

Ocean Grove Parking
Management Plan



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**Improved Parking
Management
Opportunities –
A Bundled Approach**

Project Methodology



- Kick-off Meeting with Ocean Grove project representatives/stakeholders to discuss concerns of program implementation.
- Review prior plans developed by others for a proposed residential parking program.
- Identify areas of concern in relationship to the goals of Ocean Grove and their stakeholders.
- Provide recommendations related to best practices within the parking industry. Issues of review include:
 - a) Resident only permit and method of handling visitors and service trades
 - b) How to manage fluctuations in demand posed by beach demand during summer season without having an impact on beach goers
 - c) How to handle church service and special church event period demand for parking

Project Methodology - continued



- d)** Identify the potential differences in the various areas of Ocean Grove and identify special program specifics that may be required for these areas
- e)** Conduct 1 informal field observation tour of Ocean Grove during summer and non-summer season and compare the observations of the two seasonal observation tours to understand the differences in program requirements
- f)** Evaluate and comment on the impact of a residential parking program on the business community as well as the bed and breakfast industry present in Ocean Grove
- g)** Provide order-of-magnitude cost estimates for the operation of a residential parking permit program unique to Ocean Grove
- h)** Develop parking allocation plans to determine where various user groups park
- i)** Provide an assessment of additional spaces which could be added to current parking inventory.

Prior Studies



- CME Associates report - 07/30/2015
- CME Associates memo - 01/18/2017
- Better Parking Alliance, Ocean Grove Parking Survey Results - 10/23/2019
- Better Parking Alliance, Ocean Grove 2020 Pilot Parking Permit Program Recommendations - 12/02/2019
- Better Parking Alliance, Ocean Grove 2020 Pilot Parking Permit Program Recommendations - Workshop with Township Committee - 12/09/2019
- Better Parking Alliance, Ocean Grove *Better Parking in the Pandemic?* Survey Results - 08/17/2020
- Ocean Grove Homeowners Association Parking Committee – Findings & Recommendations of the Parking Committee

Prior Studies Recommendations



- Increase angled parking in areas of opportunity
- Establish 3-hour timed parking limits in business district
- Prevent commercial vehicles from parking in residential zones
- Improve overall parking conditions while maintaining the historical integrity of the area
- Build structured parking on north end to serve beach goers
- Strictly enforce life safety issues related to parking
- Establish a Residential Parking Program that allows evening resident-only overnight parking zones
- Establish an intercept facility for beachgoers and establish a shuttle system
- Install parking meters along Ocean Avenue area
- Establish a booting/towing program

2021 Challenges



- Ocean Grove experiences parking demand pressures from myriad users.
- The demand for residential, business district, special event, and beach parking places stress on the limited curbside parking inventory.
- The fact that parking is free in Ocean Grove adds additional stress to the system as visitors and employees of Asbury Park and Bradley Beach prefer to park in Ocean Grove, since both bordering municipalities operate a paid parking program.
- The advent of Airbnb, added demand is placed on the system as this demand is often associated with one or more families and one or more vehicles.



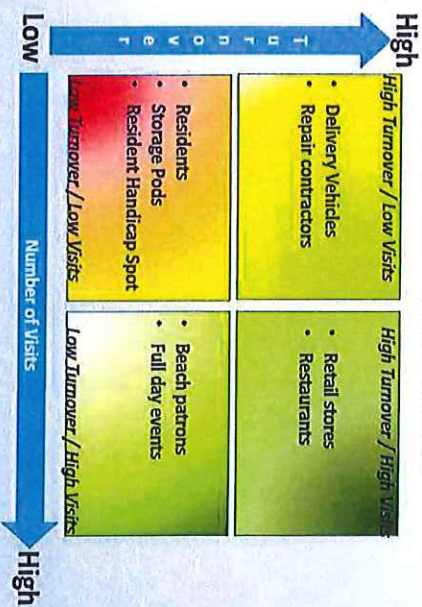
2021 Challenges - continued

- Parking solutions to meet the needs of one user group is almost impossible without impact to another user group
- Getting officials and decision makers to look at parking management as a comprehensive program that includes on-street meters, residential parking programs, and parking enforcement program
- Understanding that individual components of municipal parking programs are not financially self-supportive.
- A phased approach is described and recommended so that user patterns can be monitored as parking policy is changed, and the plan be adjusted accordingly to meet future changes.

