

STAKEHOLDER INTERVIEW INPUT – JANUARY 2020

Kimley-Horn strongly believes that public input is one of the foundation blocks of a successful municipal parking study. Working with the City’s project staff, numerous one-on-one and group interviews were held during the course of three days in January 2020. The following is a list of individuals who were identified by the City as necessary for our team to gather their input. It is important to note that although certain individuals are identified in this list, some chose not to attend these meetings. Subsequent pages of this report include copies of the meeting notes that were compiled for each day and each group.

Newark Downtown Parking Study

Scheduled Stakeholder List

- **Restaurant Owners in Downtown District – January 29, 2020 8:30 am to 9:30 am**
 - Consider Deer Park, Newark Deli, Dunkin’, Caffe Gelato, Stone Balloon, Taverna, Iron Hill, Klondike Kates, Santa Fe, Bings, Grain, etc.
 - Edwardo with New York Deli and Bagel
 - Sasha, Homegrown
 - Guy from Dunkin Donuts
 - Lee Mickels, The Grain
 - Taverna
 - Stone Ballon
 - Iron Hill
 - Klondike Kates, Gianmarco
 - Sante Fe
 - Bings
 - Ryan German, Café Gelato
 - Ali Baba
- **Retail Owners (Office, Retail, etc.) in Downtown District – January 28, 2020 8:30 am to 9:30 am**
 - Consider UPS Store, Head Shop, Kneisley Eye, 7-Eleven, Switch, Newark Camera, Grassroots, E.C. Shades, Walgreens, Hair Cuttery, You’ve Been Framed, etc.
 - Aaron Frey, UPS Store
 - Barbara, Head Shop
 - Dr. Nicely, Eye Care
 - Grass Roots,
 - Unique Impressions
 - Walgreens manager
 - EZ Shades
 - 7-Eleven
 - Newark Camera
 - Switch
 - You’ve been Framed
- **Employees of Businesses (both Restaurant and Retail) - January 28, 2020 2:00 pm to 3:00 pm**
 - Via directed outreach, monthly parking permit information, previously active employees, etc. Direct Outreach to employees? How to reach out to? Through monthly parking permit. Reach out to businesses and ask for a representative

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- **Developers/Property Owners of Downtown District - January 30, 2020 11:30 pm to 12:30 pm**
 - Consider LANG, Parkway Gravel, Tsionas, Danneman, Cox, Handloff, etc.
 - Chris Locke
 - George Damenon
 - Angela Tsinoas
 - Handloff
 - Dr. Cox
 - Super 8 Owner
 - Arc Realty, owner of Newark Shopping Center
- **University of Delaware (UD) Students and Organizations - January 29, 2020 2:00 pm to 3:00 pm**
 - Student Organization Leaders, Parking Infrastructure Users, etc., with assistance from Caitlyn Olsen
- **UD Faculty/Leadership - January 28, 2020 3:30 pm to 4:30 pm**
 - Professors and U.D. Leadership, with assistance from Caitlyn Olsen
- **UD Parking and Public Safety - January 29, 2020 10:00 am to 11:00 am**
 - Jenni Sparks (Manager of Parking Services)
 - Ban Phommachanh (Field Operations Supervisor)
 - John Verdi (Chief Safety Officer), etc.
- **Private Parking Entities and Churches - January 29, 2020 3:30 pm to 4:30 pm**
 - Consider Blue Hen, Newark Shopping Center, Burger King, TD Bank, College Square, etc.
 - Consider NUMC, St. John, Oratory, C.S.R.R., St. Johns, New Ark
- **The Newark Partnership - January 30, 2020 10:00 am to 11:00 am**
 - Work with Polly Sierer on putting together a group that doesn't fit into other categories to maximize input
- **Parking Enforcement/Maintenance/Customer Service - January 29, 2020 11:30 pm to 12:30 pm**
 - Sarah Streeter, Jon Parker (FT-PA Morning/Afternoon)
 - Scott Minshall, John Carroll (Maintenance)
 - Ericka Morterud, Carol Massa (Customer Service)
 - Patrick Cathcart (Parking PT Manager), a Parking Night/Weekend PT-PA (TBD)

Meetings Schedule:

January 28, 2020

- 8:30 am to 9:30 am
- 10:00 am to 11:00 am
- 11:30 am to 12:30 pm
- 2:00 pm to 3:00 pm
- 3:30 pm to 4:30 pm

January 29, 2020

- 8:30 am to 9:30 am
- 10:00 am to 11:00 am
- 11:30 am to 12:30 pm
- 2:00 pm to 3:00 pm
- 3:30 pm to 4:30 pm

January 30, 2020



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- 10:00 am – 12:00 pm

Newark Downtown Parking Plan

Meeting Minutes

To:	_____	Organization:	Newark, DE Planning & Development
From:	_____	Organization:	Kimley-Horn
Meeting Date:	01/29/2020	Time:	8:30am
Meeting Location:	Newark Municipal Building		
Subject:	Restaurant Owners		

