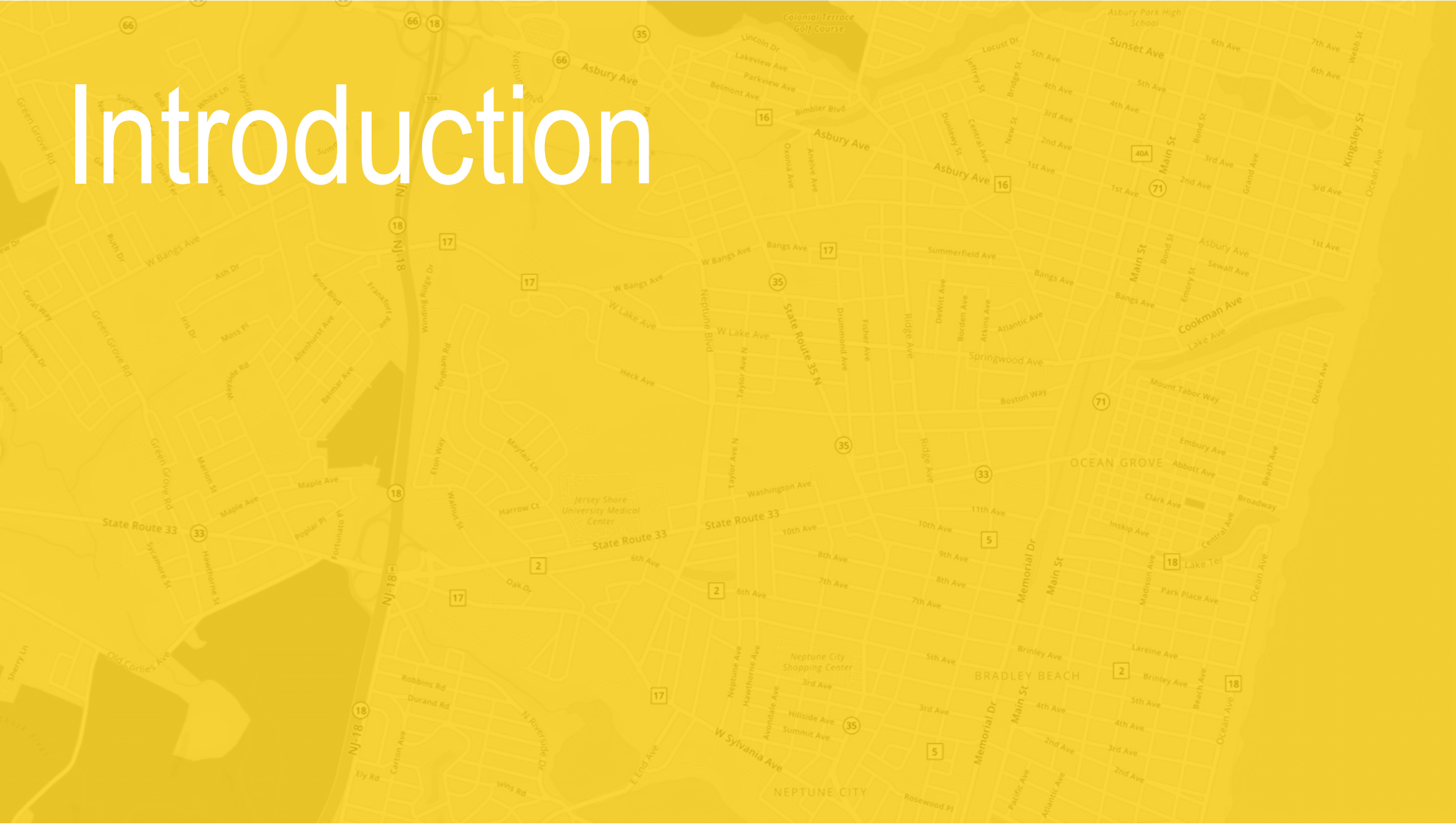


Ocean Grove Parking Survey Results

October 23, 2019

Better/Parking/Alliance
Space for Improvement

Introduction



Better Parking Alliance



About the Better Parking Alliance Committee

- A small group of Ocean Grove residents and business owner who want to initiate a new, citizen-based approach to improve parking:
 - Andy Levine - west central resident.
 - Lisa Boyd - southwest side resident
 - Paul Kaplan - central north side resident
 - Nan MacMorris - central north side resident
 - James McNamara - central north side resident
 - Cynthia Soler - southeast side resident
 - Arnold Teixeira - current Asbury Park, former northwest Ocean Grove, resident; Ocean Grove business owner: Starving Artist restaurant.
- We started on July 20, 2019.

Better Parking Alliance



Mission

A new, independent community group that believes:

- There is space for improvement and that we can make parking better.
- We all have a stake in improving parking in our community.
- We welcome you whether you are a full-time or seasonal resident, part of the Camp Meeting Association, a business or hotel owner, a renter or a tenter, or a visitor from near or far.
- We believe there are ways to increase access to parking while remaining a welcoming community to all.

Situation



Situation

Ocean Grove parking issues have risen over time parallel to increased vehicle use from the 1970s to now.

Studies

Several formal efforts in recent years to better understand facets of the issue:

- CME Associates, *Parking Space Survey*, 2012.
- Ocean Grove Homeowners Association *Parking Committee Findings & Recommendations*, Apr 2016.
- Neptune Township *Ocean Grove Parking Task Force Report and Recommendations*. (including James Watson, Traffic Expert), Dec 2016.

Situation

Recent History 2017-2019.

- Resurgence of Asbury Park and its ensuing paid programs have pushed drivers into Ocean Grove looking for free parking:
 - Asbury Park visitors and workers regularly park free in Ocean Grove and walk across bridges – in every season.
- Many Ocean Grove residents feel “*trapped in their houses on weekends*” not wanting to face the challenge of finding parking on their return.
- Significant increase in complaints in 2019 from residents – in all seasons – not only summer.

Situation

Changes Affecting Parking

- Demand for parking has increased in parallel with the increase in multi-vehicle households.
- Scarcity issues are compounded by the growing popularity of larger vehicles such as SUVs and pick-up trucks.
- Proliferation of resident-only handicap spaces.

