

**Paid Parking Planning
Exeter Train Station and Lincoln Street Area
January 14, 2020**



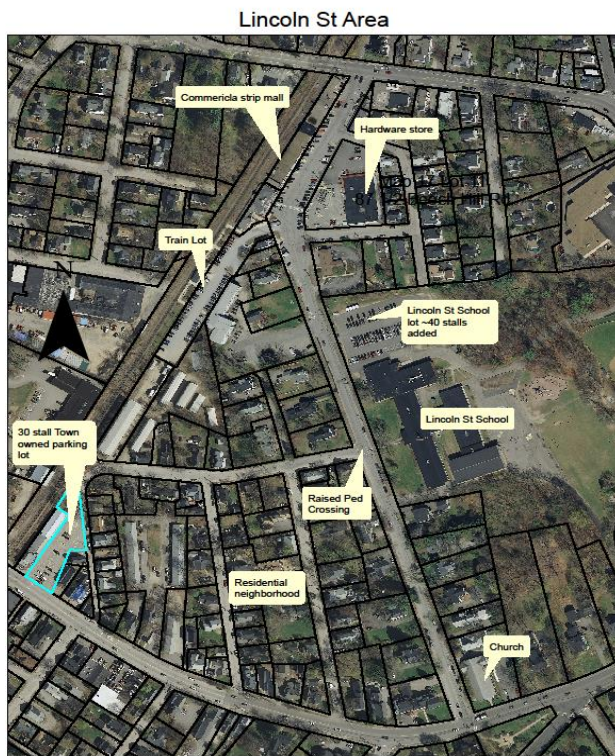
Introduction and Background

The Town of Exeter has requested consulting services to assist them with planning a potential paid parking implementation to address parking spillover from the Exeter Train Station into the Lincoln Street commercial area. Most weekdays, the train station lot, which provides just 77 free public parking spaces to riders of the Amtrak Downeaster and others, routinely fills to capacity. Some train commuters, unable to find a space in the lot, end up parking all day within the Lincoln Street commercial area. This spillover of train rider parking onto commercial area streets reduces the availability of on-street public parking to retail customers and employees during weekday peak periods.

The Lincoln Street Elementary School (LSS) is also located within a very short walk to the train station. Some train riders park on Lincoln St. adjacent to the school property in an area used by parents for weekday student drop-off and pick-up. The school recently expanded its parking lot and there have been ongoing discussions between the Town and the School Department about designating approximately 40 spaces in the lot for use by train riders or employees of Lincoln St. businesses that could free up short-term parking spaces on street.

Train riders also frequently park in the marked on-street spaces on Daniel Street, which is located directly across from the entrance to the Train Station Lot. An Ace Hardware store, St. Vincent De Paul Community Assistance building and a few residential properties line Daniel Street.

A Study Area map developed by the Town of Exeter is shown below.



Study Objective and Scope of Services

The Town is interested in better organizing and more proactively managing its public parking supply to reduce the negative impacts of long-term parkers spilling over from the Exeter Train Station Lot into high-demand public parking spaces supporting business, school and residential uses on and just off Lincoln Street. To that end, the Town completed roadway, streetscape and parking improvements within the Lincoln Street Corridor in 2019. The improvements were made to improve pedestrian safety and better organize on-street parking on Lincoln and Daniel Street. As part of these improvements, the Town striped nineteen head-in parking spaces on Daniel Street adjacent to the Ace Hardware store. The School Department also expanded the LSS parking lot.

The Town has discussed charging an appropriate parking fee in the Train Station Lot and potentially within the Lincoln Street commercial area. They have also discussed the possibility of designating 40 spaces in the expanded LSS Lot for additional long-term parking.

The scope of the requested consulting services to support these efforts are as follows:

- review available data, previous studies, reports and pertinent meeting minutes;
- discuss parking issues and concerns with school & town officials as well as local members of the Exeter Train Station Committee;
- conduct "spot" occupancy counts and duration-of-stay survey to supplement Town counts;
- conduct field observations of train station lot parking loading and spillover;
- review current parking regulations, enforcement and signage;

- conduct field investigation of nearby train station lots to review supply, demand, pricing, etc.;
- conduct field investigation of Lincoln St. Corridor to identify likely parking kiosk locations;
- recommend paid parking rates, regulations, payment methods/equipment and enforcement technology including:
 - hourly rates and daily/monthly parking permit rates;
 - parking time limits and restrictions;
 - parking payment, management and enforcement methods/technology;
- develop capital cost estimate suitable for budgeting for paid parking implementation; and
- draft technical report summarizing study results.

Discussions with Key Officials

A review and summary of discussions with key officials on the potential for paid parking in the Lincoln Street area are provided below. Key officials include:

- Train Station/Passenger Rail Service: Mr. Robert Hall, Chairman of Exeter Train Station Committee and Mr. Don Briselden, Board member of the Exeter Train Station Committee
- Business Owners - Six (6) business owners within the Lincoln St. corridor (summary of documented discussions with Darren Winham, Exeter Economic Development Director)
- Parking Enforcement - Police Chief Stephan Poulin, who is responsible for parking enforcement
- Lincoln Street Elementary School - Principal Drew Bairstow.