Summary of Discussion

1. Planning & Development understands the needs, but the issue is that the decisions made by the City swing anti-business
2. Construction began in the summer of 2018 but didn't cause much of a disruption until November
3. Currently in phase 5 of construction (22-month project; phases are not in order, though)
4. Through the streetscape project, some on-street spaces will be lost
5. Not a supply-demand type study; all that work has already been completed by the City (Brian was part of one of the studies completed in 2005)
6. Our goal is to review and discuss what the parking program should do during the next few years, what the strengths and weaknesses are, etc.
7. Gated parking systems have become frictionless systems that allow users to pay on foot to eliminate some congestion at the access points
8. Does the parking program meet the needs of your clients and employees? Resounding NO
9. Iron Hill has been around 25 years; needed a variance when they opened
10. Today it's wonderful compared to what it was, but if you look at the rate of increase of velocity of businesses vs. parking, it doesn't align
11. In proportion to what has happened on Main Street lately, number of additional spots is not adequate
12. Sign that says # of spots available in the one lot is majorly helpful, but it's 0 very often
13. Residents say there's no parking problem, because they know where they are
14. But 90 percent of customers don't understand how to navigate/aren't familiar enough with the area
15. Perception problem that parking is terrible in Newark (not unfounded)—prevents people from coming here
16. Iron Hill – 16 locations, same concept in many different municipalities; two extremely problematic locations (here and Phoenixville PA)
17. If more competitors enter the market, there's barely a blip in sales in other locations, but here in Newark you immediately see it because we have to share the parking
18. Problem: lack of spots
19. Consistent feedback from clientele that there's no parking
20. New problem: 4 methods of validating—prepaid, app, traditional like other lots, street meters (this is confusing to the guests)
21. City was subsidizing validation up until last year (50 percent off)
22. Kelly's used to validate 3 hours until the 50 percent from the City stopped. Now, they only do 1 hour (same with Iron Hill)
23. Taverna stopped validating altogether
24. \$1200/month during 7-day work week (busy months can fluctuate to \$2300) – about \$42/day on average for regular months, double that during the holidays
25. 85 percent occupancy = full in the parking industry (remaining 15 percent has to hunt for spaces)
26. Customers won't come back if they had an experience circling the block 4x for parking
27. City says businesses are getting a deal since parking is less downtown than UD parking costs
28. UD students took advantage of the parking downtown when it used to be free

Newark Downtown Parking Plan

Summary of Discussion

29. There was discussion last year about one lot becoming an employee lot – maybe lot 5 since it’s half empty most of the time? (the lot near Bing’s)
30. UD offers parking for customers and employees after hours in one of their lots – but out of convenience, nobody will park there and walk downtown
31. Price vs. convenience parking: Brian discussed the idea of creating circles (closer to businesses = \$\$\$, less \$ as you move away). Restaurant owners dislike this idea because the issue is # of spaces, not priority
32. But what is the threshold?
33. 1,200 feet is “the acceptable walking distance” according to US parking standards so it wouldn’t make sense to construct a structure farther than that from the center of town
34. Mark: Structures are the answer, because with a structure there is an inventory of parking that addresses the need without needing to allocate specific spaces to specific businesses
35. Mark: Every business that has opened in 20 years has gotten a parking variance
36. Almost every community in the US has an in-lieu-of fee, which is supposed to be set aside to go towards developing the infrastructure to increase inventory to meet the needs of the community
37. If you saw additional parking inventory being developed, where should it be? Lot 1 and 4 (caps both ends of the district)
38. First thing we look at is the footprint (125x300 minimum)
39. Lot that services Iron Hill in West Chester is 1.5 blocks off the main drag (customers get used to it and are willing to use it, so it just needs adequate signage)
40. People will be willing to walk a greater distance if the pedestrian experience is pleasurable—streetscape project might allow a future structure to be built a bit farther out
41. Parking garages make money if their spaces turn over at least 3x/day
42. What weight do I want to give monthly vs transient parking?
43. Putting in that structure relieves the other lots of customer traffic
44. Instead of a mega structure, what about a few smaller decks? – Would work too, the goal is just more spaces
45. Try to offer employees (usually service workers) either no- or low-cost parking, so long as they park in the periphery. Employees will take whatever we give them (some park down at the Acme and walk)
46. There’s no Business Improvement District (BID), but there should be. It’s money that goes directly into the district (maintenance, parking, signage, etc.)
47. Wayfinding/trailblazing signage has improved with the construction
48. Dynamic signage with space counts – “best thing that’s ever happened, except when it says 0”
49. Sometimes they’ll say 23 spaces available in Lot 4, but the attendant won’t lift the gate (reason is unknown). That lot is at the end of an alley, so this can be frustrating
50. Odd that they still have an attendant there if they have dynamic signage
51. Lot 4 fills at least 3 days/week (weekends), especially now that streetscape project has closed street parking and the holiday season
52. Periods of snow removal – street parking gets negated fairly quickly
53. Hasn’t snowed much in the last few years, though
54. If you could make one improvement to parking: Structures (unanimous)
55. People care less about price and more about finding the parking. The issue isn’t price for customers
56. Customers expect to pay when downtown Newark is nothing compared to cities also
57. They want to know available parking is guaranteed
58. For employees, however, price is more of a concern (they’d prefer to work somewhere that they don’t have to pay for parking); some businesses pay a bit more to offset the cost of parking
59. It’d be nice to have uniform parking prices so it’s less confusing (university parking, meters, lots, etc.)