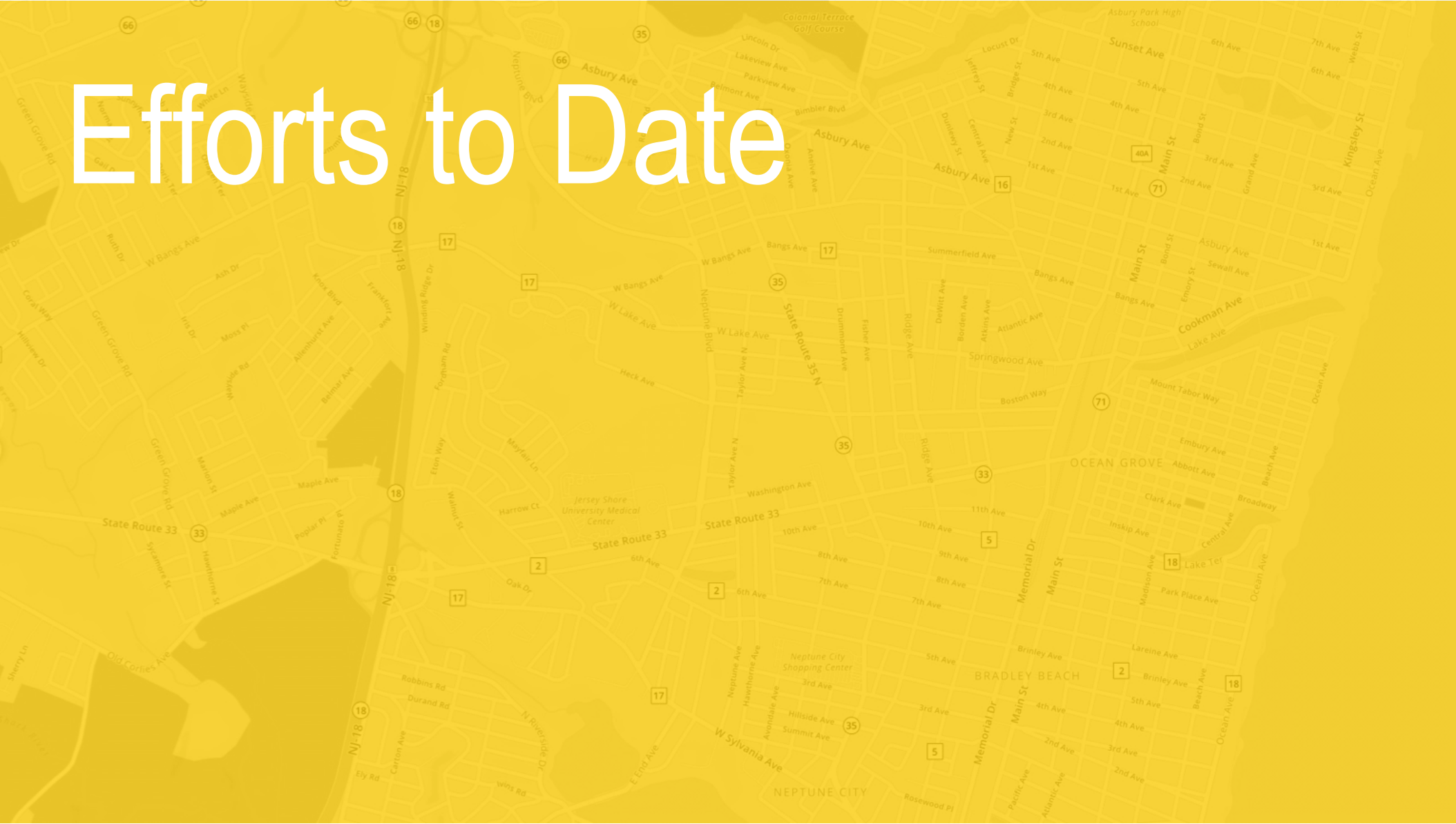
Situation

Disregard / Vigilantism / Incivility

- Increase in parking in no-parking-zones, and in fire lanes along Mt. Tabor Way, Asbury Ave, and New York Ave.
- Increase in illegal actions to reserve parking by setting up traffic cones, trash cans, or chairs.
- Increase in organized actions to reserve parking with 1 vehicle parked over 2 spaces, or using a scooter/motorcycle to use 1 whole parking space.
- Increase in disinformation or threats to drivers, threats to tow vehicles, and damage to vehicles.

Result. Rising incivility can negatively affect resident and visitor perceptions of Ocean Grove as a place where all are welcome.

Efforts to Date



Efforts to Date

Ordinances / Actions

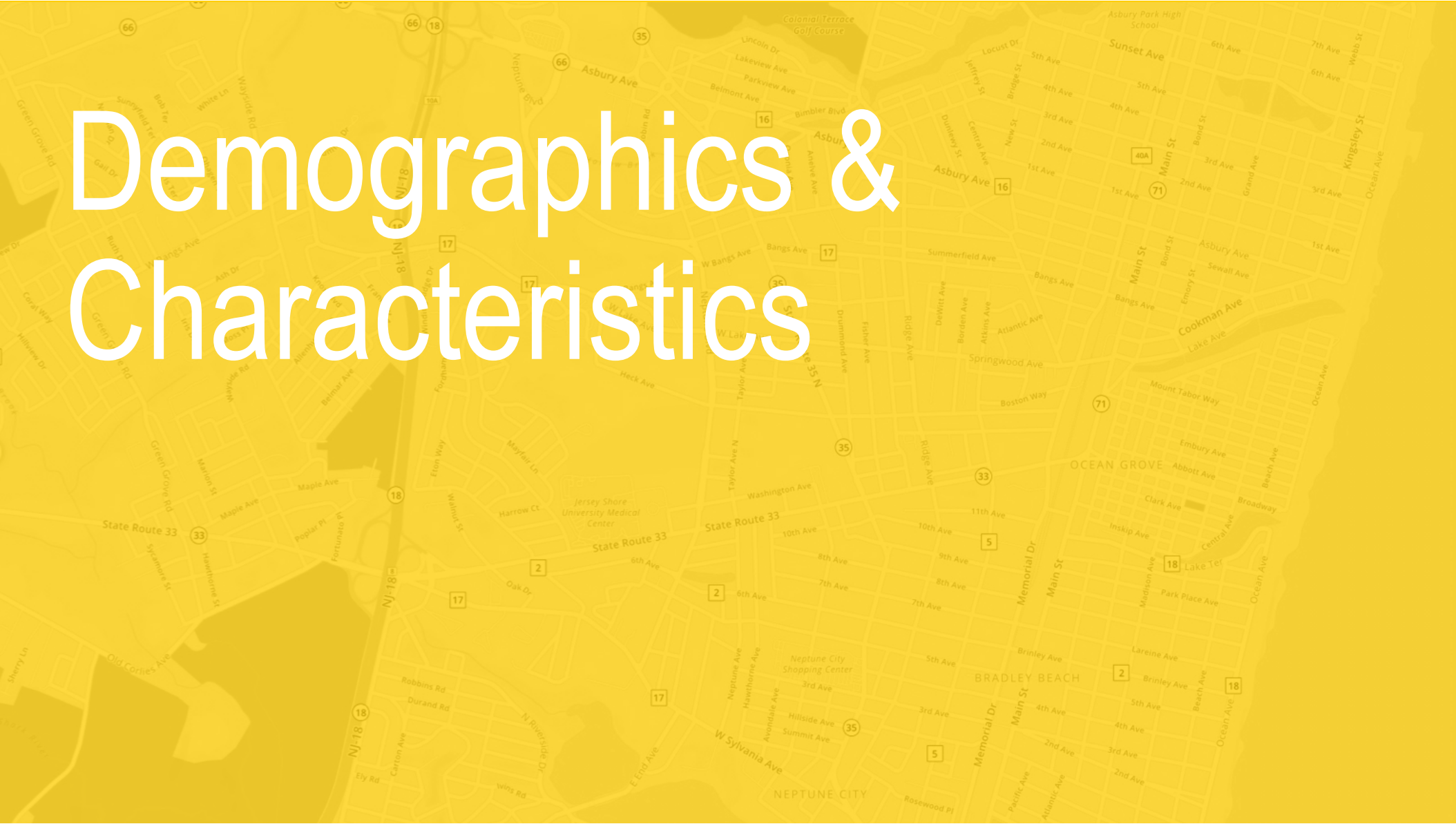
- Enforcement of existing ordinances on restricted parking of commercial vehicles in residential areas and removal of vehicles from fire lanes.
- Newer ordinances on:
 - Removal of dumpsters and storage pods from streets during summer season.
 - Removal of “warehoused” vehicles after 30 days.
- Addition of 18 new parking spaces on Central Ave.
- Periodic conversations with, and actions of, CMA leadership on the issue, e.g. seasonal and event shuttles.

