

Jackson Heights PARK Smart: One Year Evaluation

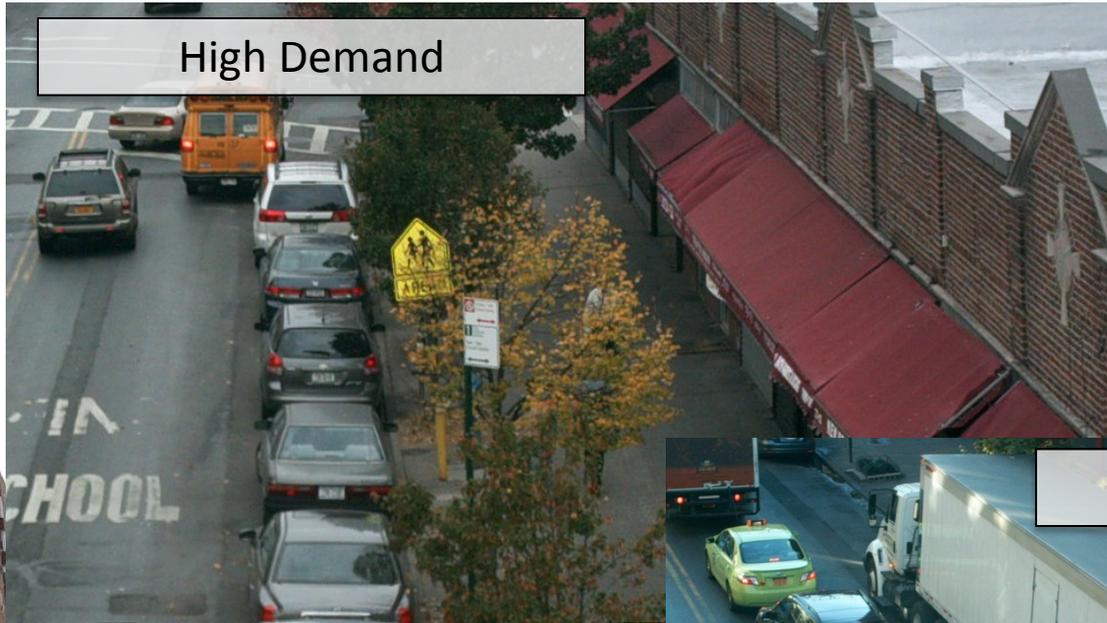
Presentation to
Queens CB 3
Transportation
Committee



Project Background

- Jackson Heights Neighborhood Transportation Study 2009-2011
- Community identified parking availability and delivery issues
- DOT proposed PARK Smart to:
 - Increase curbside parking availability
 - Make deliveries easier for merchants
 - Decrease congestion and double-parking

