

DRAFT - NOT ADOPTED POLICY

A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

REAL SOLUTIONS TO A REAL PROBLEM

February 2011

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PREVIOUS STUDIES

Transit Study 2009 – Center for Transportation and Urban Planning
Praised the seasonal transit system but identified a need for managed parking

Parking Supply Study 2009 – Tetra Tech Rizzo
Collected data on the public parking supply & demand
Identified a need for managed parking

Parking Management Options Study 2010 – Nelson|Nygaard
Identified specific issues with the current parking system
The community selected a series of preferred parking management strategies

Real Solutions to a Real Problem

Nantucket has consistently taken steps to preserve the character of its historic downtown. During the busy summer months, when the population increases from under 15,000 to between 50,000 and 60,000, the Town encourages people to get out of their cars by providing a seasonal transit system, miles of well-maintained bike paths, and a walkable downtown for day trips and short stays. However, there is still heavy congestion and a lack of available parking during peak periods. A parking management program is the missing piece.

What issues will this solve?

Customer & Visitor

It is difficult to find parking

Time-limits artificially restrict time spent shopping and dining

Time-limit ticket anxiety impacts visitor experience

Circling for spaces to comply with time-limits increases

congestion

Traffic congestion and parking frustration impact impressions of downtown

Merchant

No available parking during dining hours

Island residents avoid downtown

Loss of revenue due to parking frustrations

Employees compete with customers for valuable parking

Time-limits force employees to spend time moving their cars

EFFECTIVE PARKING MANAGEMENT

Reduces congestion & pollution

Enhances resident & visitor experience

Increases economic activity & vitality

Encourages longer stays and boost merchant & restaurant business

Balances the transportation system

Creates a more inviting public realm

Encourages vibrant street life

Fundamentals of the Parking Plan

Guiding Principles

- Encourage more activity in downtown
- Provide convenient parking for customers / clients
- Encourage efficient use of existing parking
- Improve ease of access for visitors
- Provide resident discounts
- Protect residential neighborhoods from spillover
- Accommodate employee parking in appropriate locations

Recommended Strategies

- Institute market-based pricing
- Escalate pricing to manage length of stay
- Establish parking districts
- Provide short free periods upon first arrival
- Eliminate / modify time limits
- Revise parking permit program
- Use contemporary payment
- Make enforcement more hospitable
- Reinvest a portion of parking revenue in public improvements
- Institute in-lieu of parking fee
- Provide remote parking facilities

Real Solutions to a Real Problem

- 1 Identify the Issues**
Parking Study
Identified a problem with summer parking demand outstripping supply.
- 2 Explore Solutions**
Parking Strategies Study
Catalogued potential strategies and technologies with potential application in Nantucket.
Gathered public input on preferences of Nantucket residents.
- 3 Manage Demand**
Parking Demand Management Program
Develop a system of strategies and technologies to manage parking demand.
- 4 Enhance Supply**
Remote Parking & Shuttle Program
Identify locations with available parking outside of the downtown & use parking revenue to fund a free shuttle.
- 5 Expand Supply**
Downtown Garage
If the management program & supply enhancement does not solve the issues, consider developing a garage.



