

CITY OF NEWTON

IN BOARD OF ALDERMEN

PUBLIC SAFETY & TRANSPORTATION COMMITTEE REPORT

WEDNESDAY, FEBRUARY 6, 2013

Present: Ald. Ciccone (Chair), Yates, Swiston, Fuller, Schwartz, Harney, Johnson and Kalis
City Staff: Candace Havens, Director, Planning & Development Department; Captain Marc Gromada and Sgt. Jay Babcock, Newton Police Department and David Koses, Transportation Planner

#299-12 DIRECTOR OF PLANNING & DEVELOPMENT, requesting a discussion regarding a policy-based management plan for parking. [09/24/12 @ 3:17 PM]

ACTION: **HELD 6-0, Ald. Fuller and Yates not voting**

NOTE: Candace Havens, Director, Planning & Development Department joined the Committee for discussion on this item.

Ms. Havens provided a detailed PowerPoint presentation, attached to this report. The Transportation Advisory Group (TAG) has formed a Parking Subcommittee to provide guidance, determine policies, principals, outcomes and benefits to address the parking conflicts in the City. The parking management plan could support and inspire village vitality. Village vitality is essential; the existing regulations do not foster vitality. Urban and suburban lifestyles are both part of the fabric of Newton. Zoning and the availability or lack of parking needs to be reviewed and issues addressed. The City requires all businesses to have on-site parking, a challenge for developers. Special permits are required for waivers or off-site parking. All of these restrictions impact the density in village centers. Overall, parking management in the City has been inconsistent and a parking management plan is essential.

Ms. Havens said that by making parking available it ensures business activity. This can be accomplished in several ways by promoting turnover, identifying prime spaces, price spaces accordingly, provide less expensive parking further away; rethink time limits and making changes to parking regulations. The pricing of the spaces does not hurt business, the lack of availability does. Ms. Havens also explained that the City would look into the best and most appropriate technology available in terms of meters. Parking requirements near public transit could be modified, new and different ways to satisfy parking demands could be identified including structures if needed and individual village plans could be implemented.

Committee members asked where and when there is parking shortage in the City. Is data available in residential and business districts. How does Newton statistics compare to other communities. What extent of the parking issues are due to commuters. Are examples available from surrounding communities as models. Committee members agreed both long and short-term parking needs are necessary to meet parking demands for all. They expressed their concerns regarding parking overlay in transit areas.

Chair Ciccone said that Traffic Council recently approved extending meter times in Newton Centre addressing commuter/transit needs and parking concerns.

Ms. Havens answered that surrounding communities parking patterns are not all the same. Sufficient parking is necessary for all; insufficient parking impacts the community. She then said that pricing does not hurt business, but lack of availability does. The next step is to complete a draft parking management plan in order to provide guidance, assist with executing polices, determining the best contemporary practices to carry out visions, create order fairness, consistency and predictability to use land more efficiently resulting in more efficient use of parking resources in order to support the goals of the comprehensive plan and inspire village vitality.

Ald. Johnson made the motion to hold this item pending completion of the draft parking management plan from Ms. Havens. Committee members agreed 6-0, Ald. Fuller and Yates not voting. Ms. Havens anticipates draft plans being completed within a few months.

#300-12 DIRECTOR OF PLANNING & DEVELOPMENT, requesting amendments to Chapter 19 to establish parameters around which parking meter “holidays” may be allowed and identifying the authority for making determinations of eligibility. [09/24/12 @ 3:17 PM]

ACTION: **HELD 5-1-0, Ald. Johnson opposed, Ald. Fuller and Yates not voting**

NOTE: Items #300-12 and #363-10(2) were discussed together. See # 363-10(2) summary below.

REFERRED TO PUBLIC SAFETY&TRANSPORTATION & FINANCE COMMITTEES

#363-10(2) ALD. ALBRIGHT proposing a trial of parking meter free Saturdays between Thanksgiving and New Year for the shopping areas to support shopping at local businesses in Newton. [02/10/12 @ 9:13 AM]

HELD 7-0, Ald. Johnson voting on 06/20/12

ACTION: **NO ACTION NECESSARY 6-0, Ald. Fuller and Yates not voting**

NOTE: This item was discussed with #300-12.

