

EAST ARLINGTON BUSINESS DISTRICT

RECOMMENDED OWNER AND EMPLOYEE PARKING PRACTICES

“WHERE TO PARK”

Employees compete with customers and visitors for limited parking spaces on Massachusetts Avenue. If convenient parking is not available, customers and visitors may take their business elsewhere. The East Arlington Business District is issuing the following recommendations to improve access to businesses and services on Mass. Ave. and provide a satisfactory experience for customers, visitors, and employees.

GUIDELINES FOR MASS. AVE. PARKING

- **Mass. Ave. employees and business owners should not park on Mass. Ave.**
- **Employees and owners should be encouraged to walk, bike, take the bus or carpool whenever possible, thereby leaving precious parking spaces for customers.**
- **Employers should direct employees who must drive to park on side streets in the second half of the block, as far away from Mass. Ave. as possible.**

GUIDELINES FOR SIDE STREET PARKING

- **Employers should promote parking practices that ensure a constant turnover of the most convenient spaces on side streets.**
- **Spaces closest to Mass. Ave. should be left for high turnover, short-term parking, whether customers, visitors, or employees.**
- **SHORT TERM EMPLOYEE PARKERS—For quick access to businesses, park within the first block closest to Mass. Ave. for short intervals.**
- **ALL DAY EMPLOYEE PARKERS—For those who expect to be at their work place all or most of the day and don't have difficulty walking, park in the second half of the block, farther away from Mass. Ave.**
- **We urge employees to observe traffic and parking rules, because**
 - **Our neighbors need access to their driveways and the ability to properly maneuver on the streets.**
 - **It helps build the reputation of the business community as a good citizen.**
 - **Enforcement may be increased in the future. It saves money and stress to park lawfully and avoid getting a ticket.**
 - **If someone parks in a timed spot for an extended time, we lose potential customers who could have parked there.**

By self-regulating our employees, the Mass. Ave. area businesses will maximize the community's parking resources and meet everyone's goals. If we are successful, we will have more customers, and a more lively commercial area. Failure to meet the needs of the community may result in the need for stronger, more costly regulatory systems, such as metering or increased ticketing. We thank you for your cooperation.

Employee Parking

Where and Why

We urge employees to park on side streets as far away from Massachusetts Ave. as possible, because:

- It allows our customers to park near our businesses. Everyone wants more customers and the easier it is to park, the easier it is for them to come to our businesses
- We want to be good neighbors to residents and other businesses. We are all dependent on good will to run our businesses. Our neighbors, both residents and business people, are our clients and our publicists. They can choose to use our products and can speak about us as they wish. A little support to them and from them will generate a great deal of good will.

We urge employees to use alternate forms of transportation as often as possible, because:

- The fewer vehicles we have to park, the more spaces we leave for others. A bicycle takes up less space than a car and is easier to park.
- Using alternate transportation is good for the environment.
- Walking or riding a bike is good for your health and can be very enjoyable and relaxing

We urge employees to observe traffic and parking rules, because:

- It is, of course, money-saving and stress-saving to avoid getting a ticket.
- Our neighbors need access to their driveways and the ability to properly maneuver on the streets.
- If someone parks in a timed (e.g. 30-minute or two-hour) spot for an extended time, we lose potential customers who could have parked there.

Where to park:

- Spaces closest to Mass. Ave. should be left for high turnover, short-term parking, whether customers or employees.
- **SHORT TERM EMPLOYEE PARKERS**—For quick access to businesses, park within the first block closest to Mass. Ave. for short intervals.
- **ALL DAY EMPLOYEE PARKERS**—For those who expect to be at their work place all or most of the day and don't have difficulty walking, park in the second half of the block, farther away from Mass. Ave.

Thanks to everyone who works in Arlington for their help with respect to parking.