

Onset Village Parking Management Plan

December 4, 2013



Why a Parking Management Plan?

■ Understand How Parking Operates (Existing Conditions)

- Open House
- Stakeholder Meetings
- Online Survey (www.wareham.ma.us)
- Collect and review data, reports, policies
- Parking Inventory
- Parking Utilization

■ Strategy Development and Recommendations

- Data and Policy Analysis
- CEDA Meeting
- Public Meeting

■ Parking Management Plan Implementation Strategy

- Pro Forma
- Final Plan



PUBLIC PROCESS



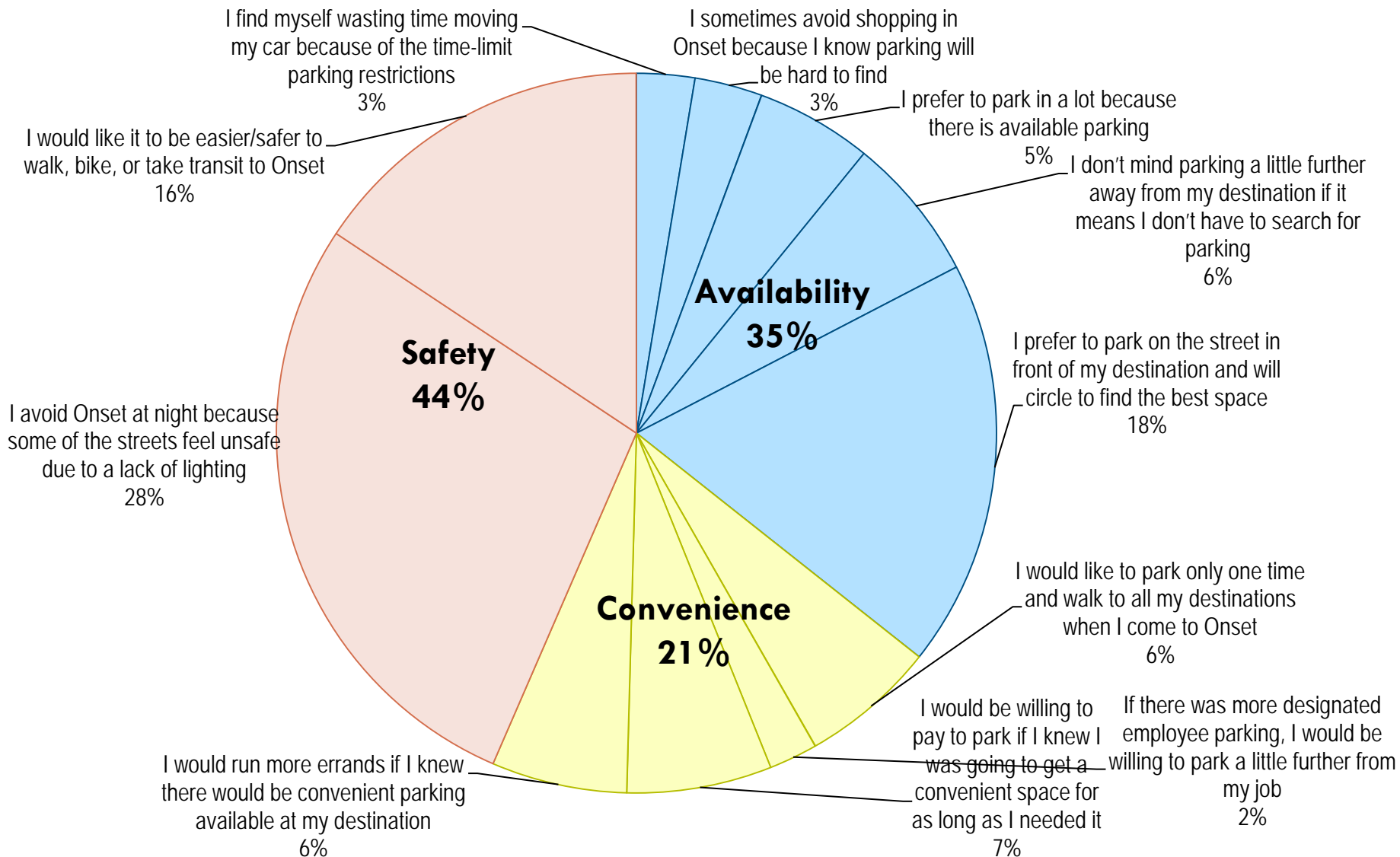
July 10th

Open House

- “Protect residential areas”
- “Town gives away parking for free”
- “Lighting and safety are major issues”
- “Parking around Post Office difficult”
- “Boat parking/trailers use prime parking”
- “More/stricter enforcement”



Parking Priority Voting Results



Stakeholder Interviews


- Gary Buckminster, Harbor Master
- Len Gay, Community Events Committee
- Jackie Lindsey, Onset Bay Association
- Eleanor Martin, Onset Bay Association
- Dave Menard, Maintenance
- Susan Ricci, Community Events Committee
- John Salerno, Business owner
- Lt. John Walcheck, Police Department

Parking Principles

- Protect residential parking
- Provide designated employee parking areas
- Improve lighting/safety/quality of parking areas
- Encourage beach-goers/visitors to use designated lots
- Increase availability of “front-door” parking

Online and Intercept Surveys

- 100 online surveys completed
 - Available for three months
 - 12 questions plus open-ended responses
- Intercept Surveys
 - 35 completed surveys
 - Distributed on Onset Avenue



**ONSET
BEACH
PARKING
SURVEY**

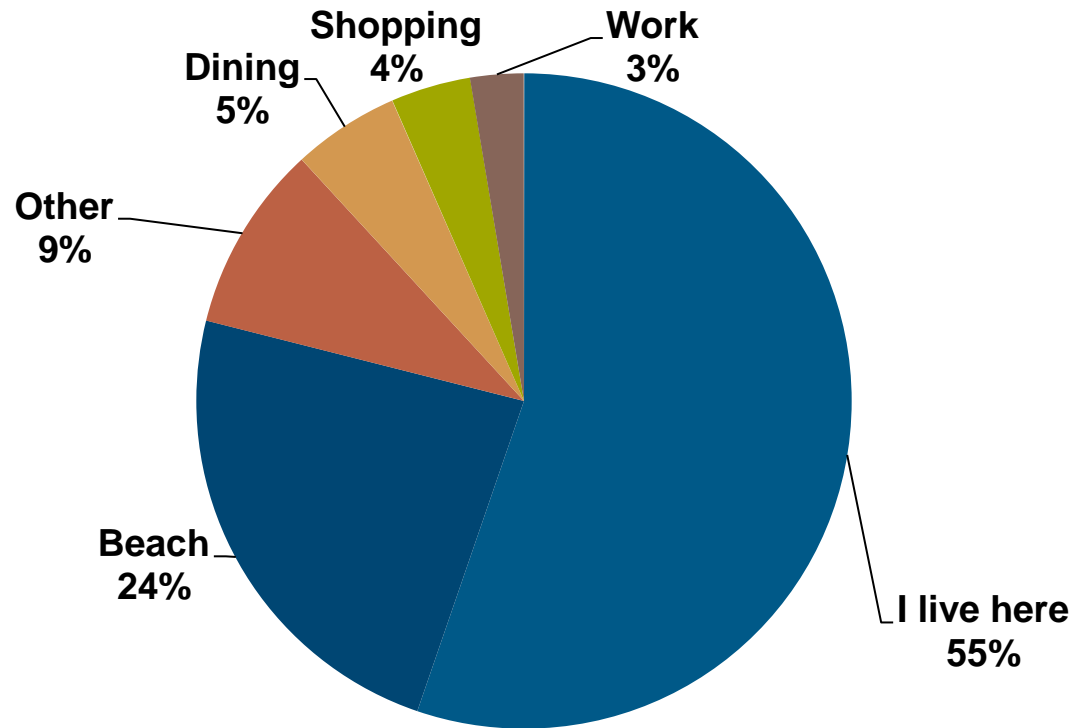
HOW CAN WE IMPROVE YOUR PARKING EXPERIENCE IN ONSET BEACH?

Please help us understand your parking activity and preferences so we can help design a system to meet your needs. Take the survey below or online at www.wareham.ma.us. And, join us at the Open House about parking at Salerno's on Wednesday, July 10 at 5:30pm to tell us more. Thank you!

About You
1. What ZIP code do you live in? _____
2. What is your <u>primary purpose</u> for coming to Onset Beach today (or your most recent visit)? <input type="checkbox"/> Work <input type="checkbox"/> Dining <input type="checkbox"/> Shopping <input type="checkbox"/> Errands/Appointments <input type="checkbox"/> I live here <input type="checkbox"/> Beach <input type="checkbox"/> Other _____
3. How often do you come to Onset Beach for this purpose? <input type="checkbox"/> A few times a year or less <input type="checkbox"/> At least once a month <input type="checkbox"/> Several times a month <input type="checkbox"/> Several times a week
Your Parking Experience
4. If you drove to Onset Beach, where did you park?

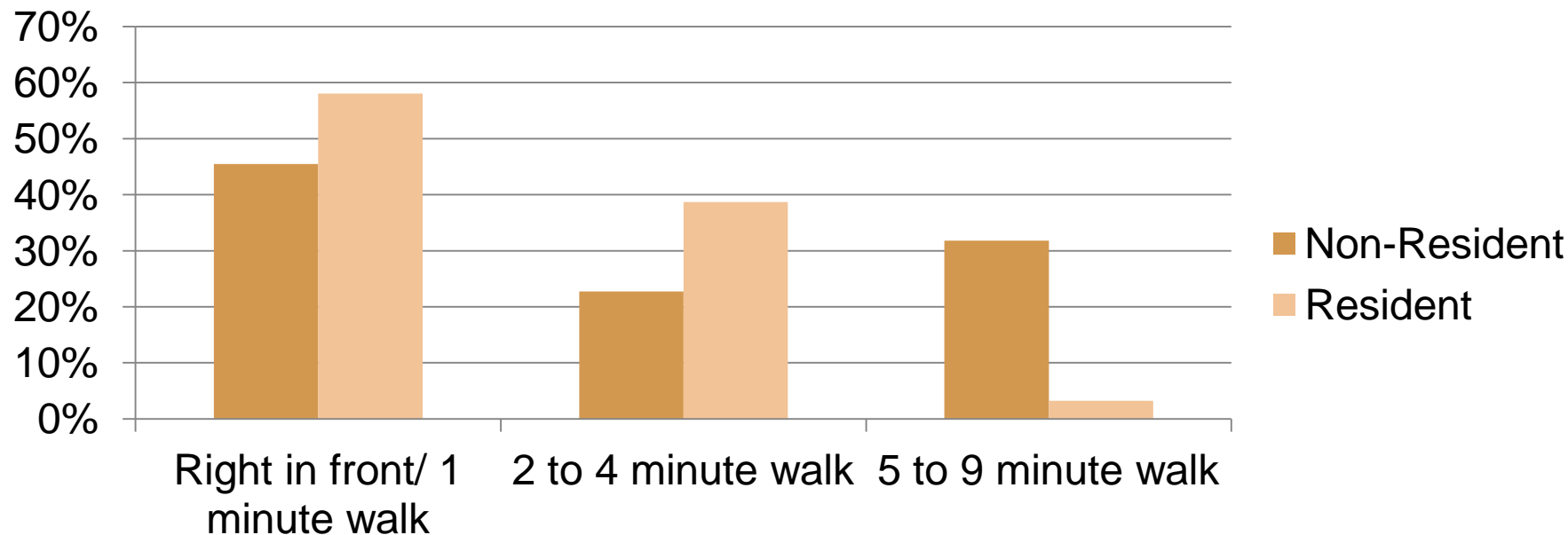
Online Survey: Demographics

Primary Purpose for Coming to Onset



Parking Location

How Close Did You Park to Your Destination?



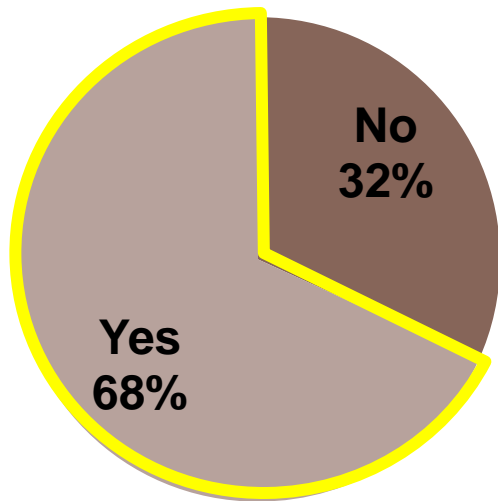
On Average How Long Does it Take to Find a Parking Spot?

Resident: 5 minutes

Visitor: 7 minutes

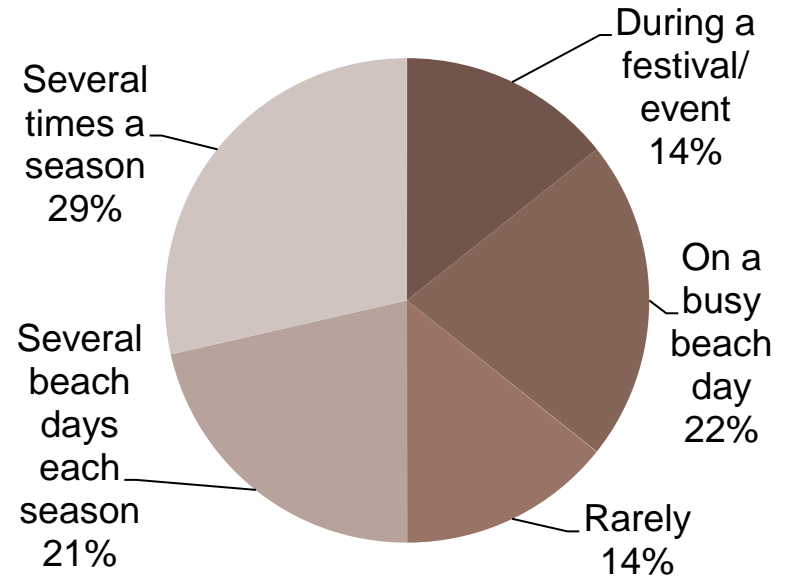
Parking Perceptions

Have You Failed to Find Parking and Left?