Candace Havens, Director, Planning & Development Department joined the Committee for discussion on these items.

Chair Ciccone said that item #363-10(2) was docketed by Ald. Albright to support shopping at local businesses in Newton’s shopping districts. This proposal would allow free parking on Saturdays encouraging customers to shop in Newton, rather than shopping malls hoping to generate local business. He then said that the Austin Street parking lot is free on Saturdays.

Ms. Havens provided a PowerPoint presentation, attached to this report. Ms. Havens reviewed the previous study on the cost of bagging meters and sign issues. This presentation includes cost estimates to implement the program, revenue loss, status and options available for consideration. She said that the City’s Law Department has stated the City must recoup any lost revenue for

providing free parking. The Nonantum Neighborhood Association supports this item and is interested in promoting business. The proposed Pilot Program did not come to fruition because the fundraising efforts (due to inclement weather) did not cover costs to provide free parking during the holidays. Nonantum is hopeful that marketing assistance, parking management, relief from ticketing, eliminating time limits and manage through parking rates and co-hosting village days will bring the village vitality.

Enforcement, education, flyers and signage are important ways to inform patrons to encourage turnover, which is important to both merchants and patrons. It is hopeful drivers may change their driving patterns. Additional signage is preferred, rather than bagging meters directing patrons to the municipal parking lots.

Committee members expressed their concerns, questions, requests and suggestions regarding these items.

#300-12 and #363-10(2)

Concerns

Committee members said that they are most concerned regarding enforcement and promoting the program carefully. They agree free parking does not support businesses.

Questions

Committee members asked how the Police Department could enforce a 2-hour limit and how would the Parking Control Officers identify a 2-hour period. They then asked if free parking benefits merchants and how could the program be promoted and beneficial.

Requests/Suggestions

Committee members suggested installing additional signs informing patrons where free parking is available in the municipal parking lots to encourage shopping. They then suggested discussing these items during the Budget process, as it appears to be a financial issue to determine what could be done to support a Pilot program and if a program should be supported and pursued. A suggestion was made requesting the Chamber of Commerce for their input.

Sgt. Babcock answered that the Police Department does not/will not chalk tires as a way to enforce time limits to allow turnover. A citation is issued only if warranted. He then said that if a program were to come to fruition by allowing parking considerations or free parking, vehicles would not be ticketed. It is necessary for people to obey meter time limits to allow turnover, although this would be difficult for the Parking Control Officers to enforce. He agreed that the Police and Public Work Departments should discuss the proposal during the budget.

Chair Ciccone stated he is concerned with parking issues. Nonantum merchants are interested and support a Pilot Program. He suggested increasing meter times from one to two-hours in the area benefiting both merchants and patrons. He then said that fundraising efforts are necessary to cover costs. In the future, initiate a roundtable discussion with the merchants to gauge the success of the project determining if free parking benefited them. He then suggested docketing an item as a Pilot Program of free holiday parking. Chair Ciccone is hopeful the Planning Department will continue discussion with the merchants hoping to implement a program, as he feels it is worthy of a trial.

Ms. Havens answered that the next step would include drafting necessary ordinance language to determine if this proposal should be pursued. The ordinance language would reflect amendments to Chapter 19, Sections 188 and 189 establishing parameters around which parking meter “holidays” may be allowed and identifying the authority for making determinations of eligibility.

Ald. Schwartz made the motion to hold item # 300-12 pending draft ordinance language. Committee members agreed 5-1-0, Ald. Johnson opposed, Fuller and Yates not voting.

Ald. Johnson made the motion for no action necessary on #363-10(2), as #300-12 supersedes this item. Committee members agreed 6-0, Ald. Fuller and Yates not voting.

At approximately 9:40 pm, the Committee adjourned.

Respectfully submitted,

Allan Ciccone, Jr. Chairman

Department of Planning and Development



299-12: DIRECTOR OF PLANNING AND DEVELOPMENT, requesting a discussion regarding a policy-based management plan for parking.

