

Memorandum



CITY OF DALLAS

DATE 9 May 2014

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

On Monday, 12 May 2014, you will be briefed on the On-Street Parking Modernization Program and its Parking Pilots. The briefing materials are attached for your review.

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

A handwritten signature in black ink, appearing to read 'Ryan S. Evans'.

Ryan S. Evans
Interim First Assistant City Manager

c: 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
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager

Joey Zapata, Assistant City Manager
Charles M. Cato, (I) Assistant City Manager
Theresa O'Donnell, (I) Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, (I) Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

On-Street Parking Modernization

Transportation & Trinity River Corridor Committee

12 May 2014



Purpose:

Provide Brief Update on Parking Modernization Plan

Outline

- Parking Program Goals
- History of Parking Technology Timeline
- Parking Management System
- Parking Pilot Program Goals
- Parking Pilot Program Timeline
- Locations of Pilots Tests
- Equipment, Technology, and Applications To Be Tested
- Testing of Equipment, Technology, and Applications
- Operational Procedures To Be Tested
- Testing of Operational Procedures
- Public Art and Parking Brand
- PayByPhone Update
- Next Steps
- Questions

Parking Program Goals

Parking is at a revolutionary stage because of technology.

Dallas Parking Goals:

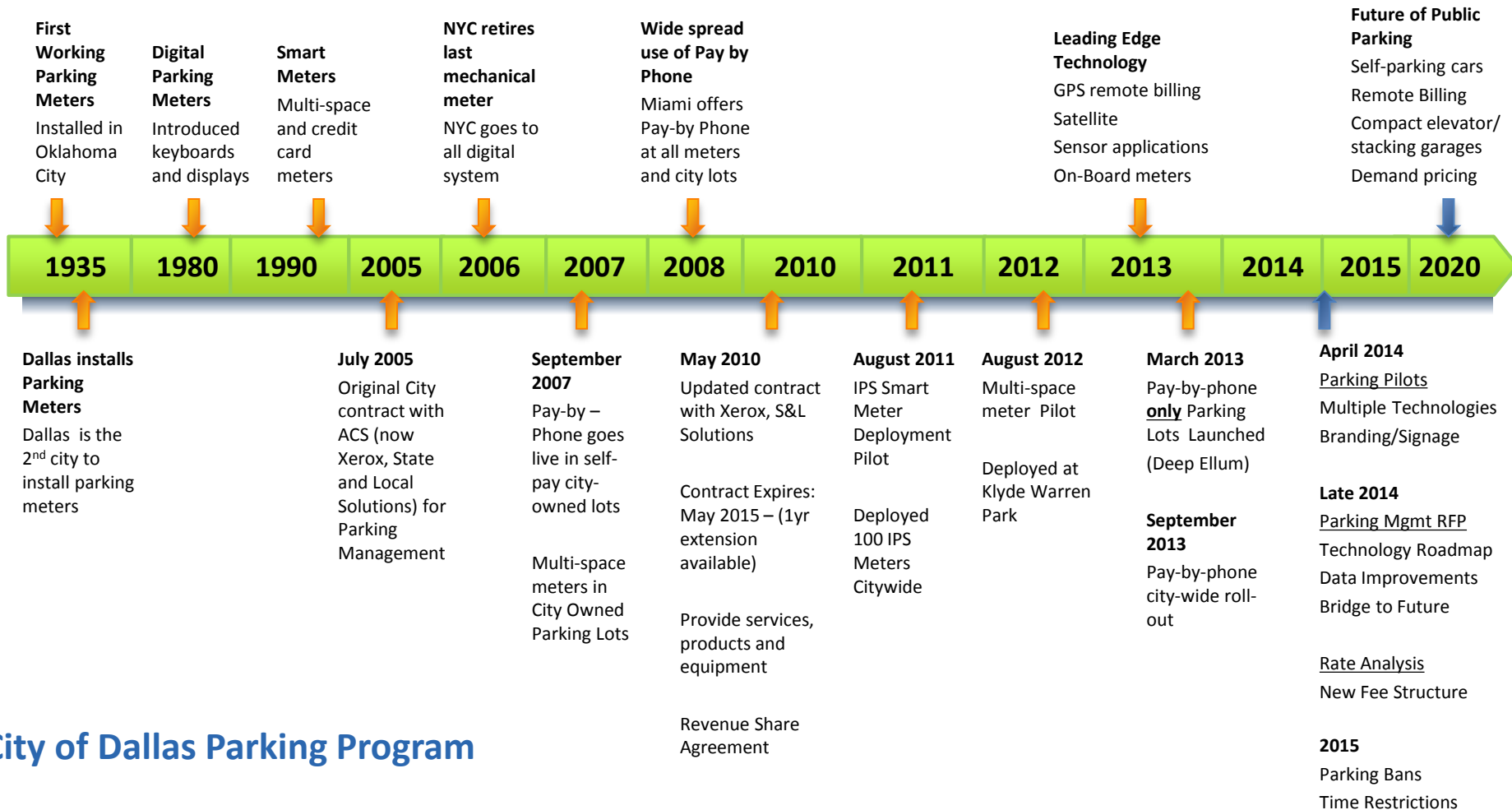
- Improve Customer Service
- Enhance Operational Efficiency
- Adapt to Changes in Streetscape

