



PRINCETON
MAYOR AND COUNCIL OF PRINCETON
AGENDA • APRIL 15, 2019

Special Parking Meeting

Monument Hall Main Meeting Room

7:00 PM

1 Monument Drive, Princeton, NJ 08542

I. STATEMENT CONCERNING NOTICE OF MEETING

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

IV. WORK SESSION

1. Parking Rates
2. Phone App
3. Update Investigating Smart Card
4. Wayfinding
5. Permits
6. Loading Zones

V. CORRESPONDENCE

1. Princeton Merchants Letter - Dated January 2019

VI. PRESENTATION

1. Parking Data

VII. COMMENT FROM THE PUBLIC FOR ITEMS NOT ON THE AGENDA

Please use the sign-up sheet on the podium. After everyone who signed up has had the opportunity to speak, the Mayor will invite any additional comments from members of the public. Please line up at the podium if you plan to speak and limit your remarks to 3 minutes. No immediate action will be taken on any public comment issue.

VIII. ADJOURNMENT



Mayor and Council

400 Witherspoon Street
Princeton, NJ 08540

Meeting: 04/15/19 07:00 PM
Department: Clerk

AGENDA ITEM

Parking Rates

ATTACHMENTS:

- 4-15-19 Presentation final (PDF)

April 15, 2019 Council Worksession on Parking



Jan. 2019 Princeton Merchants Assn Letter

- ▶ Progressive parking rates (in place of current 2 hr parking):
 - ▶ hour 1 – \$1.50; hour 2 – \$1.75; hour 3 – \$2.25
- ▶ Raise the all-day (10 hr) meters from \$0.75 to \$1.00 an hour
- ▶ Begin metered parking at 8 AM instead of 9 AM<sup>[L
SEP]</sup>
- ▶ Raise the Dinky daily parking from \$4 to \$5/day<sup>[L
SEP]</sup>
- ▶ Charge tour buses parked in town a sizable, to be determined fee
- ▶ Revisit the loading zones...by installing 30 minute meters...At a minimum: after 4 PM and on weekends.
- ▶ It is our understanding that the Franklin-lot is owned by the town and sits empty. It could and should be opened for employee parking immediately. We suggest a \$30 monthly fee per spot for some additional revenue.



Progressive Parking Proposal Analysis

	2 Hour Meters			3 Hour Meters			All Day Meters/Pay Station (80/40)		
	Rate per Hour	Total Parking Fee	% of Parkers	Rate per Hour	Total Parking Fee	% of Parkers	Rate per Hour	Total Parking Fee	% of Parkers
One Hour Parking Session	\$1.50	\$1.50	50%	\$1.50	\$1.50	100%	\$1.00	\$1.00	100%
Two Hour Parking Session	\$1.75	\$3.25	45%	\$0.00	\$1.50	0%	\$0.00	\$1.00	0%
Three Hour Parking Session	\$2.25	\$5.50	5%	\$0.00	\$1.50	0%	\$0.00	\$1.00	0%
Compliance Percentage	80%			80%			65%		
Occupancy Percentage	65%			65%			30%		
Grace Period in Minutes	0								
Hours of Operation:	Start Time	End Time	Total Hours	Days per Year					
Monday - Thursday	8:00 AM	8:00 PM	12	208					
Friday - Saturday	8:00 AM	9:00 PM	13	104					
Sunday	1:00 PM	8:00 PM	7	52					

Note:

Progressive Parking
Princeton Rail \$5



Projected Revenue Summary - Escalated

	2 Hour Meters	3 Hour Meters	All Day Meters	All Day Pay Stations	Princeton Rail Station (24 hour rate)	Total
Progressive Parking	\$730,353.78	\$837,766.80	\$33,674.94	\$679,311.36	\$45,552.00	\$2,326,658.88
CFAC Revenue Model	\$967,356.00	\$775,710.00	\$104,949.00	\$681,408.00	\$36,442.00	\$2,565,865.00



Progressive Parking Costs

Quantity	Item	Unit Cost	Extended Cost
214	Dome Mounted Sensors	\$270.00	\$57,780.00
214	Sensor Installation	\$10.00	\$2,140.00
214	Freight	\$7.50	\$1,605.00
Capital Cost			\$61,525.00
214	Monthly Vehicle Sensor Reporting (per sensor)	\$3.50	\$749.00
214	Optional: Monthly Real Time Reporting (per meter)	\$2.75	\$588.50



Passport Phone App Updates

- ▶ Negotiated decrease in convenience fee
 - ▶ Transaction fee reduced from \$0.35 / transaction to \$0.25 / transaction
 - ▶ Wallet transaction reduced from \$0.35 / transaction to \$0.20 / transaction
- ▶ Should we provide incentives to use the phone app ?

