



50 West 23rd Street, Suite 704
New York, NY 10010

Tel: 212.288.2501
Fax: 212.288.2543
www.walkerparking.com

March 15, 2016

Mr. Robert G. Rooney
Chief Financial Officer
Parking Utility Director
Village of Ridgewood
131 North Maple Avenue
Ridgewood, New Jersey 07450

Re: Hudson Street Parking Garage, Draft Initial Parking Allocation Plan
Project #: 18-1330.01

Dear Mr. Rooney:

Attached is the Draft Hudson Street Parking Garage User Group Allocation Plan for the Village of Ridgewood.

The study provides an initial plan that will be the basis of allocating parking at the garage for the various users groups. In addition, the report outlines the technology that is most appropriate and effective to manage each group.

Walker Parking Consultants can assist the Village of Ridgewood with the procurement and implementation of the Car Parking Management System as well as any other initial and long-term operational consulting you may require as a result of the development of this new facility.

Please do not hesitate to contact us should you have any questions or concerns regarding the recommendations found in this report.

Sincerely,

WALKER PARKING CONSULTANTS

A handwritten signature in blue ink that reads "Carolyn H. Krasnow".

Carolyn H. Krasnow, Ph.D.
Vice President

A handwritten signature in blue ink that reads "Brian J. Bartholomew".

Brian J. Bartholomew, CAPP
Senior Parking Consultant



Ahead of the Curve
in creative parking solutions

HUDSON STREET PARKING GARAGE
INITIAL PARKING ALLOCATION PLAN
DRAFT

VILLAGE OF
RIDGEWOOD
RIDGEWOOD, NJ

Prepared for:
VILLAGE OF RIDGEWOOD
PARKING UTILITY



WALKER
PARKING CONSULTANTS

HUDSON STREET PARKING GARAGE
INITIAL PARKING ALLOCATION PLAN
DRAFT

VILLAGE OF
RIDGEWOOD
RIDGEWOOD, NJ

Prepared for:
VILLAGE OF RIDGEWOOD
PARKING UTILITY

MARCH 15, 2016



WALKER
PARKING CONSULTANTS



TABLE OF CONTENTS

EXECUTIVE SUMMARY 2
 Developing an Initial Operational Allocation Plan 2

USER GROUP ALLOCATION PLAN 4

USER GROUP PLACEMENT 5

CAR PARK MANAGEMENT TECHNOLOGY 6
 Gated System & Ungated Environment 6
 A: Multi-Space Meter System 6
 B: Pay-On-Foot /Exit Verifier & Proximity Card Readers..... 8
 C: Pay-on Foot / Exit Verifier & AVI Reader 10
 Recommendations 11

POLICIES & PROCEDURES 12
 Monthly / Permit Parking 12
 Hourly Parking 12

SOFT OPENING 13

APPENDIX A A1



MARCH 15, 2016

18-1330.01

EXECUTIVE SUMMARY

As the development of the Village of Ridgewood's first parking garage progresses and nears the construction phase, the next logical step is to develop an operational plan that makes good business sense and is sympathetic to the parking needs of the community.

The development of an initial allocation plan for hourly and monthly parking in a non-segregated parking facility is based on the demand presented by each user group and the need for the facility to operate in a financially sound method. The turnover of spaces offers the community the perception of readily available parking and offers the Village with the greatest financial return.

Based on the demand documented in the October 2015 Hudson Street Garage Preliminary Financial Analysis, it is recommended that the Village begin operation of the facility with a split of 60% monthly parking spaces and 40% hourly spaces. This equates to 191 ± spaces for monthly parking and 126± spaces for hourly parking. All hourly parking should occur on grade and lower floors with monthly parking occurring on the upper floors. This initial allocation of spaces among the user groups should be sufficient to support the short-term (<6 hours) parking needs of the business community as well as the long-term parking needs of the business community and commuters. It is essential that the Village understands that the turnover of spaces, hourly parking, provides a greater revenue stream than that of long-term monthly style parking. For this reason, it should take every action available to keep lower-level spaces available for hourly parking.

Monthly, or permit, parking should be designed so the permit is only valid for the Hudson Street Garage with no other Village issued permit valid in the facility. Multi-facility permits will not allow the Village to accurately track the usage of the facility by specific user and will make oversell impossible.

