

Memorandum



DATE 20 February 2015

TO The Honorable Members of the Transportation and Trinity River Project Committee:
Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica
Alonzo, Mayor Pro Tem Tennell Atkins, Sandy Greyson, and Sheffie Kadane

SUBJECT On-Street Parking Modernization Parking Pilot Update

On Monday, 23 February 2015, you will be briefed on the On-Street Parking Modernization Parking Pilot Update. The briefing materials are attached for your review.

Please feel free to contact me if you need additional information.



Eric D. Campbell
Assistant City Manager

Attachment

C: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Forest E. Turner, Chief Wellness Officer
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

On-Street Parking Modernization Parking Pilot Update

Transportation and Trinity River Project
Committee
23 February 2015



Purpose:

Update on Parking Pilots and Next Steps

- Pilot Snapshot
- Lessons Learned and Data Gathered
- Parking Modernization
- Next Steps
- Questions
- Appendix

Pilot Snapshot

Why Pilots

The parking pilots allowed the City to study the use of and impact of parking equipment and procedures in order to avoid failure and limit problems during implementation of new parking technology and/or policy updates.

- Pilots allowed the City to see how different parking technologies work together.
- Pilots provided information to help evaluate what parking strategies can make the most impact at the best value to the parking system.
- The perception of the parking experience impacts the trip decision process:
 1. Decision to park: Do I want to drive and park?
 2. Search for Parking: Will there be parking spaces?
 3. Understanding signage: Can I find the parking?
 4. Paying for Parking: How much will it cost and do I have change?
 5. End Trip: Do I need to leave early because my parking time/money has ended?

Pilot Area Business and Property Owners

Parking Forums

- Parking forums provided businesses and property owners with information on the parking pilots.

Notifications

- Property owners adjacent to pilot areas were notified that their area would be included in a parking pilot program.



Office of Chief of Police & Public Safety

Smart Parking Systems

Smart Parking systems are integral to United States Department of Transportation strategic plans for an Intelligent Transportation System (ITS) that harnesses rapidly changing technology and data for multi-modal transportation that supports:

- Vehicle to Vehicle communications
- Vehicle to Infrastructure communications
- Real-time Data Capture and Management
- Dynamic Mobility Applications

City of DALLAS SmartPark Parking Pilots

A Parking Partnership



Dallas has Evolved and so has Parking

The Dallas Parking Pilots



1955 Dallas installs Parking Meters Dallas was the 2nd city to install parking meters after Baltimore City.

2013 Dallas implements SmartPark Parking Pilots Making smart meters the best solution, providing the capabilities to reduce the first steps to modernize parking.

PARK, PAY, PLAY

Public Information

Surveys

- Parking pilot surveys were used to gather data on public parking.

Social Media

- A social media campaign provided updates on the progress of the parking pilot program.

Street Teams

- Street teams were used as parking ambassadors at the beginning of the parking pilot to provide assistance with the new parking equipment.



Display Your Ticket

**Multi-Space Pay Station
Quick Steps to Payment**

- Park
- Look for Pay the meter signs
- Find the Meter
- Pay the Meter
- Display your Ticket in the front windshield

Follow the prompts:

- Have your payment ready
- Take receipt and display in vehicle windshield

Brought to you by:

City of DALLAS SmartPark
PARK, PAY, PLAY

Take a survey at <http://dallaspolice.net>

Facebook Twitter

Mostrar su Recibo

**Multi-Space Pay Station
Pasos Rápidos Para El Pago**

- Estacionar
- Mire por las señales "Pay the Meter"
- Encontrar el medidor
- Pague el medidor
- Visualice su recibo en el parabrisas

Siga las instrucciones:

- Tenga su pago listo
- Tome su recibo y muestre en el parabrisas del vehículo

Patrocinada por:

City of DALLAS SmartPark
PARK, PAY, PLAY

Tomar una encuesta en la página <http://dallaspolice.net>

Facebook Twitter

Field Pilots

Equipment Installation

- Majority of the equipment was installed by early August 2014 including smart meters and in-ground sensors.

Pilot Areas

- Field pilots were conducted in five (5) areas: West End, Jefferson Corridor, Deep Ellum, Arts District, and Central Business District.

Equipment Removal

- Majority of equipment will be removed by the end of February 2015.



Parking Meter Art

Temporary Meter Art Program

- The Dallas Police Department and the Office of Cultural Affairs installed temporary meter art from local artists as part of the “One Meter at a Time” meter art pilot.

