



Curb Management

Presentation to Morristown Town Council
April 24, 2024



MORRISTOWN
PARKING AUTHORITY

Proposal: Create Premium Parking Zone

- Raising the Rate from \$1/hour to \$2/hour
- Targeting the Most Used Meters to Encourage Turnover
- Create Competitive Pricing with Off-Street Facilities

Effective Parking Management

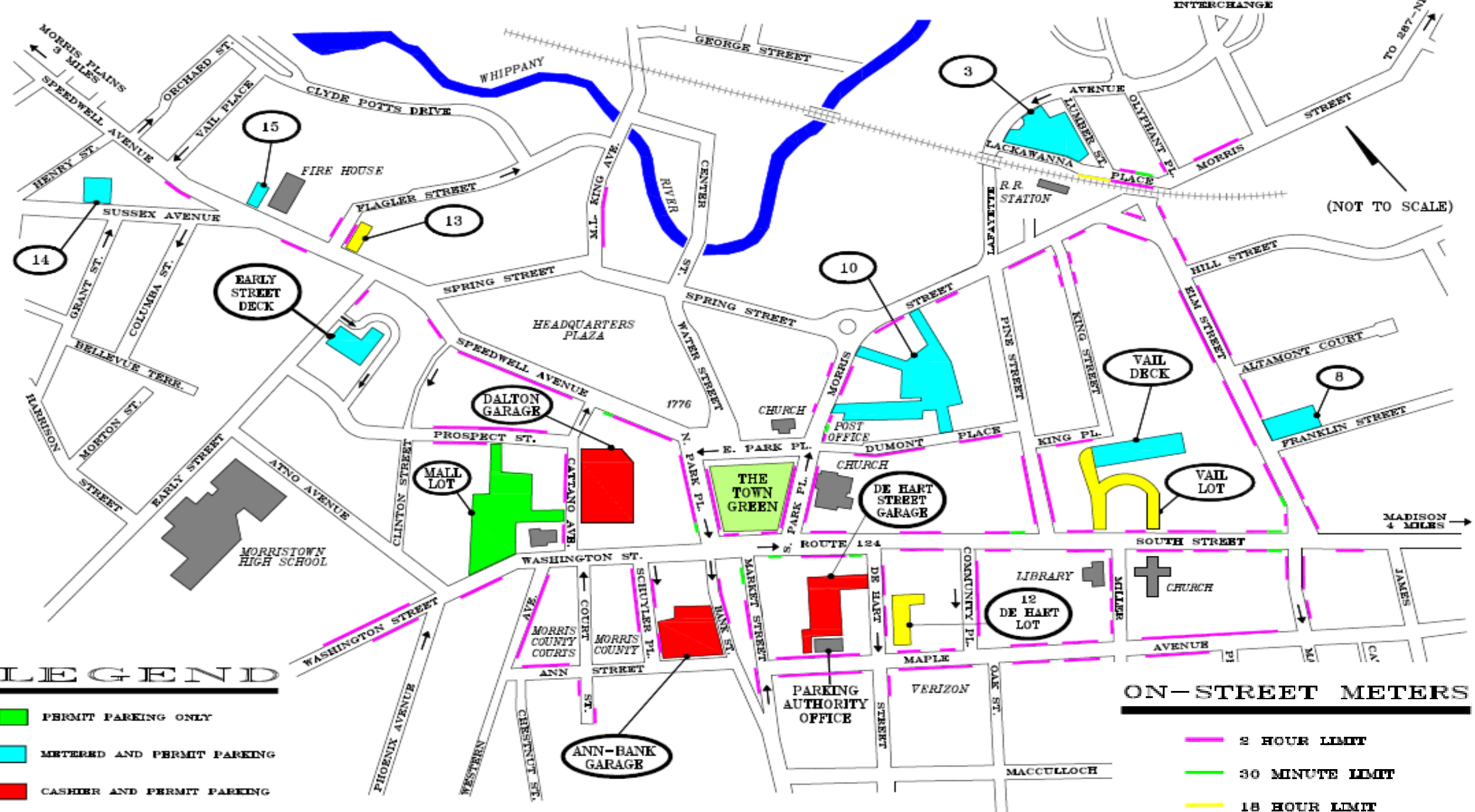
Establishing higher hourly parking rates for the most convenient parking spaces... helps increase turnover and reduces the incidence of drivers circling for the "best" spot.