Newark Downtown Parking Plan

Summary of Discussion

60. Congestion pricing would not benefit this community, as it's used to prevent people from coming and parking (we don't want that)
61. Transportation Network Companies (TNCs)—Uber, Lyft, also Doordash and GrubHub; in other communities, they're having trouble with these services stopping in active lanes of traffic and causing problems. This isn't an issue here (no one in this meeting uses TNCs like Doordash)
62. Iron Hill has issues with drivers for delivery trucks and Doordash getting ticketed
63. Very few commercial loading zones here (one on Main Street being constructed now)
64. These loading zones are becoming a thing of the past – now they're doing “flex zones” – part of the space is dedicated to commercial loading/unloading, the other is passenger loading/unloading after business hours, then turns into residential after a certain time at night
65. Phoenixville claims that Uber will reduce the need for parking
66. Brian says he read an article that parking demand will drop a maximum of 6 percent with TNCs
67. Not enough Uber service around here anyway to really impact parking
68. Third party delivery – Iron Hill uses it for catering, not individual orders, because cost is too high
69. No posted signs indicating permitted length of time for loading
70. Will ask enforcement group about the tickets for delivery trucks
71. Citations can happen within a minute (Jamie has been ticketed in this amount of time)
72. City is more parking-nazi than anything
73. Low threshold for booting & towing here
74. Booting and towing fees are too low
75. Ticketing cost is so small (\$25) that people just pay it anyway
76. The problem is residents vs. business (residents don't believe they should shoulder the burden of costs related to business infrastructure) – they don't realize the benefits to them of improving the business district (property values, for one)
77. Current construction is “near disastrous” to businesses
78. Storefront vacancies – at least 4 due to construction
79. 1 of 5 businesses are empty on Main Street
80. Some places vacant for 10 years now
81. \$25-30k per space plus soft cost parking structure - Will be on the lower end here, because it'd be offset from Main so minimal concern regarding aesthetics
82. The city put out an article about a year ago about how quickly this project will be able to pay for itself, so why don't they have the money to build this infrastructure?
83. \$0.85/SF for maintenance
84. How many business owners are residents of Newark? Kate's is, Taverna is on the outskirts
85. Business owners who are residents get to vote for council members
86. Council isn't anti-business
87. Activist residents have been opposing development
88. Frustration of those that are pro-business: “I'm tired of this brow-beating”
89. Politics can be taken out of the development of a parking facility by showing residents that the cost will be paid for by the users, not by them

Newark Downtown Parking Plan

Meeting Minutes

To:	_____	Organization:	Newark, DE Planning & Development
From:	_____	Organization:	Kimley-Horn
Meeting Date:	01/29/2020	Time:	11:30am
Meeting Location:	Newark Municipal Building		
Subject:	Newark Parking Enforcement/Maintenance/Customer Service		

Summary of Discussion

1. Concerns with funerals or weddings at the church. Currently, there is an agreement with the Newark Shopping Center to use parking lot for these events if needed
2. Metered parking at the church potentially?
3. St. John's hooded meters during weddings and funerals in the past
4. Maintenance department finds out about repairs from reports/calls from citizens and parking ambassadors, or notifications generated by the new kiosks
5. Residential Parking Permit (RPP) Program: For an individual to apply for a permit, a renter must provide a valid lease signed by the LL and themselves, up-to-date vehicle registrations, valid ID; Homeowners must verify ownership (through parcel service, deed, etc.), vehicle registration
6. Guest passes require verification of homeowner or tenant's address – all residents are allowed two guest passes (expire in one year for renters and two for owners)
7. RPPs are free. Currently, the biggest issue is abuse of guest passes
8. Residents contest any sort of license plate recognition (LPR) or cameras due to privacy concerns
9. Current enforcement is manual with officers, rather than using LPR
10. Current handheld device is an app by T-2
11. Enforcement is combination vehicular and on foot (Main Street is on foot)
12. Single space meters to multi-space; generally pleasant feelings regarding this change
13. Desire to use multi-space meters on the street to pay for lot parking as well – would require users to input the lot # they're parked in as well in order to apply the correct fee schedule (so that users aren't paying on-street fees to park off-street)
14. Branding for each lot needs to be improved (lot signage doesn't indicate which lot # it is)
15. Users are confused currently, as they don't know what numbers to input for plate #; also they'll input space # but not plate #
16. Biggest challenge with enforcement: Even residents are struggling to find lots and spend more time looking for spots on Main
17. Dynamic counters in other surface lots aside from Lot 4
18. Monument sign located centrally showing landmarks and the parking lots
19. Lot counters can be app-based or web-based – many universities use this technology
20. A few lots (the one near Caffe Gelato, for one) used to have a big blue P with an arrow pointing to the lot, but it has since been removed – why?
21. EV parking was proposed in Lot 1 (2 spaces) but no action
22. The city currently has 0 EV chargers
23. Amy has lived in Newark for a long time and still misses the lots because of the lack of signage
24. Calls often received from employees looking for parking for businesses or receiving citations
25. Visitors often don't understand how to use the apps/kiosks (this system requires you to pay when you arrive, and many people are used to older systems where you pay when leaving)
26. Website could be cleaned up for clarity (FAQ, etc.)

