



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of January 20, 2024

DATE: January 3, 2024

SUBJECT: Request to authorize the advertisement of a public hearing to consider an ordinance to amend, reenact, and recodify Chapter 14.2 (Motor Vehicles and Traffic) of the Arlington County Code by Amending Article I, Division 2, Subdivision D to temporarily amend the manner in which parking meter zones are managed.

C. M. RECOMMENDATION:

Authorize the advertisement of a public hearing at the February 24, 2024, County Board meeting to consider a proposed ordinance, as shown in Attachment A, to amend Chapter 14.2 (Motor Vehicles and Traffic) of the Code of Arlington County, Virginia to establish a temporary performance parking pilot program in commercial corridors permitting periodic administrative changes to metered parking rates between March 1, 2024, and March 1, 2026.

ISSUES: There are no known issues at the time of this report.

SUMMARY: The County Board has the authority to regulate the public right-of-way in the public interest to provide a range of transportation options to the community. A fully VDOT-funded temporary pilot program was initiated in February 2023 to create new real-time occupancy data to inform metered-space management decisions and to provide real-time occupancy and price information to travelers. In the spring and summer of 2023, equipment to gather occupancy data was installed in the Right-of-Way and the software systems for the pilot program set up. County Code revisions are now necessary to enable the County Manager and staff to administer periodic administrative changes to metered parking rates based on this new source of data. The proposed code changes will allow staff a roughly two-year window of time to use occupancy data from approximately 4,500 parking space sensors in two Metrorail corridors (Figure 1) to better match availability and demand on the curb. Analysis of the occupancy data will inform periodic administrative changes to metered parking rates, by hour and location, in order to achieve established goals of the project and the Master Transportation Plan. These goals relate to improving the experience with parking at the curb, as well as reducing the negative impacts associated with inefficient or unsuccessful search for parking.

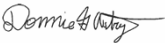
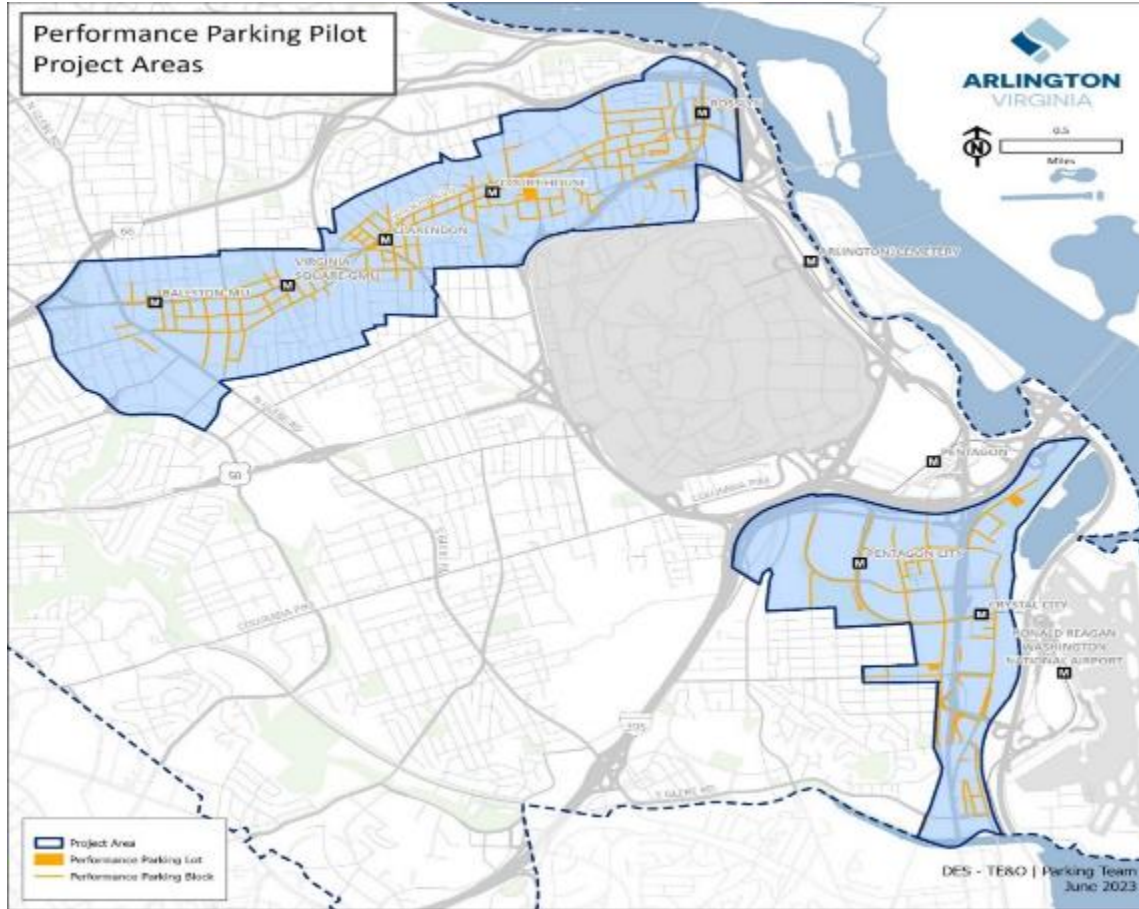
County Manager:	MJS / Mic
County Attorney:	MNC 
Staff:	Melissa McMahon, DES – Transportation

Figure 1: Project Area



BACKGROUND: The Master Transportation Plan (“MTP”) [Parking and Curbspace Element](#), Policy 5 established County Board and community direction to staff to “utilize parking meter pricing strategies that vary by hour and location to better match parking availability and demand.”

