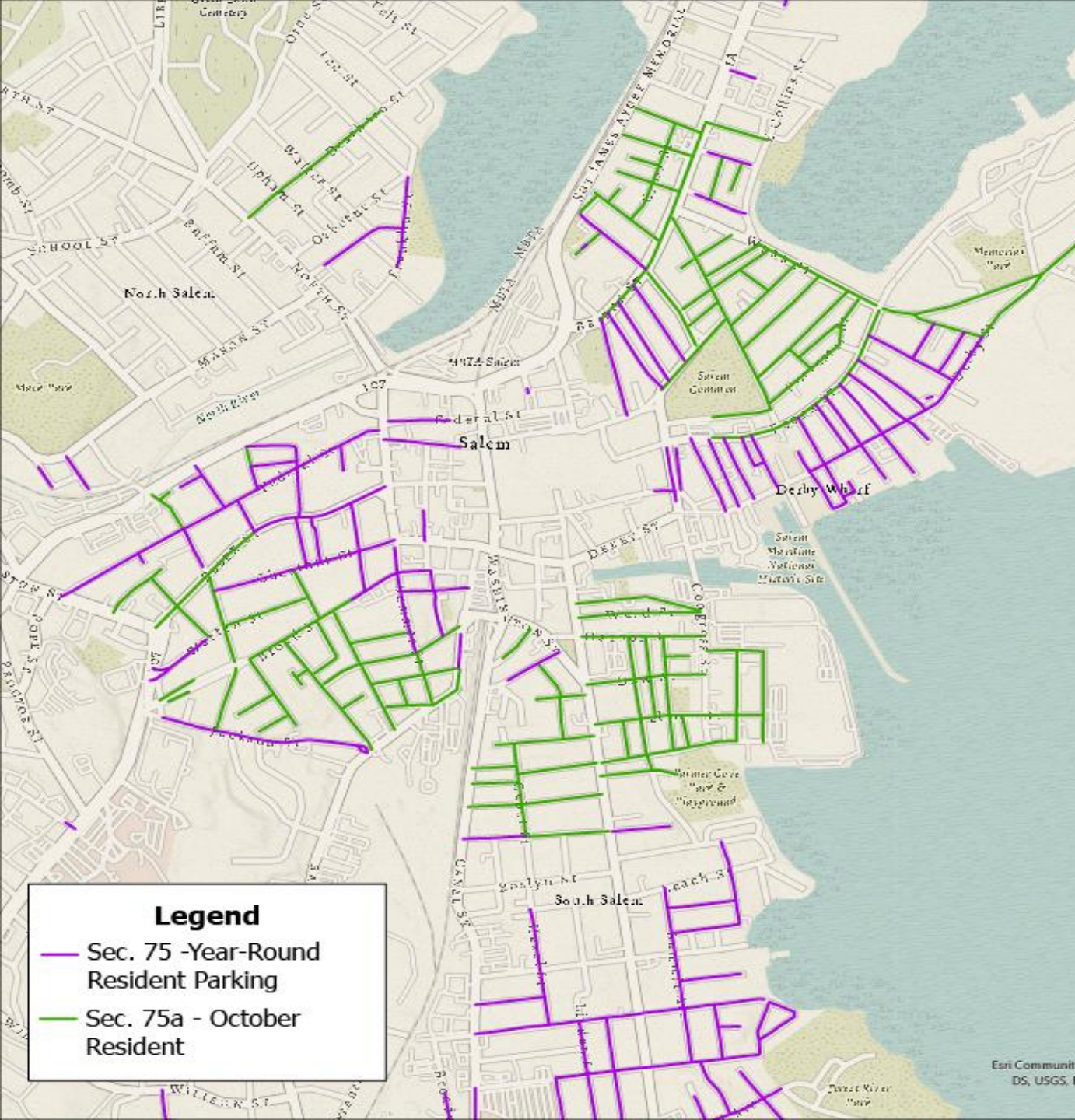


OCTOBER 2023 RECAP

OCTOBER RESIDENT PARKING



Legend

- Sec. 75 -Year-Round Resident Parking
- Sec. 75a - October Resident

TOTAL OCTOBER
RESIDENT PASSES
5,238
MAILED - **3,960**
RETURNED - **≈ 350**
WALK IN - **1,278**
VISITOR PASSES - **458**
(INCLUDED IN TOTAL ABOVE)

TOTAL YEAR-ROUND
RESIDENT PASSES
(ACTIVE PASSES AND VISITOR
THROUGH 10/31/23)
5,044
YEAR-ROUND PASSES
PROCESSED IN OCT.
615

TOTAL COMBINED PASSES
10,282

TOTAL COMBINED WALK INS IN OCTOBER
1,554
ESTIMATE STAFF TIME FOR PASSES
(7 MIN FOR OCT PASS , 10 MIN FOR YEAR-ROUND)
240 HOURS

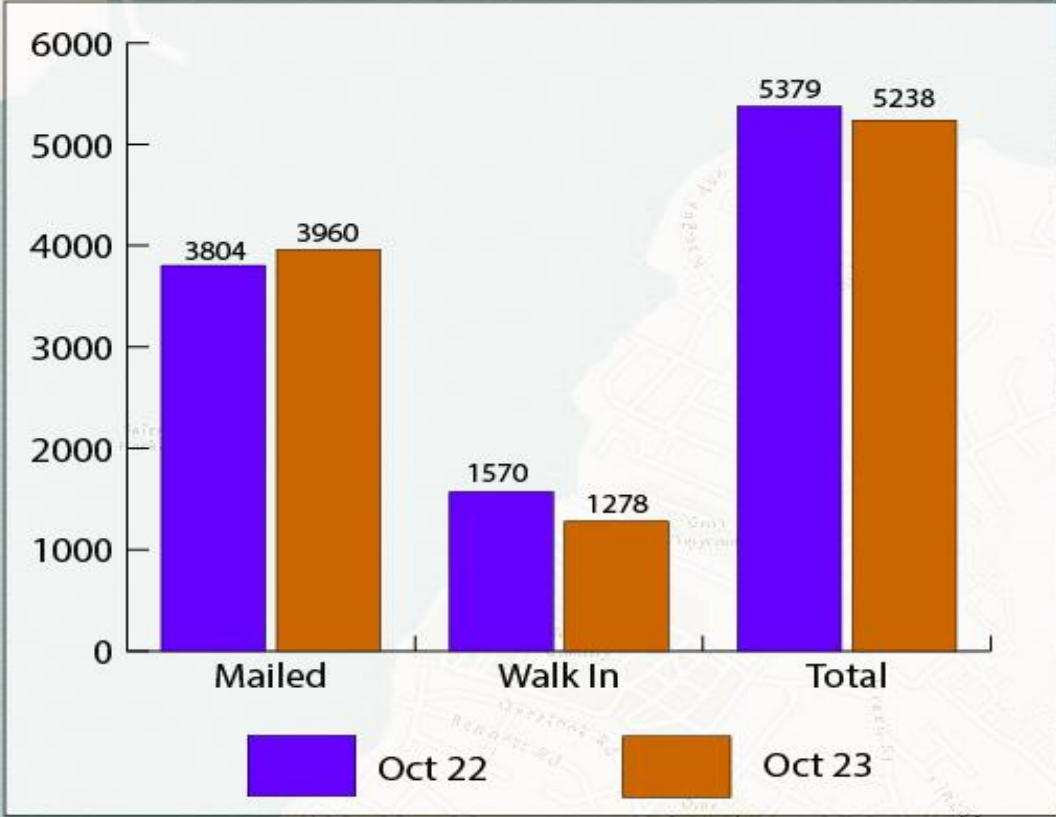
DPS PLACED APPROXIMATELY **1,300** SIGNS
ON **86** STREETS. ESTIMATED STAFF TIME FOR
SIGNAGE IS **120** HOURS

