Auburn Comprehensive Plan References to Parking

Objective G.1.1:
Manage the share of new vehicle trips during the AM and PM peak hours generated by new nonresidential development.
Strategies to achieve this objective:
Strategy G.1.1.a:
Require that applicants for site plan review incorporate transportation demand management strategies into their traffic study, including the consideration of car- and vanpooling and transit use. Utilize these approaches to manage peak hour trips when possible.
Strategy G.1.1.b:
Require that new nonresidential developments which add a large number of employees include facilities that encourage transportation demand management, such as preferential parking for car and van pools, and transit stops where feasible.

Strategy G.2.9.e: Provide creative parking solutions to meet the need of downtown neighborhoods and businesses.

i. Allow for tandem parking spaces where feasible.

ii. Allow for the development of communal off-street lots within reasonable distance of new residential and nonresidential developments.

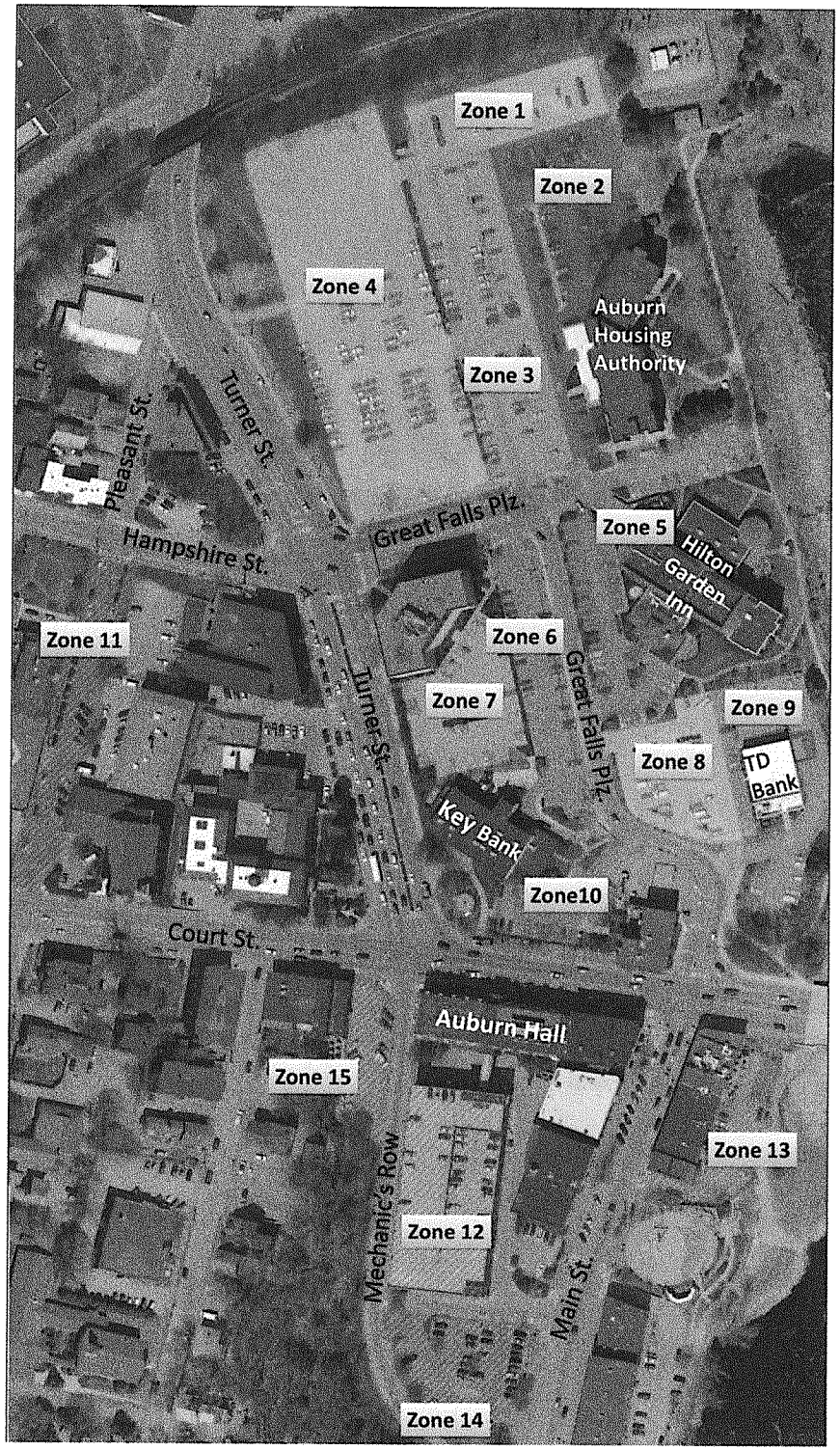
iii. Encourage the landscaping and lighting of parking lots; and provide pedestrian access from parking lots to traditional downtown businesses, the riverfront, and the street.

