



Parking Committee Meeting  
**February 10, 2026 @ 6:30 PM**  
*This meeting is recorded for public record.*

**Committee Members:**

Stephen Marvin, Chair  
Bernie Flynn  
Lisa Kearns

**Director of Parking Services:** Ramsey Reiner  
**Borough Manager:** Sean Metrick

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**Parking Committee Meeting:**

- I. Call to Order
- II. Announcements
- III. Comments  
Comments, suggestions, petitions by residents, taxpayers and visitors in attendance regarding items that are not on the agenda. Please be advised there is a 5-minute time limit which is at the discretion of the Council President and/or Chair.
- IV. Reports
  - A. Garage management report (attachment)
  - B. Director's report (attachment)
  - C. Parking Committee – Chair report – workplan and issues raised at prior meetings
- V. Old Business
  - A. Motion to approve December 2025 Parking Committee meeting minutes (attachment)
- VI. New Business
  - A. Motion to approve Resolution to update handicapped parking spaces within the Borough.(attachment)  
*Issue: Ordinance 104-45 is updated bi-annually to add or remove handicapped spaces that have been posted, audited and verified*
  - B. Motion to approve monthly contract with Code Elevator (attachment)  
*Issue: Monthly contract with Code Elevator to service any issues at Parking Garage elevators until Elevator RFP has been released and approved*
  - C. Discussion of 2026 Parking Committee Goals (attachment)  
*Issue: Chairperson Marvin will present ideas for 2026 goals for the Parking Committee for discussion.*

VII. Other Business

VIII. Adjournment

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West Chester Borough Parking Garage Performance Report

Month: Jan-26



Bicentennial Garage (371-spaces)

Current Month						YTD								
Actual	Budget	Variance to Budget		Prior Year	Variance to Prior Year		Actual	Budget	Variance to Budget		Prior Year	Variance to Prior Year		
		\$	%		\$	%			\$	%		\$	%	
51,751	56,442	(4,692)	-8.3%	42,591	9,160	21.5%	Revenue	51,751	56,442	(4,692)	-8.3%	42,591	9,160	21.5%
35,695	32,190	3,505	10.9%	18,078	17,617	97.4%	Transient	35,695	32,190	3,505	10.9%	18,078	17,617	97.4%
-	-	-	#DIV/0!	-	-	#DIV/0!	Contract	-	-	-	#DIV/0!	-	-	#DIV/0!
394	396	(3)	-0.6%	-	394	#DIV/0!	Special Event	394	396	(3)	-0.6%	-	394	#DIV/0!
(629)	(666)	37	-5.6%	(159)	(470)	295.6%	Validations	(629)	(666)	37	-5.6%	(159)	(470)	295.6%
87,210	88,362	(1,152)	-1.3%	60,510	26,700	44.1%	Payment Proc Fees	87,210	88,362	(1,152)	-1.3%	60,510	26,700	44.1%
25,794	21,925	3,869	17.6%	13,774	12,020	87.3%	<b>Total Revenue</b>	25,794	21,925	3,869	17.6%	13,774	12,020	87.3%
61,415	66,437	(5,022)	-7.6%	46,736	14,679	31.4%	<b>Operating Expenses</b>	61,415	66,437	(5,022)	-7.6%	46,736	14,679	31.4%
							<b>Net Operating Income</b>							
9,665														
# of Contract Parkers billed:														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
	321													

Chestnut Street Garage (689-spaces)

Current Month						YTD								
Actual	Budget	Variance to Budget		Prior Year	Variance to Prior Year		Actual	Budget	Variance to Budget		Prior Year	Variance to Prior Year		
		\$	%		\$	%			\$	%		\$	%	
53,248	63,858	(10,610)	-16.6%	42,545	10,703	25.2%	Revenue	53,248	63,858	(10,610)	-16.6%	42,545	10,703	25.2%
94,463	78,505	15,958	20.3%	34,044	60,419	177.5%	Transient	94,463	78,505	15,958	20.3%	34,044	60,419	177.5%
-	-	-	#DIV/0!	-	-	#DIV/0!	Contract	-	-	-	#DIV/0!	-	-	#DIV/0!
441	868	-		-	-		Special Event	441	868	-		-	-	
(1,284)	(1,389)	105	-7.6%	(76)	(1,208)	1589.5%	Validations	(1,284)	(1,389)	105	-7.6%	(76)	(1,208)	1589.5%
146,868	141,842	5,026	3.5%	76,513	70,355	92.0%	Payment Proc Fees	146,868	141,842	5,026	3.5%	76,513	70,355	92.0%
25,506	23,884	1,622	6.8%	17,119	8,387	49.0%	<b>Total Revenue</b>	25,506	25,025	481	1.9%	17,119	8,387	49.0%
121,362	117,958	3,404	2.9%	59,394	61,968	104.3%	<b>Operating Expenses</b>	121,362	116,817	4,545	3.9%	59,394	61,968	104.3%
							<b>Net Operating Income</b>							
68,114														
# of Contract Parkers billed:														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
	712													

