

Performance Parking Pilot Project for Commercial Corridors

Second Price Change Information Packet

June 2024



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

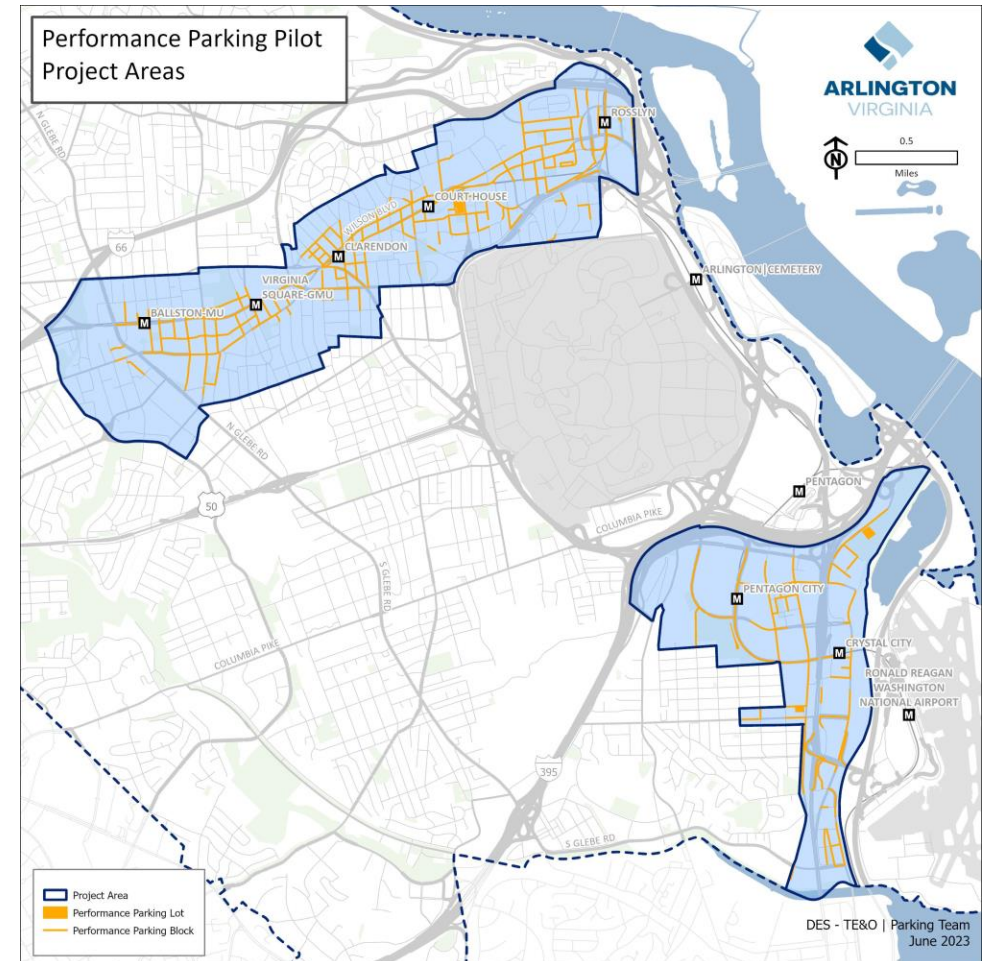


Some Parking Meter Prices Are Changing

- 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**.