Newark Downtown Parking Plan

Summary of Discussion

27. 25 to 30 citations per day, 2 to 5 dismissed per day
28. People would prefer to get a ticket for running a stop sign than parking tickets
29. Ewing & Goodchild are vendors for towing
30. Only tow for life safety issues
31. Booted vehicle has 48 hours to move before getting towed (but tows never really happen at 48 hours)
32. Tickets that have doubled & equal \$75 or more would warrant a scofflaw tow
33. \$75 boot fee (two boots, like a clamp, on the driver's side tires)
34. Tools to make your job easier:
 - Extra Customer Service staff member (Ericka and Carol are overwhelmed)
 - New boots/barnacles
 - Part-time help for maintenance (snow removal, equipment issues after business hours)
 - Sufficient loading/unloading
35. Current outstanding citations: just under \$500k
36. A lot of them are from students or visitors who will not be back and will not be paying them
37. Possibly add an ordinance stating that people with outstanding citations can't be provided a permit until citations are paid
38. Spring or early summer – Lot 4 will be converted to frictionless with kiosks; Lot 3 will go to kiosk; Lot 5 is permit-only; Lot 2 is mixed permit 7:00 am – 5:00 pm and kiosk from 5:00 pm – 7:00 am; weekends it's open paid parking
39. Loading and unloading prevents the church from leaving their parking lot
40. Commercial vehicle unloading in commercial loading zone that gets a ticket ("commercial vehicle" is only large transfer trucks and box trucks – bulk freight; this does not include pickup trucks)
41. Update signage to indicate specifically which types of vehicles are allowed in loading/unloading zones
42. Different colored signage indicates that areas are loading zones until 4pm, when it then becomes regular parking
43. Potential option for the future: restrict loading hours
44. Traffic backed up along Delaware Avenue & on Main Street, especially when classes change
45. Lot 1 is primarily inundated by students during class hours (since city parking is the cheapest)
46. Students absolutely influence parking
47. Students used to park in Newark Parking Center, which is why the church instituted the pass system
48. Metered parking is utilized by students a lot as well
49. RPP has tripled in size since 2017
50. Permits are given out as needed (there is no limit for homeowners by ordinance)
51. Zone C – City had to take away guest passes here so that actual residents are able to find parking
52. Parking garage would best fit in Lot 1

Newark Downtown Parking Plan

Meeting Minutes

To:	_____	Organization:	Newark, DE Planning & Development
From:	_____	Organization:	Kimley-Horn
Meeting Date:	01/29/2020	Time:	3:30pm
Meeting Location:	Newark Municipal Building		
Subject:	Private Parking Entities & Churches		
KHA Project No.:	112269000		

Summary of Discussion

1. Catholic Campus Ministry: used to be able to park on their side of the street for free
2. Parishioners must pay to park on the street (only have ~10 spots in their parking lot)
3. Meters did not used to be there; they were told they'd been notified about it, but they didn't know about it until the meters were being installed
4. Metered parking 7:00 am – 1:00 am (Sundays free until 1:00 pm) – **check ordinance for meter hours**
5. Weekends: university parking is available to parishioners (so these issues are only M-F)
6. Have spoken to many people from the city about this on many occasions
7. By 12:00 noon the street parking is occupied by students who park there and then go to class, so parishioners can't even really access them
8. Ticket enforcement officers were very helpful in working out an alternative
9. Americans with Disabilities Act (ADA) placard allows metered parking in front of the church for free – **needs to be added to the ordinance (the state dictates ADA, not the municipality) – verify ADA requirements for DE**
10. Foot traffic for students has increased here now with the Courtyard apartments
11. Parking enforcement officers are "aggressive"
12. When people park in the Newark Shopping Center, if someone parks there and walks away, they are ticketed/towed immediately
13. Newark Shopping Center changed ownership recently
14. City strictly enforces the time limit for meters
15. **Sight lines near Courtyard apartments – problematic for pedestrians**
16. Newark United Methodist Church (NUMC): Between Lots 1 & 6 (Lot 1 exit is on their property)
17. Because of the proximity to Lot 1, the church has been given parking passes here
18. Students park in NUMC lot
19. NUMC redesigned the lot a few years ago; entrance was pushed a bit further east
20. Now that the meters are electronic, no passes anymore for the NUMC
21. Sunday's are easy for parking; the issue is during the week (Preschool, evening meetings, special services (Christmas/Easter), weddings/funerals/occasions)
22. Students occupy the lot when it's empty and then parishioners can't park there
23. NUMC has a rule that you can only park in the lot if you're there on church business
24. New Ark United Church of Christ
25. Rent 10 spaces to college students currently (\$300/semester) – these spaces sell out, because they are closer to apartments; they have tags and the lines are painted a different color
26. 2 ADA spaces, 4 regular spaces in front
27. Sundays, Special occasions or larger services – arrangement with Kelway Plaza to park there
28. Rent spaces to Delaware Eye employees as well (\$50 or 75 per month)
29. St. John's gets calls from parents asking to rent spaces, but they don't have the room
30. Council members and city parking department have been very responsive and helpful and pleasant
31. Colleen and Cynthia park in the church lot and walk (they live in Newark)

