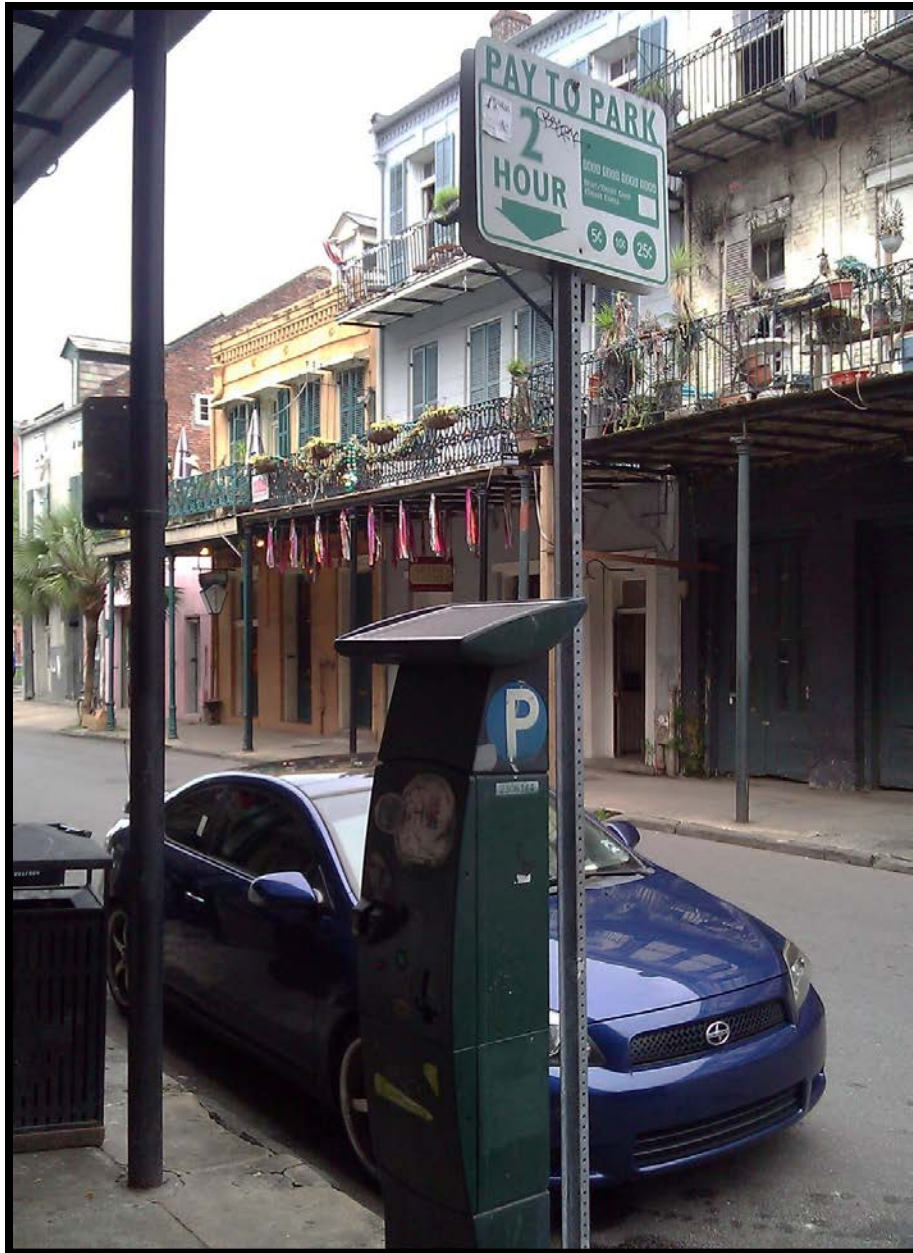


## Study on Parking Benefit Districts and Opportunities for New Orleans

Final Report  
6/10/2012



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# 1 Introduction

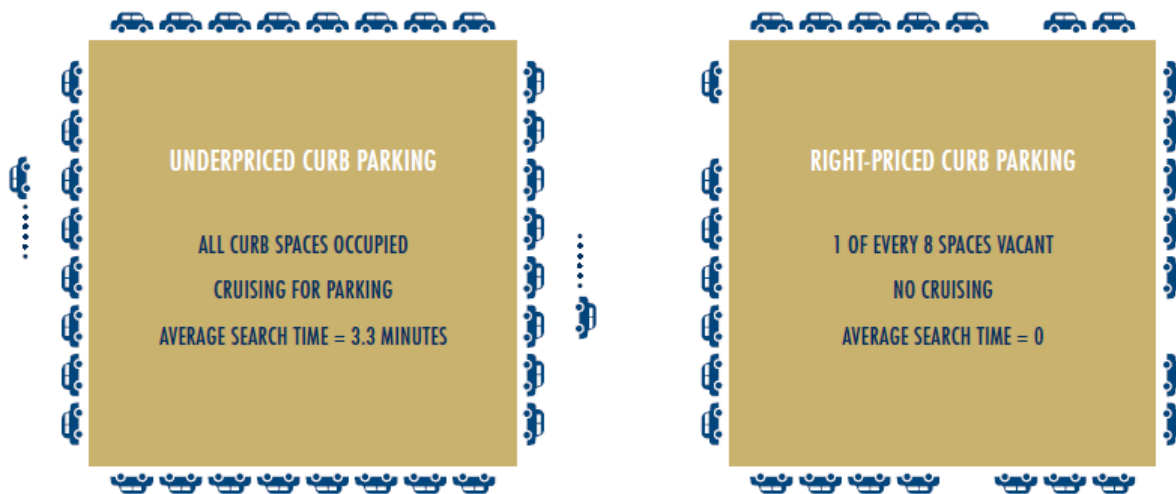
Parking management is an issue often overlooked in a city’s development plan. While it may seem like a secondary concern in the quest for economic development, parking management directly impacts accessibility to businesses, customer willingness to travel to certain areas, and the quality of life experienced by residents.

Current parking practices tend to favor generous parking supply at free or minimal cost which has unintended and undesirable consequences. Higher development costs, higher prices for goods and services, sprawl, and increased automobile travel leading to more traffic congestion, roadway costs, crashes and pollution emissions are just a few of the unwanted effects of free or cheap parking.<sup>1</sup>

Several cities across the country have begun implementing alternative parking management strategies to ensure more convenient curbside on-street parking through better pricing. Figure 1 illustrates the goal of creating more convenient parking with better pricing. A Parking Benefit District (PBD) is an emerging strategy that uses better pricing to reduce the negative effects of parking and reinvests the increased revenue into improving the area streets and sidewalks.

With the assistance of a grant from the Urban Land Institute (ULI) 75th Anniversary Urban Innovation Fund and in partnership with the New Orleans Regional Planning Commission (RPC) and the New Orleans Downtown Development District (DDD), ULI-Louisiana has developed this study is to gather PBD best practices instituted by cities across the country and to provide a roadmap for implementing PBDs in New Orleans.

Figure 1: Effect of Curb Parking Pricing



Source: “Cruising for Parking”, Shoup. Access No. 30. Spring 2007.

<sup>1</sup> Litman, Todd. 2006. Parking Taxes: Evaluating Options and Impacts. Victoria Transport Policy Institute, 2.

## 1.1 Background on Parking Benefit Districts

In cities, particularly downtowns, parking management is typically a combination of parking meters for curb parking and surface lots or garages. For decades, cities have charged less per hour for curb parking than for off-street parking.<sup>2</sup> The incentives encourage drivers to seek out cheaper curb parking even though there is a limited supply. The result during busy times is that customers and residents have difficulty finding a space close to their destination when they need it.

Instead of charging a flat rate to park on the street, a performance parking policy will dynamically adjust parking fees so that some curb parking is always available for businesses, customers, and residents no matter how popular the destination is for parking.<sup>3</sup> Lots and garages can accommodate drivers who want to pay a lower price or plan to park once and stay for a longer visit.

The immediate benefits of performance parking policy include reducing traffic congestion associated with searching for spaces and ensuring availability for quick or urgent trips. Sixteen studies conducted between 1927 and 2001 found that, on average, 30 percent of the cars in congested downtown traffic were cruising for parking. In another study in 2008, the average time it took to find a curb space in a 15 block area of the Upper West Side of Manhattan was 3.1 minutes and the average cruising distance was 0.37 miles. The cumulative consequences of these actions are surprising: In one year, cruising for underpriced parking on these 15 blocks alone creates about 366,000 excess vehicle miles of travel and 325 tons of CO<sub>2</sub>.<sup>2</sup> This situation is not unlike what is experienced in several dense neighborhoods in New Orleans. In a 2009 Parking and Mobility Study prepared by the DDD, curb parking occupancy in the downtown area averaged from 61% during the weekday to 96% on the weekend evenings. *As of April 2011, DDD reports the downtown area has over \$4 billion of projects currently or soon to be under construction, which will only worsen traffic and parking demand if left unmanaged.*

**A Parking Benefit District (PBD) ties the economic benefits of performance parking directly to improving the quality of life in the immediate area.** The DDD study also identified a series of improvements to improve mobility for pedestrians, bicyclists and vehicles but did not identify any new funding sources. Setting competitive curb parking prices often generates modest additional public revenues which can be re-invested directly into the impacted area, or district, for projects such as fixing streets and sidewalks, planting and grating trees, or for additional security or neighborhood services.

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<sup>2</sup> Shoup, Donald. "Free Parking or Free Markets". Access Spring 2011.38 (2011): 28+. Print.

<sup>3</sup> Shoup, Donald. "The Ideal Source of Local Public Revenue". Regional Science and Urban Economics, 34, 2004, 758.

## 1.2 Goals and Objectives

The purpose of this study is to develop a roadmap for implementing PBDs in New Orleans that can also serve as a reference for undertaking similar parking reform efforts in other communities. The objectives of this study are:

- Collect existing data on parking supply and the demand to inform community stakeholders;
- Provide research on best practices nationally;
- Share the process and results of public involvement and stakeholder discussions on PBDs;
- Provide action steps and recommendations for implementation based on results from research, outreach and the stakeholder workshop.

## 1.3 Stakeholder Outreach

Stakeholder input was essential the development of the recommendations and findings of this study and discussed further in Section 5. These groups, including representatives from government, business and residents, were created in order to introduce ideas of Parking Benefit Districts and facilitate a discussion on how implementation could work in New Orleans. The stakeholders were specifically selected for their ability to affect or be effected by new on-street parking policy. The list of participating stakeholders includes:

- The City of New Orleans –  
Mayor’s Office  
Department of Public Works  
City Planning Commission
- New Orleans City Council – District B
- New Orleans City Council – District C
- New Orleans Regional Planning Commission
- Downtown Development District
- French Quarter Management District
- Vieux Carré Properties Owners, Residents, and Associates
- French Quarter Business Association
- Faubourg Marigny Improvement Association

## 1.4 Summary of Findings

A detailed list of the essential elements common to all successful performance parking policies was developed based on research into best practices around the country are provided in Section 3. These elements, discussed in Section 4, represent the minimum parameters to be defined for creating an effective PBD policy. These elements are:

### Creation

- Where should we start, e.g. introduce a pilot program?



#### Function

- What is the optimal occupancy rate?

#### Pricing

- How should we adjust the rates?
- How often can/should we adjust the rates?
- When should the rates apply?
- Where should the rates apply (e.g. block, district)?

#### Performance Management

- How do we measure effectiveness (i.e. occupancy rate)?

#### Revenue Distribution

- How are additional meter revenues, if any, distributed?

If additional revenues are to be shared:

- How is spending of funds in the PBD decided?
- Who authorizes/approves the expenditures?
- What are eligible projects?
- How are program activities reported?

#### Replication

- How are permanent and/or additional districts created?
- How will the application of PBD to other districts be determined?

#### Interaction with Other Existing Programs

- How will PBD function with other existing programs, particularly Residential Permit Parking (RPP)?

After engaging the previously identified stakeholders with these essential elements, discussed in Section 5, the following recommendations were made for creating a Parking Benefits District policy in New Orleans and discussed further in Section 6:

- Establish one to two initial pilot districts in the downtown area with community concurrence
- Establish vacancy targets for all performance-based parking of 15% (one to two spaces) per block face
- Start with existing meters and annually adjust pricing
- Utilize existing community representative entities where appropriate
- Require any new districts to be driven by area's residents/businesses and have an initial pilot phase
- Share any excess revenue above an existing parking revenue baseline with the impacted district

The following next steps were identified for implementation:

- Identify and engage representative neighborhood entity or entities for initial pilot districts
- Enlist pilot districts to measure occupancy
- Perform detailed analysis of existing parking demand
- Finalize parking policy elements
- Develop Pilot Parking Benefit District Ordinance



## 2 Existing Conditions in New Orleans

Section 2 is an overview of existing on-street parking conditions in New Orleans based on available resources.

### 2.1 Regulatory framework

This section identifies the basis for regulating parking spaces and implementing parking policy.

#### 2.1.1 City Charter

Section 4-901 (4) of the New Orleans City Charter authorizes the Department of Public Works to “prescribe regulations governing traffic and parking on streets and other public places”.