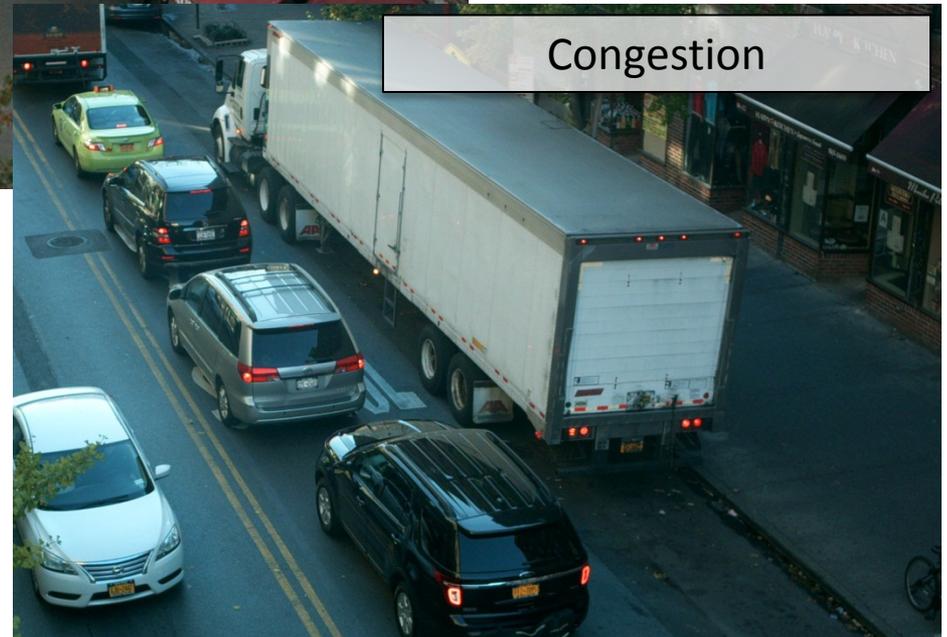
Local Parking Issues



High Demand



Double Parking



Congestion

Program Goals

- Increase availability of customer and visitor parking on Broadway, 36th Ave, 74th and 82nd Streets
- Encourage long-term parkers to park on Roosevelt Ave, where there is less demand
- Incentivize morning commercial deliveries, when passenger parking demand is lowest

Project and Outreach Timeline

- *Oct/Nov 2011*: CB #3 & CB #4 voted to approve a 1-year PARK Smark Pilot
- *Nov 2011*: pre-implementation data collection
 - Additional Data collected: Feb 2012; Nov 2012, & Feb 2013
- Meetings with Community Boards and Merchant/Resident groups:
 - May 14th 2012 – CB #3
 - July 24th, 2012 – 74th Street Merchants Association
 - Sept 18th 2012 – CB #3
 - Oct 18th 2012 – CB #3
 - Nov 13 2012 – CB #4
- *July 2013*: Program Implementation
- *Nov 2013*: post-implementation data collection
- *June 2013*: program evaluation presentation to CB 3

PARK Smart Program

Increase Parking Availability

- Progressive rate: 74th, 82nd, 37th Ave, and Broadway

Time	Old Rate	Progressive Rate	Value Rate
15 minutes	\$0.25	\$0.25	\$0.25
30 minutes	\$0.50	\$0.50	\$0.50
1 hour	\$1.00	\$1.50	\$1.00
1½ hours	\$1.50	\$2.50	\$1.50
2 hours	\$2.00	\$4.00	\$2.00

Shift Long-Term Parkers

- Value Rate (\$1/hr): Roosevelt Ave

Improve Delivery Access

- Morning delivery windows (free)
- Paid commercial parking Zones (daytime)

