

Performance Parking Pilot Project for Commercial Corridors

First Price Change Information Packet

March 2024



Pilot made possible by: Virginia Department of Transportation's (VDOT) Innovation and Technology Transportation Fund (ITTF)

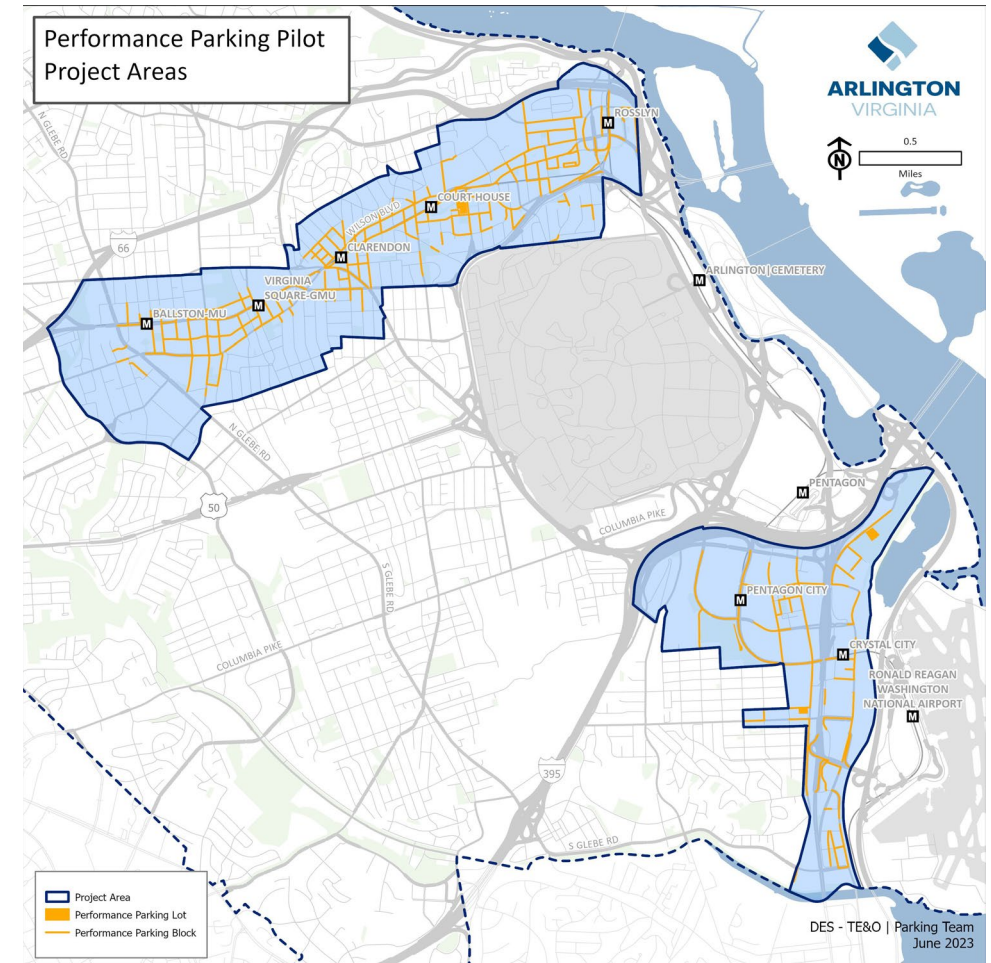


Some Parking Meter Prices Are Changing




- The County Board authorized a **temporary change to the way parking meter zones are managed.**
- The Board gave the County Manager and his staff a roughly **two-year** window to use occupancy data to **better match availability and demand on the curb.**
- The pilot project team does not need to seek permission from the Board for each price change within that two-year time frame, but changes will be **no more than quarterly**, and **each change will be widely communicated.**

First Price Change Starts March 18

- **The first price change, active starting March 18, 2024, is based on analysis of parking sensor data from summer/fall 2023.**
- **We used data showing:**
 - Parking space occupancy between September 1, 2023 and December 20, 2023
 - Average occupancy during the four consecutive peak hours each day
- **To better understand the effect of these changes:**
 - No changes to the Richmond Highway corridor this round
 - No changes to metering hours or days this round



