



FERNDALE

Mayor
David Coulter

300 E. 9 Mile Road
Ferndale, MI 48220
(248) 546-2525

City Council
T. Scott Galloway
Michael B. Lennon
Dan Martin
Melanie Piana
www.ferndalemi.gov

Ferndale Park Plus+ A Parking Resource Guide For Business Owners



WE'RE EAGER TO HEAR FROM YOU.

April Lynch, City Manager
300 E. Nine Mile Road
Ferndale Mi. 48220

www.FerndaleParkPlus.com

(248) 546-2360



TAKE TWO: Parking Pay Stations Re-Launch

Parking Holiday Ends Soon!

The City will re-launch the parking system on Monday, March 25, 2013 and will continue to monitor the data trends generated by customer activity on a daily basis.

Business Owners Parking Guide

The City created this parking guide to help business owners better understand why the City invested to upgrade the old quarter only meters and transition to a more cost effective way to manage a high-demand parking system.

New Growth and Business Is Good

In the past 10 years, the City's downtown revitalization strategies have resulted in a significant expansion of the number and different types of businesses located here, which has attracted more people to visit our downtown. More people visiting our community and businesses is desirable and good for everyone, yet the increase in the number of businesses and visitors has increased parking demand and put pressure on the City's entire parking system.

The City has been proactive and responsive by investing in upgrades to significantly improve the downtown's parking capacity. The City's goal is to best meet the present and future needs of our businesses and their patrons. To address parking capacity expansion, the City chose to transition from the traditional, antiquated quarter only meter system to a more efficient, secure, and customer friendly multi-space meter system, known as pay stations.

Quarter Only Meters: Time's Up

Time has run out on the old quarter only meters. The City received daily complaints from visitors frustrated that they could only use quarters in the old meters, while also comparing other communities that offered multiple ways to pay for parking with coins, cash and credit. These new pay stations offer more options for the City's businesses and their customers, better service including management flexibility, safer money management, and a variety of customer payment options by accepting coins, cash, credit and extend-by-phone.





Customer Friendly Pay Stations

Add Time to Your Spot while Eating and Shopping

When paying by credit card, the new pay stations enable customers to add time to their parking by using their mobile phone. Paying by credit cards at the machine avoids a service fee.

Award Customers with Parking Cards

Businesses can now incentivize customers with the option to offer free parking by purchasing parking cards that they can give to customers. The new pay stations easily accept these cards.

Pay By Mobile Phone App

Customers can still pay for parking using the ParkMobile app, from anywhere at any time. ParkMobile works with the pay stations in all the lots and on-street parking. Please note that Parkmobile has adjusted and now also works as a meter allowing you to put in time you need, whether it's 10 minutes or four hours!

Flexible Management for the City

Data-Driven Decision-Making

The new pay stations provide the City real-time parking space data for each lot. This data helps the City evaluate parking usage during peak periods, which then allows for informed decisions that can improve the system.

Crime Stoppers: Quarter Thieves

On a regular basis, thieves broke into the old meters and stole quarters. With the new pay stations, city staff spends less time emptying over 900 individual quarter meter heads in all the lots. Now thieves have almost no opportunity to steal money from the new pay stations; they are very secure.

Old Meter Heads: Time to Retire

The old quarter meters are no longer manufactured. It's difficult to find replacement parts when the meters break.



The New Pay Station Selection Process

The City requires an open and transparent Request for Proposal (RFP) process when selecting service vendors. In late 2011, the City and DDA made public an RFP to help identify and select a parking consultant. The parking consultant, Rich and Associates, assisted the City in determining the specifications of our pay stations to ensure our needs and requirements were met. Traffic and Safety provided one of the four proposals submitted for the project and was selected. Their proposal was far and away the best match to the RFP:

- Only proposal that responded to all of Ferndale's requests.
- The consultant demonstrated clear understanding of the City/DDA's requests to address the challenges and technical requirements.
- Consultant helped install digital meters currently used in the City of Ann Arbor, Flint, Lansing and Royal Oak.
- Michigan-based company within close proximity to service machines.

Parking System Upgrade Project Goals

The City, DDA and its business-led parking committee set the following project goals: the parking system is user-friendly; convenient to use; provides multiple forms of payment options for Ferndale patrons; and flexible to grow into the future.