Esri Community Map, USGS, NOAA, CNR, H Robinson, HERE, ESRI, OpenStreetMap contributors, Geoportals, Esri, Garmin, Terra, IntelMap and the GIS User Community

OCTOBER PASS COMPARISON

Legend

- Sec. 75 - Year-Round Resident Parking
- Sec. 75a - October Resident



Esri Community Maps Contributors, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NIMA, Geodatasystemen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community

OCTOBER VISITOR PASS LOCATIONS

TOTAL VISITOR PASSES
458



- October Resident Streets
- Visitor Pass Locations

TOTAL TRANSACTIONS
304

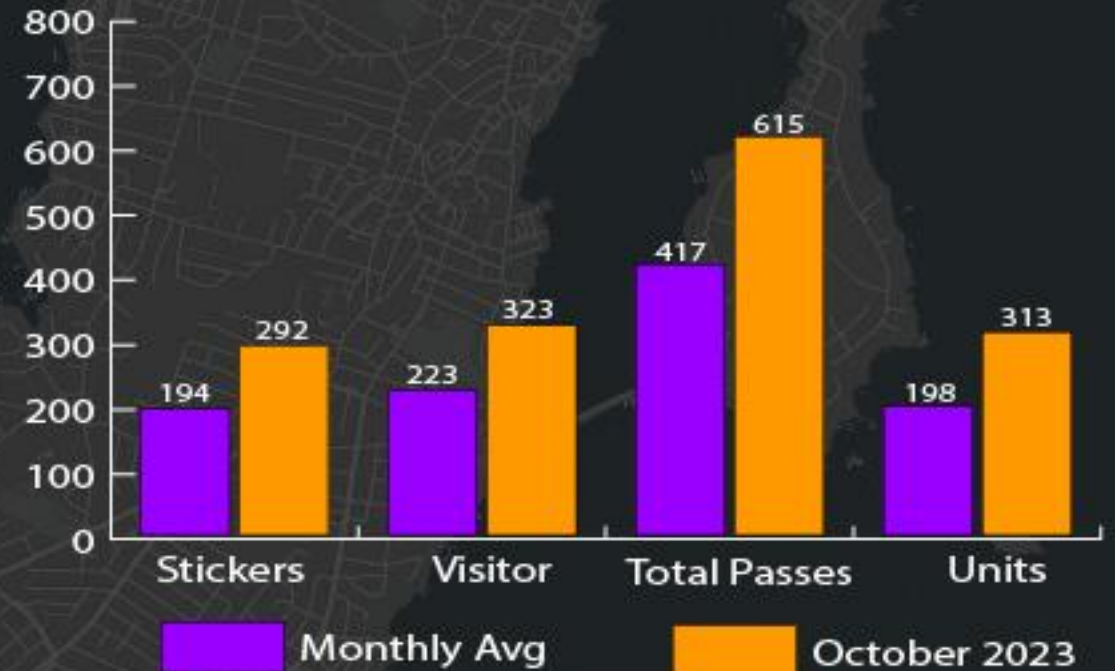
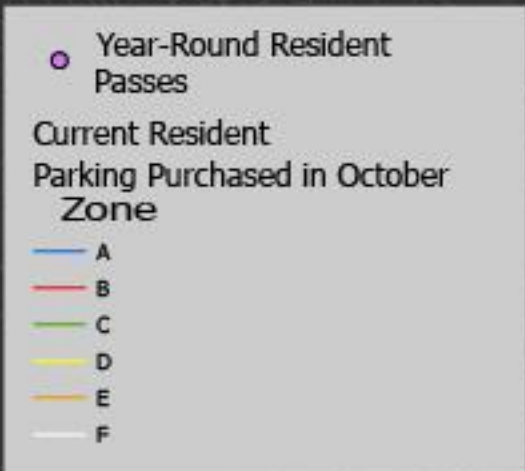
ONLINE	WALK INS
28	276

90% OF YEAR-ROUND
RESIDENT PASSES ARE
WALK INS

YEAR-ROUND RESIDENT PASSES
PURCHASED IN OCTOBER 2023

TOTAL PASSES
615

STICKERS	VISITOR
292	323



OCTOBER RESIDENT PARKING ENFORCEMENT

TOTAL RESIDENT PARKING TICKETS
(COMBINED OCTOBER AND YEAR-ROUND RESIDENT STREETS)