- Sustainable New Jersey

Overview

Total Parking System	3,627	100%
• Parking Structures	2,166	60%
• Open Lots	751	21%
• On-Street Meters	710	19%

On-Street Meters Time Limits & Payment Options Available <i>Time Limits set by Town Code</i>			
2 Hour	682 (96%)		96%
	579	Coin, Credit Card & Pay-by-App	\$1.00 per Hour
	103	Coin & Pay-by-App	\$0.75 per Hour
30 Minute	19	Coin	\$0.50 per 30 Minutes
18 Hour	9	Coin, Credit Card & Pay-by-App	\$1.00 per Hour



LEGEND

- PERMIT PARKING ONLY
- METERED AND PERMIT PARKING
- CASHIER AND PERMIT PARKING
- METERED PARKING

ON-STREET METERS

- 2 HOUR LIMIT
- 30 MINUTE LIMIT
- 18 HOUR LIMIT

Morristown Parking Authority

- Receives revenue from On-Street Meters
- DOES NOT receive revenue from Summons

- Issues Summons for:

- ✓ Overtime Parking
- ✓ Fire Lane
- ✓ Parking Prohibited Area
- ✓ Improper Parking
- ✓ Residential Parking
- ✓ **Overextension** “Meter Feeding” established by Town Code

Unlawful extension of parking time. It shall be unlawful for any person to deposit or cause to be deposited in a parking meter, any coins for the purpose of extending the parking time beyond the total lawful parking period provided for the parking space along side or next to which the parking meter is placed.

-Town Code 7-12.2



Overextension

- No Physical Chalking
- Time Consuming
- Complaints filed that business owners and workers are parked at meter spaces all day
- Self-reporting
- South Street Meter Survey (April 9 and 10)
 - ✓ 25% Overextensions
 - ✓ Results in loss of at least 150 parking sessions per day on South Street alone

Summary of Issues

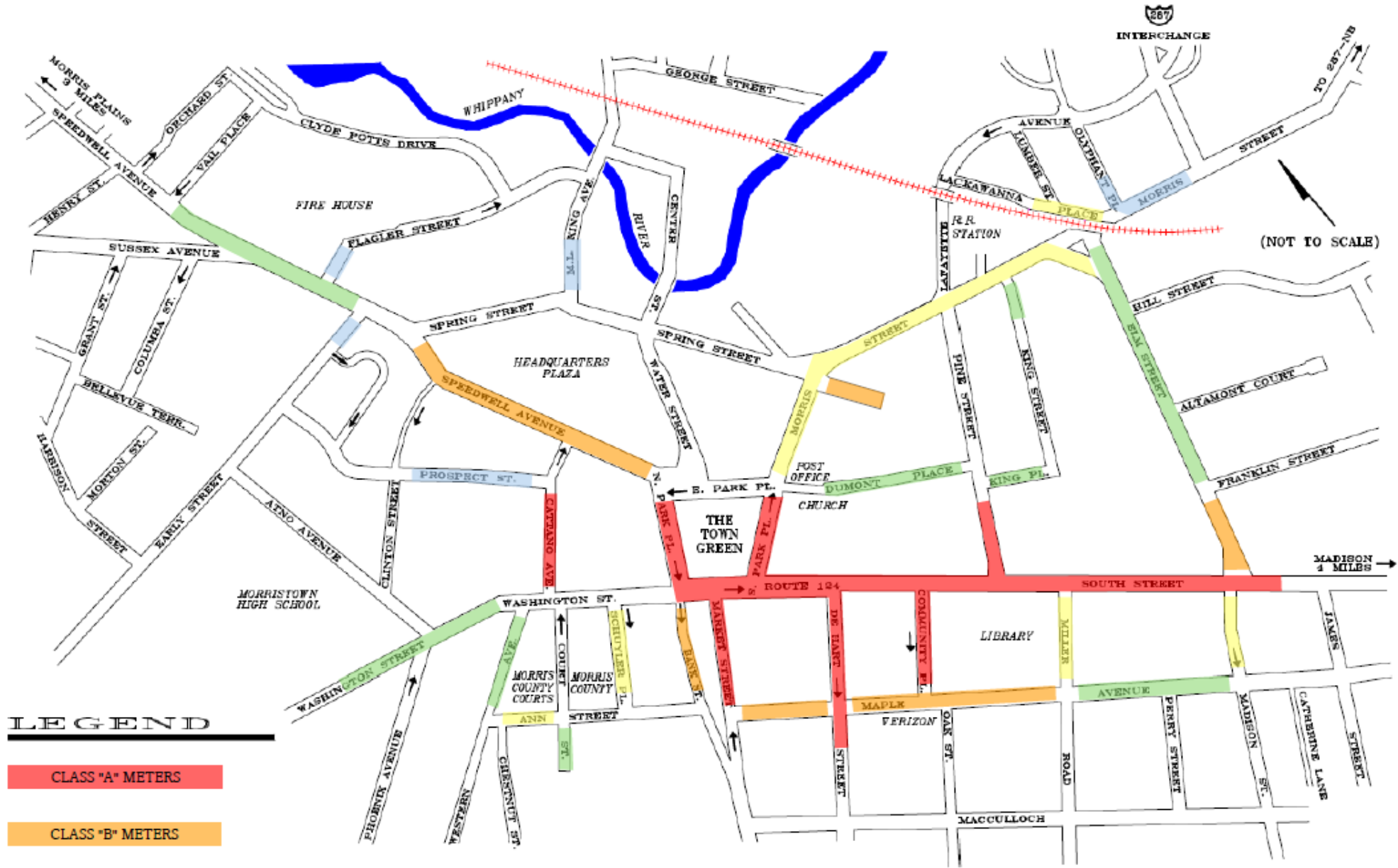
- On-street parking is most convenient “First Choice”
- On-street parking prices are equal to MPA lots and less expensive than MPA garages
- Most popular spaces are often full
- Circling for open spots
- Overextension and Meter feeding