On July 14, 2018, the County Board [approved a resolution](#) authorizing Arlington’s participation in the Commonwealth of Virginia’s 2018 SMART SCALE program. Arlington County applied to the SMART SCALE program for funding to carry out a project entitled “Performance Parking Deployment in Commercial Corridors” designed to implement the policy described in the MTP. The project was included in the County’s adopted FY 2019-FY 2028 Capital Improvement Plan (“CIP”). The SMART SCALE application and adopted CIP anticipated the use of funding in FY 2024 and FY 2025.

In Fall 2018, the Commonwealth approached Arlington with an offer of funding from their Innovation and Technology Transportation Fund (“ITTF”) instead of SMART SCALE. ITTF was designed specifically for cutting-edge projects like Performance Parking that advance the state of the practice in transportation. The Commonwealth’s recognition of the innovative nature of the project and subsequent offer of ITTF funding served not only as a recognition of the relative level of risk when compared with a traditional highway or transit project, but also of the

project's promise and potential transferability to other locations in the Commonwealth.¹ The Commonwealth actively supported the RFP review and project scope development, and also dedicated separate funds and their own VDOT-managed on-call contractor for a "system optimization" effort that will help the project judge achievement of goals and make adjustments to improve system performance.

The ITTF funding award was formally approved by the Commonwealth Transportation Board ("CTB") in June of 2019, and the Performance Parking project was funded in the adopted Virginia Department of Transportation ("VDOT") FY 2020 – FY 2025 Six Year Improvement Program ("SYIP"). Staff included the project in the County's adopted FY 2021 CIP, and the County Board formally [accepted](#) the funds in their meeting of December 15, 2020.

In 2021 and 2022, the County led a procurement process and established the details of the project scope. The County successfully contracted with a robust vendor team, led by eleven-x, to assist the County with all aspects of project execution. That contract was executed in Fall of 2022, and kickoff of project activities and community engagement began in February of 2023.

The MTP set out the foundation that the County should use pricing to better match "availability and demand" on the curb, while the more detailed goals of the project were established in the grant application submitted to the Commonwealth. The goals of the project are to achieve the following future conditions:

- Metered parking is easier to find on blocks where it is hard to find today;
- More people choose to park on blocks where metered parking is available today;
- Less double-parking on blocks with metered parking;
- Individuals spend less time looking for metered parking;
- Individuals are more confident they will find metered parking in the first place they look;
- Fewer drivers are "cruising" to look for metered parking in the areas covered by the pilot project; and
- Arlington can reduce mobile emissions from vehicles looking for metered parking in the areas covered by the pilot project.

Since the MTP and project goals concern metered curb space performance from a safety, operational, and customer perspective, the project is not designed to:

- Increase overall parking revenue for the County;
- Increase all metered parking rates "across the board;"
- Decrease the number of reserved Americans with Disabilities Act-accessible parking;
- Create "dynamically" or fast-changing pricing for metered parking (*i.e.*, the pilot program is not like the Express Lanes on I-66, I-495, I-95, and I-395 in Virginia or surge pricing);
or
- Change the type of curbside use from metered parking to something else entirely.

¹ During the same period, the Commonwealth offered a similar funding change for the Northern Virginia Transportation Authority's [Regional Multi-Modal Mobility Program \(RM3P\)](#).

Arlington is not the first jurisdiction to use this kind of pilot project to better calibrate parking meter rates in the interest of curb space management. Over the last decade, similar pilot projects have been conducted in other jurisdictions. These pilots have generally shown measurable changes in drivers' parking behavior, reductions in negative impacts, and more efficient use of available space. These projects have also identified barriers to change. Some examples of similar projects are included below:

1. Washington, D.C. (pilot 2014 to 2017)

The District of Columbia Department of Transportation (DDOT) deployed a performance parking pilot with variable rates across separate times of day for a small area near major attractions downtown. This area covered about 1,000 metered parking spaces. Data sources included parking meter transaction data, parking sensors, and overhead cameras. There was an initial static \$2.75 per hour rate on Saturday and no metering on Sunday, with the variable scheme applied on the weekdays only. The variable rates included: (a) a morning rate of \$1.50 per hour from 9:30am-11:00am, (b) a midday rate of \$2.30 per hour from 11:00am-4:00pm, and (c) an evening rate of \$2.75 per hour from 6:30pm-10:00pm. Rates were changed in increments of a minimum of \$0.50 per hour to a maximum of \$1.50 per hour. DDOT used a technique that compared the fraction of high use to the fraction of low use to determine when rates increased or decreased. The low-end threshold was set at 50 percent of the prevailing District rate, and the high-end threshold was \$8.00 per hour. DC's evaluation found average time to find parking reduced, time spent circling reduced, use of low demand blocks increased with lengthened time limits, double parking decreased, and block faces where demand matched supply increased.

2. San Francisco (pilot 2009 to 2011)

The San Francisco Municipal Transportation Agency (SFMTA) employed a Dynamic Pricing Model (known as SF Park) in approximately 6,000 metered parking spaces across dense commercial and tourist hubs in the city. Data sources included parking meter transaction data (pay-by-phone) and parking sensors. Rates were changed in increments of \$0.25 per hour approximately every two months. Increases would occur where occupancy was between 80 percent and 100 percent, while decreases would occur when occupancy was between 30 percent and 60 percent. Where occupancy was below 30 percent, rates would decrease by \$0.50 per hour. The hourly rate minimum was \$0.25 with a maximum of \$6.00. In this pilot, the evaluation found average parking rates were lower, parking availability improved, it was easier to find a parking space, it was easier to pay and avoid parking citations, greenhouse gas emissions decreased, and vehicle miles traveled decreased.