Department of Planning and Development



Parking Management

Prepared for
BOARD OF ALDERMEN
February 2013

Transportation Advisory Group

Parking Subcommittee



- Alderman Danberg
- Barbara Darnell
- Andreae Downs
- Jerome Grafe
- Groot Gregory
- Candace Havens

- Alderman Johnson
- Ron Mauri
- Nathan Phillips
- Sean Roche
- Chris Steele

Background

- Many buildings constructed before cars
 - Buildings close together
 - Great pedestrian experience
 - Mixed uses
- Cars multiplied and streets filled
- Parking meters added to aid turnover
- Zoning later required on-site parking
 - Driveways separate buildings
 - Site development restricted
 - SPRAWL



The Garden City today



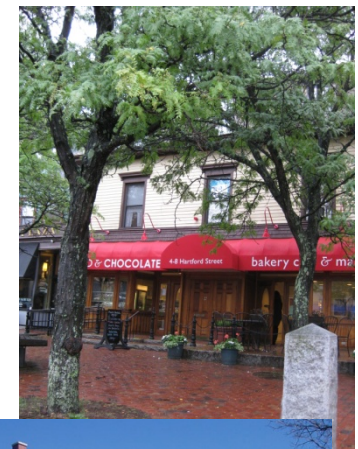
- **Suburban**

- 2 cars or more per household
- Many home sizes and styles, esp. SFRs
- Driveways, garages, on-site parking



- **Village Centers and Corridors**

- Public transportation
- Mixed uses
- Amenities within walking distance
- Greater density and potential for more
- Surface parking lots
- Meters on streets



But it's not perfect... yet

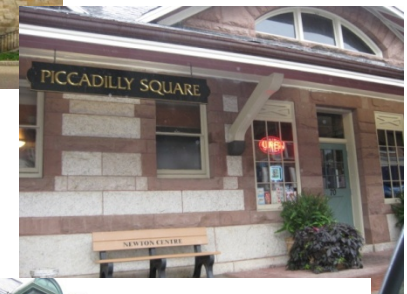
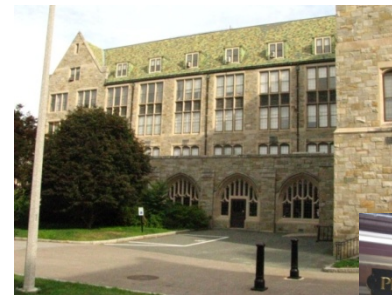


- **Traffic, Congestion and Pollution**

- More cars per family
- Regional draw
- Inadequate or poorly utilized parking
- Cut-thrus

- **Parking Conflicts**

- Business owners and employees
- Commuters
- Institutions
- Residents



Finding Balance



- Urban and suburban lifestyles are both part of the fabric of Newton
- The car is a fact for the foreseeable future
- Can we find the right balance?



One City ~ 13 Villages



- **Comprehensive Plan**

- Maintain villages as viable economic/community centers
- Protect character and safety of residential neighborhoods
- Support commuters who reduce traffic and congestion
- Make it safe and easy for kids to get to school
- Ensure good relations among residents, businesses, and visitors to Newton
- Create community consciousness about health, public safety and environmental benefits of reduced auto use
- Enable a variety of modes of travel for all ages and abilities
- Sensitivity to land use connection and context



Influences on Village Vitality



- Built environment
- Points of interest/activities
- Pedestrian Amenities
- Safety
- Lighting
- Wayfinding
- Zoning
- Availability of Parking

Existing regulations



- Parking requirements are high given alternative modes
 - Requirements hard to satisfy
 - Few options available
- Parking for all uses required on-site
- Limited land for satisfying requirement
 - Off-site parking allowed only by special permit
 - Special permit required for waivers
 - ✦ Ad hoc negotiated mitigations
 - Cost of underground parking is deterrent
- Restricts density/smart growth
- Driveways interrupt sidewalks
- No incentives for shared parking

Parking management has been inconsistent



- Limited set of tools
- Several departments share responsibilities
- Decisions on a case-by-case basis
- Traffic Council
 - Reviews site-specific requests
 - Mix of restrictions that are hard to enforce
- Public Safety and Transportation Committee
 - Reviews area-wide problems
- TAC , TAG and Transportation Team working on coordinating policies and practices

What is a Parking Management Plan?