Pricing Change Overview

Space Prices Changing		Total	Rosslyn-Ballston	Richmond Highway
	Increasing	554 (12%)	554	0
	Staying the Same	4,129 (88%)	2,517	1,612
	Decreasing	0	0	0

Pricing Change Overview

- We are **increasing** prices for **12%** of parking spaces in the study area, focused on the **Rosslyn-Ballston Corridor**.
- At meters with changes, **the price is increasing by \$0.50 per hour during the hours from 10am-2pm only, Monday through Saturday**.
 - These spaces and times were selected because average parking occupancy during these hours is **80% or more**.
 - The goal is to encourage turnover in these areas to maintain some parking availability at all times.
 - Parking prices vary throughout the study area; the parking price will be noted at the meter.

Rosslyn-Ballston Corridor

Pricing Change Summary

Spaces



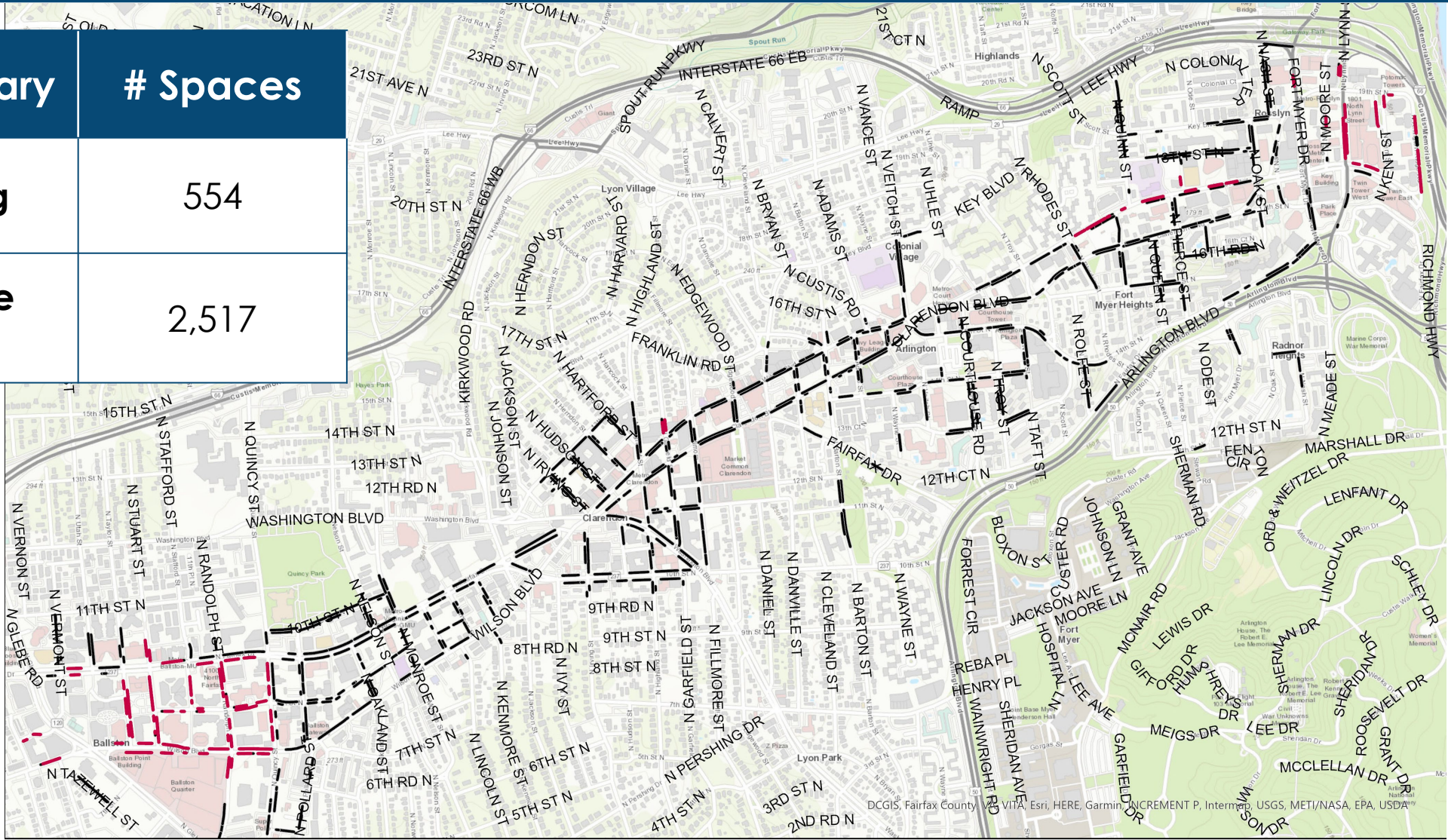
Increasing

554



Staying the Same

2,517



Rosslyn-Ballston Corridor (West)

