On-Street Parking & Curb Management Policy

City Council Briefing
## January 18, 2023

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Purpose

Follow-up briefing to January 2022 City Council briefing and Council Memo on the On-street Parking and Curb Management Policy, to provide an update on the revisions.
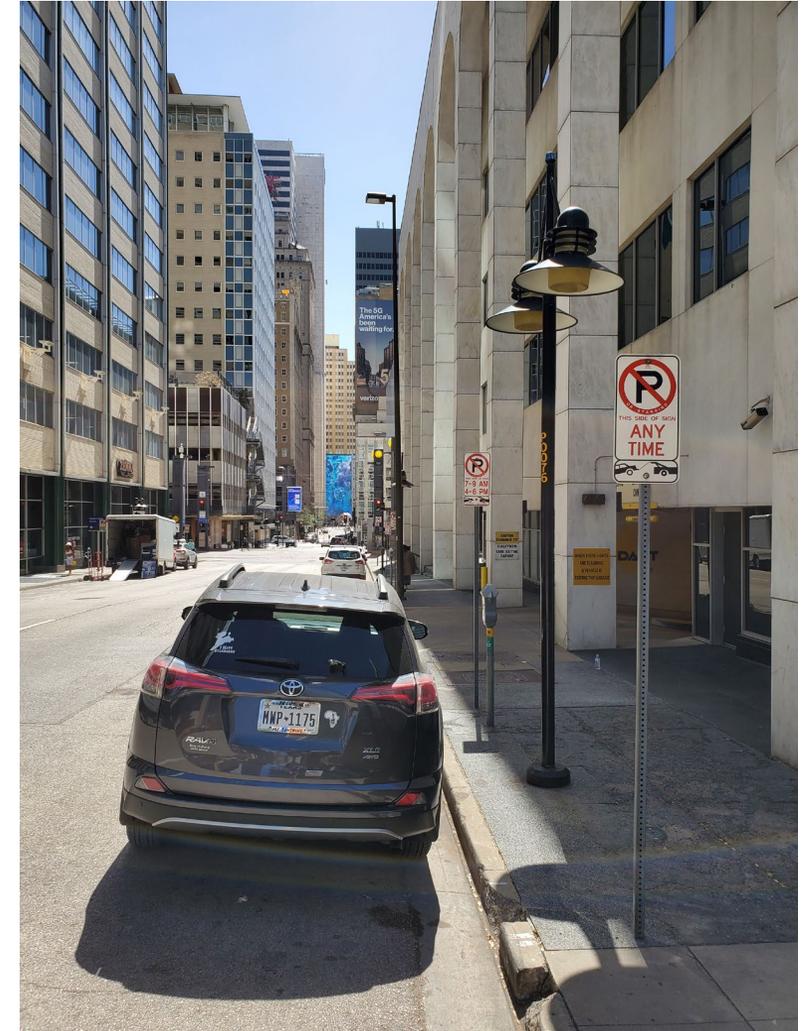
Presentation Overview

- Background
- Policy Document Overview
- Prioritizing and Allocating Curb Space
- Managed Parking Areas
- Paid Parking and Rate Setting
- Loading Zones
- Special Users
- Signs and Markings
- Implementation Plan
- Next Steps

1-Background

- Connect Dallas Strategic Mobility Plan (SMP) recommended the development of a curb management plan.

- Planning process began in late 2020.

- Prior Transportation and Infrastructure Committee and Council briefings and memo in late 2021/ early 2022.

Why is Curb Management Important?

- It is a limited resource
- Essential to the economic vitality of business districts
- High proximity value
- More users competing for it than ever before (bike lanes, rideshare, dockless scooters, delivery services, parklets, etc.)