Since the exact demand presented by each user group is not known, it is critical that the Village closely monitor the use of the facility. For the first year, the Village should sample the usage of each user group during varying times of day to evaluate the need to refine the initial allocation percentages. This review should occur at the end of the first month and then month three, six and twelve. When monthly parking reaches the intended limit, a wait list should be developed. This waiting list will allow the Village to oversell the monthly permit parking by a small percentage based on observed usage during the first year of operation. It is recommended that initially, the Village not oversell monthly permits by more than five percent or 10± spaces at any given time. After the issuance of oversell permits, it is key that the Village monitor the impact of the oversell. If there is no adverse effect to the initial oversell after 30 days from date of issuance then the Village can oversell in increments of five percent until they reach the intended monthly capacity.

DEVELOPING AN INITIAL OPERATIONAL ALLOCATION PLAN

As the Village of Ridgewood (Village) is in the process of operating its first structured parking facility, it is necessary to develop an initial operating plan for this grade and 4-level, 325-space

MARCH 15, 2016

18-1330.01

facility. This plan will be utilized to initially identify the optimal user group percentages for the facility in an effort to provide the greatest level of availability to the public as well as maximize the revenues this facility can generate. As the precise demand, by user group, for this facility is an unknown, as is normal in this situation, the initial operational plan will have to be monitored closely by Village staff over the course of the first year of operation. The purpose of this level of attention is to adjust user group percentages based on actual demand for the facility by each user group and the need by the Village to maximize the facility's revenue stream. Review of an initial operating plan for a newly opened facility commonly occurs at the one, three, six, and twelve month period with the necessary adjustments made at the time of each review over the course of the first year of operation.

When adopting an initial and ultimately long-term operational plan, it is critical that the Village remains cognizant that it is the turnover of spaces that generates both the perception of readily available parking and the greatest level of financial return when operating parking. Predominantly filling the garage with long-term users (over six hours) will limit the ability to turnover spaces and therefore limit revenue. Conversely, allocating too many spaces for short-term use (less than six hours) may not generate the revenues needed to help offset the operating and debt service costs associated with the facility.

As a result, the initial plan will work to identify the needs of the Village based on the recently completed supply / demand parking analysis. However, the parking characteristics of the community may change somewhat with the availability of a new parking garage. For example, commuters may wish to monopolize the facility as it may be more convenient to return to a cooler vehicle under cover in the summer or a vehicle that does not require be cleaned at the end of a workday during the snow season. For this reason, pricing strategies must aid in controlling demand while also offering a lower cost alternative to on-street parking.

Intended to serve visitors, shoppers, commuters, and employees, the following initial operational plan will identify the ideal method of management for each group as well as the recommended user split percentages at time of opening the facility to the public. It is assumed that the Village will accommodate permit holders for the Hudson Street Surface Lot who were displaced during construction first and then transient parkers (customers) and commuters.

Cost-effective technologies, identified in the October 2015 Hudson Street Garage Preliminary Financial Analysis, are identified in greater detail so that the Village can examine its options as well as review the level of control each system provides as well as the ability of each system to provide critical usage and revenue reporting details. Finally, policies and procedures will also be identified to aid the Village in reducing the level of staffing / labor required to manage each program.

MARCH 15, 2016

18-1330.01

USER GROUP ALLOCATION PLAN

To simplify the daily management of the parking garage, it is recommended that only two types of user groups be created for use at this facility. These include transient or hourly users who wish to pay for parking on an hourly basis, and monthly (permit) users. For the purposes of this report, the following rate scenarios and hours of operation, supplied by the Village, have been assumed in recommending initial user group allocation percentages:

- In 2016, meter hours of enforcement will be extended until 8 p.m. and meter rates on key downtown streets will increase to 75¢. (It is possible all streets will increase to 75¢ at once.)
- In 2017, 75¢ meters will be increased to \$1 and the rest of the on-street and off-street meters will increase to 75¢.
- If needed, rates would increase by 25¢ after five years.
- Commuter permit rates would increase by \$25 in 2021 and 2025.
- Currently there are very few non-resident commuters parking in the train station area. The Village plans to reduce the non-resident commuter rate to \$875/year to increase that demand stream again.