Train Station/Passenger Rail Service Stakeholders

A phone conference call was conducted with Mr. Robert Hall and Mr. Don Briselden on December 19, 2019. The two agreed that while paid parking was likely needed at the 77-space parking lot, pricing should start out on the lower end relative to other stations so as not to discourage Downeaster use in Exeter. They suggested that paid parking is only needed on weekdays since there appears to be plenty of available parking on Saturdays and Sundays in the lot and on Lincoln Street. On weekdays, they noted that as many as 130 people can be found waiting at the platform for the 6:30 a.m. weekday train.

They noted the following observations regarding parking and the lack of amenities at the train station:

- the parking lot is too small to meet current demand
- some town residents store their second or third cars in the lot
- longer-term parking is needed for non-commuter train riders who may be taking the train to make connections outside of New England
- buses cannot access the dead-end lot directly and therefore stop on Lincoln St., which is not ideal
- there is no area for drop-off/pick-up of train passengers – consequently drivers double-park in the lot and on street waiting to pick-up passengers deboarding the train
- an indoor heated train station with expanded parking, public restrooms and related amenities for train riders is needed

They referred to a study of the Exeter Train Station called *Plan New Hampshire*, completed in 2010, that recommended working with abutting property owners/developments to improve rail passenger facilities, expand public parking and create a new point of egress to Lincoln St. from the existing train station lot.

Business Owners Input

The Town's Economic Development Director spoke with six (6) business owners regarding paid parking within the Lincoln Street Corridor in July 2019. He noted in an interoffice memorandum that all the business owners were in favor of paid parking in the train station lot with enforced 2-hour parking in the rest of the commercial area. They all expressed concerns that train riders have been parking in front of their businesses for up to nine hours on weekdays. Most, but not all, were amenable to paid public parking on Lincoln Street from Main Street to the LSS, provided the first 15 minutes or so were free. Several owners, again not all, were interested in having their employees park for free in the potential 40 +/- recently-paved spaces at the LSS lot should they become available for public use. All six business

owners hoped that the train riders would either park in the Train Station Lot, in a designated area within the LSS Lot, or south of the school.

Parking Enforcement

A phone conference call was conducted with Chief Poulin on December 20, 2019 regarding parking enforcement. The Chief noted that the Town's Legal Department had advised against physically "chalking" tires to enforce designated parking time zones, which includes the 2-hour time zone on Lincoln Street from Main Street to just south of Daniel Street. This advisory was issued in response to a 2019 ruling by the U.S. Court of Appeals 6th Circuit Court that physically marking ("chalking") a parker's tire was in violation of the 4th amendment of the Constitution. The Court ruled that the 4th Amendment protects against "unreasonable searches and seizures" and a municipality's physical chalking of a car tire does not qualify as a public safety concern that could allow a search without a warrant¹.

The Chief was aware of the digital e-chalking alternative to physically chalking tires that involves recording/photographing license plates and tire valve stem locations with vehicle or handheld enforcement devices. Digital e-chalking with a handheld enforcement device can be more time consuming and more expensive than physically chalking tires. Based on experience, the Chief was concerned that digital e-chalked tickets in the 2-hour zone may not hold up at the New Hampshire District Court level.

Digital e-chalking is used extensively in Massachusetts cities and towns. However, in most cases it is cost-prohibitive for people to appeal a municipal parking ticket ruling in Massachusetts District Court because court fees to do so are typically much higher than parking fine amounts. In New Hampshire, it is less costly/restrictive to appeal and therefore, more contested parking tickets end up at the New Hampshire District Courts than in Massachusetts.

Lincoln Street Elementary School (LSS)

A phone conference call was conducted with Principal Bairstow on December 20, 2019 regarding parking impacts of the train station on school operations. Principal Bairstow noted that some train riders park on Lincoln Street directly in front of the school where parent/student drop-off/pick-up typically occurs. He stated that the school has difficulty getting buses out of their two northern driveways when all-day parkers park in the spaces closest to the driveways. Because these parked cars make it extremely difficult for bus drivers to make the turns out of the driveways, the school now puts orange safety cones in three of these spaces to prevent all-day parkers from using them.

He noted that parent loading and unloading of students on Lincoln St. in front of the school occurs weekday mornings from about 7:45 a.m. to 8:25 a.m. and weekday afternoons from about 2:45 p.m. to 4:30 p.m. He added that drop-off/pick-up occurs relatively quickly. He did not believe metering the street in front of the school to prevent all day parkers would be practical for parents dropping off their children - but posting a 15-minute loading zone for drop-off/pick-up times should work. He added that the school parking lot has availability to accommodate longer-stay school visitor parking.

He was aware of Town discussions with the School Board regarding designating some spaces in the LSS lot for public parking. He was concerned with the potential location of the designated spaces as well as the potential for adding traffic to the lot - particularly when school lets out.