Efforts to Date

Proposals / Conversation / Allocation

- *Ocean Grove Parking Permit Business Case*, Aug 2017, for Township Committee, by Carol Rizzo.
- Township Committee conversations with Mike Manzella, Asbury Park Parking Authority Manager.
- Presentation of *Creating a Pilot Program for Parking Permits; Introductory Presentation* by Carol Rizzo to Township Committee and Neptune Township public, Dec 2017.
- Allocation by Neptune Township of \$8,000 for engineering consultant to expand on previous studies and provide recommendations, Apr 2019.

Demographics & Characteristics



Demographics

Who lives in Ocean Grove?

- 2,943 full-time residents:
 - 968 (33%) live alone.
 - 1,186 (40%) age 62 and older:

Why is this important?

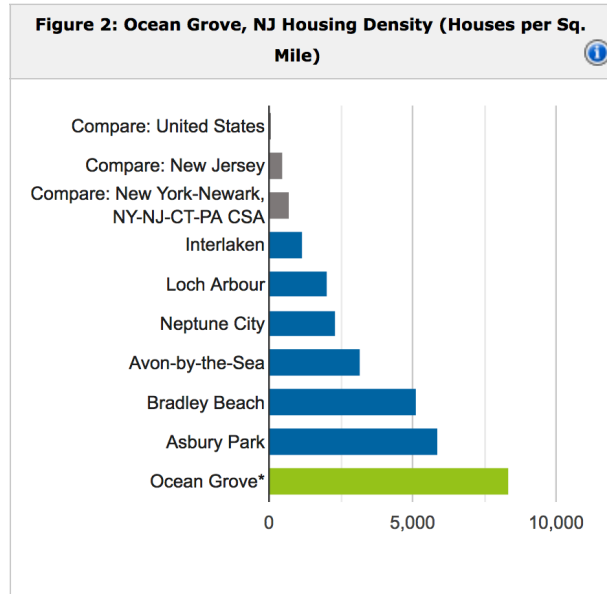
- 40% near-and-at retirement age is significant for any town. Positively, this provides more leisure time. Negatively, more health issues ensue. Both have implications for parking when leaving and returning to Ocean Grove.

Source:

[Data.Census.gov/cedsci/table?id=ACS%205-Year%20Estimates%20Data%20Profiles&table=DP05&tid=ACSDP5Y2017.DP05&g=0400000US341600000US3454480&lastDisplayedRow=33](https://data.census.gov/cedsci/table?id=ACS%205-Year%20Estimates%20Data%20Profiles&table=DP05&tid=ACSDP5Y2017.DP05&g=0400000US341600000US3454480&lastDisplayedRow=33)

2017 American Community Survey

Demographics



Source:

TownCharts.com/New-Jersey/Housing/Ocean-Grove-CDP-NJ-Housing-data.html

2016 Data, 2018 American Community Survey

How dense is Ocean Grove housing?

- Ocean Grove is significantly denser in housing units than surrounding towns.

Why is this important?

- The compression of more vehicles in a smaller geographic area creates an especially volatile situation.

- **Note.** Chart is based on “Houses per Square Mile.” If Ocean Grove had a true square mile of land, instead of its actual 0.372 square mile of land, the density of housing units would be 8,319 housing units per square mile.

Parking vs. Vehicles

How many parking spaces are needed?

- 3,233 parking spaces available in Ocean Grove.
- 3,051 housing units (i.e. homes, condos, apts):
 - 1,265 (41%) vacant housing units.¹
 - 1,786 (59%) occupied housing units.
 - Vehicles available to occupants: 0: 226 (13%), 1: 1084 (61%), 2: 363 (20%), 3+: 113 (6%)

Why is this important?

- The number of vehicles needing parking (3,378)² is greater than the parking spaces available (3,233).
- Parking spaces needed is even greater when you include vehicles for beach-goers, shopping/dining, events, staff, and resident and hotel guests.

Sources:

2012 CME Parking Survey and
[Data.Census.gov/cedsci/table?id=ACS%205-Year%20Estimates%20Data%20Profiles&table=DP04&tid=ACSDP5Y2017.DP04&g=0400000US341600000US3454480&lastDisplayedRow=35](https://data.census.gov/cedsci/table?id=ACSDP5Y2017.DP04&g=0400000US341600000US3454480&lastDisplayedRow=35)

¹ Defined: “one which is entirely occupied by persons who have a usual residence elsewhere.”

² 1,265 vacant unit vehicles (avg. 1/unit) + 2,113 occupied unit vehicles (1x1084+2x363+3x113) = 3,378.

Research



Inspiration

*“We’d like to see more data.
We’d like to see additional
research on the issue.”*

- concluding consensus of Neptune Township Committee Members Dr. Michael Brantley, Robert Lane Jr., Kevin McMillan, and Nicholas Williams after fellow Member Carol Rizzo’s *Pilot Program for Parking Permits* Proposal, December 18, 2017, Michael Lake Performing Arts Center, Neptune Township High School

Background and Methodology

Online Survey

We conducted an online survey using the research website, SurveyMonkey. The survey was available from Aug 27 through Sep 20, 2019 (25 days).