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

History of Parking Technology Timeline

Municipal Parking Industry



City of Dallas Parking Program

Parking Management System



Parking Pilot Program

Parking Pilot Program Goals

The success of new development downtown and other economic centers of our City has accelerated the need for parking modernization.

Parking Pilot Program Goals:

- Address current challenges
- Minimize/avoid future parking pressures
- Change the visibility and atmosphere of parking

The Pilot Program will test both:

- New equipment, services, and applications
- New operational procedures







Parking Pilot Program Timeline

January 2014	Invitation to Pilot Technology
February 2014	Benchmarking and Research Trip to San Francisco
March 2014	Award projects to eleven (11) vendors
March 2014	Partnerships with Xerox, Kimley-Horn, UT Center for Transportation Research, and Office of Cultural Affairs to manage and evaluate Pilot Program
April 2014	Official Pilot Start Date
May to June 2014	Pilot Implementation
August 2014	Mid Project Report
November 2014	End of Pilot Report

Locations of Pilot Tests

- Different equipment and operational procedures will be tested in several areas.
- Areas in which testing will occur are:
 - Central Business District
 - Mockingbird Station
 - City Hall
 - Oak Lawn
 - Arts District
 - Uptown
 - West End
 - Deep Ellum
 - Jefferson Corridor

Equipment, Technology, and Applications To Be Tested

Type	Name	Description
	Car Share	Short term car rental, often by the hour.
	“Smart” Meter	Meters that allow drivers to pay with coins or credit/debit cards.
	Sensors	Wireless sensors detect when vehicles occupy a parking space in real time.
	Multi-Space Pay Station	Multi space meters have the ability to accept payment for multiple parking spaces.
	Parking Guidance App	Parking applications for smart phones and mobile devices that enable you to find, reserve and pay for parking.
	Dallas Smart Cities-Wi-Fi Initiative	Where possible the parking pilot equipment will use the wireless communication network created as part of the Dallas Smart Cities, Wi-Fi Initiative.

Testing of Equipment, Technology, and Applications

Field Pilot Purpose:

Field testing the equipment



























Goal:

Learn where equipment is best utilized






Method:

- Deploy in different areas
- Conduct a parking survey
- Evaluate and analyze parking data






Deployment

Area	Field Pilots
CBD	    
Mockingbird Station	
Oak Lawn	
Arts District	     
Uptown	
West End	    
Deep Ellum	   
Jefferson Corridor	  

Operational Procedures To Be Tested

Type	Name	Description
	Handicap Placards	Count and identification of metered parking spaces used by vehicles with handicap placards.
	Signage	Test of new signage with a parking brand and logo.
	Parking Lot Enforcement/Reservations	Test of new parking lot services and a proof of concept enforcement application.
	Multi-space Hooding	Test of new ways to reserve or restrict parking at metered spaces served by multi-space pay stations.
	Collections and Enforcement Routes	Test new collections and enforcement routes based on existing and “new” parking data.

Operational Procedures To Be Tested

Type	Name	Description
	Public Art	Parking meters as temporary and permanent public art.
	Time Limits	Modified time limits to reflect surrounding areas activities and parkers needs.
	Parking Bans	Removal of existing parking bans to reflect change in travel patterns (traffic engineer).
	Electronic Locks	Addition of a smart locking system with electronic key control and restricted lock codes on cylinders.
	PayByPhone Only	Test of Pay By Phone only on-street metered spaces.

