



JAMES J. FIORENTINI
MAYOR

CITY OF HAVERHILL
MASSACHUSETTS

CITY HALL, ROOM 100
FOUR SUMMER STREET
HAVERHILL, MA 01830
PHONE 978-374-2300
FAX 978-373-7544
WWW.CI.HAVERHILL.MA.US

April 12, 2012

City Council President John Michitson and
Members of the Haverhill City Council

RE: Parking Ordinance

Mr. President and members of the City Council:

As I informed you last week, we hope to reach agreement with a company known as *SP Plus* to manage the parking downtown.

They have pointed out some changes that need to be made in the parking ordinance in order to make this effective. I am enclosing an ordinance which does the following:

- a. Eliminates the thirty (30) minutes of free parking in the lots. The parking company and our parking consultant all tell us that the free thirty minute provision would make enforcement extremely difficult.
- b. Allows for visitor's passes for the two elderly complexes downtown.

This order must be placed on file for two weeks at which time I recommend approval.

Very truly yours,

James J. Fiorentini, Mayor

JJF/lk

Encl.



DOCUMENT

CITY OF HAVERHILL

In Municipal Council

~~ORDER~~

MUNICIPAL ORDINANCE

CHAPTER 240

AN ORDINANCE RELATING TO VEHICLES AND TRAFFIC

BE IT ORDAINED by the City Council of the City of Haverhill that the Code of the City of Haverhill, Chapter 240-108, ARTICLE XVI. Parking Fees, Rates and Terms is hereby amended as follows:

By deleting the number and word "30 Min." under the heading "Free Period" on the attached CENTRAL BUSINESS DISTRICT PARKING FEES, RATES AND TERMS chart.

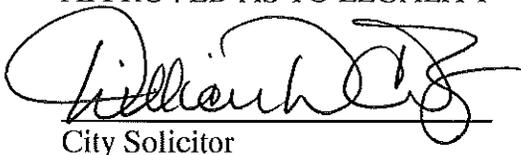
Also, by adding the following line after the line beginning with "Parking Permit":

"Visitor Permits*** N/A. N/A N/A N/A N/A N/A 24hrs./day"

and the following at the end of the chart:

****Visitor Permits for adjacent or specified nearby parking lots may be issued to the building owners of Phoenix Row/Phoenix Way and 25 Washington Square to be used solely by persons visiting or providing services to residents of these properties. Such Visitor permits shall not exceed twenty (20) to each property at any given time. The City reserves the right to revoke these Permits at any time."

APPROVED AS TO LEGALITY


City Solicitor



SP Plus[®]
Municipal Services
Superior People. Superior Performance.

115 Broad Street
3rd Floor
Boston, MA 02110
617-542-7275
www.spplus.com

April 6, 2012

Via Electronic Delivery

Mr. David Van Dam
City of Haverhill
City Hall
Four Summer Street
Haverhill, MA 01830-5875

Re: Parking Management Services

Dear David:

As you know, SP Plus[®] Municipal Services has been providing municipal parking management experience for municipal clients throughout the United States for over 30 years. We have extensive knowledge with parking enforcement, parking meter collections & maintenance, parking ticket processing and collections, single space meters, multi-space technologies, pay by phone systems, demand & turnover studies and every other facet associated with municipal parking.

We currently manage several municipal contracts similar to that of City of Haverhill. We have proven experience in marketing and branding parking programs, as well as issuing and managing parking enforcement. We also have extensive experience in implementing various types of parking access and revenue control system equipment for multiple of clients. The following is an example of our overall experience over the last five (5) years:

- City of Lawrence(MA)
- City of Chelsea (MA)
- City of Richmond (VA)
- City of Fort Myers (FL)
- City of Great Falls (MT)
- City of Miami Beach (FL)
- City of New Orleans (LA)
- City of Chicago Parks District
- City of San Mateo (CA)
- City of Tampa (FL)

We understand the current parking ordinance allows free parking for the first 30-minutes. Based on our experience, this type of grace period allowing free parking within a paid parking system is not recommended and virtually impossible to enforce. Under this scenario, a parking enforcement officer would be required to record or chalk vehicles on a continual basis. Alternatively if the individual were required to record his or her parking at a meter with a pre-programmed grace period, the system could easily be abused and parkers will have the ability to park all day in a single space by simply re-entering information each half-hour.

From an end user perspective, individuals would be confused as to when they will be required to pay, and would likely be issued violations as a result. For example, a parker who plans a 30-minute stop would receive a violation if his/her trip extended a few minutes longer than expected. The result will be a large volume of dissatisfied parkers who will appeal these violations. Additionally, the City will take on the burden of addressing these violation appeals. Simply stated, it is not a good practice to mix a free parking component within a paid parking program.

Please let me know if we can provide further insight into this situation.

Sincerely,


Paul Pirhofer
Regional Manager

Backup

23-H



DOCUMENT 23-H

CITY OF HAVERHILL

In Municipal Council August 23 2011

~~ORDERED~~

MUNICIPAL ORDINANCE

CHAPTER 240

AN ORDINANCE RELATING TO VEHICLES AND TRAFFIC

PREAMBLE

Whereas, increased new residential and business development in the Central Business District has increased traffic and parking demand; and

Whereas, the Merrimack Valley Regional Transit Authority (MVRTA) is constructing an intermodal parking facility on the City's Granite Street lot known as the "Ted for Tires" lot to alleviate the increased demand for parking;

Whereas, the City has conducted a substantive review of the literature and the practices of other cities to determine the most effective ways of managing the traffic and parking demand; and

Whereas, based on that review the City has determined that the most effective tool for managing on-street parking and parking in municipal parking lots is a program of pricing the on-street public parking at a rate so as to achieve a fifteen percent (15%) vacancy rate in the available parking spaces; and

Whereas, underpriced on-street parking and parking in municipal parking lots causes an effect known as "cruising," which adds to traffic congestion; and

Whereas, a vacancy rate of about 15% is necessary to avoid cruising-induced traffic, to facilitate easy ingress and egress, to further stimulate residential and business opportunities within the Central Business District and to offer parking opportunities to as many different people as possible; and

Whereas, the City of Haverhill is authorized by M.G.L. c. 40, §22A - 22C to fix the rate of fees and terms for parking on public streets and in public parking lots; and

234

2.

