



JAMES J. FIORENTINI
MAYOR

CITY OF HAVERHILL
MASSACHUSETTS

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April 6, 2012

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

RE: Parking Ordinance

Mr. President and members of the City Council:

I'm pleased to state that the Parking Commission and I have reached a tentative agreement with a company to manage parking in downtown Haverhill. The company is known as SP Plus Municipal Services and they are located out of Boston. They handle parking throughout the country for a number of different cities. They have been interviewed, along with a number of other companies, by our parking commission which has unanimously recommended them. I will have more details on this later.

SP Plus is willing to give us a \$200,000 upfront advance in order to manage the parking. That \$200,000 can be used to beautify downtown, to keep it cleaner and safer.

In the course of our meetings with SP plus and with our parking consultant, we discovered some areas that need to be corrected in the parking plan. Unfortunately, I have not been able to put together an amended ordinance prior to this morning's Council deadline.

As you know, ordinances stay on file for a two-week period. If the Council will indulge me and allow me to submit an amended ordinance under a suspension of the rules on Tuesday, it will then sit on file for two weeks. During that period of time I hope to have a contract signed with SP Plus and bring them before you to introduce them to you and to the public.

Thank you for your patience and your indulgence.

Very truly yours,


James J. Fiorentini, Mayor

JJF/ik

IN CITY COUNCIL: April 10 2012

POSTPONED TO APRIL 24 2012

Attest:

City Clerk

IN CITY COUNCIL: April 24 2012

TABLED

Attest:

City Clerk



MEMORANDUM

To: Mayor Fiorentini, City of Haverhill
From: Jason Schrieber
Date: April 6, 2012
Subject: Recommended Rate Table Changes

Mr. Mayor,

I wanted to advise you about potential recommended changes to the approved map of parking rates, included as the Central Business District Parking Map, Plan 2B/3418, in the Code of the City of Haverhill, Chapter 240. The inclusion of a 30-minute free period for off-street lots was intended to be an incentive to users to park off-street. However, two changes to Nelson\Nygaard's original recommended program in the spring of 2011 have negated this effect.

The first change -- not starting on-street pricing until 3pm -- means that the 30-minute free period is no longer an incentive to park in the lots (other than long-term parkers) before 3pm because the streets are free for 2-hours. Given the difficulty of administering, advertising, and enforcing the free period, it may be appropriate to remove it if it has no impact on parking availability.

The second change -- including a 30-minute free period on-street after pricing begins at 3pm -- will not incentivize people to use the lots, because the same discount applies to streets that applies to lots. We believe this was actually in error and had been intended to be only 15 minutes (as evidenced by the escalation period beginning after 3 hours and 15 minutes). To encourage on-street availability, the on-street free period should be reduced or eliminated.

Finally, in negotiations with the potential parking vendors, their preferred technology for the Goeke Deck is "pay-by-space," rather than using an automated gate arm with "pay on foot" technology. With pay-by-space in place, it will be very simple for parkers on the lower deck to renew the 2-hour free period every 2-hours, resulting in little incentive to park on the upper deck, which has greater available capacity. While the 2-hour free period should remain for the spaces closest to the Pentucket Bank and the Medical Center, the lower deck's free period should be limited to only 30-minutes if not removed entirely.

Given these considerations of the implementation impacts of the Chapter 240 language, we believe a change to the Central Business District Parking Map is in order, which may include one or more of the above options. We will work with the vendors and identify the most appropriate changes as soon as possible, with the goal of maximizing parking availability in areas that are currently over-utilized. We request that you seek the Council's permission to update this Map with our recommendations within 2 weeks.



SP Plus[®]
Municipal Services
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617-542-7276
www.splplus.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



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

April 5, 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:

Pursuant to the City's interest to move toward a revenue sharing arrangement with up-front payment rather than a management arrangement, SP Plus[®] Municipal Services proposes entering a 3-year agreement with the City of Haverhill, to include an annual base payment of \$200,000, payable as a lump upfront payment in the first year and in monthly installment in subsequent years. In addition, SP Plus[®] Municipal Services shall pay a percentage fee to the City of for any revenues collected in excess of the threshold of \$625,000 (in year 1) the City shall receive 90% of such excess revenues.

Our proposal is contingent upon the City's withdrawal of the 30-minute grace period from City parking ordinances. Hours of City-provided enforcement are assumed to be 8:00 am through 8:00 pm, Monday through Friday for off-street parking; and 3:00 pm through 8:00 pm, Monday through Friday for on-street parking. Additionally, our proposal is based on the following understanding of the parking program:

- Cram Street Parking Lot – Permit use only / Permit at \$15/mo
- Elliot Place Parking Lot – Metered and permit use / Metered at \$0.50/hr; Permit at \$15/mo
- Essex and Locust Streets Parking Lot – Metered use only / Metered at \$0.50/hr
- Goecke Parking Deck (Lower) – Metered use only / Metered at \$0.50/hr after first 2 hours
- Goecke Parking Deck (Upper) – Metered and permit use / Metered at \$0.50/hr after first 2 hours; Permit at \$5/mo
- Haverhill Place Parking Lot – Permit use only / Permit at \$15/mo
- Phoenix Row Parking Lot – Metered and permit use / Metered at \$0.50/hr; Permit at \$15/mo
- Riverfront Promenade Parking Lot – Metered use only / Metered at \$0.50/hr
- Washington-Wingate Parking Lot – Metered and permit use / Metered at \$0.50/hr; Permit at \$15/mo
- Washington Square Parking Lot – Metered and permit use / Metered at \$0.50/hr; Permit at \$15/mo
- Locke Street Parking Lot – Unrestricted / Outside of proposal scope
- Merrimack Street Parking Lot – 2 hour limit / Outside of proposal scope

Under the agreement, SP Plus[®] Municipal Services will lease and install approximately 45 multi-space meters (subject to final block-face study) as previously presented. SP Plus[®] Municipal Services will implement its operational plan to maintain meters and collect revenues as previously presented. Handheld enforcement units are not within the scope of services.

April 5, 2012
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(2) Additional terms as required by both the City and SP Plus[®] Municipal Services will be addressed during finalization of the contract.

We look forward to working with the great City of Haverhill and strive to make this a successful venture for the community!

Sincerely,


Paul Pirhofer
Regional Manager

RECEIVED
2012 APR 26 P 1:46
CITY CLERK'S OFFICE
Haverhill, MASS.