Newark Downtown Parking Plan

Summary of Discussion

32. Winter break and summer – often use lots and not metered parking
33. UD Parking officials don't believe the students park on the street on Main
34. Students don't care if they're going to get a ticket in lots, so they do it anyway
35. Newark doesn't have EV charging aside from the university
36. Citations for parking in a loading zone – **need to review/update ordinance requirements for loading zones**
37. Some of the reasons we don't patronize Main Street businesses are to avoid having to feed a meter for 10 minutes to pick up food quickly
38. **Enforcement staff members often don't come out in bad weather**
39. St. John's – parking at Newark Shopping Center is a gift but it's still far for people with accessibility needs
40. Most people who come to church will be couples in vehicles
41. Potential idea: promote ridesharing
42. When you have a parking problem, who do you call from the City? – Customer service staff
43. Burger King tows quickly as well

Newark Downtown Parking Plan

Meeting Minutes

To:	_____	Organization:	Newark, DE Planning & Development
From:	_____	Organization:	Kimley-Horn
Meeting Date:	01/30/2020	Time:	11:30am
Meeting Location:	Newark Municipal Building		
Subject:	Developers & Property Owners		
KHA Project No.:	112269000		

Summary of Discussion

1. Tyler's apartment tenants and employees are often struggling to find parking
2. Erin built her own parking lot for this very reason
3. Biggest parking problem(s):
 - Having so many crosswalks stops traffic so often that there is a lack of flow
 - If you attended UD, you're "used to it:" those who didn't, and didn't grow up here, don't want to come here and deal with the parking
 - Went to park in her own lot but had no availability, so had to pay to park elsewhere
 - Dynamic signage is hugely helpful – need more of it
 - UD international program (ELA) has a lot of money coming in – the parking area behind Green Mansion (now owned by Lang, used to be owned by Erin and she leased it to the City) is full of student parking and the students can afford it so they don't care
 - Delivery trucks reducing drive aisles to one lane
4. Erin sold her property to Lang to develop the Hyatt where Green Mansion was Hyatt: 2 buildings, parking garage for employees and the remaining is for the public
5. The code has landscaping, signage, and parking requirements (2 spaces per apartment)
6. If you can't provide the required spaces, parking-in-lieu-of fee (~\$6,000/space per Tyler) – does the code specify where this money goes?
7. Erin: If I have a parking problem, I call Marvin
8. Tyler has four Lot 2 passes that he paid for (he only owns the building, no land outside of it)
9. Erin is mixed use: 3 apartments with dentist office on first floor
10. Frederick, MD is a town after which we should model Newark parking
11. Newark is more difficult than Frederick since our core is just one street
12. Business owners don't know where they can be heard
13. The City needs people going to national conventions to lure potential businesses to come here
14. Near field charging (NFC) technology (Apple or Google pay) could be in the meters, but it isn't
15. It's hard for Tyler to express strong feelings about this, as he feels very cynical about the situation. For it to change, the mindset needs to change
16. Newark Partnership (Polly) can be a powerful tool for business owners to get everyone on the same page
17. Councilman from north side of Main Street is walking away
18. Residents win every time at the Council meetings
19. Business owners need to get together to combat the resident opposition
20. Tyler spoke with his neighbors: they didn't attend Tuesday's meeting because previous interactions with the parking office did not go well (they were under the impression that this meeting would be the same as all the other have been, with the City – next time the letter should have KH logo and should be reviewed by us)
21. Eminent domain: Possible that UD's eminent domain supersedes the City's?
22. UD has been renting the first floors of mixed-use buildings from developers
23. Municipality shouldn't have to yield to the university's every whim

Newark Downtown Parking Plan

Meeting Minutes

To:	_____	Organization:	Newark, DE Planning & Development
From:	_____	Organization:	Kimley-Horn
Meeting Date:	01/29/2020	Time:	10:00am
Meeting Location:	Newark Municipal Building		
Subject:	UD Parking & Public Safety		
KHA Project No.:	112269000		