2021	2022	2023
2390	1887	2225

TOTAL TOWS

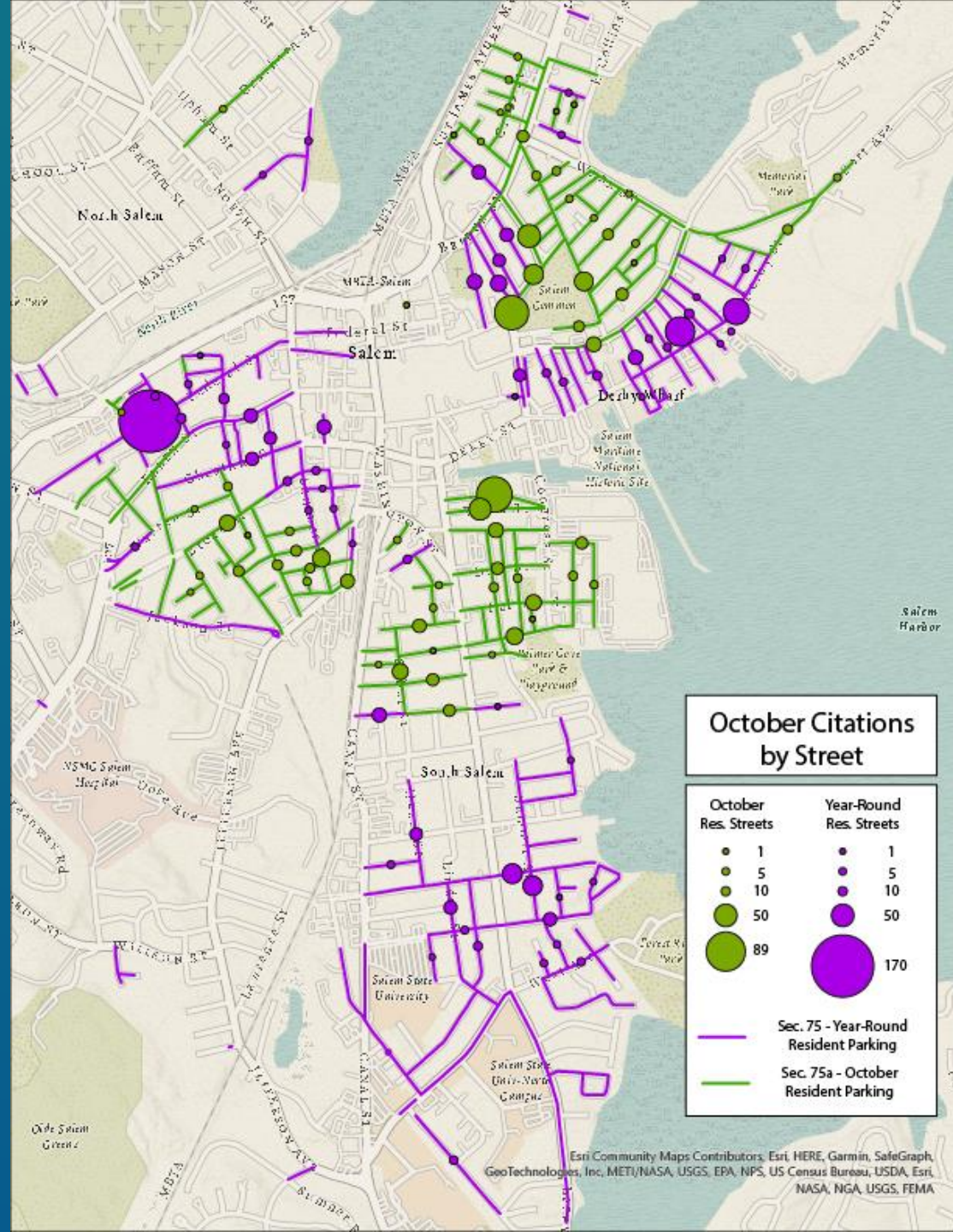
2021	2022	2023
201	294	293

TOTAL BY STATE

2021	2022	2023
MA Plates 1394	MA Plates 1276	MA Plates 1461
Out of State 996	Out of State 611	Out of State 764

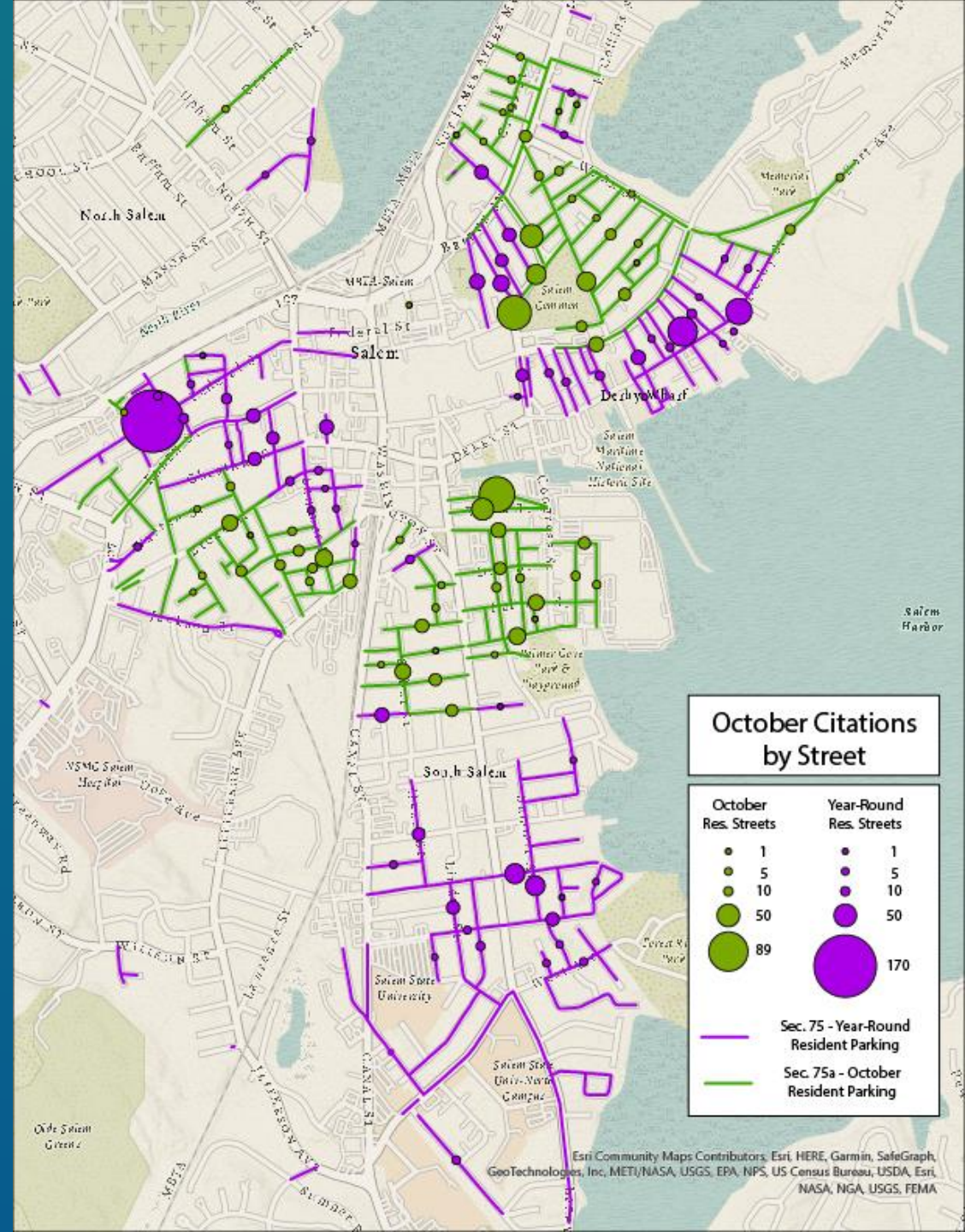
HIGHEST YEAR-ROUND RESIDENT PARKING VIOLATIONS BY STREET

1	Federal Street	170
2	Turner Street	71
3	Derby Street	61
4	Ocean Avenue	42
5	Summit Avenue	41
6	Williams Street	31
7	Howard Street	27
8	Crombie Street	25
8	Daniels Street	25
8	Hancock Street	25
9	Essex Street	24
9	Northey Street	24
10	Oliver Street	23
11	Chestnut Street	22
11	Clifton Avenue	22
11	Linden Street	22
12	Cambridge Street	20
12	Hazel Street	20
12	Mall Street	20



