

# City of Keene

## Integrated Parking Management- State of the System



# Presentation Outline

I. Introduction

II. 2017 Parking Review

I. Parking Utilization

II. Parking Revenue

III. Technology, Smart Meters, & Kiosks

IV. Marketing, Outreach, & Organization

III. Overall Recommendations

IV. Discussion and Next Steps

# INTRODUCTION

Why Develop an Overall Parking Management Strategy?





Promotes  
Economic Health  
and Vitality

Creates an  
attractive  
downtown



Uses existing  
resources more  
efficiently

Generates  
Revenue



Benefits of an  
Integrated  
Parking  
Management  
Strategy

# GOALS OF PARKING MANAGEMENT

Provide reasonable access to businesses and properties

Balance need for parking with other priorities (storm water management, pedestrian-friendly downtown, etc.)

Encourage turnover for downtown businesses.

Meet the needs of downtown residents and employees.

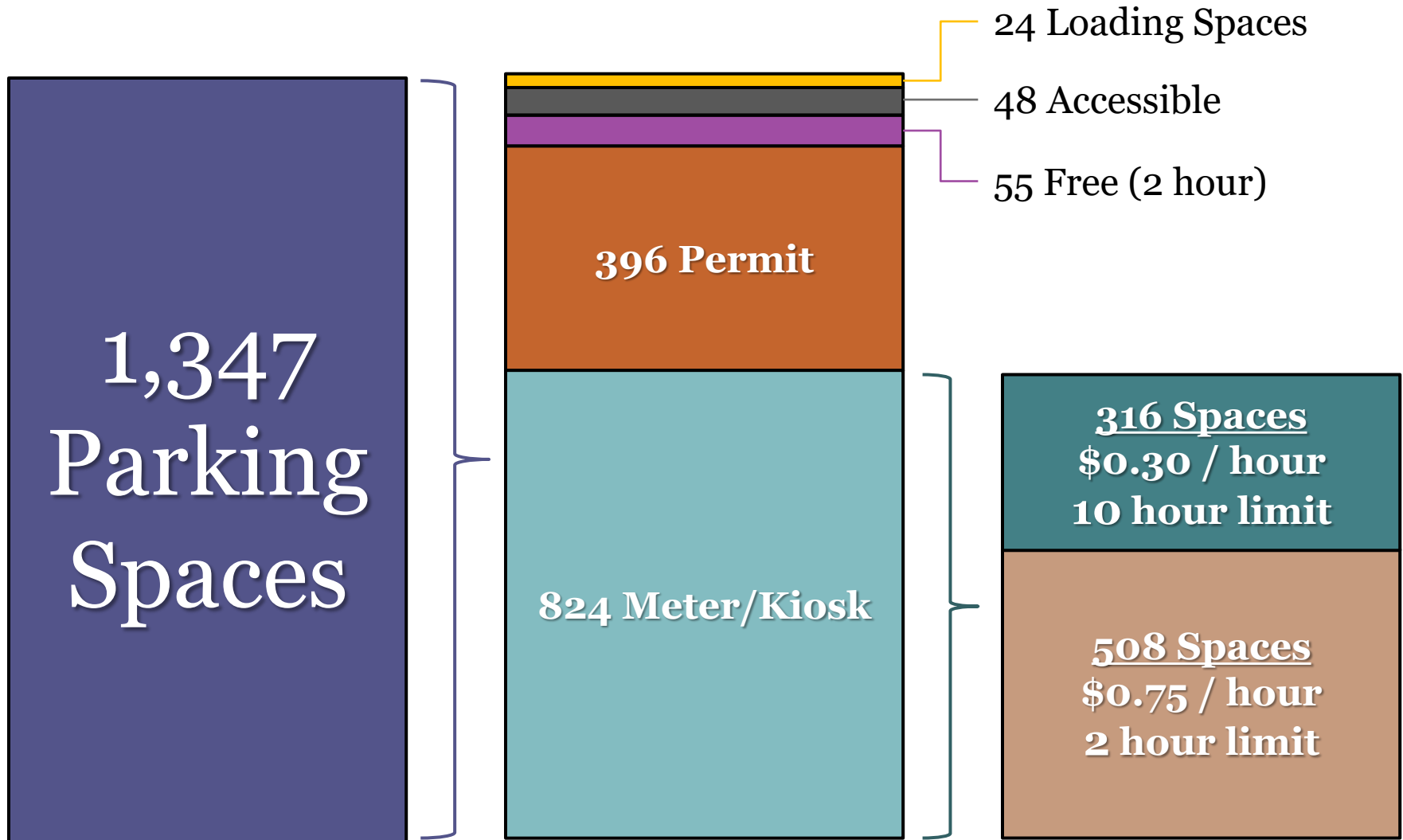
Generate revenue to improve and maintain downtown amenities (trees, landscaping, benches, etc.).

Increase user convenience and satisfaction.

# Topics in the Review Include:

- ✓ Understanding the parking system, what are our assets
- ✓ Evaluation of trends in parking utilization
- ✓ Changes in revenue
- ✓ Parking “markets” in downtown
- ✓ Hours of operation
- ✓ Future demand locations
- ✓ Use of technology such as kiosks
- ✓ Demand for overnight parking
- ✓ Public outreach and information sharing

# PARKING OVERVIEW



\*Note: There are 41 free, non-regulated (i.e. no time limit) parking spaces not included in above total