iv. Consider the development of satellite parking areas, connected to the downtown by shuttles or other transit services. This will alleviate the need for additional parking downtown, and free up space for more valuable commercial development.

6. **Parking Improvements** – The Plan envisions that the City may need to play a more active role in developing solutions to the parking needs in older areas of the City to encourage reinvestment in these areas. This may involve financial involvement on the part of the City. If so, this will need to be recognized and considered in future CIPs.

PARKING FACILITIES

Parking facilities are an integral part of today's car-based transportation network. Private and public parking lots, garages, and on-street spaces serve Auburn's residents, commuters, and visitors. A free Citylink shuttle bus transports individuals from municipal garages in Lewiston and Auburn to major downtown destinations.



PROPOSED PARKING CHANGES

Zone	Total	Private	City Owned
1	40		40
2	69	40	29
3	118		118
4	221		221
5	74	44	30
6	53		53
7	60	60	
8	49		49
9	42	42	
10	25	25	
11	28		28
12	436		436
13	10		10
14	49	49	
15	22		22
	1296	260	1036

Inventory Management

- Real-time space inventory.
- Multiple zones/multiple rates.
- Smart meter integration.
- Consolidated "Dashboard."

Increase Revenue

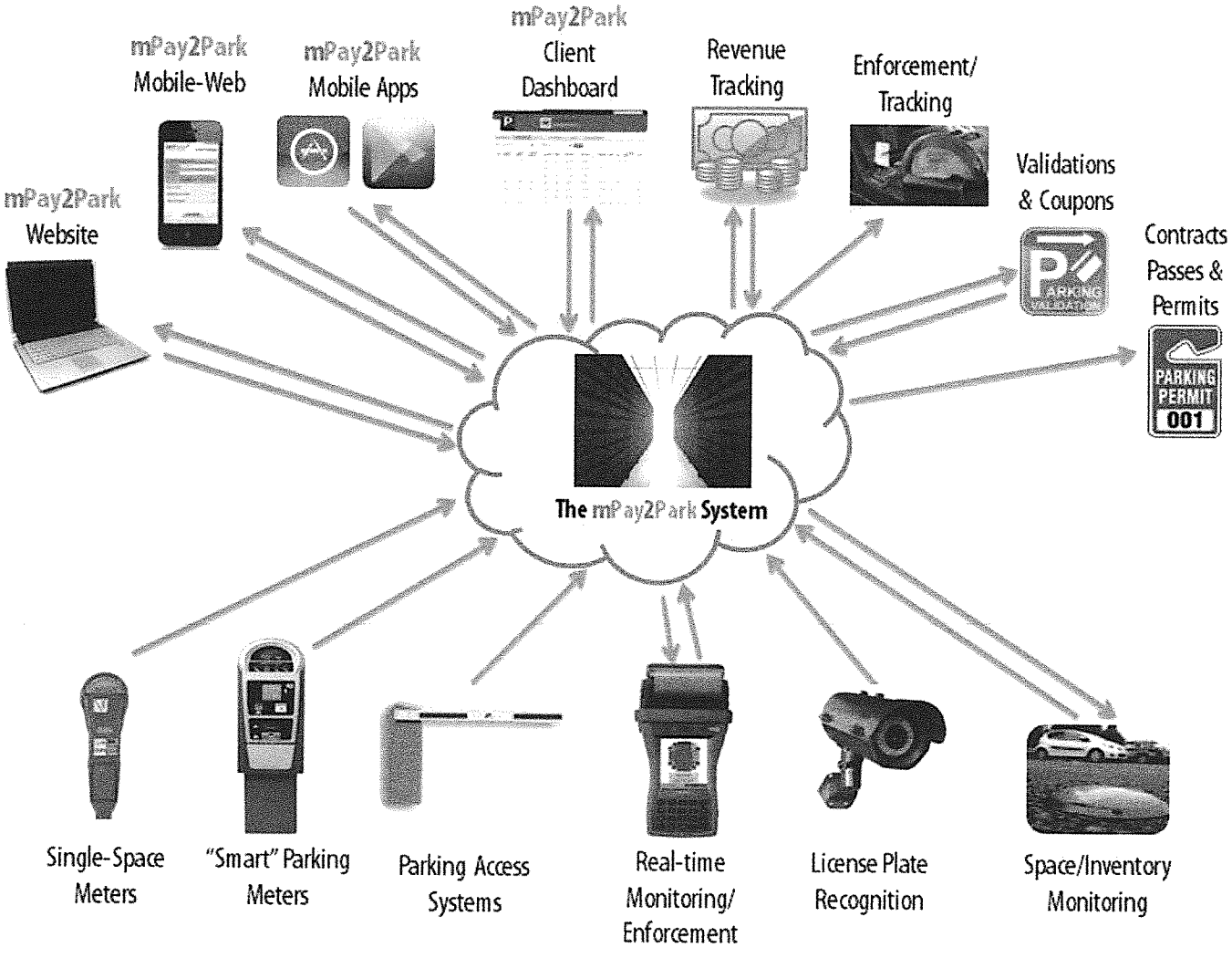
- No Capital Expenditures.
- Reduction of credit/debit card fees.
- Competitive transaction fees.
- Event and promotional passes.

