

DRAFT - NOT ADOPTED POLICY

# A SEASONAL PARKING MANAGEMENT SOLUTION FOR NANTUCKET REAL SOLUTIONS TO A REAL PROBLEM

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# Real Solutions to a Real Problem

## PREVIOUS STUDIES

### Advisory Services Panel 2008 – Urban Land Institute

Tasked with ensuring downtown Nantucket remains the social and economic center of the island  
Managing parking, congestion and circulation was one of the top recommendations

### 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

**NANTUCKET** has consistently taken steps to preserve the character of its historic downtown. During the busy summer months, when the island's 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. Despite existing efforts, there is still heavy congestion and a lack of available parking during peak periods. What is missing is a comprehensive parking management program.

### Issues Addressed by Parking Management

#### Community Interests

- 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

#### Business Interests

- 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 boosts 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 encourage turnover
- 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

## Overall Process

**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 excess demand persists even after implementing the management program & supply enhancement, consider developing additional parking in a garage.



**CURRENT EFFORT**

**NEXT EFFORT**

**FUTURE EFFORT**

# A SEASONAL PARKING MANAGEMENT SOLUTION FOR NANTUCKET

## Program Details

Recommendation	Detailed Description	Purpose
Institute market-rate pricing	<ul style="list-style-type: none"> <li>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</li> <li>Allow pricing to produce turnover and manage availability</li> <li>Periodically adjust fee structure in response to observed demand</li> </ul>	<ul style="list-style-type: none"> <li>Creates consistent and reliable parking availability</li> <li>Drivers have the freedom to balance their desire for convenience with their willingness to pay</li> <li>Drivers create a self managed balance of demand for parking and supply</li> </ul>
Escalate pricing to encourage turnover	<ul style="list-style-type: none"> <li>Institute an escalating fee structure, increasing incremental cost over time maxing out after 6 hours to encourage long term parking in more appropriate locations</li> </ul>	<ul style="list-style-type: none"> <li>Encourage long-term parking in more appropriate areas</li> <li>Drivers can choose their length of stay based on personal preference and willingness to pay</li> </ul>
Establish parking districts	<ul style="list-style-type: none"> <li>Create an Inner District intended for convenient customer parking with the highest fee and the steepest price escalation</li> <li>Create an Outer District intended for convenient customer and part-time employee parking with a moderate fee and less steep price escalation</li> <li>Create a Peripheral District intended for downtown resident and full-time employee parking with parking restricted to permit holders</li> </ul>	<ul style="list-style-type: none"> <li>Provides a predictable price system</li> <li>Easy to understand pricing areas tied to location</li> <li>Clear system of parking permissions and restrictions</li> </ul>
Provide short free periods upon first arrival	<ul style="list-style-type: none"> <li>Allow visitors to park free for 15 minutes in Inner District and 30 minutes in the Outer District</li> <li>Allow free parking between 11 am and 2 pm for those arriving and departing during the free period.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage quick stops at businesses</li> <li>Attract more lunchtime activity</li> </ul>
Eliminate/modify time limits	<ul style="list-style-type: none"> <li>Eliminate time limits and remove time-limit signage.</li> </ul>	<ul style="list-style-type: none"> <li>Remove artificially imposed restrictions on time for shopping or eating</li> <li>Reduce sign clutter on sidewalks and buildings to improve public realm</li> </ul>
Revise permit program	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Protect downtown residential neighborhoods from spillover pressure</li> <li>Ensure downtown residents parking in their neighborhood and allow longer free periods</li> <li>Provide island residents the opportunity for reduced hourly prices</li> <li>Allow employees to park without competing for parking with valuable customers</li> </ul>