Meter Art Program Details

The temporary meter art pilot featured:

- Six (6) local artists were selected by a panel of city staff and community stakeholders.
- Each artist was assigned around twenty (20) meters for their art installation.
- The temporary meter art was located in four (4) areas: Deep Ellum, Central Business District, Jefferson Corridor, and Farmer’s Market.

Jefferson Corridor



Deep Ellum

Central Business District



Farmer’s Market



Car Share Service

Car Share Launch

- The parking pilot initiated car-sharing pilot program with Zipcar.

Locations

- Zipcar is currently in three (3) City of Dallas parking locations.

Service Expansion

- Dart added a Zipcar location at the Mockingbird station in early February 2015.
- Zipcar has added locations in several private parking lots.



City Hall

Zipcar Is Coming to Dallas -- For Now

By Eric Nicholson Fri., May 9 2014 at 7:16 PM

Categories: [City Hall](#), [Transportation](#)



Parking Guidance App

Parking Guidance App Launch

- The City initiated an on-street parking guidance map with ParkMe.

Guidance App Features

- The guidance map includes metered parking locations with information on effective hours and rate.

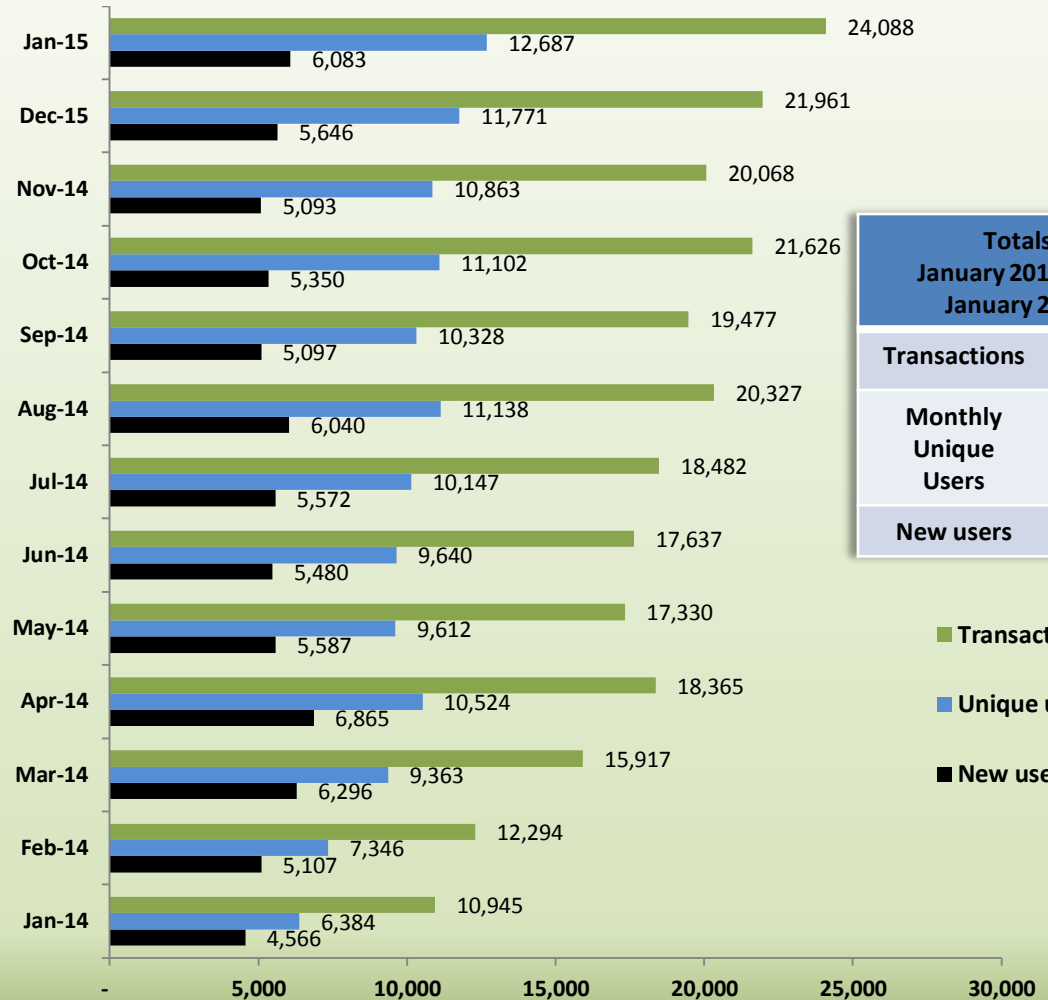


ParkMe (@ParkMe) | Twitter

PayByPhone Update



PayByPhone Growth Chart January 2015 (1yr)