A properly designed municipal parking program does not guarantee any category of user a reserved space. Commonly, the monthly parking program does provide lower cost parking versus satisfying the daily fee over the course of month. This approach to parking management also ensures that the Village can distinguish what percentage of user group is utilizing the garage on a daily, monthly and annual basis. At the outset, it is recommended that a 40% hourly user and 60% monthly user split be established for normal business hours. Based on a total capacity of 317 spaces (minus eight disabled spaces) this equates to 191± spaces allocated for hourly parking and 126± spaces for monthly parking. This recommendation is based on the findings of the October 2015 Village of Ridgewood Hudson Street Garage Preliminary Financial Analysis. This allocation percentage should be reviewed after the one, three, six, and twelve month periods so that adjustments can be made to the allocation percentages based on actual demand by each user group.

Initially, if monthly demand exceeds the 60%, the Village should develop a waiting list for this type of parking. If after six months of operation it is



Photo 1- Sample Restricted Parking Signage

observed that the garage is capable of increasing the percentage of monthly parking without

MARCH 15, 2016

18-1330.01

having a negative effect on the supply of hourly parking then the Village can increase the monthly parking percentage in small increments (approximately 5 users at a time) until it feels that the mix supports the needs of the community and the cost of operating and financing the garage.

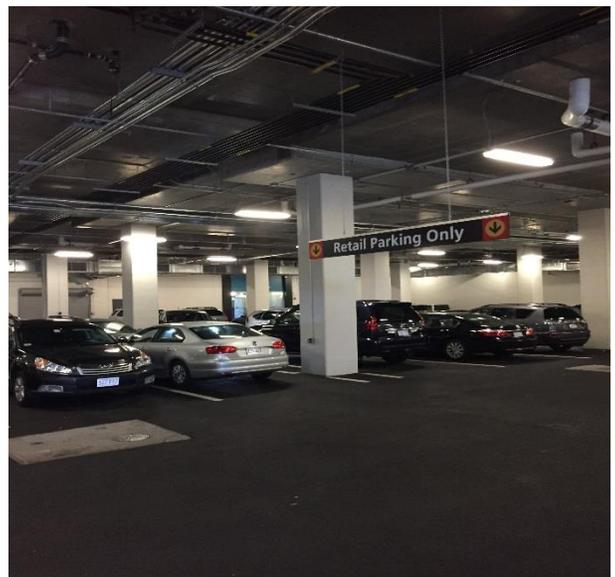
It is anticipated that this allocation plan will provide sufficient space for nighttime and weekend demand generated by the restaurants with the elimination of the valet parking program. If at any time in the future the Village would like to allow use of the garage for a valet parking program within the business district, storage of valet vehicles could occur on the upper levels of the garage as the monthly users start to exit at the end of the business day. This will allow the more convenient lower level spaces to be utilized by hourly users.

USER GROUP PLACEMENT

There are two methods of controlling where each user group will park in the facility. The first is to number all parking stalls and let the two groups intermingle with no area or floor dedicated to a specific user group. The shortcoming of this approach is that since most monthly users will arrive at the garage prior to normal business hours, the lower level spaces will be monopolized by this user group. This will require hourly users to use upper floors, which may be perceived as an inconvenience to these users. This is the simplest method of control the Village could take.

If this method of operation is not acceptable to the Village, and since the reservation of specific spaces for each user group is not an effective method of managing the different user groups, the following option for control is also available.

- All spaces should be numbered including Disabled Spaces (if the Village intends to charge for this type of parking).
- To provide convenient parking to shoppers and visitors of the business district, it is recommended that the initial 40% of space allocated for hourly use be located on the lower floors. The remaining 60% of spaces for monthly parking should be located after (above) the hourly parking on the lower floors.
- Signage that directs monthly users to the upper floors should be located at strategic locations on the lower floors. Signage should include text to inform permit holders that parking in hourly parking areas will result in parking citations being issued.
- The monthly parking area should be clearly identified as such. However, it is not recommended that signage limiting this area to monthly parking be installed at each space. To do so will limit the use of the space and have a negative impact on the potential for these spaces to generate additional revenue during nights and weekends



[Photo 2-Sample Area Designation Signage](#)



MARCH 15, 2016

18-1330.01

when restaurant demand is high. In addition, since most monthly users will enter in the morning and stay the entire day the space will not become available to an hourly user. If the Village deems it necessary to restrict these spaces, it should only be from Monday through Friday from 7am until 6pm only.