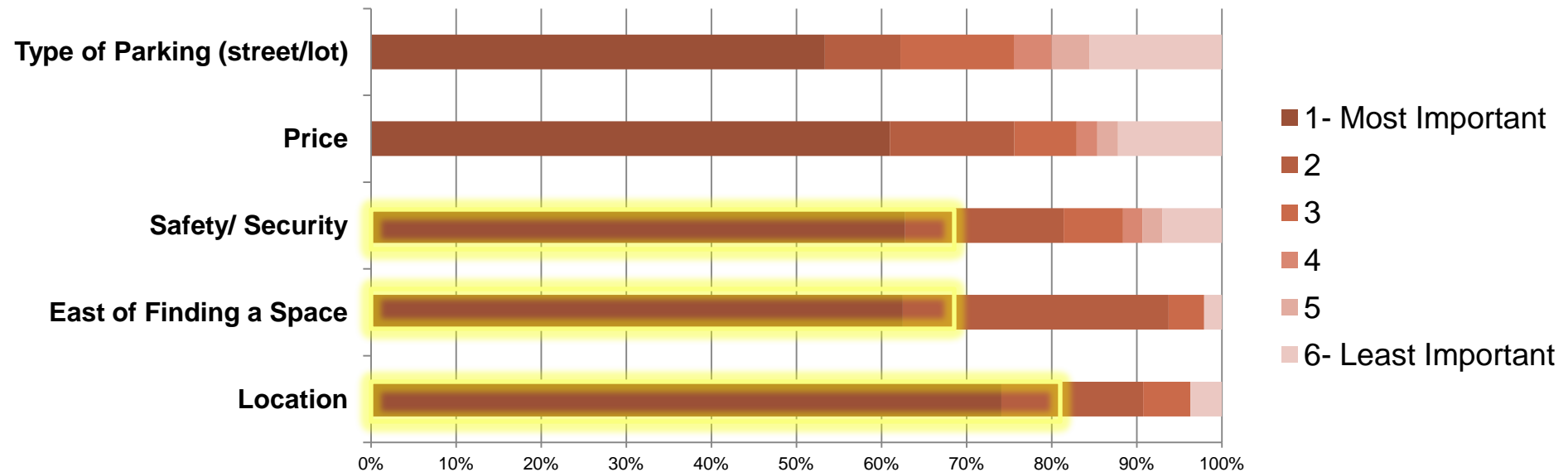
68% of visitors have failed to find Parking and left

How Often Does This Happen?



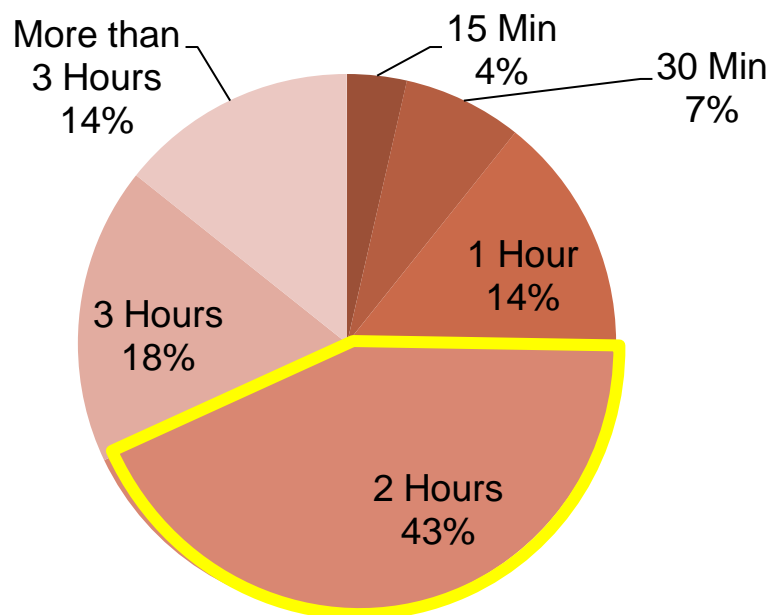
Parking Perceptions

What is the Most Important Consideration for Choosing Where to Park in Onset?

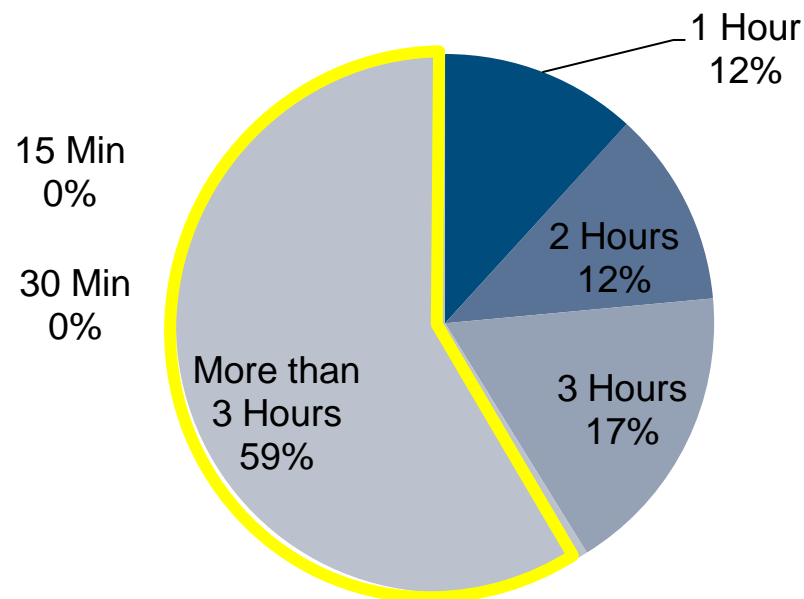


Duration

On-Street



Off-Street



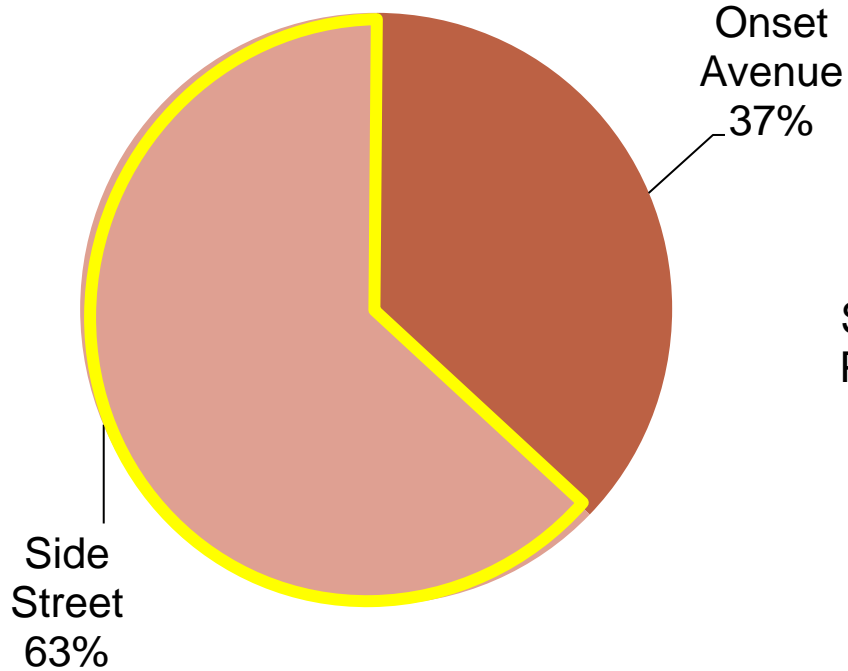
How Long Are You Staying Today?

On-Street: 2 hours (43%)

Off-Street: More than 3 hours (59%)

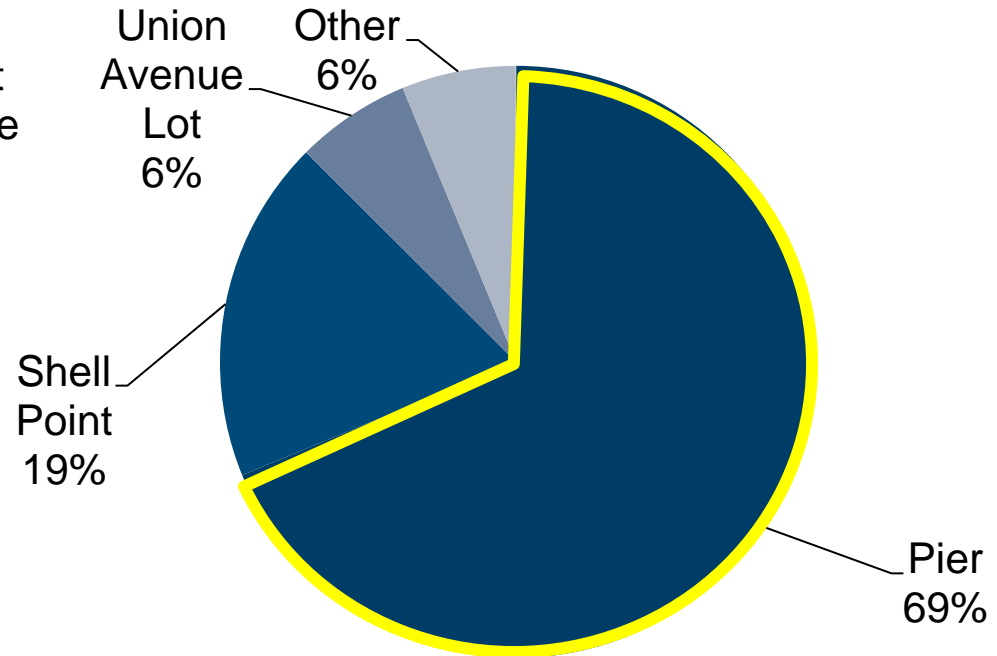
Parking Preference

On-Street



On-Street: side streets

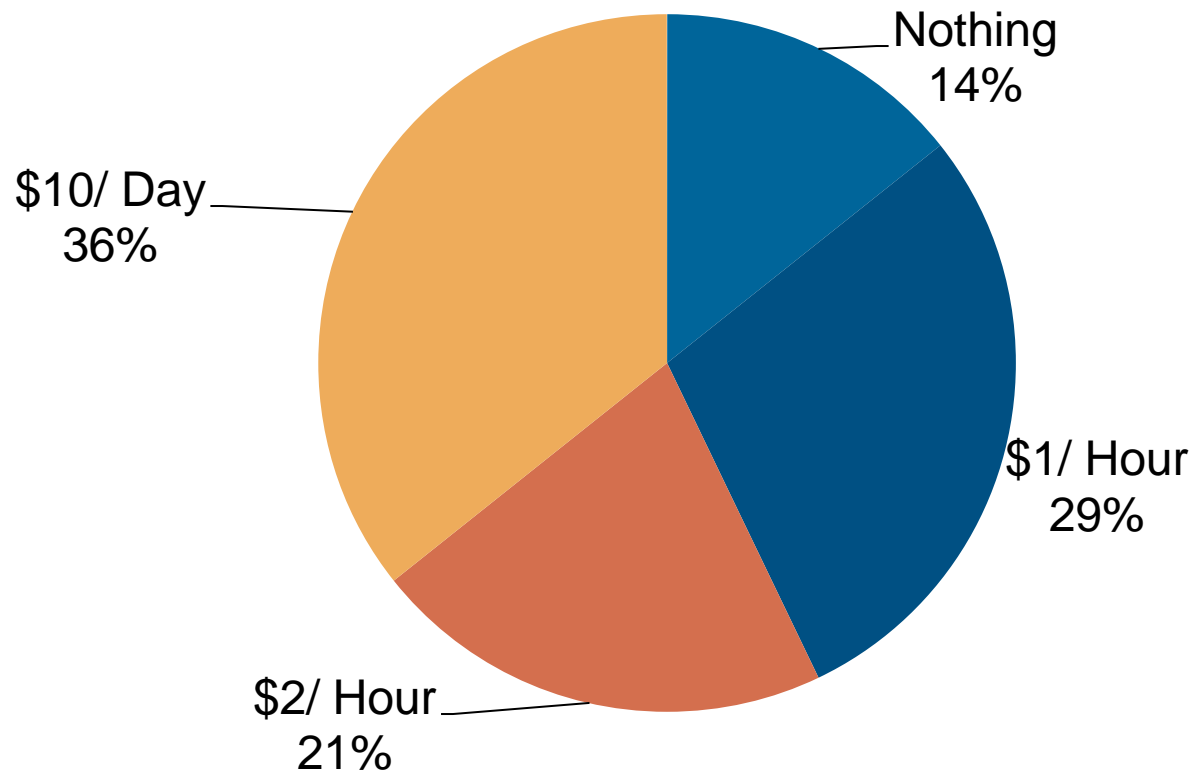
Off-Street



Off-Street: Onset Pier

How Much Would You Be Willing to Pay...

If Parking Was Safe and Convenient?