HIGHEST OCTOBER RESIDENT PARKING VIOLATIONS BY STREET

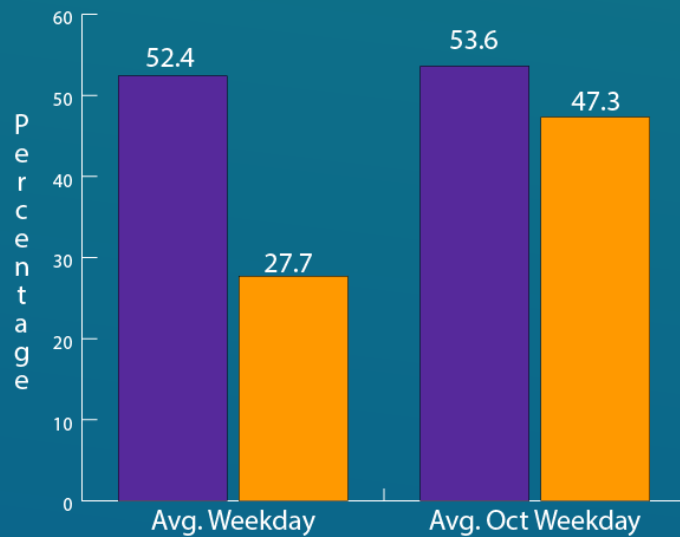
1	Peabody Street	89
2	Washington Square	85
3	Winter Street	51
4	Ward Street	48
5	Washington Sq North	42
6	Washington Sq East	39
7	Summer Street	38
8	Leavitt Street	33
9	Cabot Street	30
10	Broad Street	30
11	Palmer Street	29
12	Essex Street	27
12	Harbor Street	27
13	Margin Street	24
14	Cedar Street	23
15	Dow Street	19
15	Forrester Street	19
15	Gardner Street	19