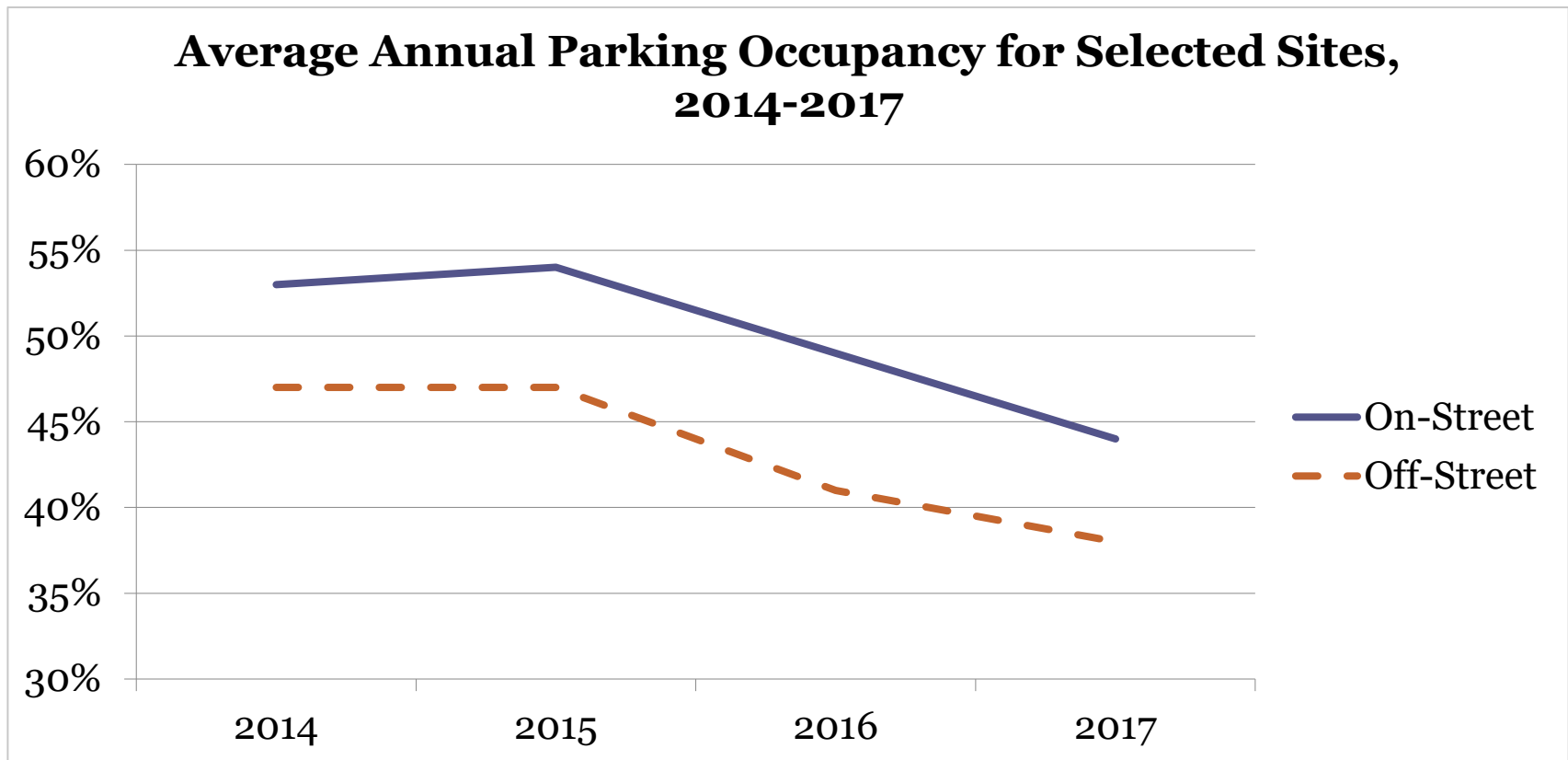
# Location of public parking in downtown Keene, NH