Pro-Active Enforcement

- Color-coded inventory grid.
- Mobile ticket writing.
- Space monitoring.
- Transaction logging.

System Options

- Contract and Permit passes.
- Merchant Validations.
- Corporate Accounts.
- Third Party Promotions.



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SUBJECT: CASE STUDY ON PARKING METER PROCUREMENT AND THE IMPACT OF THE PURCHASE DECISION ON PARKING OPERATIONS

LOCATION: CITY OF ASBURY PARK, MONMOUTH COUNTY, NEW JERSEY

WRITTEN BY: BRIAN GRANT, P.E., FORMER CITY ENGINEER & PUBLIC WORKS DIRECTOR, ASBURY PARK
DETECTIVE EUGENE DELLO, PARKING OPERATIONS MANAGER, ASBURY PARK

EXECUTIVE SUMMARY

The City of Asbury Park is an urban municipality located along the Central eastern coast of New Jersey. The City is at the northern boundary of what is commonly known as the Jersey Shore, and it has over a mile of pristine beachfront and boardwalk. Like most municipalities, Asbury Park experiences severe financial constraints. However, it is in the midst of a successful redevelopment effort which generates additional financial demands on municipal services, and increased shortage of parking for the new visitors, residents, and employees of local businesses. The need to further invest in infrastructure, to pay for the additional municipal services, and to maximize the capacity of the available parking inventory led the City to revitalize its defunct metered parking program.

In 2007, Brian Grant, Asbury Park City Engineer began investigating metered parking options. As a result of that investigation, the City implemented a Pay-By-Space program along its beachfront, and purchased thirty two (32) Accent paystations in 2008 at a cost of $428,800 from Metric Parking Systems. The City generated parking revenues of $60,000 in 2008, $275,000 in 2009, and $460,000 in 2010 from about 2,000 spaces on the beachfront. This revenue was used to fund key municipal public safety, and public works functions. However, the paystations that were purchased did not perform as expected. Therefore, in 2011, the City went to public bid, and leased new LUKE paystations from Digital Payment Technologies with an option to purchase at the end of 1, 3, or 5 years for a pre-determined amount. These LUKE paystations have performed much better, they are easier to understand, and they have increased revenue to $1 million in 2011 despite being in operation for only 6 months.

The Asbury Park parking operations have made significant progress in communications, signage, and operations. In 2008, the City installed some street signage, and placed one (1) advertisement in the public newspaper. The signage was insufficient to provide effective notification of the new payment system since most visitors had not been exposed to multispace paystation technology. Also, the challenges associated with machine operations and repair service resulted in significant negative publicity for the City. It was a perfect storm brought about by ineffective paystation performance, insufficient public notification, newly trained personnel, and a tenuous political environment.