RILEY PLAZA PARKING COUNTS

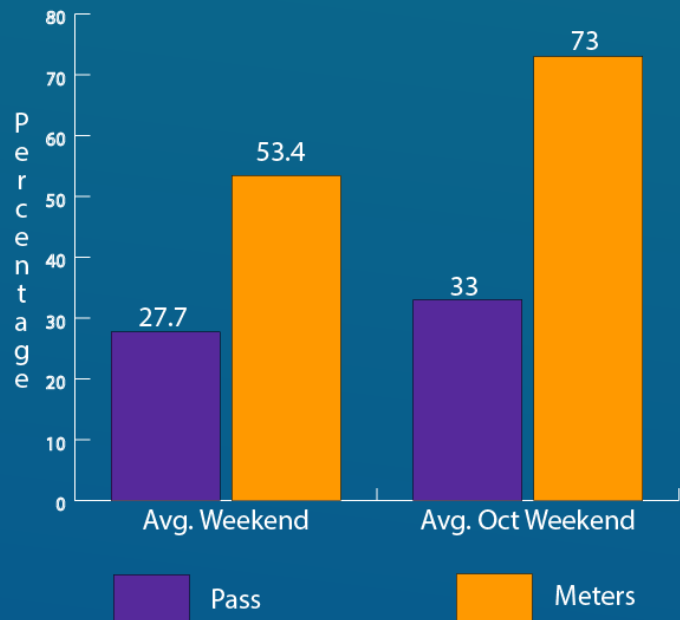


RILEY PLAZA PARKING UTILIZATION



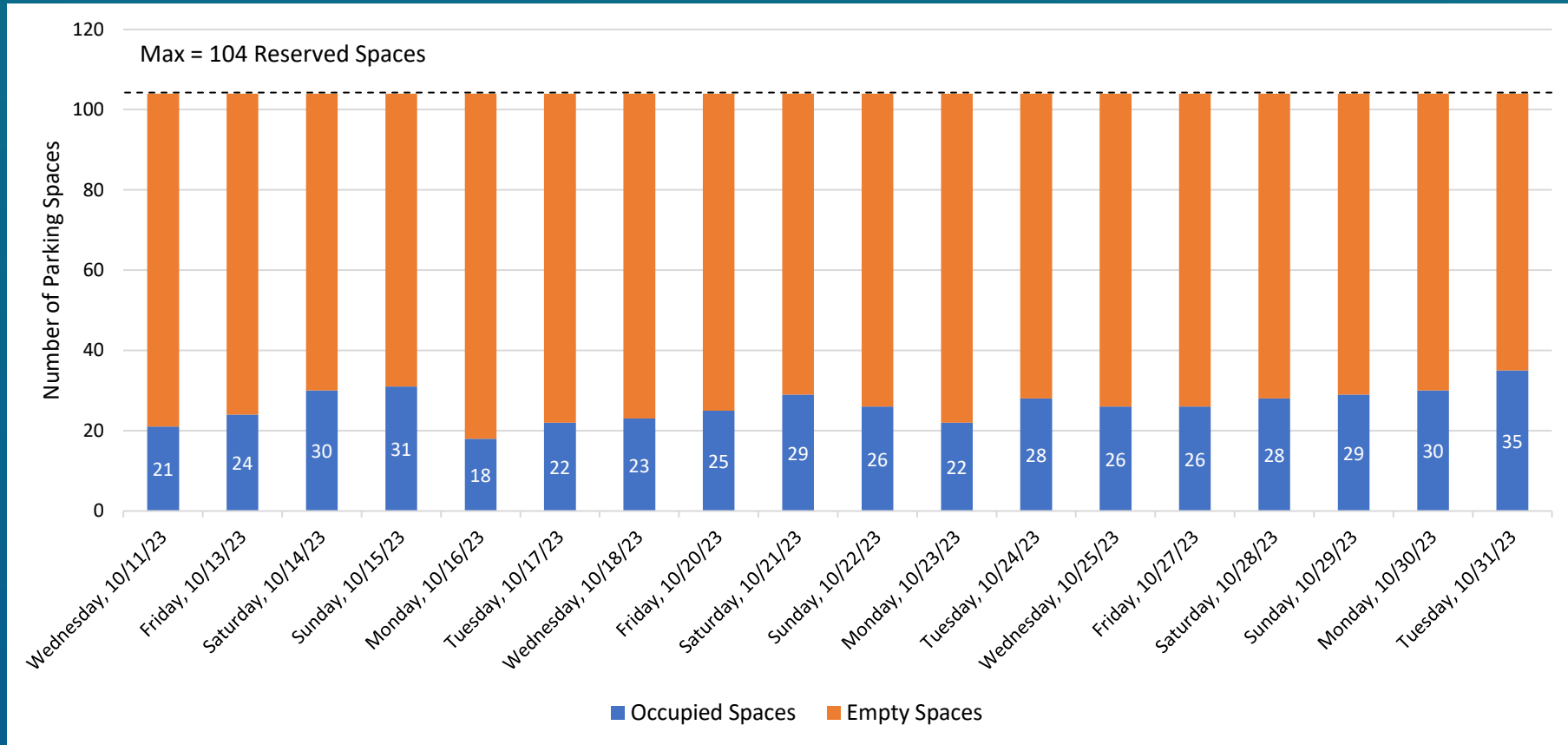
TOTAL OCTOBER
 CITATIONS:
275

METERS	PASSES
40	235



MUSEUM PLACE GARAGE ROOF COUNTS

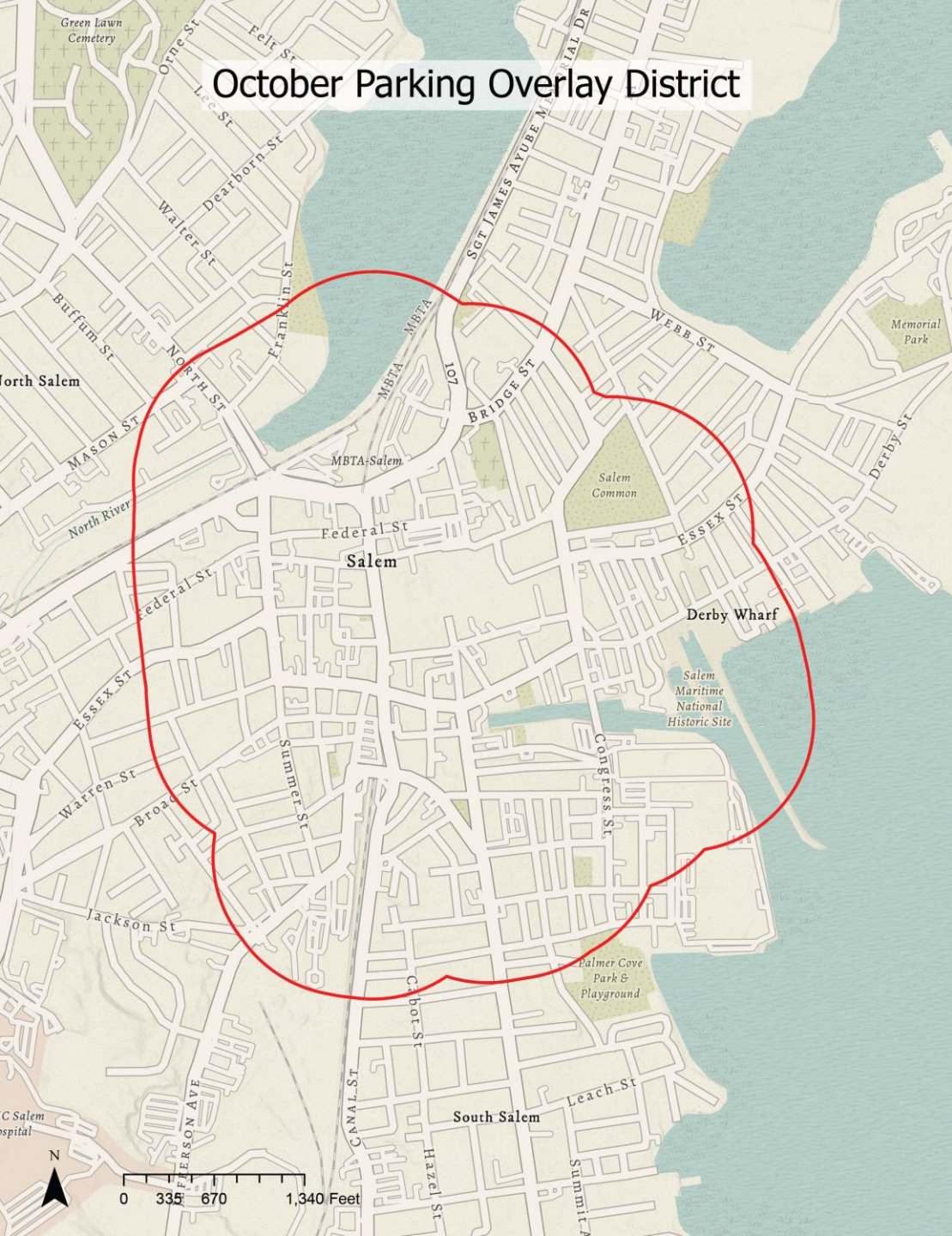
Museum Place Garage – Max Occupancy of Reserved Roof Parking Spaces (October 2023)



Each date shows the maximum number of occupied spaces found in the 104 reserved spaces on the roof of Museum Place Garage. Time of day varied slightly, but it was typically between 11am-1pm.

OCTOBER PARKING OVERLAY

October Parking Overlay District



Total Applications: 23

Total Permitted: 21

Non-permitted Lots: 2

Citations: 0

OCTOBER WEEKEND SHUTTLE

Free October Shuttle Routes and Stops



Route A Shuttle Stops:
Salem High School / Jefferson Ave
10:00am - 8:00pm



Route A



Route B Shuttle Stops:
SSU O'Keefe Center / Jefferson Ave
10:00am - 8:00pm



Route B

Route A & B
108 Jefferson Ave

Route A & B
Downtown Stops
Riley Plaza

Route A
Salem High School
77 Willson Street

Route B
SSU O'Keefe Center
225 Canal Street

Dates and Hours of Operation

10 am - 8 pm

9/30 & 10/1

10/07 - 10/09

10/14 & 10/15

10/21 & 10/22

10/28 & 10/29

*Shuttle will run Monday 10/09 for
Indigenous People's Day

**At the request of the Mayor, also
added service on 10/30 & 10/31
at the High School lot only.**

0 0.05 0.1 0.2 Miles



TOTAL SHUTTLE USERS ≈ 16,500+

9/30 – 10/1 ≈ 1,102

10/7 – 10/9* ≈ 4,141

10/14 – 10/15 ≈ 4,045

10/21 – 10/22 ≈ 3,050

10/28 – 10/29 ≈ 4,122

10/30 – 10/31* ≈ n/a

**Satellite lots never filled
on the weekends in 2023**

*New to 2023: Indigenous Peoples' Day, Mon 10/30, & Tues 10/31

OCTOBER BLUEBIKES RIDERSHIP

BlueBikes Ridership Data: Month-over-Year

Month	Total Rides	Increase in Trips Over 2021	% Increase Over 2021	Increase in Trips Over 2022	% Increase Over 2022
October 2021*	1,192	-	-	-	-
October 2022**	2,735	1,543	+129%	-	-
October 2023***	3,365	2,173	+182%	630	+79%

* 7 stations (~48 bikes) of the current 18 stations were open on 10/1/2021.