Better Parking Alliance Survey

The "Better Parking Alliance" is a new organization focused on pinpointing and implementing a parking solution that balances the needs of Ocean Grove's diverse constituencies.

The following eight-question survey will take just five minutes to complete. But it will be enormously helpful in crafting a solution that will improve access to parking in Ocean Grove. Individual responses will be treated anonymously. We ask that you respect the "one survey response per person" rule.

1. Are you a year-round or seasonal resident of Ocean Grove?

Year-round resident (live more than six months/year in Ocean Grove)

Seasonal resident (live less than six months/year in Ocean Grove)

Other (please specify) _____

2. What is your perception of the parking in Ocean Grove this year? statements:

Parking is **more difficult** in 2019

Parking is **about the same** as in recent years

Parking is **easier** in 2019

Not sure

3. Do you think there is a parking problem in Ocean Grove? Which statement best describes your response?

Parking is a seasonal problem (summer only)

Parking is a year-round problem

Ocean Grove does not have a parking problem

4. On a 1 to 5 scale (5 = very important; 1 = not important), how important is improving access to parking in Ocean Grove to your quality of life?

5 - Very Important 4 3 2 1 - Not Important

5. One of the ideas Better Parking Alliance is exploring is the introduction of resident parking permits in high impact areas of town. The numbers are telling. There are 3,229 available parking spaces in Ocean Grove. There are also 3,049 residential units (homes, condos, apartments, etc.) with 47% of residents owning 2 or more cars. One possible solution to limiting the vehicle congestion is to introduce "resident-only parking areas" and charge residents for a parking permit. Which statement do you agree with (select one):

I am willing to pay for a resident parking permit for my car(s) if it improves the chances of finding a space near my home.

All residents should receive one complimentary parking permit per residential unit. For those with more than one car, additional permits should be available for purchase.

I am opposed to paying a fee for a residential parking permit.

6. Please share any suggestions for improving access to parking that you would like Better Parking Alliance to explore. We welcome your ideas.

7. What is your primary address in Ocean Grove? (optional)

8. I want to help solve the parking problem in Ocean Grove.

I'm interested in helping to solve this problem. Let me know how I can help.

Please share a summary of the survey findings with me.

9. Contact Information

Name _____

Email Address _____

Thank you for completing this survey. We welcome your feedback and further dialogue on the parking challenges in Ocean Grove. Please feel free to email us at BetterParkingAlliance@gmail.com with your thoughts.

"Better Parking Alliance" Formation Committee

Lisa Boyd Paul Kaplan Andy Levine
Nan MacMorris James McNamara Cynthia Soler Arnold Teixeira

Done

Powered by SurveyMonkey

Background and Methodology

Survey Audiences

We posted a link to the survey with the following groups:

- Facebook Private Group: *Ocean Grove Open Dialog*.
- Nextdoor.com Ocean Grove.
- Ocean Grove Homeowners Association eblast to members.
- Facebook Private Group: *Ocean Grove Tenters Association*.
- Ocean Grove Realtors eblast

Background and Methodology

Projectable Results

622 people responded to the survey. The results provide statistically reliable and projectable data to the larger population on respondents' opinions on 9 parking related questions.

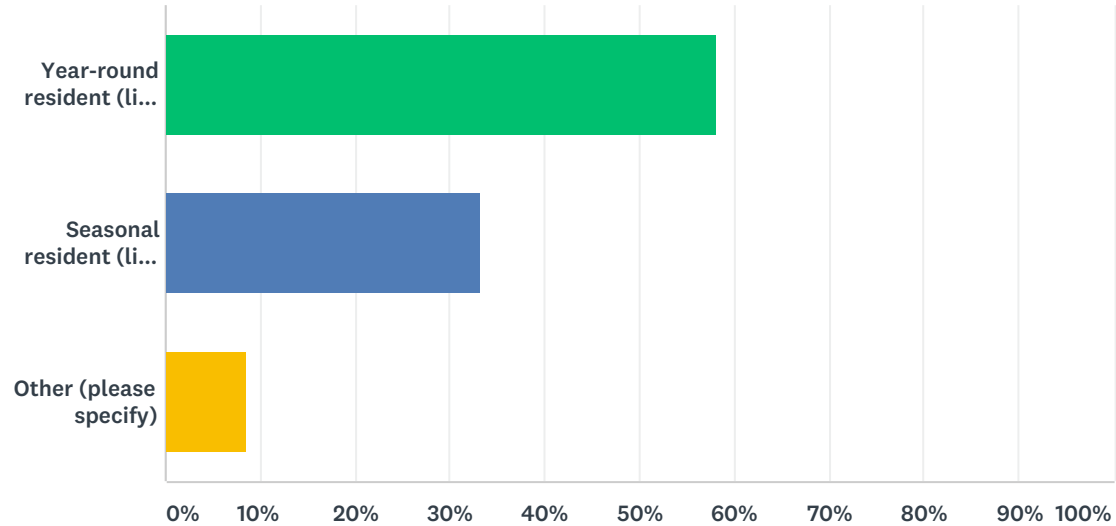
The survey's margin of error is +/- 4% and its confidence level is 95%.

Why is this important? The above means that we can be 95% certain that responses did not occur by chance. And, if we repeated the survey, we would see the same results within a +/- 4% margin of error.

Findings

Q1 Are you a year-round or seasonal resident of Ocean Grove?

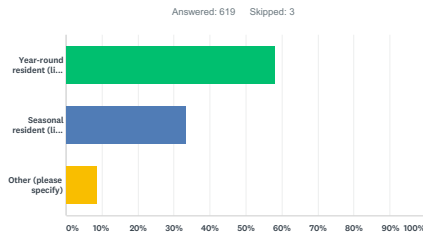
Answered: 619 Skipped: 3



ANSWER CHOICES	RESPONSES	
Year-round resident (live more than six months/year in Ocean Grove)	58.16%	360
Seasonal resident (live less than six months/year in Ocean Grove)	33.28%	206
Other (please specify)	8.56%	53
TOTAL		619

Reliable Data

Q1 Are you a year-round or seasonal resident of Ocean Grove?