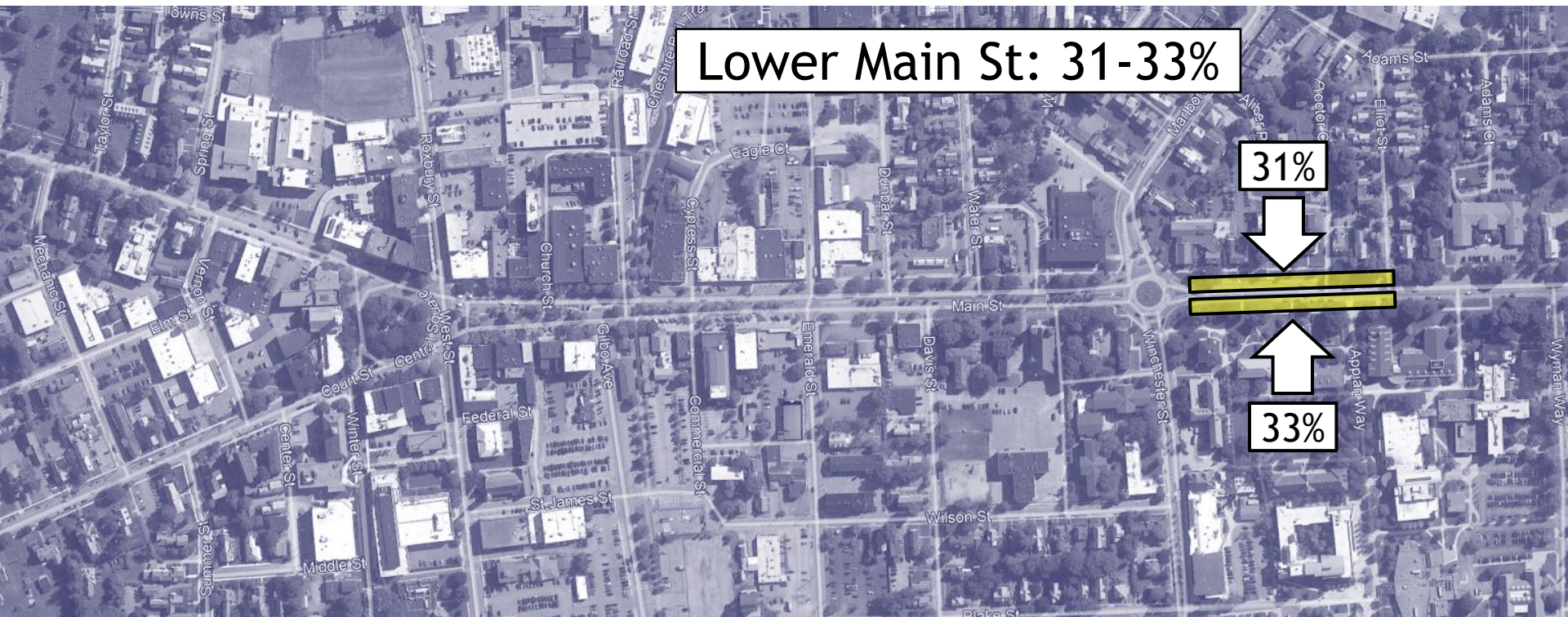
# PARKING UTILIZATION: TRENDS

Decrease in daytime parking utilization



# PARKING UTILIZATION: TRENDS

Demand is highest at Central Square; Demand is lowest on lower Main Street

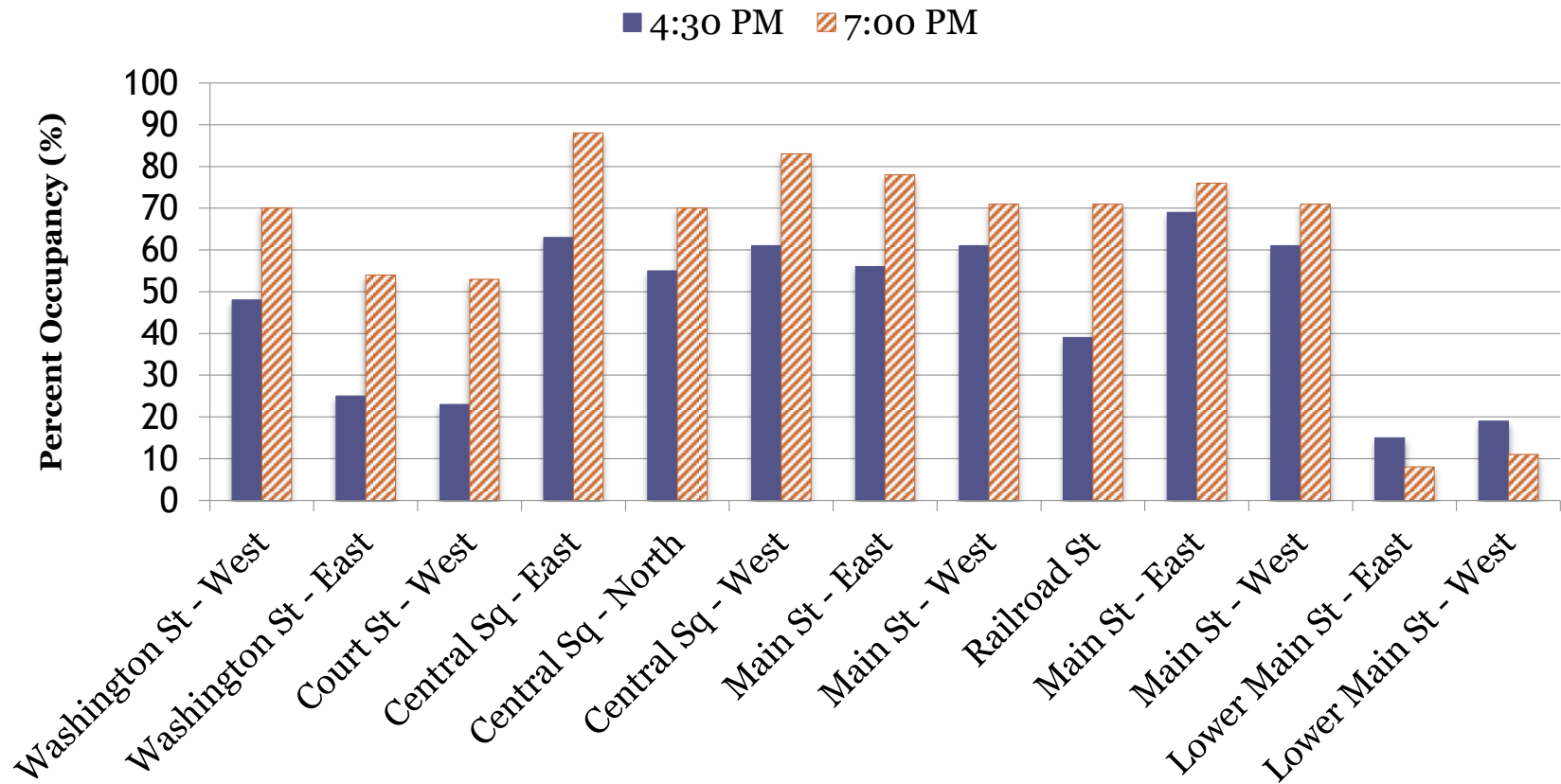


2017 On-Street Average Annual Occupancy at Selected Locations

# PARKING UTILIZATION: TRENDS

TREND #2: Increase in evening parking use (Except on lower Main St)

