



CHAPTER 2

Planning and Policy Framework

For performance parking to work, planning and policy must be in place





2 Planning and Policy Framework

The sustainability and scalability of the parkDC pilot depended on a robust planning and policy framework, from early legislative changes enabling demand-based parking pricing to business rules detailing each price change.

2.1 ENABLING LEGISLATION

Like all departments of transportation, DDOT must maintain a nuanced understanding of legislation that can limit, enable, or maintain innovative projects such as the parkDC pilot. This section provides an overview of the legislative planning framework that evolved into the parkDC pilot.

2.1.1 Early Parking Legislation

As of 2010, the District used a simple, two-zone system to manage parking supply and demand. The practice of charging \$2 per hour in dense, commercial zones and \$0.75 in peripheral activity centers

acknowledged the wisdom of pricing parking based on demand. However, a modern solution was needed to more proactively manage curbside parking in the District's densest neighborhoods.

2.1.2 The Performance-Based Parking Zone Pilot Act of 2008

The District Council enacted the Performance Parking Pilot Zone Act in late 2008 to allow DDOT to establish performance parking zones in the District. Key goals of the Act included:

- Preserve resident parking in residential zones
- Facilitate regular parking turnover in busy commercial areas
- Promote the use of transportation modes other than cars
- Decrease vehicular congestion

The Act gave DDOT the ability to establish zone-specific parking management targets and proactively set and adjust meter rates and related enforcement days, hours and fines near two large-scale developments in the District (the DC USA retail development and the Events DC Nationals Park).

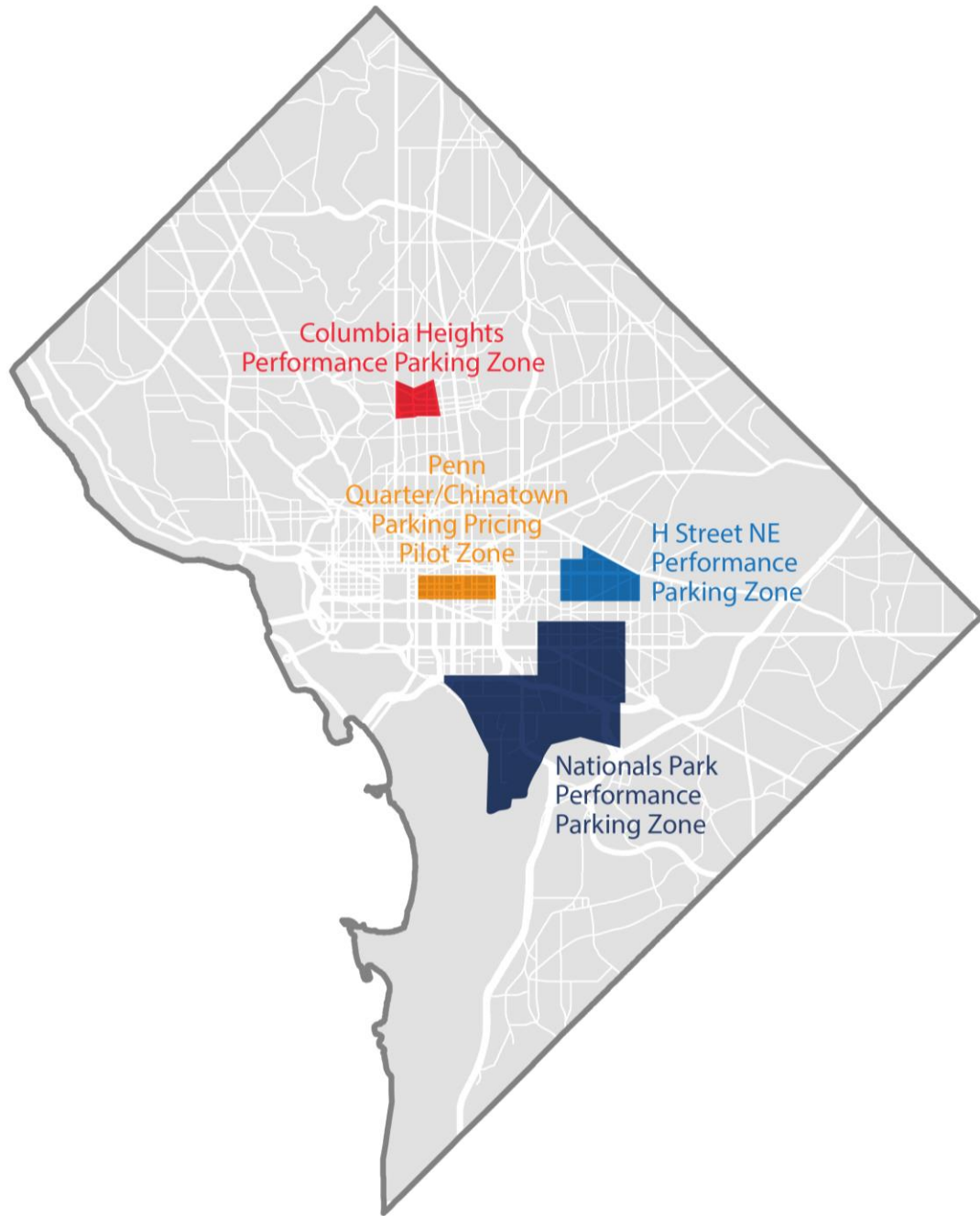
Since 2008, amendments to the Act have expanded DDOT's ability to apply demand-based parking practices in the District. The Performance Parking Pilot Zone Amendment Act of 2011 created the H Street northeast zone. In 2012, the Council enacted the Performance Parking Zone Expansion Amendment Act of 2012 (DC Law 19-168), which formalized the performance parking program and expanded DDOT's program authority to create new zones throughout the District.