West Chester Garages Combined

Current Month						YTD								
Actual	Budget	Variance to Budget		Prior Year	Variance to Prior Year		Actual	Budget	Variance to Budget		Prior Year	Variance to Prior Year		
		\$	%		\$	%			\$	%		\$	%	
104,999	120,300	(15,302)	-12.7%	85,136	19,863	23.3%	Revenue	104,999	120,300	(15,302)	-12.7%	85,136	19,863	23.3%
130,158	110,695	19,463	17.6%	52,122	78,036	149.7%	Transient	130,158	110,695	19,463	17.6%	52,122	78,036	149.7%
-	-	-	#DIV/0!	-	-	#DIV/0!	Contract	-	-	-	#DIV/0!	-	-	#DIV/0!
835	1,264	(430)	-34.0%	-	835	#DIV/0!	Special Event	835	1,264	(430)	-34.0%	-	835	#DIV/0!
(1,913)	(2,055)	142	-6.9%	(235)	(1,678)	714.0%	Validations	(1,913)	(2,055)	142	-6.9%	(235)	(1,678)	714.0%
234,078	230,204	3,874	1.7%	137,023	97,055	70.8%	Payment Proc Fees	234,078	208,333	25,745	12.4%	137,023	97,055	70.8%
51,300	45,809	5,491	12.0%	30,893	20,407	66.1%	<b>Total Revenue</b>	51,300	46,950	4,350	9.3%	30,893	20,407	66.1%
182,777	184,395	(1,618)	-0.9%	106,130	76,647	72.2%	<b>Operating Expenses</b>	182,777	161,383	21,394	13.3%	106,130	76,647	72.2%
							<b>Net Operating Income</b>							
77,779														
# of Contract Parkers billed:														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
	1,033	-	-	-	-	-	-	-	-	-	-	-	-	

Notes:

# West Chester Borough Combined Parking Garage Performance Report

## Executive Summary



Month: Jan-26

	Current Month				Year-To-Date		
	Jan-26 Actual	Jan-26 Budget	Dec-25 Actual	Jan-25 Actual	Jan-26 Actual	Jan-26 Budget	Jan-25 Actual
Total Revenue	234,078	230,204	279,970	137,023	234,078	208,333	137,023
Operating Expenses	51,300	45,809	55,740	30,893	51,300	46,950	30,893
Net Operating Income	182,777	184,395	224,230	106,130	182,777	161,383	106,130

	Jan-26 Actual	Dec-25 Actual	Jan-25 Actual
# of Contract Parkers billed			
Bicentennial Garage	321	305	256
Chestnut St Garage	712	707	442
Combined WC Garages	1,033	1,012	698
Average Transient Revenue/Day			
Bicentennial Garage	1,669	2,399	1,374
Chestnut St Garage	1,718	2,417	1,372
Combined WC Garages	3,387	4,816	2,746
Average Tickets/Day			
Bicentennial Garage	395	487	392
Chestnut St Garage	390	504	343
Combined WC Garages	785	991	735



# Monthly Parking Department Director Report

Prepared by: Ramsey Reiner, Director of Parking Services

Monica Campbell, Assistant Director of Parking Services

Reporting Period: January, 2026

## 1. Executive Summary

- a. Monthly revenue highlights: Meter revenue increased from 2025. Posting revenue decreased due to weather issues.
- b. Operational performance overview: Despite losing an officer, PSD was fully functional. Full-time night shift officer covered day shift. Another full-time officer was out for two weeks, leaving one officer on shift in the evening. PSD will be fully staffed in the evenings beginning February 9<sup>th</sup>.
- c. Key accomplishments and challenges:
  - i. Social media has become the biggest challenge for the PSD. Incorrect information has been circulating throughout social media. Flowbird is fully functional within the Borough. Wifi should be turned off on cell phones when not on a trusted network. New kiosks will be delivered mid-Feb to allow for more payment opportunity in the downtown area.
  - ii. Student Rental permits have been updated in our system based on availability per property. This reduces staff time for review on number of available parking spaces vs. tenants.