Smart Cards

- ▶ Extending use in the Spring Street Garage until June 30, 2019, while reviewing the potential of bring back a form of the smart card
- ▶ Investigating the use a smart card like card provided by IPS
 - ▶ Will not provide the same features as the previous smart card
 - ▶ No refund of parking session
 - ▶ No Kiosk distribution
 - ▶ Only available for the single space meters



Wayfinding Program in the Works



Spring Street
Municipal Garage



Key Access Roads



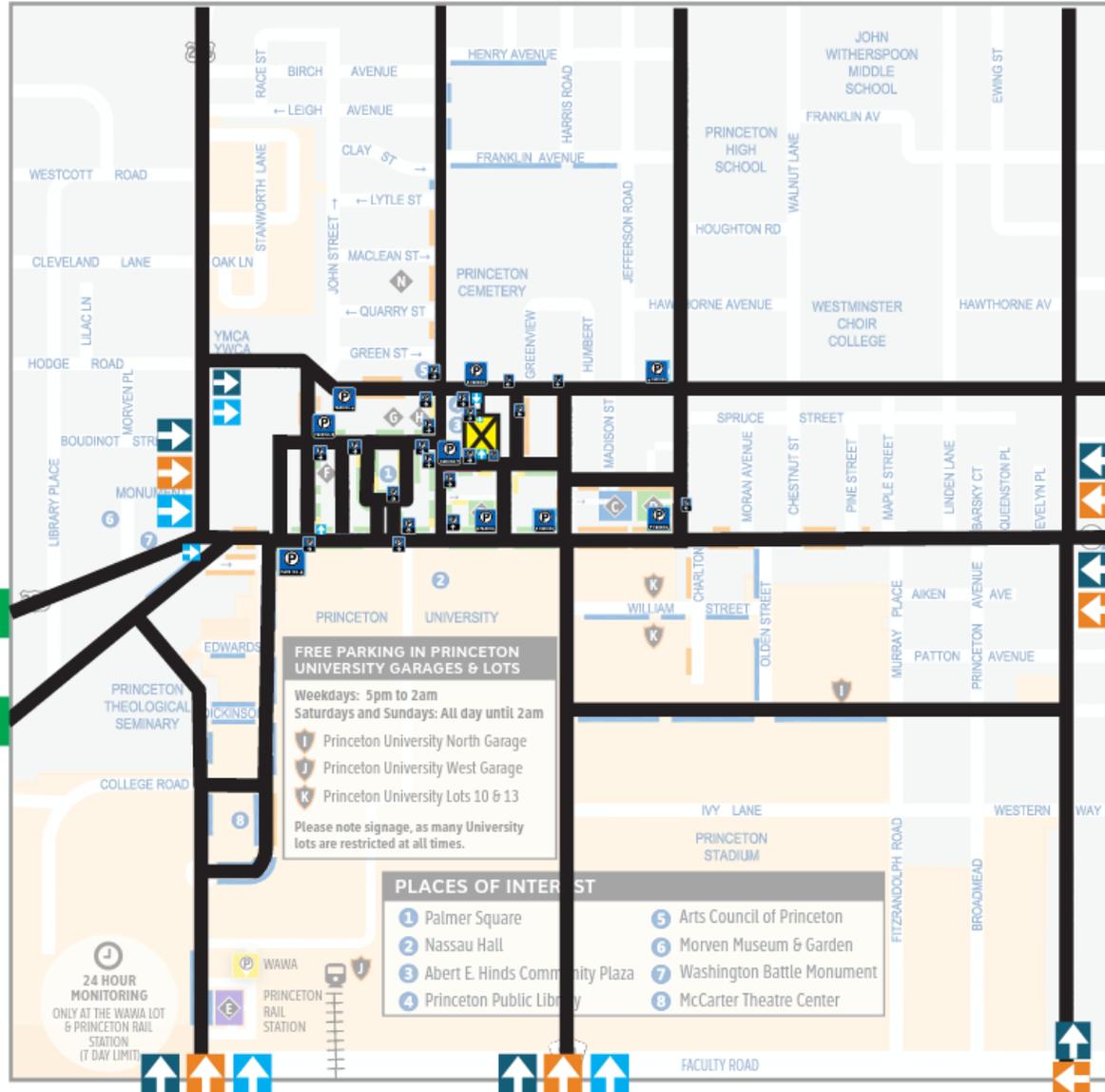
Gateway / Welcome Sign



Historic Downtown Sign



Princeton University Sign



Signage Examples



EXIT

ENTRANCE

CLEARANCE 7'6"