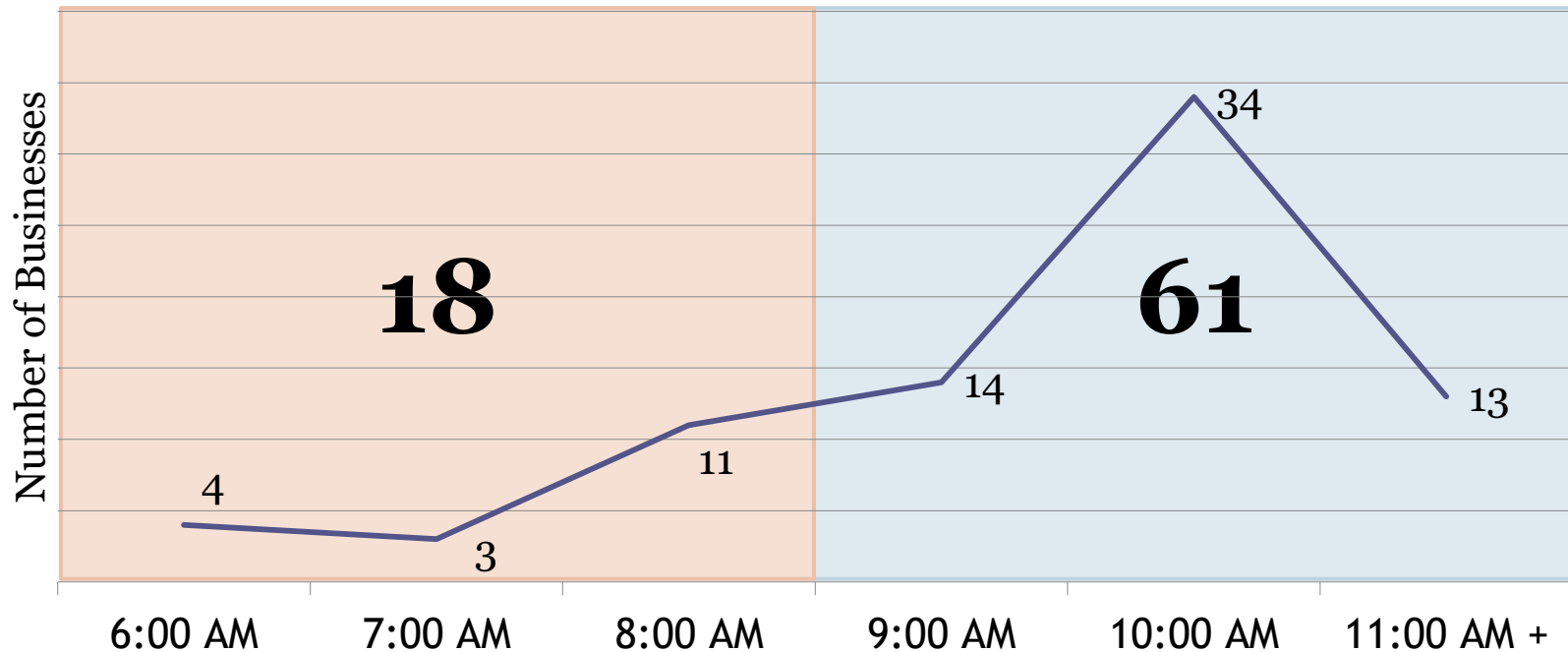
## Parking Percent Occupancy at 4:30 PM and 7:00 PM



# PARKING UTILIZATION: TRENDS

TREND #3: Businesses are opening later

Opening Time of Main St./Off Main St. Businesses  
(where posted, without site parking)



# PARKING UTILIZATION: SUMMARY

Daytime use of metered parking is trending down:

- Most businesses open after 10 am and many stay open later
- Data shows a shift in peak demand to after 4:30 pm

Current parking supply is adequate

Highest demand for on-street parking is near Central Square (56% average occupancy in 2017)

Lowest demand for on-street parking is south of the roundabout on lower Main Street (31% average occupancy in 2017)

Off-street meters show higher average utilization than on-street meters

## Recommendation #1: Create a space rental permit program

### Employee Permits

- Purchase permits on a monthly basis/rate (paid quarterly)
- Park in any of the designated lots
- Transferable from vehicle to vehicle

### Resident Permits

- Purchase permits on a monthly basis/rate (paid quarterly)
- Park in an assigned location
- Not Transferable
- For downtown units with no off-street parking & within 200' of municipal parking lot

## Recommendation #2: Create a bulk purchase program

- Purpose: Provide for the opportunity of long-term purchases of designated day or night parking.
- Leases of bulk portions of unused public parking areas are already permitted by Chapter 94 of City code, however no program has been developed.
- Conditions and prices of leases would be set by the department and the City Manager.
- Leases would be limited by the spaces available.
- It would create a mechanism for providing long-term parking while ensuring ample metered parking is available.

## Recommendation #3: Shift the hours of operation for metered/kiosk parking

- Purpose: Ensure adequate parking turnover for Main Street businesses & align meter hours/space availability with market needs.
- Would help address issue of employees/residents parking in on-street spaces.
- Recommend meter operation hours from 9:00/10:00 a.m. to 7:00 p.m. Monday-Friday, and 9:00/10:00 a.m. to 5:00 p.m. on Saturday.
- Could also consider increasing the time limit from 2 to 3 hours.
- Comparison of Keene to other communities:



# Comparison of Weekday Meter Hours of Operation

KEENE      CONCORD      MANCHESTER      NASHUA      PORTSMOUTH      DOVER      RECOMMENDED

	KEENE	CONCORD	MANCHESTER	NASHUA	PORTSMOUTH	DOVER	RECOMMENDED
7 AM							
8 AM	Blue		Light Blue				
9 AM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
10 AM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
11 AM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
12 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
1 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
2 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
3 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
4 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
5 PM		Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
6 PM		Orange Diagonal	Light Blue	Purple Dotted	Brown	Teal Checkered	Yellow
7 PM			Light Blue		Brown		
8 PM							

# Comparison of Saturday Meter Hours of Operation

KEENE      CONCORD      MANCHESTER      NASHUA      PORTSMOUTH      DOVER      RECOMMENDED

	KEENE	CONCORD	MANCHESTER	NASHUA	PORTSMOUTH	DOVER	RECOMMENDED
7 AM							
8 AM	Blue						
9 AM	Blue	Orange Diagonal		Purple Dotted	Brown		Yellow
10 AM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown		Yellow
11 AM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown		Yellow
12 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown		Yellow
1 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown		Yellow
2 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown		Yellow
3 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown		Yellow
4 PM	Blue	Orange Diagonal	Light Blue	Purple Dotted	Brown		Yellow
5 PM		Orange Diagonal	Light Blue	Purple Dotted	Brown		
6 PM		Orange Diagonal		Purple Dotted	Brown		
7 PM					Brown		
8 PM							