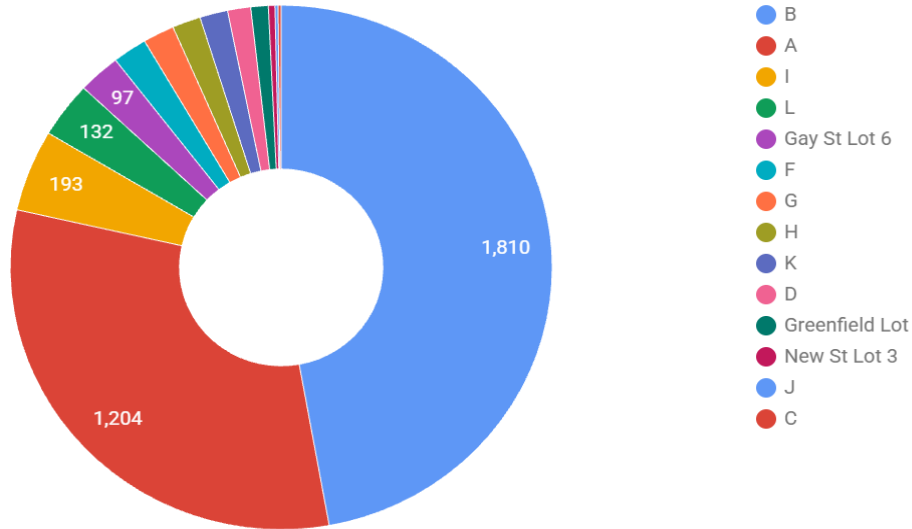
## 2. Monthly Revenue Overview

<u>Column1</u>	<u>January 25</u>	<u>January 26</u>	<u>YTD Revenue</u>	<u>2026 Budget</u>
<b>Ticket Revenue</b>	\$ 94,480.00	\$ 80,215.00	\$ 80,215.00	\$ 1,200,000.00
<b>Posting Revenue</b>	\$ 7,775.05	\$ 5,333.00	\$ 5,333.00	\$ -
<b>Meter Revenue</b>	\$ 137,379.25	\$ 152,204.60	\$ 152,204.60	\$ 2,028,000.00
<b>Permit Revenue</b>	\$ 3,116.00	\$ 4,209.00	\$ 4,209.00	\$ 200,000.00
<b>Total Revenue</b>	\$ 242,750.30	\$ 241,961.60	\$ 241,961.60	\$ 3,428,000.00

### 3. Operational Metrics

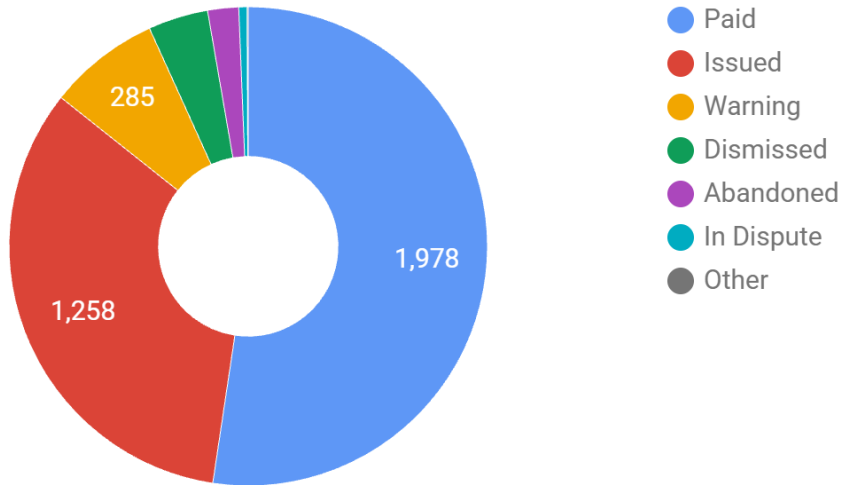
#### Permit Parking Stats

Borough of West Chester - Permits By Zone (Today)



#### Enforcement Activity

Borough of West Chester - Tickets By Status (Jan. 2026)



### 4. Projects & Initiatives

- a. Wayfinding Signage Bid: signage approved by Council. Will be working on bid package with Merje.
- b. ParkMobile Rollout: working on consolidating areas with ParkMobile & Flowbird.