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Constituent Interest Map

Ease of Access and Openness Color Coding



2021 Study Goals



Guiding Principals:

- Ensure that the parking management program is, at minimum, financially self-sufficient
- Place no undue burden on Township services without appropriate planning and compensation
- Maintain public access to Ocean Grove's beach as implied by the Public Trust Doctrine
- Improve the possibility of parking access for Ocean Grove residents
- Enhance access to Ocean Grove's events and its character as a National Historic District
- Promote tourism and commerce in Ocean Grove's commercially zoned areas
- Avoid becoming an unwelcoming, closed community

2021 Study Goals

Areas of Examination:

- Main & Bond Street Parking Structure
- On-Street Angled Parking Potential
- Residential Parking Permit Program
- Parking Meters & Pay-by-Cell Program
- Business Employee Parking Permit Program
- Bed & Breakfast & Airbnb Guest Parking Permits
- Special Event Parking Management
- Parking Enforcement

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2021 Recommendations

Phase 1 Residential & Meter Program

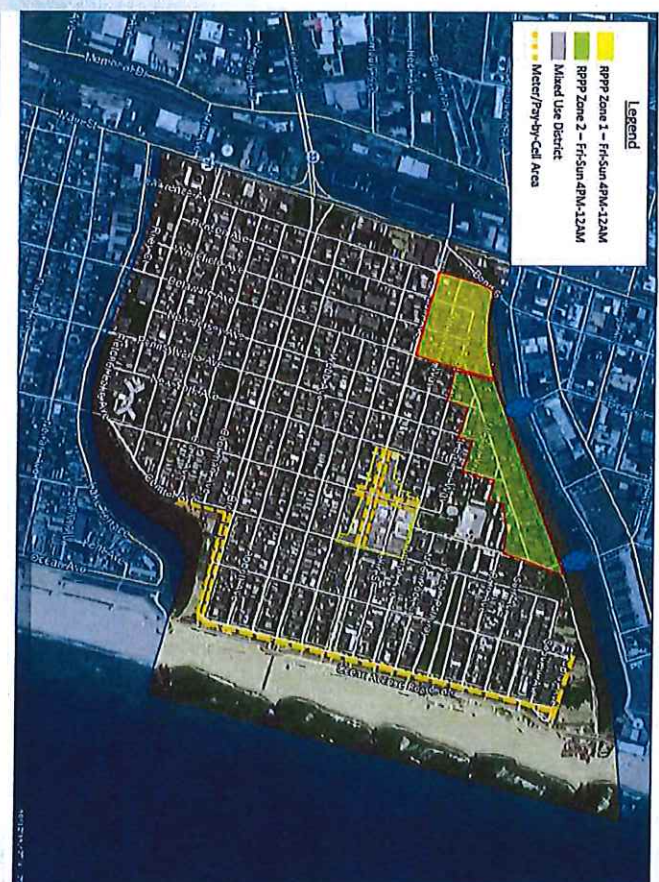
- Immediately revise the closing time of pedestrian gates on bridges to Asbury Park
- Review the impact of this action after three months. If this is found to have little or no impact on the reduction of Asbury Park employees and visitors parking in residential areas of Ocean Grove, then;
- Petition Neptune Township for the creation of residential parking permit parking zones in areas negatively impacted by out of area influences



2021 Recommendations

Phase 1 Residential & Meter Program Continued

- Establish parking enforcement to patrol this area from 4:00 pm until midnight
- As a pilot program, install parking meters in business district to further encourage turnover. Adopt 3-hour time limit (May-September)
- Strictly enforce this limitation. Meter revenue will be used to offset increased parking enforcement efforts



2021 Recommendations

Phase 2 Residential & Meter Program

- Should conditions permit allow for the petitioning of additional residential zones
- Expand parking meter program to include Ocean Pathway and Main Avenue from Central Avenue to Ocean Avenue.
- Expansion of residential RPP program allows residents to park in metered spaces in these newly created zones.