PARKING SUPPLY AND UTILIZATION

Parking Supply & Regulation

- 2,263 parking spaces
 - 50% on-street
 - 50% off-street
- On-Street
 - 90% unregulated
- Off-Street
 - 15% pay lots
 - 63% “informal”



Thursday 12PM

- **ON-STREET:**
South Boulevard,
West Central Avenue,
Onset Avenue,
Union Avenue
- **OFF-STREET:**
Shell Point and
Onset Pier



Thursday 6PM

- Onset Ave
- Around Post Office & West Central Ave



Saturday 12PM

- 90%+ demand on-street in neighborhood
- Onset Ave and Pier have availability
- Shell Point + Temple Lot busy



Saturday 6PM

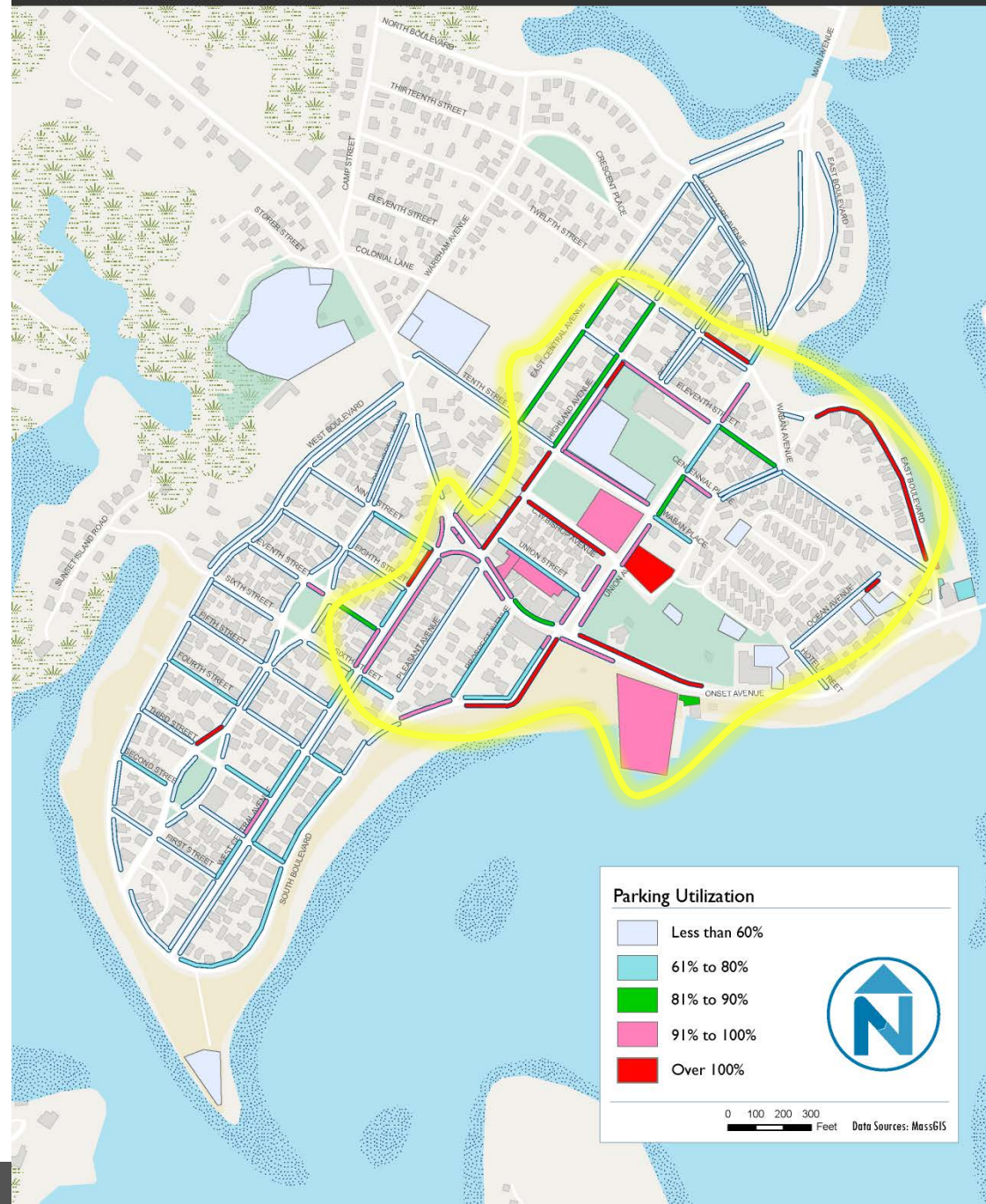
- Onset Ave, Union Ave, West Central Ave
- Onset Pier (68% full)
- Temple Lot (47%)
- Shell Point (43%)



Event 12PM

- Onset Ave, East Boulevard, Union Ave, West Central Ave
- Pier and Temple Lots

ONSET VILLAGE PARKING UTILIZATION - EVENT 12PM

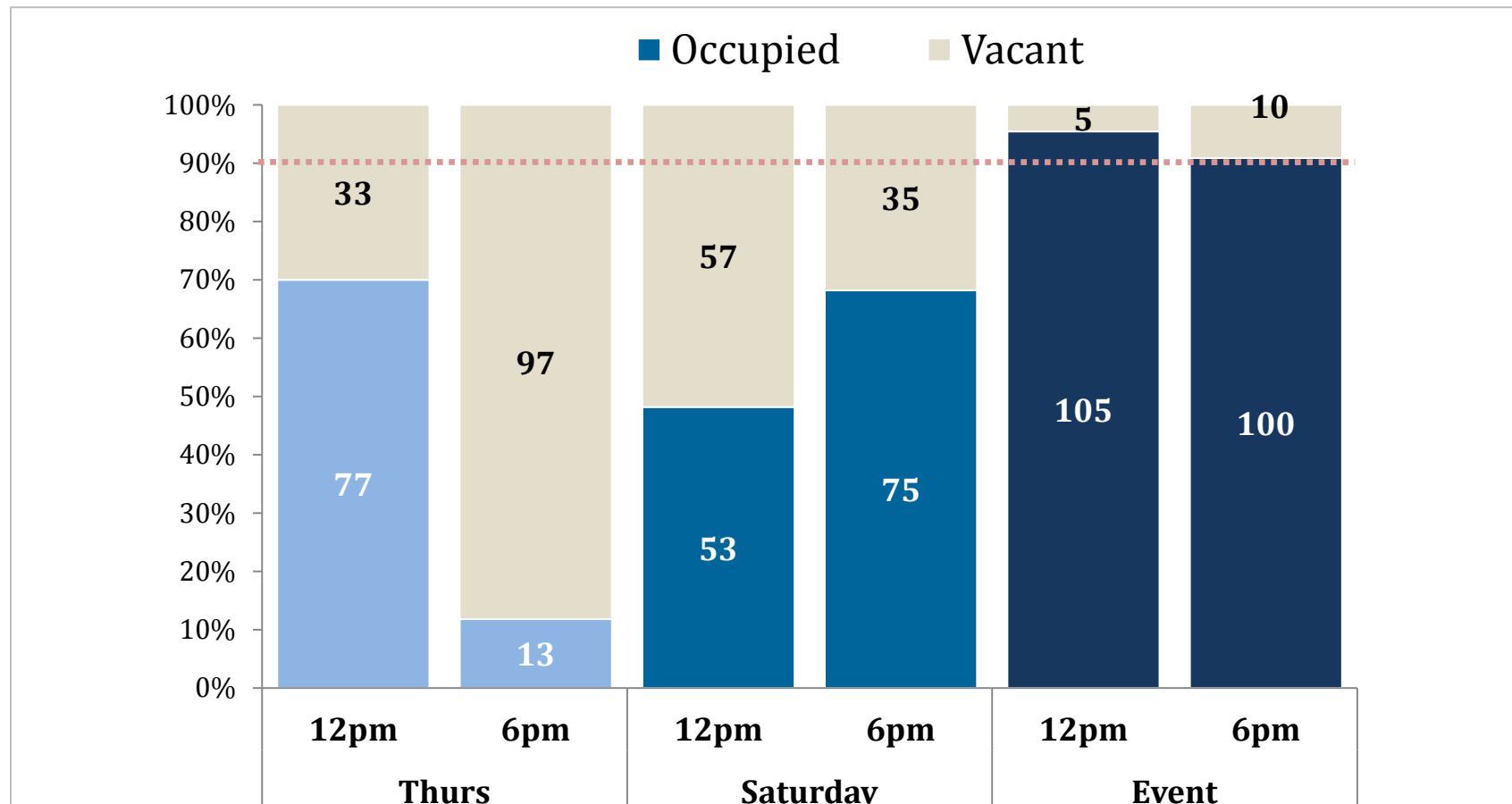


Event 6PM

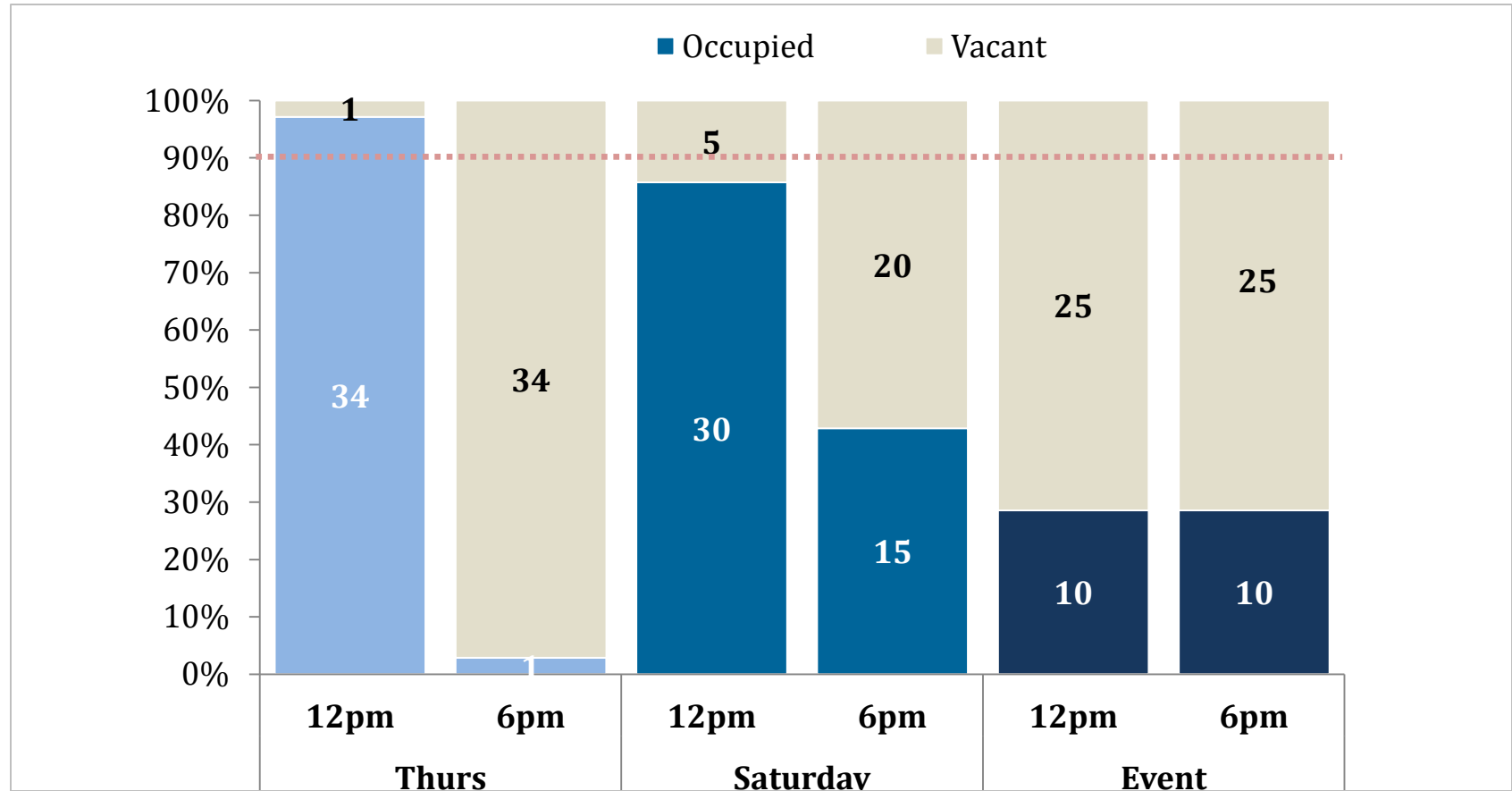
- Busy in core of Onset
- Little overflow