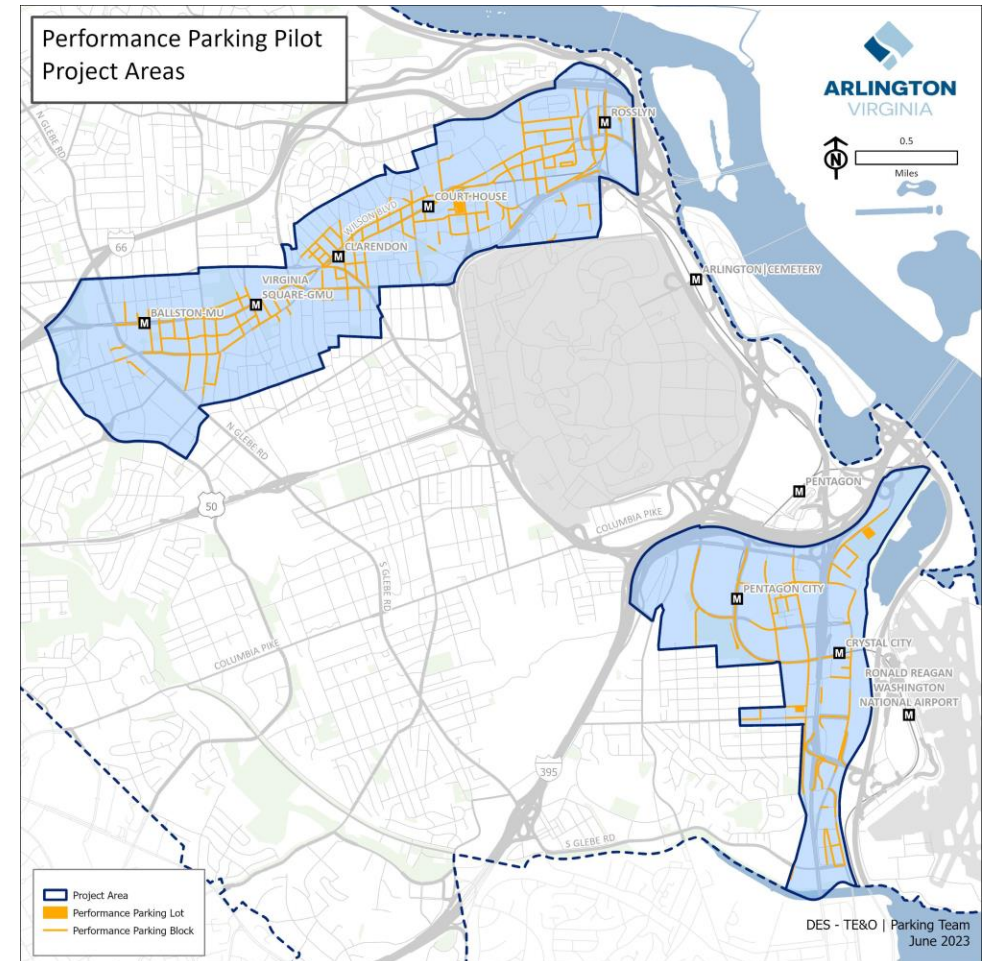
First Price Change Began March 18, 2024

- The first price change, active starting March 18, 2024, was 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
- What we observed:
 - Minimal behavior change responses to price changes, likely due to a combination of the amount of the price change, low payment compliance, and low awareness of new tools to guide drivers to open parking spaces.



Second Price Change Starts June 24, 2024

- **The second price change is based on analysis of data from winter/spring 2024.**
- **We used data showing:**
 - Parking space occupancy between March 18, 2024, and May 13, 2024
 - Average occupancy during the four consecutive peak hours each day
 - Compliance rates
- **To better understand the effect of these changes:**
 - Implementing price decreases as well as increases



Pricing Change Overview

- We are **decreasing** prices by **\$0.25/hour** for **15%** of parking spaces in the study area with very low occupancy.
- We are **increasing** prices at **peak occupancy times** (over 80% full) for **22%** of parking spaces in the study area.




Changes May Be Different Depending on Time

- **Some price changes target specific times; others are active during all metered hours.**
- **Parking prices vary throughout the study area, and by time;** the parking price will be noted at the meter and on ParkMobile, eXactnav, and CurbIQ.
 - More information about these tools is provided later in this document, and on the front page of the project [website](#).




Pricing Change Rationale

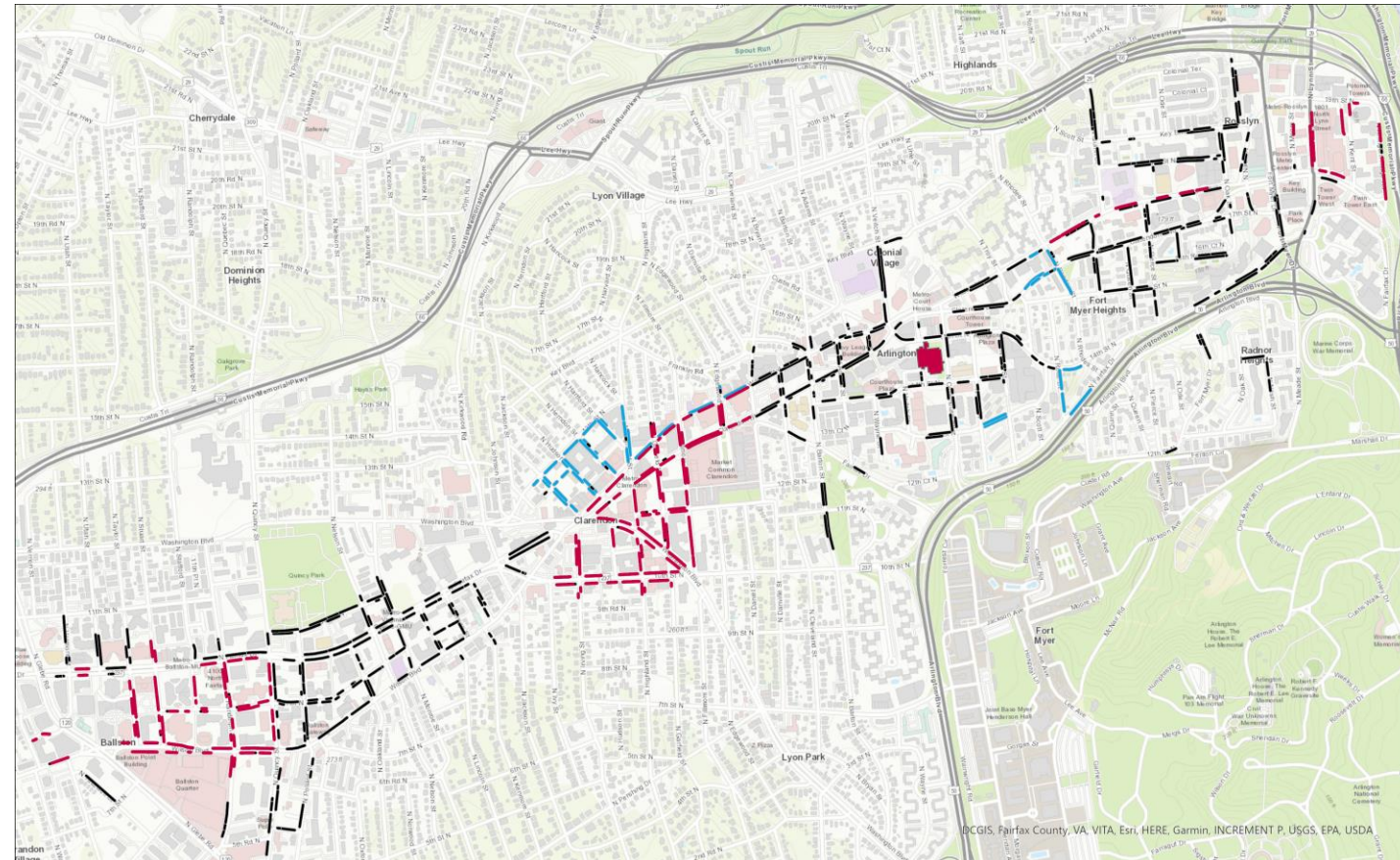
- **Price increases** are occurring in spaces and at times where average parking occupancy remains at 80% or more.
 - The goal is to encourage turnover in these areas to maintain some parking availability at all times.
 - There are three areas where data would suggest additional price increases, however, due to very low payment compliance in those areas, we are not increasing the meter price at this time.
- **Price decreases** are occurring in two underutilized parking lots, as well as street parking areas in the Richmond Highway corridor and the Rosslyn-Ballston corridor.