Since 2008, the City has made significant improvements in its notification protocol, and its operations. Replacement of the Accent paystations was the last significant hurdle in gaining acceptance and increasing customer satisfaction with metered parking.

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The chart below shows the evolution of the City's meter operations in 2008 versus 2011:

PARKING ISSUE	2008 APPROACH	2011 APPROACH
SIGNAGE	• Insufficient signs (3 per block)	• More signs (6 per block) • Signs at meter
METERS (PAYSTATIONS)	• Faulty bill acceptor • Small screen • Written instructions • Separate instructions for cash/coin/bill vs. credit card transactions	• ATM style screen. Easier to read at night • All instructions on screen, no written instructions to confuse customers • More robust bill acceptor • Faster credit card processor w/batched transaction when wireless communication drops
METER SUPPORT SERVICE	• Weekend service unavailable for Metric machines (critical for a beach town like Asbury) • Parts would be replaced and fail next day • No spare parts provided to City to perform own repair • About 20% of machines were in need of repair on a weekly basis	• 4 hour service response timeframes • Machines are more reliable so less service calls. 4 calls in 200,000 transactions over 6 months. 2 calls were addressed over phone • Spare coin bags and cash boxes
WIRELESS COMMUNICATION (for credit card transactions & Parking Meter Enforcement)	• Constant service disruptions during evenings and weekends • Only one wireless provider available for machines • No accountability between wireless provider and meter manufacturer / supplier • Placed signs on machines not to use credit cards during busy periods • No batching of credit cards, so long lines at meters during concert events	• Multiple communications platforms (standard wireless, 3G, Wi-Fi). • Credit card transaction decreased from average of 90 seconds to 8 seconds • If wireless communications drops, batched transactions processes card at later time, and expedites credit card transaction. However, no experience with batched transactions because the new wireless provider (Verizon) has a much more reliable and faster network.
PUBLIC COMMUNICATION	• Signs • Newspapers • Council meetings	• Signs • Newspapers • City website • Flyers to local businesses & residents • Soft launch (no enforcement) • Council meetings • Parking Committee w/elected officials to discuss operational and policy issues

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BUY v. LEASE – THE KEY FINANCIAL DECISION

In 2008, the City of Asbury Park chose to purchase paystations from Metric Parking Systems (the Accent model) for a unit price of $13,400. This decision was made because the City could purchase the meters from a State approved purchasing co-op, and because the City wanted to activate its meter program before the 2008 beach season. This meant that the City did not have to bid in order to revive its meter program.

In 2011, the City issued a competitive bid for new paystations, and chose to utilize a *Lease with Option to Purchase* as the procurement method. After the negative experience with the previous paystations, the City did not want to be stuck with ownership of a paystations that did not perform as advertised. However, if the paystations worked, and if the City could bond at a lower financing cost than the lease interest rate, then the City wanted to reserve the option to purchase the paystations/meters at a predetermined price.

PURCHASE

The purchase of meters has the following Pros and Cons:

PROS

- City can bond for purchases at lower interest rates than leasing, if the purchase dollars are borrowed;
- *If purchasing from the General operations budget*, there is a one time, upfront capital cost, from the current year budget. This means that there are no further constraints and/or allocations with respect to future lease payments;
- *If purchasing from the General operations budget,* annual net "profit" is higher in the second year and beyond; and
- *If the project is competitively bid,* manufacturers and/or suppliers are more willing to reduce their profit margins since the revenue will be received upfront and not over the life of a lease.

CONS

- City owns a rapidly depreciating asset, and cannot take advantage of the depreciation from an income tax standpoint;
- You are stuck with the meters if they do not function as originally represented unless City installs a "meter buy back" clause in the original bid package; and
- It is difficult to offload the meters to facilitate a near term upgrade. Asbury Park still has not "off loaded" its meters.

LEASE (w/PURCHASE OPTION)

Leasing Meters has the following Pros and Cons:

PROS

- Leasing allows you to enter the metered parking business with minimum upfront capital requirement;
- The municipality does not own the asset, and can specify 1, 3, 5, 7 year opt out clauses, so that they are not stuck with the asset;
- If the municipality is satisfied with the meters, they can specify a purchase option (1, 3, 5, purchase options are typical);
- Lease rates are competitive;
- Manufacturers have a greater stake in servicing and maintaining the meters since either the manufacturer or its leasing company that finances the deal, still owns the meters.

