Reducing Parking Demand in Downtown

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PARKING

It is Transit's Business
Ridership

- External Factors
- Internal Factors

Downtown Bridgeport Revitalization

- City Desires Vibrant, 24/7 Pedestrian/Transit Friendly Downtown
- Numerous Surface Parking Lots Exist – Counter to Ambience Desired
- Numerous Surface Parking Lots also Provide Development Opportunities
- Perception of Inadequate Parking – Will Get Worse With More Development
THE PARKING QUANDRY

- Typical Off Street Parking Requirements Run Counter to Pedestrian Friendly Vibrant Environments

*There is an Inverse Relationship Between Downtown Vibrancy and Availability of Parking*

- Yet There is Fear that Inadequate Parking Will Keep People Away

THE GBTA SOLUTION

- Conducted Parking Workshop
- Served on Technical Committee for Downtown Master Plan
- Work with Developers Preparing Plans for Downtown
THE GBTA SOLUTION

- Focus on Reducing Demand for Parking by Workers and Residents
  - Universal Passes
  - Car Sharing

OUTCOMES

- Downtown Study Recommendations
- Urban Green Builders Plans
- University of Bridgeport Pass Pilot
LESSONS

- Seek Out Parking Opportunities
- Influence External Factors