Current Meter Pricing	On-Street	Garage
1 hour	\$ 1.00	\$ 2.00
8 hour Transient	\$ 8.00	\$15.00



Methodology

CLASSIFICATION	A	B	C	D	E
EARNING HISTORY	VERY HIGH	HIGH	AVERAGE	BELOW AVERAGE	WELL BELOW AVERAGE
STREET OR STREET SEGMENT	South St.	Bank St.	Lackawanna Pl.	King St.	Flagler St.
	Town Green	Wilmot St.	Madison St.	Western Ave.	Prospect St.
	De Hart St.	Speedwell Ave. (s/o Early)	Schuyler Pl.	Elm St. (n/o Altamont)	Olyphant Pl.
	Market St.	Maple Ave. (w/o Miller)	Miller Rd.	Dumont Pl.	Early St.
	Community Pl.	Elm St. (s/o Altamont)	Morris St. (w/o Elm)	Speedwell Ave. (n/o Early)	ML King Ave.
	Cattano Ave.		Blachley Pl.	Washington St.	Morris St. (e/o Elm)
	Pine St.		Ann St.	Maple Ave. (e/o Miller)	
			King Pl.		
			Dumont Pl.		
			Court St.		



Parking Strategies

- Incentivize:
 - ✓ Implemented New Programs and Expanded Old Programs
 - ✓ Significantly Cheaper than On Street Meters
- Punitive
 - ✓ Better enforcement of 2-hour time limit

Program	Ann	Dalton	DeHart	Discount
Pre-Paid Parking	✓	✓	✓	10% on Rate
Employee Debit Program	✓	✓		\$0.75/hour
After Hours Program	✓			\$0.50/hour
Day Permit *		✓	✓	\$90/month