Parking Occupancy Counts

The Town of Exeter Planning Department conducted periodic morning and afternoon weekday parking occupancy counts prior to roadway/streetscape construction in December 2018 and April 2019 and after construction in September 2019. The counts, which are provided in the appendix to this report, were collected for five subareas shown in the Parking Count Map below that included the:

¹ While the 6th Circuit Court ruling only covers the States of Kentucky, Michigan, Ohio and Tennessee, many cities nationally have stopped physically chalking tires for time zone enforcement in favor of digital "e-chalking" via photographing plate/tire valve stem locations.

- Exeter Train Station Lot
- Daniel Street – Lincoln Street to Tremont Street
- Area 1: Lincoln Street – Main Street to Fabric & Furniture Store driveway
- Area 2: Lincoln Street – Fabric & Furniture Store driveway to Garfield Street/raised crosswalk
- Area 3: Lincoln Street – Garfield Street/raised crosswalk to Front Street

Lincoln St Area Parking Count Map



Average occupancy of the **Exeter Train Station Lot** for non-ADA spaces across all counts was **98.0%**. Effective capacity of a surface parking lot is considered 85 to 90% occupied. Therefore, the train lot exceeds effective capacity on weekdays.

Average occupancy of **Area 1** during the afternoon period (3:30 p.m. to 4:00 p.m.) was 78.4%, which is under the effective capacity standard for on-street parking (85%). However, the occupancy rate for the portion of Area 1 between Main St. & Daniel St. is higher.

Average occupancy of **Area 2**, which included parking in front of the Lincoln St. School, peaked during the 8:15 a.m. to 9:30 a.m. count periods when average occupancy was 33.3%. However, the portion of Area 2 closest to the main entrance to the school has a higher occupancy rate.

Average occupancy of **Area 3** peaks during the 8:15 a.m. to 8:30 a.m. count periods when average occupancy was 31.0%. However, the portion of Area 3 closest to the main entrance to the school has a higher occupancy rate.

Average occupancy of **Daniel Street** was under 40% for all time periods except on 12/12/18 when it exceeded the effective on-street capacity rate - reaching **88.9%**.

Supplemental Lunch-Time Peak-Period Parking Occupancy Counts

Because no Town occupancy counts were conducted during the typical lunch-time peak period (12 noon to 2 p.m.) for commercial retail districts, a supplemental weekday occupancy count of non-ADA spaces was conducted for this time period on Thursday, December 12, 2019. The results of the occupancy counts are provided below.

Supplemental Lunch-time Peak Period Parking Counts, Thursday 12/12/19, 12:30 p.m. to 1:30 p.m.

Location	# of Spaces	# of Parked Cars	Utilization Rate
Train Station Lot	73	73	100.0%
Daniel Street	9*	9	100.0%
Area 1	66	62	93.9%
Area 2	26	15	57.7%
Area 3	48	5	10.4%

*10 parking spaces adjacent to hardware store were not plowed rendering them unusable.

Parking utilization rates in the Train Station lot, on Daniel Street and on Lincoln Street in Areas 1 (commercial zone) were well above “effective capacity” for the lunch-time peak period. Parking use on Lincoln Street in Area 2 (school zone) could be classified as “moderately used” offering some parking

availability. On-street parking in Area 3 (outer Lincoln Street) was found to be significantly underutilized during the lunch-time peak period.

Supplemental Parking Occupancy Counts: Thursday, 12/12/19 at 6:00 p.m. & 6:30 p.m.

Occupancy counts for the train station lot and 2-hour zone on Lincoln Street were also conducted before and after the 6:09 p.m. train arrival from Boston.

At 6:00 p.m. the Lincoln Street 2-hour zone was over 90% occupied with only four (4) available parking spaces. The train station lot, which was completely full, contained an additional 14 double-parked cars that were running - waiting to pick up passengers deboarding the inbound train. Drivers in cars were also waiting outside the lot double parked on Lincoln and Daniel Street waiting to pick up passengers.

After the 6:09 p.m. train arrived, approximately 40 to 45 people walked out of the lot to either meet drivers waiting to pick them up or walk to their cars parked on Lincoln or Daniel Street. An estimated 80% of those walking out of the lot were parked on street with the remaining 20% meeting rides waiting for them. Six of the train riders were parked within the 2-hour time zone (see section below).

By 6:30 p.m., after train traffic departed, there were 48 spaces available in the train station lot and 19 available in the 2-hour on-street parking zone.

Parking in non-compliance with 2-hour limits

A limited parking duration-of-stay license plate survey was conducted in the 2-hour parking area on Lincoln Street from Main Street to just south of Daniel Street on Thursday, December 12, 2019. The survey was conducted to determine the number of vehicles parked in violation of the 2-hour time limit. Between the hours of 9:00 a.m. and 12:00 noon, eight vehicles were parked in excess of the 2-hour posted time limit. Six of those eight vehicles were still parked in the same 2-hour on-street spaces at 6:00 p.m. that evening and were later verified to be train riders.

Dover, Durham and Haverhill Train Station parking review

A field investigation was conducted at the Amtrak Downeaster Train Stations located immediately to the north and south of the Exeter Train Station to review parking supply, demand, pricing structure and payment collection methods. The table below provides a summary of findings from the field investigation.