3. Boston (pilot 2017)

The City of Boston had two focus areas for their pilot: the Back Bay neighborhood and the Seaport District. Back Bay is a combination of low-to-medium-rise residential with dense commercial. Seaport is dense new high-rise commercial and residential. In the Back Bay, rates were increased from \$1.25 per hour to \$3.75 per hour, static for the entire year. In Seaport they tried a block-based performance pricing approach, where the minimum parking rate was \$1.00 per hour and the maximum was \$4.00 per hour. Rates

changed in increments of \$0.50 per hour every two months, depending on occupancy. The goal was to keep parking occupancy between 60 percent and 80 percent and rates were raised and lowered when it strayed outside that range. The results of these two approaches varied during Boston’s pilot: in the Back Bay, illegal parking was reduced, metered spots opened more quickly, and more spots became available; in the Seaport District, occupancy still increased in many areas despite price increases, with reductions starting when more blocks reached the \$3.00 per hour to \$4.00 per hour range, and both illegal parking and double-parking decreased. Boston’s pilot did not have any easy way for people to access the block-by-block price information for planning purposes.

For Arlington’s pilot, the selected project technology solution is made up of items including: (a) a combination of in-ground sensors, one per parking space, which detect only whether a car is present or not in that space, (b) wireless gateways that transmit sensor data to the cloud, (c) internal software interface for staff and vendor team to view and analyze occupancy data, (d) public software interface for parkers to view parking price and availability information, (e) public application programming interfaces (APIs) for use by third-party app developers, and (f) parking information dynamic message displays to be installed for the public right-of-way.

Since pilot kickoff in February, the first “hardware installation phase” was completed. Roughly 4,200 parking space sensors with supporting gateways are installed in the project area, and parking spaces are delineated to support sensor accuracy. The pilot is ready to transition to the phase in which occupancy data are used to inform a series of strategic parking meter rate changes to influence demand and customer experience on the curb and to display those rates and occupancy data through public-facing applications and open data sources



DISCUSSION: Today, parking meter rates are enacted in the County Code, and only the County Board may amend them. To implement the pilot project, a temporary ordinance change is required to delegate limited-time authority to the County Manager and his designee to more nimbly make adjustments based on system data and analysis.

Overall, the proposed temporary ordinance differs from existing relevant portions of the County Code in ways including:

1. The proposed ordinance removes expressly fixed parking meter rates to allow for rate flexibility in the project area during the term of the project.

2. The proposed ordinance decouples rates from time limits. Consequently, regardless of the time limit on a sign, an hourly rate may be set at the parking meter that reflects the pilot project analysis.
3. The proposed ordinance only allows parking meter rates to be changed administratively on a quarterly basis. This limitation is in recognition of community concerns that more frequent rate changes could frustrate and confuse parkers.
4. The proposed ordinance provides flexibility to vary parking meter rates by geography, day, and time consistent with the Master Transportation Plan direction and in recognition that the demand for space on the street may vary widely by these factors.
5. The proposed ordinance sets a maximum parking meter rate to provide certainty with respect to the range of potential impacts on individual parkers.

Table 1 below outlines each of the key attributes of the temporary ordinance and how the proposal will contribute to implementation of the Pilot.

Table 1: Key Attributes of Temporary Performance Parking Pilot Project Ordinance

Part	Proposal	Rationale
Applicability and Sunset Clause	The proposed ordinance applies only to parking meters in the project area (approximately 4,500 spaces of the 5,800 metered parking spaces in Arlington). The proposed ordinance also includes a sunset clause. Without further Board action, the proposed changes will expire on March 1, 2026.	<i>The County Code must retain the language that governs parking meters outside the project area so that they are enforceable with no change to rates or operations. The sunset clause provides the Board and community with certainty about the length of the pilot and staff's requirement to return to the Board with findings from the pilot prior to any proposal for permanent changes to the ordinance.</i>
Time Limits (Permissible Duration of Parking Stay)	The permissible duration of stay in each parking space (known as "Time Limits" on our signage) would be set at the discretion of the County Manager and is decoupled from the parking meter rate. If utilized as a tool during the pilot, time limits on spaces could be modified to any duration, including "no limit".	<i>The existing County code ties time limits to rates, which must be removed to change rates in pursuit of pilot project goals. Based on pilot findings, recommendations may be given to the Board on how a future ordinance could handle time limits.</i>
Frequency of Adjustments	Parking rates may be adjusted no more than quarterly (every three months).	<i>This recommendation has been consistently messaged throughout the spring and summer to all stakeholders, in response to fears that the pilot may behave like interstate highway express lanes or surge pricing. Since the goal is to learn from each price change, staff cannot change prices more than once a quarter.</i>
Thresholds for Adjustments	Parking rates may be increased in response to high demand or decreased in response to low demand.	<i>County Manager/designee retains administrative flexibility around the exact performance point that triggers a rate change.</i>
Complexity of Parking Meter Rates	Parking meter rates may be set to be different at different times throughout the day and the week in a manner that will best achieve the project goals.	<i>This is the simplest formulation to allow the County Manager/designee to consider "time of day" variable pricing. On initial inspection, there are differences in demand across time of day in some areas where a more tailored approach would be to focus an increased rate on one part of the day, such as the evening, rather than the entire day.</i>

Geographic Distribution of Parking Meter Rates	The parking meter rate structure may vary geographically in whatever manner will best achieve the project goals.	<i>Rates may be different from neighborhood to neighborhood within the Project Area but will not vary along one block face except in instances where staff may, for instance, propose that ADA spaces or tour bus spaces have a different price than regular metered spaces.</i>
Escalating Parking Meter Rates	Parking meter rates may escalate during a single parking session (e.g., the price per hour increases in each subsequent hour the longer a car is parked in one place, to encourage turnover).	<i>Escalating rate structures have been effective in some jurisdictions and is a tool that could allow for the elimination of time limits and that level of specificity that appears on signs today. People understand rate escalation, and it can influence behavior in a desirable direction.</i>
Days and Times of Metering	Days and times of metering may be adjusted as needed to achieve the project goals.	<i>Since times of metering are on some signs, the project does not anticipate trying major time of day changes to metering. However, staff would like the ability during the project to evaluate and extend meter hours in certain areas if indicated by data.</i>
Increment of Parking Meter Rate Adjustments	Parking meter rates may be adjusted up or down in whatever increment will achieve the project goals.	<i>Staff is currently modelling a typical upward adjustment of around \$1 per hour per parking rate change, and if used, a downward adjustment of \$.25 per hour per parking rate change. These may vary over the pilot period based on data.</i>
Maximum Parking Meter Rate	Parking meter rates may not exceed <u>\$5.00</u> per hour without County Board action	<i>This maximum parking rate represents about three times the current parking rate and is similar to that used in other jurisdictions with similar programs.</i>

Attachment A contains the proposed ordinance language. Amended code language is shown as underlined; there are no deletions from existing code language.