- c. Signage update: working with Merje to update signage, placement and standards beginning in CBD for ParkMobile rollout. Once complete, will work on residential permit area signage.
- d. Special Event policy, application and ordinance update: applications have been loaded into SmartGov. New ordinance update will be presented in Public Safety Committee by April 2026.

## 5. Staff & Administrative Updates

- a. Staffing levels:
  - i. New hire, Mikey Clements, has been onboarding as Social Media Coordinator and Admin Assistant. Mikey will be helping Parking Services/Borough with branding, communications policy and marketing.
  - ii. Antionette Merriett, Parking Enforcement Officer, has started training for the full-time day shift position.
- b. Training:
  - i. 2026 Training Plan will be provided at a later date
- c. Recognition
  - i. N/A

## 6. Issues, Risks & Resolutions

- a. Operational challenges
  - i. Parking Services paused full enforcement until January 29<sup>th</sup> to allow for Public Works to clear the streets and allow residents to move vehicles. Officers were then directed to help clear blocks for snow removal. PSD began posting blocks as tow-away zones for February 4, 5, and 6 to allow PW more access to complete snow removal. Cars were towed at the Borough's expense to nearby areas. **Suggestion:** PSD will be working with PW on a clearer snow emergency response and recovery plan for the future.

## 7. Outlook for Next Month

- a. Special events: N/A
- b. Operational topics:
  - i. Loading zone audit and updated list will be provided.

## *West Chester Borough's Parking Committee proposed goals and initiatives*

### **GOAL TARGET 1 WEST CHESTER UNIVERSITY PARKING**

**West Chester University (WCU) administers campus parking plans for faculty/staff/students. West Chester University (WCU) is the single biggest parking demand generator in town.**

**Goals are explicit ties to WCU faculty, staff, and student parking behavior.**

- Protect Neighborhood Livability While Acknowledging University-Driven Demand
  - o WCU faculty, staff, and students routinely park outside campus boundaries due to cost, availability, or convenience.
  - o Borough residential streets absorb spillover demand, creating friction between residents and the university population.
  - o WCU present to Borough to resolve parking with WCU to directly shape Borough outcomes.
- Improve Equity and Predictability for Faculty, Staff, and Students Parking in the Borough
- Test Free or Reduced-Cost Parking Without Encouraging Campus Spillover
- Use Data to Mediate Borough–University Parking Conflicts

#### **Big Picture Takeaway**

The Parking Committee's role is not to "win" against WCU, but to shape behavior created by a large institution inside a small Borough. The most successful strategy is: Make streets inconvenient for long-stay parking, garages attractive for long-stay parking, and rules crystal-clear for everyone.

### **GOAL TARGET 2 RESIDENTIAL PARKING ON STREETS**

**Guarantee Reasonable On-Street Parking Access for Residents**

- Residents pay taxes and permit fees yet often struggle to park near their homes.
- Residential permits issued in excess of available curb spaces, creating daily competition.
- University, commuter, and visitor parking pressures spill into neighborhoods.
- Prevent Residential Streets from Becoming Long-Term Storage for Non-Residents
- Reduce Resident Frustration with Rules, Enforcement, and Communication
- Explore Free or Reduced-Cost Street Parking Without Harming Residents
- Use Data and Resident Feedback to Continuously Adjust Policy
- Balance Equity, Access, and Neighborhood Character

#### **Bottom Line for the Parking Committee**

- Residents should be encouraged to use their driveways and garages.
- Residential street parking policy should be guided by one core principle:

If residents cannot park near their homes, system is failing — regardless of revenue or convenience elsewhere.