Testing of Operational Procedures

Operations Pilot Purpose:

Testing of new procedures



























Goal:

Learn where changes to procedures can improve operations

Method:

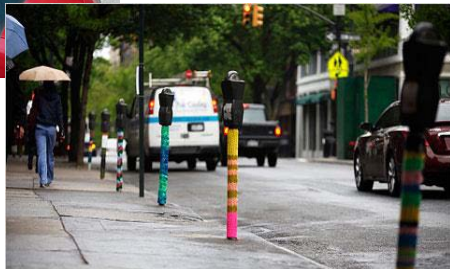
- Test in different areas
- Evaluate and analyze parking data

Deployment

Area	Operations Pilots						
CBD							
City Hall							
Arts District							
West End							
Deep Ellum							
Jefferson Corridor							

Public Art and Parking Brand

- Parking Meters as Public Art
- Partnership with the Office of Cultural Affairs



Public Art

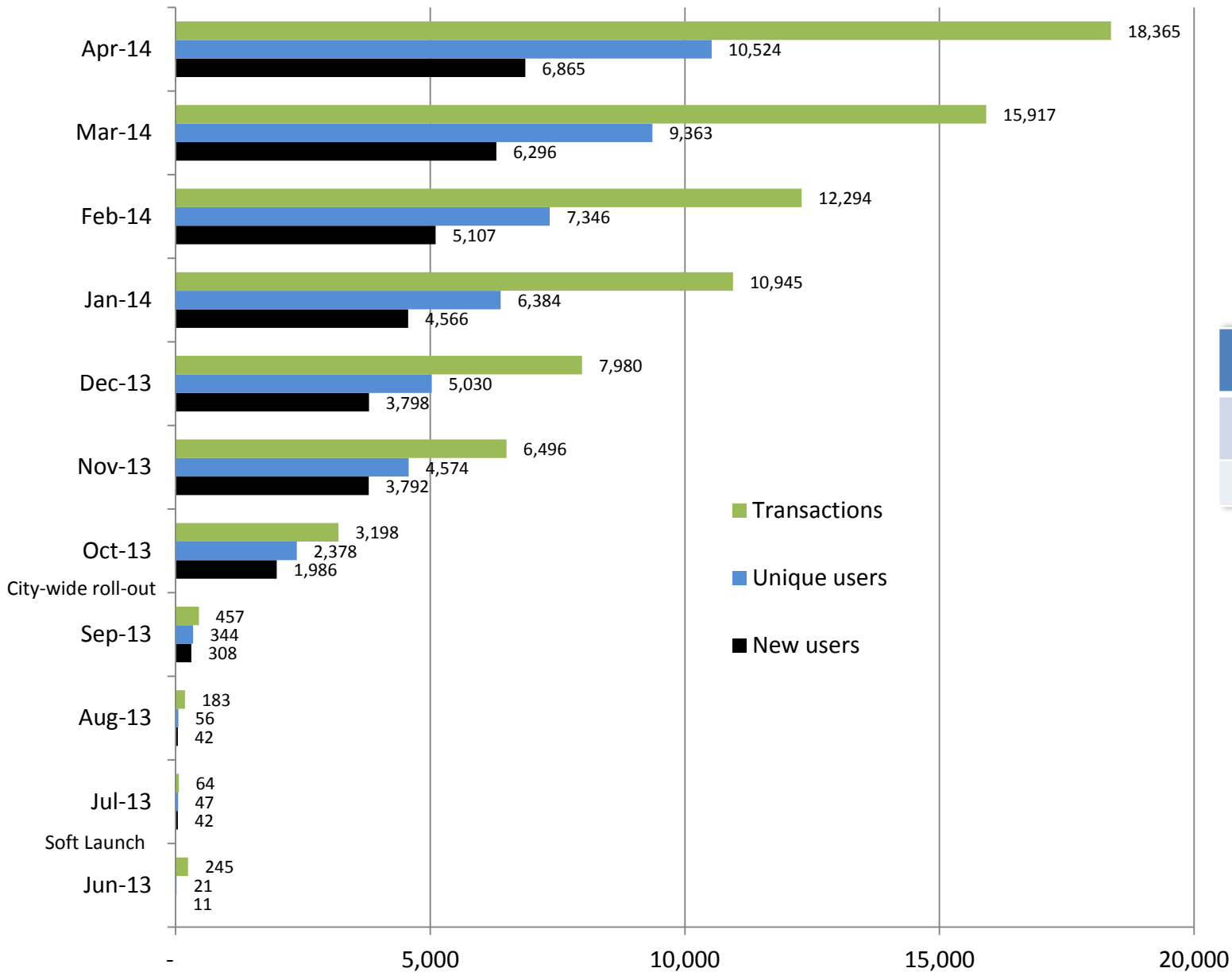


Old Signage

Dallas Parking Brand

PayByPhone Update

PayByPhone Growth Chart



Total June 2013 thru April 2014	
Transactions	New users
76,144	32,813

Introducing...



pay **by**
phone

Paying for parking just got easier....

Want to park at a meter? Have your smart phone?

No Coins, No Cash... No Problem

You can pay for ANY parking meter in Dallas with your smart phone

4 easy steps to pay by phone – Call 1-888-680-7275



1

Call the number
Posted on meter

Phone number for PayByPhone service is on each parking meter.



2

Respond to the
prompts

Prompted to enter the location number and parking time required. Any new users will be guided through a registration process.



3

Wait to hear that
parking has started

Once you hear confirmation that your parking has started, you may leave your vehicle.

The Meter will still show expired but your vehicle will now appear as having paid for parking on the Parking Enforcement Officers handheld patrol units.



4

Extend parking
anytime