- Provides guidance for executing policies and best contemporary practices to carry out vision
- Creates order, fairness, consistency, predictability
- Results in more efficient use of parking resources
- Supports the goals of the *Comprehensive Plan*
- Can support and inspire village vitality

How can parking management practices transform our village centers?



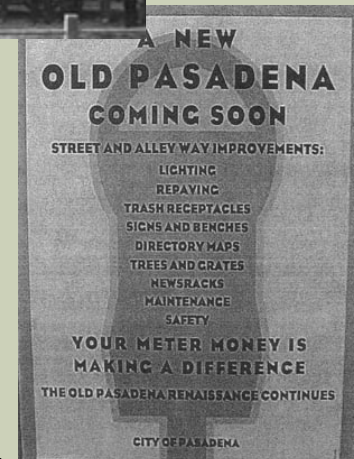
- Parking availability ensures business activity
 - Cost creates turnover
 - Meter rates and tickets
 - Location
 - Cheaper parking farther from activity centers
 - Long-term parkers will seek cheapest spaces
 - Location of spaces is more important than time limits
- Price parking at market rates to generate revenues to enhance villages and encourage turnover

NOTE: Pricing does not hurt business, but lack of availability does

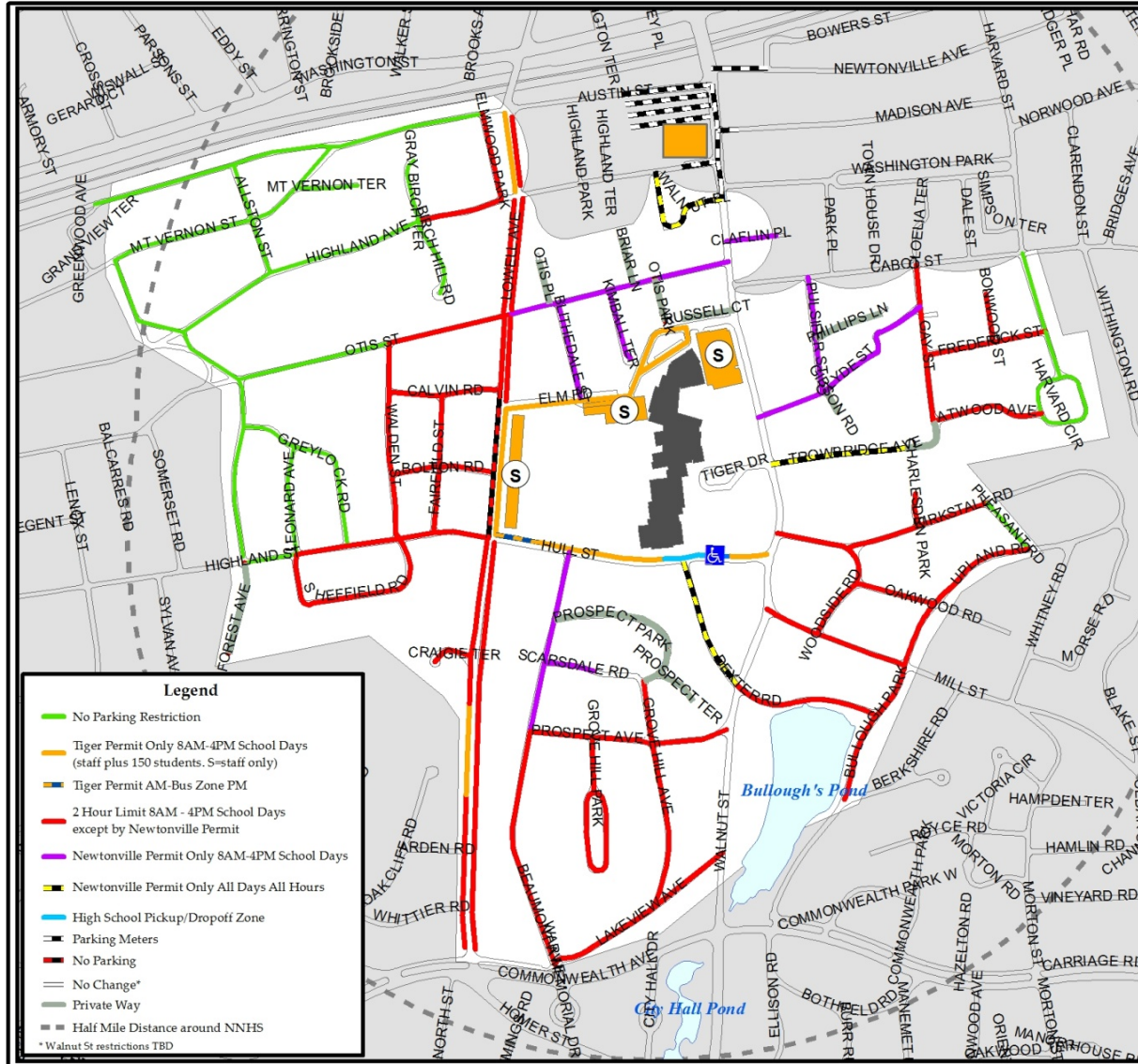
Old Pasadena



- Derelict part of town in 1970s
- Free parking, taken up by employees
- Market-rate meters installed
- Employees vacated spaces ~ customers came
- Money went into pedestrian amenities in immediate area
- Vibrant and lively center of commercial activities and events
- Parking Benefit District



NNHS Neighborhood Parking Plan



- No Restriction (Green)
- TIGER Permit Only (Orange)
- 2-Hour Limit Except by Newtonville Permit (Red)
- Newtonville Permit Req. 8-4 S.D. (Purple)
- Newtonville Permit Req. All Times (Blk/Yellow)
- Private Way (Gray)

Pilots Underway



- **Newton Highlands**
 - Trial of new meters
 - Gathering of data for possible permit program
- **Newton Centre**
 - Recent changes based on available data
 - ✦ Convert some short-term to long-term spaces
 - ✦ Eliminated 1-hour zones
 - ✦ Added more long-term spaces
 - ✦ Long-term spaces are cheaper and located on perimeter
 - Updated parking study

Parking regulations for village vitality



- Reconsider parking requirement near public transit
 - Update base zones
