

RESOLUTION No. 116-2016
AMENDING RULES AND REGULATIONS OF THE
PARKING REVENUE SYSTEM
BOROUGH OF SEA BRIGHT

Councilmember Rooney introduced and offered the following resolution for approval; seconded by Councilmember Keeler:

WHEREAS, the Borough Council authorized for the acquisition and installation of a Parking Revenue System, including signage and parking lot improvements, and including all work and materials necessary therefor and incidental thereto for the Borough of Sea Bright by Ordinance #08-2016; and

WHEREAS, the Borough Council approved Resolution No. 72-2016 on April 19, 2016, authorizing the purchase the necessary equipment through the Cranford Cooperative Pricing System to establish a paid parking system for the Municipal Parking lot within the Borough; and

WHEREAS, the Borough Council approved Resolution No. 91-2016 on May 17, 2016 approving certain rules and regulations that needed to be in place to effectuate a pay to park system.

WHEREAS, after the first month of operation, the Borough Council has reviewed and considered a number of recommendations attached hereto.

NOW, THEREFORE, BE IT RESOLVED that the Borough Council of the Borough of Sea Bright, County of Monmouth, State of New Jersey hereby approve the attached amendments to the pay to park system for the Municipal Parking Lots in the Borough of Sea Bright; and

BE IT FURTHER RESOLVED, that a certified copy of this resolution be forwarded to the following:

1. Borough Administrator
2. Borough Police Chief
3. Finance Manager

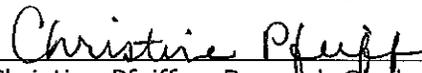
Roll Call:	Bills,	Keeler,	Kelly,	Lamia,	Leckstein,	Rooney
	No	Yes	Yes	No	No	Yes

Tie Vote: Mayor Long
Yes

July 5, 2016

CERTIFICATION

I, Christine Pfeiffer, do hereby certify that the foregoing is a resolution adopted by the Borough Council of the Borough of Sea Bright, County of Monmouth, State of New Jersey, at a Council Meeting held on July 5, 2016.


Christine Pfeiffer, Borough Clerk

Pay to Park

Thu 6/30/2016 10:28 AM

From: Joseph Verruni**To:** Mayor Dina Long, Brian Kelly, Marc Leckstein, John Lamia, Charles Rooney, Peggy Bills**Cc:** John Sorrentino, Christine Pfeiffer

We had the opportunity to meet and discuss the parking program after the first month in operation. We have taken a close look at the complaints, criticism both constructive and not so constructive and are making the following recommendations which we would like considered at the July 5th Council meeting.

The staff believes that East Ocean Ave should be free 2 hr limit parking from 10am to 6pm. The Borough Hall lot and Wayne St should also be free 2 hr limit parking from 10am to 6pm. This would accomplish a number of goals. It will help daytime merchants that can now give customers an option of free parking. It will also allow fisherman, volleyball players, surfers, etc some free parking. It will give residents in the downtown early evening parking. We can move the Kiosk and use it at the beach or along Ocean ave . Remember we also have another one coming in very soon.

There are 88 parking spaces in this area. We also recommend that the numbering system be maintained should we want to return to the pay to park system in this area in the future.

We also believe that the Church St lease should be approved and the lot used on weekends for employee parking. During the week we can utilize the existing lot for employees since we are not full at all times. This will help the residents of Church street by not using the lot during the week.

Our plan is working well. We are 34 days into the program and revenues are at \$50,996 as of this morning. We have not begun to issue violations as of yet and have given the public time to learn the system. We will continue to look for ways to better sign the lots for ease of use. Any questions please call.

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Pay to Park Plan - Borough of Sea Bright

Overview:

Sea Bright has been considering a pay to park system for its Municipal lots for several years. Many Monmouth County beach communities utilize this system in various forms. Generating additional town revenue from user fees is becoming more commonplace. Utilizing pay to park in various forms also helps create turnover to aid businesses from all day parking places. Sea Bright hopes to utilize our existing Municipal lots in a more efficient manner, raise revenue, help our businesses and residents as well as provide greater access to our beaches.

Plan Components:

1. Utilize municipality controlled parking areas for a pay to park system.
2. The season will be from the Friday before Memorial Day through Labor Day.
3. Hours of operation will be from 9am-9pm.
4. During storm emergencies pay parking can be suspended by the Mayor, Borough Council, and/or Chief of Police.
5. Payment can be made at a kiosk or by a smart phone application. Kiosks will take cash or credit cards.
6. The cost will be \$1.00 per hour.
7. Violation of the hourly rate will be at the same rate that currently exists for 30 minute and business parking violations.
8. Ocean Avenue apartment residents will be issued a sticker for all vehicles registered to that address to be affixed to the vehicle.
9. Special officers will be trained in parking enforcement, to also collect revenue and make minor repairs to the kiosks and will be dedicated to two hour parking enforcement.
(rev. Res No. 116-2016 on 7/5/2016)
10. Numbering system will be painted on asphalt surfaces and gravel lots will have wheel stops with numbers.
11. There will be 30 minute free parking in areas designated by the Borough Council.
(rev. Res No. 116-2016 on 7/5/2016)
12. Parking on East Ocean Avenue, Wayne Street and in the Borough Hall lot will be two-hour parking during the hours of 10 am to 6 pm. (rev. Res No. 116-2016 on 7/5/2016)