Backup

Whereas, such parking fees are for the purpose of regulating traffic and the parking of vehicles in the public streets, and not a tax for revenue purposes; and

Whereas, receipts from such parking fees may be used not only in defraying expenses of administration of the parking program, development, management, operation, maintenance and improvement in all municipal parking lots, streets, ways, highways and roads with the Central Business District; and

Whereas, certain formerly unmetered on-street and off-street parking must be metered or permitted, in a manner to be determined, in order to meet the demands of changing patterns of use of Central Business District parking.

NOW THEREFORE:

BE IT ORDAINED by the City Council of the City of Haverhill that the Code of the City of Haverhill, Chapter 240, as amended, is hereby further amended by adding the following:

"ARTICLE XVI. Parking Fees, Rates and Terms.

§240-108. Establishment of Parking Fees, Rates and Terms.

The City Council and Mayor hereby establish, as attached hereto, initial fees, rates and terms for parking on all streets, ways, highways and roads, along with all municipal parking lots, all as shown on the Central Business District Parking Map dated 08/17/11, filed in the Office of the City Engineer, Plan 2B/3418, as may be amended from time to time.

§240-109. Periodic Adjustment of Parking Fees and Rates.

The following process shall be utilized to manage the use and occupancy of all parking areas within the Central Business District by adjusting parking fees, rates and terms from time to time to manage the use and occupancy of the parking spaces for the public benefit.

A. To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

B. At least annually and not more frequently than quarterly, the Parking Administrator or Parking Consultant shall survey the average occupancy for all streets, ways, highways and roads, along with all municipal parking lots, within the Central Business District that have paid parking. Based on the survey results, the Parking Administrator or Parking Consultant shall propose to the Central Business District Parking Commission an adjustment of the rates up or down in twenty-five

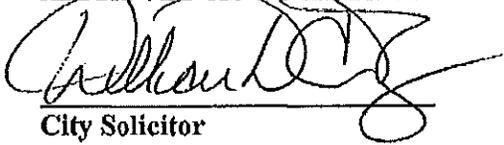
Backup

23-4

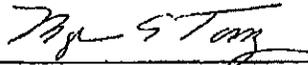
cent (\$0.25) intervals to seek to achieve the target occupancy rate. The Central Business District Parking Commission shall consider the Parking Administrator's proposal to adjust parking rates and make a recommendation to the Mayor and City Council."

Effective December 1, 2011

APPROVED AS TO LEGALITY


City Solicitor

PLACED ON FILE for at least 10 days

Attest: 

City Clerk

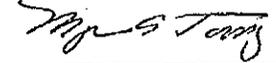
IN CITY COUNCIL: September 6 2011

On motion of Councillor Daly O'Brien to delete the word "not" on the second page, 1nd paragraph first line and change the word in the last line of that paragraph from "with" to within

MOTION PASSED and

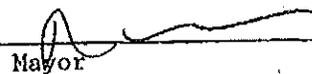
On motion of City Solicitor William Cox to amend Section 240-108. as follows: By adding the sentence "When the provisions of this section conflict with the schedules of Chapter 240, the provisions of the schedule shall prevail", at the end of the paragraph after the words "time to time"

MOTION PASSED AND PASSED AS AMENDED

Attest: 

City Clerk

APPROVED:


Mayor

23-H

Backup

CENTRAL BUSINESS DISTRICT PARKING FEES, RATES AND TERMS

Parking Key - Restriction*	Free Period	Hourly Rate	Monthly Rate	Escalation After	Escalated Hourly Rate	Daily Max	Hours of Operation
Unrestricted	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Police Business	N/A	N/A	N/A	N/A	N/A	N/A	N/A
15 Minute Limit	15 Minutes	N/A	N/A	N/A	N/A	N/A	8am - 6pm
2 Hour Limit	2 Hours	N/A	N/A	N/A	N/A	N/A	8am - 6pm
Pay Parking, Group A	30 Min.	\$ 0.50	N/A	3 Hrs, 15 Min	\$1.00	\$8.00	8am-8pm for all Parking Lots; 3pm-8pm for all Streets
Pay Parking, Group B	30 Min.	\$ 0.50	N/A	N/A	N/A	\$6.00	8am-8pm
Pay Parking, Group C	120 Min.	\$ 0.50	N/A	None	N/A	\$2.00	8am-8pm No Overnight
Pay Parking, Group D	N/A	N/A	\$5.00	N/A	N/A	N/A	8am-8pm No Overnight
Permit Parking**	N/A	N/A	\$15.00	N/A	N/A	N/A	24hrs./day

**Parking Key - Restriction* refers to those as shown on the Central Business District Parking Map dated 08/17/11, filed in the Office of the City Engineer, Plan 2B/3418, a copy of which is also on file with the City Clerk, and the corresponding parking indicated therein, as amended from time to time.

** Permit parking available to residents and employees in the Central Business District. Those residents who are handicapped, disabled or have attained age 60 shall pay fifty (50%) percent of the monthly rate for a parking permit.