 - Parking overlays
- Allow more ways to satisfy parking demand
 - On-site parking
 - Off-site parking
 - Shared-car or shared-bike parking
 - Bike spaces in place of % of car spaces
 - In-lieu fees
 - Allow by-right use of same spaces at different times of day
 - Payment instead of providing spaces
 - Money for village improvements
 - Frees land for higher and better use
 - TDM Measures to reduce demand
 - Unbundling
 - Rewards reduced auto reliance
- Increase supply in structures, if needed
- Create individual village plans

Parkers become pedestrians



- Encourage drivers to park once and walk
- Make the walking experience an enjoyable one
 - Seating
 - Shade trees, umbrellas and awnings
 - Clear, safe sidewalks
 - Lighting
 - Interesting businesses and activities
 - Wayfinding

Where are we on the Management Plan?



- **Purpose**
 - Create order and provide guidance ~ not prescriptive
 - Support and enhance village vitality by removing barriers to desired changes
- **Policies**
 - Safety is paramount
- **Goals**
 - Make the best use of existing land and space for parking, both public and private
 - Administer in a way that is fair, consistent, transparent, customer-friendly and enforceable
 - Enhance the quality of life and sense of place for all who live, work or visit Newton
 - Reduce reliance on SOVs
 - Create a consciousness about health, economic and social benefits of dynamic mixed-use centers
- **Strategies – may vary from village to village**
 - Identify problems in each village
 - ✦ Data-driven
 - Identify available tools using best technology
 - Match tools to solutions using best practices
- **Action Plan**
 - Set quantifiable goals to maximize use of existing parking in individual villages
 - Prioritize actions needed to achieve them
 - Coordinate with other beautification, mobility, and access improvements
 - Identify future infrastructure improvements, if needed
 - Market it!