**CURRENT
EFFORT**

Fundamentals of the Parking Plan

Recommendation	Details
Institute market-rate pricing	<p>Price the most heavily used and convenient locations and time periods the highest and the least used or more remote locations and time periods the lowest</p> <p>Allow pricing to produce turnover and manage availability</p> <p>Periodically adjust fee structure in response to observed demand</p>
Escalate pricing to manage length of stay	<p>Institute an escalating fee structure, increasing incremental cost over time maxing out after 6 hours</p>
Establish parking districts	<p>Create an Inner District intended for convenient customer parking with the highest fee and the steepest price escalation</p> <p>Create an Outer District intended for convenient customer and part-time employee parking with a moderate fee and less steep price escalation</p> <p>Create a Peripheral District intended for downtown resident and full-time employee parking with parking restricted to permit holders</p>
Provide short free periods upon first arrival	<p>Allow visitors to park free for 15 minutes in Inner District and 30 minutes in the Outer District</p> <p>Allow free parking between 11 am and 2 pm for those arriving and departing during the free period.</p>
Eliminate/modify time limits	<p>Eliminate time limits and remove time-limit signage.</p>
Revise permit program	<p>Provide an annual Downtown Residential Permit for residents within the current residential permit district allowing unlimited parking in the periphery, discounted parking in the Outer District and additional free time in the Inner District.</p> <p>Provide a monthly Island Resident Permit for residents outside of the downtown allowing discounted parking in the Inner and Outer Districts and paid parking in the Peripheral District.</p> <p>Provide a monthly Downtown Employee Permit for employees working within the downtown allowing unlimited parking in the Peripheral District and discounted parking in the Outer District.</p>
Use contemporary payment systems	<p>Install pay stations that accept credit card payment and pay-by-cell phone in the Inner and Outer Districts.</p> <p>Offer in-vehicle transponders to Downtown Residential, Island Resident and Downtown Employee Permit holders to take advantage of the associated discounts.</p>
Make enforcement more hospitable	<p>Enforce parking compliance using automated license plate recognition ticketing units integrated with payment systems</p> <p>Issue warning citation for the first violation with parking violation fees information and location of free parking</p> <p>Enforcement personnel will act as downtown ambassadors providing visitors with assistance rather than reprimand</p>
Reinvest a portion of revenue	<p>Allocate a portion of the annual parking revenue to a fund dedicated to public realm improvements such as a utility burying program, sidewalk repairs, new lighting, benches, public art, etc.</p> <p>Use a portion of the fund to operate a free shuttle service</p>
Institute in-lieu of parking fees	<p>Offer the option of paying an annual fee in-lieu of providing the downtown minimum parking required in the zoning code.</p> <p>Use the fund to provide remote parking facilities and operate a free shuttle service.</p>
Provide remote parking facilities	<p>Identify parking facilities outside of the central downtown for use during overflow situations.</p> <p>Allow parking for free in remote facilities and provide a free shuttle between remote lots and downtown.</p> <p>Encourage businesses to provide valet parking services making use of remote facilities.</p>

A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

Real Solutions to a Real Problem



A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

Parking Districts



A PARKING MANAGEMENT PROGRAM FOR NANTUCKET Inner District

Parking Regulations

Hours of Operations

May 15 through September 30
Daily – Full Price
6:00 am to 11:00 pm

October 1 through May 14
Weekends – ¼ Price
6:00 am to 11:00 pm

Convenience Periods

First 30 minutes are free for everyone

Lunch Break

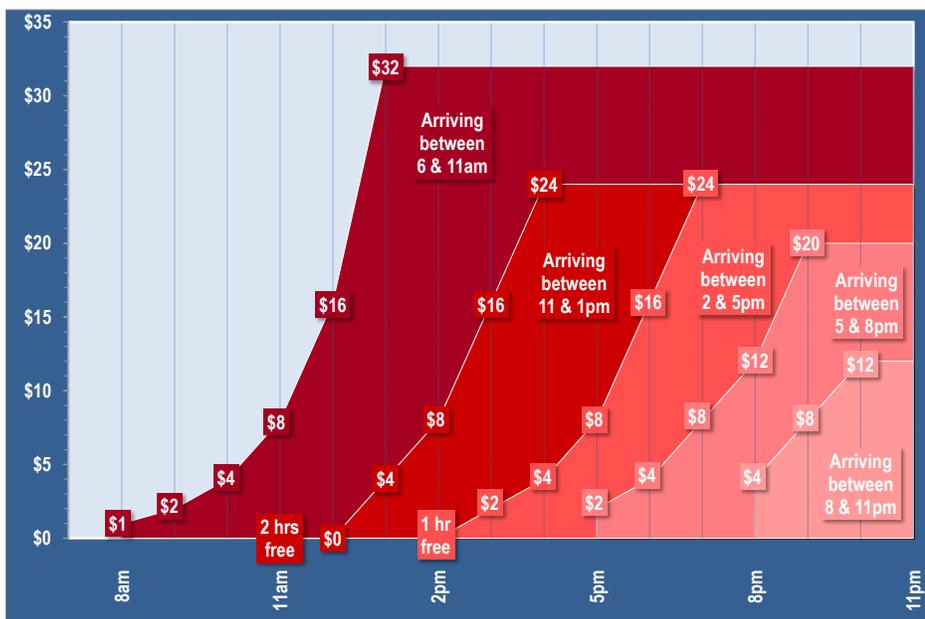
3 hours free for anyone arriving between 11am and 2pm