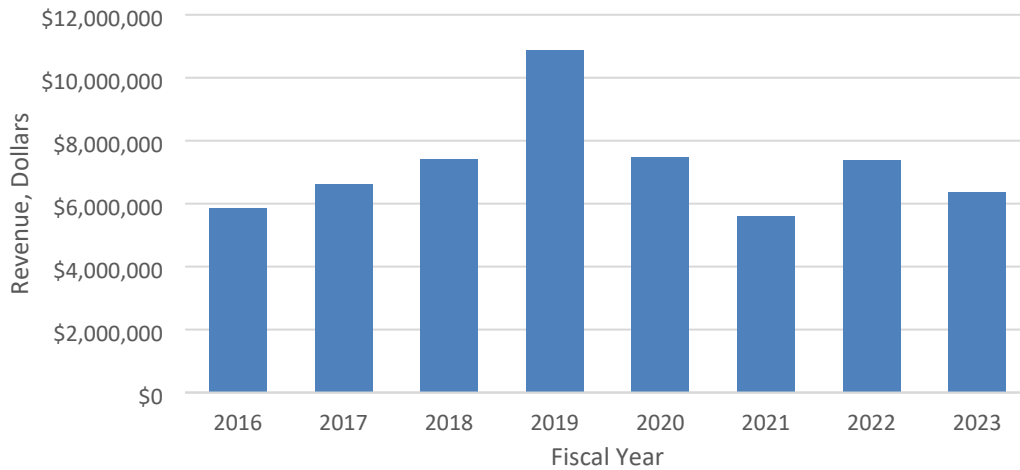
Revenue Considerations

Intentionally, there is no project goal regarding revenue impact. This is because the project goals are about curb space performance from the community and customer perspective. Questions relevant to the project goals include: Can one find a place to park? Was it easy or difficult? Did a driver have to inconvenience or endanger others (through double parking, circling the block, driving erratically and not watching for hazards) in the process of parking? Are there local air quality or greenhouse gas emissions benefits that can be realized by reducing these parking search behaviors?

Several factors can influence parking meter revenue over time. The COVID-19 pandemic influenced travel generally by changing how often people visited restaurants and traditional social areas of the community during the height of the pandemic. This pilot project will not make a dramatic change in people’s underlying desire to travel to commercial corridors to do business. If we look at parking meter revenue in the Project Area from fiscal year (FY) 2016 to FY 2023 (Figure 2), there isn’t a clear trend in revenue from year to year other than a drop that seemed to relate to the COVID-19 period (although revenue was lower in 2016-2018, too).²

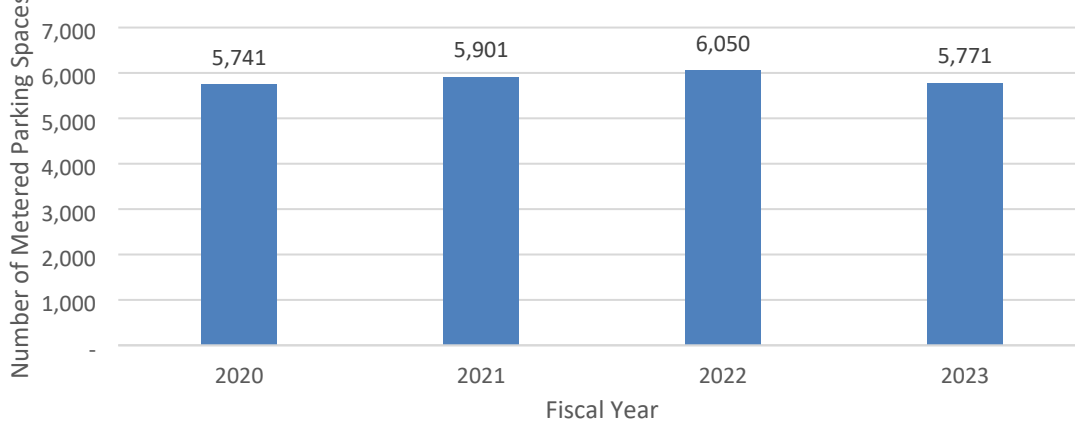
² This does not include revenue the County receives from Right of Way Permits, which normally also is counted as meter revenue, but which is not directly influenced by this pilot project.