During the preliminary launch, the City installed 20 new pay stations in high-demand parking lots. The City followed industry standards for the ratio of parking spaces to pay station to determine the appropriate number of pay stations to purchase and the proper placement locations.

"Off the Charts" Parking Demand

Three weeks after the initial new pay station launch, the pay stations recorded transaction activity data that clearly showed Ferndale's parking usage was higher than originally anticipated by the parking consultants and city staff. Parking demand was "off the charts" during peak times and peak locations, causing people to wait in long lines because there were not enough pay stations to accommodate the higher demand.



Parking Holiday

The City acknowledged the customer service impact from the mechanical issues and frustration people experienced waiting in long lines to use the pay stations. In response the City instituted a ‘Parking Holiday’ to allow staff time to re-evaluate how many more pay stations were needed and where those pay stations should be located to best meet the traffic demands during peak business hours.

During the ‘Parking Holiday’, the City purchased 14 additional pay stations for the parking system. These additional pay stations will reduce and mitigate the longer lines, which are concerns shared by business owners and their patrons.



Additional pay station locations were selected using the following criteria: observed pedestrian traffic patterns, the number of transactions per machine at current locations, ADA accessibility, available lighting, location of existing pay stations and user comments. An additional twelve units have been installed as indicated on the visitor parking map with two supplementary units being kept in reserve. These reserve units will allow city staff a small inventory to add a machine to further enhance system reliability if needed.

Lot #3-Withington South, has increased from three to nine pay stations; and Lot #6-West Troy, has increased from two to five pay stations. Lot #4-Planavon, Lot #8-small West Troy, and Lot #13-E. Nine Mile, now have two pay stations each.

Solar Powered and Mobile

Our new pay stations are solar powered, and they are portable. They can be moved at any time to any location to address higher demand activity.

Dedicated Auto Parking Fund

Providing and managing a parking system is a costly component of city services. Some communities choose not to manage their parking system with metered parking. Instead, the community chooses to fund parking management and maintenance via a dedicated millage from residents or businesses.



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Instead of a dedicated tax, the City of Ferndale opted for a more popular method to maintain and manage its parking system—with user fees from parking and fines from parking violations. All visitors who park in the downtown help pay for maintenance, upgrades and future investments.

The money collected from parking meters and a portion of parking tickets goes into a dedicated “Auto Parking Fund” of the City. These revenues may only be contributed toward the management needs of the parking system, maintenance needs of parking lots, and expansion of parking capacity via more spaces and/or non-motorized transportation (bike racks, bus stops, etc...). The City does not use revenue from the Auto Parking Fund to pay for trash pickup or fire service, as an example.

Long-Term Vision - “How will our parking look in 5 years, 10 years, and 15 years – and how do we build for that?”

The Long Term Parking Plan is informed by the Master Land Use Plan that stipulated expansion of the system as a priority (2009); the Parking Study that identified downtown parking capacity issues (2006); and the DDA Plan (2008 & 2012). City parking plans must be built around long-term horizons.

The City set a long-term goal to increase the number of parking spots (capacity) and reduce peak-hour demand on downtown parking. The multi-space meter system is flexible and adaptable, which allows the City to better manage the parking system. City staff will have real-time information about which lots are full and which lots have unused parking spots. The Auto Parking Fund can help the City finance an increase in parking capacity via a parking deck and/or other opportunities that create additional parking spaces.



Parking System Facts Sheets

PARKING RATES REMAIN THE “OLD” RATES

Parking Rates will remain \$.50 per hour for on-street and off -street parking until December 31, 2013.

On March 11, 2013, Ferndale City Council approved parking rates to remain at \$.50 per hour until further notice. In that same motion City Council agreed that employee parking passes (long-term parking passes) shall remain at \$240 per year for the time being.

City Evaluates Data

Each Pay Station acts as a ‘Point of Sale’ (POS) machine that can generate several types of reports such as hourly sales reports, revenue mix (cash, coin, credit), maintenance reports, deposit reports, etc. The city will use the remainder of the year to evaluate these activity reports to develop an understanding of revenue needs to build long-term parking capacity.