Source: NCTCOG, 2020

Goals for On-Street Parking and Curb Management:

- Make it easy for people to find a parking space and visit local businesses in areas with on-street parking, thereby increasing economic vitality and the local tax base

- Promote long-term (4+ hour) parking occurring off-street

- Discourage spill-over into single-family neighborhoods

- Provide sufficient space for loading activities

- Balance the needs of all roadway users

- Ensure curb management practices lead to accessibility and equitable outcomes

- Provide a predictable and easy-to-use transportation system

1-Background

Current Conditions:

- Difficulty with finding on-street parking in popular areas, discouraging people from visiting these areas for short trips

- Widespread illegal parking of commercial and rideshare vehicles

- Proliferation of valet zones. Valet license and residential parking permit fees that are significantly below market rate for a parking stall in popular areas

- Confusing and cluttered signs

- Majority of single-head parking meters' technology is obsolete

- Parking enforcement issues

1-Background

Progress Since Last Council Briefing:

- First draft document prepared and routed for stakeholder review.
- Stakeholder review recommended revisions focused on the following areas:
  - Consolidating objectives and re-organizing document
  - Drafting additional content for items that needed more in-depth discussion
  - Intensive internal reviews and brainstorming
- Second draft is ready for final stakeholder review before it is put in a more graphical format and released for public comment.

2-Policy Document Overview

Topics Covered:
- Prioritizing and Allocating Curb Space*
- Managed Parking Areas*
- Parking Time Limits
- Paid Parking and Rate Setting*
- Loading Zones*
- Parking for Special Users*
- Signs and Markings*
- Communication

Focus areas for this briefing

3-Prioritizing and Allocating Curb Space

Policy: After safety and mobility needs are met, surrounding land uses and road type will determine what curb functions are most important along a block.

1. Ensure Safety

2. Meet Mobility Goals

3. Prioritize Remaining Curb Space

| Access | Activation | Greening | Storage |

4-Managed Parking Areas

Policy for prioritizing curb space applies to streets in all areas of the city.
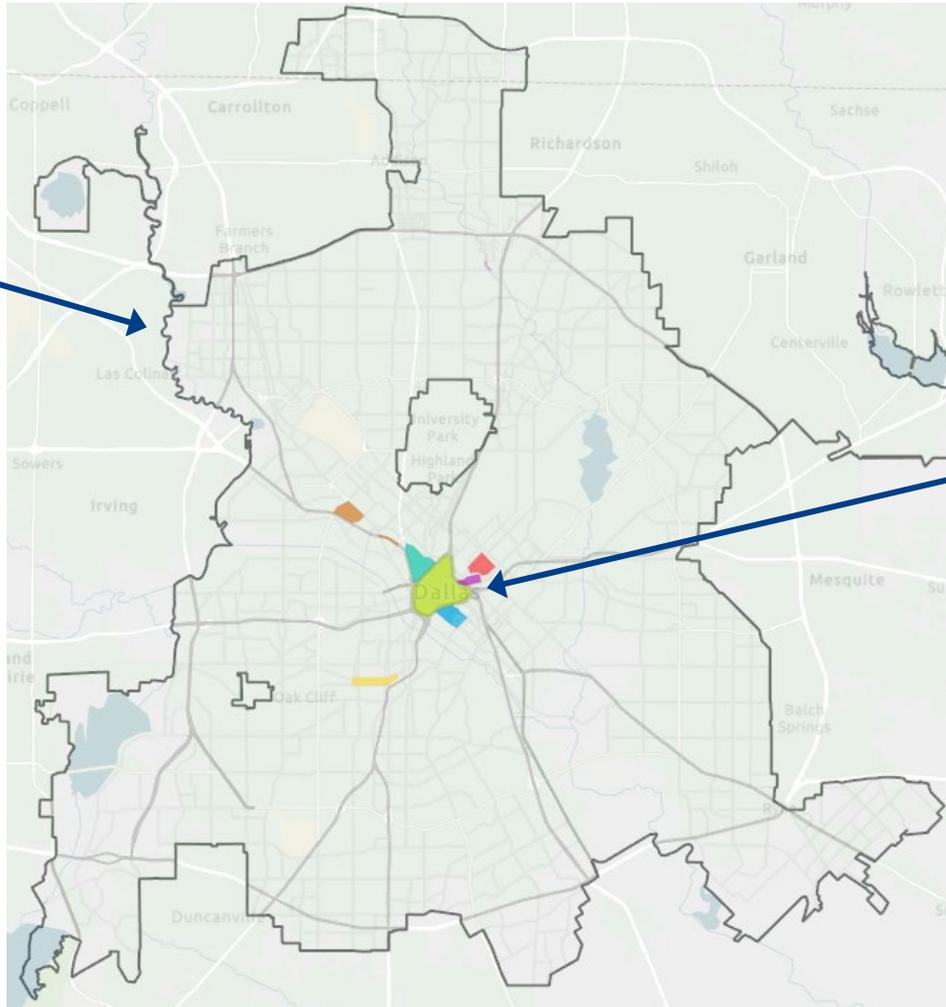
It is recommended that most policies and strategies that follow be limited to "**Managed Parking Areas**" (commercial and mixed-use areas where on-street parking challenges span multiple blocks)