Summary of Discussion

1. City's parking is cheaper than UD – that is not by accident
2. Annual parking permits are cheaper for the university, but monthly is more expensive than the city
3. Students are not allowed to get permits in the core (downtown) to ride shuttle buses
4. Second semester seniors only are allowed to park close to downtown (for internships and jobs)
5. First years are permitted to have cars on campus
6. UD is trying to mimic Towson's alternate transportation pledge where students agree not to bring single-occupancy vehicles and in return they get perks
7. Towson has more and better area shuttle buses; DART and Unicity are not effective for UD students
8. Sustainability, transportation, and parking at UD is trying to come up with a similar program
9. Pam is having trouble getting drivers at Towson, as the CDL requires pressurized braking system licensing
10. University is challenged with finding experienced drivers as well
11. Resident students don't drive here during the day
12. They have one lot assignment near their residence hall, and after 5pm they can't park anywhere else
13. Students' schedules are too tight and are struggling with getting from place to place on time
14. Shuttles are established routes
15. On-demand service for students with injuries or accessible needs who need additional shuttle services
16. If a student has an ADA placard, he or she can buy whatever parking they'll need (but oftentimes the shuttle will get you closer to your building than the parking lot is)
17. Customers are not informed – don't think about parking until they get there – so they don't know the difference between city and university parking
18. Non-students are paying at kiosks in student lots currently
19. Very little UD parking in the core (none from Chapel to S College)
20. Dickinson was provided variance relief because "the University can provide parking"
21. UD can't target non-university customers
22. Only 10 percent of student population lives off-campus according to the 2017 transportation study (can be provided to Kimley-Horn)
23. Students are hesitant to move their cars for fear of losing the spot and not finding another
24. Lot 1 is where all the labs and classroom buildings are, so it would be best for students
25. Congestion pricing after 3:00 pm might be better to keep students out of the garages after primary class hours (students don't need to park in the core)
26. Yellow is primarily student parking during the day (a lot of grad students) but empty during the evenings
27. Jenni will email a rate schedule of some kind to Brian
28. Lovitt Avenue kiosks are more long-term parking
29. Jenni deals with Marvin directly when there's an issue with the City
30. Convocation, Commencement, major move-in & special events: a ton of spillover into the City

Newark Downtown Parking Plan

Summary of Discussion

31. During move-in UD takes over a handful of city streets—Courtney, Haines, Ashley—and the requirements are waived that day
32. Parents use Lot 1 during move-in (the surrounding buildings are residence halls)
33. Pearson Hall lot (largest downtown lot in the core of campus minus Courtyard): In the middle of the lot is a gated lot – Pearson has a waitlist 30-people long, whereas the restricted lot is empty most of the year because it's overpriced
34. Pearson Lot costs \$638
35. Pearson Gate Lot costs \$770
36. There's a tipping point for pricing for students
37. But the business community says people will pay whatever
38. \$4/day or \$17/month employee parking during Main Street construction in Pearson after 4:00 pm – not utilized as much as it should be
39. The issue is the walk later at night
40. Safety is a concern as there's no lighting in the access to Pearson
41. Emergency call for assistance is on campus, not in the core though
42. Everything the city has done; UD has already done - "Imitation is the best form of flattery"
43. Line-of-sight mentality here – Jenni supports that to a point, for non-students
44. Students don't mind walking a little more
45. Visitor passes for UD are \$9/day
46. Stadium is far enough removed from the core so gameday doesn't impact parking much, but there is some impact
47. The university has discussed the potential of a gameday bus to incentivize people to park off-site
48. There is a shuttle that traverses Main Street, stops once on Academy
49. Need to distinguish between city and UD parking
50. Meter citation or failure to pay at kiosk in garage – \$25 citation
51. Not having a permit – \$45
52. Parking in a lot you're not supposed to be in – \$35
53. Fire lane – \$100
54. ADA – \$100, subsequent offense is \$200
55. 29,000 citations in 2019 (25 percent of citations are waived/voided)
56. If you are a matriculated student or staff member, the money is collected by payroll or student services
57. Miscellaneous wage employee payroll can't be touched by UD
58. UD can't put a registration hold
59. Commuting students park at CFA garage
60. Courtyard apartments lot was just purchased by UD – will be sold to students who have apartments on that side
61. **Potential joint venture between UD and City – Lot 1**
62. Delivery vehicles aren't using the areas designated for loading/unloading; even as UD adds more zones, they're still not convenient enough for drivers
63. They're in and out so quickly that UD can't even cite them
64. **Intermodal center near Lot 1** – enough to get a bus lane so they're off Delaware Avenue
65. Students are sustainability-oriented: is the city doing anything with alternative transportation preventing parking in certain areas or adding EV charging stations?
66. UD is trying to place EV charging stations around campus but are getting there
67. Professor at UD invented **vehicle-to-grid technology** (any additional energy generated by the EVs go back into the grid) – he just got a UL listing and his research is being implemented on campus for university parking
68. Biggest challenge is changing the culture

Newark Downtown Parking Plan

Summary of Discussion

69. UD is a no regarding bikeshare due to legal issues following a fatal crash (bicyclist hit a pedestrian)
70. But they do encourage bike use and provide connections to Newark Bike Committee regarding routes and rules/regulations
71. UD offers winter bike storage for cheap
72. Biggest challenge for parking in the next 3-5 years: Curbside management (loading/unloading), managing infrastructure capacity as the university grows
73. If anything, Jenni sees some lots going away – the one south of the library (within 5 years)
74. Pearson Hall lot isn't going anywhere for at least 10 years
75. Shifting of location of some lots (to make room for new buildings)
76. "Parking is not the best use of real estate in downtown Newark" per UD Vice President
77. If spaces are lost due to UD growth, the university might not necessarily replace them (instead would reconfigure regulations so that faculty/staff is in garages and students are pushed to perimeter)
78. UD has sufficient inventory to shift parking around (parking is not an issue on campus)
79. University does everything they can to discourage students from bringing cars
80. All staff members (adjunct professors, service workers, etc.) have the same options
81. Students often park at the stadium and then get rides to campus