### **GOAL 3 GARAGE PARKING AND PARKING LOTS**

**Make Garages and Lots the Preferred Choice for Long-Stay Parking**

- Improve User Experience and Convenience in Garages and Lots
- Use Time and Pricing Strategically to Balance Demand
- Support Residents, Workers, and Students Through Targeted Garage Programs
- Use Data to Actively Manage Garages and Lots
- Reduce Physical and Operational Obstacles in Garages and Lots
- Aligning Garage Strategy with Street and Residential Parking Policy

## MINUTES

### Parking Committee of Borough Council

**Date:** Tuesday, December 9<sup>th</sup>, 2025 @ 6:00 PM

**Committee Members:** Sheila Vaccaro, Chair  
Lisa Dorsey  
Bernie Flynn

**Staff:** Ramsey Reiner, Director of Parking Services/Assistant Borough Manager  
Sean Metrick, Borough Manager

I. **Call to order** at 6:29 PM by Sheila Vaccaro

II. **Announcements**

The Borough will be collecting canned goods to benefit the West Chester Food Cupboard at Borough Hall during business hours. Please stop by to contribute. More information can be found on the Borough website.

III. **Comments, suggestions, petitions by residents, property owners, and visitors in attendance regarding items not on the agenda. (Please be advised that all public comments have a 5-minute time limit.)**

IV. **Reports**

A. **Garage management report (see attachment)** Chris Hankins ran through the combined parking reports for the month of November. Chris shared data and the difference in prior year. Chris went over the fees for the Christmas Parade.

B. **Director's report (see attachment)** Ramsey Reiner went over November totals as well as items parking is working on.

V. **Old business**

A. **Motion to approve November 2025 Parking Committee meeting minutes (see attachment)**  
Approved 3-0

B. **Motion to approve Wayfinding Phase 2 sign– 2026 Capital project. (see attachment)**  
*Issue: Choose between 3 types of signs.*

Approved 3-0

VI. **New business**

A. **Motion to approve request from Downtown West Chester to share parking garage revenue for Christkindl Market and all future events in the Central Business District.**  
*Issue: John O' Brien, ED of Downtown West Chester, is requesting garage revenue sharing for Christkindl Market and future BID events, based on the new Special Event Parking Policy.*

2-1 (Work Session)

**VII. Other business**

**VIII. Adjournment** at 7:26 PM by Sheila Vaccaro

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**RESOLUTION NO.**

**BOROUGH OF WEST CHESTER**

**CHESTER COUNTY, PENNSYLVANIA**

**A RESOLUTION OF THE BOROUGH COUNCIL OF THE BOROUGH OF WEST CHESTER TO ESTABLISH THE PARKING SPACES IN THE BOROUGH THAT ARE RESERVED FOR HANDICAPPED PARKING PURSUANT TO CHAPTER 104 OF THE BOROUGH CODE TITLED, "VEHICLES AND TRAFFIC."**

**WHEREAS**, Chapter 104 of the West Chester Borough Code, titled, "Vehicles and Traffic", Section 104-45.1 declares that no person shall park or leave unattended a vehicle at any place specifically reserved for handicapped parking, unless the parked vehicle has a state-issued plate or placard (displayed conspicuous manner) for a handicapped person or severely disabled veteran; and

**WHEREAS**, Borough Council desires to designate the specific locations on public streets where parking spaces shall be reserved and limited to parking for handicapped individuals;

**NOW THEREFORE**, be it **RESOLVED AND ADOPTED** by the Borough Council of the Borough of West Chester as follows:

1. The following are hereby established as handicapped parking spaces:

<b>Highway</b>	<b>Side</b>	<b>Location</b>
<del>Adams Street</del>	<del>West</del>	<del>108 South Adams Street</del>
Adams Street	East	315 South Adams Street
Adams Street	West	708 South Adams Street
Adams Street	East	717 South Adams Street
Adams Street	West	544 South Adams St.
Barnard Street	North	407 East Barnard Street
<del>Barnard Street</del>	<del>North</del>	<del>507 East Barnard Street</del>
Barnard Street	South	20 <del>1</del> 8 West Barnard
Barnard Street	South	12 <del>0</del> 2 East Barnard
Barnard Street	South	202 West Barnard Street
Barnard Street	North	527 East Barnard Street
Barnard Street	North	707 East Barnard Street
Biddle Street	North	11 West Biddle Street

