

DRAFT
PARKING BOARD
MINUTES
MAY 2, 2016

A meeting of the Salem Parking Board was held on Monday, May 2, 2016 at 4:30 pm. at 120 Washington Street, Salem, MA. Present were Michael Caggiano, Elysia Alleman, J. P. Story and Rinus Oosthoek. Also present was Assistant Parking Director Alan Sullaway.

1. APPROVAL OF MINUTES

Mr. Oosthoek made a motion to approve the minutes of April 4, 2016. Ms. Alleman seconded the motion; all were in favor and the motion so carried.

2. DISCUSSION AND VOTE ON PROPOSED CHANGE TO 8 METERED SPACES BETWEEN THE UPS STORE AND STARBUCKS FROM 4 HOUR TO ½ HOUR SPACES

Mr. Sullaway stated that the UPS store and another has called and said that people are parked there all day long. It is currently a four hour area. People want to be able to go into the UPS store for 10-15 minutes or into Starbucks to get a coffee and they can't do it. They have asked for half the lot and to keep the rest of lot the same.

Mr. Oosthoek asked if this is a recommendation from the parking staff or the City.

Mr. Caggiano stated that the UPS Store and Starbucks were the ones who brought it up and he was hoping that they would be present.

Mr. Sullaway stated that they started it correctly by talking to their ward councillor first.

Mr. Story stated that he presumed this was the domino effect from the construction, where there are now less spots in the area.

Mr. Caggiano stated that in the 2010 comprehensive parking plan, one issue is that certain sections of city differ in pricing. Most were 30 minutes or 1 hour parking. The working study group was formed and a decision was made to eliminate 30 minute spots. Banville Optical and True Value then requested 30 minutes; therefore this is not the first time for this concern. However, without a study, we don't know what works and what doesn't. He stated that this morning he saw two empty spaces in front of the UPS Store. The goal was always to get turnover.

Mr. Oosthoek stated that the City is supposed to manage plan and adjust it where needed to come up with one spot available for every six. He stated that there has been no management and essentially all these all adjustments over time are going against the philosophy of plan, because it

was pricing structures that would generate vacant spots. He stated every street in Salem has retailers that want ½ hour spots.

Mr. Caggiano stated that he was in agreement. He stated that when it went to 4 hours, which I don't think is right, people park in front of salons, etc. sometimes longer than four hours.

Mr. Oosthoek noted that the plan is also working and that there is more availability, but it is all anecdotal.

Mr. Caggiano asked how difficult it is to change. He stated that if it is done here, every spot with identical situations should be looked at.

Mr. Oosthoek stated that it would be everywhere, every coffee shop, bank and every in and out place. He noted that the Chamber supported plan as a whole, not piecemeal. Adjustments should not be piecemeal; they should be done as a whole. Some places things have been adjusted contrary to what the plan proposed. He stated that at Winer Hardware, it is now 2 hours. Steve's Market was adjusted back. The dry cleaning across from Hawthorne has two spots with limited time. He stated that he felt it is wrong to adjust for one piece and not consider the whole plan.

Mr. Caggiano was in agreement.

Mr. Story stated that the 2010 plan took into account all these issues and the decision was made for 4 hour parking. He stated that to change one piece would create a precedent and be contrary to the plan. He asked if there is any way to get information on if 2010 plan is working.

Mr. Caggiano noted that the plan was funded through a grant, so there is no detailed, solid written information.

Mr. Story stated that this is a business owner having an issue, but noted that there is no presence at the meeting here tonight.

Mr. Caggiano stated that demand responsive pricing was implemented on and off street. He stated that maybe we don't change time, we change price, noting that price is what creates turnover.

Mr. Oosthoek stated that if the block is always filled without vacancies, the plan should provide for higher pricing rate to move parkers to more price desirable lots for employee parking, etc. He stated that, however, nobody has collected data and there are no counts. The only place we can get data is new modern meters, but we have not seen that data either.

Ms. Alleman stated that with construction going on, it is different now than 2010. She stated that there should be a provision for what to do when there is construction, whether it is pricing changes or change the timing, noting that there are fewer spaces there now. She stated if people can't mail their package there now, they will go to Danvers or Beverly.

Mr. Oosthoek stated that once the project is constructed, the parking will be in the back.

Mr. Caggiano asked who sets the rates for the lot.

Mr. Sullaway stated that he believes the City Council set rates.

Mr. Caggiano stated that we can recommend changes.

Mr. Oosthoek stated that it is not the Parking Board's responsibility to determine what data is needed to do this.

Ms. Guy asked if it is possible to have different hours at different times of the day. She noted that she did not think the restaurants would want the spaces to be ½ hour at night. She noted that she has gone to the UPS store and not found a space during the day.

Mr. Sullaway noted that after 6:00pm, they are not enforced.

Mr. Oosthoek stated that the plan called for 8:00pm.

Mr. Sullaway stated that, as long as he is given the go ahead, he has the capability to change the non-smart meters and he can call the company to change the smart meters through their computer.

Mr. Caggiano stated that the goal was for customer parking during the day in that area. He stated that even if 30 minutes, there is no guarantee parking will be available. He stated that it has been six years; therefore, we are ready to take a look. He stated that he is not ready to make a decision on voting without Sarah, Dominick or someone here from the City Council.

Mr. Oosthoek suggested inviting the City Councillor.

Mr. Caggiano suggested expanding it for a future meeting, including Front Street, UPS Store, Steve's Market, Banville Optical, True Value, Witch Doctor and other retailers that would prefer shorter term.

Mr. Oosthoek stated that the philosophy of the plan was not to have time limits; it is supposed to be pricing driven. He stated that we look at whole plan or none of it. He preferred to start discussion where the city hires a consultant to do the legwork to analyze how the plan has worked for the past 5-6 years and recommend changes. He stated that it will cost money, but parking collects \$2.8 million a year. He stated that it is something to discuss with Sarah or Planning.

Mr. Sullaway suggested bringing forward what they are asking, since Winer's has already been done, so there is a precedent.

MOTION: Mr. Oosthoek made a motion for the Chair and the Executive Director of the Parking reach out to Dominick in the Mayor's office regarding this matter for further

information and to continue to next meeting. Mr. Story seconded the motion; all were in favor and the motion so carried.

3. REPORT ON REVENUES

Mr. Sullaway stated that there was no revenue report available.

4. NEW/OLD BUSINESS

Mr. Sullaway stated that he received a letter from Jazz and Soul Festival to close Fort Ave from 187 Fort Ave. to the end and halt the enforcement of 22 meters on August 20-21, 2016. It included a check for \$253. The request will be put on the next agenda.

5. NEXT MEETING

The next meeting is scheduled for June 6, 2016.

There being no further business, Mr. Oosthoek made a motion to adjourn. Ms. Alleman seconded the motion; all were in favor and the motion so carried.

Respectfully submitted,

Jane A. Guy