CONS

- Lease rates are often higher than debt service rates;
- Leasing requires you to budget annually from parking revenues and/or municipal revenues (if parking revenues are insufficient to cover lease payments) in order to make the payments; and
- Some lease structures are counted against the debt ratio of the municipality. For cash strapped municipalities this may not be an effective option.

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THE EQUIPMENT BUYBACK TRAP (DO NOT FALL FOR IT)

In the case of Asbury Park, the City was stuck with the previous meters that were purchased in 2008. **So the natural question becomes..."What to do with the old meters?"** *Asbury Park chose to remove the meters and store them until a suitable, less important use and location could be determined.*

Some municipalities may want to insert a ***buyback clause*** in any future meter proposal. The City chose not to insert this clause for the following reasons:

1. **It places any new meter company at a great disadvantage, and creates an unlevel playing field.** Different manufacturers use different parts and different software. Therefore, the buyback gives the current paystation manufacturer an unfair advantage since the parts from the old meter is of greatest use to them, and often it is of little or no use to the other manufacturers. Hence, the current manufacturer can offer a higher buyback price, and therefore a lower net cost to the municipality. **If Asbury Park were to sell the Metric meters, we were prepared to recommend "normalization" of the buyback price in order to arrive at the true value of any new meters.** The following normalization method ensures a level playing field for each manufacturer *(numbers are used for illustration purposes only)*:

Bidder	(A) Buyback Price for Old Meters($)	(B) Current Bid Price for New Meters ($)	(C) = (B – A)* Normalized bid price ($)
Current Paystation Manufacturer	1,500	8,250	**7,762** = 8,250 – [(500+200+750+500)/4]
New Manufacturer #1	500	8,000	**7,500** = 8,000 – 500
New Manufacturer #2	200	7,500	**7,300** = 7,500 – 200
New Manufacturer #3	750	8,250	**7,500** = 8,250 – 750
New Manufacturer #4	500	9,000	**8,500** = 9,000 – 500

**** Except for the current manufacturer where (C) = (B) – (average buyback price from the new manufacturers)***

This normalization analysis levels the playing field by ignoring the buyback price from the current paystation manufacturer, and utilizes the average buyback price from the other bidders to "normalize" the bid price for the current manufacturer. *In this example, the previous manufacturer was not the lowest "normalized" bid price. However, in the instance where the current manufacturer has the lowest normalized bid price, the municipality gets an even greater benefit from the higher buyback price.*

2. **The City can either utilize the old paystations elsewhere** (without the credit cards or meter management system), **or advertise the paystations for sale on its own.** The City can donate the old paystations for use at parking lots of local businesses and/or non-profits. Alternatively, the City can locate other towns where the current paystations are used by checking the "Reference / Past Experience" section in the bid /proposal package of the current paystation manufacturer negotiate a sale of the old paystations to these other municipalities.

The municipality's parking manager has to present solutions to the City Manager / Business Administrator, which justify the normalization approach. Different methods include:

- *Outline the parking revenue history to demonstrate to the municipal governing body that the municipality has made "a profit" even it donates, scrap, or sells the current paystations.* Therefore, a new meter should be judged on its own price, performance, and service support, and not the buyback number;
- *Outline the issues with the current meters which justify normalization of the bid;*
- *If the municipality is leasing the new meters instead of purchasing them,* an effective argument is that the City has chosen to reduce the risk of ownership via leasing, thereby protecting the taxpayers.

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METER SUPPORT SERVICES

The meter support services are a critical and often overlooked element of the procurement process. In Asbury Park, we did not specify and include the meter support services terms before purchasing the Metric meters. There are critical elements of meter support from the manufacturer and/or distributor that should be expressly stated in any Request For Proposal. *We did not know what we did not know.* **Therefore, we learned that during the initial launch phase (1 – 3 weeks) it would have been extremely beneficial to have someone either onsite or who could respond to serious machine and system issues within a 1 – 2 hour timeframe.** *Although we received classroom and field training, there is nothing like troubleshooting in real time during actual operations.*

In Asbury Park, we learned that the ability to have effective and adequate meter support reduces meter downtime, improves customer service, and increases the acceptance of the metered parking by your customers. The frequent Metric meter breakdowns, and our inability to address them quickly due to inadequate support and insufficient staff troubleshooting experience, generated enormous negative customer experience and feedback. *Therefore, during preparation of any Request For Proposal, we learned that the following meter support issues must be analyzed, and the municipality's desires for meter support must be included in the RFP.*