# PARKING REVENUE

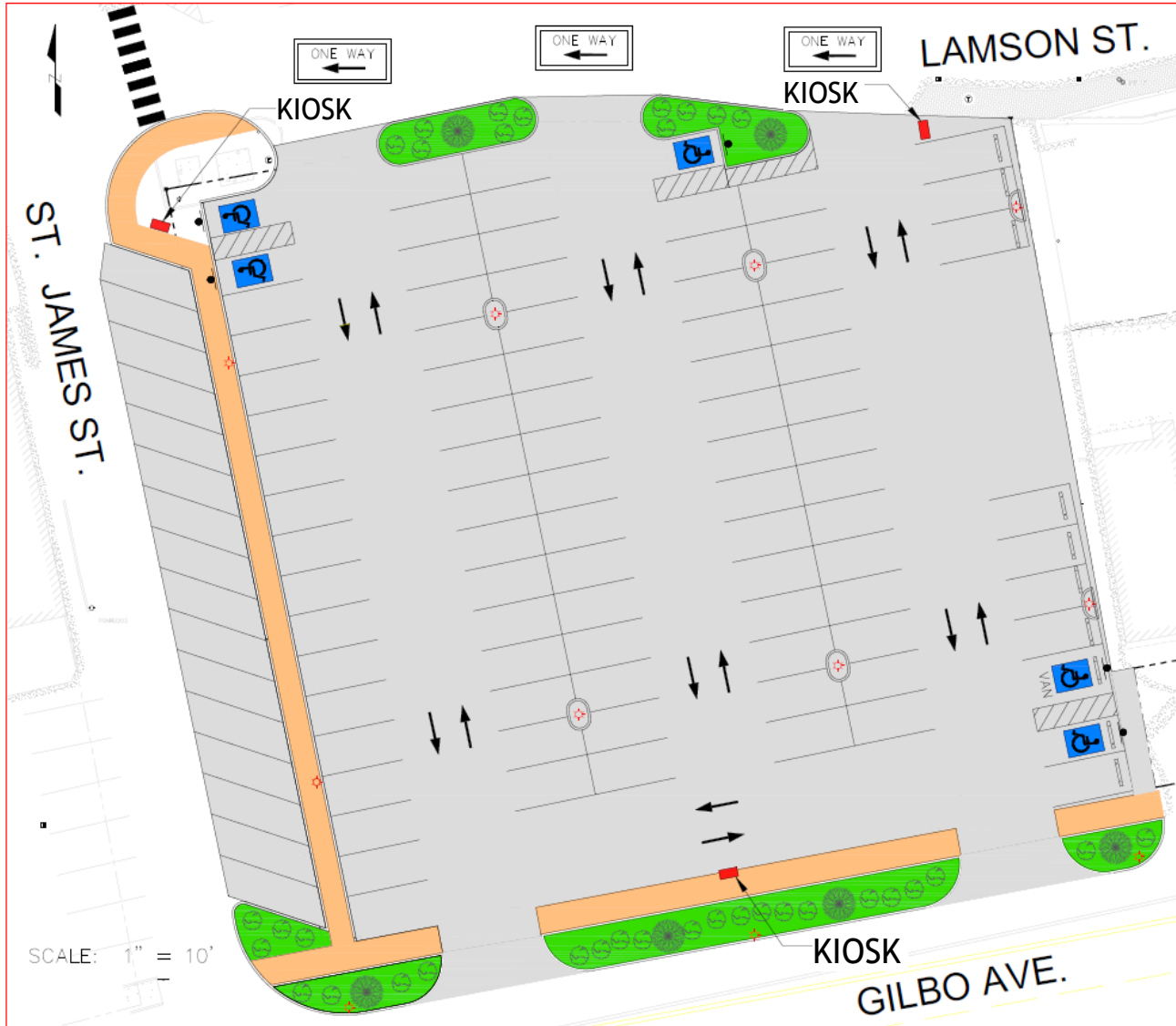


- Downtown appearance/ amenities attract and retain businesses, residents, & visitors.
- Parking Revenue funds help cover the cost of maintaining facilities.
- Need to establish standards for maintenance

# COMMERCIAL ST. LOT – AFTER



# GILBO AVE. LOT – PROPOSED



Kiosk in the Commercial St. lot

# PARKING REVENUE: MAJOR SOURCES

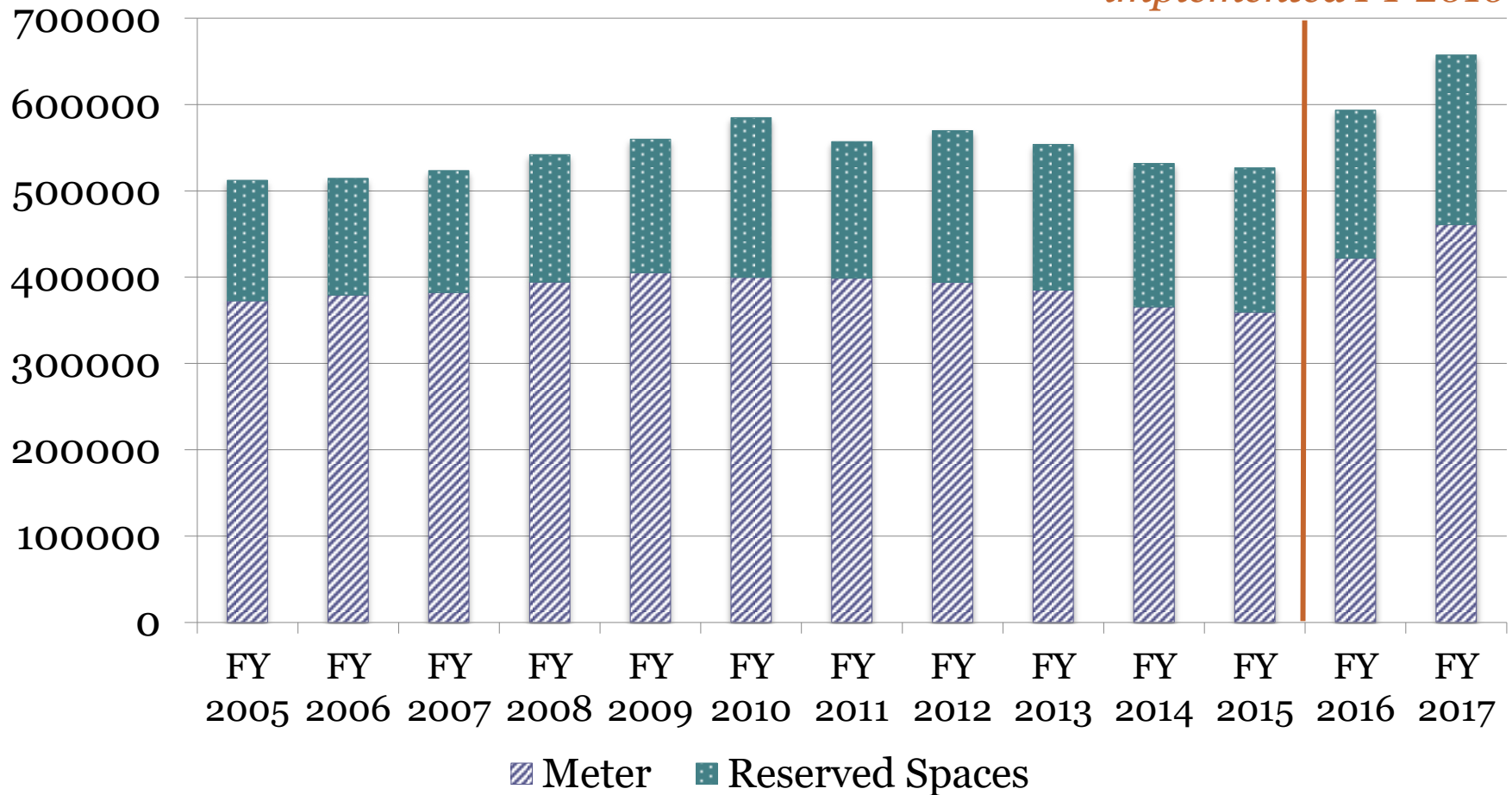
- Meter/kiosk charges
- Permits (reserved spaces for residents/businesses)
- Fines and Forfeits (tickets, small claims court payments, etc.)