ANSWER CHOICES	PERCENTAGE	RESPONSES
Year-round resident (live more than six months/year in Ocean Grove)	58.16%	360
Seasonal resident (live less than six months/year in Ocean Grove)	33.28%	206
Other (please specify)	8.56%	53
TOTAL		619

Results

- BPA data are highly reliable, mirroring Census data almost exactly:
 - BPA 58% year-round residents vs. Census 59% occupied housing units.
 - BPA 42% seasonal and other residents vs. Census 41% vacant housing units.¹

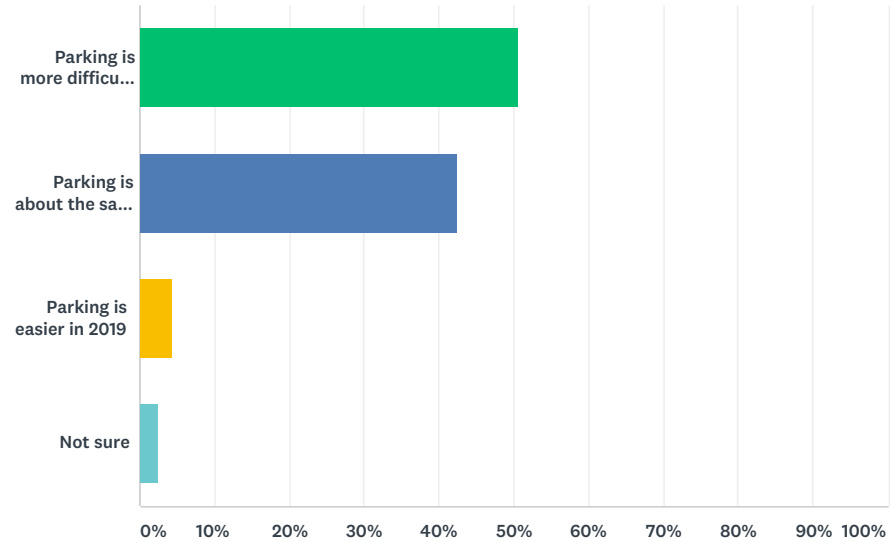
Note. For all questions, there were no significant differences between year-round and seasonal residents responses when filtered for each.

¹ Defined: “one which is entirely occupied by persons who have a usual residence elsewhere.”

Findings

Q2 What is your perception of the parking in Ocean Grove this year? Please select one of the following statements:

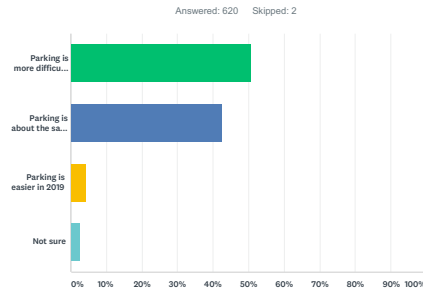
Answered: 620 Skipped: 2



ANSWER CHOICES	RESPONSES	
Parking is more difficult in 2019	50.65%	314
Parking is about the same as in recent years	42.42%	263
Parking is easier in 2019	4.35%	27
Not sure	2.58%	16
TOTAL		620

Difficulty of Parking

Q2 What is your perception of the parking in Ocean Grove this year?
Please select one of the following statements:



ANSWER CHOICES	RESPONSES
Parking is more difficult in 2019	50.65% 314
Parking is about the same as in recent years	42.42% 263
Parking is easier in 2019	4.35% 27
Not sure	2.58% 16
TOTAL	620

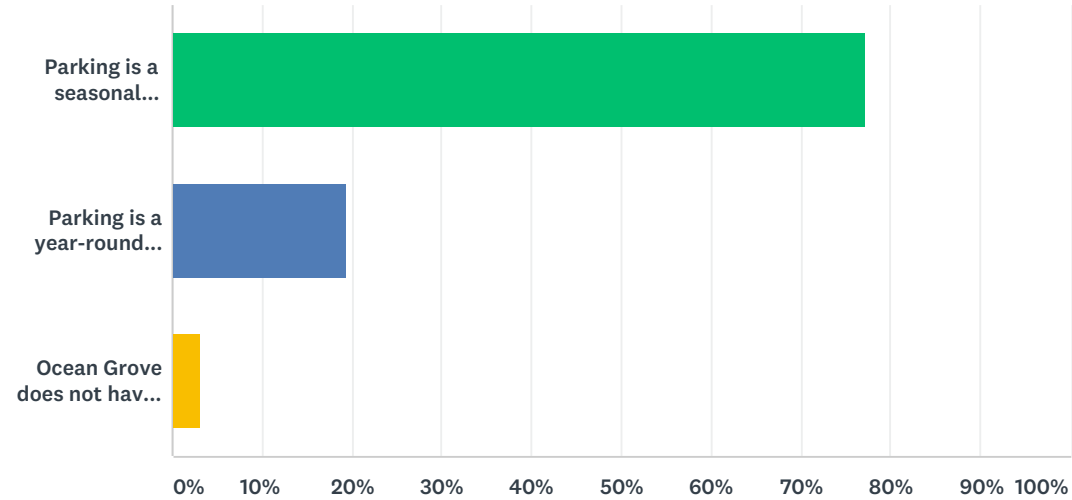
Results

- 93% of respondents think parking is more difficult or about the same in 2019 as in recent years:
 - 51% believe the situation is worse.
 - 42% believe the situation is about the same.
- Only 4% believe the parking situation is better in 2019.

Findings

Q3 Do you think there is a parking problem in Ocean Grove? Which statement best describes your views

Answered: 619 Skipped: 3



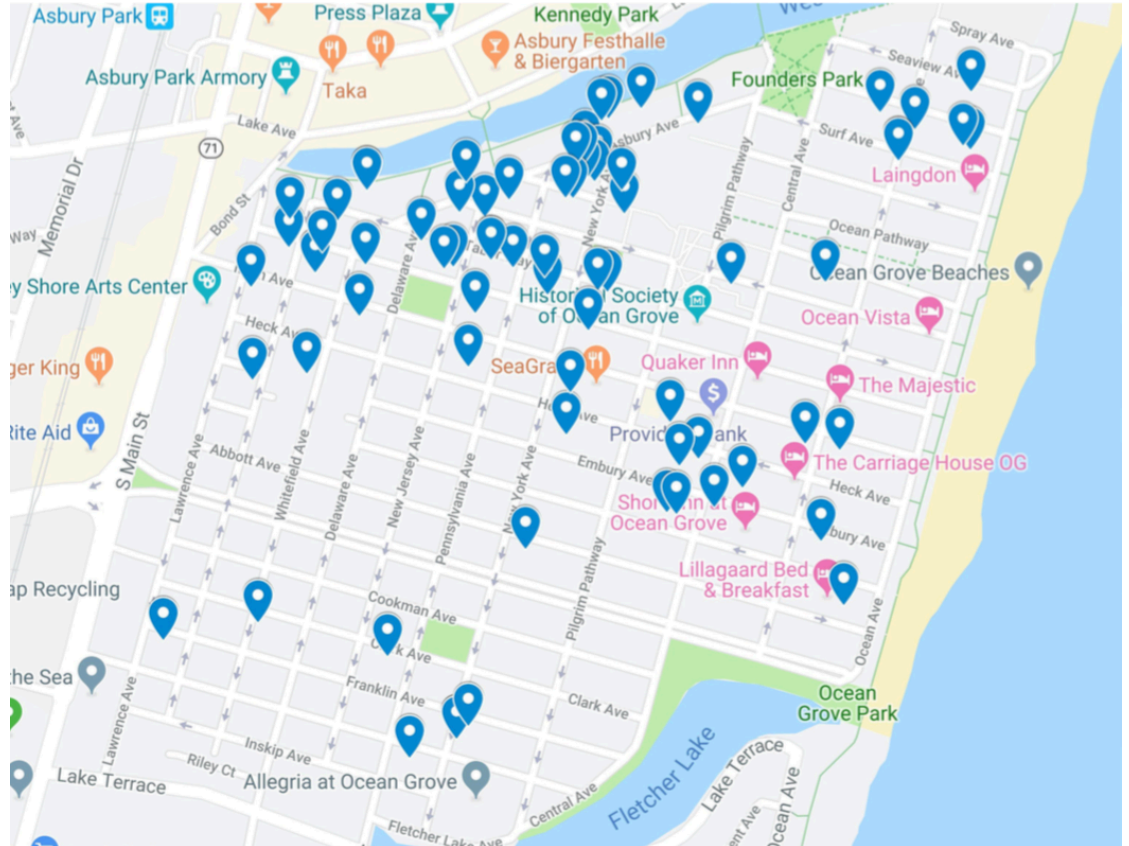
ANSWER CHOICES	RESPONSES	
Parking is a seasonal problem (summer only)	77.22%	478
Parking is a year-round problem	19.55%	121
Ocean Grove does not have a parking problem	3.23%	20
TOTAL		619