CAR PARK MANAGEMENT TECHNOLOGY

GATED SYSTEM & UNGATED ENVIRONMENT

There are three technology applications that could potentially provide an adequate Car Park Management System (CPMS) for this specific parking garage. In order to evaluate the technologies that may best work in this specific parking structure, they have been placed in three descending categories: A, B, and C. Within each of these categories an analysis is performed that evaluates and compares the system management capabilities, financial accountability abilities, and estimated lane throughput capacities. It should be noted that when evaluating the different technologies, most often the result of identifying a particular component or system applicable, or not applicable, to a particular facility is dependent on the functional / physical design of the facility and the program goals of the owner. One of the most common examples of this circumstance is the issue of staffing and customer service levels desired by a municipality. A number of administrations prefer to provide a more personal touch with human interaction. Others prefer to reduce labor expenses and are of the opinion that the appropriate level of service can be provided by an automated and / or interactive pay station or meter. In this analysis, the recommendation of the optimal CPMS solution for this facility is congruent with the goals and objectives of the Village and the functional / physical design of the facility.

It is assumed that phasing or implementation of Pay-by-Plate technology enforcement will coincide with the opening of this facility or prior to the opening date. Procurement specifications for the pay-by-plate meters should include verbiage that meters have the capability to use Pay-by-Plate technology and communicate directly to pay-by-plate enforcement systems.

A: MULTI-SPACE METER SYSTEM

Pay-by-Plate multi-space parking meters are becoming increasingly popular in structured parking facilities as they provide low initial capital costs as well as long-term operational and maintenance costs when compared to other CPMS. Multi-space parking meters have some distinct advantages and disadvantages.

In the Pay-by-Plate application for multi-space meters, the hourly user parks in a space, enters their corresponding license plate number in the multi-space meter, and then pays the designated fee for the time required.

Parking enforcement is then performed by simply driving the mobile license plate recognition equipped vehicle through the facility so the officer can issue a citation to each vehicle that

MARCH 15, 2016

18-1330.01

occupies an unpaid parking space. A physical inspection of unpaid spaces will have to be conducted to confirm that the space is an unpaid hourly user and not a permit holder.

Based on the facility's functional design, it is anticipated that the following equipment would be needed to develop an effective multi-space pay-by-plate parking meter system:

- One meter located on each level at the stair tower location (east) / Total = 5
- One meter located on each level at the stair tower / elevator location (west) / Total = 5
- Total of ten (10) networked pay-by-space multi-space meters

Management Capabilities

The multi-space parking meter provides a high level of management information and has advantages in the areas of labor and maintenance. Among the management information capabilities are:

- Real time access to information and reports
- Alternate payment capabilities (Parkmobile, credit card, debit card)
- Remote payment station configuration
- Intelligent dispatch and alarms
- Easier maintenance with modular systems and no gate system to maintain

Multi-space meters also make it easy to program use of spaces, so that lower-level spaces cannot be used by permit holders, or for long-term parking in general (i.e., feeding the meter).

One of the key management issues with multi-space meters is the level of the enforcement environment required. Prior experience with the statistical relationship between parking revenues, fee schedules, fines, and enforcement practices indicate that the level of parking enforcement is the most important factor in determining if customers pay the required parking fee. Regardless of the parking fine, if customers believe they will receive a citation more often than not, they will pay the parking fee. Therefore, it is crucial that in a non-gated environment, parking enforcement be vigorous and consistent.

Another area that can present a management challenge for a multi-space meter system garage environment is managing the space inventory via count systems. While the software in a multi-space meter can calculate and provide occupancy data, it is most often not 100% accurate. Inaccuracy occurs when a user does not pay for parking and as a result that space occupancy count data is not accounted for. Unlike a system with control gates there is no accurate mechanism to count the actual vehicles in the facility (some of which could be searching for parking) unless a separate loop or beam counter system is installed at the garage access points. The multi-space system can result in customer frustration if the facility fills to capacity frequently and the user must traverse the entire facility before this condition is discovered. If this method of management is chosen, it is recommended that a separate space management system be installed to provide counts for management purposes and to identify where available spaces can be found as well as indicate to the public when the facility is full.



MARCH 15, 2016

18-1330.01

Another issue with multi-space meters is that this technology requires a significant investment in clear and concise signage. If signage is not prominent and clear customers can become confused and frustrated, leading to a facility that is perceived a user-unfriendly.