Select Train Stations Parking Characteristics – Amtrak Downeaster

Station	Owner	# of Spaces	Paid Parking Hours	Hourly Rate	Daily Rate	Monthly Rate	Payment Collection Method
Haverhill MA	MBTA	150	24/7	N/A	\$2.00	\$35.00	pay-by-phone/virtual permit
Exeter NH	Town	77	N/A	FREE	FREE	FREE	N/A
Durham NH	Town	134	24/7	\$1.50	\$18.00	\$58.33*	pay station/placard permit
Dover NH	City	400	Mon-Sat 9am-8 pm	\$0.25	\$2.50**	\$15.00**	pay station/placard permit

*Based on a \$700/year parking permit fee. Durham residents pay \$300/year.

**Staff proposal to City Council to raise parking fees to \$3.00/day and \$20.00/month in January 2020.

Exeter Station is located at the mid-point of the Portland to Boston service and is only 70 minutes from Boston North Station making it an excellent location option for commuters. With 230 passengers boarding or detraining daily, Exeter is the busiest train stop in New Hampshire², yet it is supported by the fewest number of parking lot spaces, which are offered at the lowest price (free). Given the free parking, it is reasonable to assume that the Exeter Train Station is drawing some commuter traffic that might otherwise park at one of the other three stations listed above.

² Amtrak Fact Sheet, Fiscal Year 2018, State of New Hampshire, Amtrak, June 2019.

In general, parking occupancy at the Dover Station Lot can be classified as “low”; at the Durham and Haverhill Station Lots - “moderate”; and at the Exeter Station Lot - “high”. The MBTA reduced the daily parking rate at Haverhill Station from \$4.00 to \$2.00 in July 2018 to boost occupancy.

The Town of Durham’s rate structure for its train station lot includes a relatively high hourly, daily and monthly rate reflecting its prime location and utility to short-term visitors of the UNH campus. The number of monthly permits sold by the Town are limited to allow for shorter-duration parking. The monthly permits are sold on a first-come-first-served basis and sell out quickly according to the Durham Police Department.



Haverhill Station



Durham Station



Dover Transportation Center

Study Findings

In consideration of parking data, reports, field investigations and stakeholder input, the study findings as it relates to rail passenger, business, school and resident parking needs are as follows:

Exeter Train Station Parking: Providing free parking at New Hampshire’s busiest train station that provides the fewest number of parking lot spaces is contributing to the on-street parking problems outlined in this report. This pricing strategy is the opposite of “demand-based pricing”, which sets pricing to balance use of all available parking assets. With demand-based pricing, parking facilities on a passenger rail line with the highest parking demand and lowest parking supply would typically carry the highest price – not the lowest. Therefore, it is certainly reasonable to consider assessing an appropriate fee for parking in the Exeter Train Station lot.

Such a fee should be set to better balance the use of available parking facilities within the rail corridor as well as within the Lincoln Street corridor. For example, some commuters currently using the lot may opt instead to park at a nearby train station that is perhaps closer to their home; some may decide to take a bus, rideshare service or be dropped-off at the station; some may decide to park in a designated free parking area that might be a short walk to the station - but one that is not in conflict with other commercial, residential or school parking needs. Paid parking will also have the benefit of curbing any long-term storage of non-train passenger vehicles in the lot.

The parking fees collected at the train station can also be an important long-term revenue stream for train station improvements such as expanding parking, improving circulation and bus access, increasing lighting and other station amenities that could include public restrooms. Parking fees typically offer a reliable revenue stream that can be used for bonding such improvements; matching federal or state grant funds; or seeding public-private development partnerships to expand station/parking facilities and amenities.



Exeter Station

2-Hour Commercial Area Parking: Implementing paid parking within the commercial/retail district immediately adjacent to the train station is also a reasonable strategy to consider. On-street parking rates

exceed effective capacity during the weekday lunch-time peak period. Field investigations showed significant non-compliance of the 2-hour time zone on Lincoln Street with several all-day parkers including train riders using these spaces.

Numerous studies show that metered parking zones with time limits exhibit better parking time-zone compliance and turnover than free parking zones with time limits because meters are to some degree self-enforcing of time limits. The Institute of Transportation Engineer's *(ITE) Parking Handbook for Small Communities* cites the following reasons for installing parking meters with time zones in retail districts:

- Promotes parking turnover;
- Distributes limited on-street parking time equitably;
- Provides space for the short-term shopper and business client;
- Maximizes the economic viability of the downtown by providing opportunities for more people to park conveniently; and
- Generates revenue for the municipality to reinvest in their paid parking areas.

Enforcement of free time zones tends to require more regular (labor-intensive) enforcement than metered zones to achieve acceptable time zone compliance levels and turnover. The move to digital e-chalking may increase time and costs for this exercise.

Some businesses have raised concerns that metering the 2-hour time zone could negatively impact businesses, particularly for competitive, short-term convenience shopping, take-out food, etc. To address this concern, the Town could offer the first 15 minutes of parking free at all metered spaces or post several strategically-located, free 15-minute parking spaces within the 2-hour metered zone.