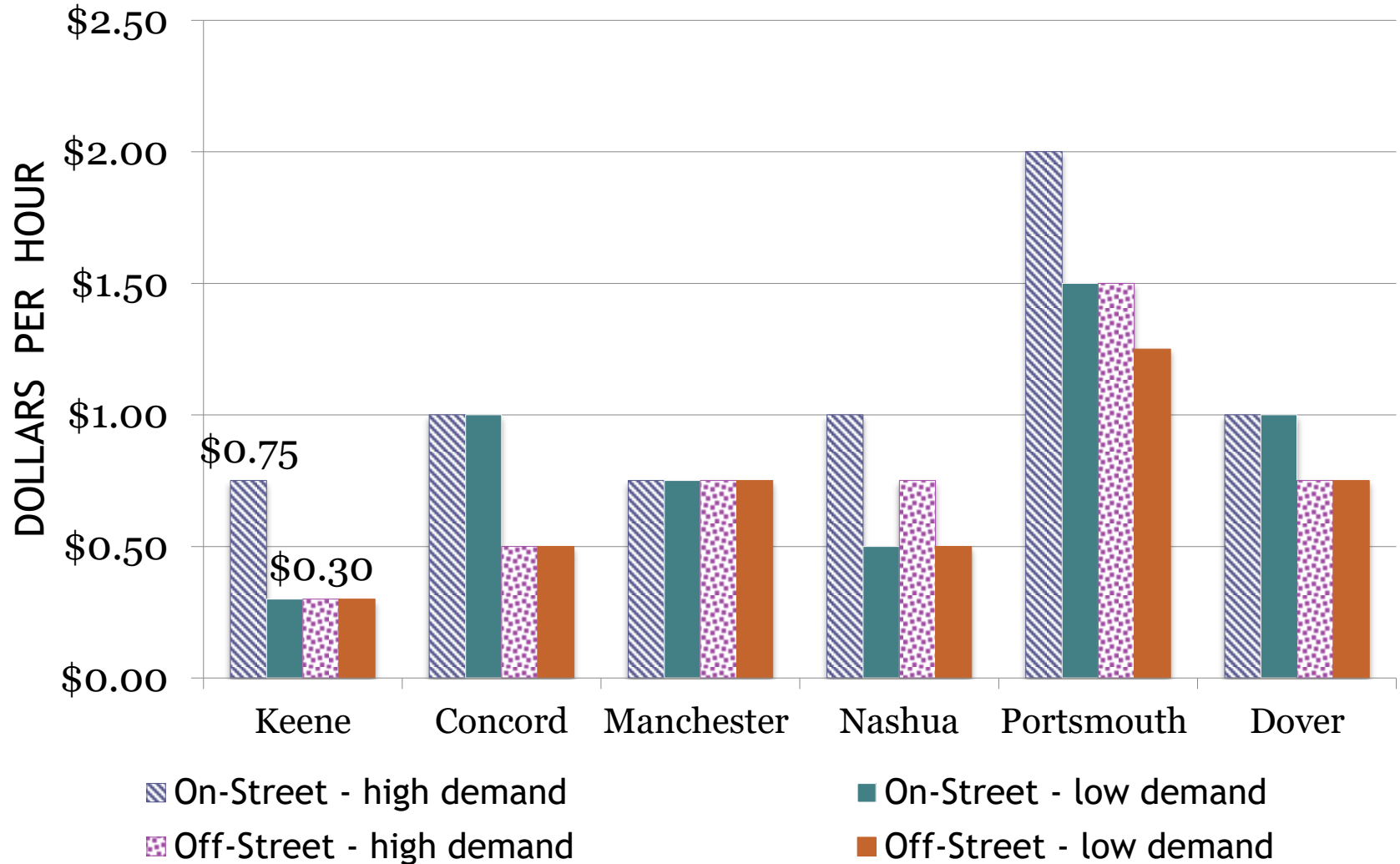
# PARKING REVENUE

## Meters & Reserved Spaces

*Meter rate changes implemented FY 2016*

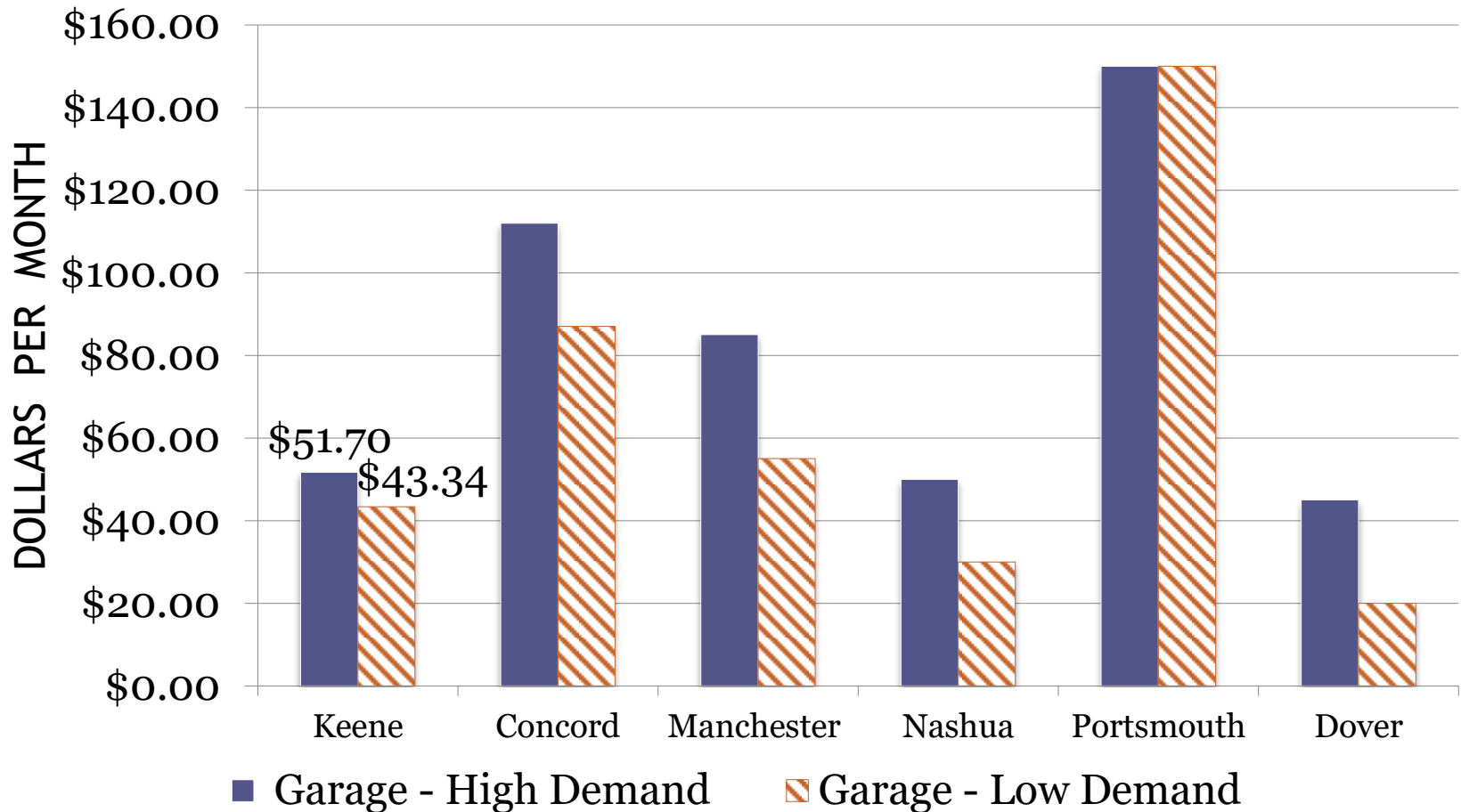


# COMPARISON OF METER/KIOSK RATES





# COMPARISON OF MONTHLY PERMIT RATES FOR RESERVED SPACES (GARAGE ONLY)



## Revenue - Recommendation #1: Increase rates for meters/kiosks and permits

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	<b>Existing</b>	<b>Proposed</b>	<b>Percent change</b>
<b>Long-term Meter/Kiosk</b> (10 hour time limit)	\$0.30/hr.	\$0.35/hr.	17%
<b>Short-term Meter/Kiosk</b> (2 or 3 hour time limit)	\$0.75/hr.	\$0.85/hr.	13%
<b>Permit</b> (Surface lots)	\$43.34/mo.	\$48.34/mo.	12%
<b>Permit</b> (Wells St. Garage lower level)	\$51.70/mo.	\$66.67/mo.	29%

# TICKET SYSTEM

## GOALS OF TICKET SYSTEM:

1. Balance supply & demand (turnover)
2. Public Safety/Compliance with rules

## CONSIDERATIONS:

- Resources for enforcement (time/labor and equipment)
- Ticket amount should encourage turnover, compliance, & reflect cost recovery
- Time frame to pay fines should be reasonable
- Resources for collection of fines/use of collection agency system

# COMPARISON OF TICKETS & FINES

	<b>Initial Ticket</b>	<b>Late Ticket Fines</b>