A SEASONAL PARKING MANAGEMENT SOLUTION FOR NANTUCKET  
**Program Details**

Recommendation	Detailed Description	Purpose
Use contemporary payment systems that track payment by license plate	<ul style="list-style-type: none"> <li>Install pay stations that accept credit card payment and pay-by-cell phone in the Inner and Outer Districts</li> <li>Offer in-vehicle transponders to Downtown Residential, Island Resident and Downtown Employee Permit holders to take advantage of the associated discounts</li> </ul>	<ul style="list-style-type: none"> <li>Many payment options makes paying easy and convenient increasing likelihood of compliance</li> <li>Customers can remotely extend their stay without needing to return to their car to pay for additional time</li> <li>In-vehicle payment transponders make parking simple for residents and acts as an incentive to frequent downtown again</li> </ul>
Make enforcement more hospitable	<ul style="list-style-type: none"> <li>Enforce parking compliance using automated license plate recognition ticketing units integrated with payment systems</li> <li>Issue warning citation for the first violation with parking violation fees information and location of free parking</li> <li>Enforcement personnel will act as downtown ambassadors providing visitors with assistance rather than reprimand</li> </ul>	<ul style="list-style-type: none"> <li>Enforcement personnel seen as beneficial support helping visitors enjoy their stay</li> <li>First time visitors appreciate not being punished for first time mistakes</li> <li>No overtime tickets, and fewer enforcement personnel roaming the streets</li> <li>Improve efficiency &amp; accuracy of enforcement personnel</li> </ul>
Reinvest a portion of revenue	<ul style="list-style-type: none"> <li>Allocate a portion of the annual parking revenue to a fund dedicated to downtown public realm improvements such as a utility burying program, sidewalk repairs, new lighting, benches, public art, etc.</li> <li>Use a portion of the parking revenue to operate a free shuttle service</li> </ul>	<ul style="list-style-type: none"> <li>Improve the visitor experience</li> <li>Everyone can see a direct benefit of parking pricing</li> </ul>
Institute in-lieu of parking fees	<ul style="list-style-type: none"> <li>Offer the option of paying an annual fee in-lieu of providing the downtown minimum parking required in the zoning code</li> <li>Use the fund to provide remote parking facilities and operate a free shuttle service</li> </ul>	<ul style="list-style-type: none"> <li>Encourage continued downtown economic growth</li> <li>Collect funds to support future public interventions</li> </ul>
Provide remote parking facilities	<ul style="list-style-type: none"> <li>Identify parking facilities outside of the central downtown for use during overflow situations</li> <li>Allow parking for free in remote facilities and provide a free shuttle between remote lots and downtown</li> <li>Encourage businesses to provide valet parking services making use of remote facilities</li> </ul>	<ul style="list-style-type: none"> <li>Provide the option for free parking</li> <li>Improve the convenience of remote lots</li> </ul>



A SEASONAL PARKING MANAGEMENT SOLUTION FOR NANTUCKET

## Parking Districts



# A SEASONAL PARKING MANAGEMENT SOLUTION 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 15 minutes are free for everyone

### Lunch Break

- 2 hours free for anyone arriving between 11am and 2pm
- 1 hour free for anyone arriving between 2pm and 5pm

### Special Permissions

- Downtown Resident Permit holders are allowed first 30 minutes free
- Island Resident Permit holders receive 50% off

## Pricing Information

Arrive between...	Stay for...							
	First 15 minutes	1 hour	2 hours	3 hours	4 hours	5 hours	6 hours	Max
6 & 11a m	\$ -	\$ 1.00	\$ 2.00	\$ 4.00	\$ 8.00	\$ 16.00	\$ 32.00	\$ 32.00
11 & 2pm	\$ -	\$ -	\$ -	\$ 4.00	\$ 8.00	\$ 16.00	\$ 24.00	\$ 24.00
2 & 5pm	\$ -	\$ -	\$ 2.00	\$ 4.00	\$ 8.00	\$ 16.00	\$ 24.00	\$ 24.00
5 & 8pm	\$ -	\$ 2.00	\$ 4.00	\$ 8.00	\$ 12.00	\$ 20.00	\$ 20.00	\$ 20.00
8 & 11pm	\$ -	\$ 4.00	\$ 8.00	\$ 12.00	\$ 12.00	\$ 12.00	\$ 12.00	\$ 12.00



# 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

### Convenience Periods

- First 30 minutes are free for everyone

### Lunch Break

- 3 hours free for anyone arriving between 11am and 2pm
- 2 hours free for anyone arriving between 2pm and 5pm

### Special Permissions

- Downtown Resident Permit holders are allowed first 60 minutes free
- Island Resident Permit holders receive 50% off

## Pricing Information

		Stay for...							
		First 30 minutes	1 hour	2 hours	3 hours	4 hours	5 hours	6 hours	Max
Arrive between...	8 & 11a m	\$ -	\$ 0.50	\$ 1.50	\$ 3.00	\$ 6.00	\$ 12.00	\$ 24.00	\$ 24.00
	11 & 2pm	\$ -	\$ -	\$ -	\$ -	\$ 6.00	\$ 12.00	\$ 18.00	\$ 18.00
	2 & 5pm	\$ -	\$ -	\$ -	\$ 3.00	\$ 6.00	\$ 12.00	\$ 18.00	\$ 18.00
	5 & 8pm	\$ -	\$ 1.00	\$ 2.00	\$ 6.00	\$ 10.00	\$ 16.00	\$ 16.00	\$ 16.00
	8 & 11pm	\$ -	\$ 2.00	\$ 4.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00



# 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 meter 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
Restrictions	30 minutes of free parking in the Inner District
Non-transferable	50% discount in the Outer District
Permit is license plate based	

### Tier 1 - Private Residents with No Private Parking

Permit	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	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	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	

## Downtown Guest House Visitor Permissions

Renewal Period	Permissions
Annual Basis	Unlimited parking within the Peripheral District

