

Memorandum



CITY OF DALLAS

DATE April 20, 2026

TO Honorable Chair and Members of the Transportation & Infrastructure Committee

SUBJECT **Parking Program Update**

This memorandum provides a consolidated overview of current initiatives and next steps to effectively manage parking demand, reinvest parking revenue, and improve overall quality of life, consistent with the On-Street Parking and Curb Lane Management Policy.

Background

The [On-Street Parking and Curb Management Policy](#) was adopted by City Council in 2024 and provides the framework for paid parking to support safety, parking demand, accessibility, and economic vitality in Dallas' high demand commercial districts. The policy directs staff to modernize on-street and off-street parking pricing, improve enforcement and customer experience, and better align parking operations with mobility goals, such as transit use, micromobility, freight/delivery, and pedestrian safety.

Recent Activities and Accomplishments

The Department of Transportation and Public Works (TPW) has undertaken several initiatives related to parking management in the past year:

- Completed Phase I of parking meter modernization: Installation of 900 5G parking meters to replace City's 2G parking meters.
- Initiated Phase II of meter modernization: replacement of all obsolete coin-operated meters with smart parking options. Installation of 900 smart meters is in progress and anticipated to be completed prior to the FIFA World Cup.
- Meter maintenance and beautification: completed an assessment and inventory of the physical condition of parking meters. Initiated a beautification project to refresh appearance of 600-meter housings found rusted and in disrepair.
- Completed the initial stages of a one-year self-release immobilization pilot program to be fully functional by July 2026.

Current Work and Program Status

Resume Control of Parking Lots in or near Downtown

- On April 1, 2026, the City will assume control of parking lots on Corbin Street and Ross Avenue previously leased to private operators. Until an ordinance amendment is adopted, the lots will be time-limited with no parking fee.
- Staff will finalize remaining transitions, update signage, and integrate payment systems for the parking lots.

- Staff intends to amend Chapter 28 of the Dallas City Code in May 2026 to reflect the additional locations and update the parking fees.

Increase Deep Ellum Paid Parking Rate

- On May 8, 2026, hourly parking rates will change from \$0.10 - \$0.50 to \$1.00 in the Deep Ellum Paid Parking Area (PPA). PPAs are geographically defined areas where parking meters can be installed.
- Following this change, staff will measure parking occupancy rates to determine if further rate changes are needed to meet parking demand in accordance with the On-Street Parking and Curb Management Policy and Chapter 28 of Dallas City Code

Add Special Event Rates

- On May 27, 2026, City Council will consider an amendment to establish event parking as a distinct pricing category within PPAs for events with an anticipated attendance of 10,000 or more attendees. Additional information is provided as Attachment A to this memorandum.
- Following consideration and adoption of the ordinance, event parking rates will be prioritized in areas with upcoming special events and will be supported by parking meter modernization.
- Public communication will be provided in advance through the City's website and parking applications.

Expand Uptown PPA

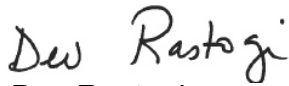
- Due to increasing parking demand in the Uptown neighborhood, an occupancy study will be conducted to expand the Uptown/Victory Park PPA. The study will kick off in Summer 2026.
- Staff will bring on a consultant to collect data, complete the occupancy study, and conduct public engagement to determine if a PPA is warranted.
- A final report with recommendations for next steps will be shared with City Council in approximately 6 months.

Explore Creation of a Bishop Arts PPA

- Staff will evaluate the steps needed to study a PPA in the Bishop Arts area. The On-Street Parking and Curb Lane Management Policy sets forth specific criteria for creating areas where metered parking can be installed to promote turnover. The criteria include land use context, minimum size, and minimum parking demand.
- Public engagement would also need to be conducted including a public meeting and approval by the City Council to amend Chapter 28 of the City Code.
- Other considerations include budget impacts, staffing, and stakeholder buy-in.
- The process is anticipated to kick off in Fall 2026 and take approximately 6 months to complete.

Staff will return to the Transportation and Infrastructure Committee with the results of the two anticipated PPAs early in 2027 and will provide other updates, as appropriate. If you have questions or would like additional information, please contact Ghassan “Gus” Khankarli, PhD, PE, PMP, CLTD, Director of the Department of Transportation and Public Works, at ghassan.khankarli@dallas.gov.

Service First Now!



Dev Rastogi,
Assistant City Manager
[Attachment]

c: Kimberly Bizer Tolbert, City Manager
Tammy Palomino, City Attorney
Mamatha Sparks, City Auditor (I)
Billierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Baron Eliason, Inspector General (I)
Dominique Artis, Chief of Public Safety

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
Jack Ireland, Chief Financial Officer
Ahmad Goree, Chief of Staff to the City Manager
Directors and Assistant Directors

Attachment A - Event Parking Rates

A. On-Street Parking Event Rate Pricing

Consistent with the On-Street Parking and Curb Lane Management Policy, the following amendments are recommended:

1. Code Amendment

Amend Chapter 28 (“Motor Vehicles and Traffic”) of the Dallas City Code to establish event parking rates as a distinct pricing category separate from standard metered parking.

2. Event Rate Activation Criteria

Establish parameters for implementing event parking rates, including:

- a. Applicability within designated Paid Parking Areas (PPAs); and
- b. Activation for events with projected attendance of 10,000 or more.

3. Rate Structure

Define event parking rate ranges in the Code, including:

- a. A minimum hourly rate of \$3.00 (applicable two hours before and after the event), tied to each paid parking zone’s base rate; and
- b. A maximum hourly rate of \$10.00 during peak demand periods.

Base Hourly Rate	Event Hourly Rate (± 2 hours of event)
\$1.00 – \$2.50	\$3.00
\$2.75 – \$4.75	\$7.00
\$5.00 – \$6.00	\$10.00

4. Administrative Authority

Authorize the Director of Transportation and Public Works (or designee) to adjust event parking rates within the established range based on projected attendance and parking demand.

5. Geographic Boundaries

Incorporate data-driven criteria to define and periodically adjust geographic areas where event parking rates apply.

B. City-Owned Parking Lots

To ensure consistency with market practices and improve demand management, the following amendments are recommended:

1. Code Authorization

Amend Chapter 28 to explicitly authorize event-based pricing for City-owned surface parking lots within PPAs and near major event venues.

2. Activation Criteria

Establish event activation thresholds consistent with on-street parking criteria.

- a. Applicability within designated Paid Parking Areas (PPAs); and
- b. Activation for events with projected attendance of 10,000 or more.

3. Event Rates

Authorize event parking rates for Paid Parking Areas in Chapter 28.

Paid Parking Area	Minimum Event Rate (\pm 2 hours of event)
Central Business District	\$15.00/vehicle
Uptown/Victory	\$20.00/vehicle
Deep Ellum/Fair Park	\$20.00/vehicle

4. Rate Establishment

Establish event rate structures applicable to City-owned parking facilities.

5. Administrative Authority

Delegate authority to the Director of Transportation and Public Works (or designee) to set event-specific rates within Council-approved parameters.