2 hour free for anyone arriving between 2pm and 3pm

Special Permissions

Downtown Resident Permit holders are allowed first 60 minutes free

Island Resident Permit holders receive 50% off



Outer District



Parking Regulations

Hours of Operations

May 15 through September 30
Daily - Full Price
8:00 am to 11:00 pm

October 1 through May 14
Weekends - ¼ Price
8:00 am to 11:00 pm

Lunch Break

3 hours free for anyone arriving between 11am and 2pm

2 hour free for anyone arriving between 2pm and 3pm

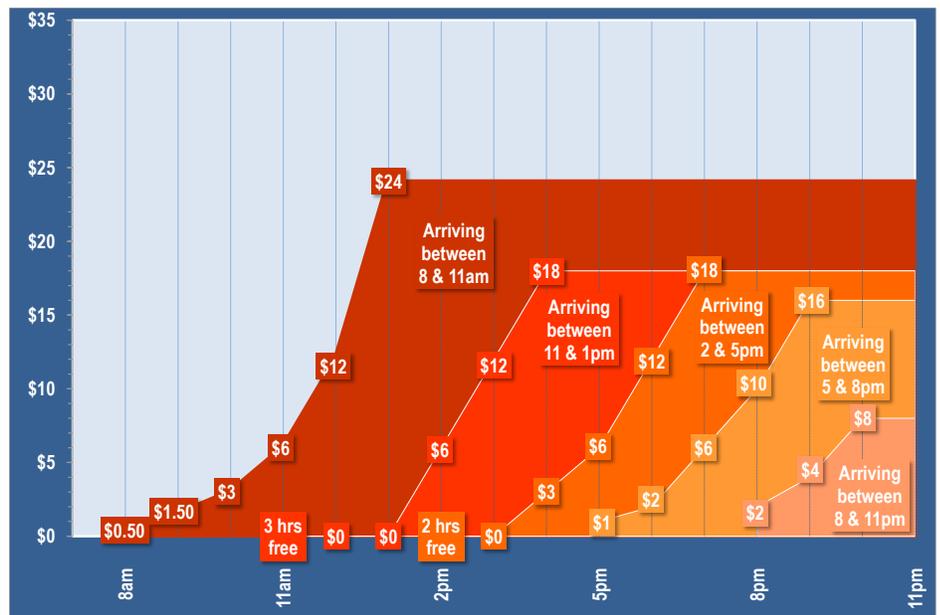
Convenience Periods

First 30 minutes are free for everyone

Special Permissions

Downtown Resident Permit holders are allowed first 60 minutes free

Island Resident Permit holders receive 50% off





A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

Peripheral District

Parking Regulations

Hours of Operations

May 15 through September 30
Restricted Daily

October 1 through May 14
Restricted on Weekends

Parking Restrictions

Parking Prohibited with the exception of:

Downtown Resident Permit holders

Downtown Employee Permit holders

Island Resident Permit holders that pay an hourly fee (collected through an in-vehicle transponder)

Permit Program



Downtown Resident Permit

Private Resident

Renewal Period	Permissions
Annual Basis	Unlimited parking within the Peripheral District 60 minutes of free parking in the Outer District 30 minutes of free parking in the Inner District Discounted parking in the Outer District

Tier 1 - Private Residents with No Private Parking

Permit Type	Cost	Eligibility
1st permit/household	\$25	Available to residents living within the residential parking permit area that have no private parking and no potential to provide private parking
2nd permit/household	\$50	
3rd permit/household	\$100	
4th & each additional	\$200	

Tier 2 - Private Residents with Potential for Private Parking

Permit Type	Cost	Eligibility
1st permit/household	\$50	Available to residents living within the residential parking permit area with no private parking but could provide private parking
2nd permit/household	\$100	
3rd permit/household	\$200	
4th & each additional	\$400	

Tier 3 - Private Residents with Private Parking

Permit Type	Cost	Eligibility
1st permit/household	\$100	Available to residents living within the residential parking permit area with private parking
2nd permit/household	\$200	
3rd permit/household	\$400	
4th & each additional	\$800	

Guest House Visitor Permissions

Renewal Period	Permissions
Annual Basis	Unlimited parking within the Peripheral District

Tier 4 - Guest Houses with No Parking

Permit Type	Cost	Eligibility
1st permit/business	\$100	Available to guest houses within the residential parking permit area with no private parking
2nd permit/business	\$200	
3rd permit/business	\$400	
4th & each additional	\$800	

Tier 5 - Guest Houses with Parking

Permit Type	Cost	Eligibility
1st permit/business	\$150	Available to guest houses within the residential parking permit area with private parking
2nd permit/business	\$300	
3rd permit/business	\$600	
4th & each additional	\$1,200	

A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

Permit Program

Island Resident Permit

Island Resident Permissions

<u>Renewal Period</u>	<u>Permissions</u>
Month-to-Month	Discounted pricing in the Inner District Discounted pricing in the Outer District Peripheral Parking District parking for Outer District pricing

Year-Round Residents

1st permit/household	\$5	<u>Eligibility</u>
2nd permit/household	\$10	Available to those with a <u>primary address of record</u> on Nantucket
3rd permit/household	\$20	
4th & each additional	\$40	

Seasonal Residents

1st permit/household	\$50	<u>Eligibility</u>
2nd permit/household	\$100	Available to those who <u>own</u> a seasonal Nantucket home
3rd permit/household	\$200	
4th & each additional	\$400	