#### 2.1.2 Municipal Code

The power to establish on-street parking policies and regulations rests with the public parking administrator established in the City of New Orleans Municipal Code of Ordinance, Article VIII, Section 154-682. The public parking administrator is the head of the division of parking

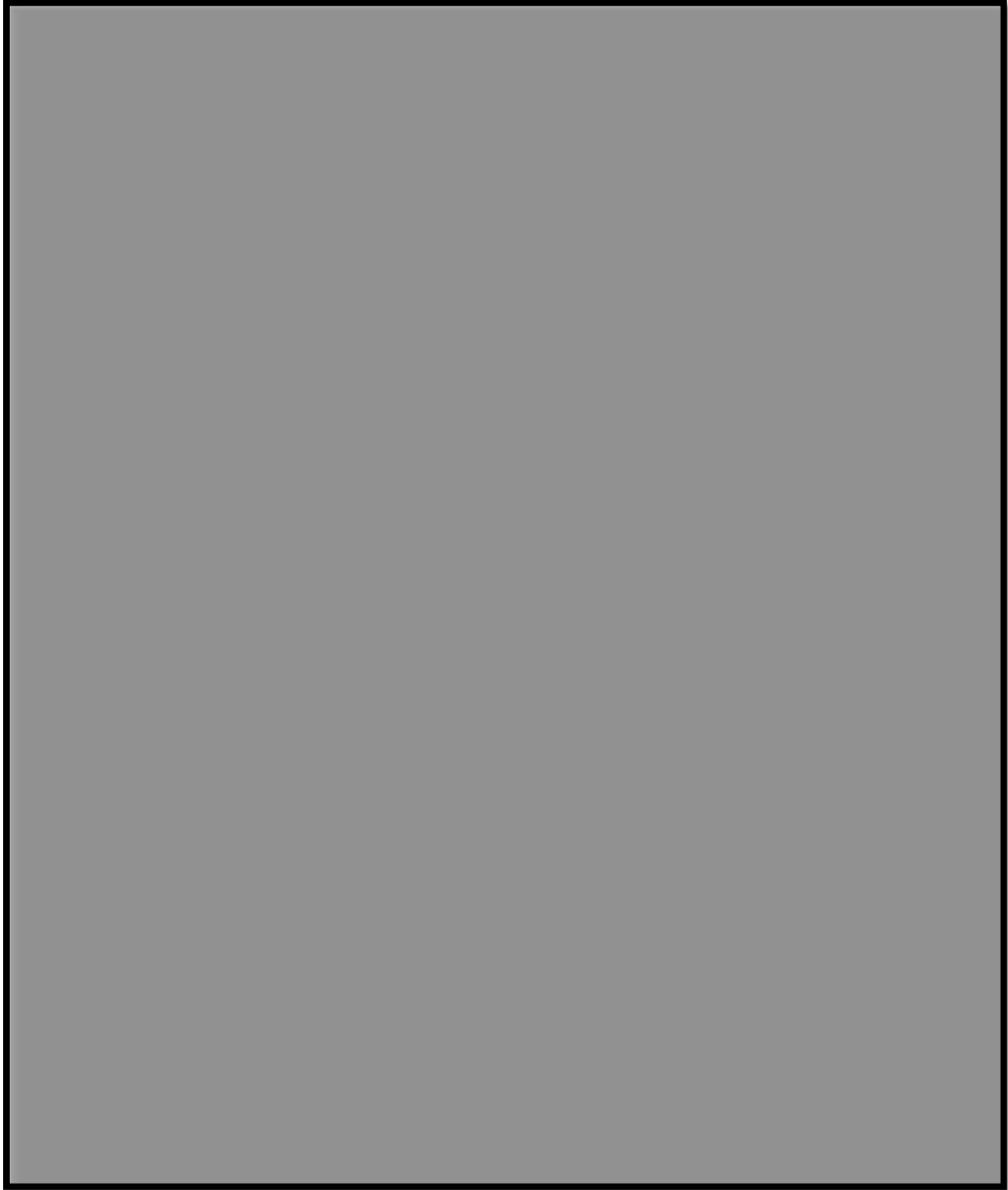
### 2.2 Supply

The Division of Parking currently manages 4,170 on-street metered parking spaces. Block faces with on-street parking meters in the downtown area are shown in Figure 2. Parking rates are a flat \$1.50 per hour with a two-hour time limit between the hours of 8am and 6pm, Monday through Saturday.

Table 2.1 shows the total supply that is located in each of the three downtown sub-areas, the French Quarter, Central Business District (CBD), and Warehouse District. The table is further broken down by parking type: Off-Street Public – lots and garages that are open to the general public; Off-Street Private – lots and garages available for private or restricted use; and On-Street Supply – metered and unmetered curbside parking. It also indicates the total parking supply for each of these areas.

As indicated by the table, only 5,691 or 12% of the total supply of parking is available on-street, both metered and un-metered. This on-street supply in the downtown area is fairly evenly distributed among the sub-areas with the French Quarter, Central Business District, and Warehouse District accounting for 35%, 27% and 38%, respectively.

*Figure 2: Existing On-Street Curb Parking in New Orleans Downtown Area*



Source: New Orleans Mobility and Parking Study, *Downtown Development District*, 2009

Table 2.1: Effective Parking Supply in Downtown New Orleans

	Off-Street Public	Off-Street Private	On-Street	Total
French Quarter	6,219	1,593	2,003	9,815
Central Business District	9,391	7,430	1,528	18,349
Warehouse District	17,789	3,866	2,160	23,815
<b>Total Supply</b>	<b>30,066</b>	<b>12,249</b>	<b>5,691</b>	<b>47,152</b>

Source: New Orleans Mobility and Parking Study Final Report, Jan 2009

## 2.3 Technology

On-street parking spaces are controlled by a mix of traditional, coin-only single-post meters and newer solar-powered multi-space meters, typically referred to as Pay-and-Display, that accept both coins and credit cards. Single-post units cover one to two spaces on a city block face while Pay-and-Display units cover two to all of the spaces on a block face. The 927 single-post units cover 1,530 spaces or 37% of the total metered spaces. 412 Pay-and-Display units cover the remaining 2,640 spaces or 63% of the total metered spaces. Pay-and-Display units were initially installed from 2004 to 2005 and approximately 60% were replaced in 2006 following the levee failures associated with Hurricane Katrina.

Although the Pay-and-Display meters can be accessed remotely for payment data, **current technology does not allow for remote adjustment of parking rates.** Rates must be programmed at each unit manually for a small cost. The City recently completed one such adjustment when pay parking was extended to Saturdays. According to the Department of Public Works, the City plans to retrofit all single-post meters with new tops that also accept credit cards, are solar-powered, and can remotely adjust parking rates.

## 2.4 Demand

The New Orleans Mobility and Parking Study Final Report, completed in January 2009, presents an inventory of the current status of all three types of automobile parking in the New Orleans Downtown area and projections on future demand.

Following a moderate growth rate, the Mobility and Parking Study Final Report indicates that approximately 54 blocks will move to a parking deficit within in the next five years. The study indicates that of these blocks, 23 are located in the French Quarter, 16 are located in the CBD, and 15 are located in the Warehouse District. After ten years, 29% of the blocks in the downtown area will experience parking deficiencies. The French Quarter will have 32 blocks with parking deficiencies, the CBD will have 22 blocks with parking deficiencies, and the Warehouse District will have 24 blocks with parking deficiencies.

The following table indicates the growth in parking demand for the next 5- and 10-year periods based on the moderate growth projection of 2% growth rate. Projections for Low Growth and High Growth were also estimated but not shown. The largest total supply of parking is located in the

Warehouse District with a Total Supply of 23,815 and a total usage rate of 10,160 or 43%. This amount is projected to increase to 11,217 or 47% within the next five years and 12,385 or 52% within the next ten years.

The lowest available supply of parking is located in the Central Business District with a Total Supply of 18,349 and a Current usage rate of 11,507 or 63% of total supply. This amount is projected to increase to 12,705 or 69% usage rate within the next five years and 12,705 or 76% usage rate within the next ten years.

*Table 2.2: Current and Projected Weekday Peak Demand*

	Total Supply	Current Demand	5 year- Moderate (2%) growth	10 year- Moderate (2%) growth
French Quarter	9,815	5,655	6,244	6,893
Central Business District	18,349	11,507	12,705	14,027
Warehouse District	23,815	10,160	11,217	12,385
<b>Total</b>	<b>47,152</b>	<b>27,322</b>	<b>30,166</b>	<b>33,305</b>

Source: New Orleans Mobility and Parking Study Final Report, Jan 2009

As discussed in the previous section, the ideal on-street parking occupancy to ensure convenience and minimize driver search time is about seven out of approximately eight spaces per block face, or 85% occupancy. This leaves about 1 or 2 space open at any time, depending on the number of total spaces on a block. Figures 3 and 4 show current On-Street parking occupancies during a sample weekday peak and Saturday evening peak, respectively. Blocks colored red and black exceed the 85% occupancy threshold. During the weekday observation, 32% of all French Quarter blocks exceeded 85% occupancy while 19% of combined CBD and Warehouse District blocks exceeded 85% occupancy. During Saturday evening, 24 of 25 observed blocks, or 96%, in the French Quarter and 17 of 23 observed blocks, or 74%, in the Warehouse District exceeded 85% occupancy **This data indicates demand for parking in the downtown area regularly exceeds the On-Street supply, in spite of excess Off-Street capacity.**



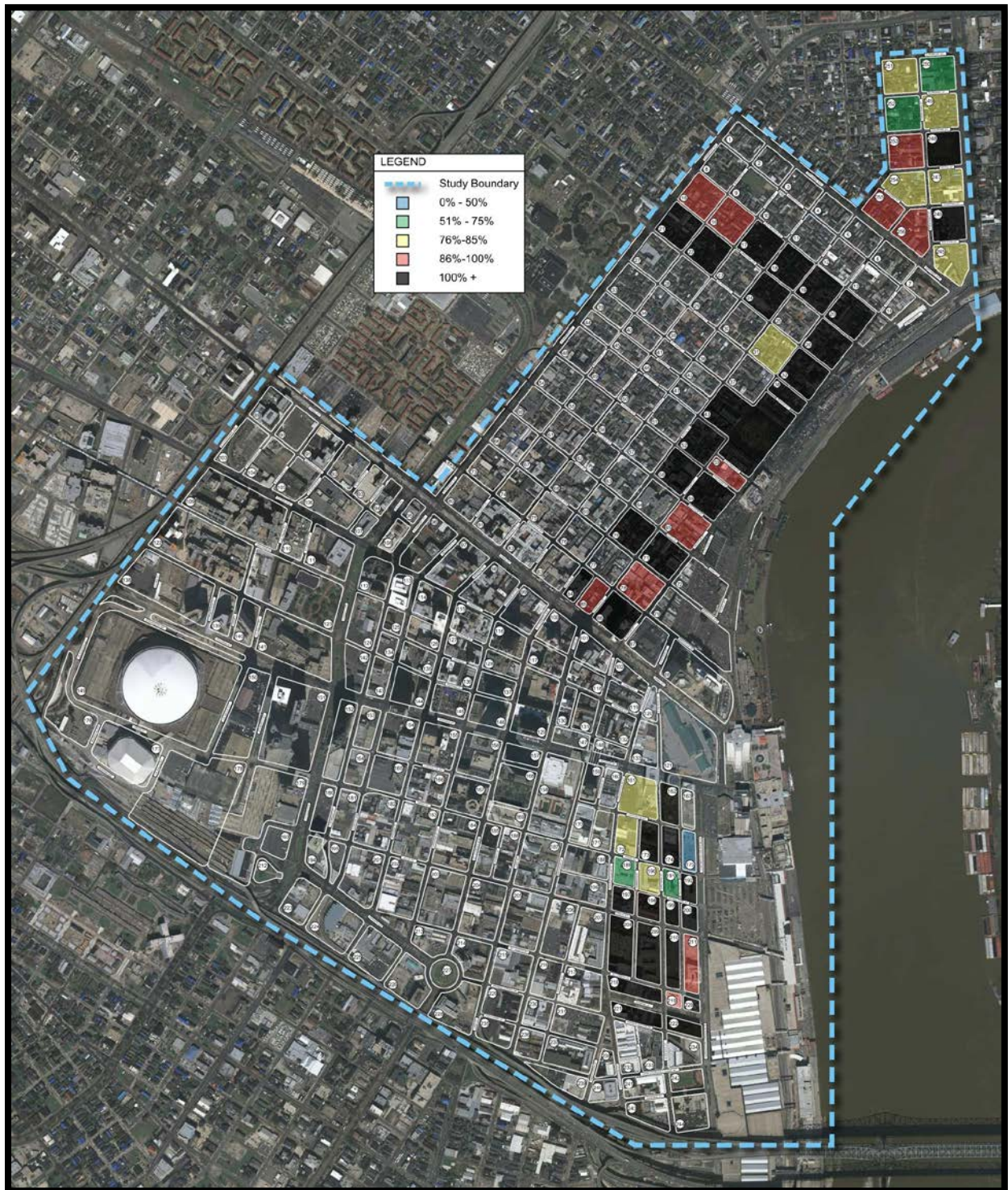
Figure 3: Weekday Peak Occupancy



Source: New Orleans Mobility and Parking Study, *Downtown Development District*, 2009



Figure 4: Saturday Evening Peak Occupancy



Source: New Orleans Mobility and Parking Study, *Downtown Development District*, 2009

## 3 Case Studies

Critical to understanding performance parking and parking benefit districts is to identify best practices from cities nationwide already in implementation. While these parking strategies are still an emerging practice, there are many examples to consider for employment in New Orleans. TMG researched many municipalities and selected six that best represented a spectrum of small, medium and large cities, as well as the varying forms of curb parking reform strategies in practice. Representatives from the following cities were interviewed by TMG in March, 2012:

- New York City - Department of Transportation, Division of Traffic and Planning
- San Francisco - San Francisco Municipal Transportation Agency (SFMTA)
- Boulder - Downtown & Uni Hill Division/Parking Services
- Seattle - Department of Transportation, Division of Parking
- Washington, D.C. - Department of Transportation, Parking Services
- Austin - Department of Transportation, Parking Enterprise Division

### 3.1 New York City

#### 3.1.1 PARK Smart Program

PARK Smart is an initiative of the New York City Department of Transportation (NYCDOT) which aims to make parking easier while reducing congestion and improving safety. Park Smart aims to increase the number of available metered parking spaces by encouraging motorists to park no longer than necessary. The meter rate is determined by a congestion-pricing model.

At the programs beginning, New York City held community outreach meetings to discuss congestion pricing in the five boroughs. During these initial meetings, the New York City Department of Transportation (NYCDOT) asked for volunteers to participate in their PARK Smart pilot programs that would experiment with parking pricing. The pilot program focused on on-street metered parking along retail and commercial corridors in predominantly residential neighborhoods. **The goals of the program were to:**

- increase turnover,
- improve access to metered parking spaces, and
- reduce the time and mileage associated with searching for a metered parking space.

Communities would voluntarily opt-in to the program and control the variables. To enable the pilot programs, NYCDOT utilized the existing Community Boards, a local advisory board whose members are appointed by New York City Council members and borough presidents. Each community board was asked to write a letter of support for the pilot to be conducted in their neighborhood. As a result of these initial meetings, NYCDOT has implemented three of six planned pilots since 2008 in Greenwich Village, Park Slope, and the Upper East Side. The program received seed-funding



through a \$1.4 million grant from the Federal Highway Administration's Value Pricing Pilot Program.