** 14 stations (~89 bikes) were open on 10/1/2022.

*** All 18 stations (~119 bikes) opened before 9/1/2023.

BlueBikes Ridership Data: Month-over-Month

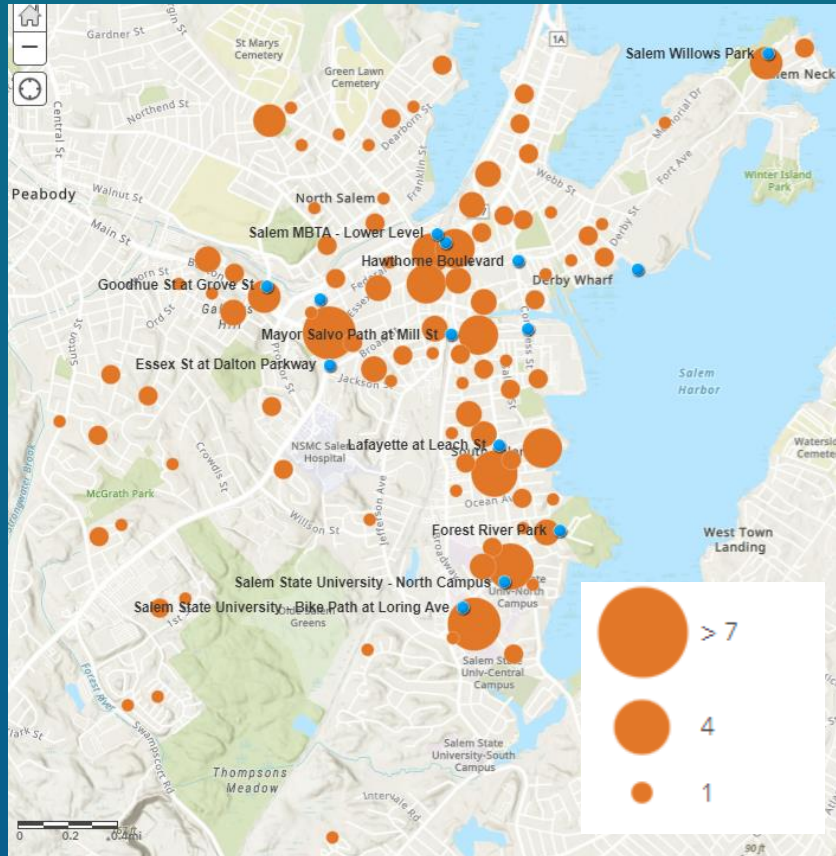
Month-over-month:	Total Rides	Increase in Trips from September to October	Percent Increase
September 2022*	2,410	-	-
October 2022**	2,735	325	+13%
September 2023***	1,567	-	-
October 2023***	3,365	1,798	+115%

* 13 stations (~83 bikes) were open on 9/1/22. One station opened on 9/6/22. Complimentary 30-day BlueBikes memberships were offered in 9/22 due to the Orange Line closure

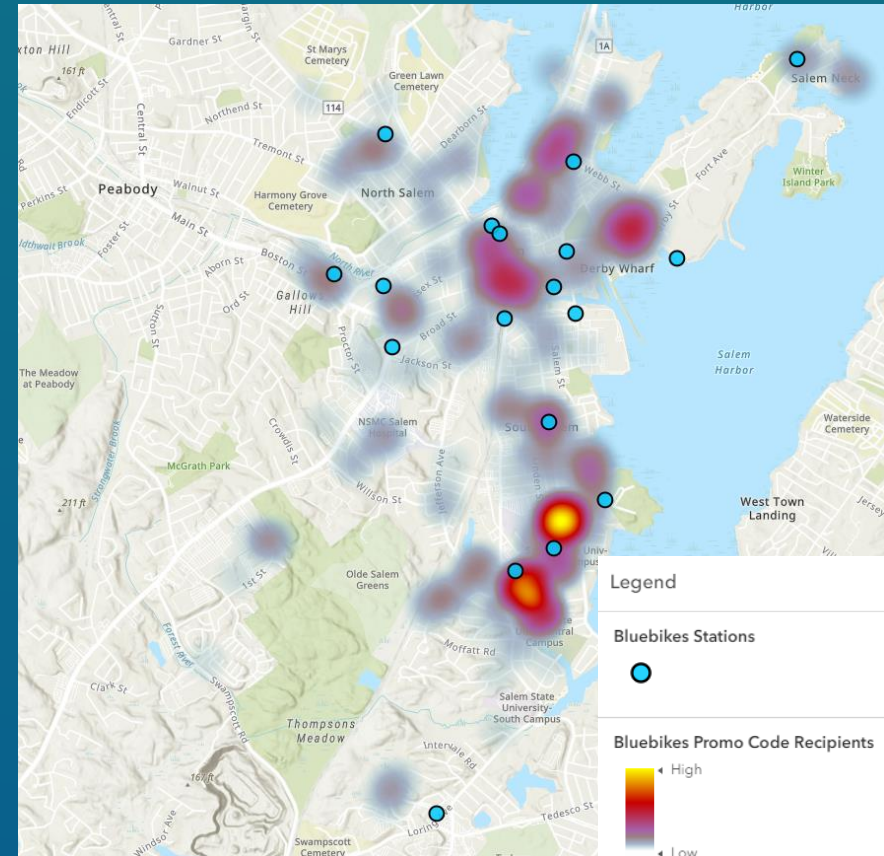
** 14 stations (~89 bikes) were open on 10/1/2022.