ENCOURAGE PARKING TURNOVER

Parking turnover is important to businesses that rely on short-term parking and convenient accessibility for their customers. Encouraging turnover is called “concentric parking” when the system seeks to influence consumer behavior by putting a premium on higher-demand parking spaces. This approach to setting parking rates is similar to how hotel room rates increase or decrease based on availability and proximity to downtown. The City’s increased parking rates are intended to encourage employees and long-term parkers to utilize lots further from the core in order to make on-street parking spots and higher-demand parking lots available for customers and visitors. One space can generate over \$250,000 for local businesses on a yearly basis, which is critical to your success.

City Relies on New Pay Station Data

The Luke Meters (pay stations) are wireless “smart” meters that make demand-based pricing a feasible option. The computing power of the LUKE allows universal pricing changes or lot/location specific pricing changes to be made instantly. “Smart” applications may also dramatically increase motorist convenience by allowing for multiple payment options (including pay-by-phone), providing an abundance of pay station locations distributed throughout the downtown, and optional payment receipts. Simply stated, the City can immediately change the price of parking to address immediate parking demand.



DOWNTOWN PARKING PASSES

On March 11, 2013 Ferndale City Council approved parking rates to remain at \$.50 per hour until further notice. In that same motion City Council agreed that employee parking passes (long-term parking passes) shall remain \$240 per year for the time being.

Due to changes to the parking system and the hours of enforcement, we will be offering parking passes for the remainder of the year at \$20 per month through December 31, 2013. No yearly passes will be provided past December 31 until the parking pass program has been established for 2014.

Employees and businesses can buy as many months as they wish through December 2013. The current hang tag system will remain in place, and passes must be purchased at City Hall.

March Pass Holders

Individuals who bought a parking pass in March will receive an April 2013 parking pass for free. Those who bought passes for the year will be credited \$20 on your next year's parking pass purchase. You can either ask for reimbursement or we will credit you for your next purchase after your current passes have expired.

Employees Can Park in Any Lot

Included in this informational packet is a new map that reflects the different parking areas available for parking pass holders. The three different types of lots: Discount, Standard and Premium that are noted on the map illustrate a separation from originally intended long-term parking practices. Since Council approved maintaining the \$20 monthly parking rates through December 31, pass holders can now park at any of the color-coded spaces.

When parking, please take note of the colors on the placard affixed to each numbered parking sign. Colors include Yellow, Blue and Orange. In the future, parking pass costs may be more reflective of the concentric parking principles referenced in the Parking Rates Fact Sheet, so getting to know where the different color codes are will be helpful for you and your employees in the future.



Parking Pass Zones can be found affixed to each space number sign



Enforcement

Parking pass holders receive an extreme discount for parking in the three identified locations. For instance, someone working 40 hours per week downtown would pay \$20 per week if paying daily at the pay station; the current passes are \$20 for the entire month. Parking will be actively enforced between the hours of 10am-8pm, March 25-April 30. Enforcement hours will be between 10:00am-11:00pm from May 1 moving forward.

PARKING ENFORCEMENT: (March 25th – April 30th)

What You Need to Know

March 25th – April 30th.
Parking enforcement hours: 10 a.m. – 8 p.m.

May 1st
Full time parking enforcement will begin on May 1st. Parking enforcement hours will be between 10 a.m. – 11 p.m.

City Actions throughout March and April

- From March to April 30th, city staff will have time to install and test a permanent lighting solution.
- DPW personnel will also place temporary placards on each pay station to inform patrons of parking enforcement hours through the end of April.
- DPW will also install temporary parking enforcement signage on select light poles along W. 9 Mile Road.

Parking Enforcement and the New Pay Stations

Parking Enforcement does take into consideration the time it takes to get from your parking space to the pay station. If a Parking Enforcement Officer is in a particular lot and sees patrons paying for parking they will either wait to ensure they have completed their transactions or ask the patrons for their parking space number to avoid giving a ticket erroneously.

Parking Enforcement Officers will use tablets to communicate in real-time with the pay stations and ParkMobile database, ensuring that all parking space payments are updated as they happen.