### 3.1.2 Park Slope Pilot Program

NYCDOT began its second six-month pilot in Park Slope, Brooklyn, in May 2009. The area is primarily residential with neighborhood retail corridors on two north-south avenues, 5<sup>th</sup> and 7<sup>th</sup> avenues, and two cross streets, Union and 9<sup>th</sup> streets. The neighborhood attracts visitors from surrounding Brooklyn neighborhoods and a limited number of visitors (~5% of total visitors) from outside the borough. The pilot program's coverage expanded from 262 to 542 spaces and price variations were modified to peak and off-peak rates. **Prior to the price adjustment, the standard parking rate was \$1 per hour; currently, rates are \$1.50 per hour during peak hours and \$0.75 per hour during off-peak hours.** The entire process took about 9 months, which included community outreach, walk-throughs with stakeholders, pre-and post-implementation data collection and recommendations, and program implementation.

### 3.1.3 Observations and Results

Results from the pilot program were measured and collected by NYCDOT staff who conducted physical surveys of the activity occurring in the pilot area, a very time-consuming and expensive process Mr. Stein noted. They found greater turnover and an increase in drivers' ability to find parking. Despite the higher rates during peak hours, even when the peak rate was tripled, occupancy still remained high as a result of saturated demand levels and lack of off-street parking options. Prior to implementation of peak rates, occupancy was 91% on 7<sup>th</sup> Avenue and 82% on 5<sup>th</sup> Avenue during the peak hours of noon to 4 pm. Occupancy rates remained unchanged even after the application of peak rate pricing in measurements conducted six months and 12 months after implementation. Traffic volumes declined by 7% post-implementation, partly due to drivers' ability to find a space to park more quickly because of increased turnover.

Due to the high satisfaction with the results of the pilot program, the Community Board and neighborhood merchant group unanimously voted to permanently keep the PARK Smart program and apply the peak rate to all metered parking in the neighborhood. Staff members also observed that demand in the evening was extremely high because of patronage to restaurants. Furthermore, the Community Board also supported extending the peak rate hours to 7 pm, instead of the pilot's 4 pm, because of high demand resulting from restaurants.

### 3.1.4 Additional Curb Management Strategies

Officials noted a need to balance the need for parking with "other local access needs (for commercial deliveries, bus stops, taxi stands, curb cuts, etc.), as well as for mobility needs (e.g. general traffic flow, pedestrian space, and bus and bike lanes)." Implementation of peak-rate pricing was one of several strategies NYCDOT had in its toolbox to address different neighborhoods' various curb needs. As detailed in a report published by the Transportation Research Board, NYCDOT's curb management strategies also include:

- **Paid Commercial Parking.** Paid commercial parking replaced un-priced commercial loading using an escalating price schedule. Results of a pilot in 2000 on heavily congested Midtown streets showed a reduction in average parking duration from 160 minutes to 45 minutes, with only about 25% of the vehicles parked for more than an hour. Since 2001, paid commercial parking has been expanded in stages and now covers most commercial parking spaces in Manhattan from 60th Street to 14th Street and in Chinatown and surrounding areas. This program represented NYCDOT's first implementation of parking pricing strategies to improve curb access and reduce congestion. It has been supported by the delivery industry because of its effectiveness in improving curb access and reducing congestion, particularly on narrow crosstown streets where one double-parked truck can block through traffic. Current rates for trucks and commercial vehicles making deliveries are \$2.50 for one hour, \$5 for two hours and \$9 for three hours of parking.
- **Bus Rapid Transit.** Select Bus Service (SBS) is New York City's initial implementation of bus rapid transit. First introduced in 2008, SBS routes currently operate on Fordham Road and Pelham Parkway in the Bronx and on First and Second Avenues in Manhattan. Three additional routes are undergoing planning and outreach.
- **Delivery Windows.** NYCDOT works with neighborhood merchants in retail corridors to identify opportunities to designate delivery windows, which provide curb space for commercial deliveries at specified times and places along the retail corridor. The goal is to improve the overall efficiency of curbside deliveries and reduce congestion and double parking. To date, delivery windows have been applied as part of each SBS project and in several neighborhoods in Brooklyn.
- **Off-hour Deliveries.** Freight deliveries into Manhattan exceed 100,000 trips daily, with 80% made to wholesale, retail and food enterprises. Beginning in August 2009, NYCDOT, along with a consortium of research institutions lead by Rensselaer Polytechnic Institute partnered with eight delivery companies and 25 business locations on a pilot program to encourage businesses to accept off-hour shipments through financial incentives and strategies to make the process easier, such as allowing "unassisted deliveries". Under this pilot, travel speeds to the first stop improved by up to 75%, with a decrease in delivery time from 100 minutes to 30 minutes. Based on the success of the pilot. DOT is looking to promote the program and identify future participants in the program.
- **Pedestrian and bike safety improvements (daylighting, traffic calming, bike lanes).** Among NYCDOT's safety improvements, the agency has constructed sidewalk extensions into the curb lane to accommodate extremely heavy pedestrian flows, and "daylighted" intersections to give drivers a better view of crossing pedestrians. NYCDOT has also installed several hundred miles of bike lanes throughout the city, in some cases utilizing the curb lane, to create a safe and convenient bike network<sup>4</sup>.

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<sup>4</sup> Bruce Schaller, et al., "Parking Pricing and Curbside Management in New York City," Transportation Research Board 2011: 2.

## 3.2 San Francisco

### 3.2.1 SFpark Pilot Program

The San Francisco Municipal Transportation Agency (SFMTA) established SFpark to use new technologies and policies to improve parking in San Francisco. SFpark works by collecting and distributing real-time information about where parking is available so drivers can quickly find open spaces. The real-time information allows the adjustment of meter and garage pricing to match demand. Demand-responsive pricing encourages drivers to park in underused areas and garages, reducing demand in overused areas. SFpark relies heavily on interactive tools, such as a website, smartphone application, and cash-free payment methods.

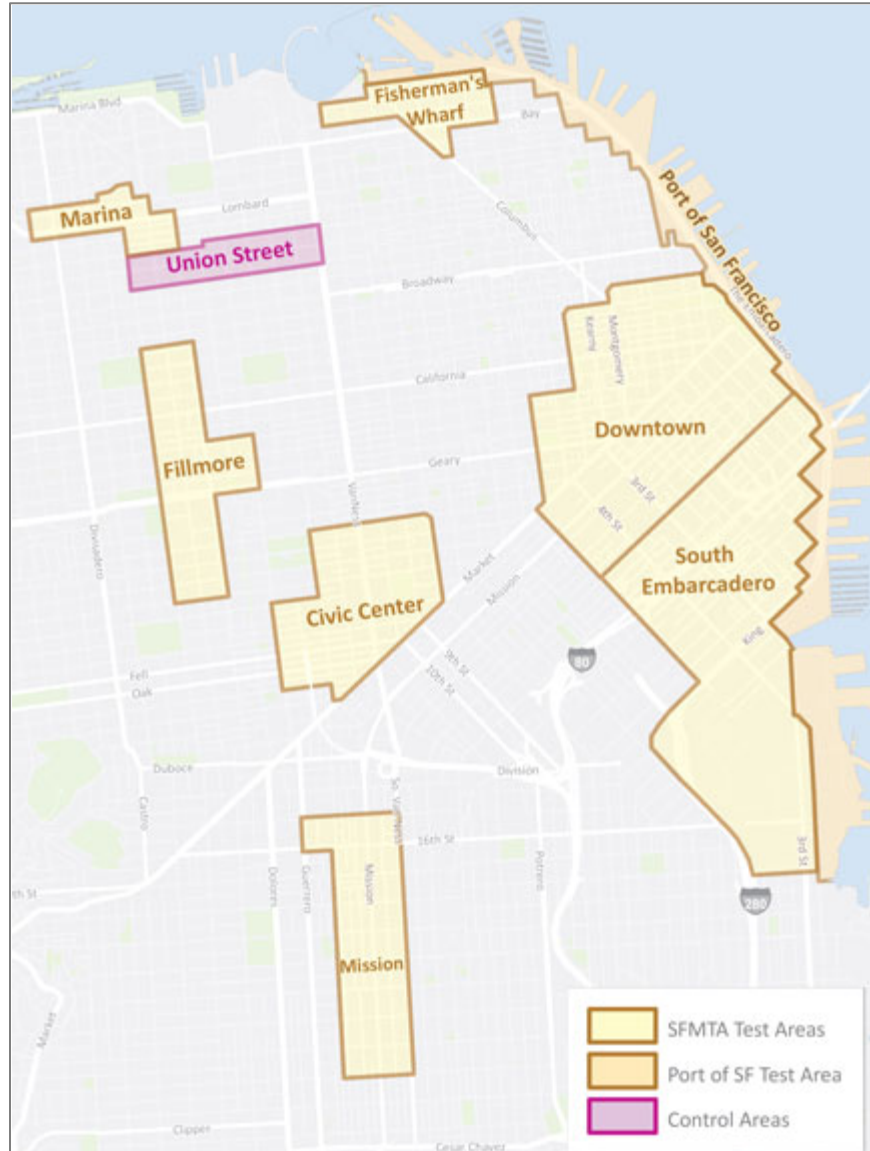
In November 2008, the SFMTA Board of Directors approved legislation enabling the SFpark pilot project. Through a \$19.4 million grant from the Federal Highway Administration, SFpark was able to fund 80% of its program. The goals of the program were to help improve parking availability and reduce congestion and emissions from idling cars. SFpark staff conducted surveys to determine where to implement the pilot programs. While no threshold criteria were set, they sought to include a variety of neighborhoods with busy retail and commercial activity. The pilot phase began in summer 2010 with eight pilots listed in the below areas:

- Civic Center
- Hayes Valley
- The Financial District
- SOMA
- Fisherman's Wharf
- Mission
- Fillmore
- Marina

### 3.2.2 New Equipment: Parking Meters and Sensors

By the end of 2010, SF *park* installed new parking meters that accepted credit and debit cards and sensors that collected and distributed information about parking occupancy in real-time. The program includes a total of 19,250 spaces – 7,000 of San Francisco's 28,800 metered spaces and 12,250 spaces in 15 of the 20 parking garages that the City owns. The majority of the metered spaces were paired with approximately 5,100 single-space meters, while the remaining spaces were governed by multi-space meters covering about 10 spaces each. Occupancy sensors were placed under 8,200 spaces within the pilot area, in addition to three control neighborhoods to provide baseline data for evaluation purposes. Meter installation costs ranged from approximately \$1,000 to \$1,500, while the cost of each sensor was approximately \$300 in addition to a \$14 monthly usage fee. Ongoing costs for each meter include fees for communications services, licensing, merchant services, and bank activities.

Figure 5: San Francisco Pilot Parking Zones



Source: San Francisco Municipal Transportation Authority

### 3.2.3 Demand-Responsive Pricing

With the meters and sensors in place, *SFpark* began implementing demand-responsive pricing in May 2011 to help achieve the right level of parking availability. The overall purpose of this pricing strategy is to readjust parking patterns in the city by encouraging drivers to park in underused areas and garages, which would lead to a reduction in demand in overused areas. Meter rates varied by neighborhood with downtown charging the most expensive rates and the neighborhood commercial districts charging the lowest. Prior to demand-responsive pricing, meter rates ranged from \$2.00-\$3.50 per hour. Under the pilot program, there are now 6 pricing structures varying from weekday and weekend rates between the hours of 9am-12pm, 12-3 pm, and 3-6 pm. The rates range from \$0.25 to \$6.00 per hour. Rates and operational hours vary in each pilot area. The sensors allow *SF park* to monitor occupancy and they adjust the prices by \$0.25-0.50 increments on

a 5-week interval. According to the SF *park* website, changes to the rates will not be made more than once a month and are adjusted according to the below occupancy rates:

- When occupancy is 80-100 percent, the hourly rate will be raised by \$0.25.
- When occupancy is 60-80 percent, the hourly rate will not be changed.
- When occupancy is 30-60 percent, the hourly rate will be lowered by \$0.25.
- When occupancy is less than 30 percent, the hourly rate will be lowered by \$0.50

Since the implementation of the pilot program, SF *park* has conducted four rate adjustments.

### 3.2.4 Preliminary Observations

SF*park's* pilot phase will run until summer 2012 and will be followed by a formal evaluation and citywide launch scheduled for late 2012. While SFMTA has seen an increase in parking revenue, their overall revenue has remained neutral because of a decrease in parking citations. The elimination or relaxation of time limits to a maximum of four hours has contributed to the reduction in parking citations because prior time limits were too short. This has turned out to be an added benefit to SFMTA as well because the short time limits were difficult and expensive to enforce. Contrary to the thought that demand-responsive pricing would lead to only increases in parking rates, SF *park* has lowered quite a few rates because they were found to be priced too high.

Ms. Mattern estimated that approximately 1/3 of the rates increased, 1/3 stayed the same, and 1/3 decreased. Overall, the aim of the program is not to raise new revenue, but to ensure parking availability and reduce congestion. All parking revenue collected is returned to the transit service general fund.

#### **Snapshot: San Francisco Dynamic Parking**

- **Spaces:** 19,250 spaces (meters and City-owned garages)  
in eight pilots; 8,200 have sensors
- **Pricing:** \$0.25-\$6.00  
(9am-12 pm, 12-3 pm, 3-6 pm) M-Su
- **Revenue:** Returned to transit service general fund
- **Projects:** N/A
- **New PBD:** under evaluation
- **RPP:** N/A
- **Performance:** Increase in meter revenue, longer duration, fewer parking citations; Net revenue neutral

## 3.3 Boulder

### 3.3.1 Central Area General Improvement District

Begun in 1970, Boulder has the oldest parking benefit districts in the nation. The Central Area General Improvement District (CAGID) and the University General Improvement District (UGID) were the two existing historic districts where it seemed natural to create these parking benefit districts within given the high volume of activity occurring downtown and near the university. The CAGID operates 875 on-street metered parking spaces and nine off-street parking facilities over a 30-block district in downtown Boulder. The implementation of a parking benefits district included

automated payment machines and increasing meter rates, of which all revenues were reinvested in the district.