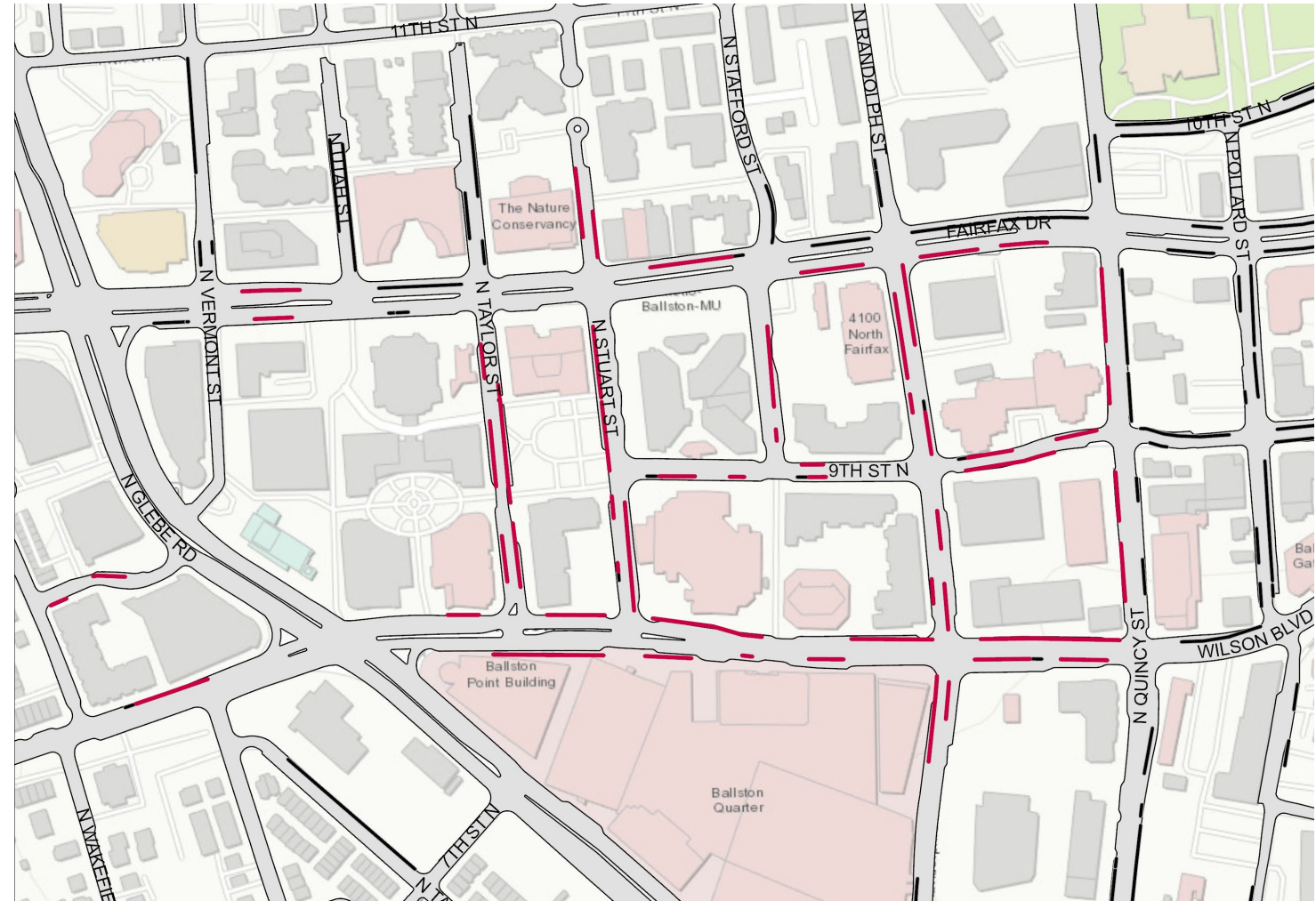
Map Key – Meter Price Changes



Increasing



Staying the Same



Rosslyn-Ballston Corridor (Central)