Time Limits Changes

- Extended limits: 1 hour to 2 hours on Roosevelt Ave & 74th St

PARK Smart Map



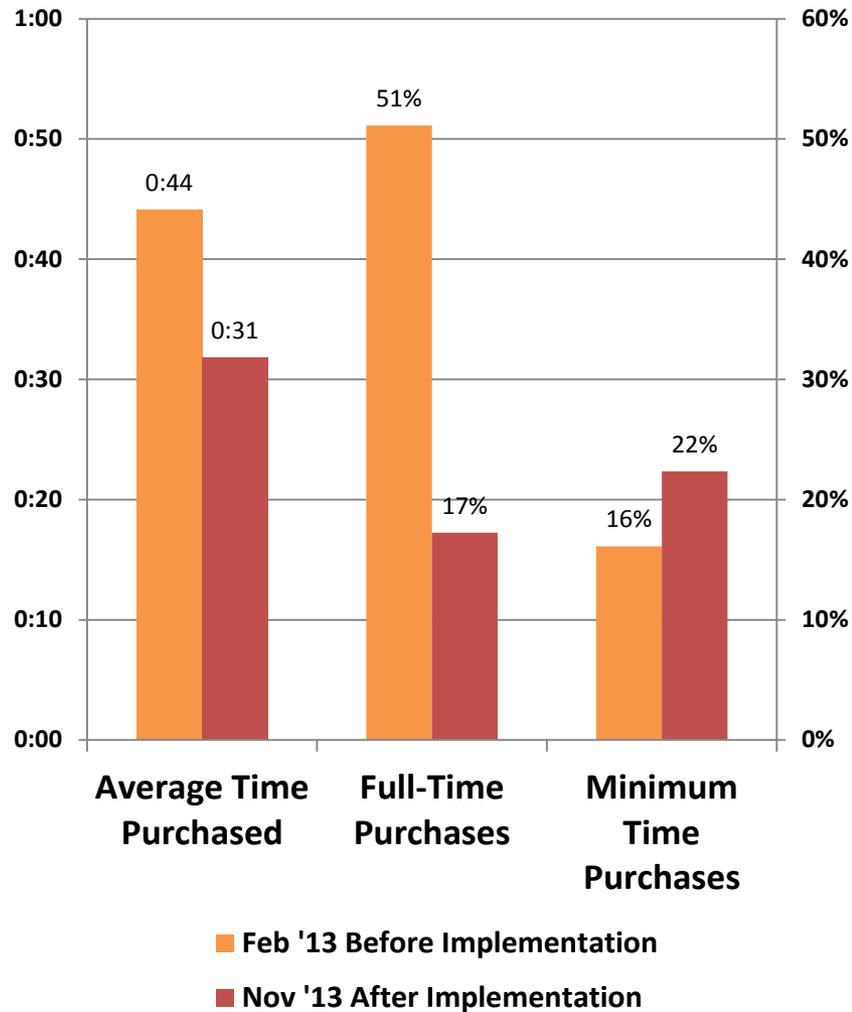
Data Sources

- Muni-Meter Records
- Time Lapse Photography

Measures

- Occupancy
- Average Duration / Turnover

37th Avenue: Meter Findings



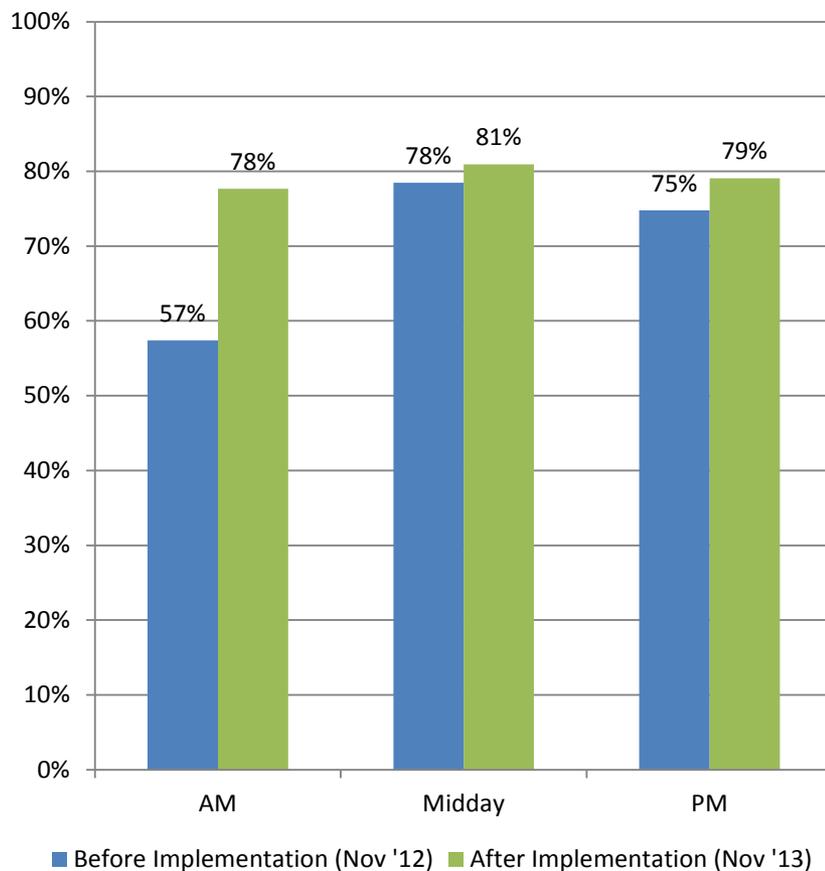
Key Findings:

- 13 minute decline in Average Time Purchased
- 67% decline in percent of Full-Time (1 hr) purchases
- 38% increase in percent of Minimum Time (15 min) purchases

Source: NYCDOT records from Muni-Meter Activity Log; 8,247 transactions logged at Muni-Meters on 37th Avenue in the PARK Smart project area, between 73rd Street and 82nd Street