### Tier 4 - Guest Houses with No Parking

Permit	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	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	

# Permit Program

## Island Resident Permit

### Island Resident Permissions

Renewal Period	Permissions
Month-to-Month	50% discount in the Inner District 50% discount in the Outer District
Restrictions	Permitted in the Peripheral District at the same cost as the Outer District
Non-transferable	
Permit is license plate based	

### Year-Round Residents

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

### Seasonal Residents

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

## Downtown Employee Permit

### Monthly Permit

Renewal Period	Permissions
Month-to-Month	Unlimited parking in the Peripheral District

### Individual Employees

Permit	Cost	Eligibility
Single permit	\$50	Available to anyone working within the parking management program area

### Employer Program

Permits	Cost	Eligibility
1 to 4 permits	\$40	Available to employers within the parking management program area
5 to 10 permits	\$50	
Over 10 permits	\$60	



## A SEASONAL PARKING MANAGEMENT SOLUTION FOR NANTUCKET Revenue Collection Systems

### Parking Kiosks with Pay-by-Plate System

- Parking kiosks installed throughout the inner and outer districts
- Visitors register their license plate number at kiosks
- Permit holder license plates 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 conveniently located 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 associated permissions and linked to payment account
- User selects district and length-of-stay on IVM and displays time on the dashboard



## A SEASONAL PARKING MANAGEMENT SOLUTION 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	Warning	Applicable
2nd & each additional	\$50	<ul style="list-style-type: none"> <li>• Failure to pay</li> <li>• More than 10 minutes beyond purchased time</li> <li>• Permit district without permit or no in-vehicle meter</li> <li>• Taxi stand</li> </ul>

#### By Law Violations

1st handicap violation	\$100	Applicable
2nd handicap violation	\$150	<ul style="list-style-type: none"> <li>• Handicapped space</li> </ul>
3rd & each additional	\$300	<ul style="list-style-type: none"> <li>• Fire hydrant</li> <li>• Driveway</li> </ul>
Other violations	\$100	<ul style="list-style-type: none"> <li>• Crosswalk</li> </ul>

### 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 SEASONAL PARKING MANAGEMENT SOLUTION 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
- Distribute funds between districts relative to revenue capture in the district
- Fund a utility burying program



## A SEASONAL PARKING MANAGEMENT SOLUTION FOR NANTUCKET

# Annual Operating Budget

### Estimated Annual Operating Budget

Estimated Annual Revenue	
User Revenue	Total
Hourly Payment - Inner District <i>100 days in peak season &amp; 30 days off-peak season</i>	\$293,800
Hourly Payment - Outer District <i>100 days in peak season &amp; 30 days off-peak season</i>	\$252,600
<b>Hourly Payment Subtotal</b>	<b>\$546,400</b>
Permit Revenue	Total
Annual Downtown Resident Permit <i>960 permits at \$25 per unit/per year</i>	\$24,000
Monthly Downtown Employee Permit <i>1180 permits at \$50 per unit/per month for 4 months peak season</i>	\$236,000
Monthly Island Resident Permit <i>720 year-round resident permits at \$5 per unit/per month for 4 months &amp; 2600 seasonal resident permits at \$50 per unit/per month for 4 months</i>	\$534,400
<b>Permit Subtotal</b>	<b>\$794,400</b>
Enforcement Revenue	Total
Annual Citations <i>0.5% to 1% violation rate at \$25 per violation for 130 days per year</i>	\$324,000
<b>Absolute Revenue Total</b>	<b>\$1,664,800</b>
Estimated Annual Expense	
Source of Cost	Total
Annual Debt Service <i>5 year loan period at 7% interest</i>	-\$186,400
Pay Station Maintenance <i>3% annual service contract payment</i>	-\$13,900
Parking Lot & Sign Maintenance Fund <i>5% of parking meter revenue</i>	-\$67,100
Credit Card Service Fees <i>4% fee on 80% of transactions</i>	-\$53,300
In-Vehicle Meter Replacement <i>2% of units replaced annually</i>	-\$4,200
Handheld Unit Leasing <i>7% of capital cost for handhelds</i>	-\$6,800
Communications <i>1% of meter revenue</i>	-\$5,500
Enforcement Personnel <i>6 seasonal personnel at \$40k/year</i>	-\$240,000
Administrative Personnel <i>1 administrative personnel at \$85k/year</i>	-\$85,000
Remote Shuttle Service <i>Estimated \$175k annual service</i>	-\$175,000
<b>Absolute Cost Total</b>	<b>-\$837,200</b>
<b>Estimated Net Annual Surplus (Deficit)</b>	<b>\$827,600</b>
Equivalent Improvement Bond Value <i>7% on a 5 year term</i>	\$3,393,300





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