School Zone Parking: The LSS lot is used for school staff parking and longer-term visitor parking. The School Department recently expanded the parking lot. During field reviews, there appeared to be more than 40 available parking spaces in the lot throughout the day. For short-term parent/student drop-off/pick-up, the school relies on the on-street parking spaces on Lincoln Street directly in front of the school. By using on-street spaces for short-term drop-off/pick-up, the school reduces parking turnover and vehicle traffic in their lot making for a safer condition per the School Principal.

A signed 15-minute parking zone on Lincoln Street in front of the main school entrance for the periods of student drop-off and pick-up should be effective at providing safe and efficient parent/student access to the school while preventing long-term parkers from using these spaces. In this case, where the duration of parking is extremely short and the parent is with their child in tow, metered parking would be impractical. Maintaining student drop-off/pick-up on Lincoln Street would allow designating 40 +/- spaces in the recently expanded parking lot for use by long-term permit parkers (train riders/employees). Concerns that these long-term parkers will increase parking turnover and traffic congestion during the school day should be minimized since most train riders would arrive at the lot well before school starts and depart after school lets out.

Residential Parking:

From field observations and a review of Town occupancy counts, there does not appear to be any shortage of on-street parking to residential property owners on Lincoln Street. Most homes have driveways and the residential portions of the street appear to have plenty of parking available throughout the day. Tremont Street, which connects Lincoln Street to Daniel Street, and Garfield Street, which connects to Lincoln Street across from the LSS, are restrictive as it relates to on-street parking. Train passenger parking on these residential streets was not observed during field investigations.

Summary of Recommended Paid Parking Elements/Actions

A summary of recommended actions for implementing paid parking and other regulatory changes to better organize, actively manage and balance use of available parking is provided below. These recommended actions correspond to the five designated parking areas on the Parking Count Map displayed earlier in the report. A total of 207 paid public parking spaces are recommended: 117 off-street and 90 on-street within a modestly expanded 2-hour parking zone.

1. Implement paid hourly and discounted daily, weekly and monthly permit parking in the 77-space **Train Station Lot**.
2. Expand long-term, off-street parking by designating 40 permit-only spaces in the **LSS Lot** for train rider and employee/business owner parking permits
3. Expand and meter the 2-hour on-street parking zone serving the business district to include all parking spaces adjacent to commercial land uses. The expanded 2-hour meter zone would include 61 spaces on Lincoln Street from Main Street to the Fabric & Furniture Store driveway (**Area 1**) and 29 spaces on **Daniel Street**
4. Consider allowing deeply discounted employee/business owner permit holders to park on **Daniel Street** exempt from 2-hour meters as well as in the LSS Lot
5. Utilize both multi-space parking kiosks and a mobile pay-by-phone (PBP) app/services in all on- and off-street parking areas except the LSS Lot, which would only offer (PBP) permit parking.
6. Maintain free parking on Saturdays and Sundays in the parking lots and on street. 2-hour on-street time limits would still apply
7. Offer the first 15 minutes free at the meter in the 2-hour zone or dedicate a few 15-minute free on-street parking spaces for short-term convenience shopping, food take-out, etc.
8. Consider converting the two handicapped parking spaces on the west side of Lincoln Street within the 2-hour zone to metered parking since customers with handicapped plates/placards park free at the meters anyway
9. Establish a signed, 15-minute School Loading Zone for parents/students on Lincoln Street from the Fabric & Furniture property to the raised crosswalk at Garfield Street (**Area 2**). The 15-minute loading zone, which would include 26 spaces, would be in effect from 7:45 a.m. to 8:30 a.m. and then again 2:45 p.m. to 4:30 p.m. Otherwise, these free, non-metered spaces would be available for general use parking.
10. Extend corner clearances at the two LSS driveways on Lincoln Street to allow safe turning movements for buses exiting the school. This action would require eliminating one parking space on either side of the LSS northern driveway and one parking space on the north side of the southern LSS driveway. The school is currently closing these spaces on weekdays with orange safety cones in coordination with the Exeter Police Dept.
11. Maintain the 50-free, unregulated parking spaces on Lincoln Street from the raised crosswalk/Garfield Street to Front Street (**Area 3**) for all-day free parking.
12. Increase posted “No Parking” signs for restricted areas on Garfield Street, Garfield Court, Union Street and Tremont Street to prevent potential parking in unlawful areas.

Under the recommended permit parking structure, **train riders** would be able to purchase a parking permit good for use in both the 77-space Train Station Lot and in the LMS Lot (40 designated spaces). They could also choose to park for free in the 50 unregulated Lincoln Street parking spaces located within a 5-minute walk of the train station between Garfield Street and Front Street.

Lincoln Street employees and business owners could also purchase a parking permit good for use in the 40 designated spaces within the LMS Lot or in one off the 29 lined spaces on Daniel Street (where they would be exempt from the 2-hour time limit).