37th Avenue: Time Lapse Findings

37th Avenue - Pre/Post Occupancy

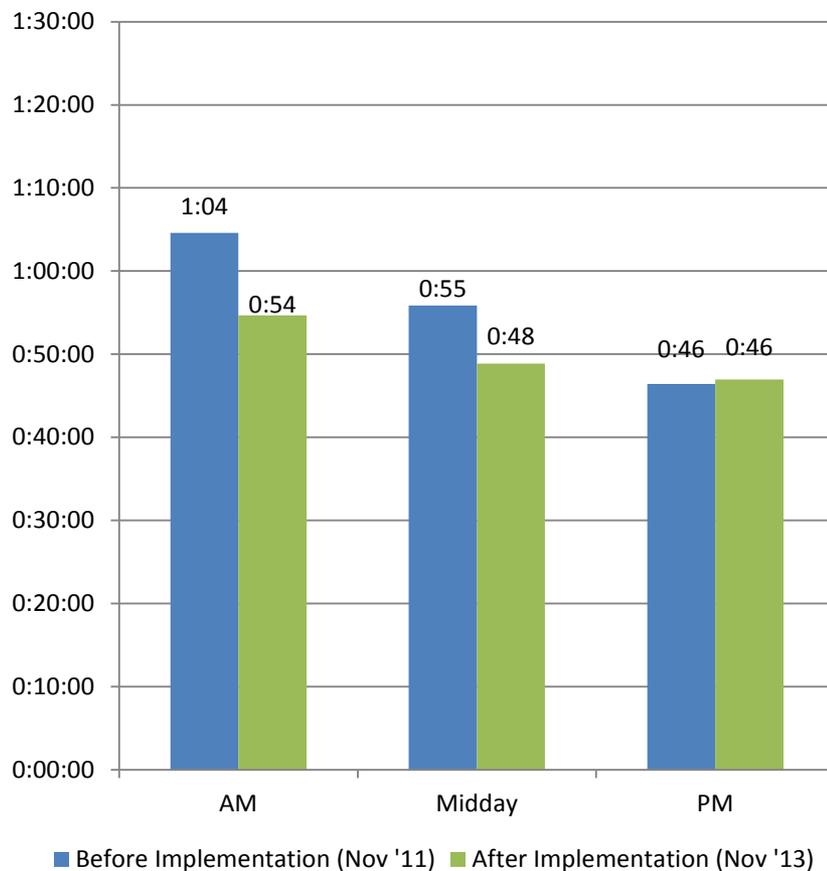


Key Findings:

- Increase in AM occupancy likely due to Delivery Windows
- Occupancy remains in target range

37th Avenue: Time Lapse Findings

37th Avenue - Pre/Post Avg. Duration

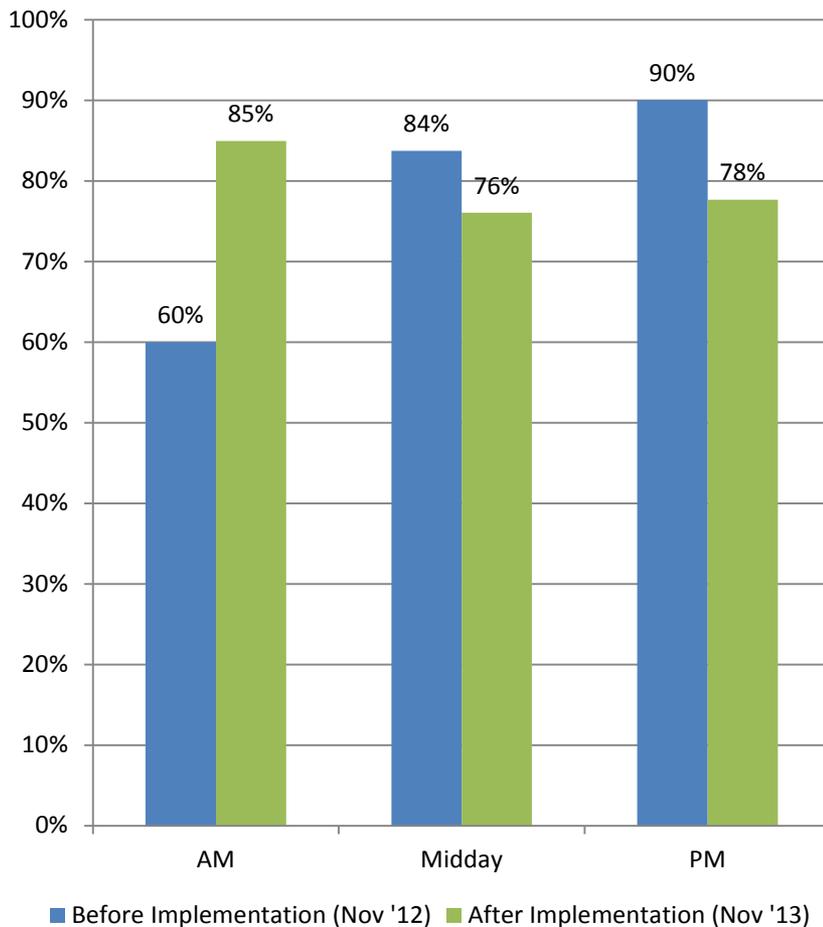


Key Findings:

