City of Dublin

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Memo

To: Members of Dublin City Council

From: Dana L. McDaniel, City Manager

Date: April 14, 2016

Initiated By: Terry Foegler, Director of Strategic Initiatives and Special Projects
Vincent A. Papsidero, FAICP, Planning Director
Devayani Puranik, Planner II

Re: Bridge Park-Riverside Drive On-street Parking Management

Summary

Issue: A management framework for on-street parking within Bridge Park East and along Riverside Drive

The management of on-street parking spaces, especially within more urban settings, is critical to the success of restaurants and retail businesses because frequent turnover of on-street parking spaces is necessary to encourage ease of use by customers. Without a management system that includes parking fees and enforcement, such spaces will be occupied for extended periods of time by employees and residents, thereby discouraging the use of these "prime" spaces by customers.

In recognition of this need, both the City of Dublin and the developer of Bridge Park recognized the need to establish an on-street parking management system to address on-street parking within Bridge Park. Because of this mutual understanding, and the master planned nature of the Bridge Park urban environment, this initial management solution addressed herein focuses on Bridge Park East and the new relocated Riverside Drive, although it will not include parking spaces located within the parking garages, as the structured parking in Bridge Park East will be free in the initial years of operation. It is expected that from the City's early experiences in managing this completely new on-street sparking supply, Dublin will be able to evolve the management system into an approach that will be applicable to other areas of the Bridge Street District, including the Historic District.

Among the items to be initially addressed with the on-street policy and management system are:

- Geographic Area of Coverage
- Hours of Operation & Duration of Parking Privileges
- Fees and Fines
- Equipment and Software
- Administration and Enforcement
- Budgetary Considerations
- Schedule for Implementation

The goals of an on-street parking management system are:

- To ensure an appropriate rate of turnover among the parking spaces.
- To prevent misuse of the prime parking spaces by employees and residents.
- To provide technology that is user friendly and simplifies the parking process for customers.
- To provide technology that simplifies administration and enforcement of the parking system.

- To generate revenues to help offset some of the operational costs.

This recommendation is based upon research and analysis conducted by city staff and Walker Parking Consultants over the past year.

Recommendations

To implement a comprehensive on-street parking management system as a first phase of a broader parking management initiative.

The recommendations for Phase I implementation are summarized below:

1. **Geographic Coverage** (please see map)
   A. Primary streets to be included in the Phase 1 system are Riverside Drive and Bridge Park Avenue. These will include the meters noted below.
   B. The secondary street to be included in the system is Longshore Street serving immediate retail along Bridge Park Avenue.
   C. Total number of on-street parking spaces-
      1. Riverside Drive: East 58; West 42
      2. Bridge Park Avenue: 26
      3. Longshore Drive: 49
   D. For a phase 2 in Bridge Park East, meters may be extended to portions of John Shields Parkway, Mooney Street, Tuller Ridge Drive, and Banker Drive if warranted based on customer activity.

2. **Hours of Operation for Enforcement**
   A. Hours of operation for enforcement of the parking regulations will be consistent with the general hours of operation of the restaurant and retail tenants, as verified working with Crawford-Hoying.
   B. At this time, it is assumed that on-street parking regulations will be enforced from 9 am to 11 pm on Monday – Thursday, 9 am to 2 am on Friday and Saturday, and 9 am to 9 pm on Sunday, although that is of course, subject to future adjustment as needed.

3. **Fees and Fines**
   A. $1.00 per hour ($.25 per 15-minute increment)
   B. Option for discounted parking through validations by merchants, if desired. This has to be explored further once a software package is awarded to understand the mechanism for providing such a benefit to customers, which would be paid by the restaurants and retailers.
   C. Parking fine structure:

1. 1st offense	Warning
2. 2nd offense	$10 fine
3. 3rd offense	$30 fine
4. 4th and subsequent offenses	$50 fine

4. **Equipment and Software**
   A. Staff and our consultants are strongly recommending the installation of multi-space smart meters with supporting web- and phone-based software application. The

recommended use of multi-space meters provide a number of benefits, including less clutter in the streetscape, less collection time because the system is application based, and easier enforcement for the same reason, and less equipment to maintain. At this time, a system offered by T2 Systems exemplifies the type of characteristics of a preferred vendor of such equipment because its equipment offers simple user interface, solar power, and various payment options. Therefore, we will be providing a demonstration of this equipment, as an example of this product type, at your April 18 work session. The company has been in business since 1994 and has experience serving holistic parking management solutions on large educational campuses and municipalities, including Boulder, CO, and Milwaukee, WI. Walker Parking Consultants also endorsed a vendor such as the T2 Parking systems as one of the leaders in the industry. Staff does recommend, however, following the city's vendor selection and procurement processes; and competitive bidding would likely require about 6 to 8 weeks.