4-Managed Parking Areas

| Existing: **Metered** Parking Areas	Proposed: **Managed** Parking Areas
Areas where parking meters can be installed	Areas where parking meters, loading zones, RPO permits, painted curbs, etc. can be implemented
Boundaries defined in Code	Boundaries removed from Code, defined administratively (not legal entity)
No guidance on when to create new MPAs	Defined criteria and process to create new MPAs

RPO = Residential Parking Only

4-Managed Parking Areas

Free Parking, No Time Limits → Is occupancy >85% → YES → Issue spans multiple blocks? → YES → Establish MPA and parking management strategy → Install parking meters, loading zones, permits, etc.

Conduct occupancy survey (min 1x per year) → Is occupancy >85% → YES → Increase meter rates

NO → Keep meter rates the same, decrease rates if <60% occupancy

LEGEND

- ■ Key milestone in the parking management spectrum
- ■ Other step in the process
- ◯ Beginning or end point in the process
- ▢ Step in the process
- ◇ Decision point

Detailed flowchart and MPA creation process in the presentation appendix

5-Paid Parking and Rate Setting

Existing:

- No established purpose or criteria for installing meters, adjusting rates and times
- Difficult to change meter rates
- Addressed on case-by- case basis
- Inconsistent, with some meters having outdated technology
- Difficult to find on-street parking in popular areas

Proposed:

- Defined purpose and criteria for installing meters, adjusting rates and time restrictions
- Block-specific rates in Code replaced with parameters
- Proactive monitoring
- Complete the upgrade of meter technology to improve utilization, occupancy data collection
- Easier to find on-street parking

5-Paid Parking and Rate Setting

GOAL: Set rates at the LOWEST price that achieves the objective of keeping 1-2 spaces open (85% occupancy / 15% vacancy).

- Good for business (easier for patrons to find a spot; more customers can easily access businesses)

- Reduced traffic congestion (less circling for parking; happier drivers; fewer crashes; reduced emissions)

If price is too high and parking spaces remain vacant, nearby stores lose customers, and the city loses tax revenue. If price is too low and no spaces are vacant, people will be discouraged from visiting an area.

5-Paid Parking and Rate Setting

How do we get rates that are "just right"?

- Occupancy data collection and evaluation

- Rates adjusted based on parking occupancy:

    > 85% occupancy = Increase rates

    60-85% occupancy = No change

    < 60% occupancy = Decrease rates

- Slow and incremental rate adjustments of $0.25-$0.50 up or down, up to once every 6 months

- $1.00 minimum rate, $6.00 maximum rate

Parking Benefit Districts (PBD):

- Geographic areas defined by separate ordinance where a portion of parking meter revenue is reinvested to fund improvements or programs

- Reasoning:

  - Money spent in high-traffic areas gets reinvested in those areas on enhanced public services