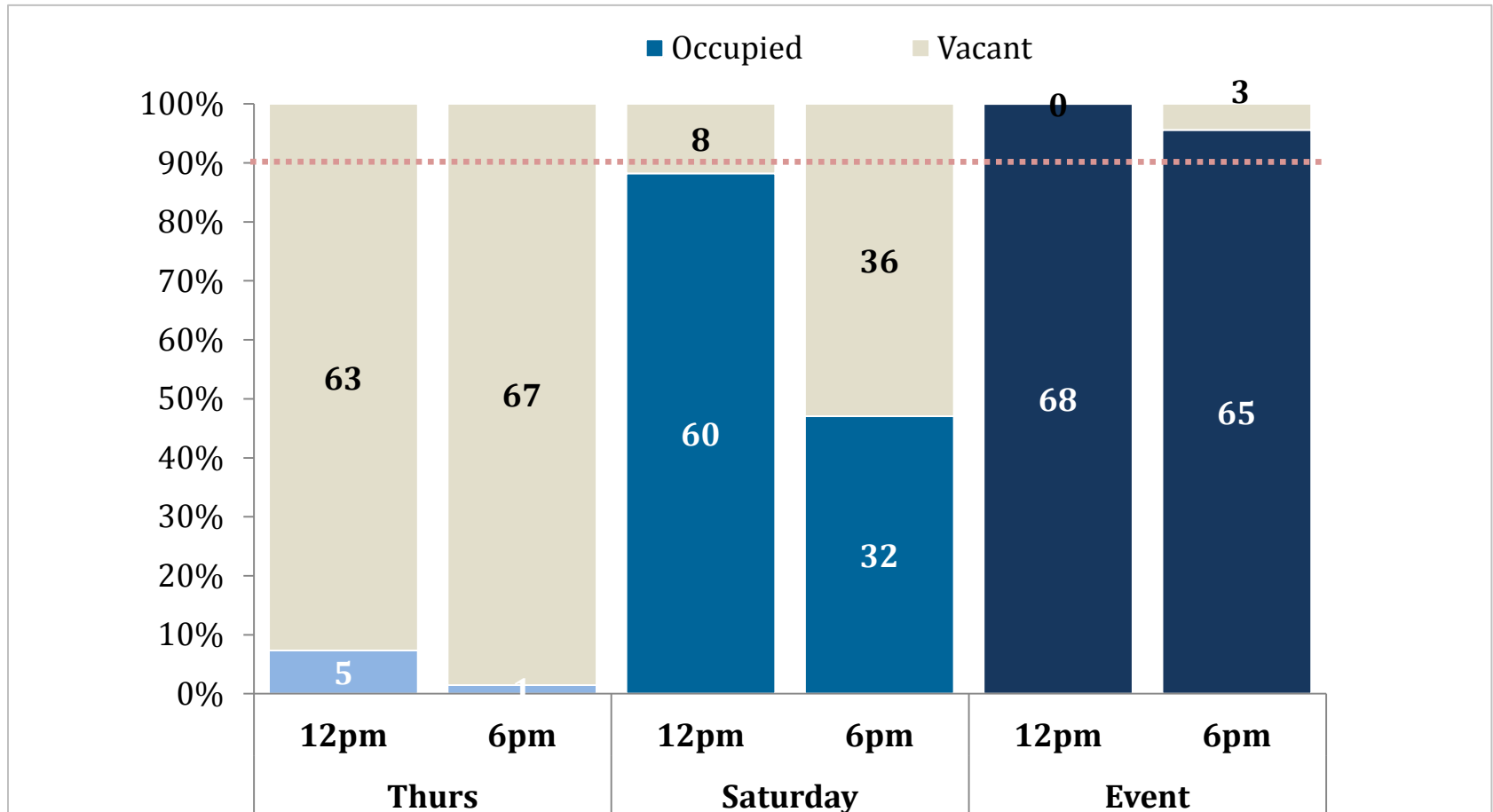
Pier



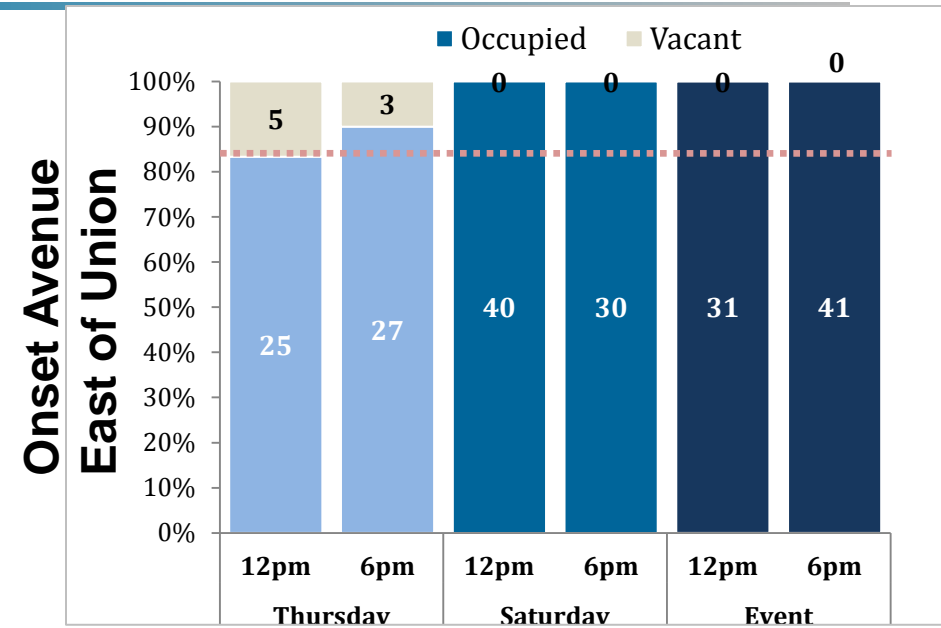
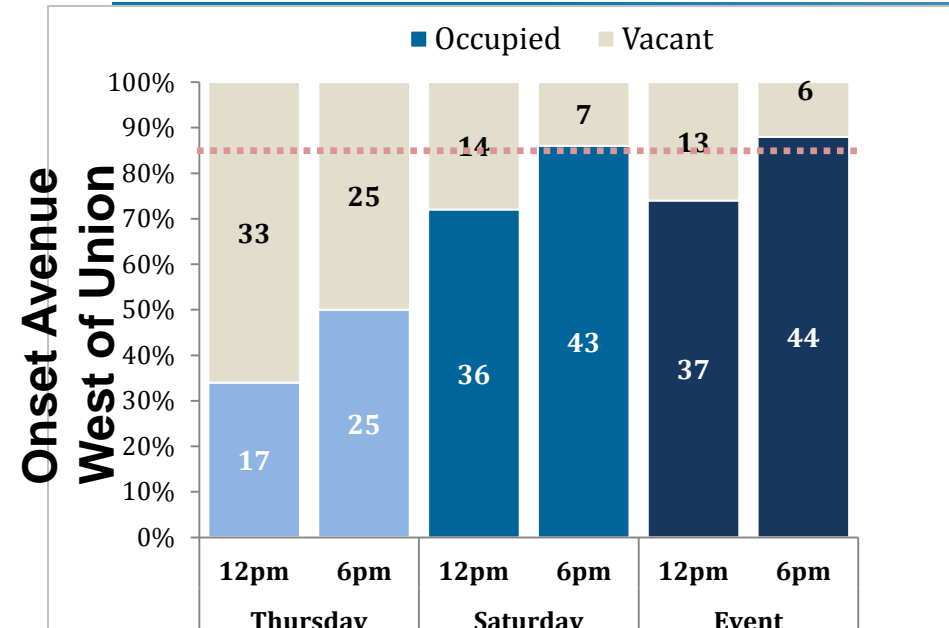
Shell Point



Temple Lot

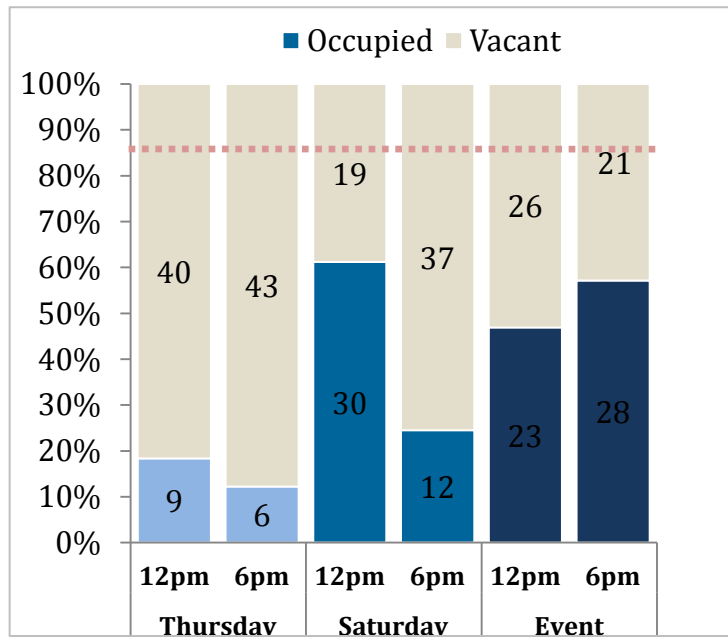


On-Street Locations- Onset Avenue

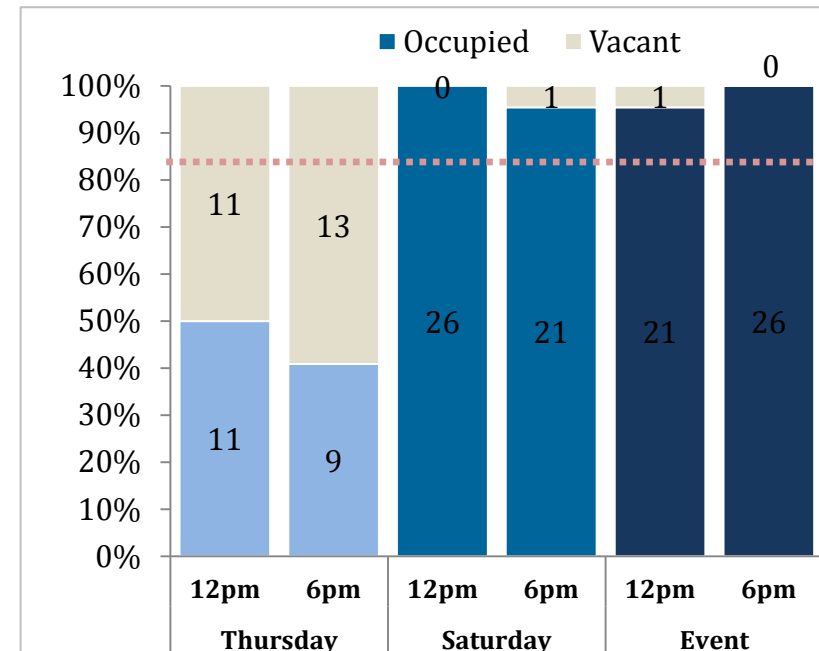


On-Street Locations- East Boulevard

East Boulevard North

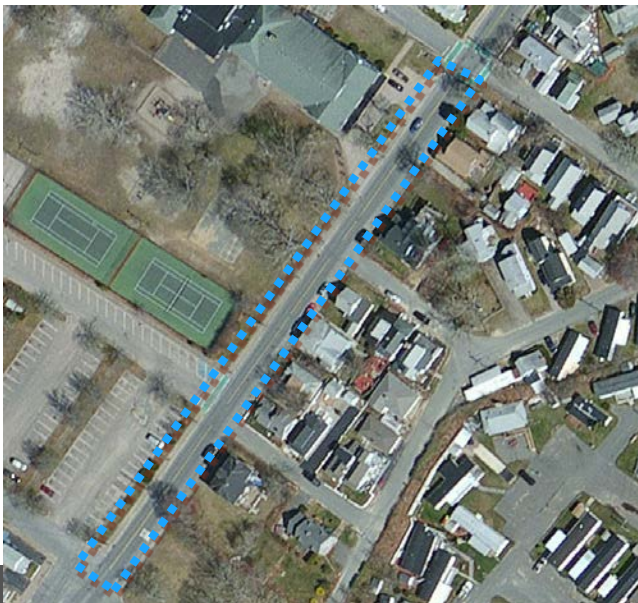
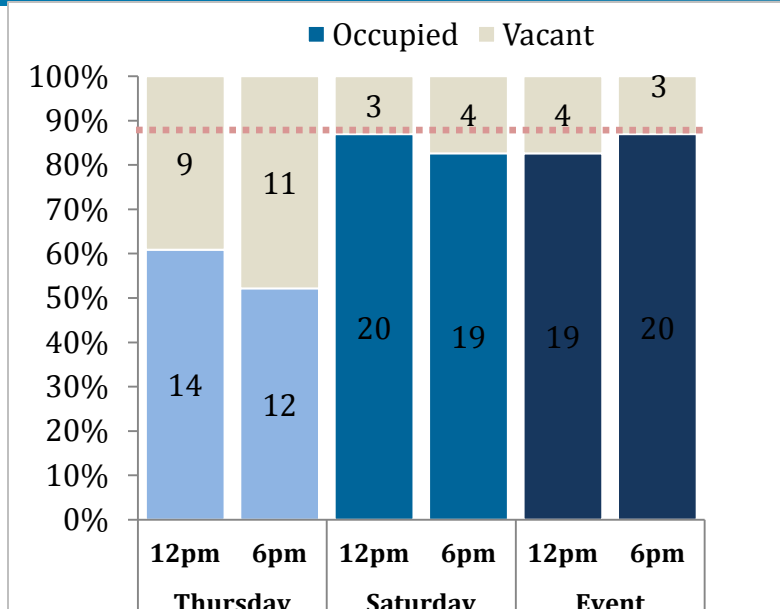


East Boulevard South

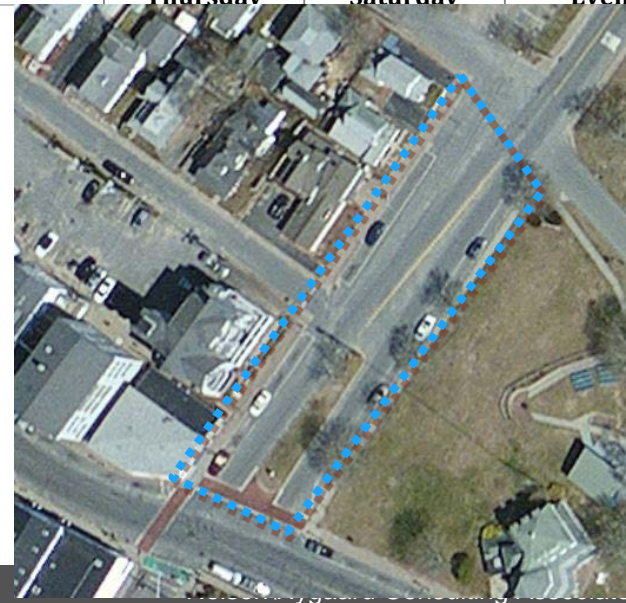
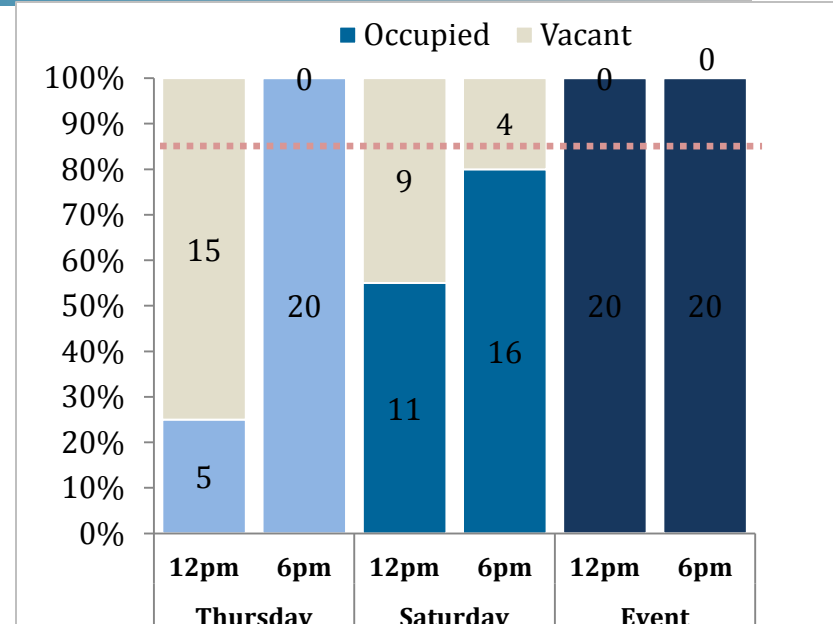


