

Memorandum



Date: July 17, 2015

To: Honorable Mayor and Members of the City Council

Subject: 2015 International Parking Institute Parking Matters Marketing and Communications (MARCOM) Award and On-Street Parking Pilot Program Status Report #8

The International Parking Institute (IPI) awarded the City of Dallas a 2015 Parking Matters Marketing and Communications Award for the "One Meter at a Time - Temporary Public Art Project" as recognition of an outstanding parking marketing and communications program.

The "One Meter at a Time - Temporary Public Art Project" is a portion of the On-Street Parking Pilot Program and was a joint project between the Dallas Police Department (DPD) and the Office of Cultural Affairs (OCA) to bring art to the curbside and visually enhance the streetscape throughout the City.

International Parking Institute
2015 *Parking Matters*® Marketing & Communications Award
One Meter at a Time - Parking Meter Temporary Public Art Program



The Vision

The City of Dallas believes that public art can have an inspirational and transformational effect. It can change lives and improve communities. Based on this belief, the OCA and the DPD partnered to implement a pilot program of temporary public meter art.

The Project

The OCA administered a temporary public art program with funding from the DPD. Six local artists were commissioned to do "creative interventions" on existing parking meters in three areas to enhance the visual character of Dallas neighborhoods.

The Outcomes

- Increased creative opportunities for artists.
- Dialogue between contemporary art, the streetscape and public right of way.
- New and broader audiences – both for the contemporary arts and for DPD's public parking improvements and increased opportunities for high quality engagement by visitors, arts audiences, and local communities.

In addition, as an on-going update on the progress of the On-Street Parking Pilot Program, several executive summary highlights are attached regarding the outstanding progress of: ParkMe's second quarter of operation and Zipcar's third quarter of operation (Q2 2015).

If you have any questions, or require additional information, please do not hesitate to contact me.



Eric D. Campbell
Assistant City Manager

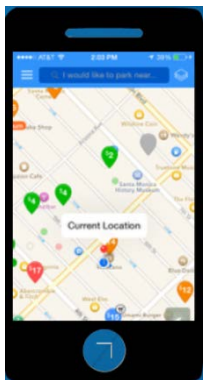
Attachments

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

DALLAS METRICS

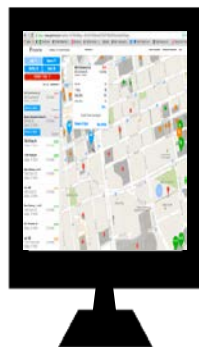
2nd Quarter, 2015

APRIL-JUNE



**App
Users**

**28,155
New Users**
**39,047
Sessions**



**Web
Users**

**15,571
New Users**
21,528 Sessions



**Meter
Clicks**

**14,116
Meter
Filter
Clicks**



**Customer
Inquiries**

**65
Customer
Service
Inquiries**

City of Dallas – Q2 2015

The Zipcar pilot program with the City of Dallas continues to grow. Through June 30 another **184 new members** joined in the second quarter of 2015, and in June we launched two vehicles at the Dallas Farmers Market. **30 vehicles** are now located in Downtown, Uptown, Oak Lawn, and at Love Field. Industry studies have shown that each car share vehicle can support the reduction of 15 personally owned vehicles, so the current Zipcars in service through the City of Dallas and DART represent as many as **450 personally owned vehicles taken off the road**.

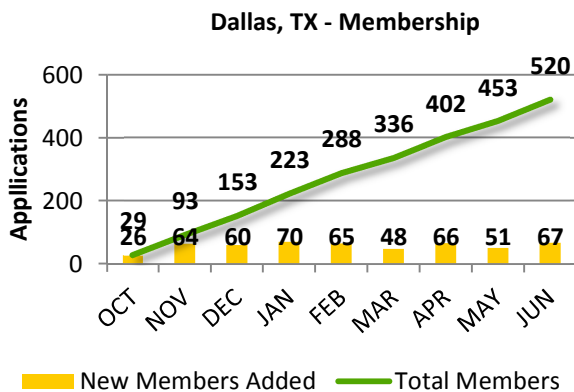
Impact on City Life

The typical member uses Zipcar for occasional car trips. Studies have shown that Zipsters tend to walk, bike, and take public transit more often – and see their overall annual vehicle miles travelled reduced by almost 40%. Downtown residents now have one more option for living car free. They're using car sharing for **shopping or doctor's appointments**. Companies are using Zipcar to **supplement DART commuter benefits** as a way for their employees to get to meetings or run business errands. Business travelers are choosing car sharing when coming into the city for meetings or conventions.