Pricing Change Overview

Space Prices Changing		Total	Rosslyn-Ballston	Richmond Highway
	Increasing	1047 (22%)	931	116
	Staying the Same	2926 (62%)	1872	1055
	Decreasing	710 (15%)	268	441




Rosslyn-Ballston Corridor

Pricing Change Summary		# Spaces
	Increasing	931
	Staying the Same	1872
	Decreasing	268

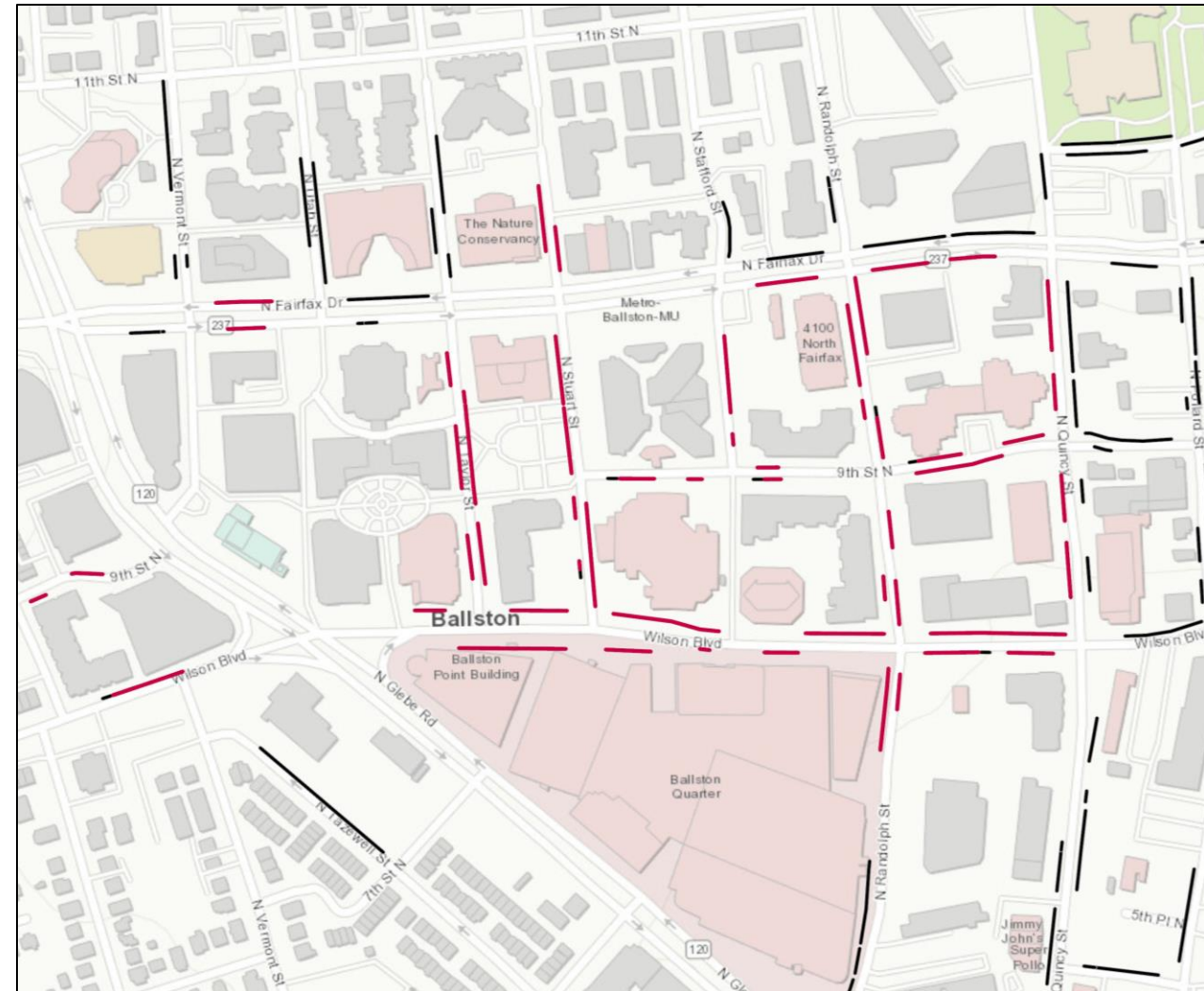


This map only highlights current price changes. To see areas with previous price changes, view the [First Price Change Info. Packet](#) on the website.