METER SUPPORT ISSUES AND OPTIONS

Support Issues	Examples of Support Options
Outline ***the response time for onsite support***, and identify the equipment that must be onsite with the vendor when they arrive for a service call.	o 1 – 2 hours o 2 – 4 hours o 4+ hours o 24 hours o Vendor must have all equipment and tools required to address any meter malfunction including whole meter replacement.
Outline ***the days for which the meters will be in service***, and determine whether the vendor would be able to provide support during these days.	o Weekdays o Weekends o Holidays
Outline ***the hours that the meters will be in service*** and determine the type of support that the vendor can provide during these hours.	o Onsite Support only during 8a – 6p o Remote support 6p – (end of meter operation)
Outline the length (days/weeks) of the ***meter launch period*** when you need ***enhanced support***, and determine what type of support is best during this period.	o Onsite Support for 1 week o Remote Support for 2 weeks

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WIRELESS COMMUNICATIONS

The ability to manage the City's parking enforcement program via wireless communication was a very attractive feature of the Metric Paystations. Another attractive feature was the ability to wirelessly process credit/debit cards. This allowed the City to streamline enforcement efforts since the parking enforcement officers (PEOs) would focus only on spaces with expired parking instead of checking a single space meter at each of the 2,000 metered spaces. In addition, offering the convenience of credit/debit card payment for parking added to the standard payment methods (bills, coins) associated with earlier single space meters.

These features went from attractive to unattractive in very short order based on failure of wireless connectivity. The Metric stations only operated on GSM platform provided via AT&T. There were communication failures on the network caused by heavy wireless use on AT&T's network and/or by defective modems. The City was caught between Metric Parking Systems and AT&T when it tried to troubleshoot wireless connectivity. In addition, the Metric paystations only allowed real time credit card processing which would not batch (i.e. hold card information for later processing when wireless communication was restored) a credit/debit transaction that was interrupted by wireless connectivity failure.

IMAGINE...

- ☹ A line of 20 – 30 people at a paystation trying to get to a concert or go to the beach;
- ☹ A standard credit card processing timeframe of 60 – 180 seconds depending on network volume and/or defective modem;
- ☹ Taking over 60 seconds to pay with a credit card only to have the Metric paystation drop your transaction, and ask you to start again; and
- ☹ Having the municipal judge dismiss over 30% of parking enforcement tickets because the system could not communicate and update the wireless handhelds by the PEOs. Therefore, customers park, pay, and then return to their car to get an expired parking ticket although they have a parking payment receipt.

This was the City's reality in 2008 – 2011. <u>That is why durable wireless hardware, and a fast wireless network really matter.</u>

SO WHEN CHOOSING THE NEXT GENERATION PAYSTATION, THE CITY WANTED TO ENSURE THAT:

- ☺ There were multiple wireless communication options;
- ☺ The chosen option was cost effective, fast, and reliable; and
- ☺ There was one level of accountability with regard to troubleshooting wireless issues.

The City chose the Verizon wireless communication network (standard cellular service) for its next generation of paystations. It has been satisfied with Verizon's performance. **Credit card processing times is now 4 – 10 seconds; and the new Digital LUKE paystations allow for batching transactions for subsequent processing in order to maintain credit/debit card payment feature, and ensure customer convenience.** *However, there are other wireless communication platforms that the current LUKE paystations permit in case of communication failure.* They are shown in the table below.

WIRELESS PLATFORM	DOWNLOAD SPEED RANGE (KBPS)	UPLOAD SPEED RANGE (KBPS)	PROS	CONS
Standard Cellular (GSM, CDMA)	15 – 30	30 – 175	▪ Low price ▪ Modem can run on battery powered meter with solar recharge	▪ Slowest communication speed of all options
3G	226 – 1,400	30 - 700	▪ Faster communication speed than standard wireless	▪ Parking stations require 110V electric power 3G modem. ▪ More expensive monthly service charges than standard cellular.
4G	5,000 – 12,000	2,000 – 5,000	▪ Faster communication speed than 3G.	▪ Parking stations require 110V electric power 4G modem. ▪ More expensive monthly service charges than 3G.
Wi-Fi	3,000 – 15,000	1,500 – 4,000	▪ No monthly wireless service charges per machine. ▪ Comparable speeds to 4G	▪ Parking stations require 110V electric power Wi-Fi modem. ▪ One time capital costs incurred to purchase and install Wi-Fi Equipment

▪ Kbps = kilobits per second = 1,000 bits per second. A bit is the amount of information stored by a digital device or other physical system that exists in one of two possible distinct states.