Totals January 2014 thru January 2015	
Transactions	238,517
Monthly Unique Users	130,905
New users	72,782

- Transactions
- Unique users
- New users

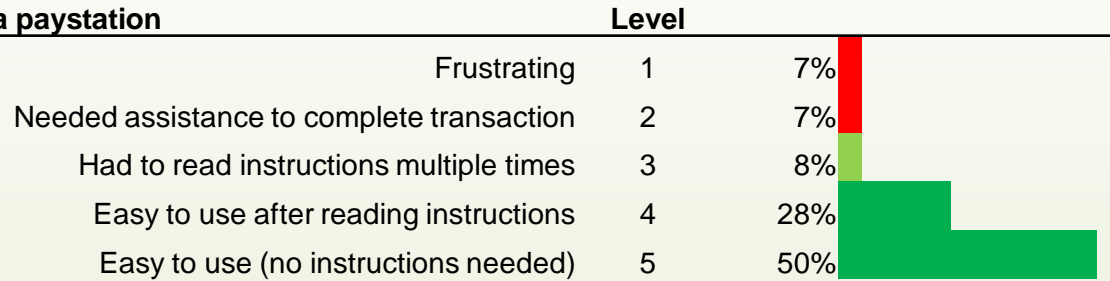
PayByPhone Revenue as a % of On-Street Parking Meter Revenue



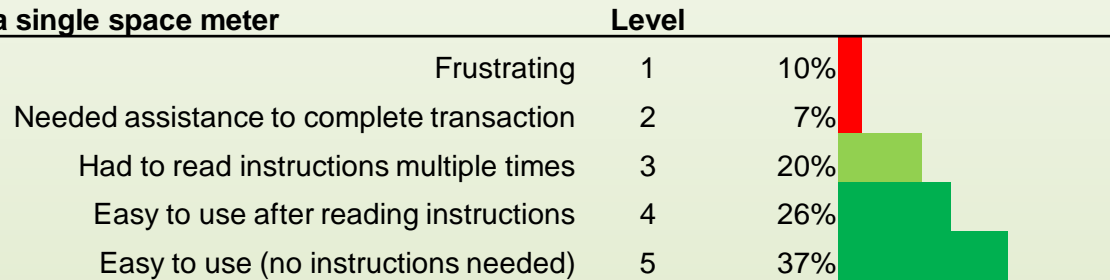
Lessons Learned & Data Gathered

Survey Results

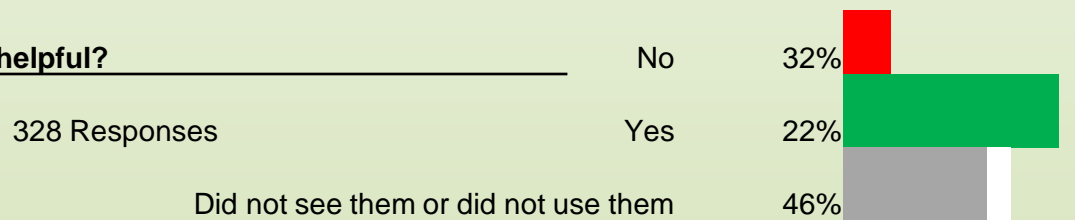
Found it easy to use a paystation



Found it easy to use a single space meter



Were the parking signs helpful?

