

Paid Parking Implementation Plan – Town of Nantucket

A. GOAL: Town of Nantucket Strategic Plan, 2018 Transportation Goal #1

Launch a downtown parking management system based on demand management principles that achieves (or is measured by) 85% occupancy of public parking spaces.

B. IMPLEMENTATION TIMELINE:

The staff is preparing a Request for Proposals (RFP) from responsible vendor(s) for parking equipment and parking management services.

The purpose of the RFP is for the Town to select a firm, or partnering firms, to provide the Town with parking citation issuance, management processing, collections services, permit management and app based payment systems and pay-station equipment. It is our preference that proposals are comprehensive and deliver the full suite of services, either through a single provider or through a partnership of integrated service providers. The Town will consider specific categories of services as described in the Scope of Services section of the RFP and are categorized as follows:

- Citation Issuance
- Citation Processing & Collections
- e-Permitting
- Pay-Station Equipment
- Pay-by-Phone Application

The implementation of this parking management system will transpire over the course of three years. The goals for each year will be as follows:

1. Fiscal Year 2020 Goals: May 2020

- Implement paid parking via pay-by-phone/plate application in the Core District. This will apply to an estimated 309 on-street parking spaces.
- Implement handheld License Plate Reader (LPR) chalking/ticketing system in the Core District (District 1).
- Implement Citation Processing & Collection procedures.
- Start conversion to e-permitting system to manage parking permits.
- Dedicate six existing CSO's and hire an additional three seasonal staff to implement paid parking enforcement over expanded hours.
- Create a public outreach program to educate visitors about the program and how to pay to park.

2. Fiscal Year 2021 Goals: May 2021

- Procure and make operational two vehicles with mobile LPR equipment dedicated to parking enforcement.

- Expand paid parking via pay-by-phone/plate application into the Residential Parking District.
- Procure and make operational a LPR/pay-by-plate system in the Commercial Vehicle Parking Lot at 2FG.
- Hire Parking Coordinator to assist with program oversight and implementation.
- Hire two full-time year round parking enforcement officers to patrol all parking districts with timed parking restrictions.
- Continue public outreach efforts.

3. Fiscal Year 2022 Goals: May 2022

- Review the Residential Parking District Program, recommend and implement changes to the current single permit system utilizing the e-permitting software.
- Expand mobile LPR enforcement to the mid-island neighborhoods with time limited parking utilizing the LPR equipped vehicles on specified patrols.
- Continue public outreach efforts.

C. SELECT BOARD DECISION POINTS:

Adoption of this plan will require policy direction in several key areas. A detailed discussion of each point has been made below including, where appropriate, the recommendation of the Staff. The 2011 Nelson/Nygaard Study also provided recommendations for the Town in several of the pertinent areas. When appropriate, the 2011 Nelson/Nygaard recommendations were included in this discussion. The decision points for Board discussion are grouped as follows:

- Paid Parking Rates
- Paid Parking Hours
- Hours of Enforcement
- Pay-by-Phone App vs. Pay Station Kiosks
- Parking Permit Management
- Parking Lot Management

STAFF DISCUSSION AND RECOMMENDATIONS:

1. PAID PARKING RATES (Decision required for implementation)

[Nelson/Nygaard 2011] Demand Responsive Parking involves altering the cost of parking according to the level of demand based upon market principals. In other words, drivers pay what they are willing to pay. In areas with higher demand, parking has a higher price; areas with a lower demand have a lower price. For some places, the market rate is free. The intent of demand responsive pricing is to maintain a balance between the number of cars wanting to park and the amount of spaces that are available in that location. In Nantucket, this would be enacted through the two separate pricing districts and price escalation. The Core is the high demand district and the Residential Parking District is the low demand district. In addition, the parking rates would be adjustable based on the season. The anticipated seasons are as follows:

- *High Season* – May 15th through September 30th (Full Rate, All Districts)

- *Shoulder Season* – October 1st through December 31st (District 1, $\frac{1}{4}$ Rate. District 2, Free)
- *Winter Season* – January 1st through May 14th (All Districts Free)

Nelson/Nygaard 2011 Parking District Map: [Figure 1]

Core District – District 1

1 hour free

After 2 hours = \$5

After 3 hours = \$10

After 4 hours = \$15

After 5 hours = \$20

After 6 hours = \$35

Residential Parking District – District 2

2 hours free

After 3 hours = \$5

After 4 hours = \$10

After 5 hours = \$15

After 6 hours = \$20

Staff Recommendation:

May 2020 – Implement the following rate schedule in the Core District (District 1):

- 1st hour free.
- \$3 per hour thereafter. $\frac{1}{4}$ rate = \$.75
- 4 hours maximum (\$9/\$2.25)

May 2021 – In addition to the above, implement the following rate schedule in the Residential Parking District (District 2):

- Vehicle with valid Residential Parking Permit free (Residential Parking District Only)
- First 2 hours free
- \$2 per hour thereafter $\frac{1}{4}$ rate = \$.50
- 96 consecutive hours maximum (\$188/\$47)

2. OVERTIME PARKING FINES (Decision not required for implementation)

The Staff recommends that the fine for overtime parking be increased from the current \$25 rate to \$50 for overtime parking violations. This is the limit allowed by the Special Legislation approved by the General Court and implemented in 2004.

Figure 1 Downtown Parking Price Districts



[Nelson/Nygaard 2011 – Parking Districts Map]

3. ENFORCEMENT HOURS (Decision required for implementation)

The Staff Recommends that parking be enforced as follows:

- Summer Season 8:00 AM to 11:00 PM Monday through Saturday
1:00 PM to 11:00 PM Sundays
- Shoulder Season 8:00 AM to 5:00 PM Tuesday through Saturday
- Winter Season No Timed Parking Enforcement

4. PAY-BY-PHONE APP BASED vs KIOSK STYLE PAY STATIONS (Decision required for implementation)

Nelson/Nygaard 2011 recommended that the Town adopt Contemporary Payment Systems such as in-vehicle meters similar to EZ Pass and/or Pay-by-plate kiosk style pay-stations. Upon review, it was determined that these types of systems impose a significant workload on Town Staff to order, distribute and maintain equipment as well as a burden on motorists to input information when parking their vehicle that coincided with the District that they parked in.

Pay-by-Phone applications (app) allows motorist to conduct the paid parking transaction on their smartphone. Motorists can add time while away from their vehicle if they determine that they need more time. For those motorist that don't have access to a smartphone we can set up a couple of computers or tablets at various locations in Town where the motorist can conduct their transaction. Perhaps this is an opportunity for various businesses to get involved by making their computers or tablets available to their customers to access the app based program.

The Staff conducted a quick brainstorm exercise and developed this list of Pro's and Con's for a Smart Phone APP Based System and a Parking Pay-Station (Kiosk) type system:

a. Smart Phone APP Based System:

1) PRO's

- More cost-effective for the Town.
- Easy if the customer is smart phone savvy.
- Becoming more-common off island.
- Patron can add funds remotely within the time restrictions.
- Patron has a parking history and receipt on their app.
- No Equipment to purchase or maintain.
- Fewer HDC issues.
- No cash exchange issues.
- Lower convenience fees for the customers.
- No software fees.
- No stall marking required.
- Utilization data is available to the Town.
- Integration with enforcement software is possible.

2) CON's

- Not everyone has a smartphone.
- Not everyone has the parking app requiring information input including credit card.
- Connectivity issues (like UBER).
- Requires more signage.
- Not intuitive if not familiar with the process.
- Enforcement not as seamless.
- Data is less customizable.
- Integration with enforcement software is not as clean.

b. Pay-Station (Kiosk) Style System:

1) PRO's

- Kiosks are highly visible.
- Off-island visitors are more familiar with kiosks.

- Kiosks are fairly easy to operate and don't require a phone connection.

2) CON's

- Kiosks tend to be highly visible.
- Credit card transaction convenience fees tend to be high.
- Maintenance and upgrade costs can be significant.
- Installation costs and HDC considerations can be significant.

5. PARKING PERMIT MANAGEMENT (No decision required for implementation)

E-permitting has now become an integral part of the parking management services. Through e-permitting the Town can implement a variety of permits and strategies that simplify the parking management process and reduce cost by eliminating the need to apply a physical sticker to a vehicle.

Utilizing e-permitting the Town can more efficiently address parking shortages in specific neighborhoods by creating e-permits with unique, neighborhood specific conditions that are available to eligible residents via an on-line portal. No more waiting in line at the Police Station.