### 3.3.2 New Equipment and Meter Rates

In fall 2007, multi-space pay stations were installed that cover four to nine spaces each and accept credit card payments. Approximately 80% of users make payments using a credit card and Boulder increased hourly parking rates by 25% from \$1 per hour to \$1.25. The combination of the new meters and increase in rates led to increases in revenues, especially since leftover money from previous occupants could not be used as they could with previous single-space meters accepting only coins. The cost of each meter, including monthly usage fees, is approximately \$7,700.

### 3.3.3 Transit Incentives

Some of the revenue collected from CAGID has been used to provide free bus passes, or EcoPasses, to city employees working within the district. The fund also offers downtown employers partially subsidized EcoPasses that they can provide to their employees. Additionally, funds from CAGID have also paid for a bike share program and bike racks.

## 3.4 Seattle

From 2004 to 2007, the Division of Parking within the City of Seattle’s Department of Transportation began converting all coin-only meters to new multi-space meters that accept both coins and credit cards, or Pay-and-Display meters. This conversion covered all 13,500 metered spaces in twenty neighborhoods.

Starting in 2010, Seattle created a mandatory performance-based parking policy where pricing is adjusted overtime to meet vacancy goals. The required goal is one to two vacant spaces per block face. Because the pay station technology did not have nearly the same capabilities as newer systems, such as in San Francisco, the program was designed to meet performance goals using price adjustments as technology and implementation restrictions allowed.

#### **Snapshot: Seattle Performance-based Parking**

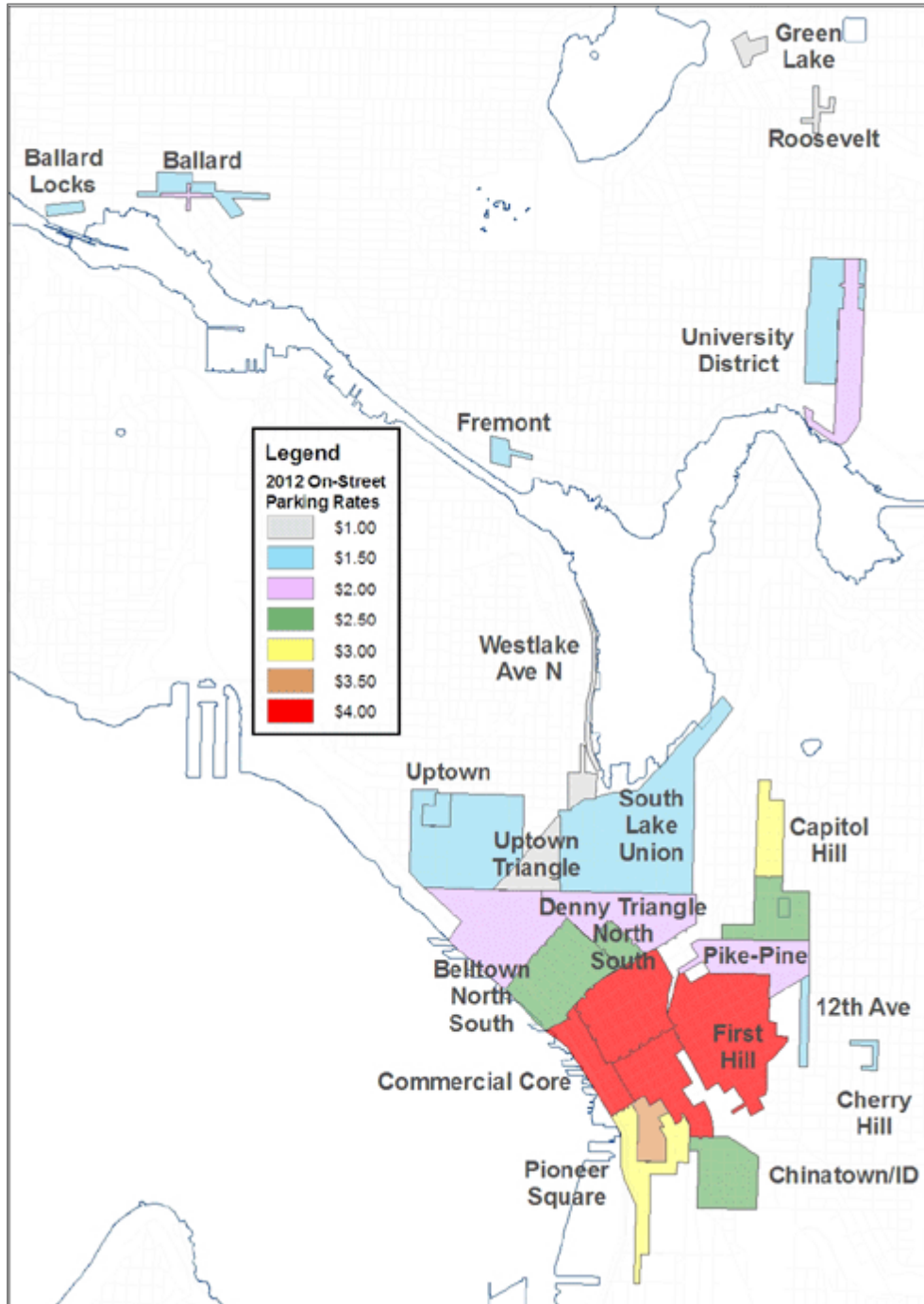
- **Spaces:** 13,500 total; 2200 P&D meters, 20 “zones”
- **Pricing:** \$1-\$4 fixed by zone, 8a-6p M-Sa (except core)
- **Revenue:** All revenue to General Fund
- **Projects:** N/A
- **New PBD:** Under consideration
- **RPP:** N/A in zones
- **Performance:** Occupancy by observation

In the first year, the city established zones for all areas with metered spaces. Prices were set at \$2.50 per hour in the downtown zone, \$2 in the downtown-adjacent zones, and \$1.50 per hour everywhere else. Results of the program are measured and reported quarterly. At the end of the first year, and each subsequent year, rates were adjusted based on results.



After two years, Seattle built on the program’s success and has continued to adjust rates to achieve the vacancy goal. Current rates, shown in the figure below, now range from \$1 to \$4. The city has also subdivided neighborhoods to allow higher rate zones in more popular sections and lower rates in spill-over areas, such as in Ballard and University District.

Figure 6: Performance-based Pricing in Seattle



Source: Seattle Department of Transportation



Implementation of performance parking has resulted in an almost 11% average annual increase in revenue. However, the city is quick to emphasize that much of that increase is likely attributed to the expansion of metered areas and changes in metered hours. The downtown area had parking meter hours extended from 6 pm to 8pm and Saturdays were added in all zones. The Division of Parking estimates that the increase in rates in many neighborhoods has been offset by the decrease in other areas.

Due in part to the citywide implementation, there is no revenue sharing with neighborhoods within zones, and all funds continue to go back in the City's general fund.

While overall considered a success, some of the program's biggest challenges continue to be the technology limitations for price adjustment, and communication with the communities on the benefits of performance pricing.

### **3.5 Washington, DC**

Washington, D.C. Department of Transportation (DDOT) recently began implementing a performance-based parking program in two pilot districts with a third in development for 2012. The goals of the program are to:

- Protect resident parking residential zones
- Encourage regular parking turnover in popular commercial areas
- Promote non-automobile transportation
- Decrease automobile traffic congestion

The pilot program, established by legislation, see Appendix 1, requires a vacancy goal of 10-20% vacancy per block face. These goals are reported quarterly for each district.

80% of revenue after expenses is shared with the district. Expenditures of shared revenue are solely for non-automobile transportation improvements in that district with priorities established by the appropriate Advisory Neighborhood Commission (ANC)<sup>5</sup>. The initial implementation of two pilot districts required approximately \$1 million in capital costs.

The first pilot district, the Ballpark District, is centered on the rapidly redeveloping area south of the Capitol around the recently completed Washington Nationals baseball stadium. The second district is Columbia Heights, a mixed-used neighborhood with a pre-existing residential parking permit program.

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<sup>5</sup> ANCs are established advisory boards for a number of community issues with members directly elected.

The Ballpark district, shown in Figure 5, includes 130 multi-space meters covering 6,200 parking spaces. In both cases DDOT has opted to implement a tiered rate structure with hourly rates increasing after the first hour up to a 4-hour limit. In the Ballpark District, the first, second, third and fourth hours are \$1, \$2, \$2.50, \$3 respectively. Rates more than double during home baseball games to the point where a full four hour stay totals \$20, the equivalent flat rate for private off-street parking during a game day.

**Snapshot: Washington DOT Performance-based Parking**

**Columbia Heights district**

- Spaces: 2,000 total; 40 blocks – 15 metered
- Pricing: \$2.50 | \$3 | \$3 , 7a – 10p M-S

**Ballpark District**

- Spaces: 6,200 total; 130 metered blocks
- Pricing: \$1 | \$2 | \$2.50 | \$3 , 7a – 6:30p M-S  
\$2 | \$8 | \$8 | \$2 , gamedays only

**Citywide**

- Revenue: 80% after expenses (per space rate) to PBD
- Projects:
  - “non-automobile transportation improvements”
  - Initiated by DDOT, prioritized by Advisory Neighborhood Commission
  - Annual reports
- New PBD: City initiated, project dependent
- RPP: Mix – exempt, exclusive
- Performance: Occupancy by license plate reader; Quarterly meetings, Annual Report

The Columbia Heights district includes a mix of a heavily used commercial node with medium density residential, shown in Figure 6. The area includes 40 blocks with 2,000 metered spaces. The rates vary from \$2.50 in the first hour to \$3 in the second and third hours. Meter hours are 7am to 10pm Monday through Saturday. Unique among many PBDs are the interaction with the Residential Permit Parking (RPP) program where some sections of metered parking allow exemptions for permitted residents.

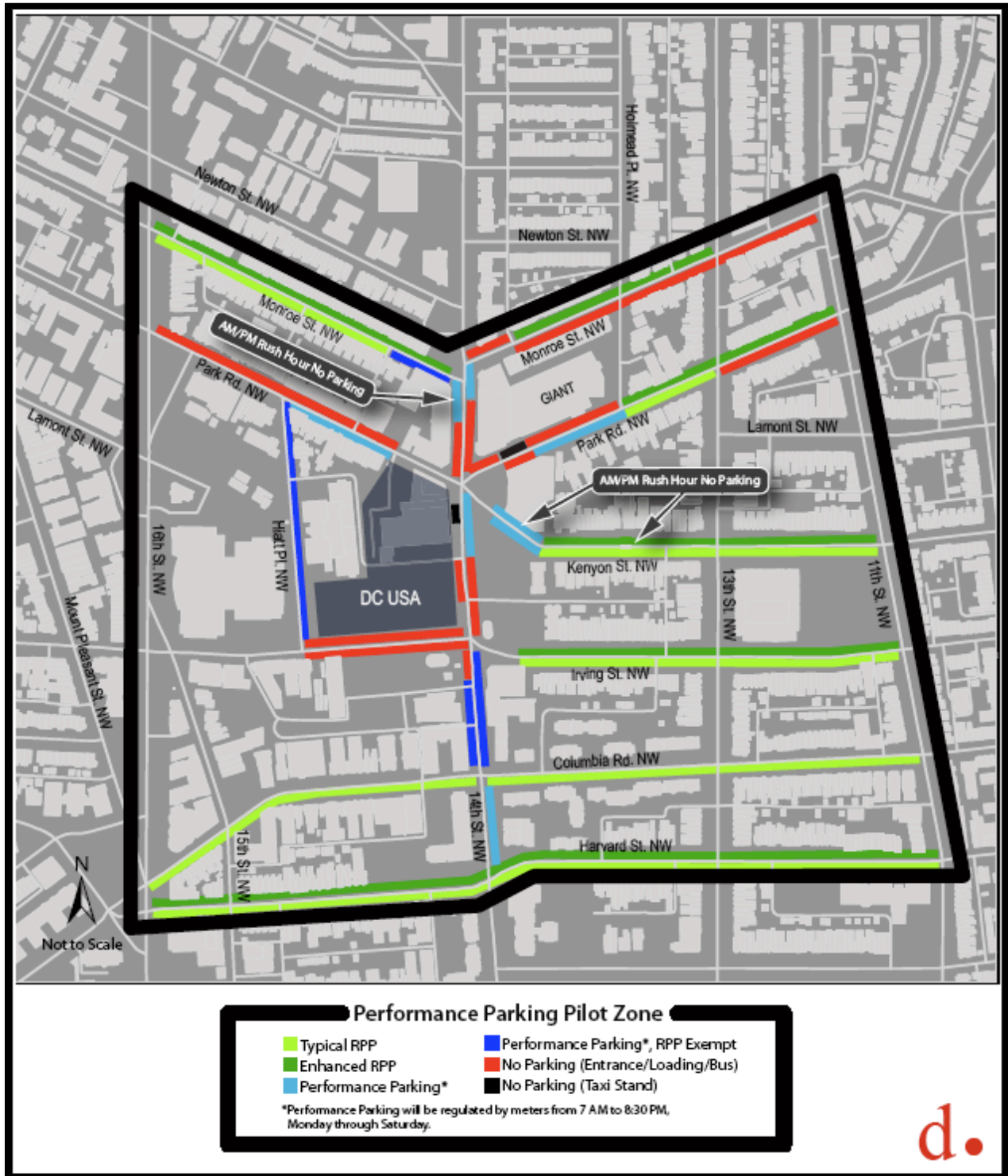
Overall DDOT has expressed positive reaction from the program and will be expanding to other districts, as initiated by the City. In DDOT’s experience, **constant monitoring and data collection to identify occupancy rate is essential to its success.** DDOT has found the revenue sharing can limit their flexibility to fund projects.

Figure 7: Washington DC Ballpark District



Source: District of Columbia, Department of Transportation

Figure 8: Washington DC Pilot Parking District - Columbia Heights



Source: District of Columbia, Department of Transportation

### 3.6 Austin

The City of Austin’s Department of Transportation initiated a PBD pilot program in 2007 to extend metered parking coverage to a small section near an existing metered commercial strip, located next to the University of Texas. The initial pilot covered only 96 parking spaces. The goal of the pilot was to capture spillover effect of parking demand where drivers would congest adjacent streets to avoid parking meters. The area west of the campus has grown considerably with large residential projects in support of the University. In addition, the area receives almost 75,000 visitors daily to the University.