B. The selected system should provide a "pay by plate" option that is a virtual system not requiring paper receipts.

C. It should integrate with the enforcement system; provide a hand held device for monitoring.

D. The system should provide for payment by credit card, smart phone, and third party integration with parking apps such as "Parkmobile" for pay-by-phone option.

E. It should offer a web page that provides a parking map and provides a means for requesting assistance.

F. With these system types we anticipate that about one meter would be installed per 8-10 parking spaces. Meters should be solar powered with battery backup (as provided with the T2 system). Typical life for hardware is expected to be 8 to 10 years in typical Ohio weather.

5. Administration and Enforcement

Staffing implications are still being evaluated based upon the final hours of operation, and the enforcement model or approach to be eventually adopted by the City. There are multiple enforcement options that could be explored and Staff has worked with the City Attorney's office and suggests consideration of the following:

A. Option 1: Use of City Staff or Community Service Officers. The City can use current employees and volunteers, which includes police officers Code Enforcement Officers, and Community Service Officers. New employees could also be hired to handle parking enforcement exclusively. Community Service Officers are authorized by the City Code to support traffic operations and issue parking citations, making a Code amendment unnecessary. However, Community Service Officers work on a volunteer basis, so it may present a challenge to secure enough volunteers to meet the City's needs.

Code Enforcement Officers are authorized to enforce parking regulations, but are only permitted to issue citations for minor misdemeanors and unclassified minor offenses. This option will require a Code Amendment expanding Code Enforcement Officers' authority to include issuing citations for all parking related offenses. Use of both Community Service Officers and Code Enforcement Officers would allow the citations to continue carrying criminal penalties and be heard in Dublin Mayor's Court.

B. Option 2: A contract with a third party vendor or the Community Authority, which would then contract with a third party vendor. Provided the City only imposes civil penalties, the City can contract out the enforcement services to a third-party. Currently, parking citations are contested in Dublin Mayor's Court. However, Mayor's Court does not have jurisdiction over civil matters. If a third-party is utilized to issue civil parking citations, the City must develop a separate civil appeals process. A hearing officer would need to be engaged to conduct administrative hearings. Other cities, such as Columbus, contract with hearing examiners to conduct hearings under the supervision of their Parking Violation Bureau.

6. Budget Summary

Staff has received a preliminary quote from T2 as one proxy of likely costs. Initial capital costs include:

A. Hardware (15 meters): $159,380

B. Software Subscriptions and services:

	Year 1	Year 2	Year 3
Total Annual Investment:	$29,448.00	$4,092.90	$4,297.55

C. Staff: Enforcement employee hours and salary range is yet to be determined.

D. The revenue from the paid on-street parking is difficult to gauge unless specific usage patterns are developed over time (especially during the initial ramp up periods). However, if by way of illustration, all paid parking spaces in the Phase 1 area would be occupied for all enforceable hours (an unlikely scenario in early years to be sure), then the parking meters would generate $928,200 per year as a "best case" scenario. This amount does not include additional revenues that could be derived from fines that would be generated through enforcement. So if once operations-demand would stabilize at say 50% to 75% occupancy, revenues would range from $464,000 to $696,000 per year respectively. Of course, only time will tell the actual level of demand that will eventually be generated for this on-street parking.

7. Schedule

Depending on the policy decisions and procurement processes, the goal is to have the hardware installed by October, 2016 with first round of retail uses opening within Bridge Park East. There is approximately 6-8 weeks anticipated for bidding and procurement and 3 months from ordering the equipment to hardware and software installation and training. There are also equipment leasing options in addition to purchase. This accelerated schedule is driven by proven benefits of managing on-street parking spaces with parking meters, as well as the desirability to have operating meters in place from day-1 of opening of retail within Bridge Park and Riverside Drive to establish the fee-based parking habits.

Next Steps

The following are key steps moving forward, each has several components.