On-Street Locations- Union Avenue

Union Avenue North of Bishop

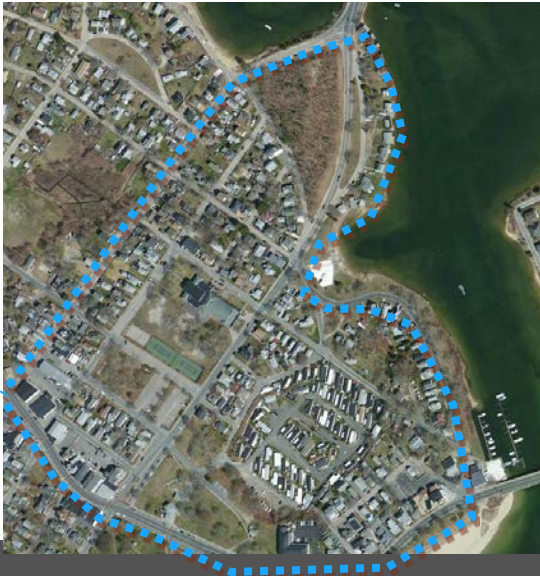
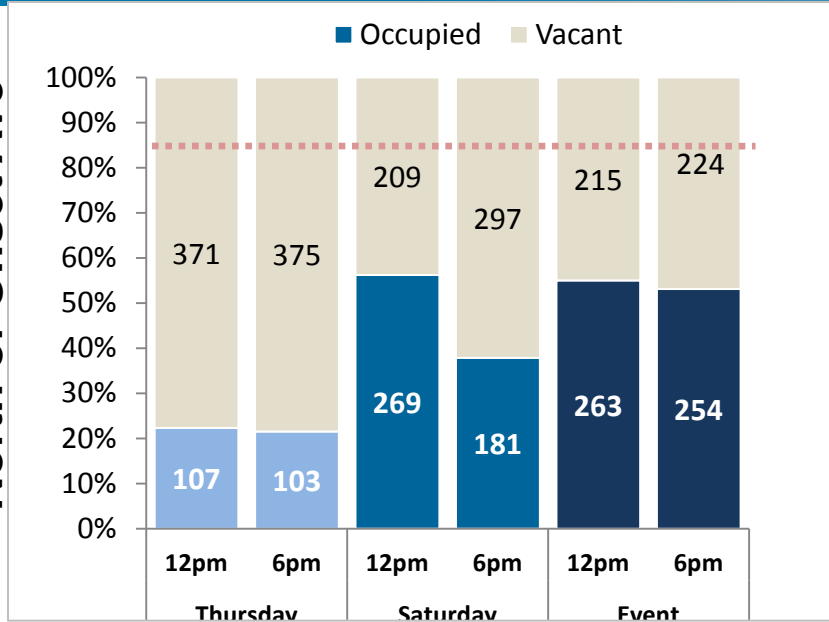


Union Avenue South of Bishop

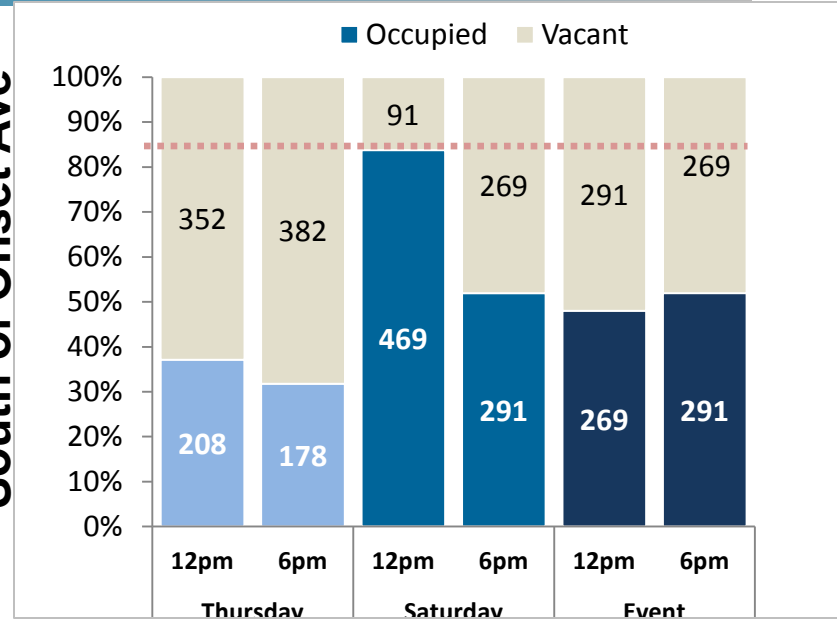


On-Street Locations- Residential Streets

Residential Streets North of Onset Ave



Residential Streets South of Onset Ave



STRATEGIES AND RECOMMENDATIONS

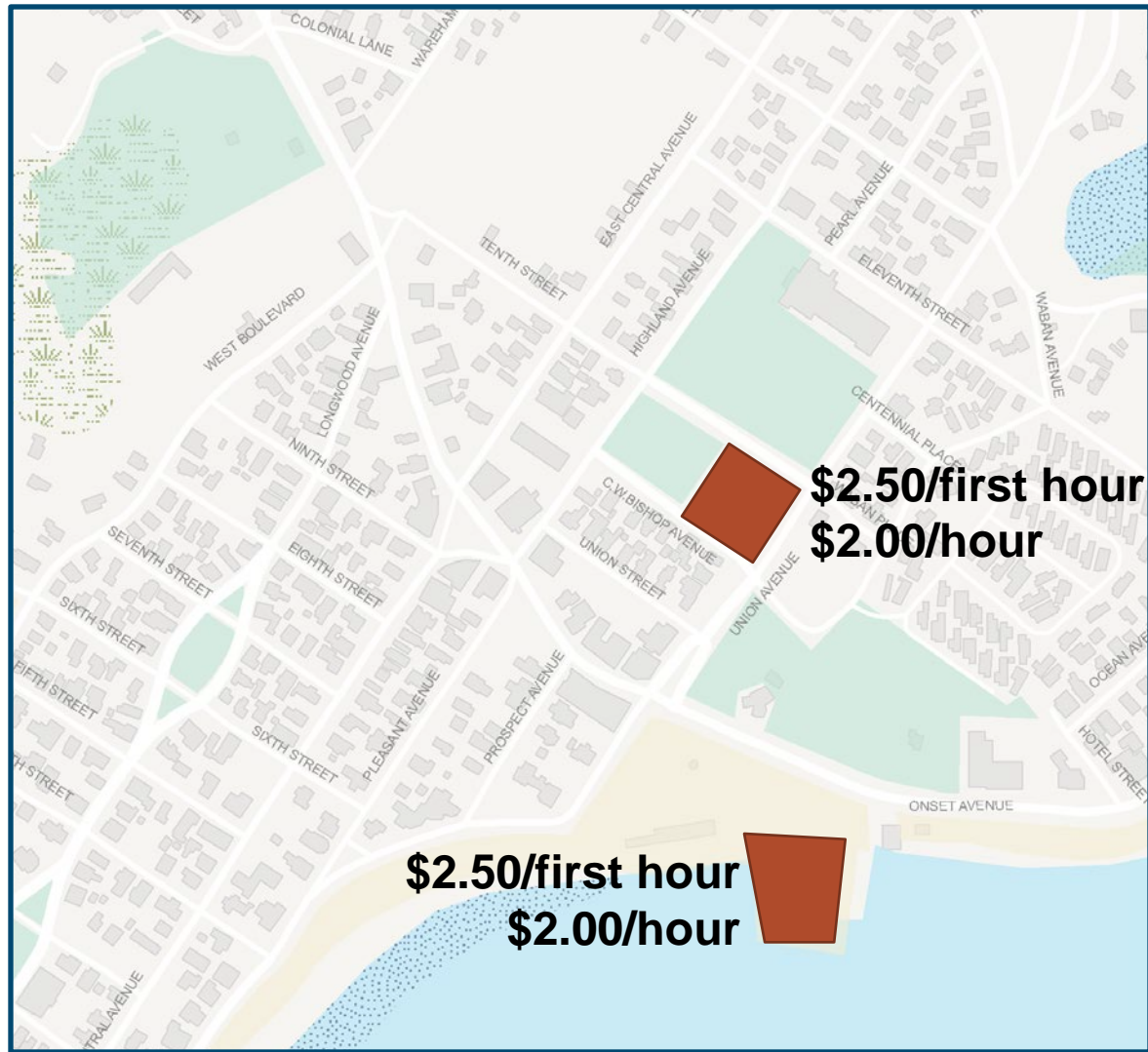
Parking Principles

- Protect residential parking
- Provide designated employee parking areas
- Improve lighting/safety/quality of parking areas
- Encourage beach-goers/visitors to use designated lots
- Increase availability of “front-door” parking