Recommended Parking Rates, Permits, Regulations, Payment & Enforcement Technology

Recommended on- and off-street parking rates, discounted permits, time restrictions/regulations, payment options/methods and payment/enforcement technologies are provided below. Parking pricing recommendations are based on, but not limited to, factors such as:

- parking supply and demand data
- parking pricing at nearby train stations
- need for balancing use of all parking assets
- need for incentivizing use of public transit and rideshare services
- consideration of trip durations of regular rail commuters, day-trippers, and tourists
- need for extending walk distances to free and available parking spaces
- need for stimulating appropriate turnover of customer parking spaces
- need to recover capital and operating costs associated with current parking payment and enforcement technologies

The discount rates afforded permit user groups (train riders, business owners/employees, residents and perhaps others) is of course a policy decision of the Town. Virtually every community sets different discount rates to different user groups based upon unique community circumstances and/or community values. The discounted permit rates suggested below are intended to be complimentary to the above-mentioned pricing factors and a starting point for policy discussion.

Off-Street Paid Public Parking

Train Station Lot - 77 parking spaces

Paid Parking Period: Monday 6 a.m. through Friday 12 Midnight
Saturdays and Sundays Free

Hourly Rate: \$1.00

Permits Offered: Train Station Permit: daily, weekly and monthly permits for use in Train Station Lot or LSS Lot (40 designated spaces) at the parking rates listed below

Daily Flat Rate: \$4.00

Weekly Rate: \$15.00 (represents a 25% discount on the daily rate³)

Monthly Rate: \$40.00 (represents a 50% discount on the daily rate⁴)

Payment Technology: One hardwired, multi-space, credit card accepting, pay-by-plate parking kiosk installed on the train platform next to the Quik Trak (train) ticketing kiosk. Kiosk accepts coins and credit cards.

Pay-by-Phone (PBP) mobile app/service also provided which allows registered customers the ability to pay for or extend parking time remotely on an hourly, daily, weekly or monthly basis. PBP customers register their vehicle/license plate and credit card on file once (takes a few minutes), then pay for all future parking sessions using their phone/smart phone. Customers receive text messages when parking sessions are about to expire and can extend parking sessions remotely by phone. Their license plates are their permits.

³ \$4.00 daily fee paid 5 days/week = \$20.00, so a \$15.00 weekly permit would be a 25% discount.

⁴ \$4.00 daily fee paid 20 weekdays/month = \$80.00, so a \$40.00 monthly permit would be a 50% discount.

**Enforcement
Technology.**

Electronic handheld ticket writers with printers, photo capability and real-time license plate look-up showing paid permits and transient cash payer plates.

Discussion:

Hourly parking is offered to allow customers and visitors of the business district to park in the lot (longer than 2-hours if desired) should any lot spaces be available after the morning southbound trains depart.

Proposed rates are much lower than at Durham Station and somewhat higher than at Haverhill and Dover Station where there is much more available parking. Only one parking kiosk is deemed necessary since there are many “regular” parkers in the lot who will likely purchase monthly permits through the proposed pay-by-phone service.

Lincoln Street Elementary School (LSS) Lot - 40 designated parking spaces

Paid Parking Period: Monday 6 a.m. through Friday 12 Midnight
Saturdays and Sundays Free

Hourly Rate: No hourly parking

Permits Offered: Train Station Permit: Allows parking in the Train Station Lot and LSS Lot.
Employee Permit: Allows employees and business owners to park in the LSS Lot or on Daniel Street (exempt from 2-hour time limits)

	<u>Train Station Permit</u>	<u>Employee Permit</u>
Daily Flat Rate:	\$ 4.00	\$ 1.00
Weekly Rate:	\$15.00	\$ 3.75
Monthly Rate:	\$40.00	\$10.00

Payment Technology: Pay-by-Phone (PBP) mobile app/service only. The license plate is the permit.

**Enforcement
Technology.**

Electronic handheld ticket writers with printers, photo capability and real-time license plate look-up to check permits.

Discussion:

It is anticipated that the 40-designated long-term parking spaces in the LSS Lot would be in a single parking row located furthest from the school along the northerly property line with the St. Vincent De Paul Community Assistance Building. It is recommended that no hourly parking be offered in the LSS Lot to minimize turnover/traffic impacts during school hours.

It is recommended the LSS lot carry the same daily, weekly and monthly rate for train passengers as the train station lot since it is a very short walk between the lots and since the LSS lot has added utility by providing easier vehicle egress than from the single-driveway train station lot, which frequently backs up after the 6:09 p.m. northbound train debords.

A 75% discount off the train rail passenger permit pricing is suggested for local employees/business owners who would have access to the LSS Lot and the 29 parking spaces on Daniel Street. The nominal fees would largely cover permit administrative costs. Employees would need to provide initial verification of employment to obtain the discounted permit noted above.