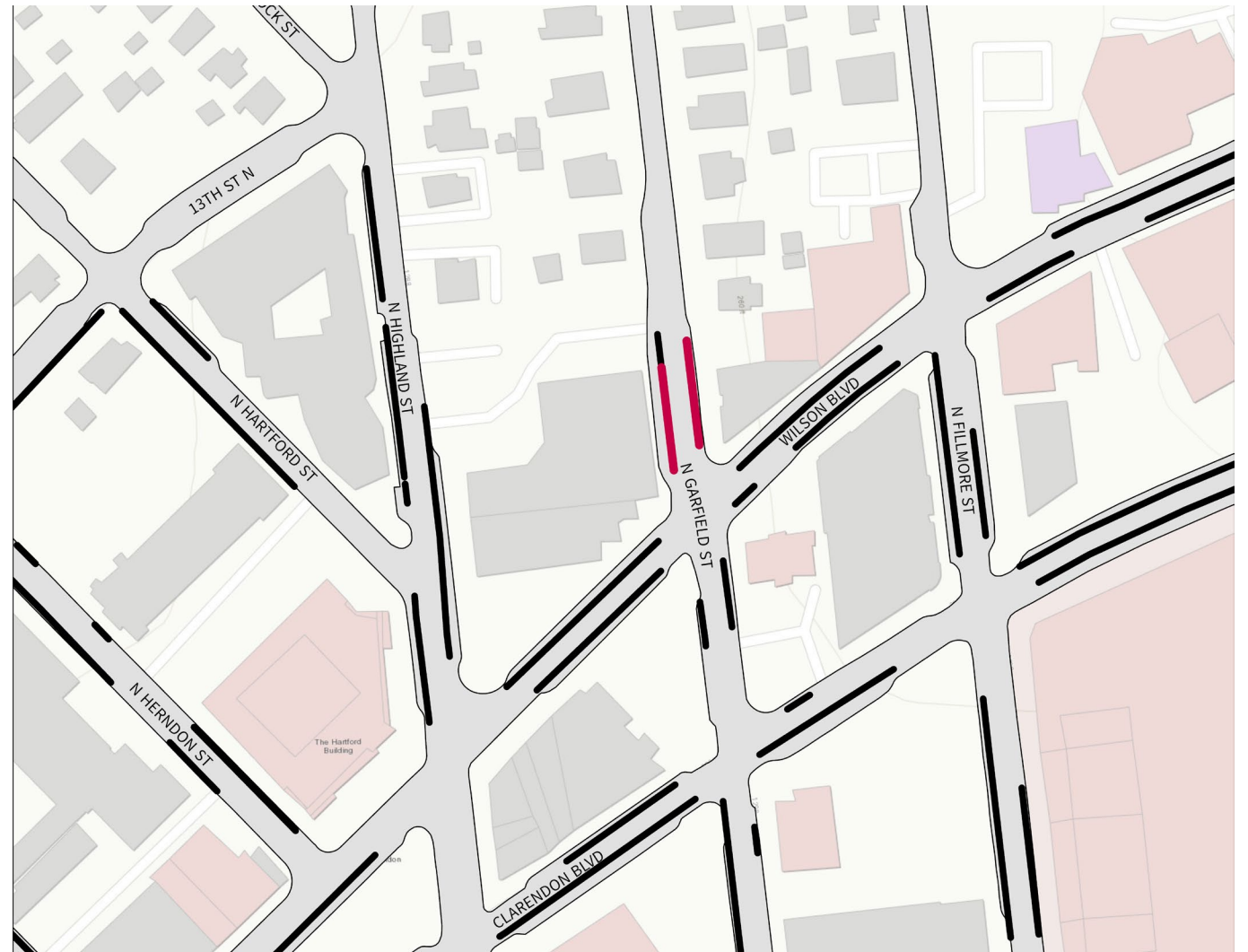
Map Key – Meter Price Changes



Increasing



Staying the Same



Rosslyn-Ballston Corridor (East)