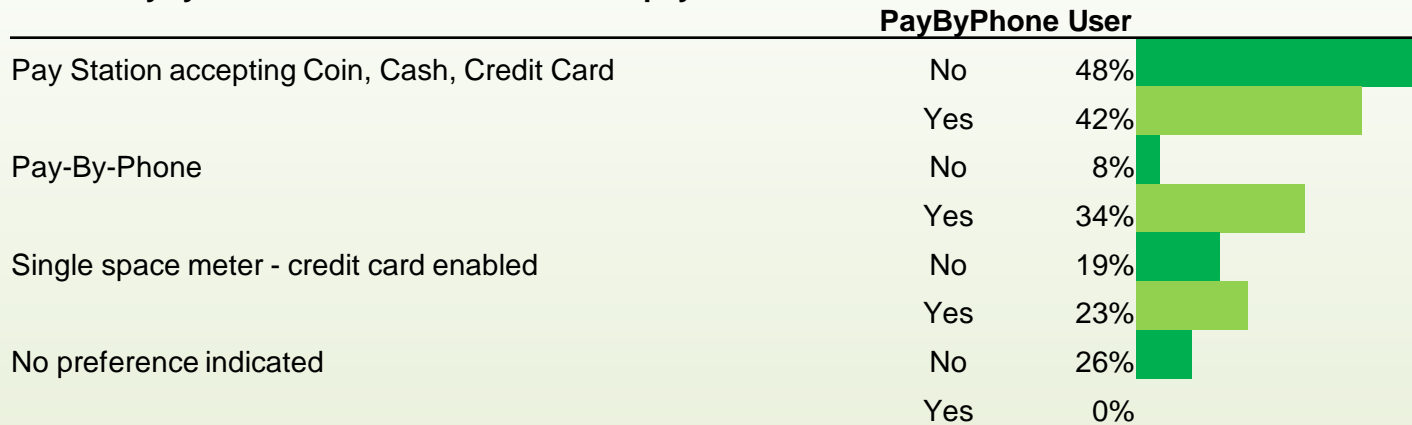


Have you ever used this type of "Smart Meter" before



Survey Results – Payment Choices

Use of PayByPhone and Preferred Method of payment



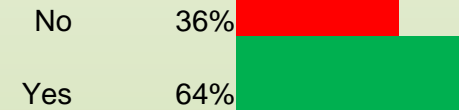
Would you prefer to use a coin-only single space meter?

326 Responses



Would you use a smart phone app with a map that allows you to locate and pay for parking?

326 Responses



Have you used Pay-By-Phone?

