
CITY OF SALEM
DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT
MEMORANDUM

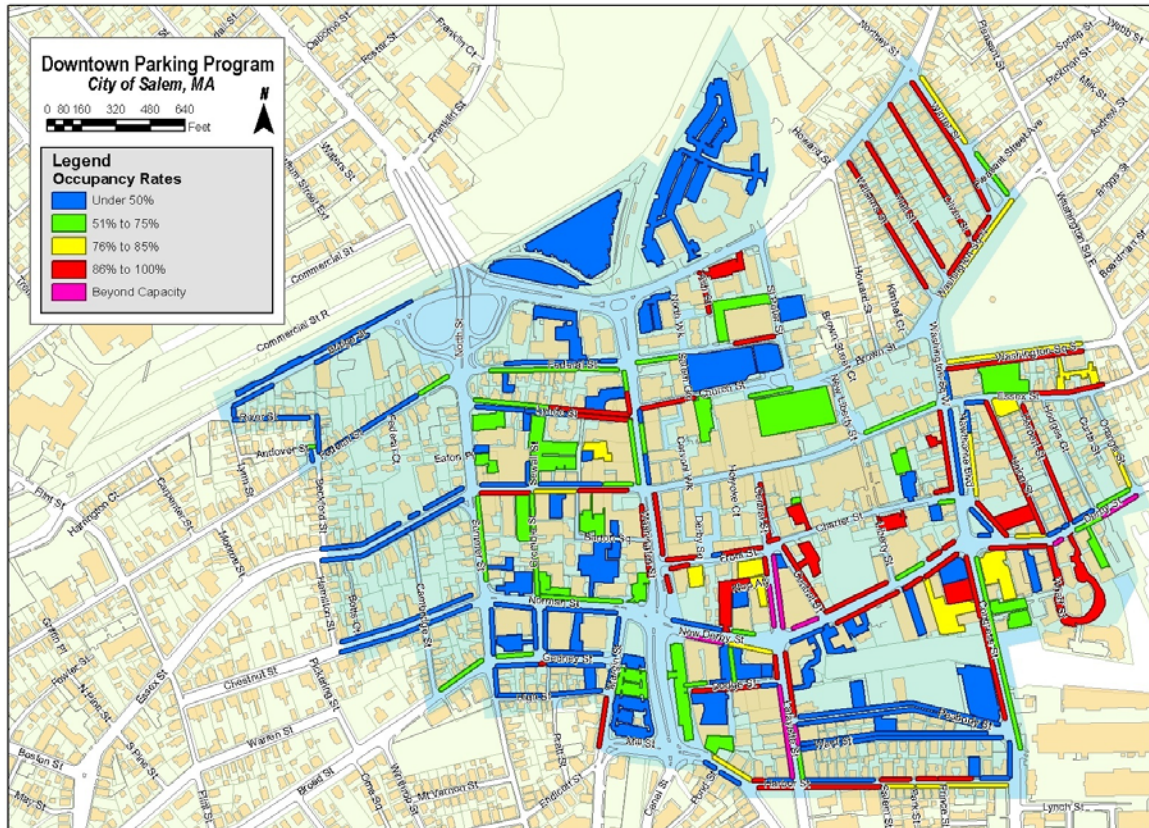
TO: Members of the Salem City Council
FROM: Tom Daniel, Economic Development Manager
SUBJECT: Comprehensive Parking Plan Recommendations
DATE: June 21, 2011
CC: Mayor Kimberley Driscoll, Lynn Duncan, Cheryl LaPointe, Jason Silva, Parking Study Working Group

In follow up to the June 15, 2011 Committee of the Whole meeting, I am providing information regarding the data behind the Parking Study Working Group's 8:00 PM enforcement recommendation, additional information on Sunday enforcement, and a revised dual pass recommendation.

1. Evening Enforcement

Whether a person is coming downtown to meet with their attorney at 11:00 AM, stroll through the PEM at 1:00 PM, get their teeth cleaned at 3:00 PM, buy a birthday gift at 5:00 PM, or meet a friend for dinner at 7:00 PM, we want that person to feel that there is parking available in downtown Salem. To that end, the Council adopted the objective of having the system operate to achieve 15 percent availability per block face.

The 8:00 PM on-street enforcement was a direct recommendation from the parking study consultant, Nelson\Nygaard, for the \$0.75 on-street zone. The recommendation was based on the observed utilization data from 6:00 PM to 8:00 PM. The map below shows the utilization data from a Thursday evening.



I know it is difficult to read at this scale, so I will describe the map. As expected, the on-street meters in the “courthouse” area have supply available (refer to blue and green color) in the evening. However, several on-street areas on Lynde, Essex, Washington, Front, Lafayette, Central, and Derby streets are at (or beyond) capacity (refer to red and purple colors).

Given the Council’s objective of having 15 percent availability per block face, and the high evening utilization in areas of downtown, the Working Group’s recommendation was that enforcement of the whole system (on-street and off-street) continue until 8:00 PM.

The Committee of the Whole amended the Working Group’s recommendation to have the on-street meters end enforcement at 6:00 PM. An alternative the Working Group had discussed was to have the on-street meters enforced until 8:00 PM and have the parking lots enforced until 6:00 PM. While this wasn’t our top recommendation, I would like to offer it now as an alternative to the Committee of the Whole’s recommendation.

Having the meters run until 8:00 PM would allow the on-street spaces to still be available to customers coming to shop or dine in the evening—consistent with the Council’s 15 percent operating objective. And with the lots being free after 6:00 PM, visitors and residents planning to spend the evening downtown would still have a convenient option.

2. Sunday Enforcement

Subsequent to the June 15 Committee of the Whole meeting, I learned that Rockport, MA is the closest community that enforces meters on Sundays. Like Rockport, Salem has a very busy summer season. Unlike Rockport, however, Salem's activity continues year round with retailers, restaurants, and attractions open on Sunday every month. The Working Group's recommendation to have Sunday enforcement was to achieve that same operating objective for the system—15 percent on-street availability by block face.

3. Annual Dual Pass Enhancement

In order to ensure that the annual dual pass is available to everyone in the market, we are recommending the dual pass be considered an "enhancement" to a person's base annual pass for the cost of \$108. The total cost would be as follows:

Rate Type	Base Rate	Dual Pass Enhancement	Total Cost
Standard (Museum Place and South Harbor)	\$702	\$108	\$810
Senior	\$250	\$108	\$358
Senior Resident	\$200	\$108	\$308
Condo (Museum Place)	\$500	\$108	\$608
Condo (South Harbor)	\$270	\$108	\$378

A Reminder about the Rates

Standard annual rates are based on a ten percent discount off the monthly rates:

- Museum Place: ($\$65/\text{month} \times 12 \text{ months}$) – 10% = \$702; and
- South Harbor: ($\$25/\text{month} \times 12 \text{ months}$) – 10% = \$270.

The dual pass enhancement is based on a \$10/month premium. Applying the same ten percent discount results in the \$108 cost:

- Dual Pass Enhancement: ($\$10/\text{month premium} \times 12 \text{ months}$) – 10% = \$108

Senior and Senior Resident rates have not been changed from the current rates.

Condo rate holds the current rate constant for Museum Place garage and matches the recommended lower rate at South Harbor garage.