The Nelson/Nygaard 2011 report recommended that the downtown resident permit program should be revised to incorporate the principals of demand management. Residents living with the downtown residential parking district would still be eligible to purchase a permit that would allow them to park their vehicle on the street without having to pay in District 2. Residential Parking Permits would not be valid in District 1. The existing program would be revised to adjust the permit price based on availability of private property parking and to escalate with each additional vehicle a household wishes to permit.

Figure 2 Downtown Resident Permit Fee Schedule [Nelson/Nygaard 2011]

Private Resident		
<u>Renewal Period</u>	<u>Permissions</u>	
> Annual Basis	> Unlimited parking within the District (2)	
Tier 1 - Private Residents with No Private Parking		
1st permit/household	\$25	<u>Eligibility</u>
2nd permit/household	\$50	> Available to residents living within the residential parking permit area
3rd permit/household	\$100	that have <u>no</u> private parking and <u>no potential</u> to provide private parking
4th & each additional	\$200	
Tier 2 - Private Residents with Private Parking		
1st permit/household	\$50	<u>Eligibility</u>
2nd permit/household	\$100	> Available to residents living within the residential parking permit area
3rd permit/household	\$200	<u>with</u> private parking
4th & each additional	\$400	

Staff Recommendation:

The Staff supports the recommendation made by Nelson/Nygaard regarding Residential Parking Permits. Staff further recommends that the practice of issuing Guest House Permits be discontinued and guests of Guest Houses should use the temporary parking permit process.

6. PARKING LOT MANAGEMENT (Decision required for implementation)

The Nelson/Nygaard 2011 report recommended that the Town lot at 37 Washington Street be converted to a paid parking lot with the rates consistent with the rates charged for on-street parking in the Core District (District 1). The report further advocated that lots be identified for possible use as remote parking lots with Shuttle Service. The Town currently maintains several parking lots that are utilized for various purposes, all of which are intended to reduce congestion on the downtown streets. The parking lot located at 2 Fairgrounds Road is utilized primarily by various operators, operating commercially registered vehicles where the operator leaves the island overnight via the ferries but their vehicle remains. Although parking in this lot is supposed to be restricted to no more than (7) days without a permit, this is seldom if ever enforced. Currently about 100 Commercially Registered Vehicles park in this lot without paying any fees to the Town.

Nelson/Nygaard 2011 had no recommendations beyond establishing free parking in remote lots and running a free shuttle service to reduce demand for premium parking spaces in Town.

Staff Recommendation:

The Staff supports the recommendation that remote parking lots be identified and a Shuttle Service be procured to provide frequent trips between the lots and Town. Studies show that if a motorist does not have to wait more than 15 minutes for a shuttle they are more than likely to utilize such remote parking lots. The staff recommends that the Town Manager appoint a work group to specifically review that concept and propose recommendations.

The Staff further recommends that all Town Parking Lots remain free for the time being with the exception of the parking lot at 2 Fairgrounds Road. There are many complications that come into play converting some lots into paid lots. Further study and legal advice is required.

The Staff however does recommend that the current practice of allowing free unlimited use of the parking lot at 2 Fairgrounds Road be terminated and replaced with a paid parking/permit parking program for Commercially Registered Vehicles. The Current Regulations provide that a permit can be obtained for \$1,000 for the privilege of parking in the Town Lot at 37 Washington Street for Commercially Registered Vehicles. The Staff is recommending that Commercially Registered Vehicles continue to be prohibited from parking on Public Streets during the overnight hours and be restricted to only parking overnight in the lot at 2 Fairgrounds Road. In addition, a rate of \$5.00 per day should be assessed for parking or \$1,600 for a year round permit in that lot. Said rate would apply to any commercially registered vehicle present at 3:00

AM in the lot. Non-Commercially Registered vehicles would not be subject to the overnight parking fee.

To facilitate management of this lot the Town would install LPR Scanners at the gate and a Solar Powered Parking Pay-Station (**Figure 3**) that would allow commercial vehicle operators to pay the appropriate fee or obtain the proper permit. A smartphone app could also be used to purchase parking. When a vehicle enters the lot the scanners would capture their license plate and would provide notification to the enforcement officer that a vehicle was in the lot and had or had not paid for the parking.