331 Responses

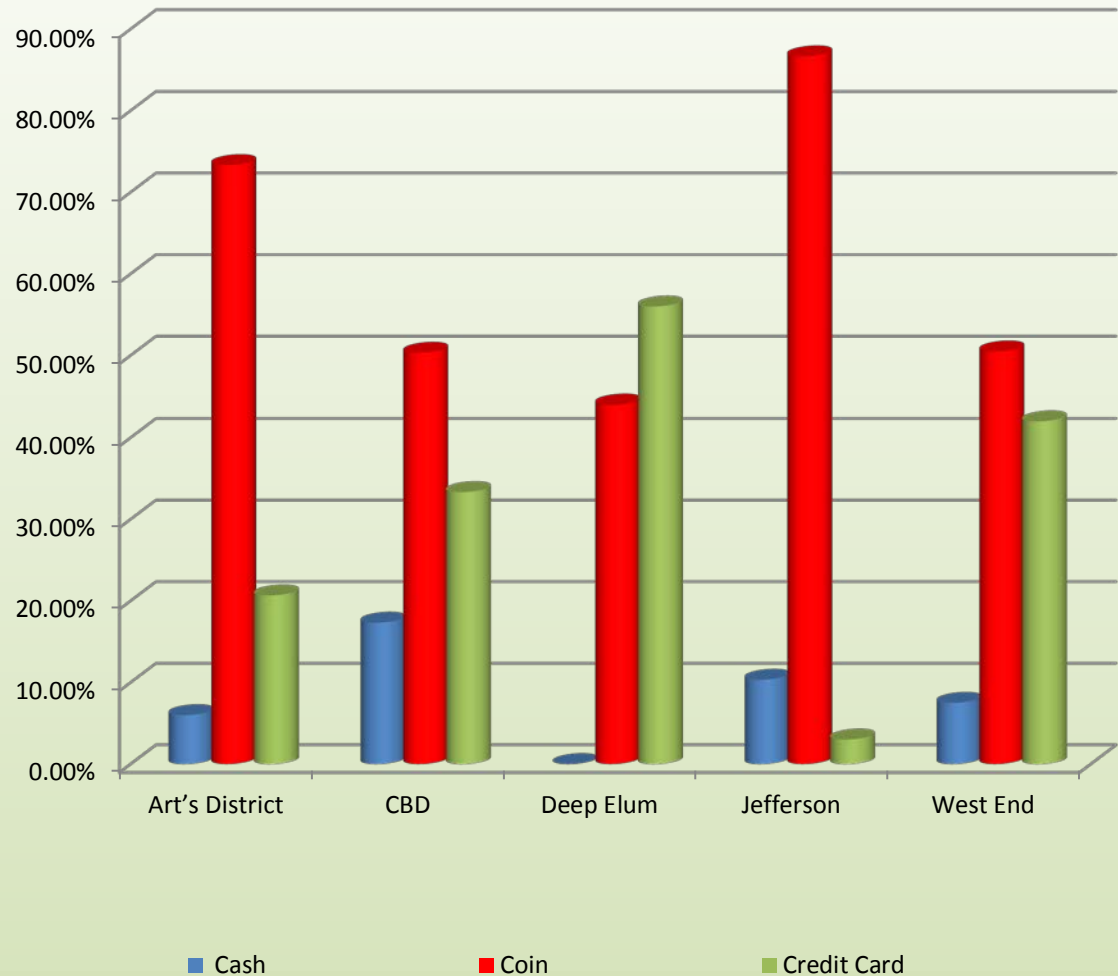


Pilot Stats- First Look- Payment Choices

Data gathered includes information on:

- Time of Day Parking Use
- Effective Hours
- Handicap Placard Numbers
- Payment Choices
- Occupancy Data- Payment Sources
- Occupancy Data- Sensor information

Payment Choices Summary



Pilot Statistics- First Look- Payment Choices

Payment Choices Detail View

Rate	Payment Type	West End	CBD	Arts District *	Jefferson *	Deep Ellum *	Average
\$0.25	Coin			83%	87%		85%
	Bills			4%	10%		7%
	Credit			13%	3%		8%
\$0.50	Coin					44%	44%
	Bills						
	Credit					56%	56%
\$0.60	Coin	57%		55%			56%
	Bills	11%		10%			10%
	Credit	32%		35%			34%
\$1.00	Coin	44%					44%
	Bills	4%					4%
	Credit	52%					52%
\$1.50	Coin		51%				51%
	Bills		16%				16%
	Credit		33%				33%
Total	Coin	50%	51%	73%	87%	44%	65%
	Bills	8%	16%	6%	10%	0%	9%
	Credit	42%	33%	21%	3%	56%	26%

* Some meters in this area did not have bill collectors.

Parking Modernization

Why Change Parking

Dallas is changing and parking is evolving for a sustainable future.

Flexible parking technology, enhanced operations, and increased data analytics are needed to sustain the City's different types of parking neighborhoods and uses of the Right-of-Way ["ROW"].

- Dallas is growing and needs to be able to respond to land use changes and the corresponding change to parking needs.
- This is a period of rapid change in parking technology, data analytics, and consumer expectations.

Areas Identified for Improvement

Downtown 360, forwardDallas, and other plans have identified several areas for improvement in the Dallas parking system. Highlights of the areas identified for improvement are included in the list below. Some of the items have been addressed as part of the steps taken to begin the modernization of the Dallas parking system.

Availability

- Additional on-street parking in the right locations

Customer Service

- Multiple parking payment options

Economic Development Strategy

- Reinvest parking revenues into parking services

Information

- Technology to promote parking including variable signage & real time space data

Parking Enforcement

- Invest in mobile License Plate Reader

Additional Areas Identified for Improvement

Parking Operations

- Utilize best practices for parking management
- Utilize parking data to improve operational efficiency

Parking Technology

- Modernize meter technology
- Pay-By-Phone and wireless sensor technology
- Reduce operation cost: identify leaks in ticketing and payments
- Be a leader in smart parking technologies/next generation parking
- Request for Proposal for a comprehensive on-street Parking Program

Policy

- Re-assess parking fines/booting/towing/multiple tickets/time limits
- Retail parking strategy

Rates

- Re-assess pricing/ dynamic pricing

System Challenges and Considerations

- Policy development should include changes to rates, effective hours, and metered locations.
- Citation issuance strategy is impacted by meter technology, available data, payment choices, customer convenience, and consumer expectations.
- Parking equipment will be impacted by upcoming credit/debit card security regulations for Europay, MasterCard and Visa [“EMV”] rules and Payment Card Industry Data Security Standards [“PCI DSS”]
- Parking improvements will have to consider construction and changes to the right-of-way including:
 - Public Transit including Dart rail alignment, Street Car, and Bus Routes
 - Bicycle lanes
 - Two way street conversions