2021 Recommendations

Shuttles

- Establish seasonal shuttle system for Ocean Grove visitors. This program could be funded by the Camp Meeting Association and Neptune Township or through either entity separately. Shuttle costs average \$90-\$125 per hour.
- Preserve specific curbside space for shuttle pick-up and drop off for beachgoers and those individuals attending church events.
- Promote the use of shuttle systems for all potential visitors and employees (part of employee permit program).

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*Jimley Connects Loops in
Asbury Park-Ocean Grove-Bradley Beach*



2021 Study Findings



Parking Program Cost and Revenue Projections

- Parking meter program includes 15 multi-spaces meters to manage 145 beachfront spaces and 8 multi-space meters to manage approximately 80 business district spaces
- Parking meter program is revenue positive after a 5-year period with a projected surplus of \$62,000
- Parking RPP program operates in a deficit of \$41,000 to \$46,000 for the first 5 years.
- Parking meter program revenues, as identified, are not sufficient to support the RPP program with a deficit of approximately \$140,000 over 5 years.



2021 Study Findings



Residential Parking Permit Program Cost and Revenue Projections

- As a stand-alone program, residential parking permits are projected to range from \$420 to \$1,050 each based on the number of homes participating
- The more homes that participate will reduce the cost of the individual permit.
- Fees are a far cry from the \$25 that homeowners identified as palatable during stakeholder interviews.
- RPP fees do meet the edict identified by Neptune Township officials that the program be financially self-supportive.

Households Participating	40	80	80	100	100
Total Net Revenue	\$1,000	\$2,000	\$2,000	\$2,500	\$2,500
Expenses					
Projected Payroll	\$29,566	\$30,455	\$31,369	\$32,310	\$33,279
Payroll Taxes ¹	\$4,224	\$4,351	\$4,481	\$4,616	\$4,754
Employee Benefits	\$0	\$0	\$0	\$0	\$0
RPP Signage	\$1,000	\$1,000	\$0	\$500	\$0
Printing and Consumables	\$800	\$824	\$849	\$874	\$900
Uniforms	\$400	\$412	\$424	\$437	\$450
Credit Card Fees	\$112	\$115	\$119	\$122	\$126
Municipal Court Cost	\$1,800	\$1,854	\$1,910	\$1,967	\$2,026
Miscellaneous Administrative ²	\$4,000	\$4,120	\$4,244	\$4,371	\$4,502
Expense Sub-Total	\$41,904	\$43,131	\$43,395	\$45,197	\$46,038
NET OPERATING INCOME	\$ (40,904)	\$ (41,131)	\$ (41,395)	\$ (42,697)	\$ (43,538)
Net 5-Year Operating Income³	\$ (209,665)				

¹Assumes enforcement from 12:00 am - midnight.
²Assumes a SLEO II @ \$22.00 per hour X 12 hrs. per day X 7 days per week X 10 weeks. 3% increase in base salary per year.
³Miscellaneous administrative oversight.
 Income directly dependent on proper parking enforcement levels.

Q&A DISCUSSION



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RPP Program Cost Projections



Households Participating	40	80	80	100	100
Total Net Revenue	\$1,000	\$2,000	\$2,000	\$2,500	\$2,500
Expenses					
Projected Payroll	\$29,568	\$30,455	\$31,369	\$32,310	\$33,279
Payroll Taxes ¹	\$4,224	\$4,351	\$4,481	\$4,616	\$4,754
Employee Benefits	\$0	\$0	\$0	\$0	\$0
RPP Signage	\$1,000	\$1,000	\$0	\$500	\$0
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NET OPERATING INCOME	\$ (40,904)	\$ (41,131)	\$ (41,395)	\$ (42,697)	\$ (43,538)
Footnotes:	Net 5-Year Operating Income³ \$ (209,665)				

¹Assumes enforcement from 12:00 pm - midnight.
²Assumes a SLEO II @ \$22.00 per hour X 12 hrs. per day X 7 days per week X 16 weeks. 3% increase in base salary per year.
³Miscellaneous administrative oversight.
⁴Income directly dependent on proper parking enforcement levels.