Downtown Employee Permit

Monthly Permit

<u>Renewal Period</u>	<u>Permissions</u>
Month-to-Month	Unlimited parking in the Peripheral District

Individual Employees

Single permit	\$50	<u>Eligibility</u>
		Available to anyone working within the parking management program area

Employer Program

1 to 4 permits	\$40	<u>Eligibility</u>
5 to 10 permits	\$50	Available to employers within the parking management program area
Over 10 permits	\$60	





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Revenue Collection Systems

Parking Kiosks

- Parking kiosks installed throughout the inner and outer districts
- Visitors register their license plate number at kiosks
- Permit holders are pre-registered
- Price options based on length-of-stay will be displayed on kiosk screen, including free parking period
- Visitors select a desired length-of-stay, either just the free period or longer
- Payment is handled using cash, a credit card, or using pay-by-phone
- Visit duration can be extended using pay-by-phone or another kiosk



In-Vehicle Meter Transponders

- In-vehicle meters (IVM) are offered to those interested in greater convenience
- Permit holders are issued IVM to take advantage of discounts
- IVM are programmed based on user and linked to payment account
- User selects district and length-of-stay on IVM and displays time on the dashboard





A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

Responsive Parking Enforcement

Enforcement Program

Automated license plate recognition units used by patrolling enforcement personnel

First ticket forgiveness program

Enforcement personnel act as downtown ambassadors providing visitors with assistance

Nuisance Violations

1st violation/year	Warning	Applicable
2nd violation/year	\$50	Failure to pay
3rd violation/year	\$100	More than 10 minutes beyond purchased time
4th violation/year	\$150	Permit district
5th & each additional	\$200	Taxi stand

By Law Violations

1st violation/year	\$75	Applicable
2nd violation/year	\$150	Handicapped space
3rd violation/year	\$200	Fire hydrant
4th violation/year	\$300	Driveway
5th & each additional	\$500	Crosswalk

Handheld Ticketing Unit

Enforcement is managed through the use of handheld ticketing units

Ticketing units have automatic license plate recognition capability

Ticketing unit communicates with payment system to determine if the vehicle is paid up and track violations

Tickets can be printed with digital time stamp and plate image





A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

Community Benefits

Remote Parking Shuttle

- Use a portion of parking revenue to operate a free remote parking shuttle
- Encourage parking in underutilized remote parking areas
- Encourage business owners to provide valet services to customers



Commercial Benefit District

- Reinvest a portion of parking revenue into a downtown public improvement fund
- Allow downtown businesses (or form a Business Improvement District) to decide allocation of funds each year
- Divert 10-15% of annual parking revenue to a fund dedicated for use in the Inner and Outer Districts
- Divert 5-10% of annual parking revenue to a fund dedicated to the Peripheral District
- Fund a utility burying program



A PARKING MANAGEMENT PROGRAM FOR NANTUCKET

Annual Operating Budget

Annual Costs			
Source of Cost	Inner District	Outer District	Total
Annual Debt Service 5 year loan period at 7% interest	\$46,217	\$82,069	\$128,287
Pay Station Maintenance 3% annual loan payment	\$4,725	\$9,135	\$13,860
Cell Phone Service Estimated \$5000 annual service			\$5,000
In-Vehicle Meter Replacement 2% units replaced annually			\$4,123
Handheld Unit Leasing 7% of capital cost			\$6,720
Communications Estimated \$5000 annual service			\$5,000
Personnel 6 personnel at \$85k/year			\$816,000
Remote Shuttle Service Estimated \$175000 annual service			\$175,000
	Subtotal		\$1,153,990
Annual Revenues			
User Revenue			Total
Hourly Payment - Inner District 100 days in peak season & 30 days off-peak season			\$366,893
Hourly Payment - Outer District 100 days in peak season & 30 days off-peak season			\$319,415
Annual Downtown Resident Permit 960 permits at \$100 per unit per year			\$96,000
Monthly Downtown Employee Permit 1180 permits at \$50 per unit/per month for 4 months peak season & 430 permits at \$50 per unit/per month for 8 months off-peak season			\$408,000
Monthly Island Resident Permit 720 year-round resident permits at \$5 per unit/per month for 12 months & 2600 seasonal resident permits at \$50 per unit/per month for 4 months			\$563,200
	Revenue Subtotal		\$1,753,509
Enforcement Revenue			Total
Annual Citations 0.5% to 1.5% violation rate at \$25 per violation for 130 days per year			\$544,145
	Absolute Subtotal		\$2,297,654
			Net Annual Surplus (Deficit)
			\$1,143,664