Newark Downtown Parking Plan

Meeting Minutes

To:	_____	Organization:	Newark, DE Planning & Development
From:	_____	Organization:	Kimley-Horn
Meeting Date:	01/29/2020	Time:	2:00pm
Meeting Location:	Newark Municipal Building		
Subject:	UD Students & Organizations		
KHA Project No.:	112269000		

Summary of Discussion

1. Students tend to park wherever they can find a spot, regardless of whether it's on-campus or off
2. Often students don't know whether Newark or UD has jurisdiction
3. They will come to the UD parking office with Newark tickets not realizing that they are through the city
4. Cheaper but could be less convenient to park off-campus
5. "Red permit" for UD is a commuter permit: \$70 for semester – access to northernmost and southernmost campus lots + shuttle into main campus
6. "Gray permit" is \$456/year – allows parking closer to campus than red, all-day
7. Two street spaces allotted for renters per house
8. Another lot would be helpful
9. People park at Newark Shopping Center even though they technically aren't allowed to
10. Shuttle serves its purpose, but the app system is not reliable (provides estimate of how far the shuttle is, and that estimate is not always accurate)
11. Some students prefer to just bike ride or walk over, the shuttle since it varies how often the shuttle runs
12. Bicycle use is allowed but not really promoted by the school
13. Bicycle storage - students aren't aware of the location
14. Downtown feels safe for bicyclists, but it can be difficult to go in the opposite direction of traffic
15. Most stressful time of year for parking: finals – library parking is minimal (and it's going away) so there's little to no street parking in that vicinity
16. Move-in: you can drive your car up to the residence hall and move in that way
17. Southern part of campus is primarily residential so it's hard to find parking near there
18. Lot across from the library is open for only certain times (maybe 70 spots, which is not a lot for UD)
19. Courtyards parking is mostly empty in the off season and there are still spaces available during the semesters
20. Friends/roommates split the cost of parking permits and rideshare
21. For any UD permit: You can register 4 vehicles on the permit, but only one vehicle can be on campus at a time
22. Carpool permits (used by departments in the school) – requires a tag that you punch in the day & time you'll be on campus
23. Campus has adequate parking (CFA, Perkins, Trevant are the 3 garages – you can buy a permit or pay as you go; they fill up by 11:30/12:00)
24. CFA – anyone (student or not) can park there
25. UD has signs that indicate how many spots are available – potential to tie to an app could be useful
26. Nights/weekends UD permits allow you to be on campus during specified hours
27. After 5:00 pm, a lot of students move to central lots because they can
28. There are students who pay for permits for the garages (\$650ish per year) and then don't even get to park there because of transient parking
29. Construction is causing a ton of confusion regarding available parking
30. Businesses are closing because people aren't coming here due to parking
31. Students have the mindset that it's easier to walk or Uber than to drive & park

Newark Downtown Parking Plan

Summary of Discussion

- 32. Assuming you can find a spot, you still will end up walking anyway because it's likely not close to your destination
- 33. Newark has a suburban feel so it's hard to make Main Street a "downtown"
- 34. Students wouldn't park on Main Street to go to class – mostly the lot surrounded by classroom buildings. Parking on Main for class wouldn't make sense

Newark Downtown Parking Plan

Meeting Minutes

To:	_____	Organization:	Newark, DE Planning & Development
From:	Lindsey Reist	Organization:	Kimley-Horn
Meeting Date:	01/30/2020	Time:	10:00am
Meeting Location:	Newark Municipal Building		
Subject:	Newark Partnership		
KHA Project No.:	112269000		

Summary of Discussion

1. Used to be Downtown Newark Partnership – basically a chamber of commerce made up primarily of business owners that tried to help with economic development (not a BID)
2. Council decided to sunset the DNP and develop the NP
3. NP encompasses all businesses in the city, not just Main Street
4. Still in its infancy – 1 year old
5. Newark Partnership meetings held monthly at the Senior Center (free parking there)
6. Polly: Developers would love more parking, but the codes aren't up-to-date to allow for that to happen
7. Biggest impediment: community pushback from a small but vocal group (residents primarily)
8. Laws and code have not been kept up with the times – for example, development without parking
9. Parking for Newark: always has been a perception that we have no parking, but Polly's never had trouble finding parking (granted you may have to walk a few blocks)
10. 1200' is "an acceptable walking distance" per national average
11. The issue is that people can't find the parking because of a lack of signage
12. Missing the signage creates additional congestion with people circling the block
13. Issue with pedestrian safety
14. Downtown is incredibly safe
15. "People are in a time capsule – they want things to remain the way they were in the 70s"
16. Many things have changed here over the years, but one thing that hasn't changed is the longtime resident resistance to development
17. Carol used to own a business on Main (for 8 years) and there has always been a resentment of the inconsistent pricing
18. The city has created the problem of UD students parking in downtown lots, due to the difference in cost
19. A victim of our own policies – one of the issues is taking excess parking revenue and putting it back into the General Fund (this is not uncommon, but in order to properly support the improvement of infrastructure & purchase of technology, as well as building new structures, it needs to stop)
20. If a Business Improvement District was developed to help offset parking costs (along with excess revenue going into a parking fund rather than the general fund), would that be a productive way to help?
 - Businesses outside of this study area experience parking challenges as well: Chris owns a business in Rittenhouse and there's a conflict between student and employee and patron parking
21. Biggest detriments: Inconsistency in parking rates (and in validation), employee parking
22. Inconsistency encourages people to stray from bringing their cars
23. Bicycle and vehicle interaction is negative at this time (narrower roadways, conflicts between bike paths and vehicle lanes)
24. The acceptability of longer walking distances can be increased by creating active and interesting pathways for a more pleasant pedestrian experience
25. How do we fill the vacant storefronts?
 - Retail is the real issue, since the town is dead during school breaks