Meter Program Cost Projections



Ocean Grove Parking Meter Program
Cost Projections - Meter System

	June	July	August	Sept 1-15	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues									
Number of Spaces (beachfront) ¹	145	145	145	145	145	145	145	145	145
Number of Days per Month	30	31	31	15	107	107	107	107	107
Daily Day Rate ²	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$15	\$15	\$20	\$20	\$20
Occupancy Rate ³	0.5	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Number of Spaces (business) ¹	30	31	31	15	80	80	80	80	80
Number of Days per Month	30	31	31	15	107	107	107	107	107
Daily Hourly Rate ⁴	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00
Avg. Length of Stay/Turnover Rate	2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Total Gross Revenue Beachfront	\$ 32,625	\$ 63,940	\$ 63,940	\$ 26,100	\$166,605	\$186,180	\$248,240	\$248,240	\$248,240
Total Gross Revenue Business	\$ 9,600	\$ 14,880	\$ 14,880	\$ 7,200	\$51,360	\$51,360	\$51,360	\$51,360	\$51,360
Total Gross Citations	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Expenses									
Payroll	\$ 29,568	\$ 30,455	\$ 31,369	\$ 32,310	\$123,701	\$127,413	\$131,235	\$135,172	\$139,227
Payroll Taxes ⁵	\$ 4,928.00	\$ 4,928.00	\$ 4,928.00	\$ 2,464.00	\$17,248	\$17,765	\$18,298	\$18,847	\$19,413
Employee Benefits	\$ -	\$ -	\$ -	\$ -	\$0	\$0	\$0	\$0	\$0
Repairs & Maintenance	\$ 250.00	\$ 250.00	\$ 250.00	\$ 125.00	\$875	\$901	\$928	\$956	\$985
Printing and Tickets ⁶	\$ 200.00	\$ 200.00	\$ 200.00	\$ 100.00	\$700	\$721	\$743	\$765	\$788
Uniforms	\$ 100.00	\$ 100.00	\$ 100.00	\$ 50.00	\$350	\$361	\$371	\$382	\$394
Credit Card Fees	\$ 653	\$ 1,079	\$ 1,079	\$ 522	\$3,332	\$3,432	\$3,535	\$3,641	\$3,750
Meter Cost Amortization ⁷	\$ -	\$ -	\$ -	\$ -	\$39,100	\$39,100	\$39,100	\$39,100	\$39,100
Court Adjudication Costs	\$ 10,000	\$ 10,000	\$ 10,000	\$ 5,000	\$35,000	\$36,050	\$37,132	\$38,245	\$39,393
Miscellaneous Administrative ⁸	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$30,000	\$30,900	\$31,827	\$32,782	\$33,765
Expense Sub-Total	\$ 53,199	\$ 54,512	\$ 55,425	\$ 48,071	\$250,307	\$256,643	\$263,169	\$269,891	\$276,815
NET OPERATING INCOME	\$ (5,974)	\$ 19,308	\$ 18,395	\$ (9,771)	\$ (27,342)	\$ (14,103)	\$ 41,431	\$ 34,709	\$ 27,785
Net 5-Year Operating Income⁹					\$ 62,461				

¹ Based on 145 beachfront metered spaces & an estimated 80 spaces in business district.
² Assumes enforcement from 9:00 am - 5:00 pm.
³ Assumes 80% occupancy levels to account for indistinct weather conditions & 50% occupancy for June (seasonal ramp up).
⁴ Assumes two vehicles per space per day during June seasonal ramp up and three per day in season. With 2-hour limited duration and eight hour parking day turnover could equal four.
⁵ Assumes a SLEO II @ \$22.00 per hour X 7 days per week X 12 hrs. per day X 16 weeks. 3% increase in base salary per year.
⁶ Meter receipt paper.
⁷ Projected cost of multi-space meter is \$5,500 plus \$2,000 each for installation X 23 meters. \$195,500 amortized over 5 years.
⁸ Miscellaneous administrative oversight.
⁹ Income directly dependent on proper parking enforcement levels.