On-Street Paid Public Parking

Lincoln Street 2-Hour Zone – Main St. to Fabric & Furniture Store Driveway - 61 parking spaces

<i>Paid Parking Period:</i>	Mondays through Fridays, 8 a.m. to 6 p.m. Saturdays and Sundays Free
<i>Hourly Rate:</i>	\$1.00 with first 15-minutes free (or a few strategically located free 15-minute parking spaces on Lincoln Street)
<i>Targeted User:</i>	Customers and Visitors
<i>Payment Technology:</i>	A total of eight (8) solar powered, multi-space, credit card accepting, pay-by-plate parking kiosks installed at regular intervals into the Lincoln Street sidewalks or on poured concrete pads at the back or front of sidewalk. Pay-by-Phone (PBP) mobile app/service also provided to allow registered customers the ability to pay for or extend parking time on an hourly basis and avoid having to use kiosks. PBP can also be set up to allow businesses district promotional messaging or to validate (pay for) all or a portion of their customer's parking session.

<i>Enforcement Technology:</i>	Electronic handheld ticket writers with printers, photo capability and real-time license plate look-up to check payment via PBP or parking kiosk.
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<i>Discussion:</i>	Each parking kiosk would be located to handle no more than 12 head-in parking stalls or 6 parallel parking stalls on Lincoln Street to reduce walk distances for payment. Six of the eight kiosks will be located on Lincoln Street between Main St. and Daniel St. and the remaining two kiosks will be located on Lincoln Street from Daniel Street to the Fabric & Furniture store driveway. Kiosks will accept coins and credit cards.
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Two of the eight parking kiosks on Lincoln Street would be located near the head of Daniel Street on either side of the intersection. These kiosks would control payments for some parallel parking spaces on Lincoln Street as well as the 29 parking spaces on Daniel Street (10 parallel spaces and 19 head-in spaces) as discussed below. Therefore the 8 kiosks would control payments for the 61 Lincoln Street spaces as well as the 29 Daniel Street spaces - for a total of 90 spaces or 11.25 paid parking spaces/kiosk. Final kiosk locations on or adjacent to the public sidewalks would need to be identified in the field with the selected kiosk vendor, verified by a dig safe review, and approved by the Town.

Daniel Street 2-Hour Zone – Lincoln Street to Tremont Street - 29 parking spaces

<i>Paid Parking Period:</i>	Mondays through Fridays, 8 a.m. to 6 p.m. Saturdays and Sundays Free
<i>Hourly Rate:</i>	\$1.00 with first 15-minutes free (or a few strategically located free 15-minute parking spaces on Lincoln Street)
<i>Targeted User:</i>	Customers and Visitors
<i>Payment Technology:</i>	Solar powered parking kiosks on Lincoln Street at its intersection with Daniel Street and PBP mobile app/service.

***Enforcement
Technology.***

Electronic handheld ticket writers with printers, photo capability and real-time license plate look-up to check payment via PBP or parking kiosk.

Discussion:

The 19 head-in parking stalls striped by the Town on the north side of Daniel Street abutting the hardware store are partially within the Town right-of-way and partially on the hardware store property. For the purpose of this study, it was assumed these spaces will be available for public use parking.

As proposed earlier, employee permit holders would be able to park on Daniel Street exempt from the 2-hour weekday time limit. The Town may also wish to grant permit parking on Daniel Street to any residents of the street or residents of Tremont Street who can demonstrate a parking hardship created by the new 2-hour meters.

Capital Cost Estimate for Recommended Paid Parking Improvements

Item	Units	Cost/Unit	Total Cost	Notes
Parking kiosks	10	\$7,500	\$ 75,000	includes handling, shipping, vendor install
Concrete Pads	2	\$3,000	\$ 6,000	concrete contractor
Kiosk Spare Parts			\$ 3,000	ex. solar panels, batteries, printers, etc.
Hardwire/Electrical	1		\$ 500	electrical contractor
Paper rolls for kiosks			\$ 1,000	estimated one-year supply
Coin collection cart/cans	1		\$ 1,000	
Parking Signs	100	\$ 40	\$ 4,000	std. parking signs purchased online
				PBP signs from vendor @ no cost
Sign Posts	40	\$ 30	\$ 1,200	u-channel post materials only
				installation by Public Works Dept.
Handheld enf. devices	2	\$3,000	\$ 6,000	includes mobile printer
Charging cradle/battery	2	\$ 300	\$ 600	
Carrying case	2	\$ 50	\$ 100	
Paper rolls for citations			\$ 1,000	estimated one-year supply
Miscellaneous Expenses			\$ 2,000	
Consulting Services			\$ 5,000	equipment/bid specifications, develop RFP, answer vendor questions, evaluate technical/ cost proposals in writing, etc.
Estimated Total			\$ 106,400	
+10% Contingency			\$ 10,640	
Preliminary Capital Budget			\$ 117,040	

Assumptions:

Multi-space pay-by-plate parking kiosks used for designated on- and off-street paid parking locations
Includes one spare multi-space parking kiosk purchase
Pay-by-phone app/service signs and kiosk stickers provided at no cost by PBP vendor
Includes online purchase of 100 Parking signs (No Parking, Pay at Kiosk/directional, 2-hour parking, etc.)
Assumes 40 new sign posts required. All other signs installed to existing posts and utility poles
All parking and pay-by-phone signs installed by Public Works Department (no labor cost included)
Train Station Lot kiosk to be hardwired; all Lincoln St. kiosks solar powered
Train Station Lot kiosk bolted directly into train platform concrete near available electrical service
6 of 8 Lincoln St. kiosks bolted directly into sufficiently wide sidewalk/hardscape
Remaining 2 kiosks bolted into newly-poured 2' x 2' concrete pad directly adjacent to narrower sidewalk
Does not include operational costs such as labor, training, utility bills, software/mgt. fees, repairs, etc.