  - Can garner support for parking meters and rate adjustments

Operations & maintenance (O&M) expenses

60% of what is left after O&M goes towards PBD
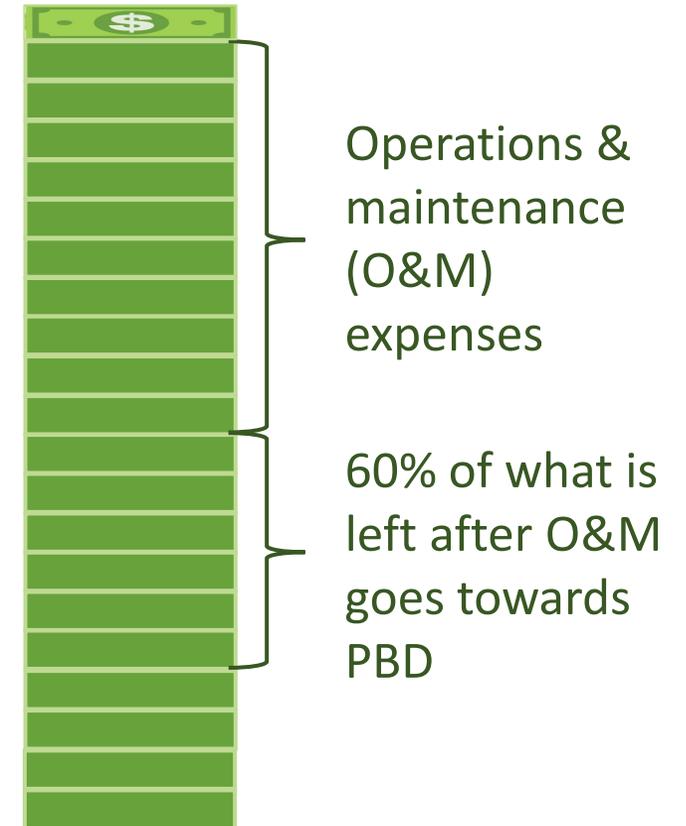
Typical PBD Expenditure Options:

- Sidewalk repairs and sweeping

- Tree planting

- Streetcar services

- Lighting

- Wayfinding

- Street maintenance

- Public safety

- Transit passes for employees in the district

- Parking studies

- *Parking structures

*PBD revenue alone would not be sufficient to fund construction, operation, and maintenance of new parking facilities, even with additional revenue from facilities. Typically supplements PID funding. Example: Bethesda, MD.

5-Paid Parking and Rate Setting

- Process would be initiated when a business district submits an application.

- Requires City Council action to establish boundaries, how revenue may be spent, management, etc.

- Minimum Criteria:

  - Proposed area must be located within an existing MPA

  - There must be a minimum number of parking meters to generate enough revenue to invest in improvements once expenses are paid

6-Loading Zones

Existing:

- Zones are limited to a single use
- Locations decided on case-by-case basis
- Illegal loading activities due to lack of dedicated space, enforcement

Proposed:

- Transition to Flex Zones to allow multiple uses throughout day or week
- Proactively identify loading zone needs
- Incentivize off-peak loading

2 MINUTES LOADING
PASSENGER ZONE ANY TIME
30 MINUTES LOADING
COMMERCIAL ZONE 6AM-6PM

7-Special Users: Employee Parking

- Concerns about impact of parking rate increases on low-wage workers.

- Previous Council Feedback: Concern about subsidizing parking for private-sector employees.

- Case studies reviewed. Potential options include:
    - Shared parking arrangements between businesses and private lot owners
    - Create new parking permit program to exempt employees from time restrictions on lower-occupancy streets
    - Travel Demand Management (e.g., transit pass subsidies)

- Recommended Next Steps: Convene workshop with business districts to discuss options, roles and responsibilities, etc.

7-Special Users: Residential Parking Permits

Existing:

- Two programs: one for Deep Ellum (RPP), one for rest of city (RPO)
- Purpose: Help residents obtain easy, adequate parking on residential streets near non-res. generators
- Code states that businesses can also apply for RPO permits
- Many RPO zones do not meet criteria in Code
- 6 permits are allowed per residence/business, each $6/year
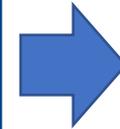
Proposed:

- More detailed review and stakeholder discussions needed
- Consolidate programs
- Ensure program does not preclude the use of the curb for other needs along mixed-use blocks, or subsidize residential parking that should be off-street
- Permits should reflect value of parking space

7-Special Users: Electric Vehicles

- Level 3 (fast/rapid charging) are most appropriate for on-street (20-minute charge). Can cost $10-$30 in electricity per charge. (Investopedia, 2022)