Biddle Street	North	125 West Biddle Street
Biddle Street	South	224 West Biddle St.
Brandywine Street	East	9 South Brandywine Street
<del>Chestnut Street</del>	<del>North</del>	<del>235 East Chestnut Street</del>
Church Street	East	Immediately south of Lafayette Street between signs as erected
Church Street	East	Approximately 60 feet south of University Avenue as signed
Church Street	South	200 South Church Street, Sundays only from 9:00 a.m. to 12:00 noon
Church Street	West	North of Market Street
Church Street	West	First designated parking space south of Market Street
<del>Church Street</del>	<del>West</del>	<del>310 North Church Street</del>
Church Street	West	North of Rosedale Avenue between signs as erected
Church Street	West	200 South Church St. Sundays only 9:00 a.m. to 12:00 p.m.
Church Street	West	510 South Church Street
Church Street	West	255 feet south of University Avenue
<del>Courthouse Alley</del>	<del>West</del>	<del>North of Market Street and east of Church Street at sign erected</del>
Darlington Street	East	Opposite 223 North Darlington Street
<del>Darlington Street</del>	<del>West</del>	<del>404 North Darlington Street</del>
Darlington Street	West	526 North Darlington Street
Darlington Street	West	North of Gay Street at sign erected
Darlington Street	West	Immediately north of Market Street between signs as erected
East Barnard Street	North	131 East Barnard Street
<del>East Chestnut Street</del>	<del>North</del>	<del>229 East Chester Street</del>
<del>East Miner Street</del>	<del>South</del>	<del>522 East Miner Street</del>
Franklin Street	East	117 South Franklin Street
Franklin Street	West	Opposite 117 South Franklin Street
Franklin Street	West	Opposite 117 South Franklin Street
<del>Gay Street</del>	<del>North</del>	<del>407 West Gay Street</del>
<del>Gay Street</del>	<del>North</del>	<del>411 West Gay Street</del>
Gay Street	North	West of High Street between signs as erected
Gay Street	North	St. Agnes Church between signs as erected
<del>Gay Street</del>	<del>South</del>	<del>214 E. Gay Street (in front of 212 E. Gay Street)</del>
<del>Gay Street</del>	<del>South</del>	<del>236 East Gay Street</del>
Gay Street	South	316 West Gay Street
Hannum Avenue	South	349 Hannum Avenue

Hannum Avenue	South	345 Hannum Avenue
High Street	East	225 North High, directly north of E. Evans Street
High Street	East	221 South High Street
High Street	West	South of Linden Street between signs as erected, 2 spaces
Hoopes Park Lane	Inside park	One dedicated space at Hoopes Park
Lacey Street	North	125 Lacey Street
Lacey Street	South	East of High Street
Lacey Street	South	30 feet east of High Street at sign as erected
Lafayette Street	South	300 West Lafayette Street
<del>Linden Street</del>	<del>South</del>	<del>700 block of Linden Street between Srgt. Yarnall Alley and South Penn Street</del>
Magnolia Street	South	West of Matlack Street between signs as erected
<del>Market Street</del>	<del>North</del>	<del>515 West Market Street</del>
Market Street	South	East of Church Street between signs as erected
Market Street	South	East of Darlington Street between signs as erected
Matlack Street	East	North of intersection with Biddle Street
Matlack Street	East	531 South Matlack Street
<del>Matlack Street</del>	<del>East</del>	<del>737 South Matlack Street</del>
Matlack Street	West	310 North Matlack Street
Matlack Street	West	South of intersection with Union Street
<del>Miner Street</del>	<del>North</del>	<del>From High Street to Wilmont Mews</del>
Miner Street	North	501 East Miner Street
Miner Street	South	132 East Miner Street
Miner Street	South	144 East Miner Street
Miner Street	North	145 East Miner Street
Miner Street	North	227 West Miner Street
Miner Street	North	33 <del>13</del> East Miner Street
<del>Miner Street</del>	<del>North</del>	<del>409 East Miner Street</del>
Miner Street	North	416 West Miner Street
Miner Street	North	At the entrance to the John O. Green Park
<del>Miner Street</del>	<del>South</del>	<del>315 West Miner Street</del>
Miner Street	South	331 East Miner Street
Miner Street	South	418 East Miner Street
Miner Street	South	422 East Miner Street
Miner Street	South	430 East Miner Street