Figure 2: Value of Parking Meter Transactions by Fiscal Year



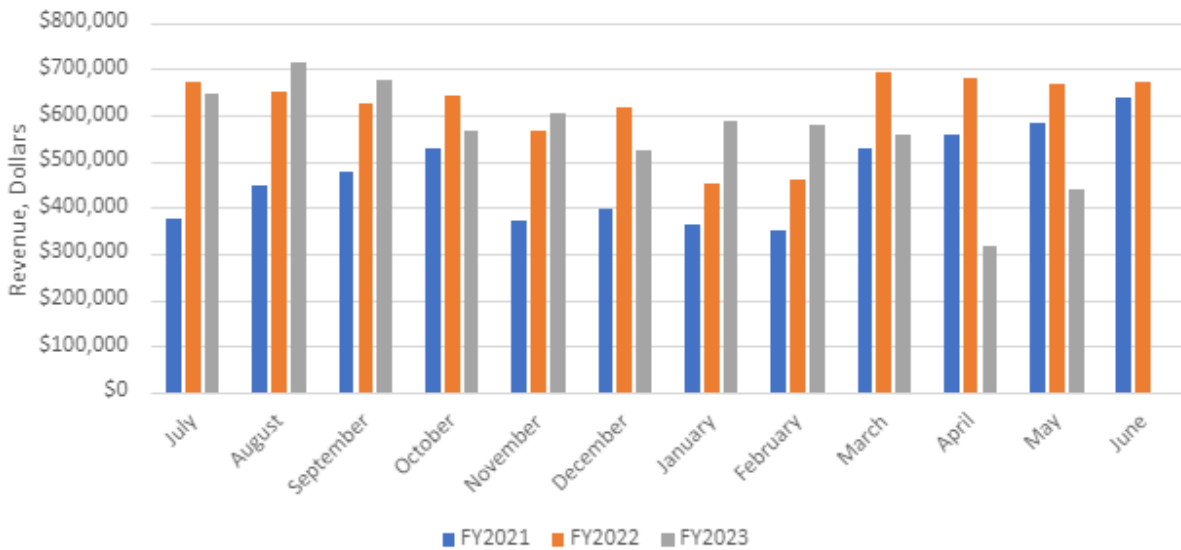
Another factor that can influence parking meter revenue is overall metered space supply. Arlington County has been slowly converting some metered parking areas to other important curb uses, including unmetered very-short-term parking (5, 10, or 15 minutes), bike lanes, parklets, loading/unloading areas, bus bays, etc., all of which slowly reduce the direct revenue from parking meters in exchange for other community benefits. The County also adds parking meters to new street segments when those segments and their street furniture are delivered through major redevelopment projects. The pilot project is not anticipated to have any impact on the overall supply of metered parking spaces. The total number of metered parking spaces in the County for each of the fiscal years FY 2020 - FY 2023 is shown in Figure 3.

Figure 3: Total Metered Parking Spaces in the County, by Year



Looking at the last three fiscal years, there seems to be very slight seasonality in meter transactions, but it is not pronounced (see Figure 4). There is no reason to think the pilot project would impact seasonal patterns.

Figure 4: Meter Transaction Revenue in the Project Area, by Month, FY 2021 – FY 2023



*Complete June 2023 data not yet available for display.

When we talk about uncertainty around revenue impacts, it is because an increase in price does not necessarily mean an equal and opposite decrease in demand. This concept is called elasticity of demand. In other words, we do not know what the underlying ability and willingness to pay are, or how sensitive parkers are to changes in price. We also do not know if there is latent demand for parking in some areas. An example demonstrating latent demand are people who would park and pay if they could find a spot. If the price of a metered space moves price-sensitive parkers from high occupancy areas to lower occupancy areas, this trend may reveal parkers who are willing to pay more for the newly available space. However, the project will not be able to capture all these nuances. Staff will observe the relative effectiveness of price changes on the measurable demand across the project area, and the effectiveness of price changes may not be the same in all parts of the corridors. In underutilized areas where prices are decreased to encourage parking, revenue could decrease if the price change was not effective in changing behavior. However, if price decreases affect behavior and increase usage of those blocks, revenue could ultimately increase from them.

Despite that fact that the project itself is not designed to influence revenue in one direction or another, similar projects in other communities establish a precedent for the types of impacts we may see:

- Washington, D.C.: During the year of price changes (2016-2017), weekly parking meter revenue increased by 17%.
- San Francisco: The project produced a net parking meter revenue increase of \$1.9 million per pilot year (2009-2011), as well as a decrease in parking citations and citation revenue.
- Boston: The Seaport performance pricing area saw an increase of \$350,000 in parking meter revenue over the pilot year.

PUBLIC ENGAGEMENT:

Level of Engagement: Communicate, Consult, and Involve

The public engagement and outreach for this project to-date had employed the Communicate, Consult, and Involve level of engagement in the Six-Step Public Engagement Guide for Capital Projects.

Outreach Methods:

The project kicked off initial public engagement by launching a website and hosting a virtual community meeting on February 23, 2023. At this meeting, and on the website, we introduced the project team, shared the project goals, and covered the basics of the technology and tools that will be used to meet those goals.

Webpage, Virtual Public Meeting, and Feedback Form. The virtual meeting was also the kick-off for the first online feedback form used to gather community input. This form was open during the hardware installation process, from February 24, 2023 through July 31, 2023. The form was designed to gather input to help staff prioritize among the project goals and understand which goals resonate most with community members today.

Door-to-Door Outreach, Decals, Pop-Ups. The second phase of the engagement process began in April, with several types of community and stakeholder outreach activities concurrent with installation of sensors. Activities included: (a) door-to-door outreach in the affected commercial corridors reaching over 260 businesses and large apartment buildings, (b) pop-up events, (c) project decals installed on all multimeters in the project area, and (d) continuing to collect input via the feedback form. All printed materials contained a QR code with a link to the project webpage. The four pop-up events took place at three farmers markets (Ballston Farmers Market on June 22, 2023, Rosslyn Farmers Market on June 28, 2023, and Courthouse Farmers Market on July 8, 2023) and one evening concert (Jazz @ Met, held at Metropolitan Park and sponsored by the National Landing Business Improvement District on June 29, 2023). The QR codes on flyers, meter stickers, and other materials were scanned more than 1,760 times.