- Permitting and operation questions that require further discussions, workshopping include:
  - Should the City be the one to pay for, install, and operate charging stations (or through contract with company), or should licenses be grated to for-profit companies to install, maintain, and operate in public right-of-way with agreed fee structure?
  - Should there be a limit on the number of spaces per block?
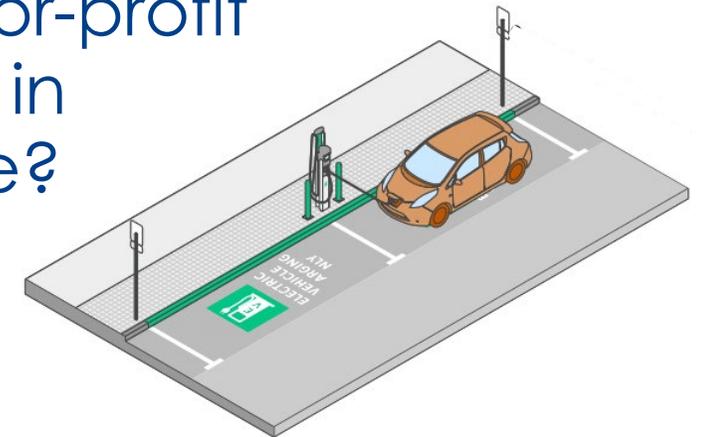
8-Signs and Markings

Existing:

- Sign clutter, confusing signs
- Misalignment of signs with curb features
- Blocks with paid parking lack signs
- Boundaries of metered parking stalls not marked, as indicated in Code
- Loading Zone signs are not a distinctive color, as directed in Code

Proposed:

- Assign staff and budget to install signs that are easier to understand, properly located
- Install paid parking signage
- Mark boundaries of parking stalls
- Reduce sign clutter in MPAs by using "color curbs"

9-Implementation Plan

Key action items include:

- Amend parking meter section of Code.
- Increase meter rates to $1 min. Collect occupancy data to determine if rates should be increased or meters removed.
- Create or update parking management strategies for 1-2 existing or prospective MPAs.
- Coordinate with other City departments/stakeholders regarding PBD concept.
- Convene workshop with business districts to discuss employee parking.
- Stripe boundaries of paid parking stalls. Install new signs.

10-Next Steps

1. Collect final input from stakeholder group, and revise document accordingly

2. Publish for public comment, and revise accordingly

3. City Council memo with a summary of the changes, the final document, and the proposed Code revisions

4. Council adoption of the plan and Code revisions early summer 2023

Continue to periodically monitor

Consider 15-30-min time limits in front of specific business

Establish an MPA and parking management strategy

NO → NO → NO

Free Parking, No Time Limits → Complaint Received or Issue Identified (e.g., difficult to find parking, double parking, etc.) → Collect Data and Input → Is occupancy >85% → YES → Issue spans multiple blocks? → YES → Located in an existing MPA? → YES → Install parking meters, loading zones, permits, etc.

Conduct occupancy survey (min 1x per year) → Is occupancy >85% → YES → Increase meter rates