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PUBLIC COMMUNICATIONS

The type of communication method depends on the cost, the intended audience, and whether the parking owner/operator wants exposure to online, onstreet, and mobile customers. The table below summarizes the public communication / outreach protocol utilized by the City of Asbury Park.

Parking Meter Public Communication Activity	Customer Category			When do you begin
	Residents	Businesses / Employees	Visitors	
Municipal billboard	X	X	X	• When installation is complete and date of activation determined
Council meeting announcements	X			• 1st notice: When machines have been ordered • 2nd notice: when installation is complete and date of activation determined
Local Newspapers	X	X	X	• 1st notice: When machines have been ordered • 2nd notice: when installation is complete and date of activation determined
Flyers (handout to business owners, and post on City Hall bulletin board)	X	X		• 1st notice: When machine installation begins • 2nd notice: when installation is complete and date of activation determined
Asbury Park Chamber of Commerce		X		• 1st notice: When City receives authorization to purchase machines • 2nd notice: When installation begins • 3rd notice: When installation is complete & date of activation set
Mobile Variable signage message Boards	X	X	X	• Start: At least three (3) weeks before meter activation date • End: At least two (2) months after meters are activated
Social Media • Facebook • Twitter	X	X	X	• 1st notice: When installation begins • 2nd notice: When installation is complete & date of activation set • 3rd notice: On a weekly basis up to six (6) weeks after meter activation
Municipal Website	X	X	X	• Start: At least four (4) weeks before meter activation date • End: At least two (2) months after meters are activated

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OPERATIONS

Operational Category	Recommendations	Asbury Park approach
PERSONNEL	• Dedicated personnel are vital to a successful parking operation. • Dedicated personnel provide consistent approach to maintenance, collections, permitting, and enforcement.	• Started out with Police for meter collections, DPW for maintenance and machine install, and Police for enforcement. • Currently utilize police trainees as PEOs for enforcement, maintenance, permitting, and collections.
TRAINING	• Recommend three (3) training sessions. The first training session when the meters have been installed and the system activated but not open to the public. The second training session should actually occur on the first day of activation. The third training session should occur during the first collection cycle for the meters. • Training should not occur to early since the trainees often forget the lessons learned. • Group sessions are advised. Also, a good technique is to have trainees teach each other, and demonstrate what they have learned. Learning by doing is much more effective.	• In 2008, the City trained its Police Department PEOs too early, and too much. • In 2011, we trained when the machines were ordered, and when they were installed. The vendor was very responsive to questions during the first two (2) weeks of activation. In addition, there were less maintenance issues with the new LUKE machines, so the City was not forced to open the machines for repair as often.

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OPERATIONS

Operational Category	Recommendations	Asbury Park approach

COLLECTIONS	• Recommend only collecting when:
	  ○ Machine is full, or;
	  ○ Ahead of a long or busy weekend when the bank, where to which the funds are deposited, will be closed.
	
	Collecting only when needed saves receipt paper *(which is expensive to buy)*. An audit report is generated to show amounts in paystations when the cash and coin containers are pulled from the machine. This report is often given to the bank or the municipality's finance department.
	
	• No collections required for credit/debit card transactions. These are remitted to the municipality's bank account (less transaction fees) within 24 hours.
	
	• *The price for meter receipt paper (if required) should be part of your bid.* Although, a roll comes with each machine, we would recommend including at least 100 rolls in the initial Request for Proposal.
	
	• Credit card fees should be competitively solicited from local (preferred), or larger banks. 0.1% makes a difference if you do over $50,000 worth of credit card transactions annually.
		• The City collects only when machine is full, or ahead of a long weekend in order to save receipt paper.
		
		• The City used the credit card processing partner of a local bank (First Data Merchant Services) to process its credit cards. City did not competitively select processors. The City has paid over $20,000 in credit card transaction fees on over $500,000 worth of credit/debit card transactions.