Presentations to Commissions and Stakeholder Organizations. Throughout the spring and summer, staff presented the project to various stakeholder groups with a potential direct interest in the management of metered parking spaces, as follows:

- Transportation Commission (February 2, 2023)
- Rosslyn BID Staff (February 6, 2023)
- Arlington Chamber of Commerce Staff (February 7, 2023)
- Latino Economic Development Center Staff (February 7, 2023)
- Arlington Community Federal Credit Union Staff (February 8, 2023)
- Disability Advisory Commission (February 21, 2023)
- Ballston BID (February 22, 2023)
- NLBID Transportation Roundtable (March 22, 2023)

- Crystal City/Pentagon City Transportation Open House (March 27, 2023)
- Planning Commission (April 10, 2023)
- Information Technology Advisory Commission (May 24, 2023)
- Arlington Chamber of Commerce Government Affairs Subcommittee (June 21, 2023)
- National Landing BID Transportation Subcommittee (October 12, 2023)
- Information Technology Advisory Commission (October 25, 2023)
- Transportation Commission (October 26, 2023)
- Planning Commission (October 30, 2023)
- Rosslyn BID Staff (November 3, 2023)
- Disability Advisory Commission (November 21, 2023)
- Ballston BID (November 29, 2023)

Open Houses. An Open House on the pilot project was held on December 6, 2023, and a second Open House is planned for early February 2024 to coincide with the RTA period of public comment.

Community Feedback:

There was significant community interest in the project, with the general agreement that finding parking can be difficult in the project area, but also general excitement and support for undertaking this temporary pilot study. Questions, comments, and concerns were varied, with each outreach activity drawing different responses.

In the feedback form, when asked to rank the project goals in order of their importance, the top three goals were:

1. Spending less time looking for metered parking;
2. Being more confident that they will find metered parking in the first place they look; and
3. Wanting metered parking to be easier to find where it is difficult to find today.

In the feedback form, 16 percent of respondents reported a disability that impacts their mobility. In comparison to other respondents to the feedback form, this group of individuals indicated a greater interest in goals including less double parking, less time looking for parking, people shifting to less well-used blocks, and greater enforcement. Overall, the information gleaned from the feedback forms indicates that disabled parkers want to retain adequate access to parking and are concerned about paying higher rates since more distant, cheaper options may not be as feasible for them.

Among pop-up events attendees, many showed interest in the benefits of this project and showed a strong priority for reducing mobile emissions, reducing double parking, and a desire to spend less time looking for parking.

In committee and commission presentations and presentations to Business Improvement Districts, members expressed a variety of interest levels, support levels, and questions about how the pilot project would work. Overall, the reception to these presentations indicated (a) broad support for the pilot and for doing pilots more often, (b) support for the temporary authorities

required to conduct the pilot, (c) support for the iterative approach and flexibility of tools to influence parking behavior, (d) support for a separate analysis of accessible parking spaces, and (e) an interest in the pilot project monitoring as closely as possible the equity impacts of the changes and the impacts on Residential Permit Parking streets.

Compared to what was experienced at the pop-up events, somewhat more detailed and technical questions were fielded at the committee and commission presentations. Some of the most frequent questions and staff responses are provided below for reference. There is a robust FAQ section on the project webpage which provides these questions and responses and additional questions and responses. The FAQ section is updated regularly and will continue to be updated regularly throughout the course of the project.

The following are some examples of questions citizens may have related to the pilot project with answers:

- **How dynamic will prices be? How will they vary geographically? How predictable and understandable will they be?**

Price changes are proposed to occur no more often than quarterly (every three months) and the rate structure will vary geographically. Parkers will be able to access price and availability information through methods including: (a) computer and mobile friendly public viewers linked from the Arlington County [project page](#) from third-party app developers who use the API to make these data available on their interfaces, or (b) by consulting the meter display or ParkMobile interface.

- **How will project data be used and shared?**

The data will be used by County staff to analyze number of parking sessions, turnover, average dwell time, and occupancy percent and to review and implement price changes. The data system will provide third party and public access to an API (occurring in early 2024), access to multiple mobile-friendly navigation apps/webpages for using price and availability to plan trips, dynamic message displays in selected locations in the right-of-way to provide availability and price data to drivers, and an interactive map visualizing parking occupancy data through the project webpage.

- **How will pricing changes impact business employees and patrons? How will the project impact low-income drivers?**

All drivers will have better information about open parking spaces and their rates. While rates in high demand areas may be higher, rates on low-demand streets may be lower. These pricing changes will provide the driver with different parking options based on the personal priority of convenience, time requirement, or financial considerations.

- **Will the pricing changes cause ripple effects to street parking in unmetred neighborhoods?**

Pricing changes are implemented to change parking behavior on metered streets. Parkers will be able to identify open metered parking spaces and their prices more easily. Drivers who have chosen to find unmanaged parking in the past are unlikely to be impacted by this project. However, drivers cruising for parking spaces may now have an easier time identifying open metered spaces and may be less likely to cruise through an unmetered neighborhood.

- **Can the project address the desire for more pick-up/drop-off areas, including for paratransit, especially in areas where parking is more expensive?**

The project does not directly address non-metered curbside use changes. However, as the project progresses and we have more information about the difference between duration of stay and the time limits currently on the curb, the data may be leveraged to inform changes to curbside management.

- **How will the project impact enforcement? Will it include features of automatic enforcement?**

Automatic enforcement features are not part of the project, but the project anticipates providing police with information about areas in the project that show low payment “compliance” by comparing the project’s occupancy data with the County’s payment transaction data. This information would allow police to potentially better allocate limited enforcement resources.

- **How will metered spaces reserved for people with disabilities be handled in the project, especially in areas of high parking demand?**

The County maintains the “all may park, all must pay” guideline, however, accessible spaces will be analyzed separately from other parking spaces. Some specific accessible locations may warrant a price change, but since many accessible spaces show lower occupancy today than other parking uses, it is likely they would see a price decrease or remain unchanged.

