

Memorandum



CITY OF DALLAS

DATE October 19, 2012

TO The Honorable Members of the Transportation and Environment Committee:
Linda L. Koop (Chair), Sheffie Kadane (Vice Chair), Sandy Greyson,
Delia Jasso, Vonciel Jones Hill, Pauline Medrano

SUBJECT **Metered Parking at Klyde Warren Park**

Attached is briefing material on "Metered Parking at Klyde Warren Park" to be presented to the Members of the Transportation and Environment Committee on Monday, October 22, 2012.


A.C. Gonzalez
Assistant City Manager

Attachment

CC: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr. City Attorney
Rosa Rios, City Secretary
Craig Kinton, City Auditor
Judge Daniel Solis, Administrative Judge
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Edward Scott, Director, Controller's Office
Frank Libro, Public Information Office
Theresa O'Donnell, Director, Sustainable Development and Construction
Stephanie Cooper, Assistant to the City Manager – Council Office



Metered Parking at Klyde Warren Park

Transportation and Environment Committee

October 22, 2012



www.dallaspolice.net

David O. Brown
Chief Of Police

Purpose

- Provide overview of:
 - current on-street public parking rates and controls
 - new parking technology opportunities
 - expected park use and KWP parking opportunities and demands
 - connectivity to nearby parking venues
 - parking strategy and proposal for Klyde Warren Park (KWP) and Woodall Rodgers (WR) Service Road
 - parking rate options for KWP and WR Service Road

Current On-street Parking Rates

- Current rate structure range
 - \$1.50 per hour is current maximum
- Deep Ellum, no charge during the weekday
- Time limits – From 30 minutes to 12 hours
- AM & PM Bans
 - AM – No parking from 7am to 9am
 - PM – No parking from 4pm to 6pm

Current On-street Parking Controls

- All individual meters
 - Over 4,000 metered parking spaces
 - All Pay by Space
- All coin operated; except for 100 single space smart meters already deployed (accept coins, credit and debit cards)
 - Arts District 15
 - West End 32
 - Municipal Courts 5
 - City Hall 33
 - Jack Evans HQ 15

New Parking Technology

- Pay-By-Phone
- Smarter single space; accepts credit and debit cards, and coins (already 100 deployed)
- Multi-space meters; accepts credit and debit cards, bills, and coins
 - Piloting these meters (Pay by Space) at the City Hall parking lot and on the street at:
 - Main Street Gardens - 1900 Main
 - Dallas Museum of Art – 1900 Ross

Credit Card Meter



Multi-Space Meter (Pay Station)



New Parking Technology

Multi-Space Meter Payment Options

- Pay By Space

- Pros

- It's what we have today in single metered spaces and in parking lots
 - Ease of data capture

- Cons

- Limits customer movement with payment restriction to dedicated space
 - Requires metered space identification

New Parking Technology

Multi-Space Meter Payment Options

- Pay and Display

- Pros

- Offers customer flexibility of movement with one payment
 - Ease of enforcement

- Cons

- Requires heighten customer responsibility
 - Requires the customer to return to the car

New Parking Technology

Multi-Space Meter Payment Options

- Pay and Display Pilot (KWP)
 - May experiment with a different Multi-Space meter payment option
 - May provide a basis for comparison on the effectiveness of Pay and Display versus Pay by Space

KWP Map



Expected Park Use

- Day time use – playground, lunch breaks, walking and jogging
- Over 125,000 people work within a mile of the park who may:
 - Park there, if less costly
 - Use KWP as a lunchtime retreat
 - Exercise in the morning and at lunch
- Special events

Closest Parking Opportunities for KWP

- 23 “indented” spaces including 2 loading zones around perimeter
- 32 on-street parking spaces along WR service road
- Nearby structured parking and venues have/need parking (see attached map)