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OPERATIONS

Operational Category	Recommendations	Asbury Park approach
PERMITTING	• Recommend monthly permitting fee with a progressive discount for 3 month, 6 month, or annual purchase. • Often politicians want different rate structures for residents, employees, residential visitors/guests. • Permit fees should be based on the projected annual per space revenue (APSR). Therefore, if a space is projected to make $1,000 per year, then the permit fee should be presented as a discount to this revenue number so that the permit recipient understands the size of the discount that they receive. • Permit fees which are too cheap leads to abuse, those which are too expensive leads to revolt. We recommend that residential can be discounted 70% - 90% from APSR, and non-resident permits can be discounted 60% - 85% from APSR. • If available, **electronic permitting** where resident receives a permit code (like a PIN#) **is strongly recommended** for the following reasons: o It requires less manpower to enforce; o It provides *very important permit utilization data* so that you can understand when and where permit holders are utilizing their permit. This helps with pricing in future years.	• Based on the desires of the City Council, Asbury Park is still utilizing manual / sticker permits that is placed in the rear driver's side window. • The City tested "Pay by Cell" service from February – April 2012. In addition to offering another form of parking meter payment, the City is examining this technology as a solution for reducing the resistance to electronic permitting. Pay by cell removes one of the key objections by permit holders, who object to having to input the code at the meter. With Pay by Cell, the permit holder would not be required to input the permit code at the meter, and the PEOs would no longer have to check windows for permit. There have been occassions where an expired parking ticket has been written for a permit holder due to low visibility at nighttime or due to tinted windows.

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OPERATIONS

Operational Category	Recommendations	Asbury Park approach
MAINTENANCE	• Do not purchase any paystation without at least a 60-day onsite demonstration (for example, a parking lot can be metered). This allows personnel to learn about the meter on a daily basis. It exposes the benefits and disadvantages of each machine as it relates to maintenance, collections, enforcement. • Comply with the vendor's machine maintenance schedule. This may include items such as lubricating door openings, collection boxes, and removing graffiti. • Avoid any vendor that requires you to buy a specific product to maintain the machine. The maintenance materials should be inexpensive, easy to use, and locally available. • Keep a maintenance log so that you can keep track (by machine number) the maintenance history of every machine. • Get a price list of machine parts from the vendor during the RFP process. This can be used to purchase parts at the end of the warranty period. • We recommend an extended warranty. Most meters come with one year parts and labor. An extension of one to two years is recommended. It saves money on parts and labor, and ensures the price of both the warranty and the parts are known ahead of time. This allows your municipality to determine whether to buy the extended warranty, or purchase the parts as needed.	• The LUKE machines are lubricated once per month. • The machines are still covered by the vendor's warranty, so any major maintenance item is still addressed by the vendor. • As of May 2011, the issues that the City has experienced with the LUKE machines included one (1) bad display screen and one (1) defective keyboard. The City has 100 LUKE machines, and overall has been satisfied with their performance. They have survived Hurricane Irene where at least three machines (adjacent to Wesley Lake) were submerged in up to one (1) foot of water.

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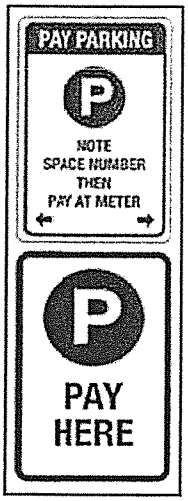
OPERATIONS

Operational Category	Recommendations	Asbury Park approach
SIGNAGE	• Minimum Parking signage that should be used is 12" x 18" with 2" lettering. • Signs should be spaced no more than 250 apart in an urban environment (Speed limit 25 mph or less). • Signage with the P Parking symbol is strongly recommended since these signs stand out from the other street signage. • Minimum height of signage is seven feet (7') to the bottom of the sign per MUTCD guidelines. • Signs should face prevailing pedestrian and/or vehicle direction. • In the case of multispace meters, a PAY HERE" sign, and an instructional sign with concise and simple language should be placed at each meter. • Reface old, existing signs (if you have them) instead of new signs. This saves at least 40% in signage. Use non-aluminum / metal signs for even more signage.	Signage used in Asbury Park *The top sign* is used along each block (maximum 250' spacing). *The bottom sign* is used above the instructional signage.  Instructional signage used at meter