Community outreach and engagement will continue to occur and be tailored to needs throughout the duration of the pilot project, and ongoing inputs will inform project activities as well as conclusions and recommendations at the close of the pilot period.

FISCAL IMPACT: The Performance Parking Pilot in Commercial Corridors is included in the adopted FY 2023-FY 2032 CIP and is 100% funded by a VDOT ITTF grant. Since the project is intended to change parking behavior through changes to parking price, the impact to overall revenue is uncertain. However, staff has reason to believe that the risk to typical projected revenue is low. Staff expects to provide recommendations at the close of the pilot project that account for project performance and results, lessons learned, opportunities for the future, and revenue and cost considerations for future years.

ATTACHMENT A

AN ORDINANCE TO AMEND, REENACT AND RECODIFY CHAPTER 14.2 (MOTOR VEHICLES AND TRAFFIC) OF THE CODE OF ARLINGTON COUNTY, VIRGINIA TO ESTABLISH A TEMPORARY PERFORMANCE PARKING PILOT PROJECT IN CERTAIN COMMERCIAL CORRIDORS.

BE IT ORDAINED by the County Board of Arlington County, Virginia, that Chapter 14.2, Article I, Division 2, Subdivision D of the Arlington County Code is amended, reenacted, and recodified effective February 1, 2024, to read in pertinent part, as follows:

**Chapter 14.2
MOTOR VEHICLES AND TRAFFIC**

Article I. Motor Vehicle Code

Division 2. Regulation of Traffic

Subdivision D. Parking Meter Zones

§ 14.2-44. Parking Time Limits; When Parking Meters Operative.

A. The County Manager or his designee may designate the approved parking meter zone as established under [§ 14.2-40](#) of this Code as thirty (30) minute, one (1) hour, two (2) hour, or over two (2) hour parking meter zones. Notwithstanding any provision of this Subdivision D to the contrary, a vehicle displaying disabled parking license plates, organizational removable windshield placards, permanent removable windshield placards, temporary removable windshield placards issued under § 46.2-1241 of the Code of Virginia, "DV" disabled parking license plates issued under § 46.2-739 B of the Code of Virginia, disabled parking license plates issued under § 46.2-731 of the Code of Virginia, or a duly authorized handicapped license plate, decal or permit issued by the Department of Motor Vehicles or similar state agency of another state or the District of Columbia, may be parked for sixty (60) minutes in a thirty (30) minute parking meter zone, two (2) hours in a one-hour parking meter zone, and four (4) hours in a two (2) hour parking meter zone.

B. Parking or standing a vehicle during the hours of meter operation in a designated space or area in a parking meter zone shall be lawful upon the deposit of coin or coins of the United States of America or upon the use of a credit card or other acceptable form of payment or upon the proper designation of time on an in-vehicle parking regulator at the following maximum rates, unless a lower rate is determined by the County Manager after considering, among other factors, volume, duration, and time of duty of metered parking space utilization:

1. *Thirty (30) minute parking meter zone:* One dollar and seventy-five cents (\$1.75) for each hour parked.
2. *One (1) hour parking meter zone:* One dollar and seventy-five cents (\$1.75) for each hour parked.
3. *Two (2) hour parking meter zone:* One dollar and seventy-five cents (\$1.75) for each hour parked.
4. *Four (4) hour parking meter zone:* One dollar and seventy-five cents (\$1.75) for each hour parked.
5. *Over four (4) hour meter zone:* One dollar and fifty cents (\$1.50) for each hour parked.
6. *Tour bus parking zone:* Three dollars (\$3.00) for each hour parked.

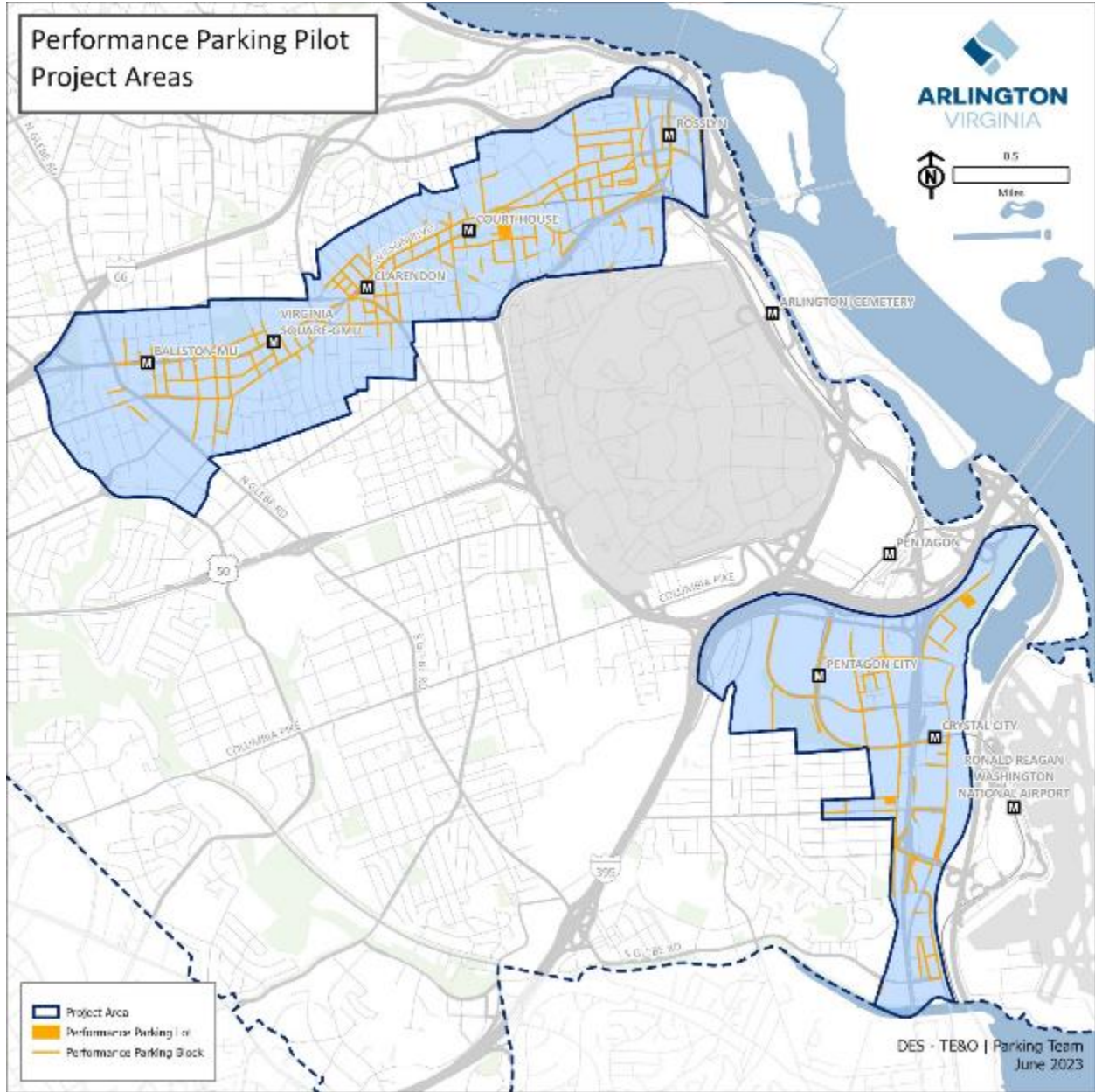
C. Said parking meters, except those in tour bus parking zones, shall be operated in said parking meter zones every day between the hours of 8:00 a.m. and 8:00 p.m. except Sundays and holidays; provided, however, that the County Manager or his designee may provide for different hours of meter operation in such parking meter zones whenever he determines that traffic conditions in any particular zone required such change; in which case the County Manager shall cause a tag, showing the hours of meter operation, to be affixed to each meter in the zone affected by such change and he shall have other appropriate signs erected showing the hours of legal parking in such zone. Upon the affixing of such tag and erection of such signs, the hours of meter operation shall be that indicated on such tags and signs.