Addressing Challenges for the Parking System

Parking Operations Changes – In progress

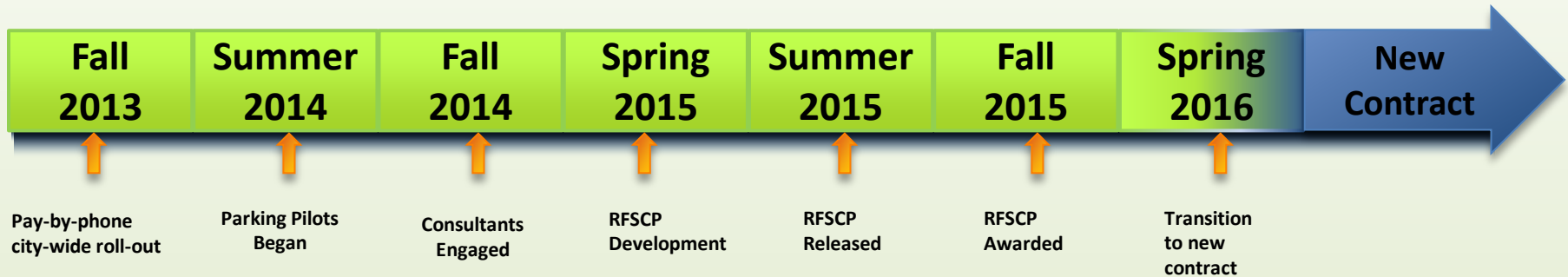
- Planning and Pilot processes have provided valuable information to understand the City's parking system and what other municipalities are doing with the parking.
- The knowledge gained is being used to procure a new parking management contract built to reflect the needs of the City of Dallas both now and in the future.

Policy and System Changes – Future Development

The City requires a robust parking system that can provide real time data and predictive analytics for sound policy decisions regarding parking, right-of-way management, complete streets, economic development, and area planning.

Next Steps

Request For Competitive Sealed Proposal Development



Smart Parking Services Request For Competitive Sealed Proposal goals are:

- Best in Class Parking Management Services
- Integration and interoperability for back-end office operations and reporting
- Increased consumer options and data through equipment and technology updates

Policy Changes and Operations Improvements

Policy Changes can create:

- Parking model or hybrid model for pricing plans/technology/policy/services
- Technology road map for selected technology, future technology, and implementation

Consultants engaged for the areas of:

- Best Practices Research
- Parking Management
- Parking Operations
- Parking Policy
- Curb Lane Management

Questions?



Appendix

Parking Program Goals

Dallas is changing and Parking is evolving for a sustainable future.

Dallas Parking Goals:

- Improve Customer Service
- Enhance Operational Efficiency
- Adapt to Changes in Streetscape

Guiding Principles for Parking Services:

- Provide safe public parking
- Available parking (85% occupancy rate)
- Provide accessible public parking
- Use technology/parking practices for effective parking management
- Create aesthetically pleasing and functional parking
- Generate revenue to support public parking

Current Parking Management System



How to Use ParkMe

ParkMe is a free app & website that helps drivers find parking nationwide. Drivers can use ParkMe to see public parking locations, rates, hours of operation & even parking meter locations!

ParkMe also integrated the existing Pay-By-Phone service into their application to let drivers easily find and pay for parking meters using the app. Additionally, drivers can see if certain locations offer Zipcars.

FIND PARKING METERS FIND PARKING GARAGES GET RATE INFORMATION ACCESS PAY-BY-PHONE PAYMENT GET INFO ON ZIPCAR LOCATIONS



On Your Smartphone:



Download The ParkMe App:

- Go to appstore for your device.
- Search for "PARKME" and look for the ParkMe icon.
- Click DOWNLOAD to put the app on your phone.

The ParkMe app is available for iOS, Android, & Windows Phones.

*You can also use the mobile webapp if you just go to ParkMe.com from your phones browser.

Click here to manage your settings.

Click here to search.

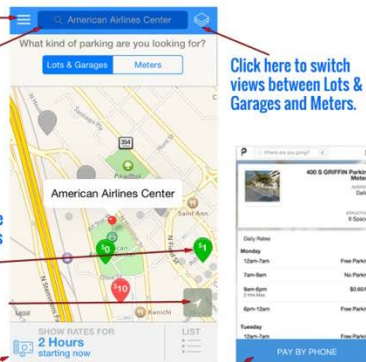
Parking lots look like this. Click these pins for more info.

Click this to see parking near your current location.

Click here to pick how long you would like to park. ParkMe will automatically change the rates

Click here to switch views between Lots & Garages and Meters.

On "parking meter" mode, you can pay for your meter. Just click-in to any meter shown, then click the PAY BY PHONE BUTTON.



On Your Computer:

Go to: WWW.PARKME.COM/LINK/DALLAS

- Click here to search for parking
- Click here to see where parking meters are
- Click here to the parking duration period
- Click here to reserve parking at select locations

Click on parking lots for more information

Click here for detailed information