- AM/Midday decrease in average duration likely due to reduction in number of all-day meter feeders

74th Street: Time Lapse Findings

74th Street - Pre/Post Occupancy

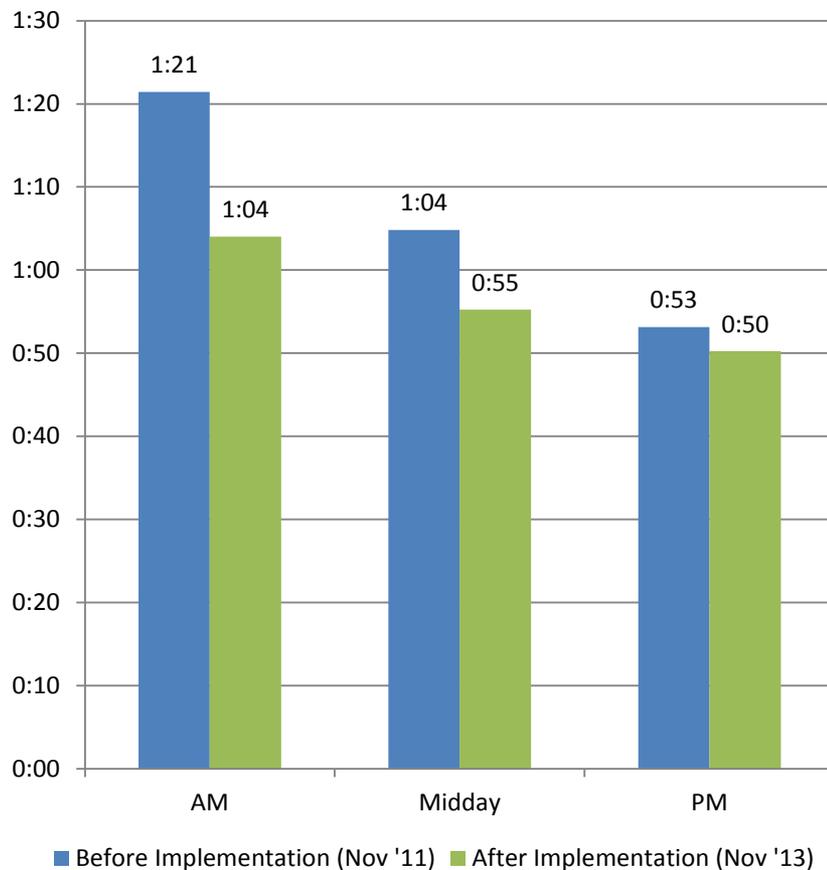


Key Findings:

- Increase in AM occupancy likely due to Delivery Windows
- Occupancy reduced in Midday and PM periods
- Easier to find parking in Midday and PM periods