NO

Keep meter rates the same, decrease rates if <60% occupancy

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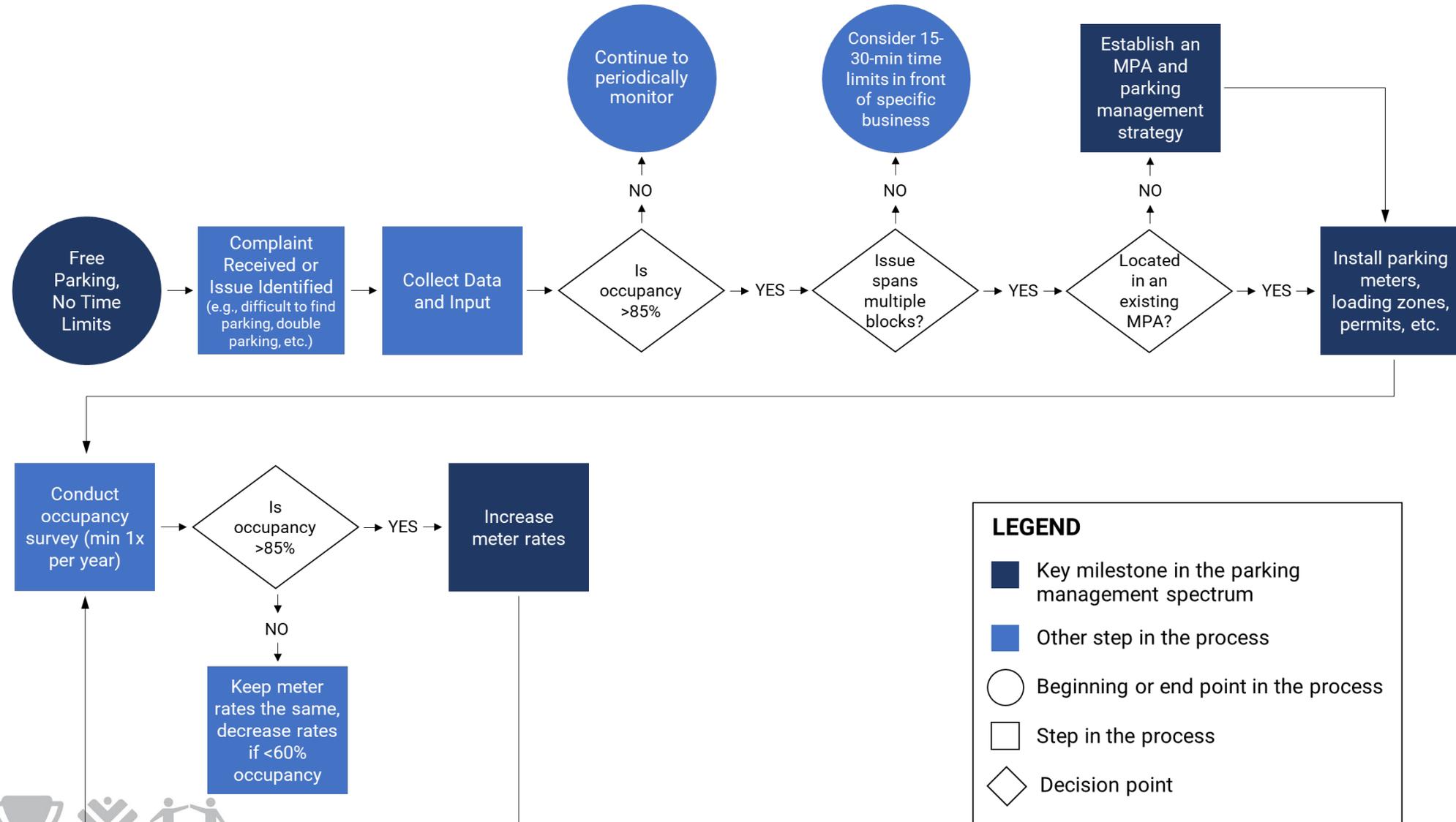
Appendix 2 - MPA Creation Process

Initiate Process → Determine Boundary, Goals, Stakeholders for Study → Document Existing Conditions → Recommend Parking Strategies → Approval and Implementation → Monitoring
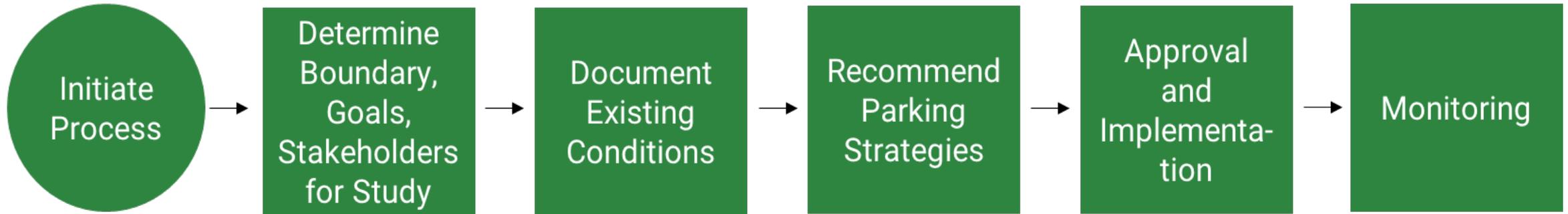
- Considered when on-street parking and curb management challenges spans multiple blocks in commercial or mixed-use areas with on-street parking.
- Initiated by business association.
- Initial discussions would determine who would lead the parking study, depending on available resources and size or complexity of the MPA.
- Results in defined MPA boundaries, a parking management plan for the MPA, and implementation of parking management strategies