<b>Keene</b>	\$5.00	\$15 after 14 days; then \$35 after 28 days
<b>Dover</b>	\$15.00	\$30 after 10 days; then \$50 after 2 weeks
<b>Portsmouth</b>	\$15.00	\$30 after 30 days
<b>Nashua</b>	\$10.00	\$20 after 7 days
<b>Hanover</b>	\$10.00	\$20 after 14 days; then \$30 after 28 days
<b>Rochester</b>	\$15.00	\$20 after 10 business days; then \$100 summons to court
<b>Manchester</b>	\$10.00	\$20 after 30 days
<b>Brattleboro</b>	\$10.00	\$20 after 15 days; then \$30 after 30 days
<b>Concord</b>	\$10.00	\$20 after 10 days; then \$40 after 20 days

# Uncollected Tickets

Year	# Paid	# Unpaid	Paid Total	Unpaid Total
2010	23,262	1,102	\$301,431.66	\$47,776
2011	21,050	1,086	\$279,988.00	\$47,402
2012	23,039	1,163	\$293,847.00	\$49,054
2013	18,776	902	\$258,198.36	\$38,152
2014	19,505	1,101	\$252,100.00	\$47,375
2015	17,298	1,227	\$217,551.00	\$50,109
2016	22,400	2,060	\$294,139.75	\$90,895
2017	20,066	2,535	\$240,408.24	\$105,707
Totals	165,396	11,176	\$2,137,664.01	\$476,470

## Revenue - Recommendation #2: Increase rates for tickets & use collection agency

	<b>Meters</b>	<b>Fire Lane</b>	<b>Accessible Space</b>	<b>Other</b>
	\$15	\$75	\$250	\$15
<b>After 30 days</b>	\$30	\$100	\$250	\$30
<b>After 60 days</b>	\$60	\$125	\$250	\$60