Findings

Q3 Do you think there is a parking problem in Ocean Grove? Which statement best describes your views

Location of Respondents who believe “Parking is a Year-Round Problem” (blue markers)

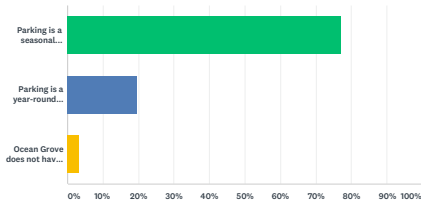
Answered: 619 Skipped: 3



Perceptions of Parking Problem

Q3 Do you think there is a parking problem in Ocean Grove? Which statement best describes your views

Answered: 619 Skipped: 3



ANSWER CHOICES	RESPONSES	
Parking is a seasonal problem (summer only)	77.22%	478
Parking is a year-round problem	19.55%	121
Ocean Grove does not have a parking problem	3.23%	20
TOTAL		619

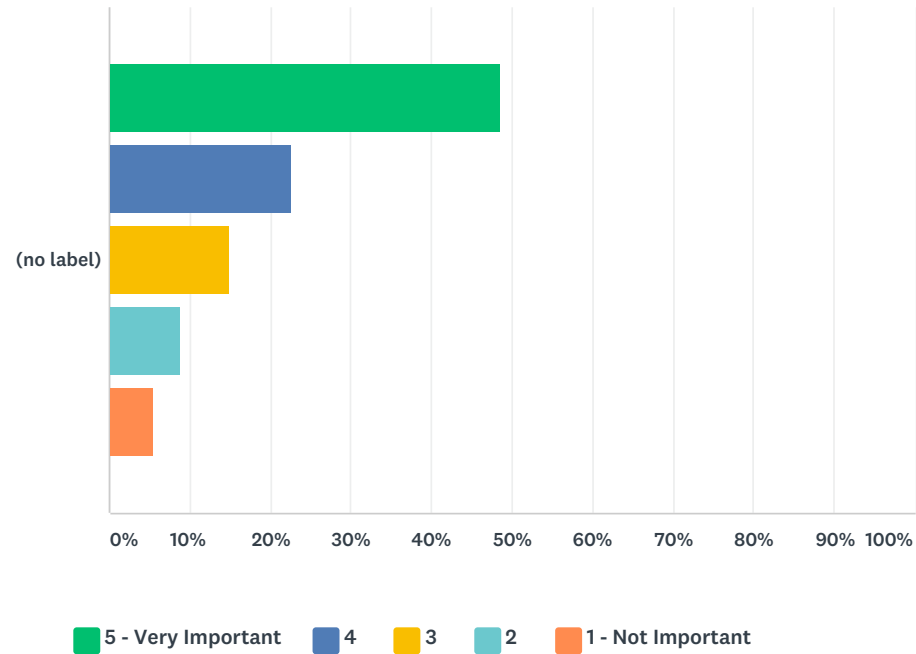
Results

- Previous parking studies indicate people are most naturally aware of the situation near their residence:
 - However, we know in high-impact areas, for example, the north side, commercial district, around Allegria, and in other areas, that the problem is year-round.
- 97% of respondents think that parking is a problem, whether seasonal or year-round. That's a significant level of agreement among respondents.

Findings

Q4 On a 1 to 5 scale (5 = very important; 1 = not important), how important is improving access to parking in Ocean Grove to your quality of life?

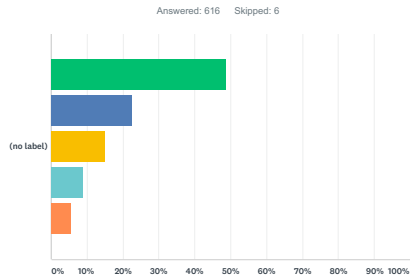
Answered: 616 Skipped: 6



	5 - VERY IMPORTANT	4	3	2	1 - NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	48.54% 299	22.56% 139	14.77% 91	8.77% 54	5.36% 33	616	4.00

Relationship to Quality of Life

Q4 On a 1 to 5 scale (5 = very important; 1 = not important), how important is improving access to parking in Ocean Grove to your quality of life?



5 - Very Important 4 3 2 1 - Not Important

	5 - VERY IMPORTANT	4	3	2	1 - NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	48.54%	22.56%	14.77%	8.77%	5.36%	616	4.00
	299	139	91	54	33		

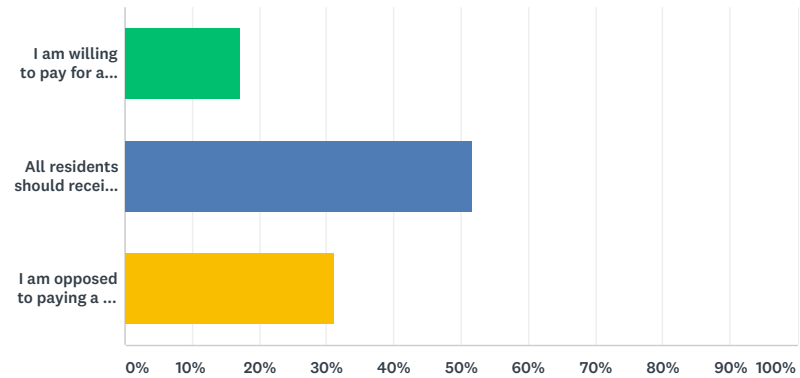
Results

- 71% of respondents believe that improving access to parking is somewhat to very important to their quality of life:
 - This is important because it expresses the significant degree to which people's enjoyment of their lives is being impacted by parking.