Appendix: Lincoln Street Area Parking Occupancy Counts, Exeter Planning Department

<u>Street/Lot</u>	<u>Date</u>	<u>Time</u>	<u># of Stalls</u>	<u>Cars parked</u>	<u>Utilization Rate</u>	<u>ADA stalls</u>	<u>ADA stalls Occupied</u>											
Lincoln St Train Lot	12/12/2018	10am	73	70	95.89%	4	2											
Lincoln St Area 1	12/12/2018	10am	78	41	52.56%	3	2											
Lincoln St Area 2	12/12/2018	10am	26	2	7.69%	2	0											
Lincoln St Area 3	12/12/2018	10am	49	14	28.57%	0	0											
Daniel St	12/12/2018	10am	18	16	88.89%	0	0											
Lincoln St Train Lot	12/12/2018	3:30pm	73	71	97.26%	4	0											
Lincoln St Area 1	12/12/2018	3:30pm	78	62	79.49%	3	0											
Lincoln St Area 2	12/12/2018	3:30pm	26	4	15.38%	2	0											
Lincoln St Area 3	12/12/2018	3:30pm	49	7	14.29%	0	0											
Daniel St	12/12/2018	3:30pm	18	3	16.67%	0	0											
Lincoln St Train Lot	12/13/2018	8:30am	73	71	97.26%	4	1											
Lincoln St Area 1	12/13/2018	8:30am	78	43	55.13%	3	0											
Lincoln St Area 2	12/13/2018	8:30am	26	6	23.08%	2	0											
Lincoln St Area 3	12/13/2018	8:30am	49	13	26.53%	0	0											
Daniel St	12/13/2018	8:30am	18	2	11.11%	0	0											
Lincoln St Train Lot	12/18/2018	9:30am	73	73	100.00%	4	0											
Lincoln St Area 1	12/18/2018	9:30am	78	52	66.67%	3	0											
Lincoln St Area 2	12/18/2018	9:30am	26	9	34.62%	2	0											
Lincoln St Area 3	12/18/2018	9:30am	49	4	8.16%	0	0											
Daniel St	12/12/2018	9:30am	18	6	33.33%	0	0											
Lincoln St Train Lot	12/19/2018	3:30pm	73	70	95.89%	4	0											
Lincoln St Area 1	12/19/2018	3:30pm	78	60	76.92%	3	2											
Lincoln St Area 2	12/19/2018	3:30pm	26	0	0.00%	2	0											
Lincoln St Area 3	12/19/2018	3:30pm	49	5	10.20%	0	0											
Daniel St	12/19/2018	3:30Pm	18	2	11.11%	0	0											
Lincoln St Train Lot	4/17/2019	10am	73	73	100.00%	4	0											
Lincoln St Area 1	4/17/2019	10am	78	61	78.21%	3	2											
Lincoln St Area 2	4/17/2019	10am	26	8	30.77%	2	0											
Lincoln St Area 3	4/17/2019	10am	49	3	6.12%	0	0											
Daniel St	4/17/2019	10am	18	4	22.22%	0	0											
New configuration																		
Lincoln St Train Lot	9/17/2019	4:00pm	76	76	100.00%	4	0											
Lincoln St Area 1	9/17/2019	4:00pm	66	52	78.79%	3	1											
Lincoln St Area 2	9/17/2019	4:00pm	26	14	53.85%	0	0											
Lincoln St Area 3	9/17/2019	4:00pm	48	5	10.42%	2	1											
Daniel St	9/17/2019	4:00pm	29	9	31.03%	0	0											South side (total 10 stalls) had 7 cars parked
Lincoln St Train Lot	9/18/2019	8:15am	76	73	96.05%	4	0											
Lincoln St Area 1	9/18/2019	8:15am	66	39	59.09%	3	1											
Lincoln St Area 2	9/18/2019	8:15am	26	11	42.31%	0	0											
Lincoln St Area 3	9/18/2019	8:15am	48	17	35.42%	2	1											School drop off area had 6 cars waiting
Daniel St	9/18/2019	8:15am	29	11	37.93%	0	0											South side (total 10 stalls) had 7 cars parked
Lincoln St Train Lot	9/18/2019	11:15am	76	76	100.00%	4	2											
Lincoln St Area 1	9/18/2019	11:15am	66	47	71.21%	3	1											
Lincoln St Area 2	9/18/2019	11:15am	26	12	46.15%	0	0											
Lincoln St Area 3	9/18/2019	11:15am	48	8	16.67%	2	1											
Daniel St	9/18/2019	11:15am	29	11	37.93%	0	0											South side (total 10 stalls) had 7 cars parked