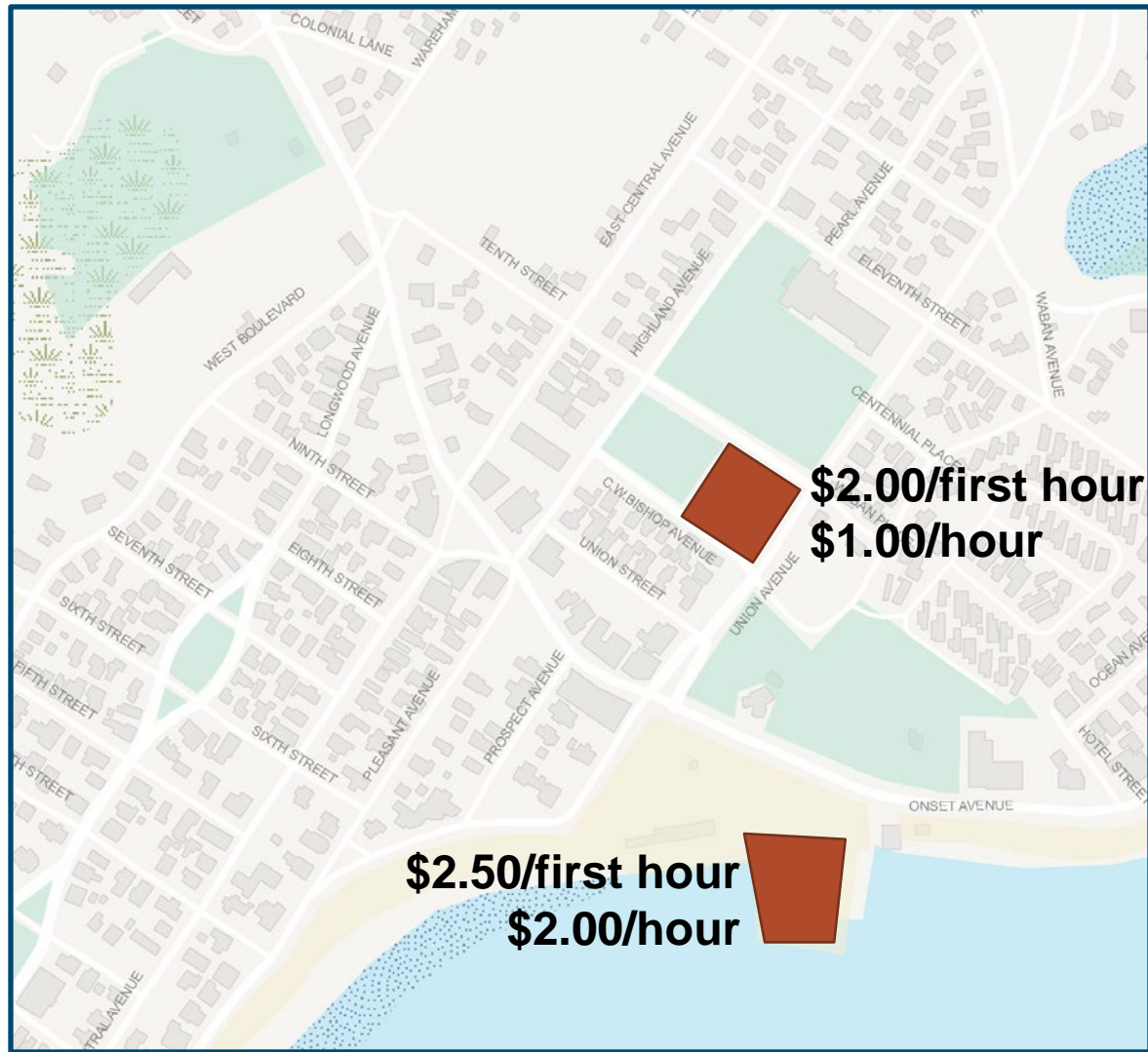


INTRODUCE DEMAND RESPONSIVE PRICING

Demand Responsive Pricing - Initial



Demand Responsive Pricing - August



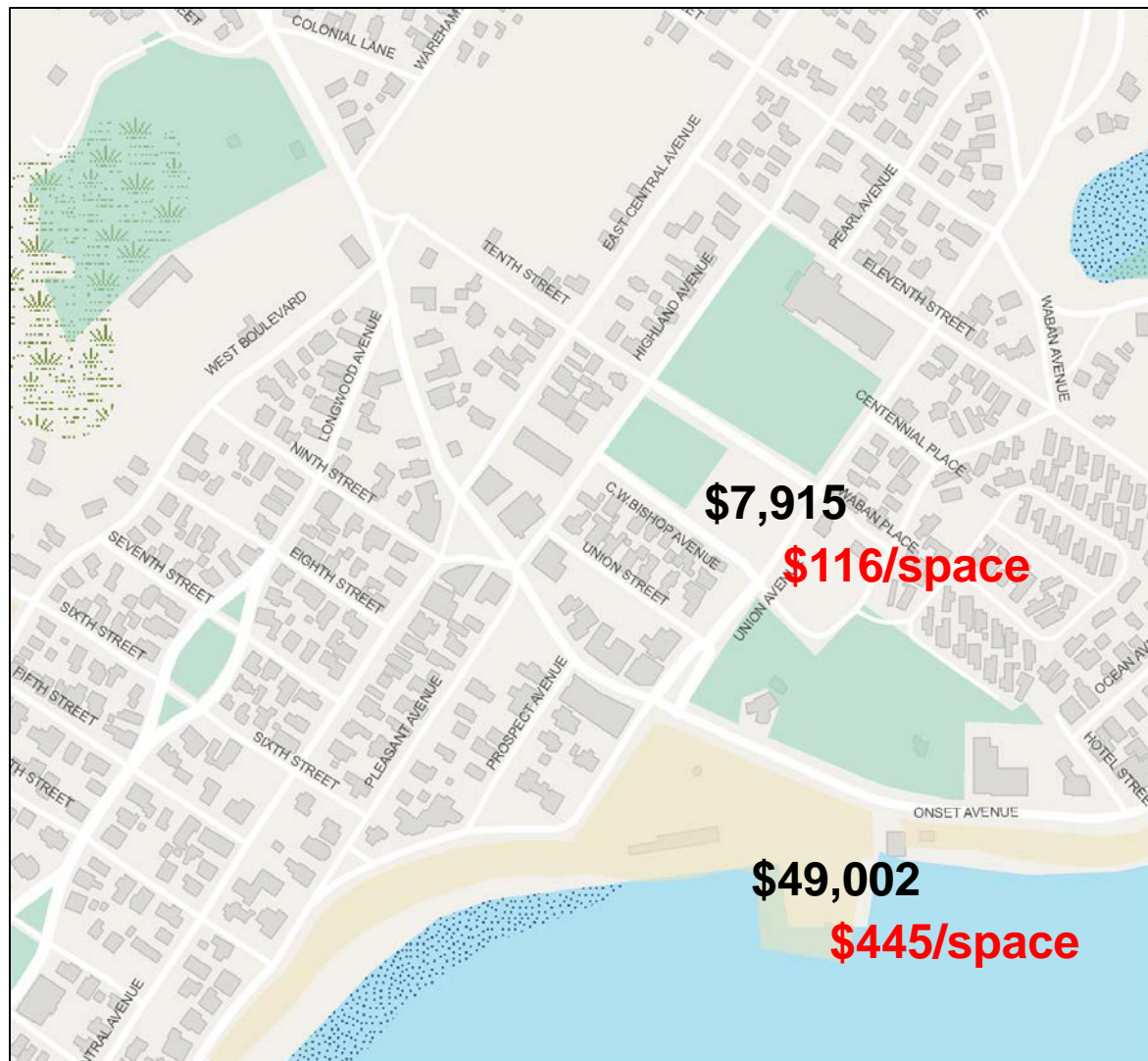
Parking Kiosks

July 18 – Sept. 30

- ~\$56,900 total
- Avg. transaction:
\$6.80 / 3hrs 15min
 - \$7.25 / 3hrs 20min
at Pier;
 - \$5.40 / 2hrs 30min
at Temple Lot

2012:




- \$61,402
(Since 2006, avg.
\$53,748)



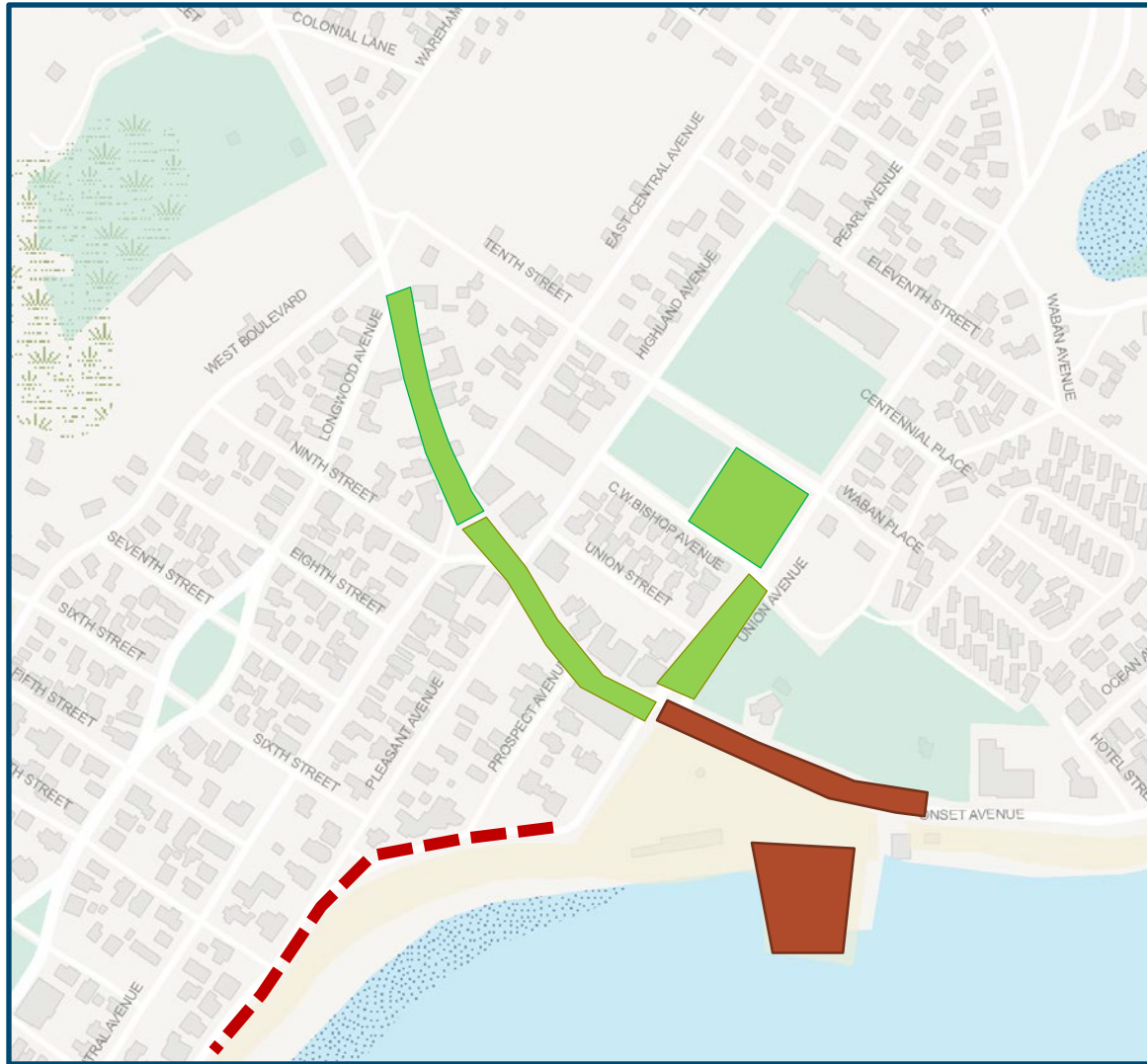
Demand Responsive Pricing



Legend

	\$0.75
	\$1.00
	\$2.00

Demand Responsive Pricing



- Customer convenience
- Easy to understand
- Highest demand areas are highest price

Legend



Beach-Oriented Community Parking Rates

Town Garage and Lots	Hourly/ Daily Rate
Onset Village, Wareham	
Onset Pier/ Temple Lot	\$2.50/ first hour and \$2.00/ each subsequent hour Parking cap of \$15/ day
Falmouth, MA	
Mill Road Beach/ Menauhant Beach	\$10/ day
Surf Drive Beach	\$15/ day
Old Silver Beach	\$20/day
Barnstable, MA	
Beach Parking	\$15/day
Vineyard Haven, MA	
Aquinnah Beach	\$15.00/ day
Ipswich, MA	
Crane Beach lot	\$15.00/ day
Nantucket, MA	
Public Off-Street Lots	Free (2-hour limit)
Ogunquit, ME	
Main Beach	\$5.00-15.00/day
Footbridge Beach and North Beach	\$15.00- \$20.00/day
Old Orchard Beach, ME	
Municipal and private lots	\$15.00/day
Wells, ME	
Eastern Shore, Miles Road, Jetty and Gold Ribbon Lots	\$16/day and/ or Pay and Display (\$2.50/hour)
Newport, RI	
Easton's beach, Sachuest beach and 3rd beach	\$10.00/day weekdays, \$20.00/day weekends
Gooseberry Beach	\$20.00/day

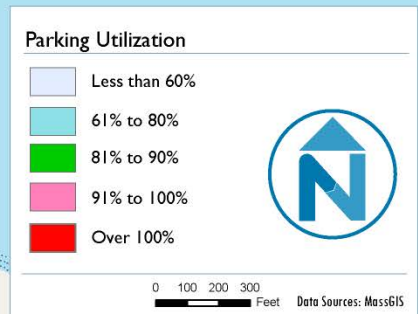


PROTECT RESIDENTIAL STREETS

Parking Utilization

- Less than 60%
- 61% to 80%
- 81% to 90%
- 91% to 100%
- Over 100%

0 100 200 300 Feet Data Sources: MassGIS



















Parking Permits

Permit Revenue

Transaction Time
15 minutes/permit

Total Permits Sold (2012)
~6,000 permits (\$30/permit)

Total Hours
= 1,500 hours

x

Cost of Service

Average Hours Worked
1,800 hours

Harbor Master Salary (plus overhead)
~\$60,000

Total Revenue

~\$180,000

Maintenance

Dump Fees

Enforcement

Stickers (production)

Does permit fee cover cost of service?

Parking Permits

- Fees should be based on market demand

Market Rate

Avg. Length of Stay (beach)	Avg. Days	Current Rate	Market Rate
5 hours x	3 ½ days/wk	x \$2.00/hour	= \$140/month



Parking Permits

- Fees should be based on market demand

Hourly Price	Price
Visitors	~\$420/season

Suggested Permit Prices

Permit	Price
Resident	\$300/season (\$100/mo.)
Renter	\$50/week or \$600/season
Employee	\$100/month (\$300/season)



Municipal Shared Management

- Lease private lots to increase public shared supply and improve lot amenities for customers