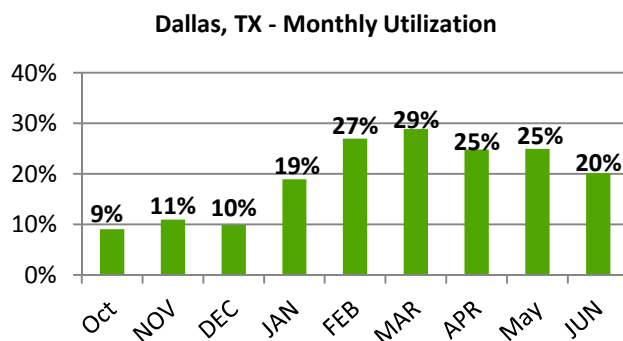
Membership Growth

Continued growth of members is crucial to the success of the Zipcar program. Each new member represents a new potential use case for Zipcar while connecting that individual with a convenient and cost effective transportation option. This chart shows new members added each month and total members since the program began.



Utilization

Every day, Zipsters get great value and convenience from having Zipcar as a transportation alternative. The chart below shows the monthly utilization of Zipcars in Dallas.



Memorandum



CITY OF DALLAS

DATE July 17, 2015
TO The Honorable Mayor and Members of the City Council
SUBJECT Citizen Input for FY 2015-16 Budget Development

As part of the FY 2015-16 budget development process, a citizen survey was conducted using TalkDallas.com. Similar to the three public hearings that are held to seek public input, this on-line survey served as another option for citizens to provide input into the City's budget. The results are attached for your consideration.

The survey period was from June 8th through July 3rd, and 1,509 individuals completed the survey. This is a 45% increase above the 1,040 individuals that completed a similar survey last summer. This summer, additional effort was made to engage council appointed board and commission members. Of those that completed the survey, 180 individuals are on a board or commission.

Although this survey cannot be considered a statistically significant representation of the City as a whole like the survey conducted by ETC Institute and briefed to Council in November 2014, it does provide input from citizens on budget priorities. Several of the responses do, however, mirror information received through the citywide survey conducted by the consultant. That briefing can be found at the following link:

➤ <http://dallascityhall.com/government/citymanager/CPE/Pages/Community-Survey.aspx>.

Please let me know if you have any questions.



A.C. Gonzalez
City Manager

Attachment

c: Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Jack Ireland, Director, Office of Financial Services

TalkDallas.com Budget Survey Results

Question: From the list of City services below, please place them in the order of importance to you where 1 is “Most Important” and 12 is “Least Important”.

Service Priority Category	Ranking
Street & Alley Repair	1st
Police	2nd
Fire/Ambulance	3rd
Neighborhood Code	4th
Parks & Open Space	5th
Economic Development	6th
Animal Services	7th
Recreation Centers	8th
Libraries	9th
Community Services (Seniors, Youth etc.)	10th
Cultural Affairs	11th
Home Repair/Maintenance	12th

Question: From the following list of twelve City services, indicate the one service that you would prefer funds be added to, and indicate the one service that you would be willing to have funds subtracted from:

<u>Funds Added To</u>	% of Total	<u>Funds Subtracted From</u>	% of Total
Street & Alley Repair	35%	Home Repair/Maintenance	27%
Animal Services	20%	Cultural Affairs	24%
Police	10%	Economic Development	15%
Parks & Open Space	8%	Animal Services	7%
Neighborhood Code	7%	Police	7%
Economic Development	5%	Libraries	6%
Libraries	4%	Community Services (Seniors, etc.)	4%
Community Services (Seniors, etc.)	3%	Parks & Open Space	3%
Cultural Affairs	3%	Neighborhood Code	3%
Fire/Ambulance	2%	Recreation Centers	3%
Home Repair/Maintenance	1%	Street & Alley Repair	1%
Recreation Centers	1%	Fire/Ambulance	1%
Total	100%	Total	100%

Question: From the list of street and transportation items, please place them in the order of importance to you from most important to least important, where 1 is “Most Important” and 8 is “Least Important”.

Street & Transportation Category	Ranking
Neighborhood Streets	1st
Major Thoroughfares	2nd
Sidewalks	3rd
Traffic Signs and Signals	4th
Curbs and Gutters	5th
Street Striping	6th
Alley	7th
Bike Lanes on Roadways	8th

Question: From the following list of code compliance issues, please identify your top three concerns.

Code Compliance Issues	Ranking
Litter and Illegal Dumping	1st
Blighted Structures	2nd
Animal Welfare	3rd
Mosquito Control	4th
Loose Animals	5th
Food Safety	6th
High Weeds	7th
Graffiti	8th
Junk or Abandoned Vehicles	9th

Question: Would you be willing to pay additional fees if the revenue was dedicated to funding street and alley repair and maintenance?

	Total	Percentage
Yes	895	59%
No	614	41%
Total	1,509	100%

Question: Would you be willing to have a property tax rate increase if the revenue was dedicated to funding street and alley repair and maintenance?

	Total	Percent
Yes	721	48%
No	788	52%
Total	1,509	100%