§ 14.2-44.1. Temporary Parking Meter Regulations for the Performance Parking Pilot Project in Certain Commercial Corridors.

A. Applicability.

1. *Project Area.* The geographic area subject to this section (the “Project Area”) consists of the Ballston-Rosslyn and Pentagon City-Crystal City corridors. Headings and illustrations, including Figure 14.2-44.1, are provided for convenience and reference only and do not define or limit the scope of any provision of this section. In case of any difference of meaning or implication between the text of this section and any heading, drawing, table, figure, or illustration, the text controls.

Figure 14.2-44.1: Project Area



2. *Duration.* Commencing at 12:00 a.m. on March 1, 2024, the County Manager or their designee shall implement a “Performance Parking Pilot Project” in certain commercial corridors (the “Pilot Project”). The term of the Pilot Project shall last for a period of two years, concluding at 12 a.m. on March 1, 2026 (the “Term”). Notwithstanding § 14.2-44, during the Term, § 14.2-44 shall be suspended with no force or effect in the Project Area. During the Term, all subjects previously governed by § 14.2-44 shall in the Project Area be governed by this section 14.2-44.1. Immediately following the conclusion of the Term,

this section 14.2-44.1 shall be automatically repealed and § 14.2-44 shall thereafter be in full force and effect in the Project Area.

B. Time Limits. During the Term, the County Manager or their designee may designate parking spaces within meter zones established under § 14.2-40 of this Code within the Project Area with a time limit of a duration of their choosing. Where such time limits are designated, it shall be unlawful to continuously park in a space in excess of the designated time limit, except that disabled parkers may be parked for a period that is double the designated time limit. For the purposes of this Section, a vehicle displaying any of the following shall be considered a disabled parker:

1. Disabled parking license plates;
2. Organizational removable windshield placards;
3. Permanent removable windshield placards;
4. Temporary removable windshield placards issued under § 46.2-1241 of the Code of Virginia;
5. "DV" disabled parking license plates issued under § 46.2-739 B of the Code of Virginia;
6. Disabled parking license plates issued under § 46.2-731 of the Code of Virginia; or
7. A duly authorized handicapped license plate, decal or permit issued by the Department of Motor Vehicles or similar state agency of another state or the District of Columbia.

C. Parking Meter Rates. During the Term, the County Manager or their designee may adjust parking meter rates in the Project Area in the manner described in this subsection. Parking or standing a vehicle during the hours of meter operation in a designated space or area in a parking meter zone shall be lawful upon the deposit of coin or coins of the United States of America or upon the use of a credit card or other acceptable form of payment or upon the proper designation of time on an in-vehicle parking regulator at the parking rates that are posted via signage, the parking meter's user interface, and on the internet. Posted rates may be adjusted administratively at the beginning of the Term, and thereafter no more often than quarterly (every three months) and within the following parameters:

1. Parking meters may be operational during any day and any hours;
2. Parking meter rates may increase in response to high demand or decrease in response to low demand;
3. Parking meter rates may vary geographically within the Project Area;
4. Parking meter rates may vary during different hours of the day and different days of the week;
5. Parking meter rates may increase during a single parking session for each subsequent hour a vehicle is parked (for example, \$1.75 for the first hour, \$3 for the second hour, \$5 for the third hour, and so on); and
6. The increment of parking meter rate adjustments shall be at the discretion of the County Manager or their designee except in no instance shall a rate in excess of \$5.00 per hour be posted without approval of the Arlington County Board.

BE IT FURTHER ORDAINED that any provision of Chapter 14.2 not hereby amended shall remain in full force and effect as previously enacted unless otherwise noted.