In 2012, a full PBD program is being finalized as established by ordinance, shown in Appendix 1. The district will expand to include the entire neighborhood and add approximately 200 new metered spaces, shown in the following figure. The program was initiated as a means to encourage turnover. It is fully supported by the neighborhood after a year of stakeholder meetings with

**Snapshot: Austin Parking Benefit District**

- **Spaces:** 96 in pilot; adding 200 in permanent
- **Pricing:** \$1 per hr fixed, 3 hour limit  
8a-6p generally;  
Downtown: 8a-12a Th-F, 11a-12a S
- **Revenue:** 51% after expenses (per space rate) to PBD
- **Projects:**
  - Neighborhood association is deciding entity
  - Submit prioritized project list
  - Annual review
- **New PBD:** Community initiated “pro-forma”
- **RPP:** Starting to go into effect -  
Limited supply (40-50 permits)

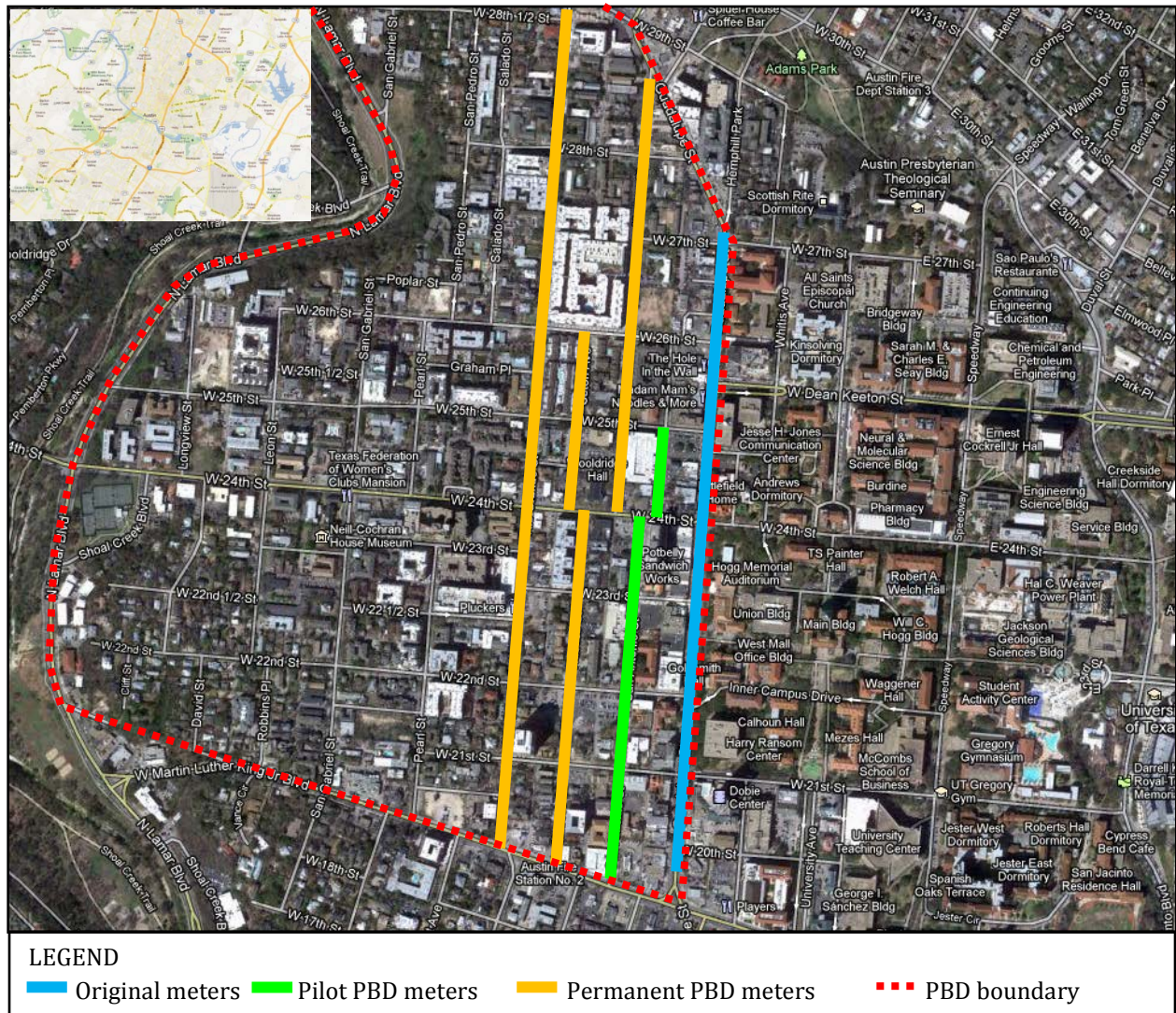
representatives of students, residents and the University. While parking rates remain at the existing \$1 per hour, the extended hours on the weekends and additional meter locations will encourage needed parking space availability for retail and commercial uses.

The PBD will get 51% of revenue after expenses. Expenditure of funds will be heavily driven by the neighborhood associations. The associations develop a project list by priority order and works in consultation with the City. There are strict input and advertising guidelines to encourage full awareness and participation of the district’s residents and business in an annual community meeting where a final prioritized project list is approved. The DOT will also support the PBD with an assigned enforcement patrol supported by the City’s share of the revenue.

This program is noteworthy for its focus on a community-driven and supported approach. Additional PBDs are under consideration as initiated by neighborhood associations.



Figure 9: Austin Parking Benefit District



Source: City of Austin, prepared by TMG

### 3.7 Summary

	<b>AUSTIN</b> Department of Transportation	<b>WASHINGTON DC</b> Department of Transportation	<b>SAN FRANCISCO</b> Municipal Transportation Agency	<b>SEATTLE</b> Department of Transportation
<b>Spaces</b>	96 in pilot; adding 200 in permanent	<u>Columbia Heights</u> 2,000 total 15/40 blks metered	<u>Ballpark</u> 6,200 total 130 blks metered	19,250 spaces (meters and City-owned parking garages) in eight pilots; 8,200 have sensors
<b>Pricing</b>	<ul style="list-style-type: none"> <li>▪ \$1.00 per hr fixed, 3 hour limit</li> <li>▪ 8a-6p generally; 8a-12a, Th-F; 11a-12a, S in CBD</li> </ul>	\$2.50   \$3   \$3 (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> hr) 7a – 10p, M-S	\$1   \$2   \$2.50   \$3 (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> hr) 7a – 6:30p, M-S \$2   \$8   \$8   \$2 gamedays only	<ul style="list-style-type: none"> <li>▪ \$0.25-\$6.00</li> <li>▪ (9am-12 pm, 12-3 pm, 3-6 pm) M-Su</li> </ul>
<b>Revenue</b>	<ul style="list-style-type: none"> <li>▪ 51% after expenses (per space rate) to PBD</li> <li>▪ Overall increase due to more meters</li> </ul>	<ul style="list-style-type: none"> <li>▪ “non-automobile transportation improvements”</li> <li>▪ Initiated by DDOT, prioritized by Advisory Neighborhood Commission</li> <li>▪ Annual reports</li> </ul>	<ul style="list-style-type: none"> <li>▪ 100% returned to transit service general fund</li> <li>▪ Overall revenue neutral (before/after PBD)</li> </ul>	<ul style="list-style-type: none"> <li>▪ 100% returned to general fund</li> </ul>
<b>Eligible PBD Projects</b>	<ul style="list-style-type: none"> <li>▪ Neighborhood association(s) in PBD are deciding entity</li> <li>▪ Community meeting w/ Advertising and Voting Requirements</li> <li>▪ Submit prioritized project list</li> <li>▪ Annual Review with the City</li> </ul>	<ul style="list-style-type: none"> <li>▪ “non-automobile transportation improvements”</li> <li>▪ Initiated by DDOT, prioritized by Advisory Neighborhood Commission</li> <li>▪ Reported annually</li> </ul>	N/A	N/A
<b>Creation of New PBDs</b>	Community initiated using "Pro-Forma"	City initiated, project dependent	Under consideration	Under evaluation
<b>Coordination with RPP</b>	<ul style="list-style-type: none"> <li>▪ Starting to go into effect</li> <li>▪ Limited supply (40-50 permits)</li> </ul>	Mix – exempt and exclusive	N/A in zones	N/A
<b>Performance Measures</b>	Occupancy by field observation; Regular reporting	Occupancy by license plate reader; Quarterly meetings, Annual Report	Sensor technology - instant reporting	Occupancy by field observation



## 4 Essential Elements of Implementation

The successful implementation of a new idea does not happen overnight. This is especially true when fear of potential negative impacts to a private business or neighborhood crowds the path for change. Interviews conducted with representatives of cities implementing parking reforms stressed the importance and effectiveness of community outreach in successfully delivering a new strategy into practice. Program implementation for some, like New York City's PARK Smart and Austin's Parking Benefit District, was entirely voluntary – communities chose to participate in the pilot program after learning more about it during outreach sessions. In situations where a parking reform strategy is not voluntary, it is advisable to hold discussions tailored to the needs of each impacted group.

The degree of direct impact the change will have on an entity will drive the depth of discussion and engagement needed. For the public and community-at-large, who may be directly impacted by having to pay higher (or lower) parking rates, the depth and engagement of the discussion is considered medium. The extent of outreach could include a large forum or symposium whereby information educating them about parking reform could be shared.

However, engagement at the point of existing neighborhood organization is also very effective. Utilizing neighborhood associations or more formal community-based entities allows interaction with existing civic activity.

Groups closer to the impacted area such as business owners, neighborhood residents, and city officials may require more outreach. The depth and engagement of the discussion would be considered high as the discussion would address more operational concerns such as ease of access for potential customers and residents. There may be opposing views such as the idea that new regulations would make access to stores easier because parking is more readily available or, on the contrary, that customers are driven to other commercial areas that are unregulated because they feel the rates are too high. Residents may feel as though they will unfairly have to bear the burden of paying increased rates for local parking or that cars circling the area to find cheap parking will add to neighborhood traffic leading to congestion.

In addition to a desire to represent the best interests of their constituents, city officials may be concerned with the operational and maintenance of the program in order to create, enable, approve, monitor, and enforce new parking reforms.

Outreach to these groups of stakeholders could include several workshops to educate them on a specific type of parking reform opportunity (in our case, parking benefit districts), to discuss the details of a PBD in New Orleans, and to create the framework to implement the PBD. Since participants in the workshops likely represent various neighborhoods or districts with different characteristics, it is advisable to hold a group forums where PBD is discussed broadly and

additional breakout group discussions based on clear geographical boundaries (e.g. neighborhoods) or themes (i.e. businesses, resident, and city officials) when discussing specific PBD design elements. It is essential that each forum or group discussion remain within the applicable parameters.

Below are essential elements of a parking benefit district program. Answering these questions among public officials and the stakeholder community will provide the basis for establishing a PBD program.

#### **4.1 Creation**

- Where should the program start, e.g. introduce a pilot program?

#### **4.2 Function**

- What is the optimal occupancy rate?

#### **4.3 Pricing**

- How should rates adjust?
- How often can/should rates adjust?
- When should the rates apply?
- Where should the rates apply (e.g. block, district)?

#### **4.4 Performance Management**

- How should effectiveness be measured (i.e. occupancy)?

#### **4.5 Revenue Distribution**

- How are additional revenues distributed?
- If additional revenues are to be shared:
- How is spending of funds in the PBD decided?
  - Who authorizes/approves the expenditures?
  - What are eligible projects?
  - How are program activities reported?

#### **4.6 Replication**

- How are permanent and/or additional districts created?
- How will the application of PBD to other districts be determined?
- Role of the community in creation and administration of new PBDs?

#### **4.7 Interaction with Other Existing Programs**

- How will PBD function with other existing programs, particularly Residential Permit Parking (RPP)?

## 5 Outreach and Community Engagement

Through a grant from ULI National's Urban Innovation Fund, ULI Louisiana hosted a well-attended community symposium and productive stakeholder workshop on Parking Benefit Districts. Highlights of both events are included in the below summary.

### 5.1 Community Symposium

ULI Louisiana hosted a community symposium that was free and open to the public on March 13, 2012 featuring national parking expert Dr. Donald Shoup, Professor of Urban Planning at UCLA. Local leaders offered complementary perspectives of business owners, developers, and city planners. The purpose of the symposium was to educate the public about the current parking situation in downtown New Orleans as experience by local developers and businesses, challenges that exist due to current parking requirements and management strategies, and possible solutions offered through better parking policies. Overall, the symposium was well received by attendees and the media. Attendees ranging from neighborhood association representatives to city officials commented on the applicability of the topic and a need for its implementation citywide.



*Community Symposium featuring local speakers and keynote speaker Dr. Donald Shoup*

### 5.2 Stakeholder Workshop

On March 14<sup>th</sup>, 2012, TMG facilitated a Stakeholder Workshop on behalf of ULI-Louisiana focused on how Parking Benefit Districts (PBD) function, and how similar policies could be created in New Orleans. The effort built on a well-attended public symposium, held the previous night, which introduced PBD and other wider parking reform opportunities as a means of improving the quality of life in the city. The Workshop was co-facilitated by Dr. Donald Shoup.

The 23 participants in the Workshop represented the New Orleans City Council, City of New Orleans Department of Public Works (DPW) and City Planning Commission, the Regional Planning Commission, the Regional Transit Authority, the Downtown Development District, the French Quarter Management District, residents and business representatives of the French Quarter, Faubourg Marigny, and Central Business District (CBD). The strong turnout supported an environment for effective and meaningful discussion. A complete list of workshop participants and invited attendees can be found in Appendix 2.

### 5.2.1 Workshop Objectives

TMG in consultation with Dr. Shoup developed the following objectives for the workshop:

- Review existing parking conditions in New Orleans.
- Understand how Parking Benefit Districts work generally.
- Establish criteria for a successful Parking Benefit District and compare relevant case studies.
- Outline a policy for PBD in New Orleans for one to two pilot districts.
- Identify challenges to implementation.

The presentation that was made during the workshop providing details for each objective is included in Appendix \_\_\_.

