



MEMORANDUM

To: Town of Nantucket
From: Jason Schriber and Michael Alba, Nelson\Nygaard
Date: May 24, 2011
Subject: Parking Pilot Options for Downtown Nantucket

This memorandum summarizes a series of parking management pilots that could be implemented during the summer of 2011 in downtown Nantucket on behalf of the Town in cooperation with interested stakeholders. A number of studies and meetings have preceded this memorandum, all of which identified the need to evaluate or implement alternative parking management systems for the downtown area:

- 2007 Regional Transportation Plan
- 2008 Downtown Circulation & Ferry Access Improvement Study
- 2008 Urban Land Institute Advisory Panel on the downtown
- 2009 Master Plan (accepted by Town Meeting)
- 2009 Transit Study by University of Connecticut Center for Transportation and Urban Planning
- 2009 Parking Utilization Study by Tetratex Rizzo
- In March of 2010, Nelson\Nygaard visited the Island and met with key stakeholders in the Town to collect background information.
- In June of 2010, Nelson\Nygaard analyzed the results from the 2009 supply and demand survey to identify specific areas of concern and documented a series of potential strategies that could be applied to the specific concerns within Nantucket. These options were presented during a series of public outreach events attended by roughly 60 people over a two day period in which the public was asked to weigh in on the strategies. These workshops identified a set of priorities and community preferred strategies for managing parking in downtown.
- A parking management program based upon the community preferred strategies was presented during four public workshops in February 2011. These workshops were attended by roughly 150 people. As a result of these workshops, the proposed management plan will again be revised.
- Based on input received during the February workshops, a series of parking pilots were also identified to test important aspects of the management program. Over 40 potential downtown stakeholders were contacted to participate in a focus group with the intent of discussing potential pilots for 2011. On May 12, 2011, twelve available respondents participated in a focus group convened by Nelson\Nygaard to discuss and share ideas about the potential pilots. Nelson\Nygaard also met with Town staff, including the Planning and Police Departments.
- As a result of the May 12th focus group discussion, details for up to six pilot parking programs were developed.

Based on the ideas discussed during the focus group, the following six parking pilots are recommended for implementation during the summer of 2011 in order to test key aspects of a complete parking management program for downtown Nantucket.

These pilots are intended to test a number of concepts, including: willingness to pay to park; sensitivity to pricing; potential ticket revenues versus fee revenues; new wireless parking payment and enforcement technologies; and impact of pricing on availability. All pilots are designed to operate transparently, with virtually no changes to existing parking management and enforcement practices. All participation would be voluntary and there would be no change to any existing parking options and programs for anyone not participating.

The parking pilots include:

- 1A. Opt-in paid parking – testing willingness to pay, technology & sensitivity to pricing
- 1B. Pay-back remote parking – testing willingness to park remotely & responsiveness to incentives
2. Automated license plate recognition handheld units – testing technology, response to improved enforcement & staff efficiency improvements
3. Downtown evening valet parking – testing interest in valet services & impact on evening demand
4. Town lot evening paid parking demonstration – testing sensitivity to pricing & impact on availability
5. Private remote parking shuttle van – testing willingness to park remotely & willingness to fund a private shuttle

These are described in more detail below.

We believe each of these pilots is valuable for testing different aspects of the parking management program. Each pilot (except 1B) is able to be run independently of the others, though we recommend running all of them.

Data collected from the summer pilot will be summarized and presented to the Board of Selectman in September 2011 to assist in the decision regarding a complete managed parking program for downtown Nantucket in the summer of 2012.

1A. Opt-In Paid Parking

Purpose

- Evaluate the public willingness to pay for valuable parking privileges
- Test the reliability of wireless communication and GPS technology

Details

- Participants will have in-vehicle meters issued to them directly from a technology vendor to be used to pay to park without being ticketed for time limit violations
- Propose to issue 100 in-vehicle meters with the intention to distribute to a wide range of user groups according to the following criteria:
 - A minimum of 10 and a maximum of 20 to each of the following user groups:
 - Downtown merchants/business owners
 - Downtown employees living outside downtown
 - Downtown residents
 - Summer residents

- Businesses located outside downtown
 - No more than 2 per business
 - No more than 1 per household
- Pricing would be on an escalating scale based on how long the person parks
- **District (1)** – Overlay in area with 1 hour or less time limits
 - 1-hour free parking (8am to 6pm), 2nd hour = \$4, after 3 hours = \$6, after 4 hours = \$10, after 5 hours = \$16, after 6 hours = \$24
- **District (2)** – Overlay in area with 2 hour time limits
 - 2-hour free parking (8am to 6pm), 3rd hour = \$4, after 4 hours = \$6, after 5 hours = \$8, after 6 hours = \$14
- Participants will be surveyed before, during and after the pilot
- Downtown parking use data will be collected before and during the pilot

1B. Pay-Back for Remote Parking

Purpose

- Evaluate the public willingness to park remotely when offered financial incentives

Details

- If a participant in the paid parking pilot parks remotely (in one of the four NRTA park and ride lots), they will receive a small credit on their paid parking account that can be used towards future parking in downtown
- In order to receive the credit, the car must be parked in designated remote lot and the in-vehicle meter must be turned on
- Proposed credit of +\$1 for each 3-hour block (7am to 10pm)
- Credit for remote parking will be issued using funds collected from those paying to park downtown (if there is an insufficient fund reserve for crediting participants, this part of the pay-for-parking pilot will be suspended or cancelled to ensure there are no financial liabilities)
- Participants will be surveyed before, during and after the pilot
- Parking use data will be collected in remote lots and downtown before and during the pilot

2. License Plate Recognition Units

Purpose

- Test the potential improvement to staff efficiency using license plate recognition
- Test wireless communications capabilities on Nantucket
- Test accuracy of GPS within the units
- Evaluate impact improved enforcement will have on violation rates

Details

- Equip enforcement personnel with a handheld license plate recognition ticketing unit
- All participating personnel (enforcement & administrative) will be surveyed before, during and after the pilot

3. Valet Pilot

Purpose

- Test the public interest in the use of valet services
- Evaluate impact valet services may have on parking demand

Details

- License a valet service to operate evenings from 6PM to 2AM
- Identify two valet stand locations on opposite sides of the downtown (e.g. the Barrett's bus stop on Federal, and the Main Street taxi stand between Union and South Water)
- Allow valet to use the Saltmarsh Senior Center lot
- Valet operators and users will be surveyed before, during and after the pilot

4. Saltmarsh Lot Demonstration

Purpose

- Test the public willingness to pay for parking in a remote lot

Details

- Reserve the Saltmarsh lot for paid parking to be managed by the valet service in the evenings (6pm-2am)
- Parking use data will be collected before and during the pilot
- Provide a financial or in-kind contribution to the Saltmarsh Senior Center