Figure 3 Solar-Powered Parking Pay Station



E. MARKETING CAMPAIGN

An informational campaign for public outreach will inform motorists about the parameters of the parking program and how to pay for parking. Post cards and posters will be distributed at locations around the Core District, included in visitor guides, and sent electronically through email blasts to visitors. The campaign includes plans for information to be shared on Channel 18 and 99 as well as the Dreamland Theater and advertisement in the Inquirer and Mirror. The informational campaign also includes training for parking enforcement officers and Visitor Services personnel to provide them with details about the parking program to educate visitors and motorists.

F. ANTICIPATED REVENUE/EXPENSES

1. ESTIMATED REVENUE

a. Revenue from Paid Parking

High Season – On Street (309 x 85% = 262 spaces @ Full Rate, \$3.00 per hour)

80% occupancy = \$1,320,480

70% occupancy = \$1,155,420

60% occupancy = \$ 990,360

50% occupancy = \$ 825,300

40% occupancy = \$ 660,240

Shoulder Season – On Street (309 x 75% = 232 spaces @ ¼ Rate, \$.50 per hour)

80% occupancy = \$ 79,229

70% occupancy = \$ 69,325

60% occupancy = \$ 59,422

50% occupancy = \$ 49,518

40% occupancy = \$ 39,614

2FG Parking Lot – Overnight parking (100 Spaces @ \$5.00 per night)

80% occupancy = \$146,000

70% occupancy = \$127,750

60% occupancy = \$109,500

50% occupancy = \$ 91,250

40% occupancy = \$ 73,000

Gross Annual Revenue (On Street and Parking Lot)

80% occupancy = \$1,545,709

70% occupancy = \$1,352,495

60% occupancy = \$1,159,282

50% occupancy = \$ 966,068

40% occupancy = \$ 772,854

Net Annual Revenue (Assume 70% Citations Paid)

- 80% occupancy = \$1,081,996
- 70% occupancy = \$ 946,747
- 60% occupancy = \$ 811,497
- 50% occupancy = \$ 676,248
- 40% occupancy = \$ 540,998

b. Estimated Revenue from Overtime Parking Fines: Net Increase - \$190,523

- FY2020 Estimated Parking Fine Revenue: \$190,523
- FY2021 Estimated Parking Fine Revenue: \$381,046

NOTE: Assumes increase in OT Parking fine to \$50 from \$25

c. Estimated Revenue from Parking Permit Sales: Net Increase – \$35,005

- FY2020 Estimated Parking Permit Revenue: \$ 70,010
- FY2021 Estimated Parking Permit Revenue: \$105,015

TOTAL ESTIMATED GROSS REVENUE: \$772,854 to \$1,545,709 annually

2. ESTIMATED EXPENSES

a. *Start-Up Costs*

- Solar Pay Station: \$15,000 (One Pay Station, installed at 2FG Parking Lot).
- LPR Access Scanner: \$10,000 (LPR Scanner for 2FG Parking Lot Gate).
- Handheld LPR Scanners: \$15,000 (Six Handheld Scanner/Printers @ \$2,500 per unit).
- Additional Staff: \$25,200 (Three Additional (CSO's) for expanded hours).
- Uniforms/Equipment: \$600 (Uniforms and Equipment for three CSO's)
- FY2021 – (2) Mobile LPR Cruisers \$180,000

b. *On-Going Operational Costs*

- 1) Parking Pay Station Annual Fees: \$600 (per Pay Station)
- 2) Parking App Fees: (Estimated to be 8% of gross revenue)
 - 80% \$123,657
 - 70% \$108,200
 - 60% \$ 92,743
 - 50% \$ 77,285
 - 40% \$ 61,828
- 3) Per Transaction Citation Fees: \$37,050 (13,000 citations @ \$2.86 per transaction).
- 4) Data Fees: \$3,360 (Data Plans for Seven Data Devices)
- 5) Paper Parking Tickets: \$6,000 (Annual printing costs)
- 6) FY2021 – Parking Supervisor \$75,000

- c. *Initial and On-Going Marketing Campaign Costs:* \$7,500 annually
- 1) Informational Cards: \$ 750
 - 2) Chamber Guide: \$ 425
 - 3) Dreamland Theater Screen: \$ 2,400
 - 4) I&M Insert \$ 3,300
 - 5) Contingency Costs: \$ 625

TOTAL ESTIMATED EXPENSES (FY2021): \$143,067 to \$213,923
TOTAL ESTIMATED EXPENSES (FY2022): \$218,067 to \$288,923
TOTAL ESTIMATED NET REVENUE: \$1,153,701 to \$1,968,552