

Goals & Objectives

- To promote parking space turnover and other healthy parking patterns in the Central Business District (CBD)
- To facilitate a cleaner, safer and more customer friendly parking environment
- To encourage economic development and investment in the CBD
- To provide a funding source to maintain, improve, beautify and expand the parking system

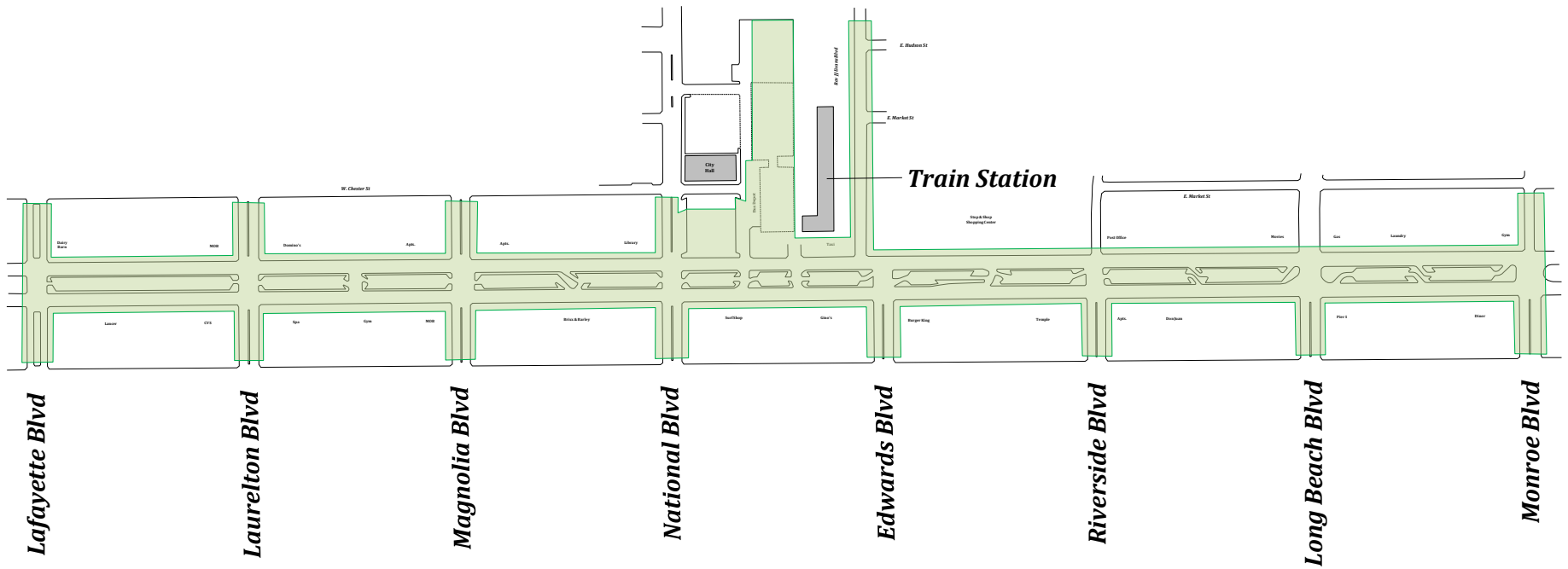
Parking Meter History

- Parking meters installed downtown (1950s)
- Parking meters removed downtown (1970s)
- Parking meters installed at the train station parking garage (2004)
- Parking meter kiosks proposed in the West End (2008)
- RFP to furnish and install 35 parking meter kiosks in the CBD (2011)
- Train station parking meters upgraded (2012)

Current Proposal

- Institute a Parking Management Plan (PMP) in the CBD between Lafayette Boulevard and Monroe Boulevard
- Promote parking app use in addition to meter kiosks
- Provide Employee parking zones and discount parking for City residents

Parking Management Plan Limits (Phase 1)



Parking Space Classifications

- Transient Parking – Paid parking on a first come-first served basis
- Permit Parking – Designated and/or discounted parking for downtown employees and commuters
- Free Parking – Handicap stalls and 10-minute limit spaces near Post Office, City Hall and Train Station (in and out trips)

Transient Parking

- Paid parking in effect all days between 9AM and 11PM on a first come – first served basis
- Time Limits in effect between 9AM and 5PM
- Pay-by-plate using parking app (preferred) or one of 36 meter kiosks
- City Resident discount available by registering vehicle in system -- allows residents 50% discount at parking meters

Transient Fee Rationale

Comps / Municipal Parking Meter Rates

- Point Pleasant (NJ) \$3.25/HR
- Seaside Heights (NJ) \$3.00/HR
- Ocean City (MD) \$3.00/HR
- Rehoboth Beach (DE) \$3.00/HR

Permit Parking

- In effect all days between 9AM and 11PM, where permitted
- Permits shall be digital in nature;
Vehicle license plate = Digital permit

Inaugural Pay Zone Inventory *

	No. Spaces	% of Total
"E" Permits & Daily Parking	497	37%
2 Hour Limit	397	29%
4 Hour Limit	319	24%
1 Hour Limit	80	6%
30 Minute Limit	42	3%
10 Minute Limit (Free)	15	1%
Totals	1350	100%

Note: Does not include Train Station garage or back lot

** Inventory may be adjusted over time in response to local demand*

Enforcement

- All app transactions, kiosk transactions and digital permits will be license plate based
- Enforcement will be conducted using LPR (License Plate Reader) technology
- Procurement includes 10 vehicle – mounted LPR bundles and 40 handheld units



Operations & Maintenance

- Vendor will operate & maintain the entire system for a period of 5 years
- City will conduct parking enforcement
- Assuming four (4) new FT Parking Enforcement Officer Positions (LBPD)

Capital Program Includes

- 36 Multi-Space Meter Kiosks
- 10 Vehicle Mounted LPR Bundles
- 10 In-Vehicle Laptops & Ticket Writers
- 2 Ford Interceptor Vehicles
- 40 Handheld Ticket Writers
- Perimeter Egress LPR (9 Lanes)
- Civil Package Including Signage and Footings
- Digital Parking Permit System
- Pay-by-App
- Citation Management System
- Fine Collection Services
- Merchant Processing
- 24/7 Call Center
- All enabling hardware, software and communications
- Back Office / Dashboard where entire operation can be monitored
- Turnkey Delivery of Entire System – Fully Integrated, Tested and Operational

Contract Structure

- Contract Structures currently under review:
 - Lease to Buy
 - Vendor Financed (Revenue Share)
 - City Financed (New Debt)

Implementation

- Finalize Negotiations and Contract With Vendor
- Enabling Legislation & Ordinances
- Marketing / Education / Public Awareness Campaign
- Install, Integrate & Test all systems
- Go Live (Current Target Date = Memorial Day)