Rosslyn-Ballston Corridor (Ballston)

Pricing Change Summary		# Spaces
	Increasing	297
	Staying the Same	738
	Decreasing	0

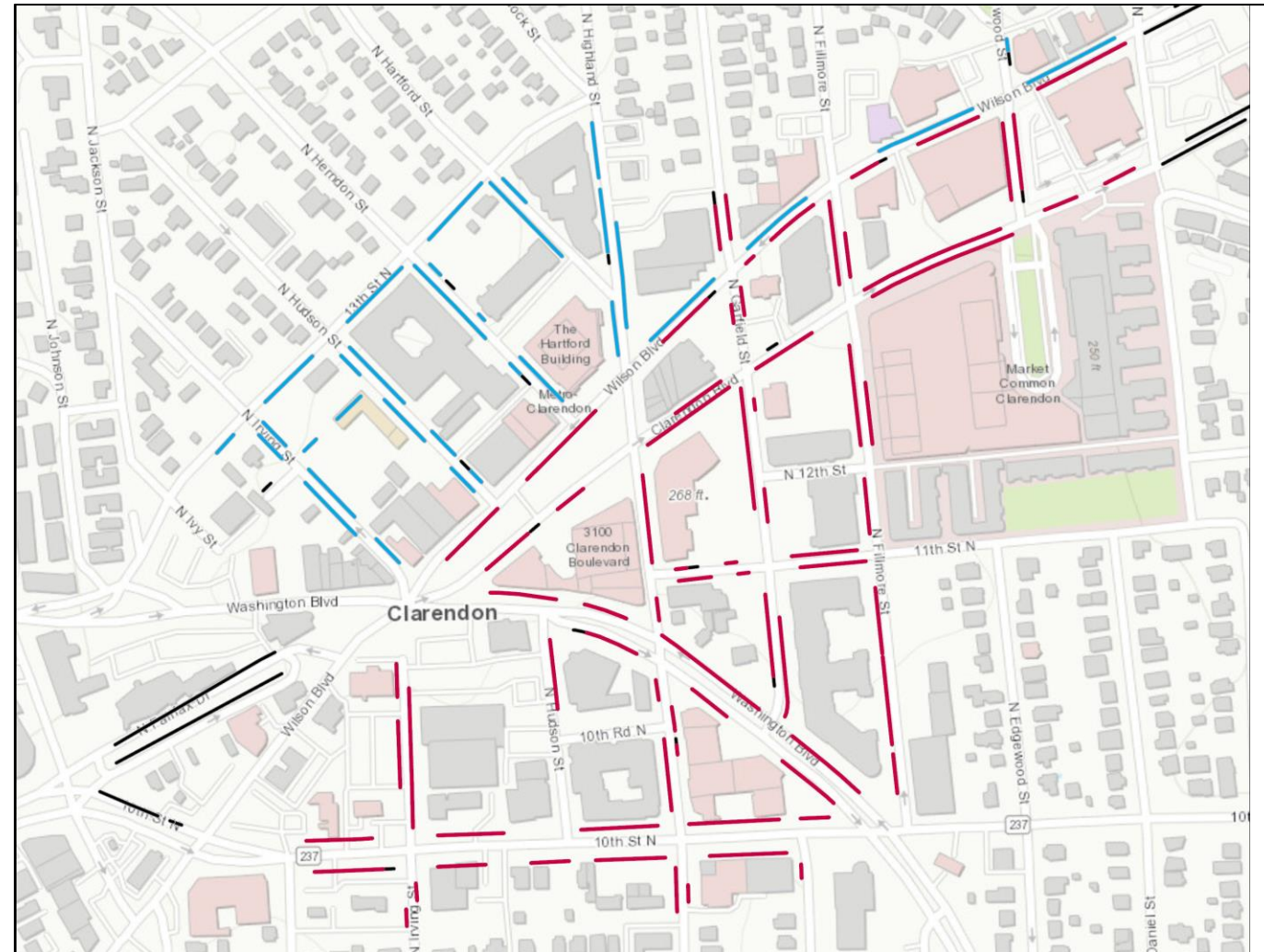
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Rosslyn-Ballston Corridor (Clarendon)

Pricing Change Summary		# Spaces
	Increasing	385
	Staying the Same	0
	Decreasing	165