If not paid within 90 days, total amount put into collections

# Technology, Smart Meters, Kiosks

- Currently, 202 parking spaces are managed with kiosks
- Total of 8 kiosks – 6 in lots and 2 on-street

## Kiosks Advantages

- Electronic payment
- Coins are accepted
- Increases convenience for parkers
- Eliminates meter heads that blanket city streets
- Eases maintenance of streets and lots
- Increased monitoring efficiency – no need to monitor and collect cash from each meter



Kiosk in the Commercial St. lot

# Technology, Smart Meters, Kiosks

- Currently, 622 parking spaces are metered
- Can pay with coins or ParkMobile app

## **Electronic Meter Heads Advantages**

- Electronic payment
- Increases convenience for parkers

## **Pay-by-Phone Advantages**

- Adds electronic payment
- Low or no capital costs
- Increases convenience for parkers





# Technology Recommendation #1: Continue to change meters to kiosks in parking lots and other logical locations

- Present policy is to change meters to Kiosks in parking lots.
- Kiosks work well where parking areas/sidewalks are tight and maintenance is a challenge.
- Logical locations for kiosks include Central Square, Gilbo East, Library Annex, Gilbo West and the Elm Street lot.



## Technology Recommendation #2: Continue to evaluate potential for smart meters

- Continue to evaluate for use on-street
- Consider a pilot program with close review and surveys to determine future direction
- Smart meter replacement is a project outlined in the Capital Improvement Program.

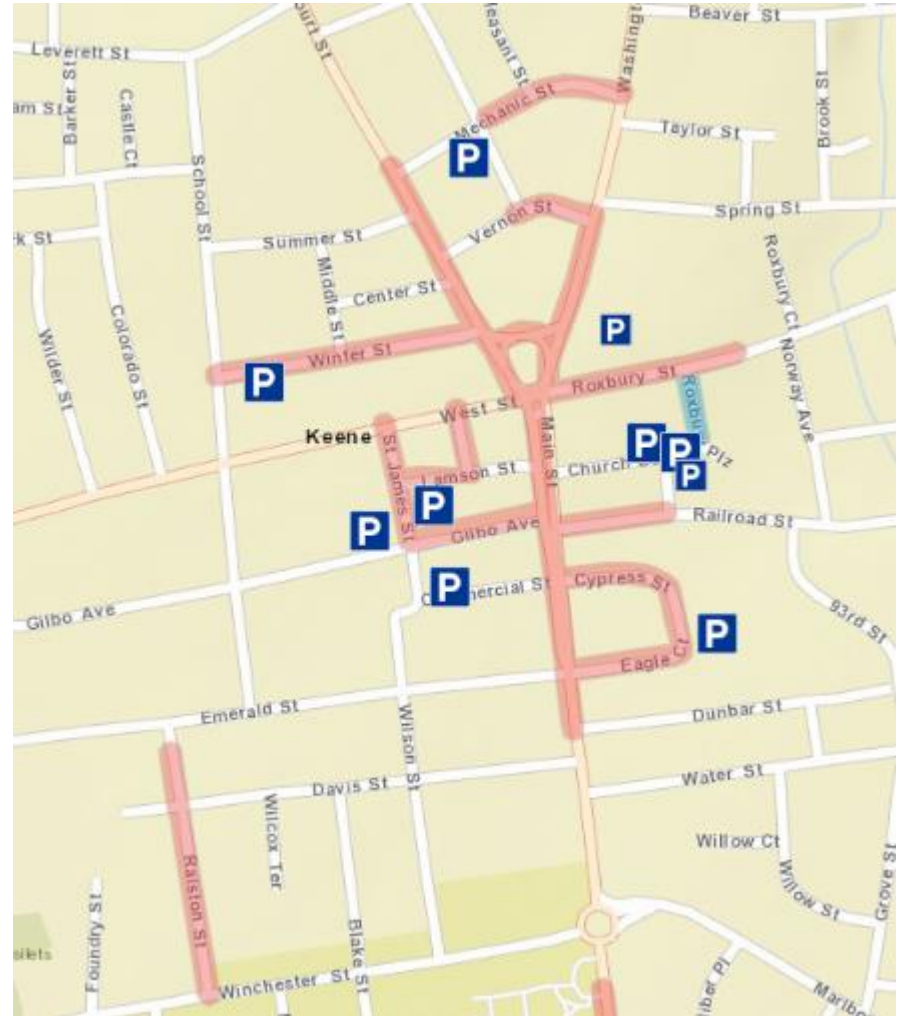


Example smart meter in Portsmouth, NH

<https://cdn.patchcdn.com/users/73757/2013/01/T800x600/a454b98d4e9ae9ddcbo2e3800ce49e8d.jpg>

# Marketing, Outreach, Organization

- It is crucial that the City of Keene markets parking assets and services
- Development in Central Business District is affecting the location of parking demand
- The demand for reserved spaces has remained steady and City programs should be expanded to reflect the changed market
- There has been a recent interest in overnight on-street parking



# Marketing, Outreach, Organization

- On street parking should be reviewed for possible permit parking options
- We should develop and implement a communications and marketing plan including signs, social media, website, and information distribution methods



# Primary Recommendations

Action	Schedule
<b>Hire and train Operations Manager</b>	Hire by September 01, 2018; assume six months of basic training to one year for full training
<b>Operations Manager reviews and submits report on operations</b>	Review to begin by January 01, 2019; Report to be submitted by May 01, 2019

# Shorter-term Recommendations

Action	Schedule
The following recommendations can be furthered based on information in the report <u>after</u> public outreach and with ordinance changes.	July 2018 (start) - January 2019 (ordinances go into effect)

Consider changing the parking limits on Marlboro Street west of Grove to match business needs.

# Longer-term Recommendations

Action	Schedule
The Following Recommendations will require further study and discussion with City Council & the Public; Should not begin until the replacement Operations Manager is in place.	January 2019 (start) - July 2019 (target date for program creation/ordinances)

Implement permit programs for areas where new demand will affect neighborhoods.

# DISCUSSION & NEXT STEPS