

Mayors Parking Task Force

Presentation of Findings and Recommendations

June 15th, 2015



Background

In January of 2015, Mayor Gallagher created a Parking Task Force and appointed nine (9) “volunteers” to:

- Undertake a comprehensive study of the Boroughs public parking system
- Determine how it currently operates, and
- Make recommendations on improvements or changes to enhance overall parking performance, and to simplify the parking experience for the users of the system.

Task Force Members

Deirdre Rosinski	Chairperson
Jane Kobuta	Council President
Ken Utter	Councilman
Tom Genova	DSA Chairman
Joseph Clymore	Captain Somerville Police Department
Kevin Sluka	Borough Administrator
Michael Cole	Planning Board Planner/Engineer
Joseph Yarnell	Parking Enforcement Officer
Colin Driver	Director of Economic Development

The Conclusions:

1. The paid parking system is based on a 1984 ordinance of which certain sections have been updated over time, however there has never been a review of the systems overall operation and management.
 - a. The only exception being the replacement of 571 parking meters with nine (9) pay stations in 2011.
2. Peak parking demand occurs when the Borough is **not charging** for parking.
3. There has been no significant increase to parking rates in the past decade.
4. Parking rates are among the lowest in the state of New Jersey for similar systems.
5. There is little or no differentiation between Main Street and off Main Street parking rates.

Recommendations:

1. Formalize a Parking utility to manage Borough parking operations
2. Create four parking zones each with different parking rates
3. Increase parking rates
4. Parking rates to decline as distance from Main Street increases
 - a. Zone 1, \$1:00 per hour
 - b. Zone 2, \$0.75 per hour
 - c. Zone 3, \$0.50 per hour
 - d. Transit Zone, \$0.25 per hour
5. Increase hours of paid parking to be from 8:00 AM until 8:00 PM
6. Raise parking fines at expired meters from \$23.00 to \$29.00 and in prohibited areas to \$40.00. Violation increase adds \$119,000 to revenue
7. Include Saturdays in the paid parking schedule; making the paid day schedule Monday through Saturday.

Recommendations:

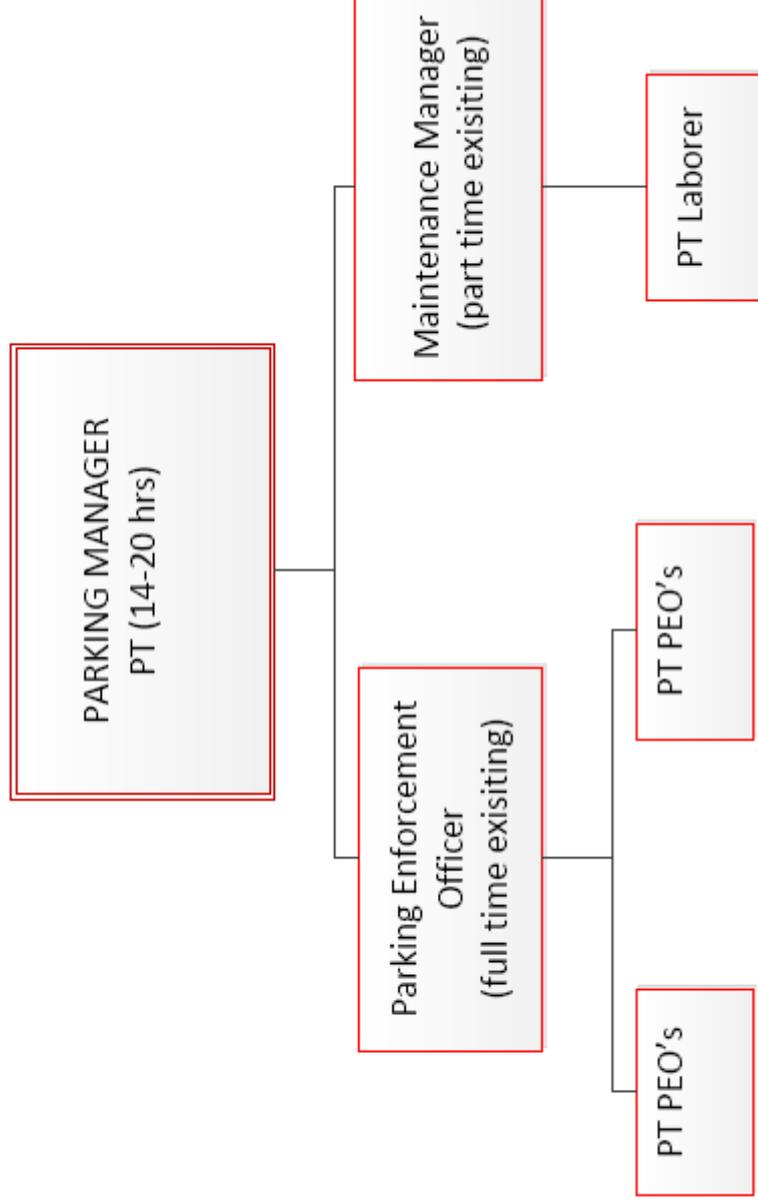
8. Ensure that parking enforcement is active during all paid parking hours
9. Upgrade parking system equipment
10. Pursue potential for public parking in private facilities to provide additional spaces during public events and festivals
11. Identify potential areas for future expansion of parking system
12. Upgrade identification signage and way-finder signage as needed
13. Review annually, paid “license to hunt for parking” fee’s in lots 1 & 2
14. Ensure that all funds generated through parking services (fees/fines) are dedicated to supporting the operations and maintenance of the system per NJSA 40A:4 et seq, Local Budget Law
15. Define by ordinance that surplus funds generated from the parking system are dedicated to improvements and capital expenditure of parking system, and for Borough street repair and maintenance
16. Offer parking permits only in parking areas outside the SID

Expected Outcome:

Should the recommendations be accepted and implemented, the following is an example of expected revenues and expenses over the first full 12 months of operating the new system.

- Use a conservative income estimate of \$893,916, based on Bier Associates model.
- All first year expenses, salaries, benefits, equipment purchase and maintenance, total \$825,032 or 92.4% of income, leaving an operating balance of \$67,425 from parking system revenue, excluding violation revenue.
- If violations remain consistent with 2014, an additional \$125,000 would be realized, bringing the total operating balance to \$193,884.
- In following years, expenses could reduce by as much as \$420,000 as equipment (capital) outlays would not be as great as the first year.
- Therefore, in a standard operating year, with income remaining constant, an operating balance of \$613,884 would be realized.
- This is an increase of \$363,884 or 145% in parking revenue compared to 2014 parking revenue receipts; this does not include any parking violation income.

PARKING ORGANIZATIONAL CHART



Parking Zones

- Zone 1 Highest cost – 2 hour limit
- Zone 2 Lower cost
- Zone 3 Low cost – on street 2 hour limit
- Transit Zone \$3:00 Per day or parity with NJT

Lot # 7
Zone 2