 EV Charging	SPRING STREET MUNICIPAL GARAGE	VISIT PAY STATION BEFORE EXITING
 Bicycle Parking	 No Motorcycles	
 Smoke Free	RATES 	RATES

Spring Street - Existing and Proposed



Spring Street Garage Entrance - Existing and Proposed

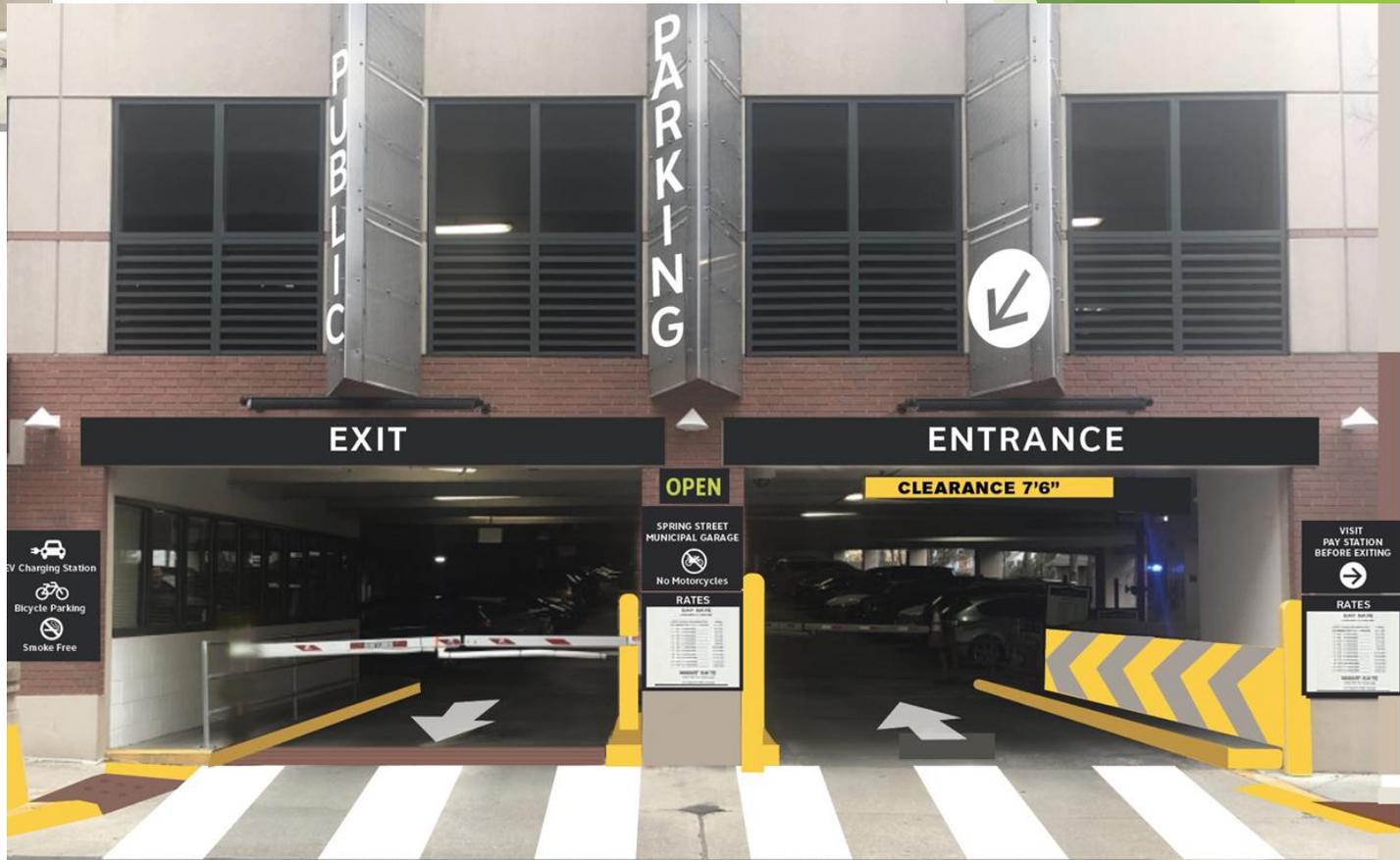


Spring Street Garage Entrance - Existing and Proposed





Spring Street Garage Entrance - Existing and Proposed





Sylvia Beach Way Garage Entrance - Existing and Proposed



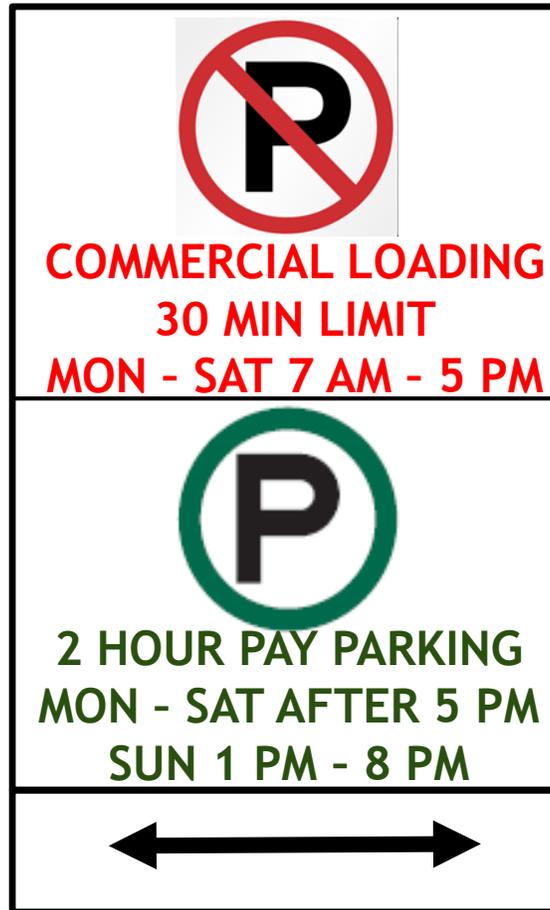
Parking Permits

- ▶ Economic Development Committee members recommend the creation of a task force to review on-street and off-street, public and private, locations within walking distance of the CBD
- ▶ Task Force would include business, resident, and institution representatives