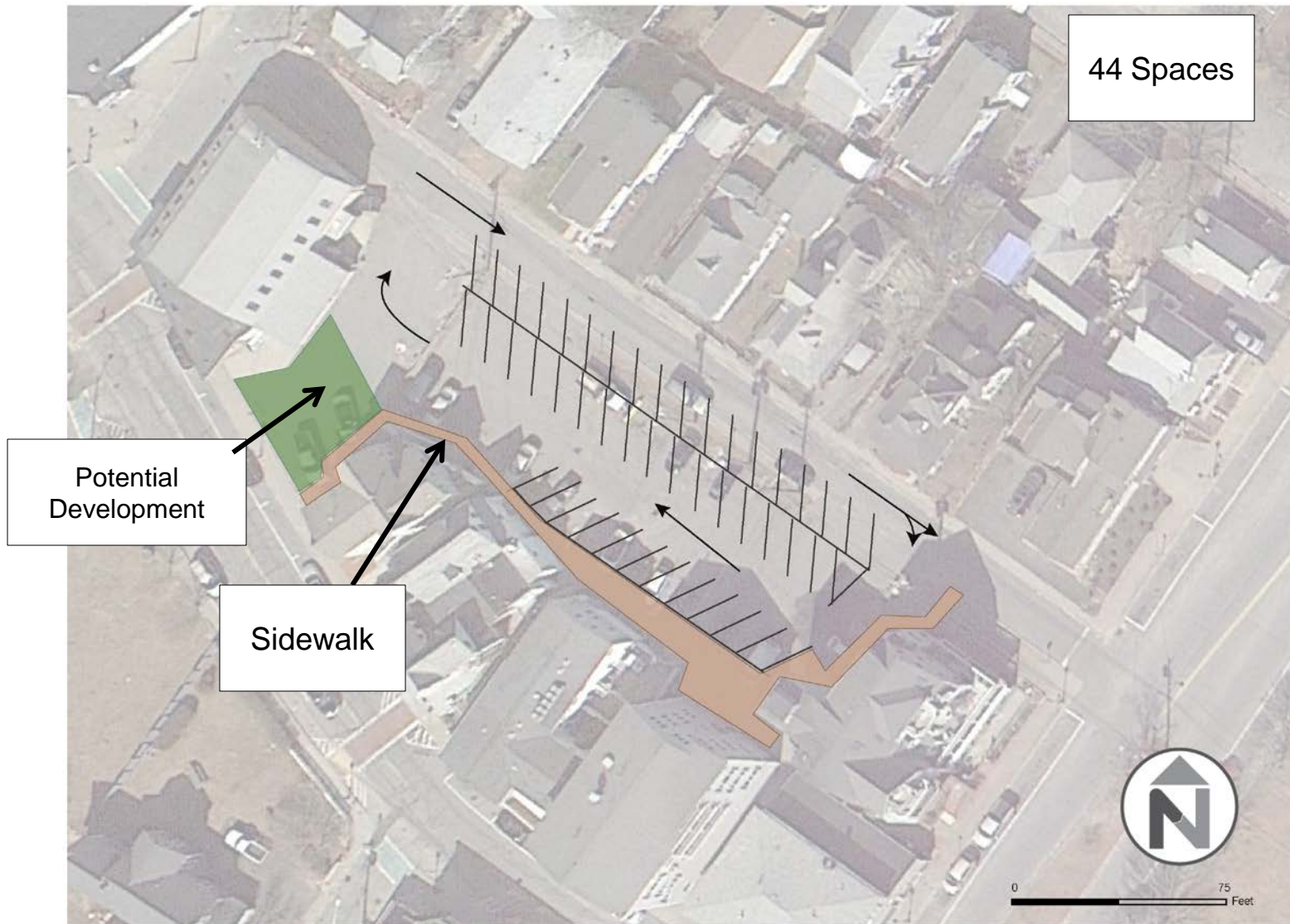


ADD MORE PARKING SUPPLY

Municipal Shared Management



Municipal Shared Management

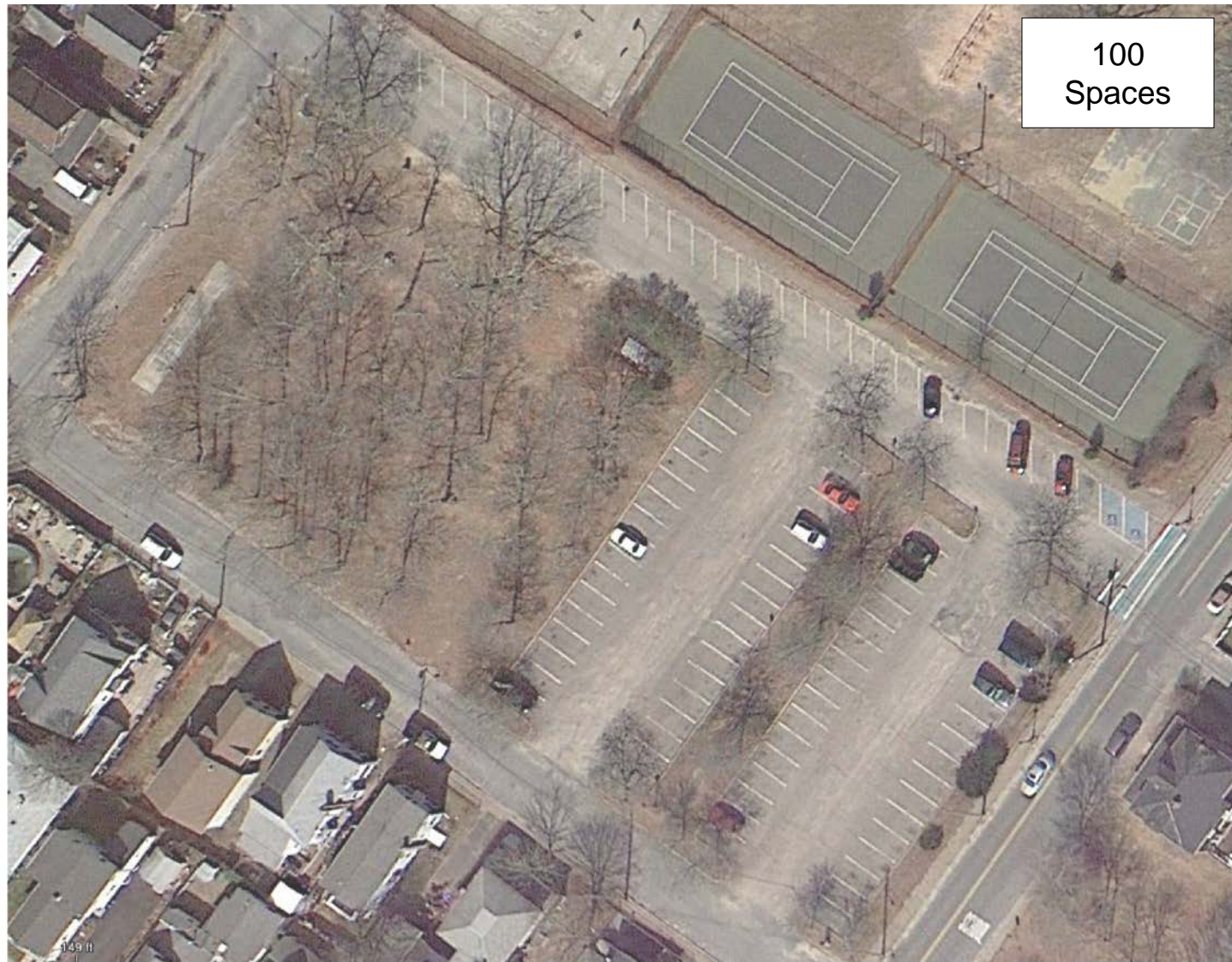


Additional On-Street Parking

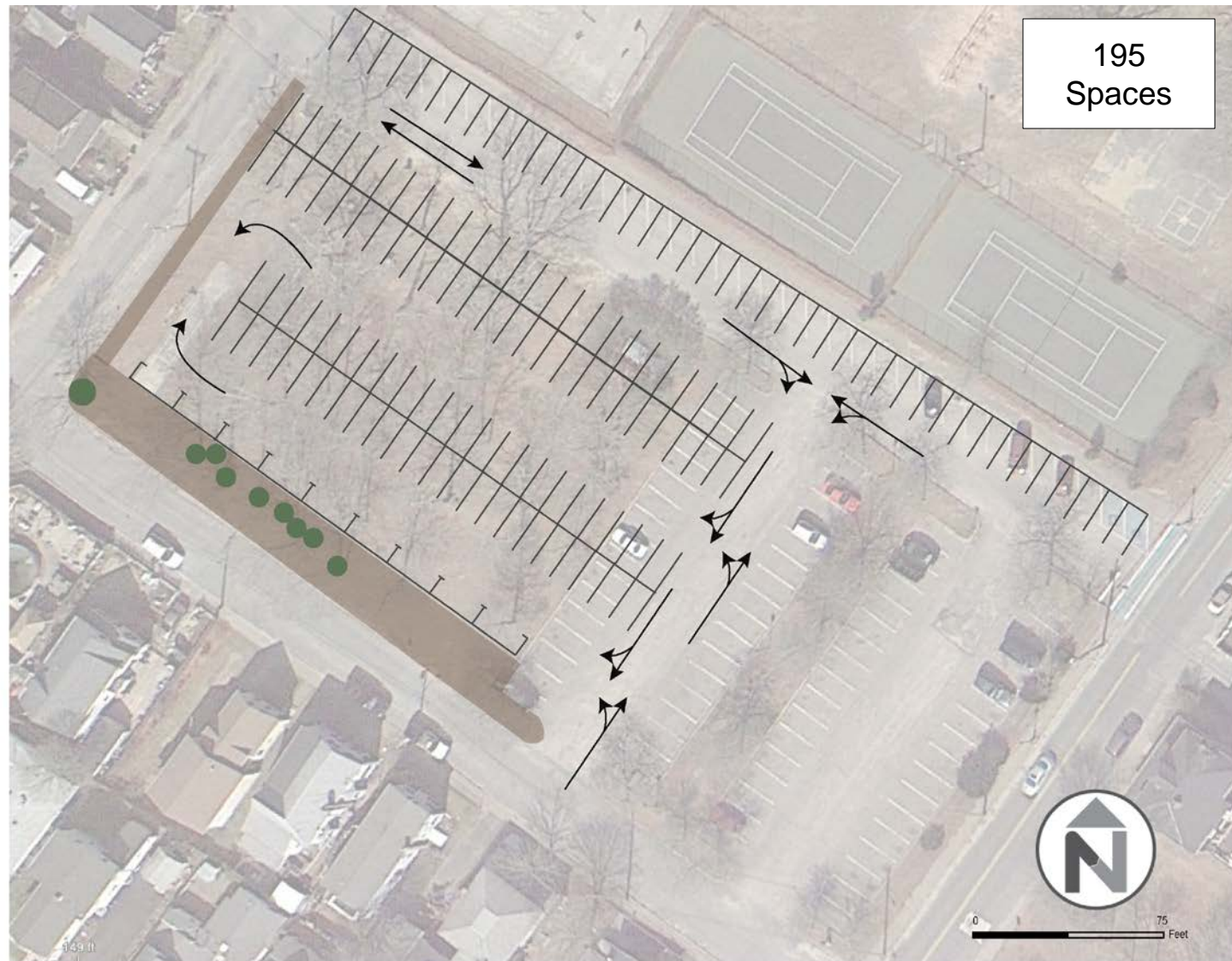
- Striped and properly signed
- Considered on streets with ample widths
 - South Boulevard
 - West Central Avenue
 - West Boulevard



Potential Parking – Temple Lot Expansion



Potential Parking – Temple Lot Expansion



Formalize Remote Parking

- Continue to utilize Hynes and Lopes Fields
- Formalize with:
 - Signage
 - Permeable pavers
 - Lighting
- Encourage drop off at Pier

Walking Distance






Introduce Wayfinding Signage

- Define clear rules
- Identify free and long-term parking
- Guide pedestrians back to their car

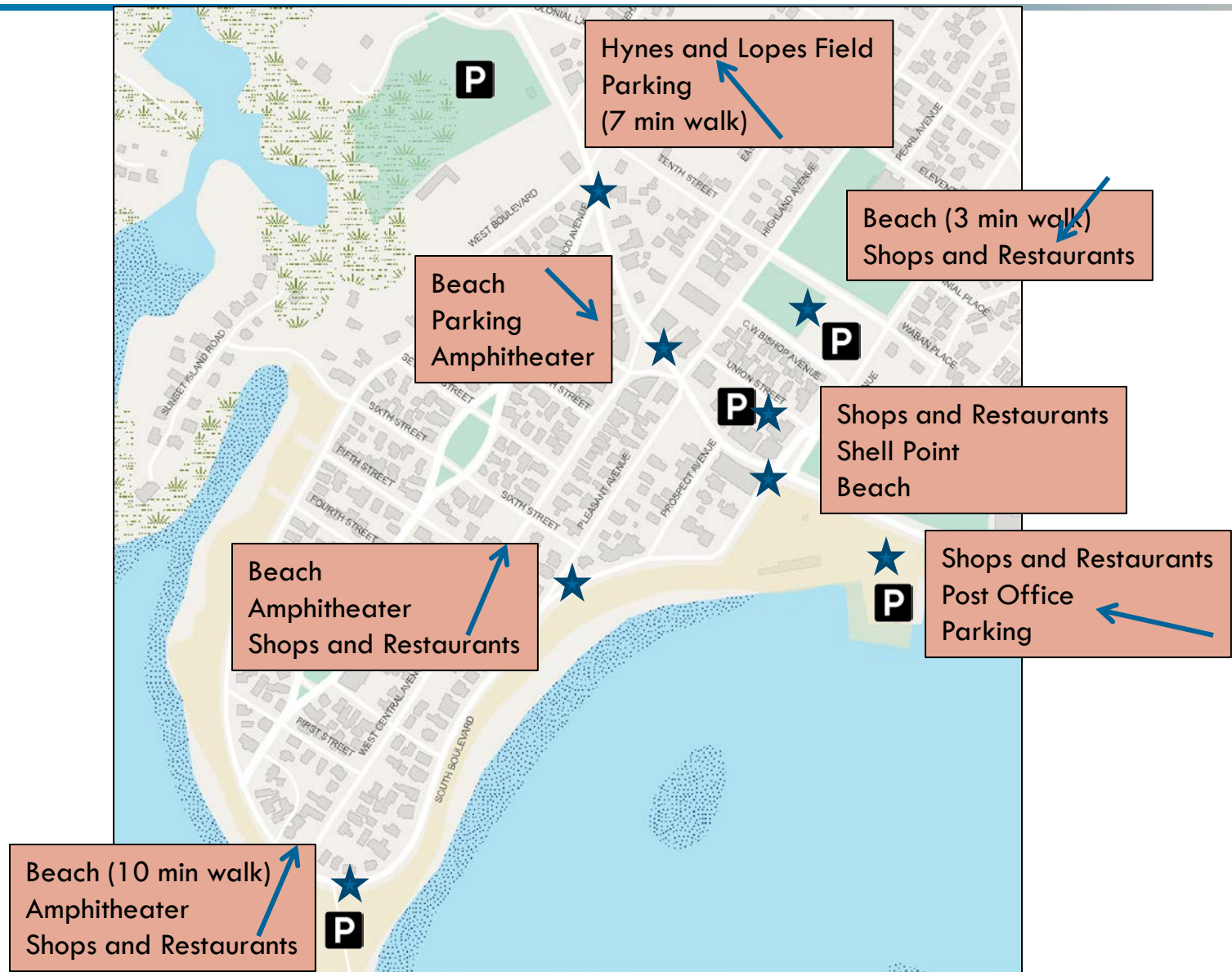


Wayfinding and Signage: Motorist



-  Parking Signage
-  Directional Arrow
-  Turn Arrow

Signage and Wayfinding: Pedestrian



Pedicabs

- Pedicab service to remote parking lot locations such as Hynes and Lopes Field, plus to residences



Parking Fund District

- Revenues from the meter fees, citations, permit program and other additional revenue sources could fund public improvements
- Long term strategy for redevelopment of Pier
 - Existing parking supply can be relocated to Temple Lot with parking reconfigurations