Nearby Parking/Venues



LEGEND

- Commercial Arts District Building
- Cultural Arts District Building
- Place of Worship
- Future Development
- P Available Arts District Parking
- i Arts District Information Kiosk
- D Dining
- S Shopping

Parking Opportunities/Demands

- Arts District and Uptown
 - Over 40,000 people live within a mile of the park
 - Art in October, Holidays in the District, Spring Break Block Party, and Summer Block Party
- Museum of Nature and Science
 - Past yearly attendance has been between 800K to 1M (dependent on exhibits)
 - Projected 2013 attendance 975K
 - Projected 2014 attendance 875K
 - Projected 2015-2017 attendance 1,065K

Parking Opportunities/Demands

- Museum of Nature and Science leased surface lot
 - Includes 304 parking spaces
 - Open to the public, except during Museum special events
 - Museum operating hours are 10-5pm Monday to Saturday and 12-5 on Sunday
- Trolley – Existing connection on St. Paul; connection via Olive is under construction
 - Current extension of McKinney Trolley Olive to be completed in August 2013
 - Future Urban Circulator project to form an entire reversing loop for the trolley
 - Provide parking relief and KWP accessibility for people who live/work in the area

Connections



Connections

- South side of WR Service Road
 - Existing sidewalk connection to private parking
 - No other improvements necessary; pedestrian friendly
- North side of WR Service Road – Unfunded projected improvements
 - Connector from new Nature and Science Museum Parking to KWP
 - Sidewalk improvements - Field street to St. Paul
 - 450 LF of wide sidewalks,
 - 8 pedestrian lights
 - 4 benches with 2 trash receptacles,
 - 6 Barrier Free ramps,
 - 2 crosswalk stripping,
 - 4 push button ped lights for crosswalks
 - Total estimated cost - \$120 to \$150K

Connections

- Arts District and Uptown
 - Crosswalks – Olive, Pearl, Harwood, St. Paul (North and South side of WR Freeway Service Road)
 - (8) crosswalks between Arts District and Uptown
 - Stamped color concrete
 - Barrier free ramps
 - Signage – directions to and from Deck Park
 - Expected completion by October 2012

Connections

- Museum of Nature and Science
 - Intersection of Field and Broom Street –
 - Crosswalk improvements (funded)- (Nature and Science Museum)
 - Stamped color concrete
 - barrier free ramps
 - Signage – directions to and from Nature and Science Museum
 - Expected completion by November 2012

Parking Strategy Objectives for Closest Spaces

- Ensure park patrons have some parking spaces
- Have some spaces as close to park as possible
- Create turnover on the adjacent spaces
- Make metering as aesthetically pleasing as possible
- Cover cost of providing parking service
- Incentivize park use with tiered approach
- Be aware of nearby parking rates

Methodology

- Reviewed area rates (see appendix)
- Visited with neighbors
- Consulted parking experts
- Coordinated with TxDOT
- Also considered
 - Dynamic pricing (surveyed a couple of cities)
 - Council input from last meeting

Area Rates

- Surface lot parking rates range from \$3 to \$15 for 2hr park
- Structured parking rates range from \$5 to \$15 for 2hr park
 - exception is Cathedral parking that is \$2 during the weekday
- For some of the area venues, KWP on-street parking is similarly situated as several structured parking locations and closer than some of the distant surface parking lots

Input from KWP/Neighbors

- Aesthetics of parking control devices important
- Proposed pricing appears to be reasonable
- Shared concern about park spaces being used by non-park users
- Dynamic pricing not appropriate for this location
- Possible changes in neighboring venue access

KWP Opening

- Soft Opening- October 27th
 - Public Parking in indented spaces will not be available
- As construction continues, will
 - determine maintenance vault access needs
 - determine Multi-space Payment Platform
 - Pay by Space, or
 - Pay and Display
 - install meters
 - enforce rates