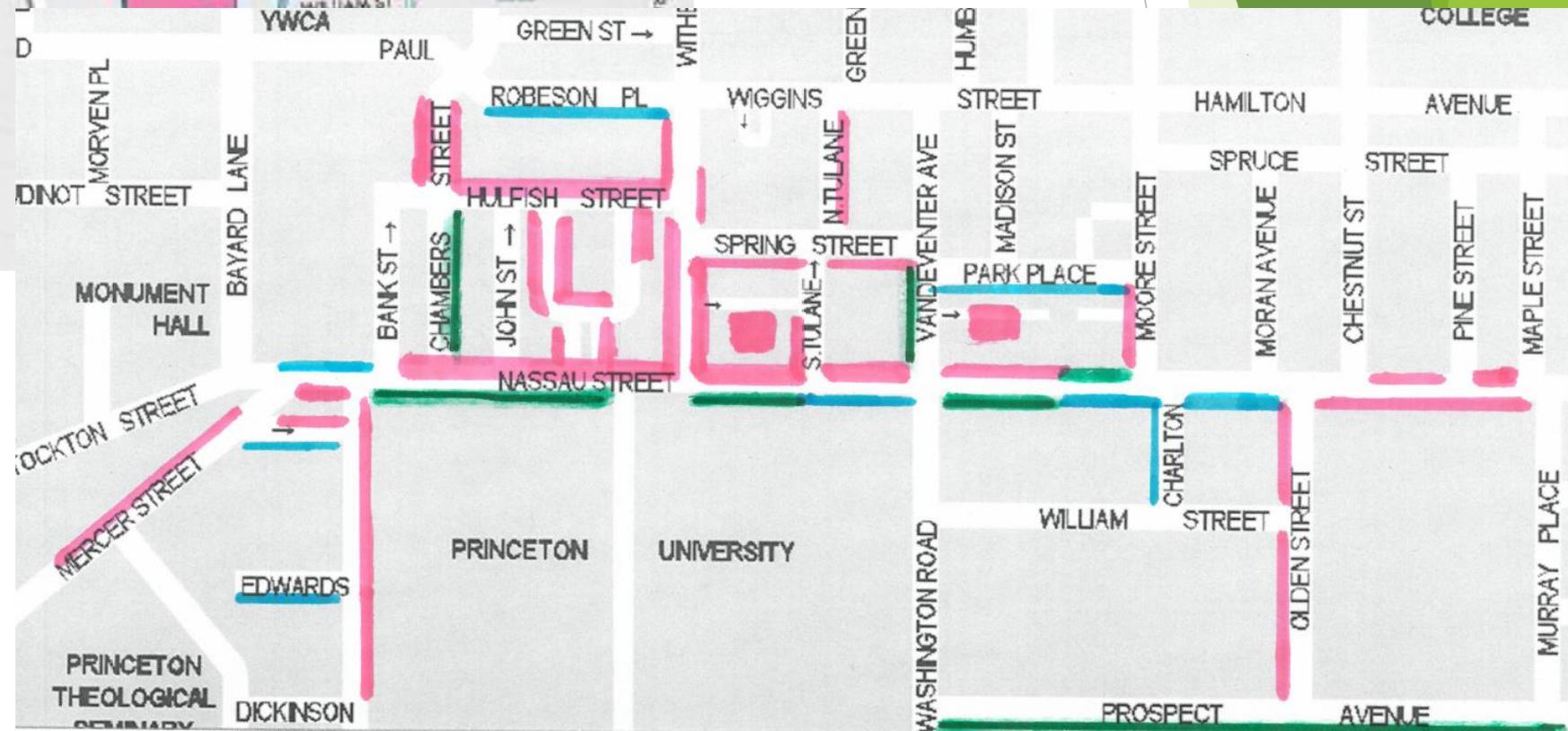


Parking Meters in Loading Zones

- ▶ Parking meters are proposed to be installed in the loading zone in front of Brooks Brothers on Palmer Square East as a pilot