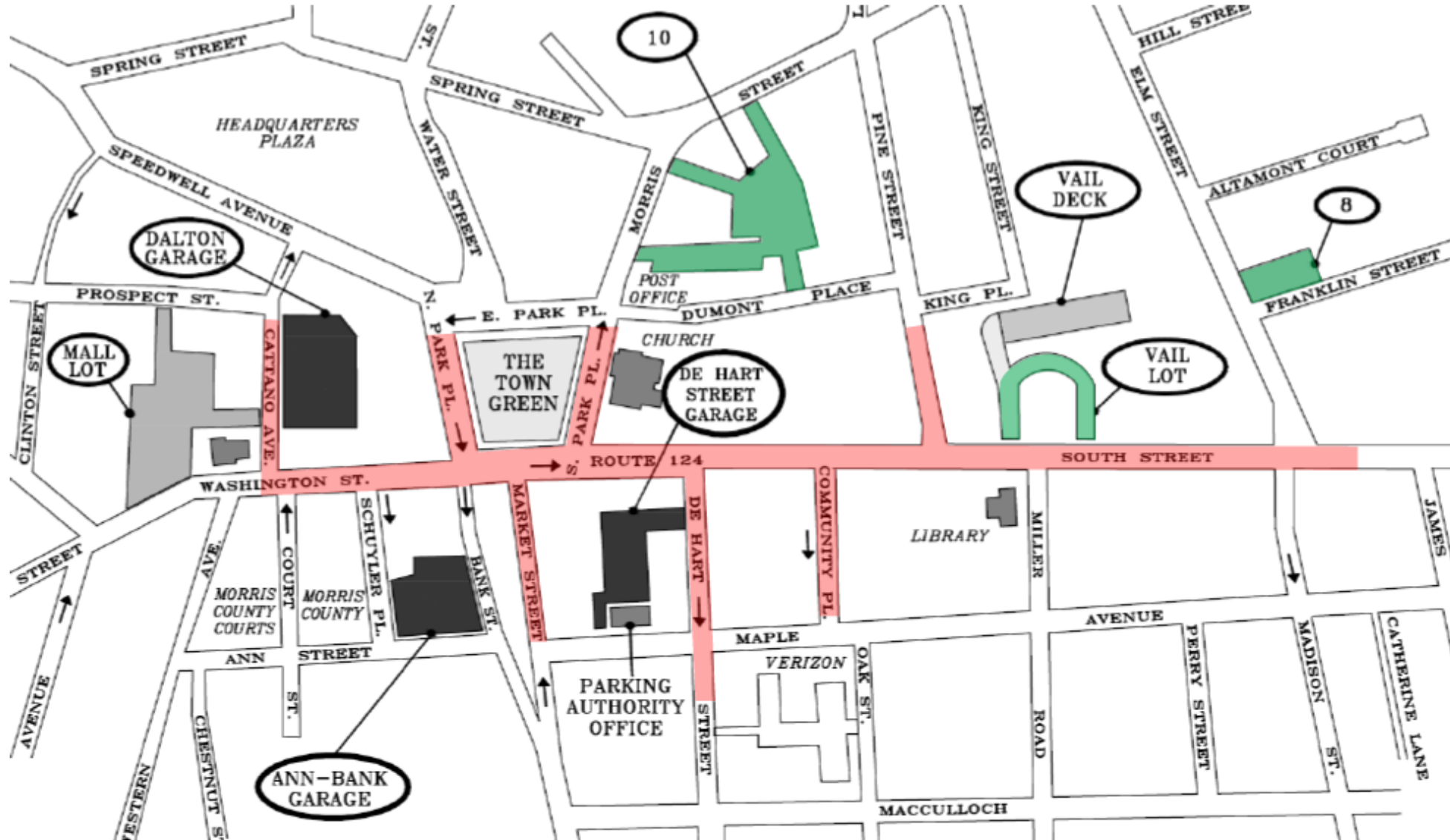
*Day Permit is also available in Lot 10 (\$50/month) and Vail Deck (\$60/month)



Proposed On-Street vs Garage

Proposed Meter Increase	On-Street	Garage
1 hour	\$ 2.00	\$ 2.00
Pre-Paid Parking 1 hour	Not Available	\$ 1.80
8 hour Transient	\$ 16.00*	\$15.00
Employee Debit Program 8 hours	Not Available	\$ 6.00
After Hours Program 8 hours	Not Available	\$ 4.00
Pre-Paid Parking 8 hours	Not Available	\$13.50

Fine for overextension is \$37.00



214 = \$2/HR ON-STREET METERS *

Green = \$1/HR PUBLIC TRANSIENT PARKING

* All other on-street meters (496 or 70%) to remain \$1/HR or 75¢/HR

PROPOSED "PREMIUM" PARKING ZONE

NJ Comparison

Business District	Lowest Rate	Highest Rate
Freehold	\$2/HR	\$2/HR
Asbury Park	\$2/HR	\$3/HR
New Brunswick	\$2/HR	\$8/HR
Hoboken	\$3/HR	\$3/HR

Questions?