A. Procurement of hardware and software vendor.

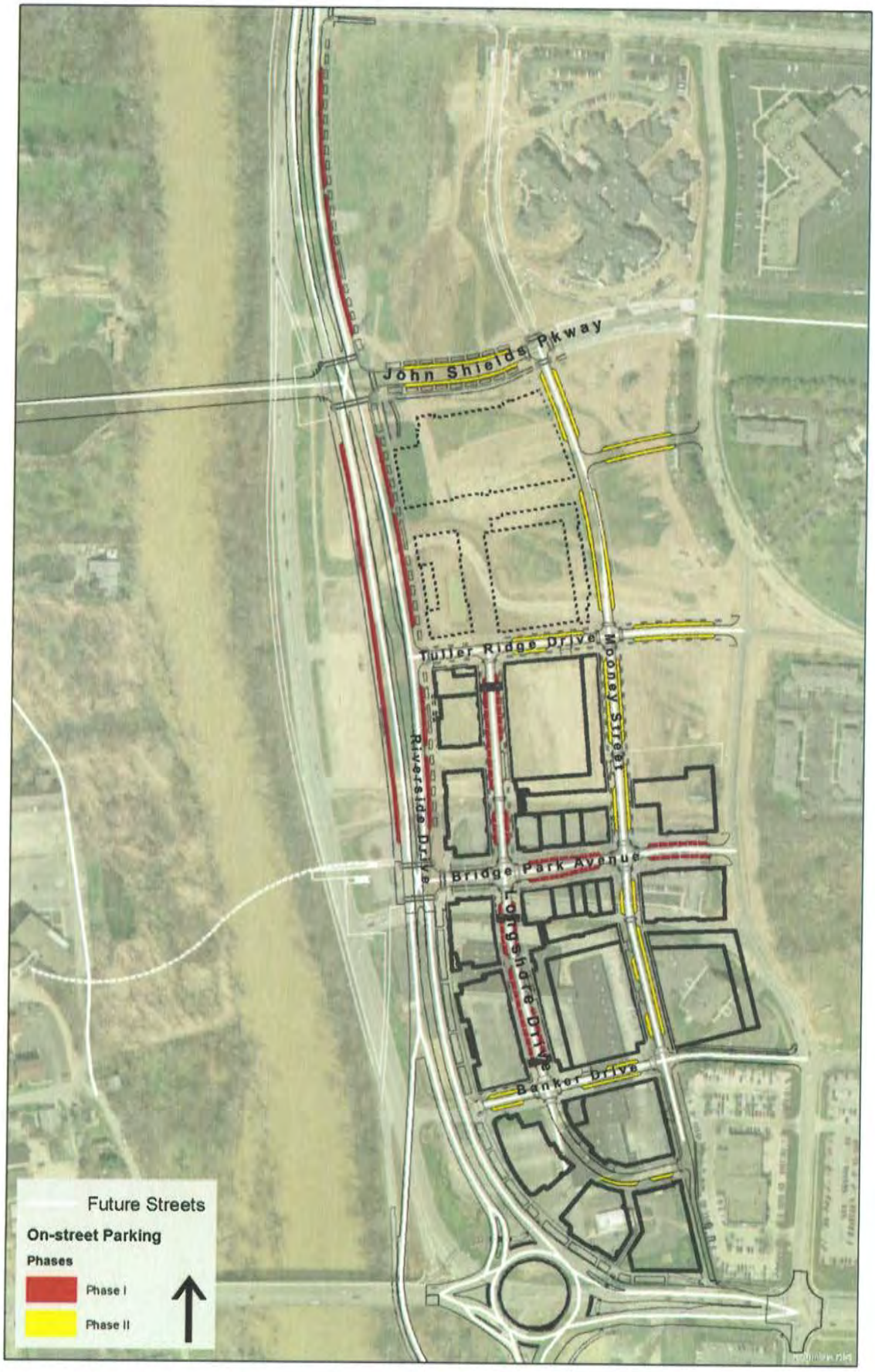
B. Finalizing meter locations for accuracy and installation as well as related reminder signs (initial engineering has been completed relative to the phase one streetscapes on Riverside Drive, Bridge Park Avenue and Long Shore Drive).

C. Finalizing and implementing administration and enforcement policies (there are budget implications, plus the need to either create and/or fill City positions or procure a vendor), and finalize the budget based upon those decisions.
D. Legislative process to address requirements of the system.
E. Installation of meters, public information campaign, etc.
F. Communications, public education, etc.

During the first year of operation, consumer patterns and behaviors will be monitored and evaluated, and alterations to the system will be recommended as warranted. Also, there will be a clear ramp up period as more portions of Bridge Park come online, and the River Park improvement are completed, and all of these will have meaningful impacts on the levels and locations of parking demand. Concurrently, while this ramp up is occurring, the city staff is recommending that a parking consultant be retained to help monitor this phase 1 effort and help undertake a more comprehensive review of the broader system, especially as it potentially expands into Historic Dublin. This analysis would also help establish management policies that could take into consideration the new City parking structure being developed in conjunction with the new Library. Generally, as these types of systems grow, the economies of scale improve.

In summary, management of on-street parking spaces within Bridge Park East and Riverside Drive is critical for quick turnover, easier navigation, and managing demand for limited supply of prime spaces. Staff will continue to finalize the policies, procurement and bidding process for fee-based parking and present to Council through its formal legislative process. Before moving forward with the next steps in implementation, staff requests Council input and general concurrence for the Phase I on-street parking management system described herein, specifically regarding:

A. Phase 1 Geographic extent
B. Management system type, especially the equipment and software
C. Enforcement concerns
D. Evaluation period, and additional ongoing consultant assessment


John Shields Pkway
Tuller Ridge Drive
Mooney Street
Riverside Drive
Bridge Park Avenue
Longshore Drive
Banker Drive
Future Streets
On-street Parking
Phases
Phase I
Phase II