



# PARKING MODERNIZATION



Information on the Development and Deployment of Passport Parking

In August of 2020, the Borough completed a “top down” assessment of its parking program. Unlike previous studies that simply counted spaces, this study looked at how to improve the parking experience. A number of items were identified for future projects. One such project was to improve on the way in which patrons pay for their parking sessions. Like a lot of other communities, the decision was made by Council to contract with Passport Parking to develop and deploy a cloud based parking solution. Simply put, there are now multiple ways to start (and continue) a parking session. A patron can use the mobile application on their phone, or they can continue to use coins. In addition, there will be kiosks provided at certain locations to provide other ways to pay (cash, credit card, Tap-and-go, etc.). Future projects will look to increase the number of kiosks if they prove to be well utilized. With all this change, it is normal that there are questions and concerns. This document aims to provide clarity on regarding common questions and concerns.

**Q When will the changes to the parking program start?**

**A** For the timeline of the Passport Parking platforms, refer to page 2. **NOTE:** There will be a “grace period” of several weeks for users to become acclimated to the new system with reduced and lenient enforcement.

**Q Will this cost me more?**

**A** Yes. In order to make the needed investments in parking improvements, beyond just the Passport Parking System, it is necessary to increase the rates. In order to set rates, a review was conducted of past parking revenues, parking program costs, and other communities' rate structures.

**Q Will the changes hurt downtown businesses?**

**A** No. In fact, the way the parking program operates now is actually more detrimental to businesses. It promotes long parking sessions in front of businesses (due to low session rates and enforcement rates that are often cheaper than paying for parking sessions). It also does not provide patrons with a variety of options to pay for their parking sessions. In order to help refine the new parking program, a poll was distributed in conjunction with Main Street Hanover and the Hanover Area Chamber of Commerce. The feedback received from this poll (almost 80 businesses) was used to identify and address concerns. The Borough will monitor the new changes and make future adjustments as needed.

**Q What if I only need to run into a business to pick up something? Do I need to pay for a full session?**

**A** No. There will be some designated 10 minute spots where you can make rapid pickup/drop-offs. These will be only offered at specific locations and will be “first come, first serve.” If a 10 minute spot is not available, you will need to park elsewhere and pay for a session.

**Q Can I still get parking passes?**

**A** Yes. Parking passes will still be offered on a limited basis. At this time, they will not be integrated into the Passport Parking platform. Future efforts may align the two programs. Passes will also now be allowed to be used across multiple lots.

**Q Are these changes being done as part of a parking garage project?**

**A** No. The Borough is actively studying to determine if a parking garage is warranted but this effort to modernize parking is not related. If a parking garage is determined to be appropriate, it would likely be done not as a Borough funded project, but as a public-private partnership (P3) where a developer would pay to construct it and operate it on behalf of the Borough.

**Q Will parking enforcement change?**

**A** Yes. Parking will now be solely administered by the Police Department. Previously it was conducted by the Police Department, Public Works and the Code Enforcement departments. Officers will now utilize field tablet devices with mobile printers to streamline the process and ensure accurate records of citations are kept. Those who receive citations can pay for them online through a Passport site (linked to the Borough) or in person at the Borough Offices.

**Q How is the lack of adequate parking lot identification (public versus private) being addressed?**

**A** This was a common concern in the poll and with Borough staff. Once the migration to the Passport Parking platform has been implemented, staff will begin to look at ways to improve the parking lot facilities of all Borough-owned lots. This will include reviewing signage/wayfinding, as well as lighting, landscaping, parking layout, etc. The revenue from the parking meter program will help to pay for these improvements (along with grants and other sources).

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## FAQ Con't.

**Q Is the Borough partnering with private parking lot owners to add capacity in the downtown?**

**A** Yes. There was a lot of support in the poll for having the Borough try to collaborate with some of the larger (private) parking lot owners. It is envisioned that the Borough would add parking “zones” to individual lots to manage parking sessions, and then split revenues with the owners. A future effort will look to identify these lots and work on agreements with the owners.

**Q Is the Borough hiring dedicated parking enforcement / program staff?**

**A** No. There is no intention at this time to add Borough staff to manage the new program.

**Q Will parking sessions be limited in time?**

**A** Yes. The parking stalls on the Square and from the Square along Carlisle Street (to Bank Lane) and along Baltimore Street (to Exchange Place) will be limited to 3 hours. All others will operate between 8:00am and 8:00pm without limits on time. This will be monitored to ensure that it does not cause issues with local businesses.

**Q Why is parking not “free” in the downtown?**

**A** Parking fees are charged in order to offset costs and generate revenue to invest in the parking program. Also, setting rates is a way to curtail “squatting” on spots, while promoting a healthy turnover of available parking for business activity.

## TIMELINE

### APRIL

Begin sharing promotional information with residents and businesses. Borough staff will begin field installation of placard signs, meter decals, etc.

### MAY

Borough staff to continue to install placard signs, decal meters and begin to retool actual meters to the new session rate/time. The "grace period" will begin with limited enforcement. Borough staff will continue sharing public information and updates.

### JUNE

Grace period will continue with reduced enforcement while efforts continue to provide information. Borough Police will begin training of Passport enforcement platform for citations (using paper books with manual entry into the “enforcement backend” of the platform). Printers are expected to arrive in June (replacing paper tickets). Kiosks expected to arrive in late June for PNC Lot as well, but supply chain issues could delay. System will deploy without kiosks if needed.

### JULY 5

"Go Live" (end grace period) with system fully functional (including enforcement).

### The Borough of Hanover

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