Newark Downtown Parking Plan

Summary of Discussion

- To get people downtown you need unique storefronts, boutiques, etc.
26. When we go to cities like Philly, Baltimore, etc., there is an understanding and an expectation not to be able to find parking easily. So, we need to find ways to adjust the perception & expectation that people here have – Is it really the end of the world if you must circle Main Street twice? Or walk a block and a half? This is the new normal
 27. We need a willingness amongst residents to change expectations: PR campaign (it's safe, the walk is not far compared to a larger city, the cost is less than a larger city)
 28. Chris is a lot more comfortable going to businesses in West Chester than in Newark, because he knows where the two large garages are; knowing where the options are is equally important to changing the perception
 29. "I don't even think twice about the cost of parking – it's expected that I'm going to pay"
 30. Or build a couple large garages and add a shuttle?
 31. First & most important thing is to flush out reality vs. perception – then we can recommend programs that remove students and find employee parking – then we take a look at what the actual demand is
 32. Structured parking facilities cost \$25-30k for construction, 10-12 percent engineering cost, long-term maintenance is \$500/space, then long-term sinking fund for structural maintenance – very expensive endeavor, so we want to optimize what you have before looking to construct structures
 33. We want Newark to be like West Chester, Princeton
 34. Who is responsible for luring new businesses into town? – There is no Economic Development Department in the City, but Newark Partnership would like to become involved in that
 35. Very little involvement from State or County Chamber
 36. Facilities outside of Main Street have adequate parking but not really an extra availability
 37. There really is no more empty land to add more inventory
 38. Students parking in Lot 1 – Joint venture between City and UD: Thoughts?
 - UD individuals we spoke with were receptive
 - But again, management of current assets needs to be improved before adding a garage here
 39. Potential recommendation: use theater-style parking schedule (closer parking to the core will cost more)
 40. Tiered parking rates: First two hours are inexpensive, then the price increases with the duration
 41. We can break up parking into districts so that people get ticketed for moving their cars to avoid tickets after 2 hours
 42. If there is a Newark Parking Authority, the politics are removed – they don't need to report to City Council for rate increases or things like that
 43. The worst area a parking program can be placed is under the Police Department (used to be there)
 44. Parking staff has done all they can with the resources (financial and otherwise) that they have, so the only alternative seems to be a Parking Authority
 45. This will need to be approved by the Council, but once it is, the Authority can spearhead its own initiatives and will have better control
 46. One of the primary impediments to parking is the Council
 47. Council has a strong urge to study the study, rather than taking action
 48. They listen to the outspoken residents who vote them into office; the business community is tired of fighting it, so they have given up attending these meetings and speaking in favor of parking changes
 49. Around 2014, City staff tried to make a garage happen – had 5 or 6 proposals – but Council shot it down
 50. Once that occurred, the businesses were left with a bad taste in their mouths
 51. Staff comes forward with a proposal to increase the rates for current parking, and businesses came out in droves saying they did not want it (because they were bitter that the Council voted down the garage they wanted)
 52. Need to re-educate the business community to get them more involved

Newark Downtown Parking Plan

Summary of Discussion

53. How are you to manage a parking garage when you can't manage what currently exists? This message needs to be sent to the City staff and to the business owners
54. Hyatt on Main took away 90 public spaces; need detailed data on how many employees from each business are parking in City lots – business owners are renting lots from banks and other businesses to allow their employees to park
55. Businesses renting out the spots are being sold, so these agreements are ending
56. In the next year, a second developer wants to build a hotel with a garage, which he wants to give to the City – the City has no policies in place to deal with this when it happens
57. Main Street is primarily owned by “local” developers
58. Lot 1 (Galleria) – Garage; ground floor could be retail (mixed-use)
59. From Newark Library to Tire Street is where you're going to see increased development; those houses are being bought by developers
60. **Master Plan from Mary Ellen**
61. Polly: key questions for business owners:
 - Employee parking
 - Development of first half of Main
 - Why is there such opposition to increasing parking rates?

Newark Downtown Parking Plan