Financial Capabilities

Multi-space meters can provide a comprehensive audit trail of all transactions in real-time. Today multi-space meters can provide a full range of financial reports that include:

- Cash summary report
- Cash hourly report
- Transaction detail report
- Exception transaction report for canceled transactions
- Alarms report that depict system anomalies
- Vault access report
- Event log report that depicts system changes
- Daily activity report
- Daily non-revenue report
- Daily validation report
- Daily cash deposit summary report
- Automatically generated monthly cash report
- Length of stay report by rate increment by month and entered date parameter

Overall, the system's finance capabilities are nearly equivalent to a pay-on-foot system. Many of the new generation multi-space meters also accept payment for, and can account for, monthly parkers.

A further financial consideration with multi-space meter applications is linked to the parking enforcement issue. An inadequate level of enforcement could have a negative impact on the payment of the parking fees, which would in turn decrease revenues.

Lane Throughput Capabilities

With a multi-space parking meter system the entrance and exit lane throughput is a product of what the respective feeder streets can handle for both ingress and egress. All queuing occurs as a pedestrian. The advantage of this approach is that, theoretically, there should be no vehicle queuing issues.

B: PAY-ON-FOOT /EXIT VERIFIER & PROXIMITY CARD READERS

Pay-on-foot (POF) applications are popular as a replacement to traditional exit cashiered parking applications. Proximity card access control is a dependable system to control monthly access. As with any system, POF systems and proximity access control have some distinct advantages and disadvantages.

MARCH 15, 2016

18-1330.01

With the POF application, the transient user enters the garage by taking a bar-coded ticket from an entrance lane ticket dispenser and parks in any available space in the parking structure. The customer is instructed by various signage to keep their parking ticket on their person. Upon returning to the parking structure the customer goes to a POF station, pays the appropriate fee, and is reissued their validated ticket for use at the exit verifier. The customer then proceeds to their vehicle and drives to the exit lane, inserting the exit ticket in the exit verifier, which in turn opens the gate to exit the garage.

The monthly customer would use their proximity monthly access card at the entrance and exit to access the parking garage.

Based on the garage design, it is anticipated that the following equipment would be needed to install an effective POF/proximity card system:

- Pay-on-foot pay station ground floor at the stair tower location (east) / Total 1
- Pay-on-foot pay station ground floor at the stair tower / elevator location (west) / Total 1
- Gated entry / exit lane / Total 2 gates
- Exit verifier at exit lane / Total 1
- Ticket dispenser at entry lane / Total 1
- Proximity card reader in entry / exit lane / Total 1

Management Capabilities

POF technology generally operates on the same software platform as traditional exit cashiering parking systems. Therefore, it provides the same management information as the traditional system. This includes parking occupancy information and statistical information packages that can allow management to make informed decisions concerning operational methodologies.

Management reporting tools for this system include:

- Active access device report by facility and user programmable date and times
- Access device activity report, by lane, by facility
- Individual access device report by access device by user programmable date and times
- Anti-Pass back report
- Transaction detail report
- Lane activity report
- Alarms report that depict system anomalies
- Event log report that depicts system changes
- Automatically generated monthly lane volume report
- Length of stay report by rate increment by month and entered date parameter
- Audit counts report depicting the vend count, loop counts

In addition, the presence of gates help provide a greater perception of safety and security in the facility since there is an ingress/egress control mechanism.

Financial Capabilities

The POF system, because of its software platform and the fact ingress and egress lanes are controlled, offers the greatest level of financial accountability. Among the financial reporting features the system typically provides are the following:

- Exception transaction report for lost or stolen tickets, and voided tickets.
- Alarms report that depict system anomalies
- Outstanding ticket report
- Event log report that depicts system changes
- Daily lane activity report
- Daily non-revenue report
- Daily validation report
- Daily cash deposit summary report
- Automatically generated monthly cashier report

Lane Throughput Capabilities

With a POF and proximity card system transient queuing occurs as a pedestrian at the POF units. However, there are also queuing times in lanes for both ingress and egress. The following table illustrates the industry standard lane throughput times for each technology:

Type of Use	Seconds Per Vehicle	Vehicles Per Hour
Push button ticket - entrance	9.0	400
Insertion Card entrance/exit/nest	8.3	434
Proximity Card entrance/exit/nest	6.0	600
Ticket Insertion -exit	8.3	434
POF Station – Pedestrian*	48.0	75

* Credit card transactions can be slightly longer depending on speed of ISP communication.

C: PAY-ON FOOT / EXIT VERIFIER & AVI READER

The “C” POF methodology will operate in the same manner as the “B” system. However, proximity access control will be replaced with Automatic Vehicle Identification (AVI).