*** All 18 stations (~119 bikes) opened before 9/1/2023.

BlueBikes Free Passes - Locations

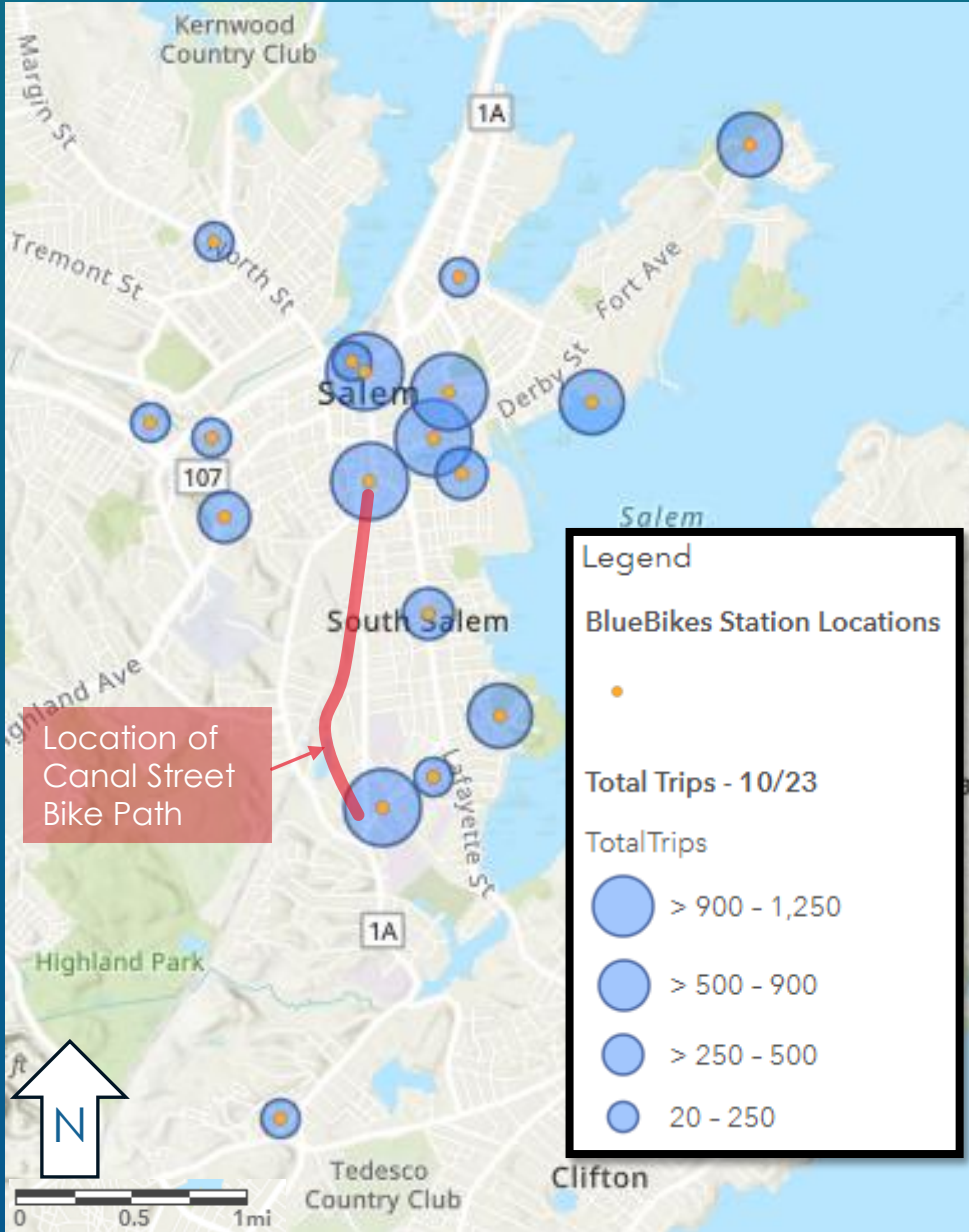


- October 2022
 - Passes free for residents
 - Passes distributed: 207



- October 2023
 - Passes free for residents & employees
 - Passes distributed: 280
 - Residents: 236, Employees: 15, Both: 29

BlueBikes Ridership Data



Station	Total Trips 2022	Total Trips 2023	Change in # Trips
Mayor Salvo Path at Mill Street	823	823	0
SSU – Bike Path at Loring Ave	918	800	-118
Washington St at Federal St	782	759	-23
Derby Street	-	747	+747
Hawthorne Blvd	728	624	-104
Forest River Park	426	563	+137
Salem Ferry Landing	216	345	+129
Shetland Park	402	337	-65
Salem Willows Park	289	336	+47
Essex St at Dalton Pkwy	93	284	+191
Lafayette St at Leach St	322	250	-72
Bridge Street Neck	-	164	+164
Goodhue St at Grove St	47	133	+86
SSU – North Campus	186	128	-58
Salem MBTA – Lower Level	79	125	+46
North St at Liberty Hill Ave	-	75	+75
Vinnin Square	-	48	+48
Community Life Center	35	27	-8

Two highest trip locations for starting and ending trips were at either ends of the Canal St Bike Path

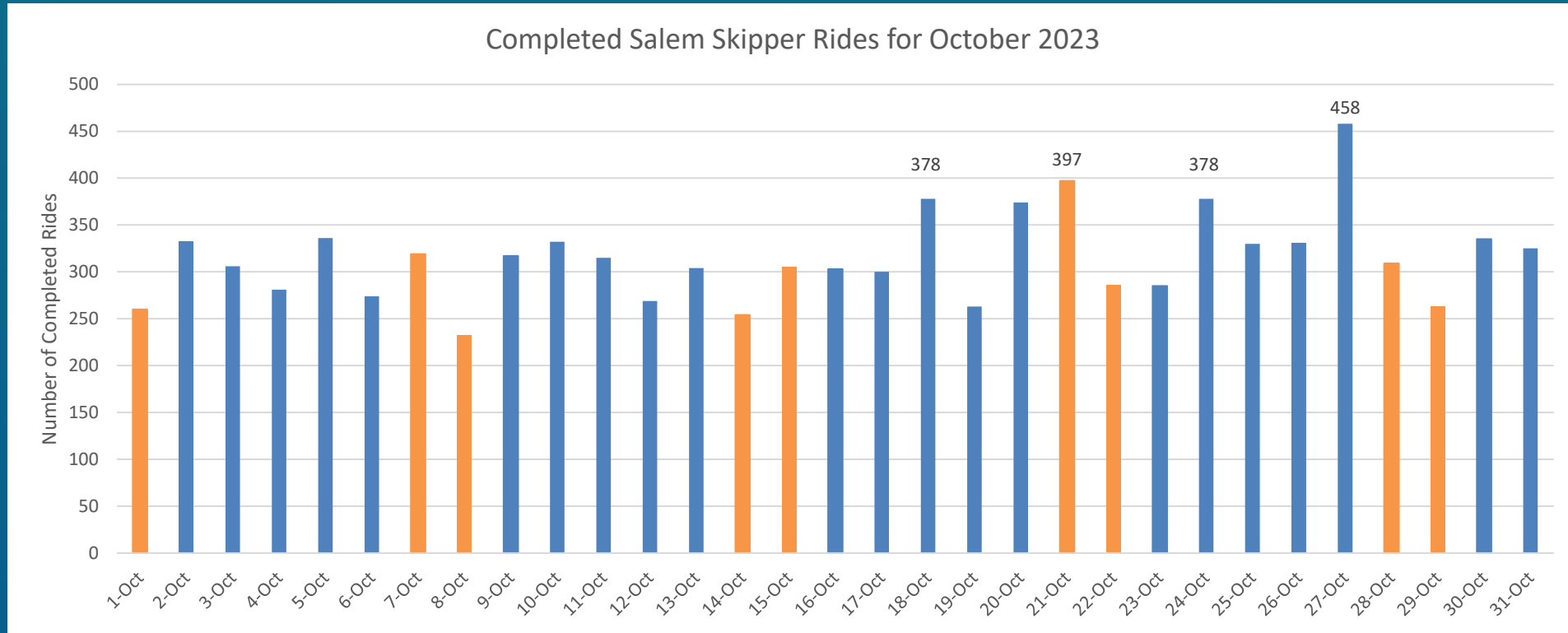
OCTOBER SKIPPER RIDERSHIP

October Skipper Ridership

Month	Total Rides	Monday - Thursday	Friday - Sunday
October 2021	3,971	2,227	1,744
October 2022	8,482	5,038	3,444
October 2023	9,751	5,716	4,035
Increase in Trips (2022 to 2023)	+1,269	+678	+591
Percent Change	+15%	+13.5%	+17%

