



## Other Community Parking Experiences

### Haverhill, Massachusetts

(Population: 67,787)

Haverhill was trying to attract more residents and businesses to its downtown, so the city decided to add a parking garage. Consultants pointed out to Haverhill that the proposed garage was surrounded by free street parking spaces. William Pillsbury, Haverhill's Director of Economic Development and Planning, says that "the city was opposed to pay street parking at first, but we eventually realized that bringing back pay on-street parking – after a free-parking policy that lasted 50 years – would encourage use of the garage (and help pay for it) and help keep a reasonable number of street spaces open. Our restaurants were clamoring for more convenient street parking in the evenings, so our pay street parking now extends to 8:00 pm to make sure spaces turn over. This has been very helpful to the restaurants." The city plans to use some of the parking revenue to "spruce up the sidewalks and streets," explains Pillsbury, adding that "we understood early on that a pay parking strategy would help both restaurants and other businesses."