2.1.3 The Parking Amendment Act of 2015

In 2015, the District Council further amended the 2008 Performance Parking Pilot Zone Act with the Parking Amendment Act of 2015 (DC Law 21-36). This amendment revised the 2008 action to limit once a month price increases to \$1.50 in a three-month period, established an \$8.00 per hour rate cap across the District, and identified the Penn Quarter/Chinatown pilot area as a performance parking zone area. As it relates to the pilot area, the act also allocated parking control and traffic control officers, set initial prices in the area equal to the existing parking meter fee in the zone, and set guidance to adjust parking fees to achieve 10% to 20% availability of curbside parking spaces.

Current performance parking zones in the District are shown in **Error! Reference source not found..**

Figure 2-1. Existing performance parking zones in the District



2.1.4 Districtwide Meter Rate Increase

On June 1, 2016 DDOT implemented a uniform, Districtwide parking meter rate adjustment to \$2.30 an hour. The new meter rate was implemented as part of the Fiscal Year 2016 Budget Support Act. The meter rate applied to commercial loading zones and curbside meters across the District. The preliminary rate structure for the parkDC pilot was developed based on the new Districtwide base of \$2.30 per hour.



2.1.5 Red Top Meter Program

DDOT implemented the Red Top Meter Program in May 2017 to increase the availability and accessibility of parking in the District for people with disabilities. Red Top Meters are parking meters with a distinctive red top that are accessible and reserved for the exclusive use of people with disabilities in the District’s Central Business District, which encompasses the parkDC pilot area. The program requires payment from everyone parking at these meters but allows customers to park for 4 hours compared to the 2 hours typical at general use spaces. Prior to the implementation of the program, vehicles displaying a disabled placard or license plate were able to park for free for up to double the posted time limit. Red Top Meters support DDOT’s goal of encouraging parking turnover and managing limited available curbside space in high-demand parking areas

2.2 POLICY DOCUMENTS AND BUSINESS RULES

The effectiveness of a complex, data-driven project such as the parkDC pilot depends on a comprehensive implementation and outreach plan. The parkDC project team codified implementation, outreach and program management processes for the pilot early in the project planning process. The detailed plans for each of these processes can be found in the parkDC: Penn Quarter/Chinatown Data Book.

2.2.1 Program Management Plan

The program management plan described how the pilot team would manage the parkDC pilot and laid out a detailed approach to the management of scope, cost, quality, resources, communications, and risk to guide the team throughout the pilot.

2.2.2 Concept of Operations Plan

The Concept of Operations (ConOps) plan, as outlined in the *Systems Engineering ITS Guide*¹, framed the overall system and set the technical course for the parkDC project. It conveyed a high-level view of the system to be developed that all stakeholders could understand. The ConOps plan addressed the implementation of the roadway detection, parking detection, and variable pricing systems to be implemented as part of parkDC.

2.2.3 Communication Plan

The communication plan outlined a range of strategies to engage stakeholders in the parkDC pilot and shape how the effort was perceived by stakeholders impacted by the project. The communication plan established goals and objectives, defined stakeholders, identified key messages, detailed an outreach plan, identified appropriate outreach materials, specified a timeline and outlined how the final results of the pilot would be presented to stakeholders.

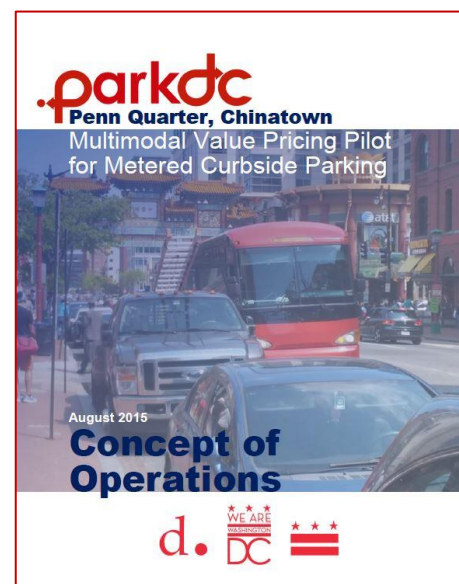
2.2.4 Data Collection Plan

The data collection plan provided an overview of the data to be collected during the pilot and outlined how it would be used to measure the pilot's success. The collection and evaluation methods detailed in this plan were modeled on those used by SFpark. DDOT chose to use similar procedures so results of the demand-based pricing initiatives could be compared, and so that differences in system implementation would stand out in the results. DDOT was especially interested in observing how its asset-lite approach would affect pilot results compared to outcomes from other costlier implementation.

2.2.5 Parking Pricing Business Rules

DDOT developed parking pricing business rules to set clear guidelines for rate structure adjustments and communication processes for the pilot. The business rules also laid out the pilot's approach to accessible reserved metered parking for persons with disabilities (Red Top meters) and enforcement. The business

Figure 2-2. Concept of Operations Plan



¹ USDOT, 2007

rules were updated throughout the pilot as DDOT developed and implemented changes, such as the loading zone pricing adjustments in the third quarter of 2017. Combined with the broader enabling legislation and pilot-specific policy documents, the parking pricing business rules form a solid foundation for future demand-based parking pricing zones, should DDOT choose to expand the program.

2.2.6 Supplementary Plans

DDOT developed several smaller, detailed plans to address the following project elements:

- **System Requirements Document:** memorandum describing the technical components of the pilot and its functional requirements.
- **Occupancy Detection Evaluation Plan:** memorandum outlining the testing plan for sensors and portable cameras deployed as part of parkDC.