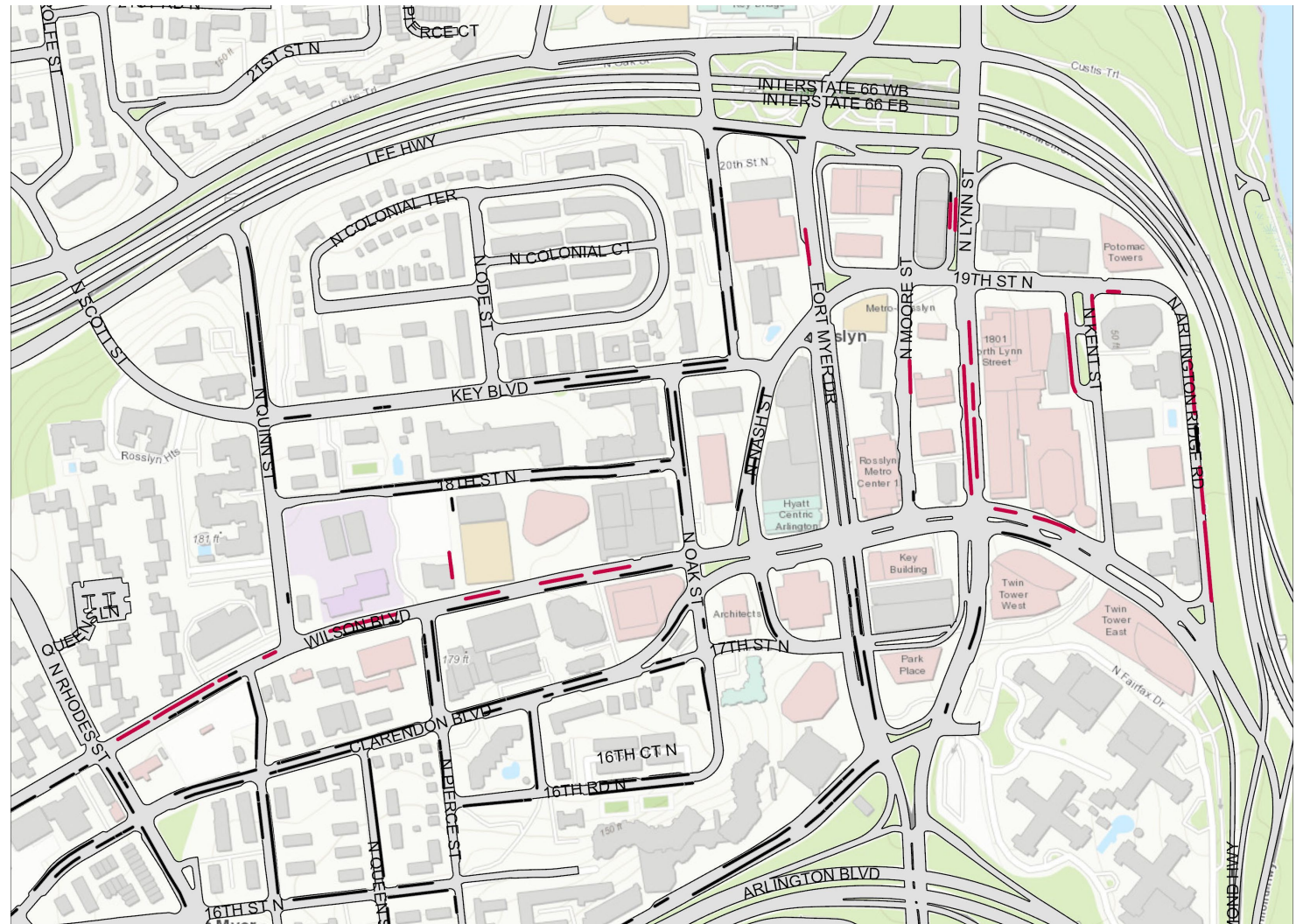
Map Key – Meter Price Changes



Increasing



Staying the Same



New Tools to View Parking Availability

- **Explore the parking sensor data:**
 1. View [live occupancy](#) and price on our interactive **CurblQ tool**
 2. Try the **eXactnav parking app** from the [AppStore](#) or [GooglePlay](#) to view live occupancy and price and to navigate to open spaces
 3. Use [ParkMobile](#) to find areas with lower occupancy and price
 4. Try out our [public dashboard](#) to explore historical parking activity in your neighborhood
 5. Or, for the tech-savvy, use the [API](#) to access and use a real-time event data feed

Gathering Feedback

- Share your feedback on the project website [form](#)
- “Happy or Not” with your parking experience? Look for opportunities on the ParkMobile app and at the multimeters to provide [direct feedback on your most recent metered parking experience.](#)
- **Focus on retail/restaurant employees:** We will be hosting small group conversations with these employees in spring 2024.

