



Meeting the Need for Growth

Presentation to Council
December 2007

Introduction

- The West Windsor Parking Authority's role is central to the question of parking demand, and the future of parking at the PJ Train Station
- The WWPA recognizes its duty to the taxpayers of West Windsor, as well as to the customers of the parking authority



Overview of the WWPA

- Founded in 1971
- To provide safe, convenient, and secure access to as many station travelers as possible, in a way that maximizes value for West Windsor customers and enhances the quality of life for West Windsor Township
- Governed by council appointed board of 5 members
- Over 7,300 daily travelers

Operating Facts of the WWPA

- There are 3,600 spaces of which 2,600 are accessible by permit, and 1,000 are open for daily first-come-first-served use
- 3,900 permit holders have access to 2,600 spaces, a ratio of 1.5 permits per space
- 40% of permit holders have held them for 10 years or more, while under 20% have had a permit for a year or less
- Between 400-500 permits are issued annually

Operating Facts (cont'd)

- There are almost 8,400 cars registered with WWPA; about 2 cars per permit
- Approximately 45% of all permits are held by West Windsor residents, 14% Princeton, and 10% Plainsboro
- Parkers pay an effective price per month of:
 - \$33 – Residents
 - \$55 – Non-residents
 - \$80 – Daily (20 day month @ \$4.00)

Operating Facts (cont'd)

- There are about 5,200 applicants on waitlist. Wait can be as long as 7 years
- Approximately 47% of all waiting are West Windsor residents, 12% Plainsboro, and 10% Princeton
- There will be almost 500 from this list who will be granted a permit this year

Demand for Parking

- Based on current operating data, demand for parking ranges **between 7,000 – 8,000**, which is **2,000 – 3,000** above current capacity
- Further study will be done to quantify other factors influencing current demand:
 - Kiss and Ride
 - Bus and Dinky travelers
 - Other station users (Hamilton, Jersey Ave, etc.)

Demand for Parking (cont'd)

- Based on today's demand, **there are about 2,600 customers who would like to park, but can't**
- The majority of these potential customers are WW residents
- This demand will grow, influenced by:
 - NJT capacity increases
 - Township population growth
 - Highway traffic congestion

Short Term Initiatives

- Waiting list is currently being studied for currency and accuracy
- A review of WWPA operations is being conducted
- All WWPA policies are being reviewed, inclusive of pricing, registration processes, security, and black market prevention

Long Term Initiatives

- Capacity increase study will be formally initiated with consideration for:
 - Future growth
 - Parking convenience for station use
 - Traffic flow to and from station
 - Aesthetics of area, and enhancement of bordering neighborhoods
 - Pricing versus value
 - Contingencies while constructing

Long Term – the big “G” ?

- A Garage is the likely best way to address current and future demand. Objectives for this initiative would be to:
 - provide parking to as many residents who need it
 - provide parkers and pedestrians continued convenient and safe access to station at all times of day
 - ensure that traffic flows freely, to and from
 - ensure area landscape is improved
 - minimize disruption of operations during construction
 - plan so that project is complimentary with other development initiatives

Next Steps

- WWPA will pursue capacity study to be completed early next year.
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