### 5.2.2 Review of existing parking conditions in New Orleans

To bring all participants to the same baseline of understanding existing parking conditions, TMG presented details on the following:

- Inventory of meters (pay & display multi-space meters vs. coin-only meters)
- Parking rate
- Effective hours of parking rate
- Distribution of collected revenues
- Occupancy rate comparisons (weekday vs. Saturday night)
- Details of Residential Parking Permits: how they are initiated, how many resident signatures are needed, number of permits/guest passes available to each household, costs of the permit



Dr. Donald Shoup Co-Facilitating the Stakeholder Workshop

### 5.2.3 Discussion of how Parking Benefit Districts work generally

Dr. Shoup explained that the objective of a PBD was to provide convenient parking, not revenue. One method to achieve that objective would be to operate and price meters at all times and days when needed to ensure one or two spaces are available on every block. To incentivize acceptance of PBD, Dr. Shoup suggested that parking meter revenues be used to pay for public investments. He presented Old Pasadena as an example to view how their PBD policy has worked out in practice, citing its transformation from Skid Row to a more prosperous area now.

While no single factor explains the change, solving the parking problem was an essential driver. Merchants and property owners realized that employees occupied many of the most convenient curb spaces. However they opposed the city’s suggestion of installing meters to regulate curb parking fearing that it would discourage customers from coming to the area, rather than freeing up

space for customers. The city eventually reached a compromise with the merchants and property owners. As Marilyn Buchanan, chair of Old Pasadena Parking Meter Zone (PMZ) Advisory Board, stated, “The only reason meters went into Old Pasadena in the first place was because the city agreed all the money would stay in Old Pasadena.” The Old Pasadena PMZ Advisory Board was established by the city and consists of business and property owners who recommend parking policies and set spending priorities for the zone’s meter revenues. The city as a whole has greatly benefitted by returning Old Pasadena’s parking meter revenue for added public services.

#### **5.2.4 Comparison of relevant case studies and necessary criteria**

Case studies highlighting cities implementing some form of PBD were discussed, including Austin, D.C., San Francisco, and Seattle. Details on the PBD’s boundaries, pricing, revenue collection and distribution, performance, and replication were briefly highlighted for each case study. An in-depth detail of interviews with each of the cities is included in the Section 3. The following criteria were presented as necessary for PBD to be implemented:

- Well-defined area with high demand for parking
- Insufficient supply of curbside parking
- Ability to charge for curbside parking space
- Means of measuring effectiveness, i.e. occupancy
- Added public services for the neighborhood
- Ease of payment

#### **5.2.5 Creation of a policy for one to two PBD pilots**

Time limitations prevented the ability to fully achieve this objective of outlining a final policy for implementing a PBD. However, participants did engage in breakout sessions where they discussed how they would envision a PBD to be implemented in either the Downtown/Warehouse District or the French Quarter/Marigny Area. Discussion during the breakout sessions were guided by the questions presented in the previous Section 4. Participants’ responses to these questions are provided in greater detail in the following sections. An additional workshop would be advisable to develop a final policy for implementation of one or two pilot PBD.

#### **5.2.6 Identification of challenges to implementation**

Political and financial challenges were brought up by participants during the workshop. Though case studies of cities that faced similar challenges and Dr. Shoup’s research & experience were presented to participants, it was observed that additional outreach, education, and engagement would be needed. Additional merchants/business owners and tourism industry representatives were identified as groups who would need to be included in further outreach sessions. Furthermore, a separate workshop focusing on detailed implementation steps for city representatives was also identified. The following sections provide details on participants’ identification of challenges to implementing PBD.



## 5.2.7 Workshop Discussion

To accomplish these objectives, the three-hour workshop was split into two parts. The first half was an introduction of PBDs, the economic and political case for their implementation by Dr. Shoup, and a detailed review of several case studies of cities that have implemented some form of PBD.

The second half was discussion-oriented focused around specific policy points necessary to create PBDs in New Orleans. After a general discussion on community-wide issues, the group was separated into two breakout sessions based on specific geographic areas: the Downtown/Warehouse District and the French Quarter/Marigny. TMG pre-selected these neighborhoods as potential pilot district candidates based on research and on consultation with stakeholders prior to the workshop. City officials were split evenly between the groups to participate in both sessions. General and specific questions about a PBD's creation, function, pricing, performance measurement, revenue distribution, replication, and interaction with other existing programs, as described earlier, were posed to the participants to help guide discussions during the general and breakout sessions. The following sections provide detail on our observations and the participants' direct feedback during the workshop on the essential policy elements.

### *Creation*

- Where should we start (e.g. pilot program)?
  - Areas suggested for possible PBDs, in addition to Downtown/Warehouse District and French Quarter/Marigny, include Mid-City, Bywater, Magazine St commercial corridor, and Oak St commercial corridor.
  - Additional outreach to individual merchants and business owners was enthusiastically endorsed.

### *Function*

- What is the optimal occupancy rate?
  - The recommended parking vacancy by Dr. Shoup of 1 to 2 spaces per metered block face, or 15% vacancy, was generally agreed as an effective goal.

### *Pricing*

- How should we adjust the rates?
  - Existing meters cannot be remotely updated with new pricing schemes – they require hard wire data connection. DPW staff indicated with software upgrade this restriction could be reversed, and is part of the current RFP for parking management now under review by the City.
- When should the rates apply?
  - Downtown/Warehouse District:
    - DPW was able to implement extending metering to Saturday without significant outreach.

- While there was significant resistance by merchants to Saturday metering at the outset, there has been little to no complaint since implemented.
    - As an example, Rubenstein’s was a part of the initial resistance to Saturday metering, but are now fully supportive of expanded hours/prices to meet occupancy objectives provided increases in revenue are diverted to improvements in the area.
    - All agreed perception of parking challenges was a significant problem. Rubenstein’s pays for valet service to entice customers. All parties agreed using pricing to ensure some availability at the curb would be a significant benefit to changing the perception of driving to downtown as a destination.
  - French Quarter/Marigny Area:
    - In residential areas, suggestions for adding meters included:
      - Meters should be applied to only non-residents.
      - Meters should run 8-7 pm Monday through Saturday with a 2-hour time limit.
      - Alternatively, meters should run 24/7/365.
      - For the French Quarter/Marigny area, rates should be increased on weekday evenings and Saturdays, especially after 6 pm when activity is high.
      - During street cleaning, cars should be allowed to park on the opposite side (e.g. switch the fire lane during the applicable period).
      - Special events should have specific rates and fines (e.g. Mardi Gras).
- Where should the rates apply (e.g. block, district)?
  - French Quarter/Marigny Area:
    - District boundaries should not include just the Marigny Triangle (area bound by the Mississippi River, Rampart St/St Claude Ave, Esplanade Ave, and Elysian Fields Ave), but extend beyond that to include the Rectangle (area bound by the River, St Claude Ave, Elysian Fields Ave and Press St).
    - City-owned garages should have the same rate structure and occupancy goal as on-street meters.
    - Time limits should be applied to residential areas, not commercial areas.
    - 2-hour time limits should be removed on currently metered streets.
    - Rates should be differentiated among usage type (e.g. film, construction, waste management, commercial loading/delivery). Currently, the film industry pays a flat parking rate of only \$18/day – this was suggested as an example of an underpriced fee and should be increased.

### *Performance Management*

- How do we measure effectiveness (i.e. occupancy)?
  - For the Downtown/Warehouse District, Downtown Development District (DDD) Rangers could possibly be used to do parking occupancy data collection as a part of their regular patrolling duties.
  - For the French Quarter/Marigny area, smart meters should be installed and demand-responsive rates should be applied. Revenues collected could pay for enforcement of parking meters.

### *Revenue Distribution*

- How is spending of funds in the PBD decided?
  - For the Downtown/Warehouse District:
    - Businesses and merchants in the area trust the DDD as a representative of their interests. Furthermore, the DDD has an existing Advisory Committee made up of residents and business that could inform the prioritization of projects.
  - French Quarter/Marigny Area:
    - French Quarter Management District and Faubourg Marigny Improvement Association were recommended.
    - If selected, these two entities would prioritize and decide projects/expenditures.
- What are eligible projects?
  - For the Downtown/Warehouse District, implementation of free Wi-Fi program using parking meters was seen as a very attractive selling point to dynamic or adjusted meter pricing/hours, but not necessary to start.

The following policy elements were not discussed and would need to be addressed in a final PBD policy:

### *Pricing*

- How often can/should meter rates be adjusted?

### *Revenue Distribution*

- Who authorizes/approves the expenditures?
- How are additional revenues distributed?
- How are program activities reported?

### *Replication*

- How are permanent and/or additional districts created?
- How will the application of PBD to other districts be determined?

### *Interaction with Other Existing Programs*

- How will PBD function with other existing programs?

## **5.2.8 Workshop Results**

Feedback from participants indicated the workshop was effective in introducing PBDs, and engaging a robust discussion on how to create PBDs for New Orleans, particularly for the two proposed pilot districts. Due to limited time, the participants were unable to further develop and

finalize a policy for PBD in New Orleans. Policy discussions were initiated, though an additional workshop or focus group would likely be needed to achieve this objective. Based on the established objectives the following table summarizes the outcome of the Workshop:

*Table 5.1: Stakeholder Workshop Objectives Outcome*

Objective	Completion	Opportunity for Follow-up
Review existing parking conditions in New Orleans	All available material presented.	Share data on city parking meter revenue and estimates future revenues.
Understand how Parking Benefit Districts work generally	Reviewed.	Share existing materials with stakeholders. Possible presentation to other neighborhood groups may be appropriate.
Establish criteria for a successful Parking Benefit District and compare relevant case studies	Case studies and criteria discussed.	Detailed research on case studies will be available in Final Report.
Outline a policy for PBD in New Orleans for one to two pilot districts	Policy discussion initiated.	Additional workshop or focus groups likely needed to finalize policy. TMG provide material from the Workshop and Final Report to respective councilmembers, as appropriate.
Identify challenges to implementation	Identified policy implementation challenges.	Engage additional merchants/business owners, and tourism industry reps;  Separate Workshop needed on detailed city implementation steps

### 5.2.9 Questions/Issues for Follow-up

During the workshop, participants posed questions about various aspects of a PBD's implementation. Several of their questions, listed below, have been addressed in this report, including:

- How much additional revenue could be expected by implementing expansion of meter hours/locations and change in meter pricing?
- How do you handle areas where 100% of on-street and private garage parking is occupied, especially if the periphery is unsafe?
- What is the capital cost of meters?
- Did cities where PBDs were implemented change their parking enforcement (i.e. parking ticket) prices as well?
- How much revenue is truly left to be disbursed into other things?

Other questions remained outstanding and will need to be addressed with policy-makers during any next steps.

- How much revenue exactly from parking meters is the City currently taking in?
- What would the revenue split be between general fund and dedicated fund for district for any PBD?
- Concern over existing parking fines not high enough to discourage failure to pay potentially high meter rates. For example, parking for four hours Saturday night at \$5 per hour would be the same as current violation fine of \$20.
- Should any revenue sharing from PBDs eventually sunset so as not to create overly dependent revenue streams?



## 6 Recommendations for New Orleans

The following recommendations are intended for implementation of a parking benefit district (PBD) program in New Orleans. Derived directly from work in previous sections on best practices, essential implementation elements, and results from stakeholder engagement, these steps encompass successful elements from other communities where PBDs have been deployed, and be adapted to other communities looking to introduce PBDs.

### 6.1 Recommended implementation strategy

#### 6.1.1 Establish one to two initial pilot districts in the downtown area with community concurrence

A pilot district of one to two years will allow the community and public officials to test a new PBD policy with opportunity to refine and adapt for full rollout or even pull back should a PBD not be the right parking management tool. Pilot districts should be in areas where there are vacancy rate is less than 15%

The downtown areas often experience the highest demand for on-street parking. Due to the high concentration of workers, tourists and growing high-density residential populations, this area experiences parking demand peaks during the weekdays and weekends. Stakeholders in this area have also all shown positive initial support for PBD implementation, a critical step for moving forward.

#### 6.1.2 Establish vacancy targets for all performance-based parking of 15% (one to two spaces) per block face

The goal of any performance-based parking program should be clearly established at the outset. While additional revenues may be an ancillary effect of adjusting meter rates, times and locations, *the primary result and performance metric should be the effectiveness in reducing time spent hunting for spaces, increasing availability of metered spaces, and increasing turnover.*

A vacancy (or conversely, occupancy) goal achieves all of these ideals in one simple, measurable objective. Case studies throughout the country consistently recommend a target of one to two vacant spaces or 15% per metered block face. These goals are typically established in an enabling ordinance along with reporting requirements.

#### 6.1.3 Start with existing meters and annually adjust pricing

PBD programs and performance parking in general does not necessarily require a major capital investment, such as those undertaken by San Francisco and New York City. The experiences of Seattle and Austin demonstrate that PBDs can be successfully implemented utilizing existing parking meter technology, significantly reducing start-up costs.

As identified in Section 2, New Orleans has a mix of meter technology that cannot currently update parking rates remotely. By following a hybrid model of Seattle and Washington DC, New Orleans can implement PBDs with reduced cost by establishing sub-zones within a pilot PBD, each maintaining uniform parking rate. Initial rates could be set based on an initial occupancy survey of the pilot districts. Rates, hours of operation, and additional metered spaces for sub-zones would be adjusted annually based on occupancy data collected quarterly throughout the year.

#### **6.1.4 Utilize existing community representative entities where appropriate**

Representative entities in some cases are formal and defined, such as Community Boards in New York City or Advisory Neighborhood Commissions in Washington, DC. Other examples, such as Austin, demonstrate this process can successfully engage the community with a less official advisory entity such as a well-established neighborhood association.

Regardless, some pre-existing community representative organization with an established history of engaging its constituents and achieving consensus among varied interests is consistently shown to drive an effective implementation of PBDs. In the absence of a formal community advisory entity, neighborhood or similar associations appear necessary to participate fully, actively, and responsibly to improve parking management and help drive policy formation. This engagement process can be lengthier, but has been demonstrated to result in more widespread support and program success. **The advantage of using established entities is to ensure process moves forward with the community support and confidence in program outcomes.**

Business improvement districts make for a natural fit, as discovered by City of Boulder over thirty years ago. In New Orleans, the Downtown Development District (DDD) received strong praise from members present during the stakeholder workshop as a good representative and steward of the area's resident and business interests. DDD also has a track record of managing improvement projects in consultation with area stakeholders.

