City of Pittsfield
Parking Management Program

Ordinance & Rules Subcommittee
August 5, 2019
Responding to Council Requests

• Provide overview:
  • History
  • Finances
  • Ongoing Management & Monitoring

• Discuss planned next steps

• For more information go to City’s website:
  https://www.cityofpittsfield.org/city_hall/public_services/parking
Parking Management History

1999
BRPC prepared Downtown Pittsfield Parking Study

2002
Parking Summit held

2003
Downtown Parking Advisory Committee established

2004
Reverse-angle diagonal parking piloted
Parking rates changes were phased in through 2005

Downtown Circulation Study prepared by Fitzgerald & Halliday/BRPC

2005

2010
Parking fees restructured “in response to the rapidly increasing visitor and retail customer demand”

2011
Parking programs were piloted by Barrington Stage Co & BCC/MCLA downtown students
Commonwealth informed City parking management plan must be developed as condition of grant for reconstructing McKay St Parking Garage.

2011

Nelson Nygaard hired to develop plan
- Guided by Downtown Parking Management Committee (20+)
  - Property & business owners and residents
  - Non-profits & cultural organizations
  - City staff & representatives from City Council
- Met 14 times, on-line survey, 3 open houses, & more than 12 stakeholder interviews

2013

Petition submitted by 35 downtown merchants to Mayor & City Council, asking the City to implement the recommendations of the parking plan.

2014

Traffic Commission & City Council unanimously accept Plan

2015

City moved forward with implementation guided by advisory committee directly involved in meter selection, signage & marketing

2016

City Council unanimously:
1. adopted (2) Traffic Orders establishing parking meter zones & hourly parking fees; and
2. Authorized $500,000 borrowing

2017

January 2017 meter parking initiated

Special Agency Fund approved
Public Input Survey - Key Findings

• Over 900 respondents
• 56% of customers stay for longer than 90 minutes
• 39% identified themselves as customers coming downtown for social activities, appointments, shopping & dining
• Perception is that it is confusing about who can park where & it takes a long time to find a parking space
  • 65% reported they have left when they couldn’t find a parking space;
  • most respondents indicated they spent 5-9 minutes “circling” to find a parking space
• Most employees park within a block of their place of work; 31% of employees park on-street

Survey Participants Breakdown

- Employee 54%
- Customer 39%
- Resident 5%
- Other 2%
Management Plan Recommendations

• Implement Demand Based Pricing on North St, public lots, & adjacent side streets

• Improve signage and public information

• Additional Strategies
  • Parking Benefit District
  • Governance/Administration
  • Enforcement
  • Event Parking, Access Improvements & Shared Parking
  • Pedestrian & Bicycle Improvements
Demand Based Pricing: On-Street

Demand Based Pricing: Off-Street
Parking Plan Implementation

• Demand Based Pricing – On-Street
  • 2017 – Installed 36 Parking Meters
  • One fee ($1.00/hr) versus core & secondary pricing
  • Outer Zone – Free

• Demand Based Pricing - Off-street
  • 2017 – McKay St Garage & Surface Lot
    • Premium & Value Permits
    • Hourly Pricing ($0.50/hr)
  • 2018 – First Street Parking Lot
    • Premium & Value Permits
    • Hourly Pricing ($0.50/hr)
  • 2019 – Summer St Parking Lot (Columbus Garage)
    • Premium & Value Permits
    • Hourly Pricing ($0.50/hr)

• Remaining Parking Lots to stay Permit / Free 3-Hour
  • Melville, Willis, Gateway, Showplace
Parking Plan Implementation

• Signage and Information
  • Wayfinding signs
  • Garage Banners (Free Evenings & Weekends)
  • Parking Information Signage
  • City Hall, Staff, DPI/Downtown Ambassadors

• New Technology – Parking Kiosks
  • License Plate Identification
  • Pay by Coin, Credit Card, Cell Phone Application
  • Connectivity Challenges
    • Upgrade to 4G
    • Service Provider

• Add/Define Supply
  • Improved Handicap Parking Availability
Additional Parking Strategies Implemented

- Education & Marketing – Signage, website, promotional materials
- Parking Fee Fund established
- Event Parking – Temporary signage & advance sales of parking permits
- Enforcement – Utilize License Plate Reader technology
- Access Improvements – Parking information made available to businesses through DPI & Downtown Ambassadors
- Shared Parking – Incorporating Berkshire Flyer rental car parking during low demand time
Parking Account Expenses January 1, 2017 - June 30, 2019

**PARKING EXPENSES JANUARY 1, 2017-JUNE 30, 2019**

- **Equipment**: $118,406.27
- **Bank Service Charges**: $51,996.95
- **Supplies**: $23,863.54
- **Garage Maintenance**: $22,220.77
- **Contractual Services**: $78,711.50