In the POF application, the transient customer enters the garage by taking a bar coded ticket from an entrance ticket dispenser and parks in any available space in the parking structure. The customer is instructed by various signage to keep their parking ticket on their person. Upon returning to the parking structure the customer proceeds to a POF station, pays the appropriate fee and is then reissued their ticket for exit. The customer then proceeds to their vehicle and to the exit lane where they insert their exit ticket in the exit verifier, which will then activates the gate.

The monthly customer would enter and exit the garage via an automatic read of their AVI transponder (e.g., EZPass). The only significant difference between this option and Option B is

MARCH 15, 2016

18-1330.01

the transaction time at the gate (for permit parkers); AVI is faster and more convenient for the permit holder.

Based on the garage design it is anticipated that the following equipment would be needed to install an effective POF/AVI system:

- Pay-on-foot pay station ground floor at the stair tower location (east) / Total 1
- Pay-on-foot pay station ground floor at the stair tower / elevator location (west) / Total 1
- Gated entry / exit lane / Total 2 gates
- Exit verifier at exit lane / Total 1
- Ticket dispenser at entry lane / Total 1
- AVI receiver in entry / exit lane / Total 4 (Two each lane)

Lane Throughput Capabilities

With a POF insertion card or proximity card system much of the queuing occurs as a pedestrian at the POF units, however there are also queuing times in the lane for both ingress and egress. The following table illustrated the industry standard lane throughput for each technology:

Type of Use	Seconds Per Vehicle	Vehicles Per Hour
Push button ticket - entrance	9.0	400
AVI entrance/exit	4.5	800
AVI entrance/exit	4.5	800
Ticket Insertion -exit	8.3	434
POF Station – Pedestrian*	48.0	75

* Credit card transactions can be slightly longer depending on speed of ISP communication.

RECOMMENDATIONS

The multi-space parking meter system provides the most efficient lane throughput since entrance and exit lane throughput is a product of whatever the feeder street(s) can accommodate for both ingress and egress. A gated system is not recommended based on the design supplied for review; a gated system might result in queueing in the entry lane which would in turn lead to cars blocking the public sidewalk and spilling onto Hudson Street.

As part of the final analysis in choosing a parking access and revenue control system, Village officials must analyze the capabilities of each system in terms of their goals, objectives and priorities. Each system mentioned maintains the capability to effectively manage the facility. However, when factoring all customer service issues, lane throughput, and parking enforcement strategies, the multi-space meter approach (A) is best suited to provide the greatest level of financial accountability and overall customer service for this application. In addition, based on the configuration of the grade level, this technology also allows for the free flow of traffic generated by the businesses abutting the rear of the garage site. Utilizing other systems identified would require these users pass through a gated system, causing unacceptable queueing at the entry and exit lanes. Finally, the use of a gated system would require the loss

MARCH 15, 2016

18-1330.01

of valuable spaces, and bicycle storage area on grade level, dictated by the dimensional needs of the entry lanes and overall entry and exit area.

With the installation of new multi-space parking meters, it is imperative that a scheduled maintenance program based on manufacturer recommendations be developed to ensure that these devices remain in like-new condition so that reporting statistics remain accurate. This includes scheduled tours to ensure functionality, cleanliness of device, and need for repair.

POLICIES & PROCEDURES

MONTHLY / PERMIT PARKING

Although the initial user allocation plan will be adjusted over the course of the first year of operation, policies and procedures should be adopted and enforced from the first day of operation, and throughout the life of the facility with little overall change.

In successfully operated municipal parking garages, monthly or permit parking occurs on a first-come first-served basis. The idea of reserved parking in a municipal parking system is antiquated and, if not designed correctly, could violate the covenants of the bond document. All parking, including monthly parking, should be managed on a first-come first-served basis. It is difficult for users of a municipal parking facility to accept that they have to pass a more convenient unused reserved space to get to a less convenient available space. This also causes congestion in the facility as users hunt for the appropriate stall.

Today, reserved spaces are commonly found in parking garages that have been built as a result of a public / private joint venture and the resulting development agreement calls for the reservation of a specific number of spaces for the private-sector partner. It is not recommended that the Village adopt a reserved parking program of any kind unless legally obligated to do so. This will allow the Village to oversell monthly / permit style parking as individuals who purchase this type of parking most often do not require parking on a daily basis. The exact level of oversell will be determined over the course of the first year as demand for the facility is established by each user group.