Share Feedback on the Performance Parking Pilot >



What is the Performance Parking Pilot Project?

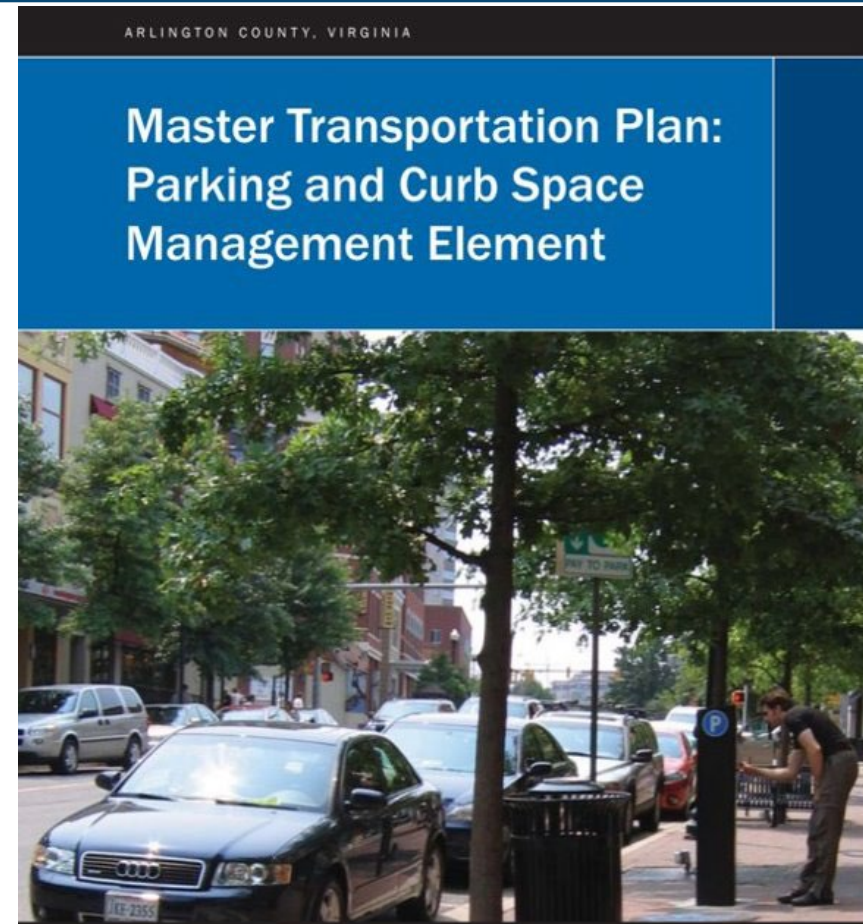
Goals:

- Make metered parking spaces **more available**, **more often**, with pricing changes and through sharing useful information about parking options in real time.
- **Reduce the negative impacts** associated with the search for metered parking, such as:
 - Double parking
 - Cruising for parking
 - Erratic and dangerous driving behavior
 - Extra VMT and emissions from search time
 - Going elsewhere to do business



Why This Pilot Project?

- **The curb is finite** and **demand for it is growing**.
- Pricing and better information are **proven tools** to manage the curb.
- **2009 Master Transportation Plan**
Parking and Curbspace Element, Policy 5, **Board-adopted community direction:**
“Utilize parking meter pricing strategies that vary by hour and location to better match parking availability and demand.”
- **100% grant-funded.** This project has a strong fit with what the Commonwealth hopes to learn about curb management technology in practice.
- This pilot will test how these tools can work on our streets and with our user populations.



Learn More About Performance Parking

- Visit the pilot project [website](#) to:
 - Find overview presentations and open house materials
 - Read FAQs
 - See pictures of the technology
 - View results of community outreach and engagement
 - Share your questions and comments

[Click](#) to watch a short overview video



Website & Contact Information



WEBSITE:

arlingtonva.us/Government/Programs/Transportation/Parking/Performance-Parking-Pilot



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