Thursday, 1 pm Parking Utilization



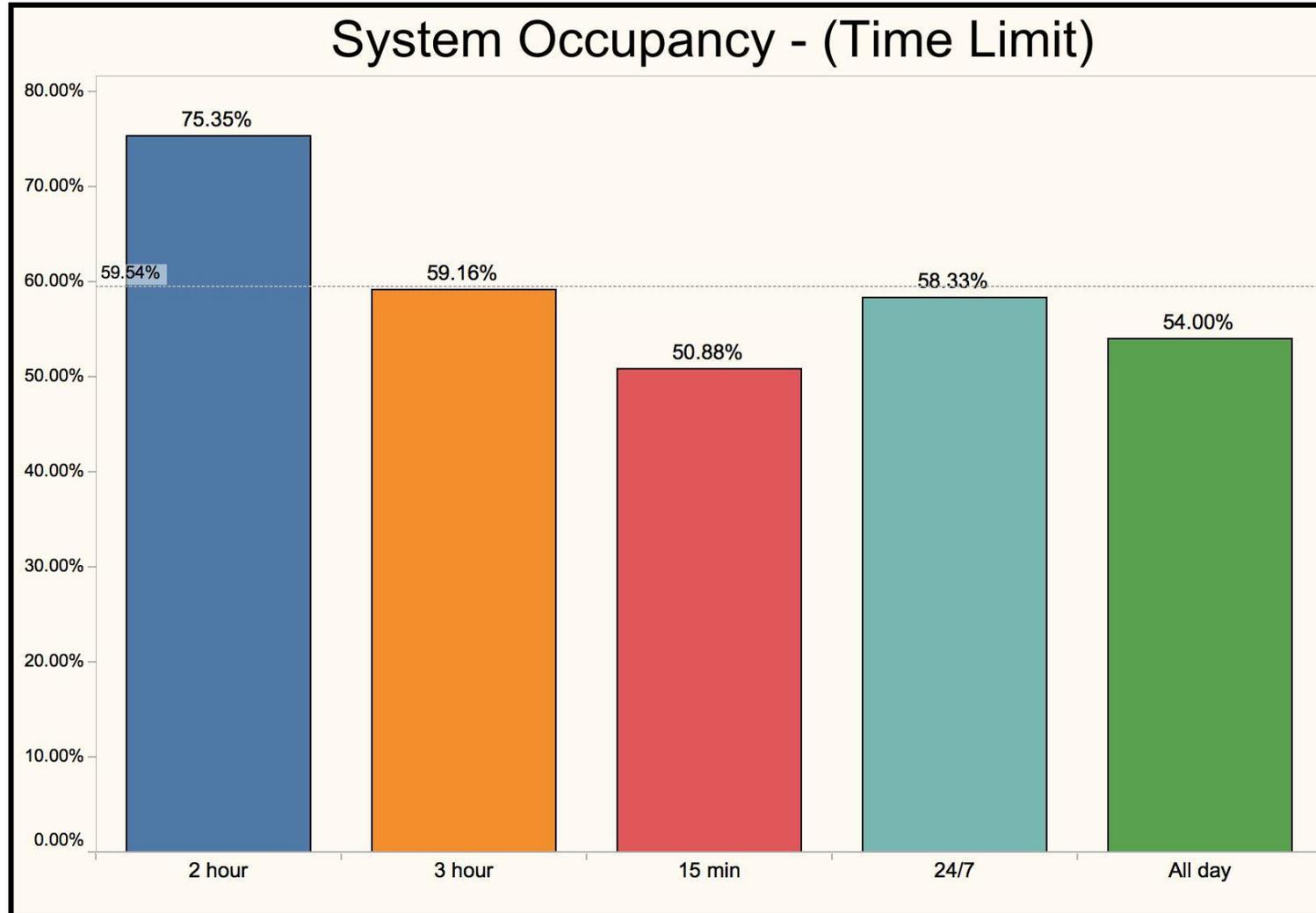
Thursday, 5 pm Parking Utilization



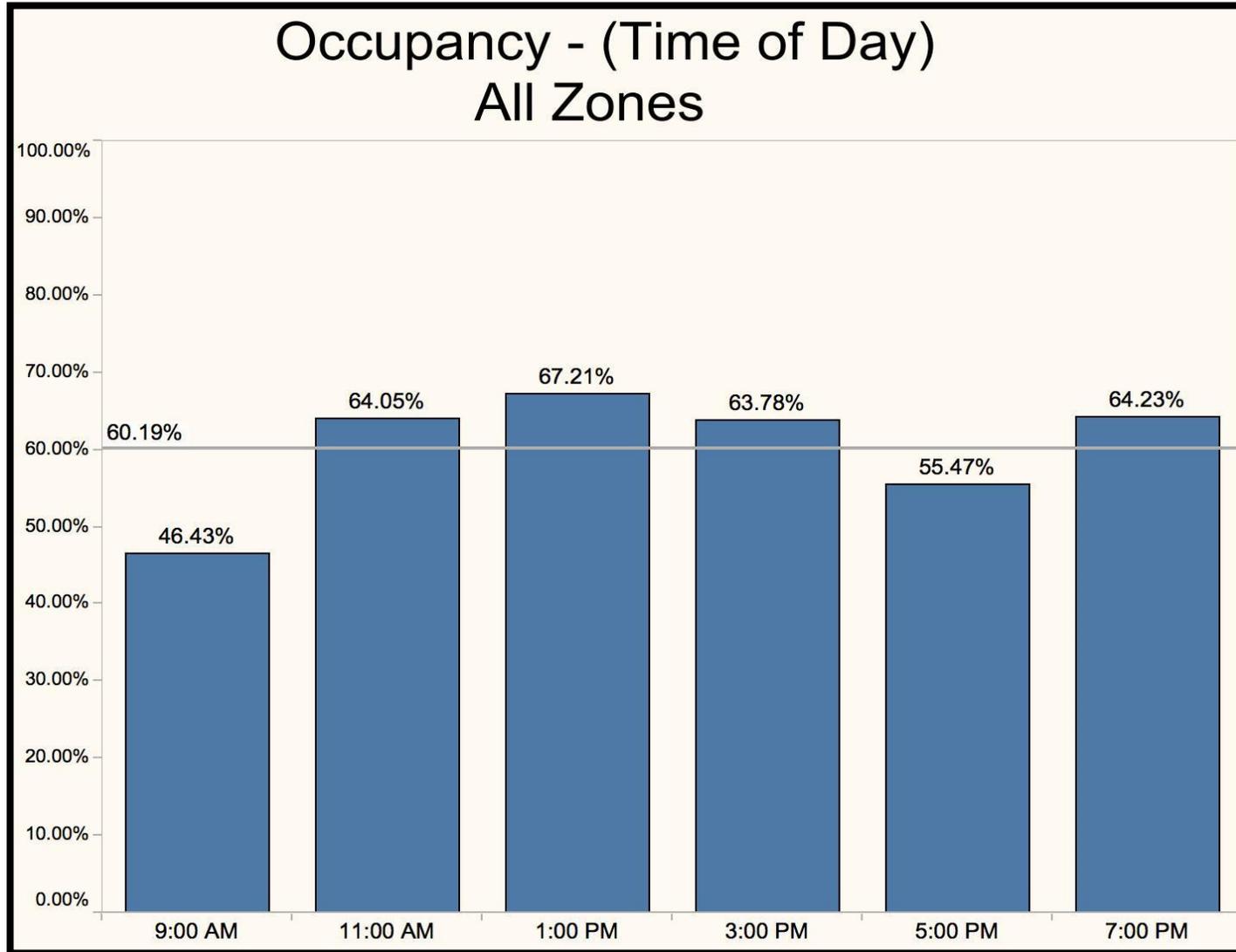
On-Street Parking	Off-Street Parking
0% - 60%	0% - 60%
61% - 80%	61% - 80%
81% - 90%	81% - 90%
91% - 100%	91% - 100%
Over 100%	Over 100%