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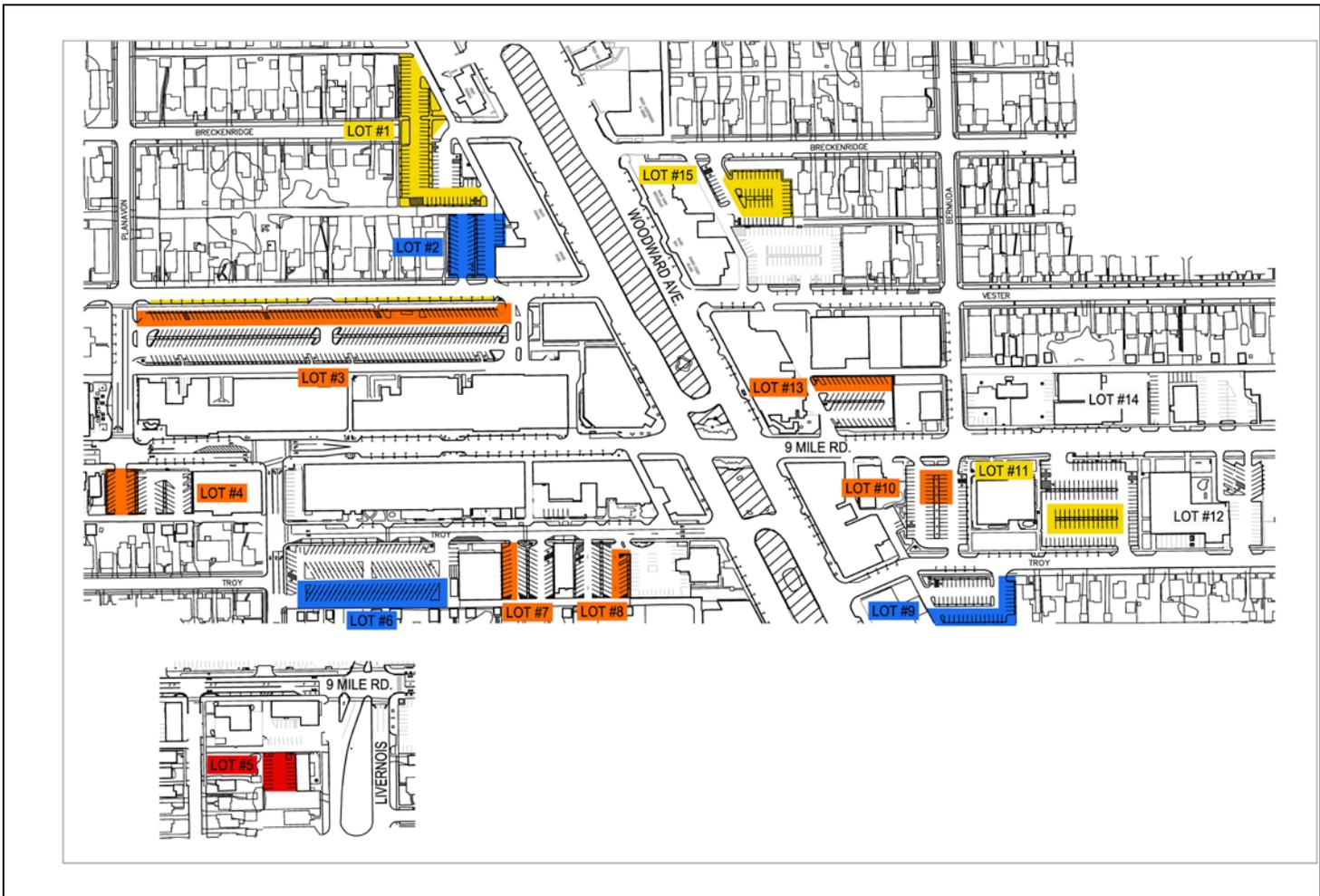
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MAPS