**TOTAL**
PARKING REVENUE FY16-FY19-ALL SOURCES
PARKING ACCOUNT
REVENUES vs. EXPENSES JANUARY 1, 2017-JUNE 30 2019

Kiosk Revenue vs. Expenses Jan 1, 2017-June 30, 2019

Revenues are 43% greater than expenses

$516,238.49

$295,199.03
KIOSK DEBT SERVICE

![Bar chart showing Kiosk Debt Service for FY32 to FY18. The chart indicates $415,900 borrowed in FY32, with varying amounts for subsequent years.]
Metered Parking Transactions Analysis

• Comparison of Transactions between FY18 and FY19
• FY19 Parking Transaction Review by Zones
  • Zone A – On Street Parking
  • Zone B – BMC On-Street Parking
  • Zone C – Parking Lots
• FY19 Transactions per Kiosk Cluster
  • Clusters Overview
  • Occupancy duration
  • Cluster Behavior
Transactions: FY18 AND FY 19 COMPARISON

PARKING TRANSACTIONS FY18-FY19

<table>
<thead>
<tr>
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<th>Total Meter Transactions</th>
<th>App Transactions</th>
<th>Kiosk Transactions</th>
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<td>FY18</td>
<td>194,153</td>
<td>23,237</td>
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<tr>
<td>FY19</td>
<td>222,459</td>
<td>37,244</td>
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- Total Meter Transactions
- App Transactions
- Kiosk Transactions
FY19 Transactions by Zone
FY19 Transactions: ZONE A

KIOSK TRANSACTIONS
- 30 MINUTES OR LESS
- MORE THAN 30 MINUTES

PHONE TRANSACTIONS
- 30 MINUTES OR LESS
- MORE THAN 30 MINUTES

- 38%
- 47%
- 13%
- 2%
FY19 Transactions: ZONE B

**Kiosk Transactions**
- 30 minutes or less: 30%
- More than 30 minutes: 43%

**Phone Transactions**
- 30 minutes or less: 30%
- More than 30 minutes: 26%

**BMC Area**
FY19 Transactions: ZONE C
FY19 Transactions: 11 Clusters

- First St Parking Lot
- McKay St Parking Lot
- South St
- Park Square
- Wendell Ave Area
- North St (Park Pl to Fenn St)
- North St (Fenn to Summer)
- North St (Summer to Bradford)
- North St (Bradford to Maplewood)
- North St (Maplewood to Madison)
- Wahconah St (BMC Area)
FY19 Transactions: Clusters

DAILY OCCUPANCY DURATION PER PARKING SPOT
(MULTIPLE TRANSACTIONS PER PARKING SPOT)
FY19 Transactions: Clusters
Off-Street Parking Cluster - 25% Short Term

FIRST ST PARKING LOT
- 30 or Less: 72%
- More than 30: 28%

MCKAY ST PARKING LOT
- 30 or Less: 71%
- More than 30: 29%
FY19 Transactions: Clusters
On Street Parking Cluster - 33% Short Term

- **PARK SQUARE**: 37% 30 or Less, 63% More than 30
- **WENDELL AVE AREA**: 34% 30 or Less, 66% More than 30
- **WAHCONAH ST (BMC AREA)**: 38% 30 or Less, 62% More than 30
- **NORTH ST (FENN TO SUMMER)**: 40% 30 or Less, 60% More than 30
FY19 Transactions: Clusters
On Street Parking Cluster – 50% Short Term

SOUTH ST
- 1960
- 5261

NORTH ST (PARK PL TO FENN ST)
- 5093
- 3237
- 4360

NORTH ST (SUMMER TO BRADFORD)
- 3851
- 1455
- 3024

NORTH ST (BRADFORD TO MAPLEWOOD)
- 3960
- 3153
- 1850
- 1588
- 4284
- 3715

- 30 or Less
- More than 30

SOUTH ST
- 52% 48%

NORTH ST (PARK PL TO FENN ST)
- 52% 48%

NORTH ST (SUMMER TO BRADFORD)
- 45% 55%

NORTH ST (BRADFORD TO MAPLEWOOD)
- 43% 57%
FY19 Transactions: Clusters
On Street Parking Cluster – 75% Short Term

NORTH ST (MAPLEWOOD TO MADISON)
- 30 or Less
- More than 30

- 25%
- 75%
Next Steps

• Appreciate opportunity to provide comprehensive overview
• System has achieved goal of increasing availability of parking
• With 2 ½ yrs experience, we will now undertake a comprehensive evaluation & update future action plan
• For more information go to City’s website:
  https://www.cityofpittsfield.org/city_hall/public_services/parking