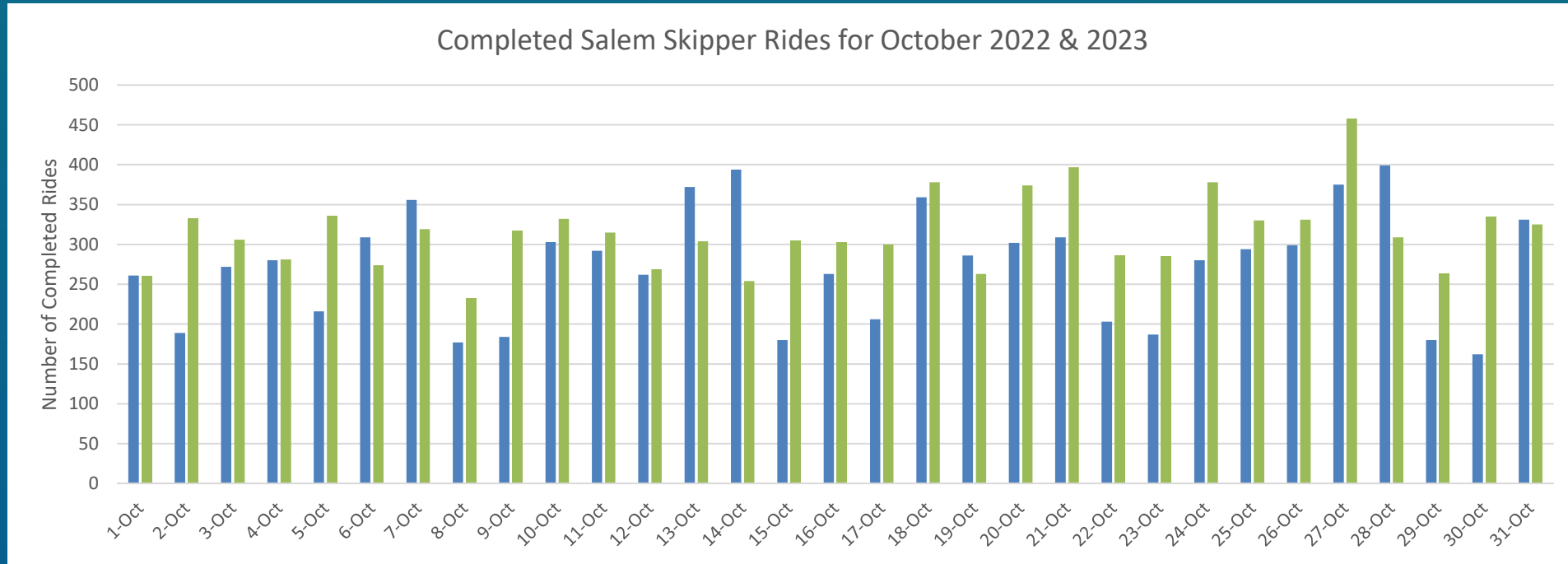
New daily ride record on Friday, October 27th (458 completed rides)

October Skipper Ridership



Weekend
Weekday

October Skipper Ridership



█ October 2022
█ October 2023

	2022	2023	% Change
Avg Weekly Driver Hrs	409	472	+15%
Seat Unavailable	16.1%	16%	-.1%
Avg ETA (minutes)	25.7	23.6	-8%

OCTOBER COMMUTER RAIL & FERRY RIDERSHIP

MBTA Commuter Rail

Increased Weekend Service (beginning October 7th)

- 2 trains per hour to/from Salem
- 10 more trains from Salem to North Station after 6pm

Rockport/Newburyport Ridership

- October – 400,000 passengers
- October Weekends - 110,000 passengers boarded to/from Salem
- October Weekend Avg. - 27,000 passengers per weekend
(an increase of more than 10,000 passengers from September 2023)
- Halloween - 21,000 passengers



Ferry

- Late May – October 31st
- The Nathaniel Bowditch Ferry holds 149 passengers
Larger vessels holding 250 or 600 passengers may be used during peak tourism periods (pending reservation trends and weather patterns)

	Passengers
October 2022	21,242
October 2023	25,606
Increase in Trips (2022 to 2023)	+4,364
Percent Change	+20.5%



October accounted for 37.6% of the ferry ridership for the total 2023 season

NEXT STEPS

The image features a dark blue background with several lighter blue diagonal lines running from the top-left to the bottom-right. In the lower-right quadrant, there are several thin, white, parallel lines that appear to be part of a larger graphic or data visualization, possibly representing a path or a set of trajectories. The text 'NEXT STEPS' is positioned in the upper-left area in a clean, white, sans-serif font.

Ongoing Efforts

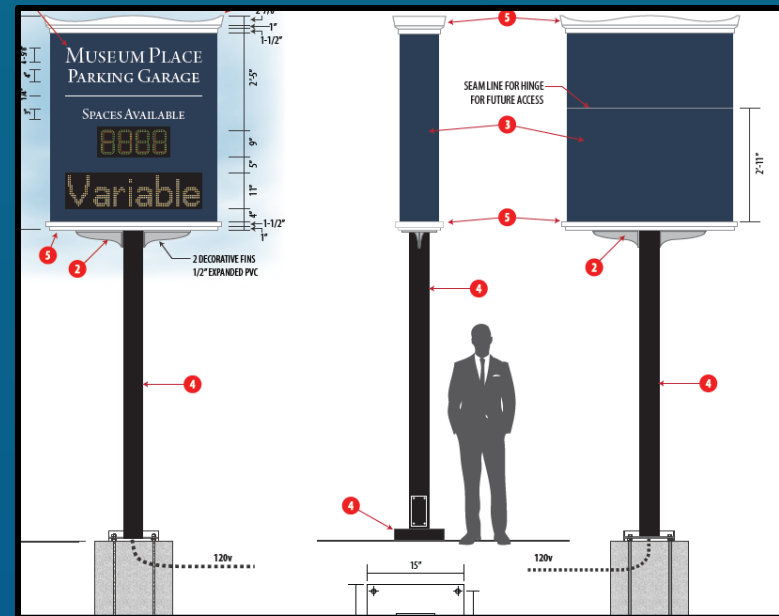
Resident Permit Parking – License Plate Recognition

Garage Wayfinding

Traffic Ordinance Amendments



Source: Republic Parking



Source: TCS International