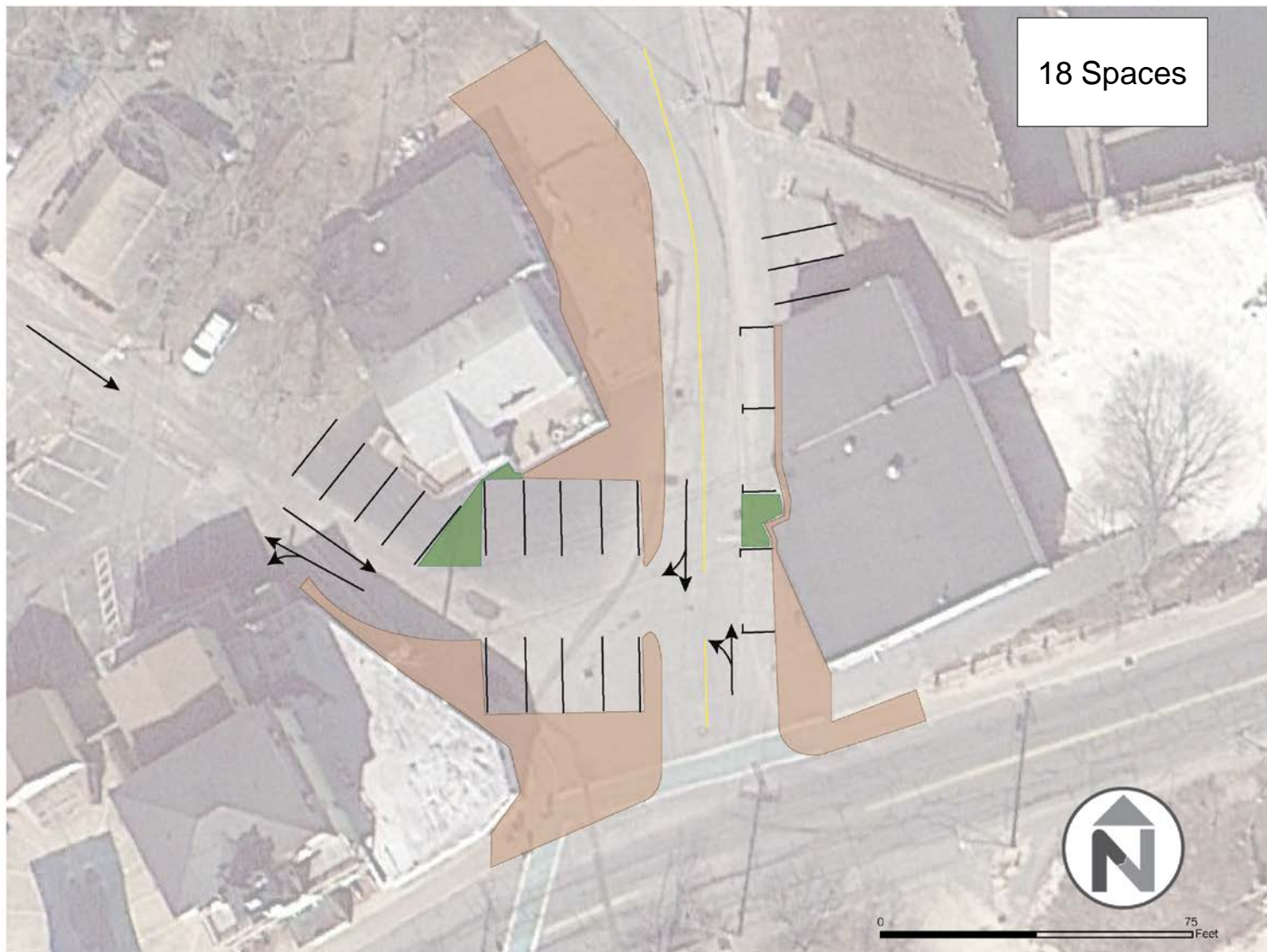


IMPROVE SAFETY AND ACCESS

Street Reconfigurations: Ocean Avenue and East Boulevard Existing



Street Reconfigurations: Ocean Avenue and East Boulevard PROPOSED



Street Reconfigurations: Union Avenue Existing



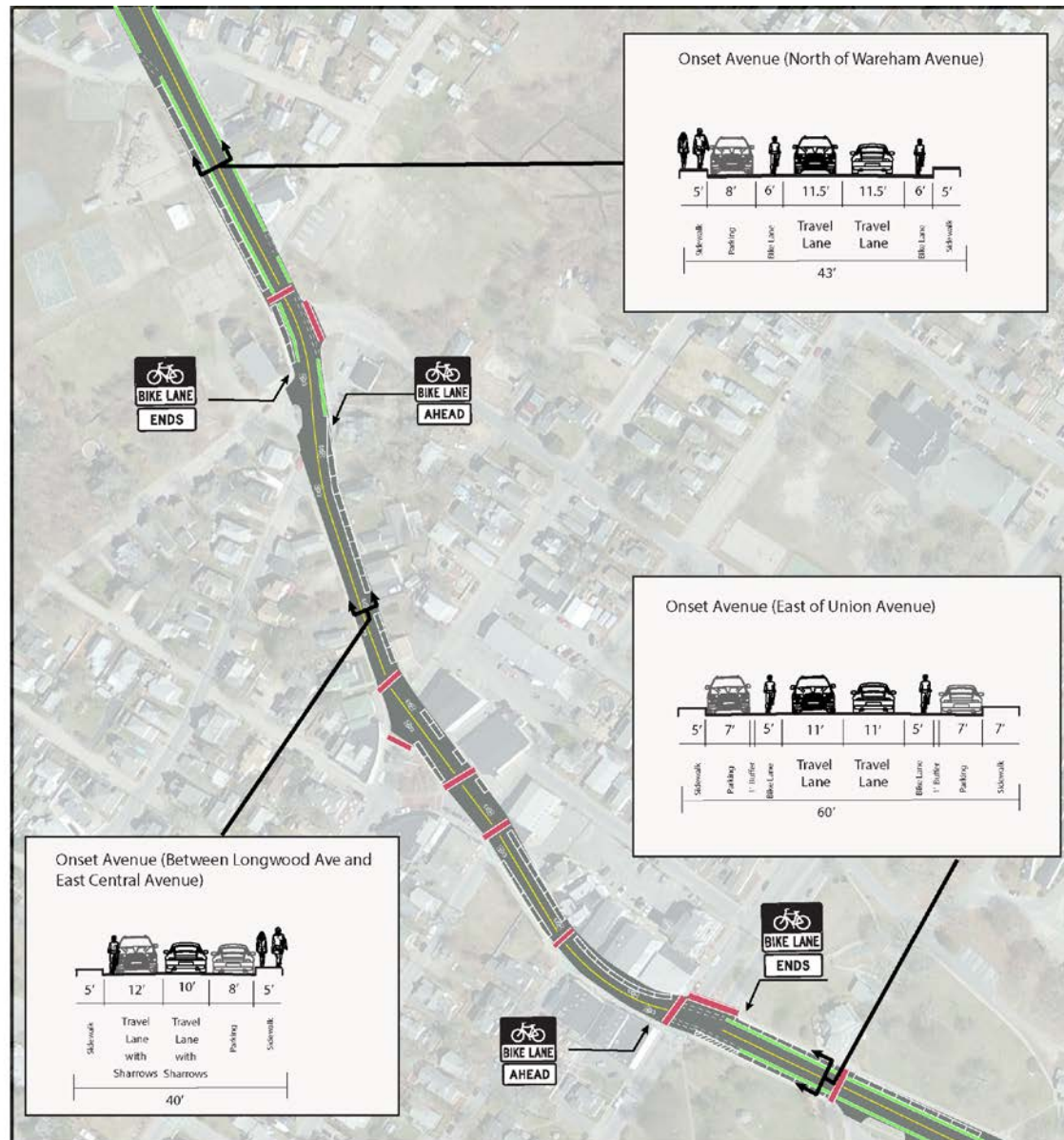
Street Reconfigurations: Union Avenue PROPOSED



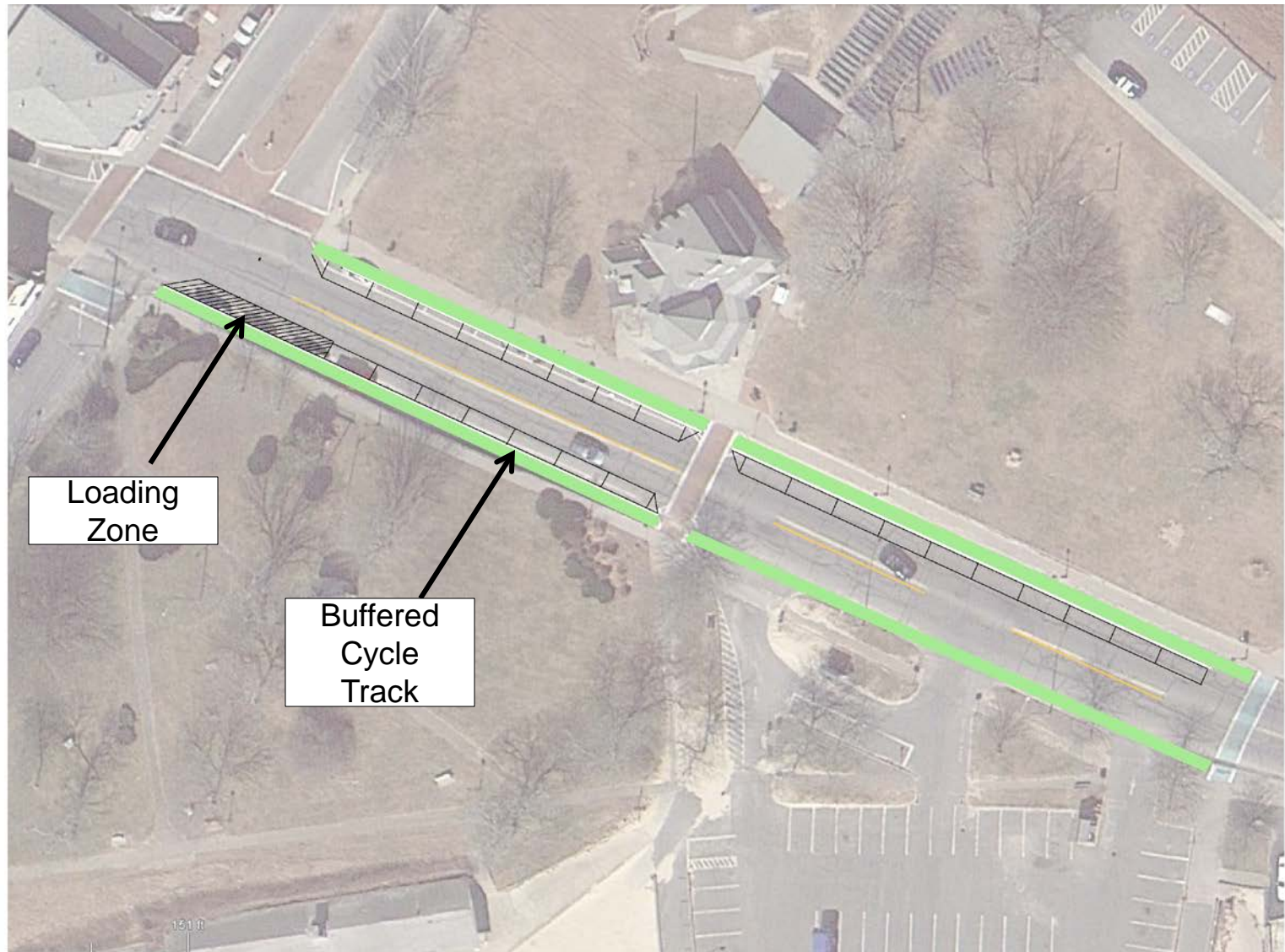


MULTI-MODAL IMPROVEMENTS

Onset Avenue Bicycle Accommodations

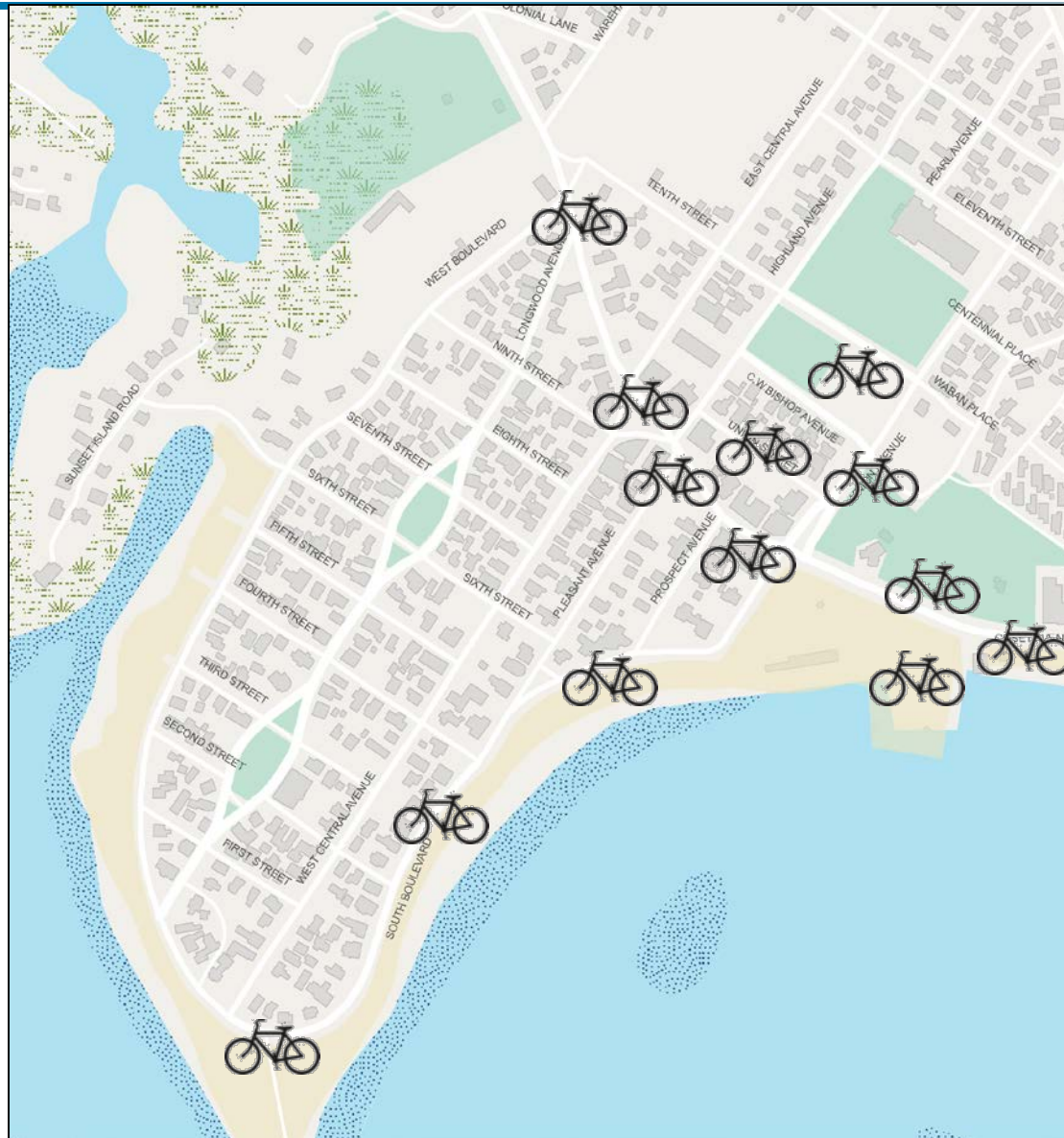


Onset Avenue Bicycle Accommodations (Cycle Track)



Introduce Bicycle Parking





Why a Parking Management Plan?

■ Understand How Parking Operates (Existing Conditions)

- Open House
- Stakeholder Meetings
- Online Survey (www.wareham.ma.us)
- Collect and review data, reports, policies
- Parking Inventory
- Parking Utilization

■ Strategy Development and Recommendations

- Data and Policy Analysis
- CEDA Meeting
- Public Meeting

■ Parking Management Plan Implementation Strategy

- Pro Forma
- Final Plan