Downtown Parking Pass Areas





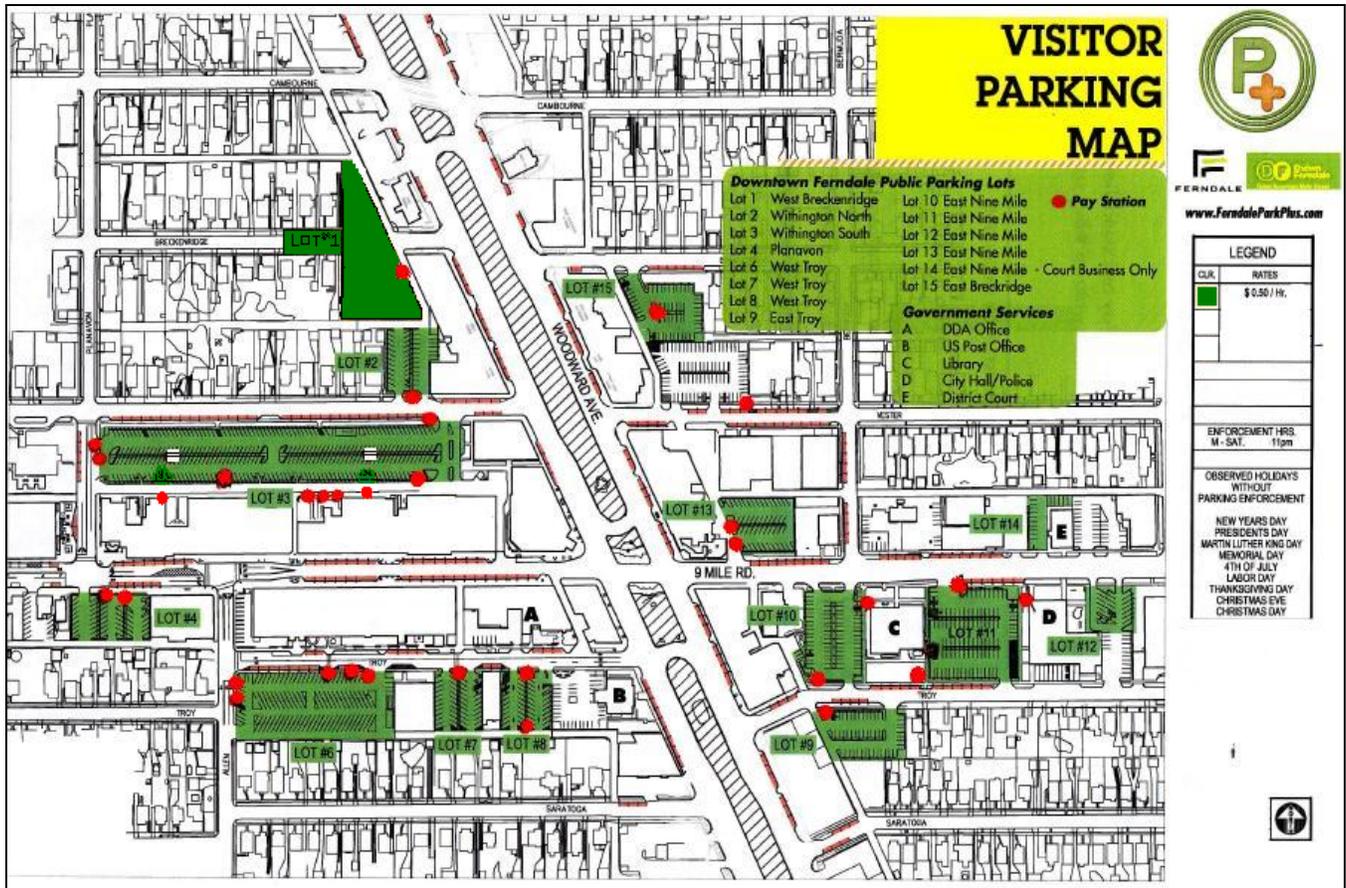
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Downtown LUKE Pay Station Locations





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Follow us [@FerndaleMichiga](https://twitter.com/FerndaleMichiga) to receive quick tweets for news, and emergency alerts



People who follow 'ferndalemi.gov' on Foursquare will receive updates on parking, holiday closures, and other general news whenever they check into any municipal building or facility.



Follow our YouTube Channel at <http://www.youtube.com/user/FerndaleMichigan> to access videos that detail "How to Use the Pay Stations", and "How to use ParkMobile on your Smart Device".



Wish you had a dynamic & printable online map that looks wonderful on your smart phone, tablet, or home computer? Look no further! Our staff has created a Google map that allows you to zoom in on our pay station locations downtown. To view the map, click <http://goo.gl/maps/RqdHM>



Visit our website at www.ferndaleparkplus.com to keep up on the latest news updates and access important information such as parking maps, rate structures, and the comment form. You can also directly email a program administrator directly at parkplus@ferndalemi.gov