Findings

Q5 One of the ideas Better Parking Alliance is exploring is the introduction of resident parking permits in high impact areas of town. The numbers are telling. There are 3,229 available parking spaces in Ocean Grove. There are also 3,049 residential units (homes, condos, apartments, etc.) with 47% of residents owning 2 or more cars. One possible solution to limiting the vehicle congestion is to introduce “resident-only parking areas” and charge residents for a parking permit. Which statement do you agree with (select one):

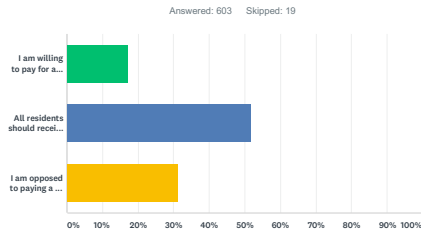
Answered: 603 Skipped: 19



ANSWER CHOICES	RESPONSES
I am willing to pay for a resident parking permit for my car(s) if it improves the chances of finding a space near my home.	17.25% 104
All residents should receive one complimentary parking permit per residential unit. For those with more than one car, additional permits should be available for purchase.	51.58% 311
I am opposed to paying a fee for a residential parking permit.	31.18% 188
TOTAL	603

Free vs. Paid Permits

Q5 One of the ideas Better Parking Alliance is exploring is the introduction of resident parking permits in high impact areas of town. The numbers are telling. There are 3,229 available parking spaces in Ocean Grove. There are also 3,049 residential units (homes, condos, apartments, etc.) with 47% of residents owning 2 or more cars. One possible solution to limiting the vehicle congestion is to introduce “resident-only parking areas” and charge residents for a parking permit. Which statement do you agree with (select one):



ANSWER CHOICES	RESPONSES
I am willing to pay for a resident parking permit for my car(s) if it improves the chances of finding a space near my home.	17.25% 104
All residents should receive one complimentary parking permit per residential unit. For those with more than one car, additional permits should be available for purchase.	51.58% 311
I am opposed to paying a fee for a residential parking permit.	31.18% 188
TOTAL	603

Results

- 69% of respondents believe residents should receive a resident parking permit:
 - 52% believe the first permit should be free and additional permits should be purchased.
 - 17% are willing to pay for a resident parking permit.
- Nearly a third of respondents (31%) are opposed to paying a fee for parking permits and voiced concern about the level of taxes.

Findings

Q6 Please share any suggestions for improving access to parking that you would like Better Parking Alliance to explore. We welcome your ideas.

Answered: 363 Skipped: 259

Top Ten Responses

1. Introduce resident-only parking areas (33%).
2. Establish paid parking/meter parking for non-residents in high impact areas (18%).
3. Build parking lot / parking garage; better utilization of existing parking lots (12%).
4. Add painted lines to mark spaces (11%).
5. Launch shuttle service for beach visitors / event attendees (6%).
6. Oppose paying for a resident parking permit. Taxes are high enough (5%).
7. Create separate motorcycle/scooter parking (5%).
8. Introduce timed parking in downtown (4%).
9. Eliminate vehicles stored for extended time periods/commercial vehicles overnight (4%).
10. Strengthen parking enforcement (3%).

Suggested Solutions

Q6 Please share any suggestions for improving access to parking that you would like Better Parking Alliance to explore. We welcome your ideas.

Answered: 363 Skipped: 259

Top Ten Responses

1. Introduce resident-only parking areas (33%).
2. Establish paid parking/meter parking for non-residents in high impact areas (18%).
3. Build parking lot/parking garage; better utilization of existing parking lots (12%).
4. Add painted lines to mark parking spaces (11%).
5. Launch shuttle service for beach visitors/event attendees (6%).
6. Oppose paying for a resident parking permit. Taxes are high enough (5%).
7. Create separate motorcycle/scooter parking (5%).
8. Introduce timed parking in downtown areas (4%).
9. Eliminate vehicles stored for extended time periods/commercial vehicles overnight (4%).
10. Strengthen parking enforcement (3%).

Results

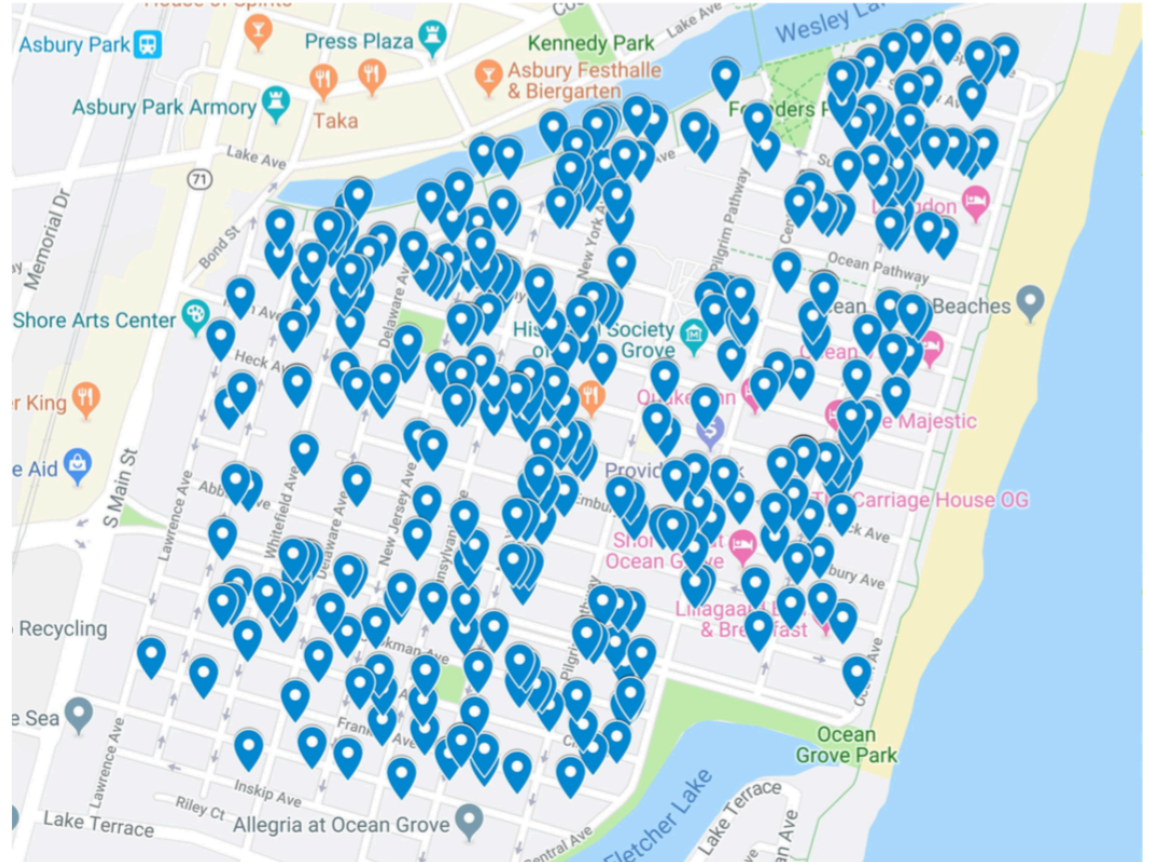
- Responses #1 and #2 reinforce Q5 – Resident Parking Permit.
 - Response #6 is comparatively low.
- Response #3 is long-term oriented and costly.
- Response #4 would actually reduce available spaces.
- Response #5 has been instituted in the past. Response #9 is already in force. Consistent and more communication is key.
- Responses #7, #8, and #10 are solutions that could be implemented through ordinance or enforcement.

