

Shared Parking Pilot Program *Information Sheet*

ABOUT THE PROGRAM

Have you ever been frustrated to see customers or employees circling for parking when empty spaces seem to abound in private parking areas? In Newton Center, at peak periods when parking seems scarce, our research shows that 43% of all spaces are actually empty, mostly in private lots. Why is this? Currently, Newton's zoning laws restrict members of the public from parking in private lots. Headed out to eat in the evening? Newton's zoning laws would not let you park in the lot next door, even if the business is closed.

Newton's Shared Parking Pilot Program seeks to correct this imbalance by allowing business and property owners to make their private spaces available for customers and area employees to park. Property owners must still ensure that they provide parking for their customers and employees, when they have extra space, but this pilot will allow them to rent spaces to the public.

We at the City believe that increasing the availability of parking to the public, will benefit everyone in Newton. This pilot will help the City test our theory.

If you are a business or property owner and want to participate in the pilot, read on...

FREQUENTLY ASKED QUESTIONS

1. Does my location qualify? You can participate if your parking lot is:
 - a. Zoned for business, mixed use, or manufacturing (B-1, B-2, B-3, B-4, B-5, MU-1, MU-2, MU-3, MU-4, MAN, LM).
 - b. Existed by September, 2018.
 - c. Not already permitted for use by another property (non-accessory parking agreement).
 - d. Parking spaces for a residence cannot be used.

The City will also confirm eligibility of all applicants.

2. What am I agreeing to if I join the pilot? To join the pilot, you agree to:
 - Only rent out spaces when extra space is available. You cannot displace your customers or employees in favor of shared parking (*per §5.1.3.E of the Newton Zoning Ordinance*)
 - Be available to answer parkers questions and provide basic customer service to parkers
 - Work with the City to address any complaints
 - Provide feedback to the City, if asked, regarding participation in the program
 - Provide bi-monthly reports with rental statistics
3. How do I apply to participate in the pilot? To start, you will submit an application to the City of Newton. Sharing parking without being a participant in the program is a zoning violation. You will need to provide basic information such as location and number of spaces. You will also need to agree to the terms of the pilot. The City will review and send a letter of approval within 10 business days.
4. How do I rent spaces to the public? You can provide services directly (find and interact with parkers, accept payments, answer questions) or use a shared parking service. Shared parking service providers, like Spot (parkeasier.com) and SpotHero (spothero.com), are dedicated exclusively to managing shared parking. Like AirBNB does for lodging, these apps create a marketplace for parking lot owners and parkers. They allow you to register your location, set dates and times spaces are available, accept payments, and provide customer service. Parkers use the app to search and pay for parking.

5. Do I have to use a Shared Parking App Service? The City has no preference regarding whether you provide shared parking services directly or use a third party shared parking company.
6. Once my parking lot is in the program, what's my relationship with the City?
All of the shared parking activities are private transactions. The City of Newton's pilot program is a pilot of the legal framework within which one can share parking between properties. The City will not be a party in the relationship between a property owner and a third-party service provider (e.g. app service) nor will the City be a party to the relationships between lot owners and parkers. The City of Newton assumes no liability for properties sharing their parking through this program.
7. What services do I need to provide to customers? The City requires you to provide the following whether or not you use a 3rd party app or not.
- Real time customer service whenever you are making spaces available
 - Ability to black-out dates, change or cancel reservations
 - Ability to communicate any changes to parkers in advance of a reservation
8. What data do I need to include in the reports to the City? The City will request information such as number of bookings, occupancy rate and average price per reservation. App service providers like SPOT and SpotHero typically provide automated reports with this information.
9. How many spaces can I make available? You can make as many spaces available as you want provided that you maintain enough spaces for your customers or employees. The number of spaces you make available likely will vary by time of day or day of the week based on your business' pattern of employee/customer use. The most important thing: you must keep enough spaces available so that you do not displace your customers or employees.
- EXAMPLE: Your restaurant has a big lunchtime and evening rush, Wednesday through Sunday. You know that consistently the back row of spaces in your lot are empty before you open at 11am each day and throughout the day Monday and Tuesday. So, you list your back row spaces for shared use all day Monday and Tuesday and from 7am – 11am the rest of the week, keeping the rest open for customers and employees.
10. Can I charge for parking? Yes, you choose the rate you would like to charge.
11. What does it mean that this is a Pilot program? The City is piloting this program to determine if shared parking works for property owners, the public and neighboring properties. Throughout the three-year pilot period the City may adjust rules or regulations as knowledge is gained. Modifications to the Shared Parking Pilot Program will be announced on the program website and sent via email to all participating property owners at least 30 days prior to a rule change going into effect.
12. What will the City do if a lot owner does not follow the rules? The City may remove a property from the pilot for the following reasons:
- Finding by the Commissioner of Inspectional Services, with input from the Director of Planning, that customers or employees are being displaced in favor of shared parking.
 - Persistently uncooperative responses to concerns raised by parkers or neighbors.
 - Finding by the Commissioner of Inspectional Services, with input from the Director of Planning and Development and that the property is operating outside of the requirements of the pilot program guidance.
 - The pilot program expires, or the pilot program is cancelled by the City Council.