What's next?



- Complete draft Plan
- Present to ZAP and PS&T
- Adopt Management Plan and begin implementation
- Continue in Phase 2 of Zoning Reform
- Fine-tune administration
 - Bring together parking functions under centralized management
- Financing mechanisms



Parking Concepts



- Parking is a link between land use and transportation
- Parking is not an end in itself, but a means to an end
- Each business does not need its own supply
- People make parking decisions based on time and money
- There's no such thing as "free" parking
- Make sure you understand the problem you're trying to solve so you can apply the right fix

Pieces of the Puzzle ~ Where do they belong?



- Parking for Colleges
- Sidewalk Café standards
- Holiday Parking Promotionals



Setti D. Warren
Mayor

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Candace Havens
Director

RECEIVED
Newton City Clerk
2012 SEP 24 PM 3:17
David A. Olson, CMC
Newton, MA 02459

MEMORANDUM

September 10, 2012

TO: David Olson, Clerk of the Board of Aldermen

FROM: Candace Havens, Director of Planning and Development

SUBJECT: New docket items

SH

I wish to request the following items to be considered by the Board:

299-12

A policy-based management plan for parking that 1) makes efficient use of existing and future parking spaces; 2) encourages use of alternative modes of travel; 3) addresses the placement, timing and pricing of parking citywide; 4) considers the merits of current parking standards; and 5) includes an action plan that identifies appropriate tools for shaping desired parking behavior.

300-12

Amendments to Chapter 19 of the City Code to establish parameters around which parking meter "holidays" may be allowed and identifying the authority for making determinations of eligibility.

~~*Department heads Havens, Zaleznik and Lojek requesting amendments to Section 26-30 to streamline the procedure allowing businesses to place café furniture on public sidewalks.*~~



coins deposited in parking meters, and shall inspect such meters or cause the same to be inspected weekly to see if they are in proper working order. He shall turn over all money collected from such parking meters on the same day as collection is made to the city collector-treasurer who shall keep a separate account of such monies designated as the "parking meter account." The mayor shall have authority to require employees of the department of public works engaged in the collection of such monies to be bonded in such amount as he may deem advisable. The parking meter account shall be subject to appropriation by the board of aldermen upon recommendation of the mayor for all purposes for which collections from parking meters may lawfully be expended, and sums from such account may be expended without appropriation for the purchase of such parking meters in accordance with any duly authorized contract for the acquisition of such meters which makes provision for the payment for such meters out of the fees collected therefrom. (Rev. Ords. 1973, § 13-159; Ord. No. 90, 10-6-75)

Sec. 19-194 – 19-195. Reserved. (Sections moved to Traffic and Parking Regulations (Ord. No. Z-31, 07-14-08))

Sec. 19-196. Enforcement.

It shall be the duty of the police department to take the parking meter number and the registration number of all vehicles whose operators violate the provisions pertaining to parking meters and to prosecute such violations under applicable law.

- (a) Parking meters shall be in operation for the regulation of parking in parking meter zones Monday through Saturday from 8:00 a.m. to 6:00 p.m., except Sundays and legal holidays, during which time no time limits or fees shall be in effect, except for locations designated in section 19-196(b), where alternative enforcement times are specified.
- (b) Parking meters shall be in operation for the regulation of parking meter zones Monday through Friday from 8:00 a.m. to 6:00 p.m. except Sundays and legal holidays, during which no time limits or fees shall be in effect, at the following locations:

Austin Street Parking Area

Melrose Avenue Parking Area

(Rev. Ords. 1973, § 13-162; Ord. No. Z-31, 07-14-08)

Sec. 19-197. Disabled veterans and handicapped persons.