Findings

Q7 What is your primary address in Ocean Grove? (optional)

Answered: 398 Skipped: 224

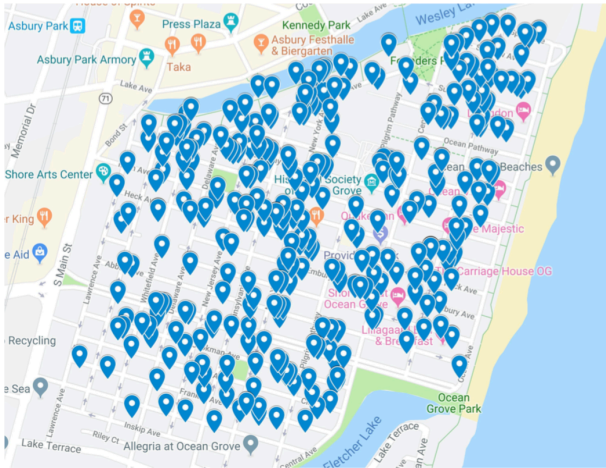
Location of All Respondents
(blue markers)



Even Distribution of Responses

Q7 What is your primary address in Ocean Grove? (optional)

Answered: 398 Skipped: 224



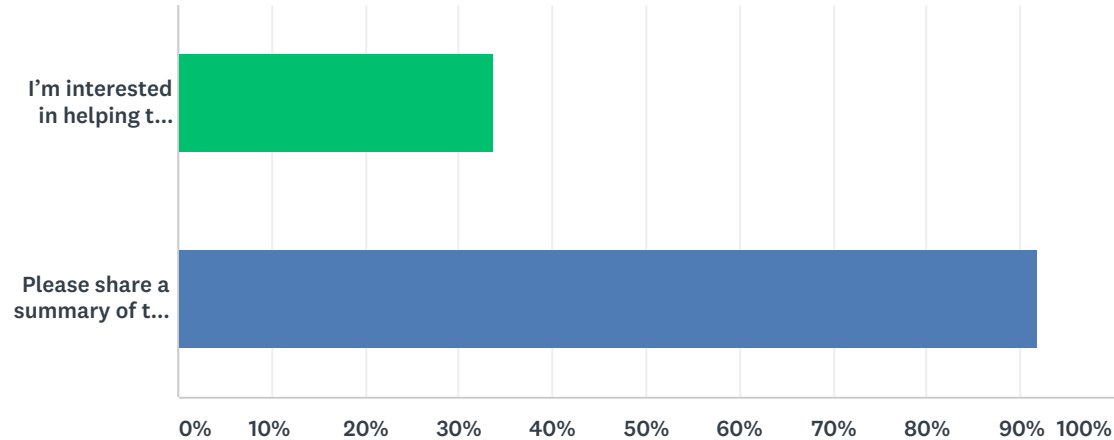
Results

- Respondents are evenly distributed throughout town, even when filtered on year-round residents only.
- The even distribution of responses suggests that respondents in all areas are attuned to and concerned about parking.

Findings

Q8 I want to help solve the parking problem in Ocean Grove.

Answered: 463 Skipped: 159

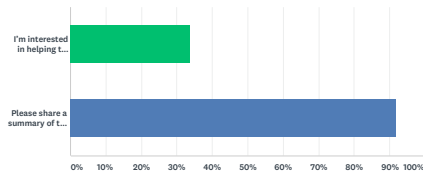


ANSWER CHOICES	RESPONSES	
I'm interested in helping to solve this problem. Let me know how I can help.	33.69%	156
Please share a summary of the survey findings with me.	91.79%	425
Total Respondents: 463		

Community Interest in Solutions

Q8 I want to help solve the parking problem in Ocean Grove.

Answered: 463 Skipped: 159



ANSWER CHOICES	RESPONSES
I'm interested in helping to solve this problem. Let me know how I can help.	33.69% 156
Please share a summary of the survey findings with me.	91.79% 425
Total Respondents: 463	

Results

- 1 in 3 respondents want to help with this initiative, which reflects resident interest in this issue and is an encouraging sign of community participation.
- 92% of individuals responding to this question requested a summary of these survey findings. This speaks to respondents wanting to be more engaged and better understand the nuances of the issue.

Findings

Q9 Contact Information

Answered: 466 Skipped: 156

ANSWER CHOICES	RESPONSES	
Name	97.64%	455
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	99.57%	464
Phone Number	0.00%	0

Community Engagement

Q9 Contact Information

Answered: 466 Skipped: 156

ANSWER CHOICES	RESPONSES	
Name	97.64%	455
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	99.57%	464
Phone Number	0.00%	0

Results

- 75% of respondents provided their names and email addresses, again reinforcing their interest, engagement, desire for understanding, and better parking.

Key Takeaways

- Strong evidence of growing respondent concern:
 - Quality of life impact and worsening problem in 2019.
- Elimination of “free parking for Asbury Park visitors” is a uniting issue for respondents.
- Strong support for a system of resident permit parking as a potential solution.
- Significant opposition (31%) to paying additional fees.
- Identified respondents who can be mobilized to support better parking:
 - Email database of close to 500 concerned people.

Next Steps



Next Steps

- Solicit feedback to survey report from broad range of individuals and organizations in Neptune Township / Ocean Grove.
- Share research results with key organizations and public.
- Focus on specific parking recommendations for presentation to Neptune Township Committee.



Thank you!

Andy Levine, President
BetterParkingAlliance@gmail.com

Better/Parking/Alliance
Space for Improvement