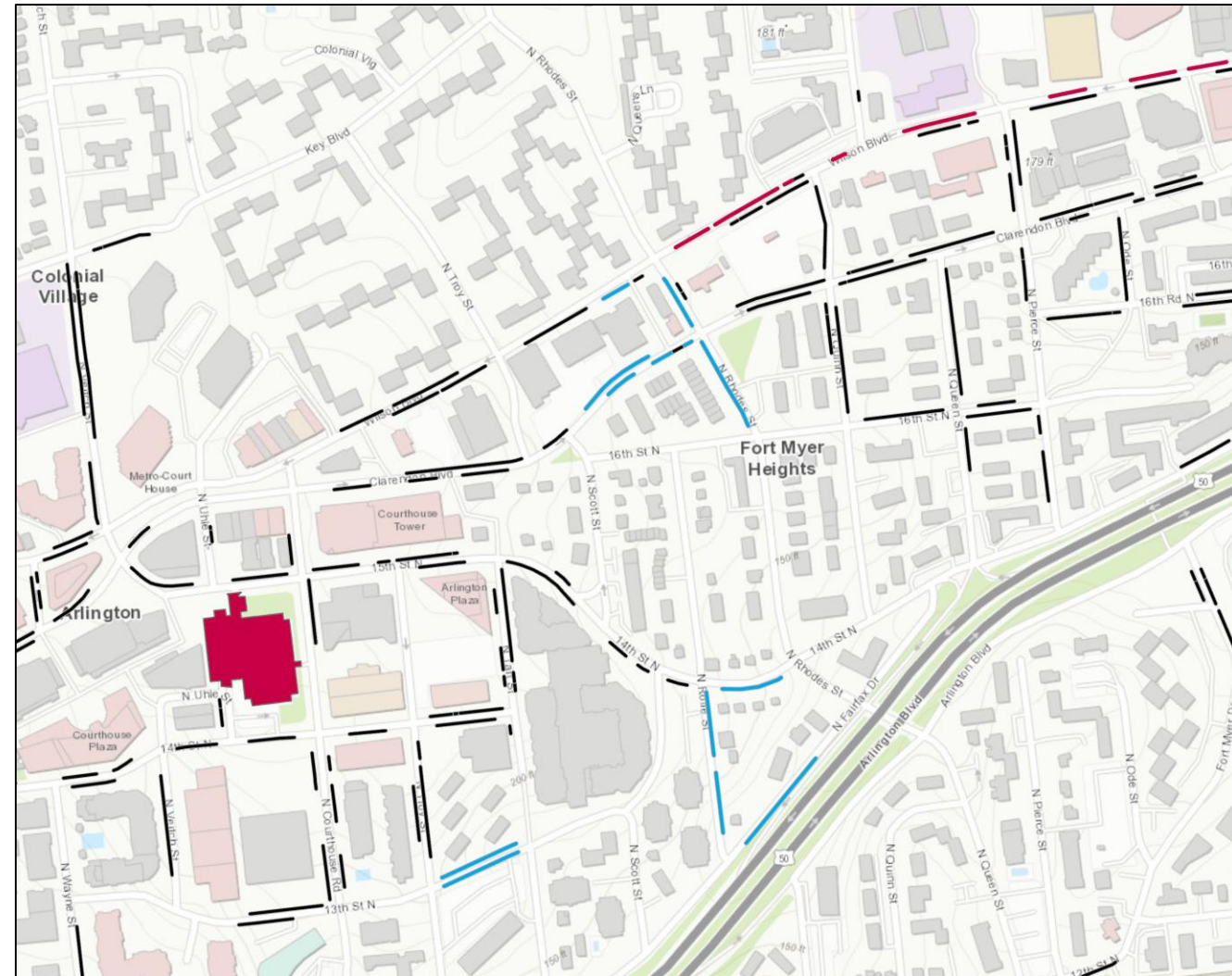
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Rosslyn-Ballston Corridor (Courthouse)

Pricing Change Summary		# Spaces
	Increasing	137
	Staying the Same	607
	Decreasing	103

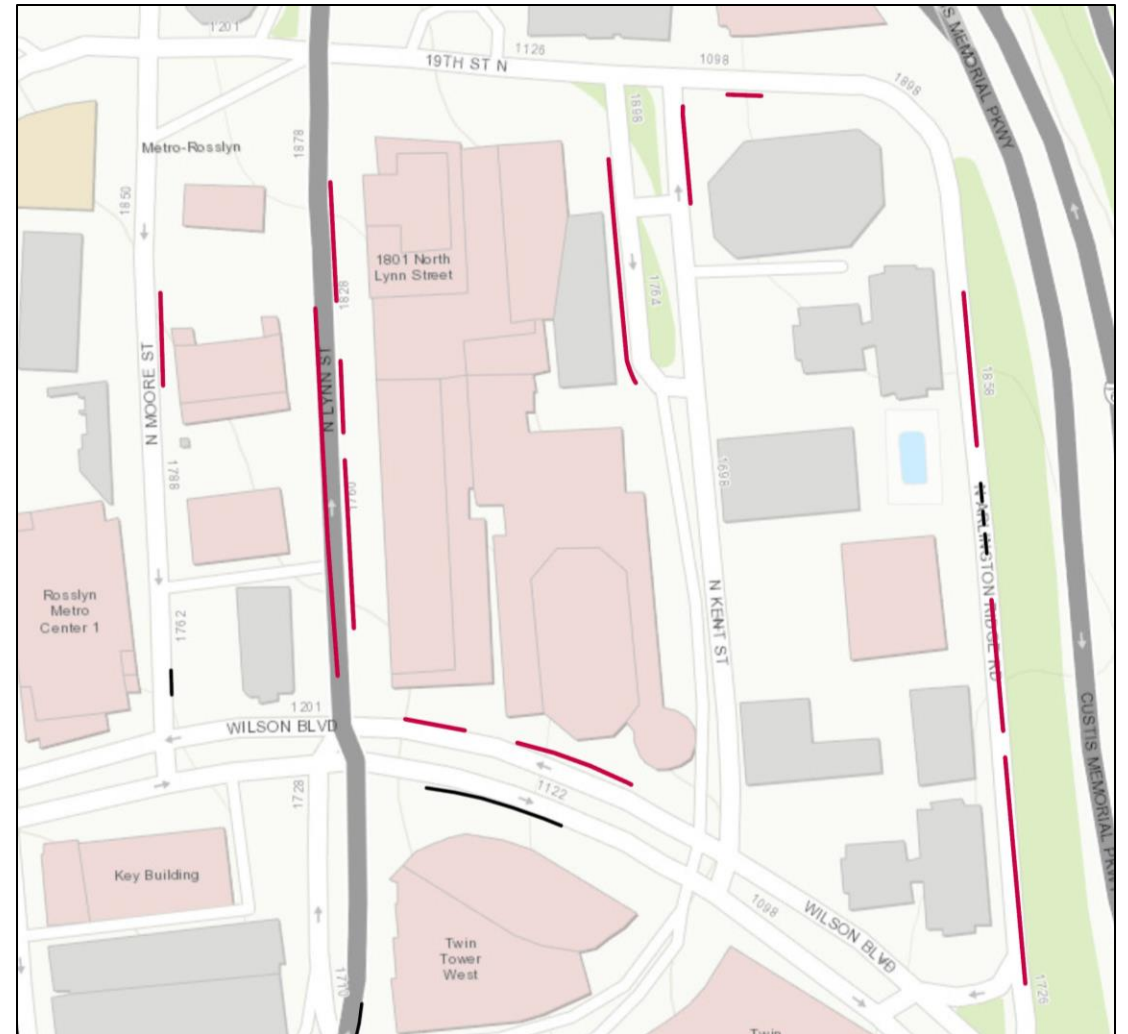
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Rosslyn-Ballston Corridor (Rosslyn)