Parking Proposal for KWP

- 23 “indented” parking spaces around the perimeter of park
 - Install 3-4 multi-space meters
- 33 on-street parking spaces along the WR service road
 - Install 4 multi-space meters
- 2 hour parking limit on all spaces
 - AM and PM parking ban on service road
 - 7am to 9am and 4pm to 6pm

Rate Options

- Original staff recommendation to City Council
 - \$2.50 per hour for (23) indented spaces
 - \$2.00 per hour for (33) spaces along WR service road
- Revised recommendation
 - Tiered Pricing model based on time of day
 - 2 hour maximum time limit

<u>Time Period</u>		Deck Park*		Service Road
7am to 9am		\$ 1.50		\$ -
9am to 6pm		\$ 2.00		\$ -
9am to 4pm				\$ 2.00
4pm to 6pm		\$ 2.00		\$ -
6pm to Midnight		\$ 2.50		\$ 2.50
Midnight to 7am		Free		Free
Weekends		\$ 2.00		\$ 2.00

*Not in effect until meters installed

Questions?

Appendices

- (A1) Chart of private surface and garage parking rates in vicinity of deck park
- (A2) Variable rate and or dynamic pricing opportunities

A1

Available Parking in Vicinity of Deck Park 2 Hours of Parking

Underground Parking

Parking Garage Name	Address	Weekdays	Evenings Weekends	Special Events
Hall Arts Center	2301 Ross	\$10.00	\$10.00	\$10.00
Belo Mansion	2101 Ross	\$9.00	\$8.00	\$8.00
Cathedral Parking	1726 Pearl	\$2.00	\$10.00	\$10.00
AT&T Performing Arts - Red	2403 Flora	\$5.00	\$5.00	\$15.00
AT&T Performing Arts - Silver	2403 Flora	\$5.00	\$5.00	\$15.00
Dallas Museum of Art	1916 N St Paul	\$10.00	\$10.00	\$10.00
One Arts Plaza	1722 Routh St	\$7.50	\$5.00	\$5.00
Trammell Crow Center	2001 Ross	\$7.20	\$5.00	\$5.00

Ground Level Parking

Ace Parking	2002 Ross	\$3.00	\$5.00	\$5.00
Central	2100 Ross	\$10.00	\$5.00	\$5.00
Hall Arts Center	2300 Ross	\$5.00	\$5.00	\$5.00
One Arts Plaza	1722 Routh St	\$5.00	\$5.00	\$5.00
Platinum	2500 Ross	\$5.00	\$5.00	\$10.00
Star Parking	2121 Flora	\$10.00	\$10.00	\$15.00
Parking of America	2430 Ross	\$3.00	\$5.00	\$10.00
KWP Parking Meters	2012 WRFWY	\$4.00	\$5.00	\$5.00

A2

Variable rate and or dynamic pricing opportunities

Discuss the pros and cons of this practice

Pros

- This practice is intended to alleviate traffic congestion in specific areas
- Higher rates shifts cars from a crowded block face to less crowded available parking
- Change behavior of motorist on how, when and where they determine to park

Cons

- Cost involved to install technology that provides real time data and signage etc to direct motorist to available parking
- As prices rise, abuse of free parking for handicap is problematic
- Need time to build historical data to engage assessment tools for pricing demand
- Trends change and pricing must be dynamic enough to adjust to trends
 - Opportunity for peak and valley

Variable rate and or dynamic pricing opportunities (continued)

- What are other peer cities doing?
 - San Francisco received a transportation grant
 - Installed sensors (need to have real-time data on space availability)
 - Adjust rates once a month
 - Increases are no more than \$0.50 per hour increments
 - Rates range from \$2 to \$3 per hour
 - Dynamic pricing from 0.25 to \$6 per hour
 - Seattle
 - Goal “Create constantly available parking by adjusting rates”
 - Adjusting time limit restrictions
 - Event overlay; change rates for special events, synchronize event time to parking time limits
 - Extensive investment in parking data collection to create baseline data for pricing strategies
 - Rates range from \$1 to \$4 per hour