The French Quarter also has an established entity, the French Quarter Management District (FQMD). While the FQMD is distinct from the DDD and lacks a dedicated revenue stream for full-time staff, the entity successfully brings together all of the varied business and residential interests and organizations into a single entity. FQMD as it currently functions could guide neighborhood consensus on specific policy points, provide volunteer support for data collection, and facilitate prioritization of capital projects for area improvements.

#### **6.1.5 Require any new districts to be driven by area's residents/businesses and have an initial pilot phase**

Similar to the existing Residential Parking Program (RPP), new PBDs should be opt-in. District boundaries should be motivated by community's representative resident and business organizations but also include practical boundaries, as is the case in Washington DC and Austin. In both of these examples, the districts extend beyond metered blocks to capture any potential parking demand that may spill-over into currently un-metered blocks. By starting with a pilot

phase, final district boundaries can be established after initial results on the program's effectiveness can be measured.

An initial pilot program is also an important introductory step because a PBD policy should establish clear guidelines and minimum requirements for community stakeholders to follow in formation of new PBDs. For example, neighborhood should demonstrate there is a parking demand problem by surveying metered and un-metered on-street parking conditions for occupancy levels regularly in excess of 85% before requesting a new PBD.

Several neighborhood association representatives expressed enthusiastic support for PBDs for their neighborhoods, including Faubourg Marigny Improvement Association, Bywater Neighborhood Association and Mid-City Neighborhood Organization.

### **6.1.6 Share any excess revenue above an existing parking revenue baseline with the impacted district**

Preliminary findings from resident and business stakeholder communities indicate a willingness to try performance-based pricing for curbside parking provided the community can share in any additional revenues. *Public acceptance of adjusted rates and times may not be achieved by increased availability of parking spaces alone.* However, given the current budget challenges of City of New Orleans, any form of revenue sharing should be over and above the existing parking meter revenue. This baseline can be readily assessed with existing technology for a specific district or zone before implementing a PBD. The exact percentage of revenue sharing should be established by public officials and stakeholders and codified in the enabling PBD ordinance.

## **6.2 Next Steps**

The following have been identified as necessary follow-on steps to the work summarized in this report for full implementation.

### **6.2.1 Identify and engage representative neighborhood entity or entities for initial pilot districts**

Through the outreach and stakeholder workshop discussed in Section 5, several entities have been engaged to further support development of a PBD pilot program. The next step is identify the pilot district(s) and the associated entity or entities that will act as partners for implementation.

### **6.2.2 Perform a detailed analysis of existing parking demand**

A significant amount of information on utilization of existing meters can be developed from parking meter revenue collection data. While only a limited amount of data was available for this study, detailed information on revenue, broken down by time of day and area, can produce significant information on how and where existing meters are being used.

Collect occupancy data for the proposed pilot districts to establish new adjusted rates and hours. This work should include an analysis of morning and evening parking conditions on two weekdays and mid-day and late evenings on Saturday at a minimum.

Other technologies have also been successfully implemented to reduce the time-intensive work of data collection. This technology can be expensive, but very reliable. In Washington, DC license plate reader vehicles for two pilot districts cost \$120,000 annually for a three days of data collection every quarter. Since the City of New Orleans already uses license plate readers as part of its enforcement work, costs may be less. The City should investigate cost and usage of license plate readers for utilization data.

### **6.2.3 Enlist pilot districts to measure occupancy**

A key point repeated by parking administrators across the country is that it is necessary to regularly measure parking occupancy. For the initial creation of districts, neighborhood associations or other entities can be enlisted to conduct preliminary counts of data. This will result in a better understanding of parking utilization within a proposed entity's district and provide public officials with supplemental data to support adjusting metered parking rates and hours.

### **6.2.4 Finalize parking policy elements**

Section 4 established the essential elements that need to be addressed in a PBD policy. Several of these elements were discussed at length during the stakeholder workshops and summarized in Section 5 with resulting recommendations for many policy elements provided in the previous subsection. All elements should be thoroughly presented, discussed and approved with stakeholders prior to finalizing an ultimate PBD policy.

### **6.2.5 Develop Pilot Parking Benefit District Ordinance**

Using the finalized parking policy elements and identified pilot district(s), create a pilot parking benefit district ordinance to implement these changes. Appendix 1 contains sample legislation from other cities.

## **APPENDIX 1: Sample Ordinances**

**WASHINGTON, D.C.**

**AUSTIN, TX**



AN ACT

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IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

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*Codification  
District of  
Columbia  
Official Code*

2001 Edition

2009 Spring  
Supp.

West Group  
Publisher

To establish a performance parking pilot program to protect neighborhood parking, to manage the imminent demand for curbside parking created by new major retail and entertainment destinations, to promote retail patronage, and to limit congestion, to establish an Adams Morgan Taxicab Zone Pilot Program, and to establish a Mount Pleasant Visitor Pass Pilot Program.

BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this act may be cited as the “Performance Parking Pilot Zone Act of 2008”.

Sec. 2. Performance Parking Pilot Program.

(a) The Mayor may establish a Performance Parking Pilot Program for the purpose of managing curbside parking and reducing congestion within and around established performance parking pilot zones.

(b) The Mayor shall establish zone-specific parking management targets, and implement regulations, to achieve the following performance parking pilot zone goals:

- (1) Protect resident parking in residential zones;
- (2) Facilitate regular parking turnover in busy commercial areas;
- (3) Promote the use of non-auto transportation; and
- (4) Decrease vehicular congestion within each zone.

(c) Within each performance parking pilot zone, the Mayor shall designate residential permit parking zones on currently undesignated residential blocks.

(d) Within each performance parking pilot zone, and notwithstanding any other provision of law or regulation, the Mayor may employ the following to achieve the goals and targets established pursuant to subsection (b) of this section:

- (1) Set or adjust curbside parking fees;
- (2) Set or adjust the days and hours during which curbside parking fees apply;
- (3) Adjust parking fines, as needed, to dissuade illegal parking; and
- (4) Exempt vehicles displaying valid, in-zone residential permit parking stickers from meter payment, as needed.

(e) When increasing curbside parking fees within a performance parking pilot zone, the Mayor shall:

(1) Monitor curbside parking availability rates on commercial streets to establish a need for any fee increase;

(2) Except for fees in loading zones, not increase any fee by more than \$0.50 in any one-month period, or more than once per month; and

(3) Except for fees in loading zones, provide notice to the affected Ward Councilmember and Advisory Neighborhood Commission (“ANC”) of any changes in curbside parking fees at least 10 days before implementation.

(f) Curbside signage, meter decals, and electronic displays shall provide sufficient notice of changes to restrictions within a performance parking pilot zone, except for changes to curbside parking fees pursuant to subsection (d)(1) of this section.

(g) The Mayor shall designate a project manager who will serve as the main point of contact for the public on matters related to each performance parking pilot zone.

(h) The Mayor shall publish a public web site that includes the following: pilot zone boundaries, rules or regulations, information about how to use new parking fee technologies, and a parking pilot project manager’s name and contact information.

(i) The Performance Parking Pilot Program shall terminate 2 years from the effective date of this act.

### Sec. 3. Ballpark Performance Parking Pilot Zone.

(a) The Ballpark Performance Parking Pilot Zone is designated as the area bounded by:

(1) The Southeast/Southwest Freeway on the north, 10<sup>th</sup> Street, S.E., on the east, 12<sup>th</sup> Street, S.W., on the west, and the Washington Channel and Anacostia River on the south, including both sides of boundary streets, but not including the Southeast/Southwest Freeway; and

(2) East Capitol Street on the north, 11<sup>th</sup> Street, S.E., on the east, Washington Avenue, S.W., and South Capitol Street on the west, and the Southeast/Southwest Freeway on the south, including both sides of boundary streets, but not including the Southeast/Southwest Freeway.

(b) The Mayor shall assign parking control and traffic control officers for implementation of the pilot program within the Ballpark Performance Parking Pilot Zone, and enhanced enforcement on stadium event days;

(c) Pursuant to section 2(d)(1), the Mayor shall adjust fees to achieve 10% to 20% availability of curbside parking spaces.

(d) Notwithstanding section 2(e)(2), for curbside parking spaces where there are not established parking fees on the effective date of this act, the Mayor may increase fees up to once per month by an amount up to 50% of the initial fee set for this parking pilot zone.

(e) Notwithstanding section 2(d)(1) and except south of the Southeast/Southwest Freeway, where curbside fees existed before the establishment of the performance parking pilot

zone, the Mayor shall not set the initial performance parking pilot zone fee higher than the existing fee.

(f) Notwithstanding any other provision of this act, the Mayor shall not charge curbside parking fees on District or federal holidays.

(g) Within the first 30 days of implementation of the Ballpark Performance Parking Pilot Zone, the Mayor may issue warning citations for curbside parking violations related to the pilot program in the zone.

**Sec. 4. Columbia Heights Retail Performance Parking Pilot Zone.**

(a) The Columbia Heights Retail Performance Parking Pilot Zone is designated as:

(1) The area bounded by:

(A) 1100 through 1500 blocks of Monroe Street, N.W.;

(B) 1100 through 1500 blocks of Harvard Street, N.W.;

(C) 2900 through 3400 blocks of 11<sup>th</sup> Street, N.W.; and

(D) 2900 through 3300 blocks of 16<sup>th</sup> Street, N.W.; including both sides

of boundary streets;

(2) Both sides of the 2900 through 3400 blocks of 14<sup>th</sup> Street, N.W.; and

(3) Both sides of the 1400 block of Girard Street, N.W.

(b) The Mayor shall take the following actions for the Columbia Heights Retail Performance Parking Pilot Zone:

(1) Install, on all residential streets in the zone and all other approaches to the municipal parking garage, signs that direct traffic toward off-street parking within the retail complex on the west side of the 3100 block of 14<sup>th</sup> Street, N.W., state the price for the off-street parking, and encourage public transportation use;

(2) Assign a sufficient number of parking control officers and traffic control officers to enforce parking regulations 7 days per week; and

(3) Implement revisions to residential permit parking zones.

(c) Notwithstanding section 2(d)(1), any curbside parking fee set within the Columbia Heights Retail Performance Parking Pilot Zone at the initiation of the pilot program shall not exceed \$2 per hour.

(d) Notwithstanding section 2(d)(3), any increases in parking fines in the Columbia Heights Retail Performance Parking Pilot Zone shall be subject to the Council review and approval requirements of section 12 of the District of Columbia Motor Vehicle Parking Facility Act of 1942, effective July 21, 2006 (D.C. Law 16-175; D.C. Official Code § 50-2610).

(e) Within the first 30 days of implementation of the Columbia Heights Retail Performance Parking Pilot Zone, the Mayor shall only issue warning citations for curbside parking violations related to the pilot program in this zone.

**Sec. 5. Expenditure of Performance Parking Pilot Program revenue.**

(a) One hundred percent of annual curbside parking fee revenue from each performance

parking pilot zone shall be used for the following purposes:

- (1) Twenty percent shall be for general purposes of the District Department of Transportation Operating Fund;
- (2) Up to 60% shall be used to repay the cost of procurement and maintenance of new meters and related signage for the pilot program in that zone;
- (3) Once the cost of meter procurement is paid in full for a zone, up to 5% shall be used to pay for meter maintenance and related signage in that zone; and
- (4) The remaining balance of curbside parking revenues shall be used solely for the purpose of non-automobile transportation improvements in that zone.

(b) The Mayor shall involve performance parking pilot zone residents, businesses, ANCs, and Ward Councilmembers in prioritizing non-automobile transportation improvements. The improvements may include:

- (1) Enhancements to bus and rail facilities to improve access and level of service such as electronic real-time schedule displays outside of stations and stops, display of large, full-color bus and rail maps, bus-only and bus priority lanes, and programs to increase electronic fare payment technologies;
- (2) Enhancements to increase the safety, convenience, and comfort of pedestrians, such as new or improved sidewalks, lighting, signage, benches, improved streetscapes, countdown crosswalk signals, and neighborhood traffic calming; and
- (3) Improvements to bicycling infrastructure, such as painted and separated bicycle lanes, installation of public bicycle racks, and way-finding signage for bicyclists.

**Sec. 6. Reporting requirements and oversight of performance parking pilot zones.**

(a) Before implementation, or upon the effective date of this act, whichever is later, the District Department of Transportation (“DDOT”) shall transmit a detailed performance parking pilot zone plan to the Council and to the Chairs of all ANCs within a performance parking pilot zone. The plan shall set zone-specific parking management targets and shall detail parking changes, which may include new parking restrictions and curbside parking fees.

(b) During the term of a performance parking pilot zone, DDOT, in collaboration with the Ward councilmember, shall conduct quarterly public meetings to provide an update on all parking management targets within the zone and an opportunity for public comment on the program.

(c) If a performance parking pilot zone is not meeting established parking management targets after the 2<sup>nd</sup> quarter of operation, DDOT shall re-evaluate the strategies used and implement a revised plan. Within 30 days after the 2<sup>nd</sup> quarter of operation, any revised plan shall be implemented and transmitted to the Council and ANCs, pursuant to subsection (a) of this section.

(d) The Mayor shall submit an annual report for the prior fiscal year on each performance parking pilot zone. The report shall be transmitted to the Council within 30 days after the 4<sup>th</sup> quarter for each performance parking pilot zone, and shall provide an update on all

parking management targets within the zone. At a minimum, the report shall include:

- (1) Any changes to established parking fees;
- (2) A description of curbside parking availability;
- (3) A description of parking turnover rates on retail streets;
- (4) Congestion and double-parking statistics for retail streets;
- (5) Statistics on use of pay-by-phone technology;
- (6) Number, location, and nature of parking violations and citations issued;
- (7) Total revenue from the pilot zone;
- (8) An itemization of expenditures for meter procurement and maintenance, enhanced enforcement, and non-auto transportation improvements in each pilot zone; and
- (9) Any recommendations for legislative or regulatory initiatives to improve curbside parking efficiency.

(e) Sixty days before the expiration of a performance parking pilot zone, the Mayor shall produce a final report evaluating the success of the performance parking pilot zone, including recommendations for continuation of some or all aspects of the pilot program within the zone.