Regardless of the method chosen to manage monthly parking (permit or license plate enforcement) a policy statement should be issued to each user of the facility. This form will allow the Village to collect the appropriate user data for the purpose of enforcement. In addition, this information is helpful when user's headlights are left on or other emergency or customer service conditions may arise. A sample form is found in Appendix A.

HOURLY PARKING

Without the use of a gated system, the success of the hourly parking program will be entirely dependent on the parking enforcement levels dedicated to the facility. Pay-by-Plate multi-space meters offer the ability of providing payment report / violation reports that can be sent to the parking enforcement officer wirelessly directly to the pay-by-plate enforcement system. This report will indicate which vehicles have paid for parking and which have not. Those that

MARCH 15, 2016

18-1330.01

have not paid for parking can then be checked for a valid permit and a citation issued if the vehicle present does not possess a permit based on the method of operation chosen.

SOFT OPENING

The initial opening of any municipal parking garage typically sets the tone for how the parking facility will be managed over its lifetime. Initial openings, usually referred to as “soft” openings; often have parking fees waived during the first few weeks to encourage usage of the facility. An initial opening can last anywhere from two to four weeks. A soft opening can occur before or after the initial ribbon cutting ceremony, but most often occurs prior to the official ribbon cutting ceremony.

During the soft opening timeframe, it is common to have an excessive amount of municipal staff members in the facility during normal business hours to aid new users with the use of the garage and its systems, and to internally identify any negative user patterns that may begin to occur.

Initial openings of parking garages should be advertised heavily in the local news media and on the Village’s website. In addition, the local Chamber of Commerce and other related business organizations should also play a role in promoting the new facility. Flyers can be developed and distributed to local businesses for distribution to visitors and other potential users.

If the Village chooses to waive parking fees during the “soft” opening, it should be clearly noted that fees will be waived during this period only. In addition, the term “Free” parking should be avoided at all costs. If the City wishes to offer no fee parking, it should be referred to as “complimentary parking” since there is a cost to the Village to operate any parking spaces.

APPENDIX A



WALKER
PARKING CONSULTANTS

MARCH 15, 2016

18-1330.01

HUDSON STREET GARAGE
MONTHLY PARKING POLICIES

As a monthly parker in the Village of Ridgewood Municipal Parking System, please familiarize yourself with following monthly parking policy statements.

- Funded through publicly offered bonds, the covenants of the bonds issued mandate the operation parking facility be first-come, first-served. We cannot guarantee parking availability at any time.
- The Village of Ridgewood designed the monthly parking program to offer the consistent users of the facility a discounted rate as compared with the daily hourly charges. The permit issued to you only control access to your assigned parking facility. Your permit is monitored by a state of the art access and revenue control system. Your permit has a specific number assignment, which corresponds with your account number.
- The required \$10.00 deposit on each access permit is necessary to protect our financial investment in the permit to encourage proper use and storage of the permit while in your possession. A full refund of the deposit will be given upon the return of the access permit in good condition and there are no outstanding charges due, determined by the Village of Ridgewood Parking System.
- The monthly payment is due by the first of every month. For your convenience, exact check payments accepted at the Village of Ridgewood Municipal Building. You must submit cash payments, or payments requiring receipt to our office at 131 N. MAPLE AVENUE, RIDGEWOOD, NJ 07450. Access to the assigned parking facility will be denied if payment is not received by the fifth business day of the month. Applicable hourly charges will apply until payment is made.
- It will be the responsibility of the permit holder (parker) to submit payment when due, without invoice or other notice from the Village of Ridgewood.
- A 50% refund will be given only upon return of the access permit before the 15th of the month. Monthly parking cancellations received after the 15th of the month are not eligible for a refund of fees.
- Your access permit is nontransferable. Only the assigned person / vehicle to the permit may use it for parking in the assigned facility. During select Special Events, the Village of Ridgewood reserves the right to limit the use of monthly access permit holders. During these Special Events, all parkers using the facilities are responsible for all applicable fees.
- The assigned access permit must be present to take advantage of the monthly program. Monthly parkers who fail to produce the assigned permit are responsible for the appropriate non-refundable hourly fees.

By following the policies of the monthly parking program, you will find parking in our facilities to be convenient and accessible. Thank you for your patronage and we encourage you to contact our office at (201) 670-5500 should you have any problems, comments, or suggestions

Monthly Permit Holder's Signature / Date

License Plate Number(s)

Vehicle Make, Model, Year, Color

Emergency Contact Number

Office Use:
Permit # _____