<del>Miner Street</del>	<del>South</del>	<del>628 E. Miner Street</del>
<del>New Street</del>	<del>East</del>	<del>225 North New Street</del>
<del>North New Street</del>	<del>North</del>	<del>120 North New Street</del>
<del>North New Street</del>	<del>North</del>	<del>331 North New Street</del>
<del>Penn Street</del>	<del>West</del>	<del>230 North Penn Street</del>
<del>Penn Street</del>	<del>West</del>	<del>712 South Penn Street</del>
<del>Poplar Street</del>	<del>West</del>	<del>100 Poplar Street</del>
Rosedale Avenue	North	500 Block of East Rosedale Avenue
<del>Sharpless Street</del>	<del>North</del>	<del>209 Sharpless Street</del>
Sharpless Street	South	330 Sharpless Street
Sharpless Street	South	408 Sharpless Street
Union Street	North	Adjacent to Everhart Park entrance
Union Street	North	137 East Union Street
Union Street	North	209 West Union Street
<del>Union Street</del>	<del>South</del>	<del>402 West Union Street</del>
<del>Union Street</del>	<del>South</del>	<del>417 West Union Street</del>
University Avenue	North	West of Reynolds Alley as designated by handicap parking meters
Walnut Street	East	North of Gay Street between signs as erected (United States Post Office)
<del>Walnut Street</del>	<del>West</del>	<del>326 North Walnut Street</del>
Walnut Street	West	528 South Walnut Street
Washington Street	North	225 West Washington Street
<del>Washington Street</del>	<del>North</del>	<del>243 West Washington Street</del>
West Miner Street	South	130 West Miner Street
<del>Worthington Street</del>	<del>East</del>	<del>From Miner Street to Barnard Street</del>

**RESOLVED AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 20265.

ATTEST:

**COUNCIL FOR THE BOROUGH OF  
OF WEST CHESTER**

\_\_\_\_\_  
Sean Metrick, Secretary

By: \_\_\_\_\_  
Patrick McCoy, President

By: \_\_\_\_\_  
Nicole Scimone, Vice President

By: \_\_\_\_\_  
Bernie Flynn, Member

By: \_\_\_\_\_  
Lisa Dorsey, Member

By: \_\_\_\_\_  
Brian McGinnis, Member

By: \_\_\_\_\_  
Sheila Vaccaro, Member

By: \_\_\_\_\_  
Bryan Travis, Member

## *West Chester Borough's Parking Committee proposed goals and initiatives*

### **GOAL TARGET 1 WEST CHESTER UNIVERSITY PARKING**

**West Chester University (WCU) administers campus parking plans for faculty/staff/students. West Chester University (WCU) is the single biggest parking demand generator in town.**

**Goals are explicit ties to WCU faculty, staff, and student parking behavior.**

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  - o WCU faculty, staff, and students routinely park outside campus boundaries due to cost, availability, or convenience.
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  - o WCU present to Borough to resolve parking with WCU to directly shape Borough outcomes.
- Improve Equity and Predictability for Faculty, Staff, and Students Parking in the Borough
- Test Free or Reduced-Cost Parking Without Encouraging Campus Spillover
- Use Data to Mediate Borough–University Parking Conflicts

#### **Big Picture Takeaway**

The Parking Committee's role is not to "win" against WCU, but to shape behavior created by a large institution inside a small Borough. The most successful strategy is: Make streets inconvenient for long-stay parking, garages attractive for long-stay parking, and rules crystal-clear for everyone.

### **GOAL TARGET 2 RESIDENTIAL PARKING ON STREETS**

**Guarantee Reasonable On-Street Parking Access for Residents**

- Residents pay taxes and permit fees yet often struggle to park near their homes.
- Residential permits issued in excess of available curb spaces, creating daily competition.
- University, commuter, and visitor parking pressures spill into neighborhoods.
- Prevent Residential Streets from Becoming Long-Term Storage for Non-Residents
- Reduce Resident Frustration with Rules, Enforcement, and Communication
- Explore Free or Reduced-Cost Street Parking Without Harming Residents
- Use Data and Resident Feedback to Continuously Adjust Policy
- Balance Equity, Access, and Neighborhood Character

#### **Bottom Line for the Parking Committee**

- Residents should be encouraged to use their driveways and garages.
- Residential street parking policy should be guided by one core principle:

If residents cannot park near their homes, system is failing — regardless of revenue or convenience elsewhere.

### **GOAL 3 GARAGE PARKING AND PARKING LOTS**

**Make Garages and Lots the Preferred Choice for Long-Stay Parking**

- Improve User Experience and Convenience in Garages and Lots
- Use Time and Pricing Strategically to Balance Demand
- Support Residents, Workers, and Students Through Targeted Garage Programs
- Use Data to Actively Manage Garages and Lots
- Reduce Physical and Operational Obstacles in Garages and Lots
- Aligning Garage Strategy with Street and Residential Parking Policy