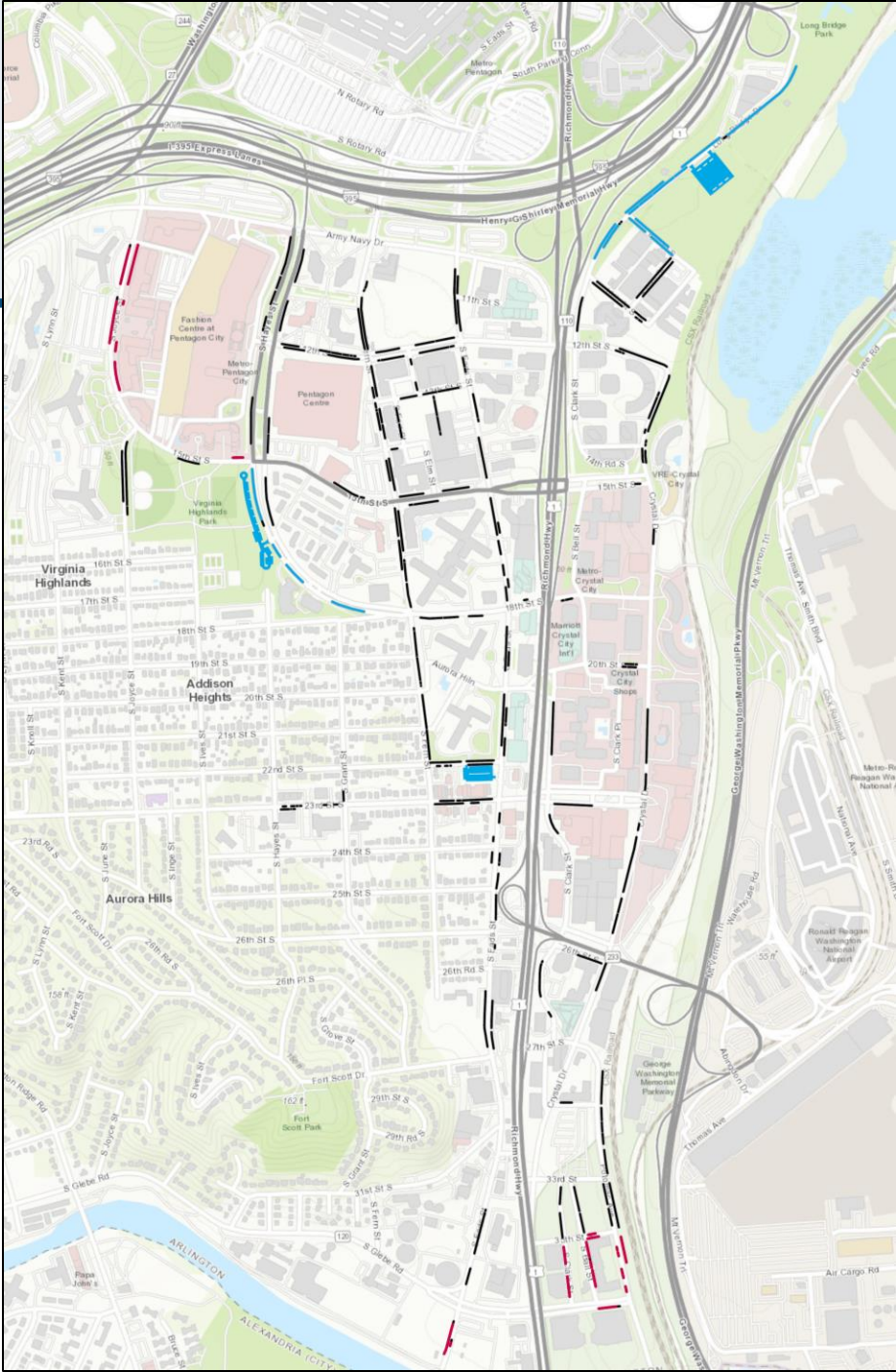
Pricing Change Summary		# Spaces
	Increasing	113
	Staying the Same	526
	Decreasing	0

