PARKING ACTION PLAN MATRIX

Strategy	Objective/s Addressed	Key Condition Addressed	Timeline	Key Challenges	Key Resources	Cost Implications
Performance-Based Pricing	Enhance downtown Princeton's accessibility and vibrancy	Overall supplies are adequate, but pricing and pockets of demand put pressure on the most accessible parking areas	Immediate implementation upon parking technology upgrade, with regular monitoring of demand to rebalance pricing	Regular monitoring required to balance demand	Upgraded parking technology	Staff labor for monitoring operations, cost of parking technology upgrade
Tiered Rates	Enhance downtown Princeton's accessibility and vibrancy; Address the high cost of parking for downtown employees	Visitors show susceptibility to pricing and demand can be controlled via price tiers; On-street time limits may be increasing off-street demand on weekends	Immediate implementation upon parking technology upgrade, with regular monitoring of demand to rebalance pricing	Regular monitoring required to balance demand	Upgraded parking technology	Staff labor for monitoring operations, cost of parking technology upgrade
Simplify Commercial Area Regulations	Enhance downtown Princeton's accessibility and vibrancy	On-street regulations are overly complex	Immediate implementation	Wayfinding and signage must be updated to reflect revised, simplified policies	Wayfinding and signage improvements	Signage replacement, as necessary
Monitor Performance	Enhance downtown Princeton's accessibility and vibrancy	Overall supplies are adequate, but pricing and pockets of demand put pressure on the most accessible parking areas	Mid-range, to begin once pricing is updated to reflect the demand-based policies in this plan	Regular monitoring required to balance demand	Upgraded parking technology	Staff labor for monitoring operations
Progressive Rates	Enhance downtown Princeton's accessibility and vibrancy	Overall supplies are adequate, but pricing and pockets of demand put	Immediate implementation upon parking technology	Regular monitoring required to	Upgraded parking technology	Cost of parking technology upgrade

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		pressure on the most accessible parking areas	upgrade, with regular monitoring of demand to rebalance pricing	balance demand, turnover counts		
Meter Schedules	Understand parking supply and demand and identify key solutions to address imbalances	Demand in commercial areas continues later into the evening on weekends, until 10 or 11 PM	Immediate implementation	Additional staff enforcement time	Enforcement staff, upgraded meter technology	One FTE added to POE staff
Adding Bike Facilities	Provide valid accommodations for cycling and walking	Overall supplies are adequate, but pricing and pockets of demand put pressure on the most accessible parking areas	Mid-range	Limited right-of-way on key corridors	Zagster bikeshare, bicycle advocacy groups	Restriping and signage costs
Bikeshare Expansion	Provide valid accommodations for cycling and walking	Overall supplies are adequate, but pricing and pockets of demand put pressure on the most accessible parking areas	Mid-range	Bikeshare station installation may require some parking space removal	Zagster bikeshare; Coordination with Princeton University	Bikeshare station installation, operations, and maintenance
Carshare Expansion	Enhance downtown Princeton's accessibility and vibrancy; Address the high cost of parking for downtown employees	Overall supplies are adequate, but pricing and pockets of demand put pressure on the most accessible parking areas; Small business employee parking is limited	Mid-range	Dedicated Zipcar spaces remove private and/or public spaces	Zipcar	None

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Transit	Enhance downtown Princeton's accessibility and vibrancy; Address the high cost of parking for downtown employees	Overall supplies are adequate, but pricing and pockets of demand put pressure on the most accessible parking areas; Small business employee parking is limited	Long-range	Improved transit required coordination between NJ Transit, Princeton University, and local Free B operators	NJ Transit, Free B, Princeton University	Cost of bus stop improvements; Free B shuttle service expansion
Broker Shared Parking	Enhance downtown Princeton's accessibility and vibrancy; Address the high cost of parking for downtown employees	Small business employee parking is limited; Shared facilities remain underutilized	Mid-range	Coordination between multiple groups with varied interests	Shared parking technologies, pay by phone technologies	Additional enforcement labor time; Signage implementation
Pay By Phone Shared Parking	Enhance downtown Princeton's accessibility and vibrancy; Address the high cost of parking for downtown employees	Small business employee parking is limited; Shared facilities remain underutilized	Long-range	Implementation of new pay-by-phone technology; Generating buy-in from local property owners	Underutilized restricted parking lots	Cost of implementation of pay-by-phone app; Additional enforcement labor time; Signage implementation
Employee On-Street Permits	Address the high cost of parking for downtown employees	Small business employee parking is limited	Mid-range	Balancing space between resident and employee needs	Neighborhood groups for building resident consensus	Creating employee permit media and staff management time
Flexible Curbside Regulations – Multipurpose Loading Zones	Overall supplies are adequate, but pricing and pockets of demand put pressure on the most	On-street regulations are overly complex	Immediate implementation	Ensuring that all loading activities are accounted for	None	Signage installation and enforcement time

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	accessible parking areas					
Update and Expand Parking Validation for Businesses and Library	Enhance downtown Princeton's accessibility and vibrancy	Visitors show susceptibility to pricing	Mid-range	Generating small business buy-in, formalizing cost structure	Small business advocacy groups	Need small business opt-in fees for validation
Update RPP	Protect residential neighborhoods from detrimental parking effects	Residential parking options are limited	Immediate implementation	Balancing space between resident and employee needs; tailoring street by street regulations to match needs	Neighborhood groups for building resident consensus	Creating permit media and staff management time
Permit Media	Protect residential neighborhoods from detrimental parking effects	Residential parking options are limited	Mid-range	Transition from physical media requires LPR technology	LPR technology	Cost of LPR technology
RPP Web Portal	Protect residential neighborhoods from detrimental parking effects	Residential parking options are limited	Mid-range	Conversion of existing permit recording system to web-based format	None	Staff time for website creation and maintenance
LPR Enforcement	Protect residential neighborhoods from detrimental parking effects	Residential parking options are limited	Long-range	LPR technology implementation	Police Department	Cost of LPR purchase and staff training
Wayfinding, Signage, & Info	Enhance downtown Princeton's accessibility and vibrancy	On-street regulations are overly complex	Mid-range	Consistent branding across physical and web-based media is critical	MUTCD signage guidelines; Princeton online and downtown brand management	Cost of signage installation, staff time for revision of online materials

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Parking & Access Map	Enhance downtown Princeton's accessibility and vibrancy	On-street regulations are overly complex	Mid-range	Consistent branding across physical and web-based media is critical	Existing municipal parking and transit maps	Staff time for map creation and updates
Adjust Parking Requirements	Enhance downtown Princeton's accessibility and vibrancy	Parking requirements can be a barrier to redevelopment and change of use	Mid-range	Consensus from community and developers, balancing developer and community needs	Parking requirement case studies, observed parking demand	Staff labor for code revision
Redefine Parking Requirements	Enhance downtown Princeton's accessibility and vibrancy	Parking requirements can be a barrier to redevelopment and change of use	Long-range	Shifting from parking minimums to credit-based system; Developing in-lieu fee structure based on appraised parking values	Credit-based parking requirement case studies	Staff labor for code revision
Establish Parking Benefit District	Enhance downtown Princeton's accessibility and vibrancy	Parking requirements can be a barrier to redevelopment and change of use	Mid-range	Determining programs to receive funding from benefit district	Parking benefit district case studies	Funds marked for parking benefit district cannot enter general fund