#### Sec. 7. Adams Morgan Taxicab Zone Pilot Program.

(a) The Mayor shall establish a taxicab zone in Adams Morgan by July 15, 2008, which shall include, at a minimum, the following areas:

(1) The width of 18th Street, N.W., from the intersection of 18th Street, N.W., and Wyoming Avenue, N.W., to the intersection of 18th Street, N.W., and Columbia Road, N.W.; and

(2) The width of Columbia Road, N.W., from the intersection of Columbia Road, N.W., and Biltmore Street, N.W., to the intersection of Columbia Road, N.W., and Euclid Street, N.W.

(b) Except as provided in this section, Title 31 of the District of Columbia Municipal Regulations shall apply to the established taxicab zone.

(c) The Mayor shall post signage throughout the zone identifying zone hours, zone restrictions, and taxicab stand locations, and give notice of the same to the District of Columbia Taxicab Commission, affected ANCs, and business organizations before implementation of the Adams Morgan Taxicab Zone Pilot Program.

(d) A taxicab, as defined in Article XI of Title II of the Washington Metropolitan Transit Regulation Compact, approved September 15, 1960 (74 Stat. 1031; D.C. Official Code § 9-1103.01), shall not pick up a passenger for hire within a designated taxicab zone during taxi zone hours, except at a designated taxicab stand.

(e) For the purposes of this section, the term "taxi zone hours" shall mean from 9:00 p.m. Thursday through 4:00 a.m. Friday; from 9:00 p.m. Friday through 4:00 a.m. Saturday; and from 9:00 p.m. Saturday through 4:00 a.m. Sunday.

(f) The Mayor shall establish at least one taxicab stand within or adjacent to the Adams



Morgan taxicab zone. Any taxicab stand shall:

(1) Be clearly identified with signage;  
(2) Have adequate queue space for a maximum number of taxicabs, as identified by the Mayor; and

(3) Have adequate space for taxicab patrons to queue.

(g) Taxicabs shall stand in taxicab stands established pursuant to subsection (f) of this section only while awaiting passengers for hire.

(h) The provisions of this section shall be enforced pursuant to section 13 (f) and (g) of the District of Columbia Taxicab Commission Establishment Act of 1985, effective March 25, 1986 (D.C. Law 6-97; D.C. Official Code § 50-312 (f) and (g)).

(i) The Adams Morgan Taxicab Zone Pilot Program shall terminate on October 1, 2010.

(j) Forty-five days before the termination of the Adams Morgan Taxicab Zone Pilot Program, the Mayor shall present a report to the Council on the efficacy of the program, which shall include recommendations on the continued need for a designated taxicab zone in Adams Morgan.

#### Sec. 8. Mount Pleasant Visitor Pass Pilot Program.

(a) The Mayor shall implement a one-year visitor parking pilot program for residential permit parking areas within ANC1D boundaries.

(b) For the purposes of this pilot program, DDOT may:

(1) Charge a fee for each permit issued pursuant to this program; and

(2) Limit the hours for which a visitor parking permit is valid.

(c) Within 90 days of the effective date of this act, the Mayor, pursuant to Title 1 of the District of Columbia Administrative Procedure Act, approved October 21, 1968 (82 Stat. 1204; D.C. Official Code § 2-501 *et seq.*), shall issue rules to implement the provisions of this section. The proposed rules shall be submitted to the Council for a 30-day period of review. If the Council does not approve or disapprove the proposed rules, by resolution, within the 30-day period, the rules shall be deemed approved.

#### Sec. 9. Fiscal impact statement.

The Council adopts the fiscal impact statement in the committee report as the fiscal impact statement required by section 602(c)(3) of the District of Columbia Home Rule Act, approved December 24, 1973 (87 Stat. 813; D.C. Official Code § 1-206.02(c)(3)).

#### Sec. 10. Effective date.

This act shall take effect following approval by the Mayor (or in the event of veto by the Mayor, action by this Council to override the veto), a 30-day period of Congressional review as provided in section 602(c)(1) of the District of Columbia Home Rule Act, approved December

**ENROLLED ORIGINAL**

24, 1973 (87 Stat. 813; D.C. Official Code § 1-206.02(c)(1)), and publication in the District of Columbia Register.

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Chairman  
Council of the District of Columbia

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Mayor  
District of Columbia

**ORDINANCE NO. 20111006-053**

**AN ORDINANCE AMENDING TITLE 12 OF THE CITY CODE TO ADD CHAPTER 12-6 ESTABLISHING A PARKING BENEFIT DISTRICT PROGRAM.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

**PART 1.** Title 12 of the City Code is amended to add a new Chapter 12-6 to read as follows:

**CHAPTER 12-6. PARKING BENEFIT DISTRICTS.**

**§ 12-6-1 DEFINITIONS.**

In this chapter:

- (1) **DIRECTOR** means the director of the Austin Department of Transportation or the director's designee.
- (2) **DISTRICT** means a parking benefit district.
- (3) **NEIGHBORHOOD ORGANIZATION** means an organization that is registered as a neighborhood organization with the City.
- (4) **NOTICE OWNER** means the owner of real property as shown on the records of the tax appraisal district in the county in which the property is located.

**§ 12-6-2 PARKING BENEFIT DISTRICT.**

A parking benefit district is an area defined by separate ordinance in which a percentage of the funds collected from a paid parking space within district is used to fund improvements that promote walking, cycling, and public transit use within the district.

**§ 12-6-3 PARKING BENEFIT DISTRICT REQUIREMENTS.**

- (A) A district must include at least 96 paid parking spaces, the minimum number of spaces required to pay for the expenses of maintaining and operating parking pay stations and meters in the district.
- (B) At the time that a district is created, the required paid parking spaces may include both existing and new spaces.
- (C) Fifty-one percent of the funds from the paid parking spaces within the district that is in excess of the cost of maintaining and operating parking pay stations and meters shall be set aside to pay for improvements within the district.

- (D) Funds from the paid parking spaces may be used in conjunction with other city funds available for neighborhood improvements within the district.
- (E) The director shall determine the timing and order in which the improvements identified in the ordinance creating the district will be initiated.
- (F) Unless terminated earlier by Council, a district shall remain in existence until each improvement identified in the ordinance creating the district is complete.
- (G) The City may terminate a district if paid parking spaces do not generate more than the amount needed to pay all annual expenses.

#### § 12-6-4 APPLICATION TO CREATE A DISTRICT.

A representative of a neighborhood organization whose boundaries are completely or partially located within the proposed district may file an application for a district with the director.

#### § 12-6-5 PRE-APPLICATION REQUIREMENTS.

- (A) A pre-application meeting with the director's staff is required. *date*
- (B) A pre-application community meeting is required. *date*
  - (1) The applicant shall convene a community meeting at least 2 weeks before an application for the creation of a district is submitted to the director.
  - (2) Not later than two weeks before the community meeting, the applicant shall:
    - (a) coordinate with staff to send notification of the meeting by electronic mail to all registered neighborhood organizations whose boundaries are located:
      - (i) completely or partially within the proposed district; and
      - (ii) within 1500 feet of the proposed district;
    - (b) place at least two signs providing notification of the meeting on each block face within the proposed district; and
    - (c) distribute flyers in the proposed district. *we will do*
  - (3) A notice provided under Subsection (B)(2) shall include the time, date, location, subject matter, and applicant contact information.

## § 12-6-6 APPLICATION REQUIREMENTS.

- (A) The director shall establish submittal requirements for an application for the creation of a district and for the modification of an existing district. At a minimum, an application shall include:
- (1) the boundaries of the proposed district identified by streets and static land features;
  - (2) a justification for the proposed district;
  - (3) a visual representation of the proposed block faces that have paid parking spaces or that are proposed to have paid parking spaces; *maf*
  - (4) identification of other parking management tools that have been requested;
  - (5) proposed improvement projects, in priority order, to be funded by parking pay station and meter revenue, including an estimated timeline for project completion and expected sustainability of the project;
  - (6) a copy of the sign-in sheets from the community meeting; and
  - (7) if a vote on the application occurred at the community meeting, the results of the vote.
- (B) The director may not accept an application unless the application is complete.

## § 12-6-7 APPLICATION REVIEW.

- (A) The director shall review each application for the creation of a district or the modification of an existing district submitted under Section 12-6-6 (*Application Requirements*). The director shall set the application for a public hearing and shall provide the Urban Transportation Commission with:
- (1) a recommendation on the application; and
  - (2) if a vote on the application occurred at the community meeting, the results of the vote.
- (B) The Urban Transportation Commission shall hold a public hearing on the application not later than the 60<sup>th</sup> day after the application is filed and shall submit a recommendation on the application to the council.
- (C) The council shall consider an ordinance for the creation of a proposed district or the modification of an existing district not later than the 60<sup>th</sup> day



after the date of the Urban Transportation Commission action on the application.

- (D) An ordinance adopted by the city council under this section shall include a list of improvements to be funded by revenue from the paid parking spaces.

**§ 12-6-8 NOTICE OF PUBLIC HEARING.**

- (A) The director shall give notice of a public hearing before the Urban Transportation Commission by mailing notice not later than the 11th day before the date of the hearing to the:
- (1) applicant;
  - (2) notice owner of real property located:
    - (a) within the proposed district; and
    - (b) within 500 feet of the proposed district;
  - (3) a registered neighborhood organization whose declared boundaries are within 1500 feet of the proposed district; and
  - (4) utility account addresses as shown in the City utility records on the date of the filing of the application that are located:
    - (a) within the proposed district; and
    - (b) within 500 feet the proposed district.
- (B) The director shall give notice of a public hearing before the council by mailing notice not later than the 16th day before the date of the hearing to the:
- (1) applicant;
  - (2) notice owner of real property located:
    - (a) within the proposed district; and
    - (b) within 500 feet of the proposed district;
  - (3) a registered neighborhood organization whose declared boundaries are within 1500 feet of the proposed district; and
  - (4) utility account addresses located as shown in the City utility records on the date of the filing of the application that are located:
    - (a) within the proposed district; and
    - (b) within 500 feet of the proposed district.

**(C) Notice provided under this section must:**

- (1) generally describe the subject matter of the public hearing;**
- (2) identify the applicant and the boundaries of the proposed district;**
- (3) identify the body holding the public hearing and the date, time, and place of the public hearing; and**
- (4) include the address and telephone number of the city office from which additional information may be obtained.**

**§ 12-6-9 PROCEDURES AND REQUIREMENTS FOR NOTICE.**

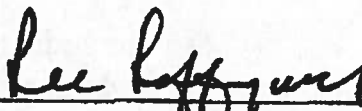
- (A) Mailed notice is effective on the date a letter is deposited in a depository of the U.S. Post Office, first class, postage paid, and addressed:**
  - (1) to an applicant, by mailing notice to the address shown on the application or on a written change of address form filed with the responsible director;**
  - (2) to a notice owner of real property, by mailing notice to the owner shown on the records of the county tax appraisal district;**
  - (3) to a neighborhood organization, by mailing notice to the agent or officer of the organization at the mailing address specified in the City registration information.**
- (B) Notice by hand delivery may be substituted for notice by mail if the addressee provides a receipt of delivery.**
- (C) When mailed notice to a notice owner is required, the director shall prepare the list of notice owners.**
- (D) When possible, the director shall send the notice for public hearings before the Urban Transportation Commission and the City Council in one notice.**

**PART 2.** This ordinance takes effect on October 17, 2011.

**PASSED AND APPROVED**

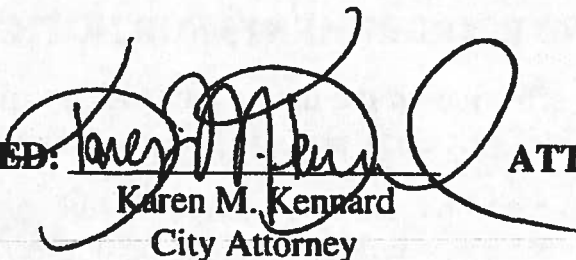
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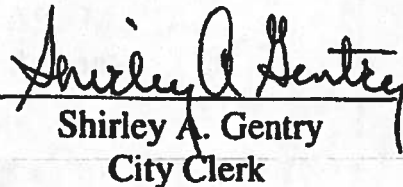


\_\_\_\_\_  
Lee Leffingwell  
Mayor

**APPROVED:**

  
\_\_\_\_\_  
Karen M. Kennard  
City Attorney

**ATTEST:**

  
\_\_\_\_\_  
Shirley A. Gentry  
City Clerk

## APPENDIX 2: Stakeholder Workshop Attendance

### Attendees

Don Shoup, Professor UCLA

Kristin Palmer, Councilperson District C

Nicole Webre, Office of Councilmember Palmer

Mark Jernigan, City of New Orleans – Department of Public Works

Louis Haywood, City of New Orleans – Department of Public Works

Jennifer Ruley, City of New Orleans – Department of Public Works

Zepporiah Edmonds, City of New Orleans – Department of Public Works

Chris Mills, New Orleans City Planning Commission

Mike McKenna, City of New Orleans

Stefan Marks, Regional Transit Authority

Henry Charlot, Downtown Development District

Richard McCall, Downtown Development District

Kara Renne, Regional Planning Commission

Meredith Soniat, Regional Planning Commission

Kenny Rubenstein, Rubenstein's

Neil Anderson, French Quarter Business Association

Carol Allen, Vieux Carré Property Owners and Associates

Donna Wakeman, Faubourg Marigny Improvement Association

Robert Watters, Bourbon Business Alliance

Kim Rosenberg, French Quarter Management District

Ann Daigle, Prince's Foundation

Dwight Norton, TMG

Mimi Tsai, TMG

TOTAL: 23

**Invited – Did not Attend**

Councilmember Stacy Head

Eric Strachan, Office of Councilmember Head

Cedric Grant, Deputy Mayor of Facilities, Infrastructure and Community Development, City of New Orleans,

Bill Gilchrist, Director of Place-based Planning, City of New Orleans

Mike Sherman, Intergovernmental Relations, City of New Orleans

Amy Quirk, Advisor to the Mayor for Economic Development, City of New Orleans

Norman Foster, Director of Finance, City of New Orleans

Lafayette Square Association, Jack Stewart

Warehouse District Residents