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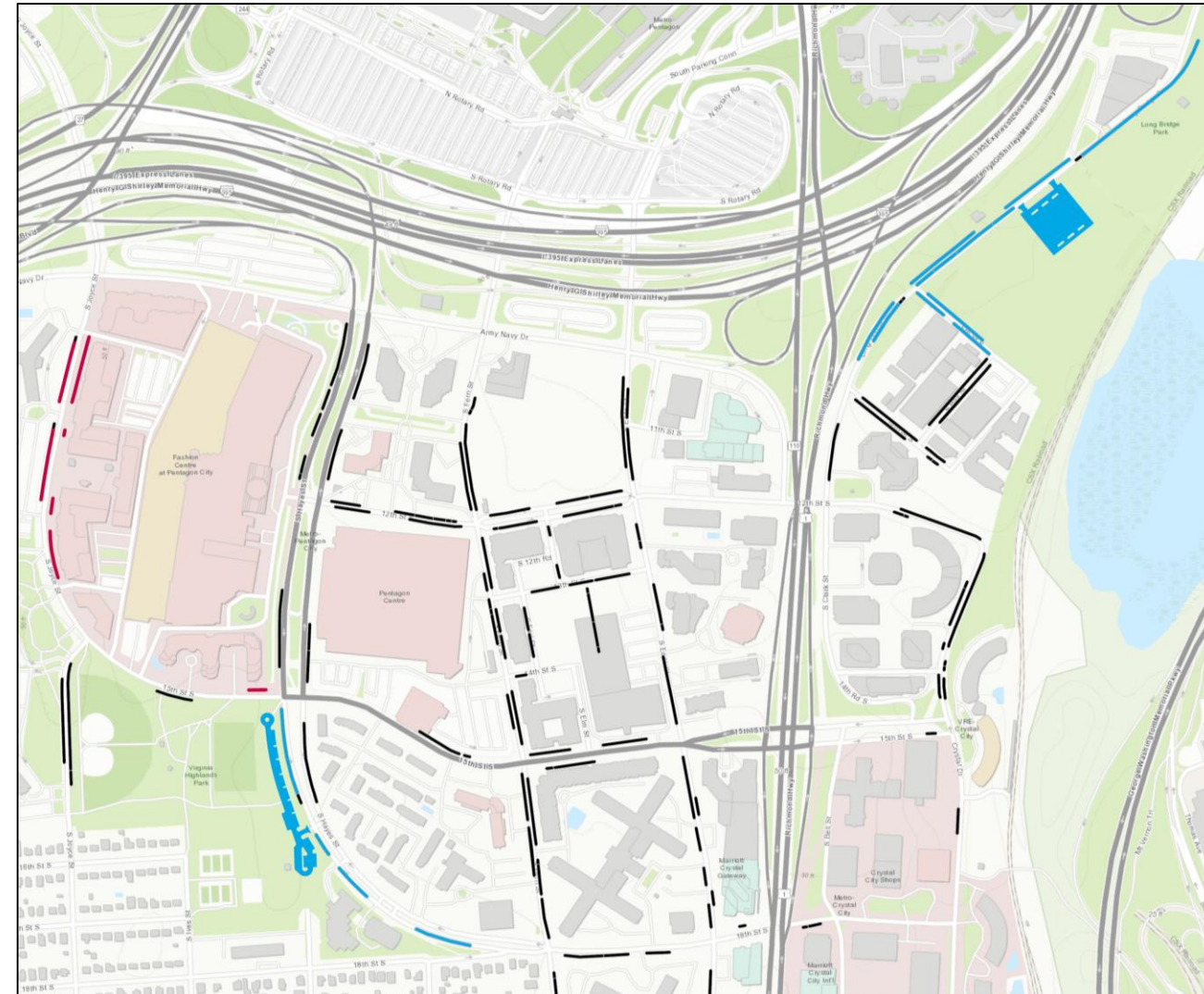
Richmond Highway Corridor

Pricing Change Summary		# Spaces
	Increasing	116
	Staying the Same	1055
	Decreasing	441






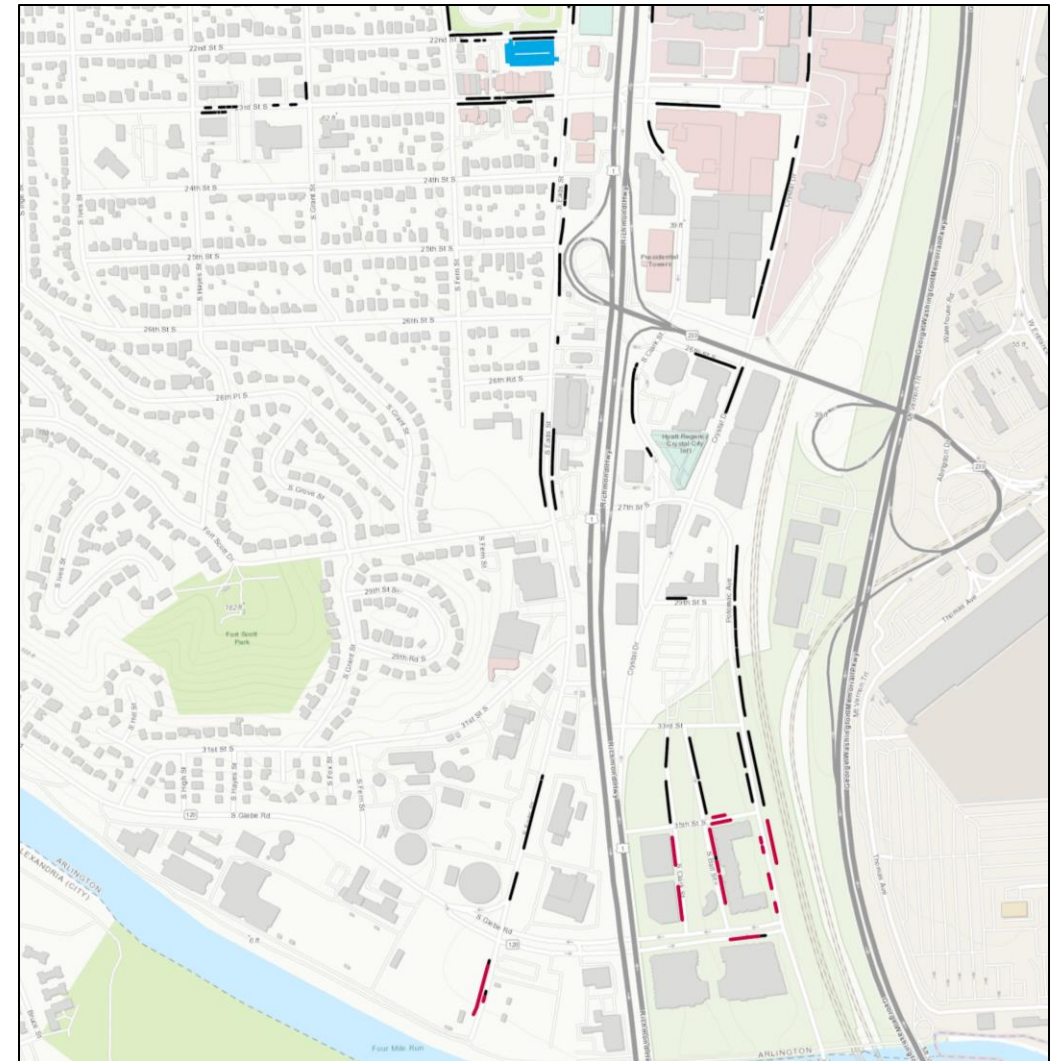
Richmond Highway Corridor (Pentagon City/Long Bridge)