To extend time call the number you dialed in Step 1. Your account will be recognized and you can extend your parking session or to start a new one.

Introducing Pay by App...



- Set up text reminders to alert you when to return to your car or top up your parking
- Set up email receipts to your inbox
- Add or remove vehicle registration numbers
- Update your payment card
- Manage your security settings

It is easy to pay by app – paybyphone.com



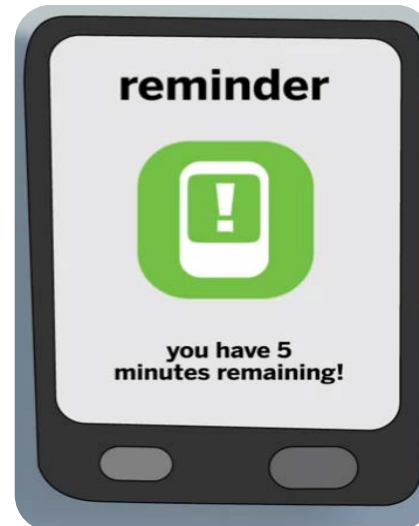
- Search “paybyphone” in your app store
- Fill in your location
- Select vehicle
- Choose duration
- Click Confirm

Any new users will be guided through a registration process.

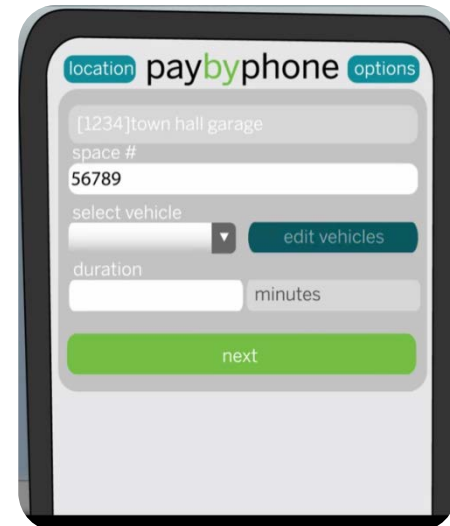


Once you see the confirmation message that your parking has started, you may leave your vehicle.

The Meter will still show expired but your vehicle will now appear as having paid for parking on the Parking Enforcement Officers handheld patrol units.



A text reminder message will alert you your parking is about to expire.



To extend time go to the paybyphone app. Your account will be recognized and you can extend your parking session or to start a new one.

Next Steps

Here & Now

- **Notify adjacent property owner**
- **Pilot Analysis**
 - Online surveys
 - Street teams
 - Pilot Partner Reports
- **End of Pilot Report back to committee**



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<http://www.dallaspolice.net/>

Next Steps



- **Request For Competitive Sealed Proposal Development**
- **New Parking Management Contract (late 2015)**
- **Continued Parking Modernization Changes**

Questions?

