



ARE YOUR EMPLOYEES COSTING YOUR BUSINESS MONEY?

If your revenue depends on customer visits, on-street parking turnover directly impacts your bottom line.

When employees park in two-hour restricted spaces, the most convenient spots remain occupied much of the day — reducing access for walk-in customers. Customers who cannot find nearby parking often choose not to stop at all.

More turnover = more customer access = more revenue.

A space that turns over 5–6 times per day creates far greater opportunity for customers than a space occupied by a single employee for an entire shift.

On-street parking is designed to support your business by maximizing convenient customer access. The MPA is actively working to curb this behavior in adopting new parking management strategies.

The DeHart Garage Reality

We understand that the DeHart Street Garage is highly sought after by residents, workers, and visitors alike. It is also the most popular alternative when on-street parking is unavailable. When employees occupy on-street spaces, customers must compete for space elsewhere. When the garage reaches capacity, permit holders are allowed access while customers are directed to other facilities.

Do your employees know about our discounted Parking Programs?

The MPA offers reduced rate programs for employees, including:

- **Debit Program** - \$0.75/hour at Ann Bank and/or Dalton
- **After Hours Program** - \$0.50/hour at Ann Bank (3 pm – 6 am)

While some programs may appear unavailable, openings occur regularly through our waiting list. We encourage you to ensure your business is represented on the waiting list so we can better assess demand and expand solutions where feasible. More information can be found on our website mpanj.org.

Apply or join the waiting list through the MPA Customer Portal at <https://mpa.aimsparking.com>.

Planning an Event?

Contact the MPA at 973-539-4810 for reserved parking options.

Customer Access Drives Revenue

On-street turnover is one of the most cost-effective ways to increase that access.

Thank you for partnering with us to keep prime parking available for your customers.

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