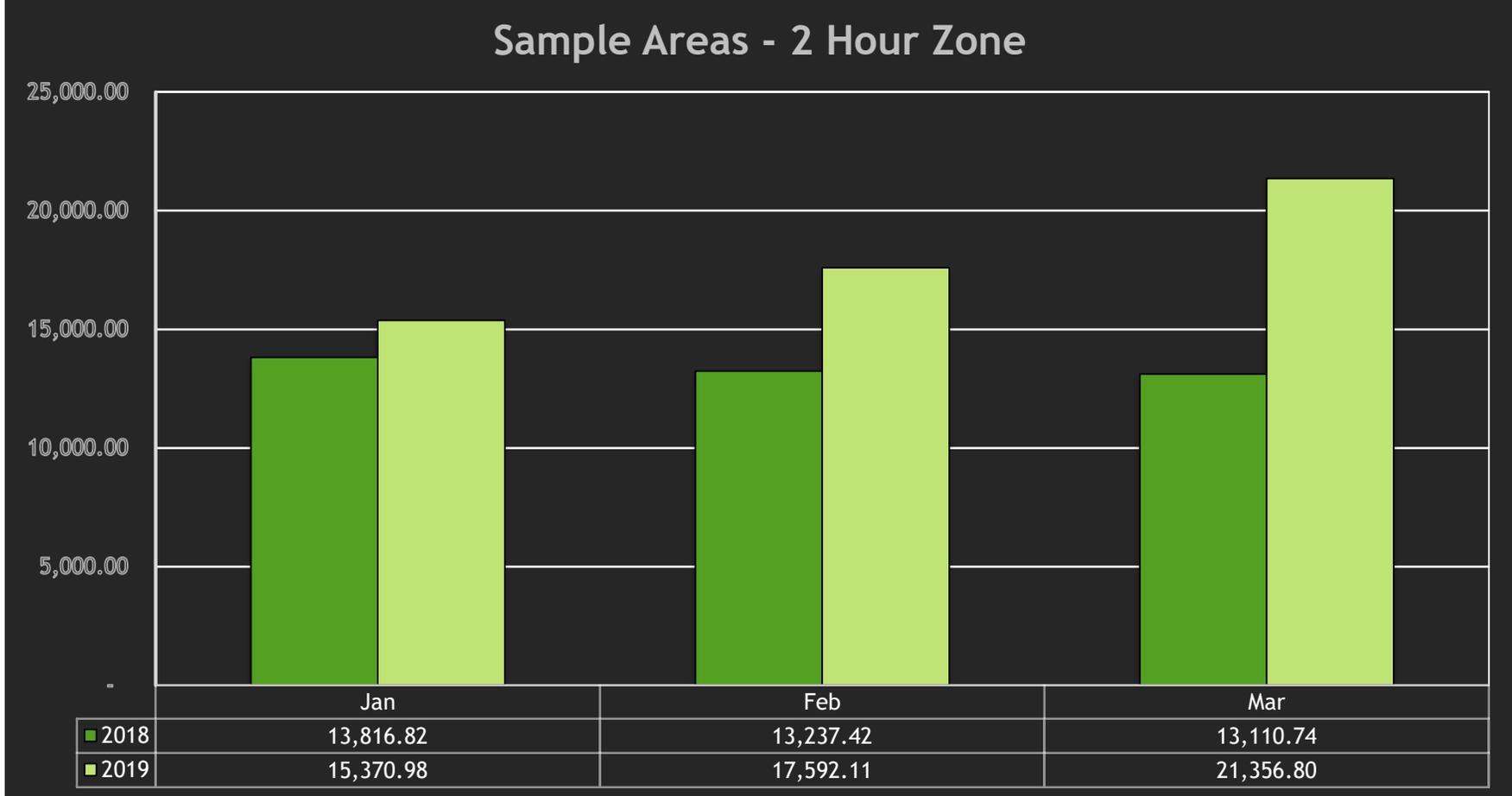
March 14, 2019 Occupancy Zone



March 14, 2019 Occupancy by Hour



Hours Purchased 2018 vs. 2019



Notes:

- 1. Based on a sample of comparable collection data
- 2. Sunday data excluded from 2019
- 3. Credit card use may effect amount of time purchased



Next Steps

- ▶ May 2019 - Form a parking permit task force
- ▶ May 2019 - Amend Passport contract for fees
- ▶ June 2019 - Begin Palmer Square East loading zone meter pilot
- ▶ June 2019 - Parking rates ordinance change
- ▶ July 2019 - Smart Card program change

Questions?



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Phone App



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Princeton Merchants Letter - Dated January 2019

ATTACHMENTS:

- Princeton Merchant Association (DOCX)

Proposal for Improvements to the Princeton Parking Plan

January, 2019

In collectively reviewing the current parking plan, we come to several conclusions and want to propose a set of improvements that would honor the intent of the new plan -- as articulated by Mayor Lempert in a recent meeting -- to serve first and foremost as a tool for economic development of Princeton's vital downtown.

It appears that difficulties with the technology of the new meters (including the important issue of refundability and credit card minimums) are already being addressed, which is important and very welcome.

We feel, however, that precisely given the urgency of the issue, both for business owners and for residents, it is wise not to propose other partial fixes in haste, but rather to take another comprehensive look. Our proposal makes permitted employee parking integral to the plan and suggests lower, progressive parking rates as well as better solutions to loading zones, while beginning to address how such changes could honor the current parking budget.

Progressive parking rates (in place of current 2hr parking):

hour 1 — \$1.50; hour 2 — \$1.75; hour 3 — \$2.25

The progressive structure incentivizes turn-over, an ambition of the parking overhaul for the downtown. The third hour is essential so customers don't need to choose, for instance, between a meal and shopping. Council recently cited data that shows that the average parking duration is under two hours, an index that the 3hour period would allow for a longer stay for some without leading to too many spots being taken up for too long. For a 3hr period, the rate would come to \$5.50 as opposed to \$6.75 at the current flat rate. We fully recognize

the importance of any fixes to the new system being budget-neutral and would ask that the Council reach out to CFAC members to confirm our progressive rate proposal is or could be made budget neutral to their original proposal of the projected revenues. We suggest the following to help offset any shortfall:

- *Raise the 10hr meters from \$.75 to \$1.00 an hour
- *Begin metered parking at 8AM instead of 9AM
- *Raise the Dinky daily parking from \$4 to \$5/day
- *Charge tour buses parked in town a sizable, to be determined fee. (While you're at it, maybe charge idling buses an environmental surcharge)
- *Revisit the loading zones to make them both business- and, during off-hours, customer-friendly by installing 30minute meters: the timing for metered parking in loading zones may need to be site-specific and can be longer in some places than in others. At a minimum: after 4PM and on weekends. This, too, will provide additional revenue.

Permitted employee parking:

Your email to us as well as the mass email from the town and statements made at the town meeting of 1/14 all suggest that permitted employee parking in walking distance is being taken seriously as part of the current phase of revisions to the overall parking plan. That said, there are two immediate steps we recommend, which we believe will demonstrate the town's commitment to this issue:

- *It is our understanding that the Franklin-lot is owned by the town and sits empty. It could and should be opened for employee parking

immediately. We suggest a \$30 monthly fee per spot for some additional revenue.

*Do not convert free parking to bike-lanes: this does little to change the nature of the bike-ride into town and it artificially pits workers against environmentalists.

While the emotions currently being aired by many speak to the fact that a lot is at stake in revising the new parking plan, we truly welcome this moment as one of bringing more and/or different stakeholders into the process and hopefully of coming up with more ideas and creative solutions. It is in that spirit that we submit our proposal and are ready to make time for future meetings as necessary.

Jessica Durrie, Joanne Farrugia, Jon Lambert, Mimi Omiecinski, Cliff Simms, Dean Smith, Dorothea von Moltke & Jack Morrison on behalf of the members of the Princeton Merchants Association



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