Notwithstanding any other provision of this chapter, no parking meter fee shall be exacted and no penalty shall be imposed for the parking of any vehicle owned and driven by a disabled veteran or by a handicapped person and bearing the distinctive number plates or placard authorized by chapter 90, section 2 of the General Laws. (Rev. Ords. 1973, § 13-163)

Sec. 19-198. Senior citizen sticker parking.

(a) Metered parking in municipal lots shall be free to senior citizens who procure a sticker from the department of senior services and display the same on their motor vehicle; provided, however, that the time limit restriction at that particular metered location shall be obeyed. Newton senior citizens shall each be entitled to one such sticker annually for motor vehicles registered in Newton to them. Stickers shall be issued at a charge of one dollar annually by the department of senior services under such rules and regulations as the director of senior services shall promulgate with the approval of the board of aldermen.

(b) For the purposes of this section, "senior citizen" shall mean any person sixty-five (65) years of age or older.

Department of Planning and Development



363-10(2): ALD. ALBRIGHT proposing a trial of parking meter free Saturdays between Thanksgiving and New Year for the shopping areas to support shopping at local businesses in Newton.

300-12: DIRECTOR OF PLANNING AND DEVELOPMENT, requesting amendments to Chapter 19 to establish parameters around which parking meter “holidays” may be allowed and identifying the authority for making determinations of eligibility.



PREVIOUS STUDY

- Bagging of meters
 - Cost to implement
 - ✦ Revenue loss
 - \$5106/day
 - \$30-\$35k for 4 Saturdays citywide, not including loss of ticket revenues
- Signing
 - Lack of turnover
 - Must enforce time limits to avoid abuse
 - ✦ License plate recognition software
 - ✦ Chalking tires



STATUS

- Need clear authority to waive fee
 - §19-188...*“parking meters shall be in operation for the regulation of parking in such parking meter spaces during the periods specified in this chapter.”*
 - §19-189...*“upon entering the parking space (the vehicle operator) shall immediately deposit in the meter one or more coins...It shall be unlawful for any person to fail or neglect to deposit such coins or fail to park within the limits designated.”*
- Have allowed merchants reimburse fees
 - Nonantum trial
 - Fundraising efforts didn't cover costs
- Need to update laws for ease of implementation if option desired



OPTIONS

- Establish appropriate regulatory framework
 - DPW Director authority to waive fee under certain circumstances for special events?
 - Working group
- New trial in Nonantum for fall
- Assess outcomes
- Update policy as needed



MORE OPTIONS

- Marketing assistance
- Parking Management
 - Direct long-term parkers to appropriate locations
 - Village studies
- Relief from ticketing
- Eliminate time limits and manage through parking rates
- Co-host village days
 - Effort in Nonantum underway
 - Needs assessment
 - Action plan

REFERRED TO PUBLIC SAFETY & TRANSPORTATION & FINANCE COMMITTEES

#363-10(2) ALD. ALBRIGHT proposing a trial of parking meter free Saturdays between Thanksgiving and New Year for the shopping areas to support shopping at local businesses in Newton. [02/10/12 @ 9:13 AM]

ACTION: HELD 7-0, Ald. Johnson not voting

NOTE: Ald. Albright and Ms. Stout joined the Committee for discussion on this item. Ms. Stout provided Committee members with a PowerPoint presentation, attached to this report.

Ms. Stout said that the Commissioner of Department of Public Works could waive meter fees. The City’s Law Department has stated the City must recoup any lost revenue for providing free parking. Ms. Stout stated that the Nonantum Neighborhood Association is interested in promoting business and plan to fundraise for “free” parking during the holidays.

The proposed Nonantum Pilot Program would include “free” 2-hour parking at 62 on-street meters. Enforcement is necessary to assure turnover, which is important to merchants. Ms. Stout provided two scenarios including 1) 4 metered Saturdays and 2) 14 consecutive metered days. The presentation includes cost estimates on meter revenue, DPW overtime and the cost for decorative meter bags.