Pricing Change Summary		# Spaces
	Increasing	56
	Staying the Same	764
	Decreasing	311



Richmond Highway Corridor (Crystal City)

Pricing Change Summary		# Spaces
	Increasing	60
	Staying the Same	291
	Decreasing	130



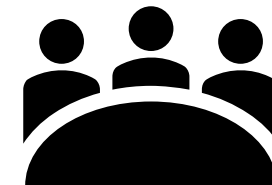
Tools to Find Parking Spaces

- **Find available parking spaces and pricing information!** The following websites and apps offer real-time information:
 - **ParkMobile:** [Website](#) / [AppStore](#) / [Google Play](#)
 - **eXactnav:** [Website](#) / [AppStore](#) / [Google Play](#)
 - **CurblQ:** [Website](#)
 - *Coming soon: Demonstration of real-time parking availability signs on the street to help drivers find open spaces.*
- **Other data tools:**
 - Examine parking trends by area, month, day, hour on the County's [public dashboard](#)
 - For the tech-savvy: An [API](#) to access real-time event data feed
 - Historical parking trend and policy data available via an open API on the County's [open data portal](#) (search for "performance parking")

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 summer 2024.

Share Feedback on the Performance Parking Pilot >



What is the Performance Parking Pilot Project?

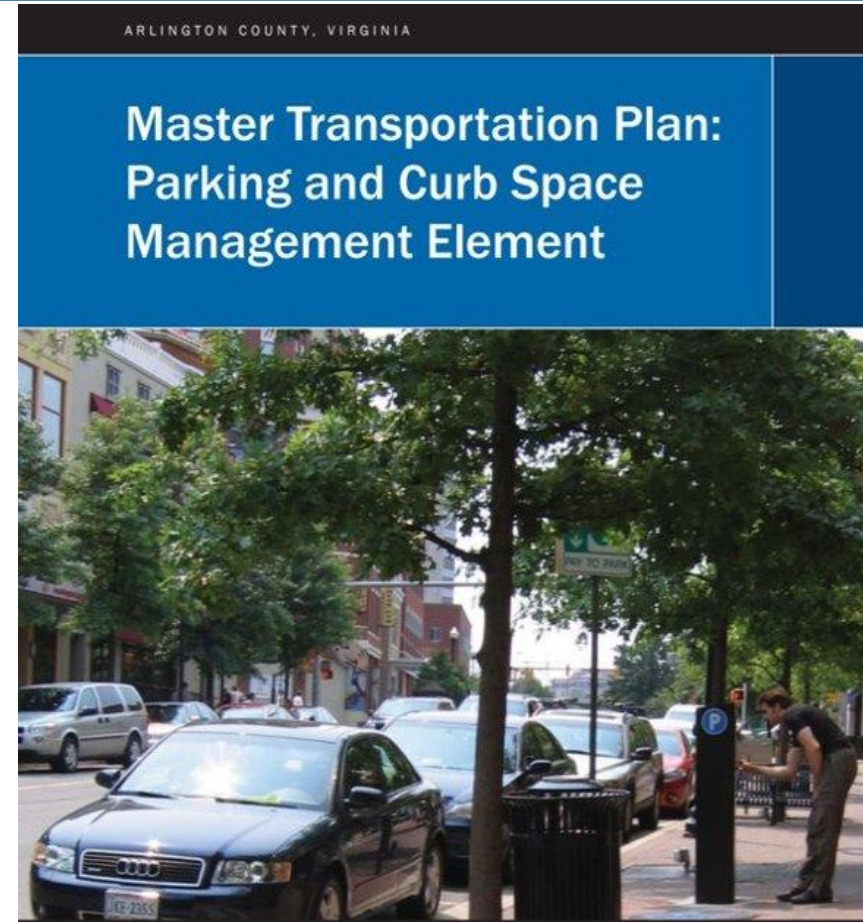
Goals:

- 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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