Total Cost Estimates

	<u>Scenario 1</u>	<u>Scenario 2</u>
Meter revenue	\$1,860	\$5,580
DPW overtime	\$1,040	\$ 390
Decorative bags	\$ 400	\$ 400
TOTAL	\$3,300	\$6,370

Committee members and Aldermen present expressed their concerns, questions, requests and suggestions regarding this item.

Concerns

Committee members said that they are most concerned regarding enforcement and promoting the program carefully.

Questions

Committee members asked if merchants had a preference of 4 Saturdays or 14 consecutive days. Ms. Stout said they do not. They then asked how the Police Department could enforce a 2-hour limit and how would the parking control officers be able to identify a 2-hour period. Chair Ciccone answered that the license plate recognition system could identify the time. Committee members asked if the free parking would benefit merchants and what else will be done to promote the program. Ms. Stout said that the program would be promoted in different villages, shops and restaurants perhaps providing merchant discounts.

Requests/Suggestions

Committee members suggested installing additional signs informing patrons where free parking is available in the two municipal parking lots to encourage shopping. Chair Ciccone suggested promoting this program during the Holiday lighting ceremony.

Ms. Stout provided possible next steps on the program including the following suggestions:
Summer: Nonantum Neighborhood Association fundraising

September: Determine scenario based on funds raised

Fall: Promote program and order bags

December: Implement Nonantum Pilot Program

January 2013: Roundtable discussion with merchants to gauge success of the project including was there lack of turnover, enforcement issues and revenue gains

Some Committee members said that they could not support this item without the Police Department's involvement, input and suggestions for the program. Other members suggested promoting the program since merchants have requested it.

Ald. Kalis made the motion to hold this item until September 2012 pending enforcement availability or issues, quantitative data and the assurance the majority of merchants are on board with implementing the program. Committee members agreed 7-0, Ald. Johnson not voting.

Free Parking at the Holidays: Nonantum Pilot Program December 2012



PUBLIC SAFETY & TRANSPORTATION
COMMITTEE
JUNE 20, 2012

Background and Purpose

- BOA interest in free parking trial at holidays
- DPW Commissioner can waive meter fees for public safety
- Must recoup the lost revenue for free parking at holidays



Proposed Nonantum Pilot Program December 2012

- “Free” parking at 62 on-street meters in Nonantum during specified period
- 2-hour time limits in effect
- Enforcement needed to assure turnover
 - Traffic Control could issue “warnings”



Scenario 1 (4 Saturdays)	Scenario 2 (2 weeks)
Saturday, December 1 Saturday, December 8 Saturday, December 15 Saturday, December 22	Sunday, December 9 – Tuesday, December 25
4 metered days	14 metered days

Costs

1) Meter Revenue

- One meter, one day = \$7.50 x 62 meters = \$465/day

Scenario 1 (4 Saturdays)	Scenario 2 (2 weeks/12 days)
\$1,860	\$5,580

2) DPW Overtime

- Bagging must be done by DPW staff working overtime

Scenario 1 (4 Saturdays)	Scenario 2 (2 weeks/12 days)
\$1,040 (8 shifts)	\$390 (3 shifts)

3) Decorative Bags

- Promotion and communication are essential
- \$300 - \$500



Nonantum Pilot Program December 2012

- Total Cost Estimates

	Scenario 1	Scenario 2
Meter Revenue	\$1,860	\$5,580
DPW Overtime	\$1,040	\$ 390
Decorative Bags	\$400	\$400
Total	\$3,300	\$6,370

Nonantum Neighborhood Association

- Nonantum Neighborhood Association interested in enlivening commerce in the village
- First Nonantum Village Day on June 3rd
- Plan to fundraise for “free parking during the holidays”



Possible Next Steps

- Summer: Nonantum Neighborhood Association fundraising
- September: determine scenario based on funds raised
- Fall: order bags and promote program
- December: Nonantum Pilot Program
- January 2013: roundtable discussion with businesses to gauge success of the project
 - Was there lack of turnover?
 - Enforcement issues?
 - Documented revenue gains?
- Related efforts happening now
 - EDC and Chamber of Commerce working on “Shop Local” efforts
 - Mayor and staff rolling out marketing campaign for the City