74th Street: Time Lapse Findings

74th Street - Pre/Post Avg. Duration

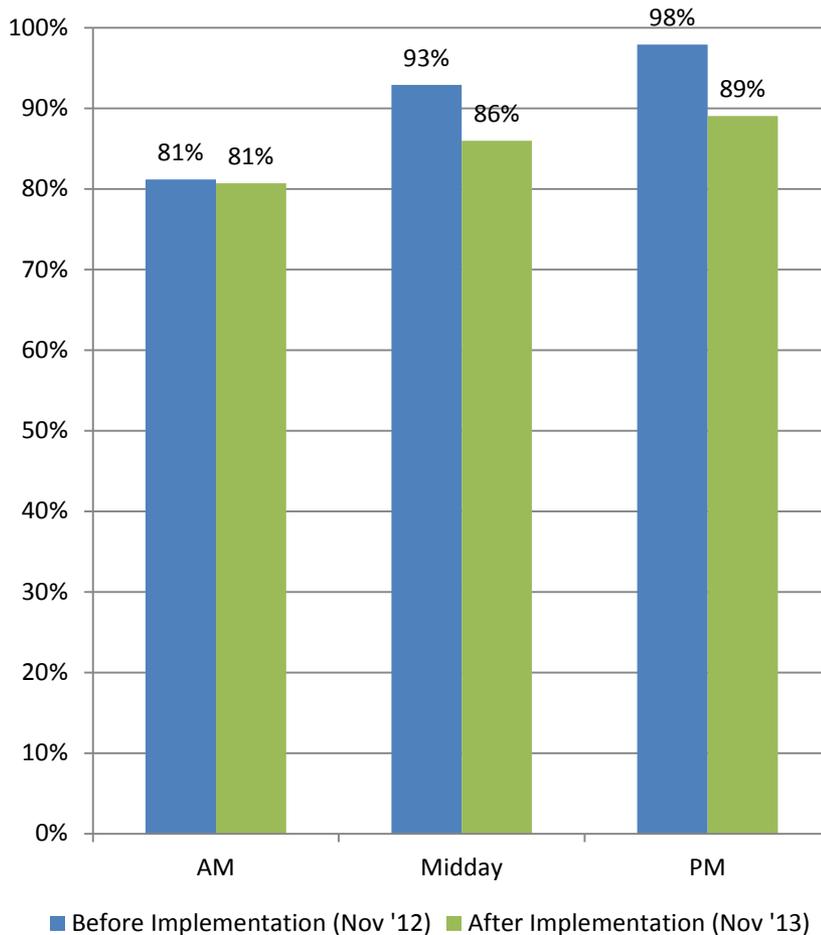


Key Findings:

- Duration down in all time periods, especially AM
- Paid Commercial Zone significant impact in reducing delivery duration

82nd Street: Time Lapse Findings

82nd Street - Pre/Post Occupancy

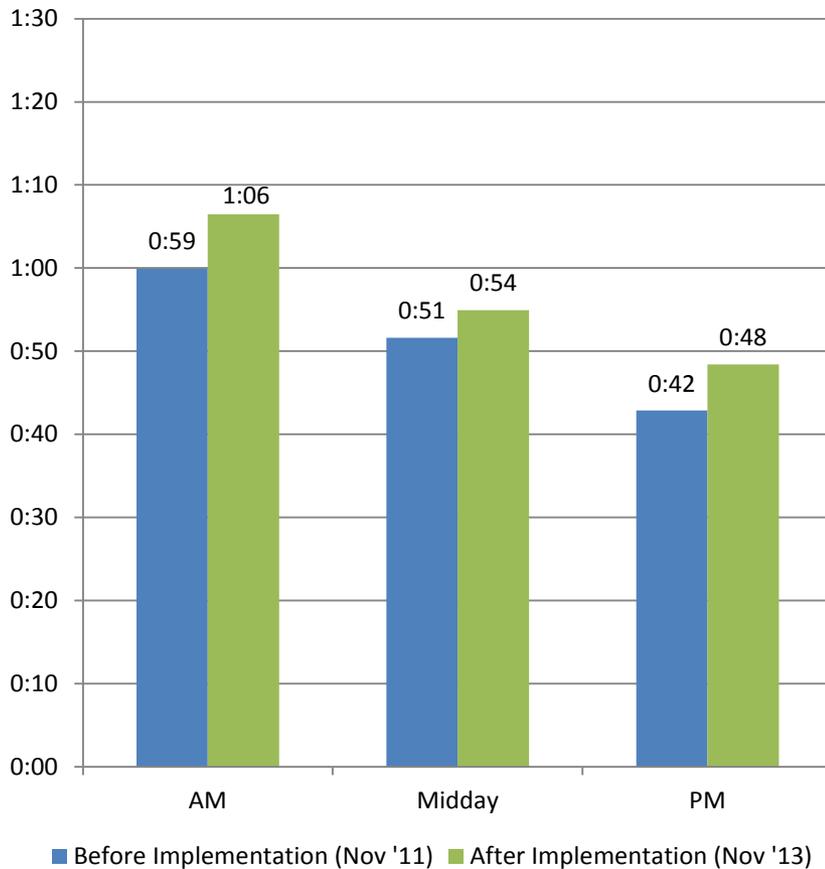


Key Findings:

- Occupancy reduced in midday and PM periods
- Occupancy no longer in critical range (< 90%)
- Easier to find parking in Midday and PM periods

82nd Street: Time Lapse Findings

82nd Street - Pre/Post Avg. Duration

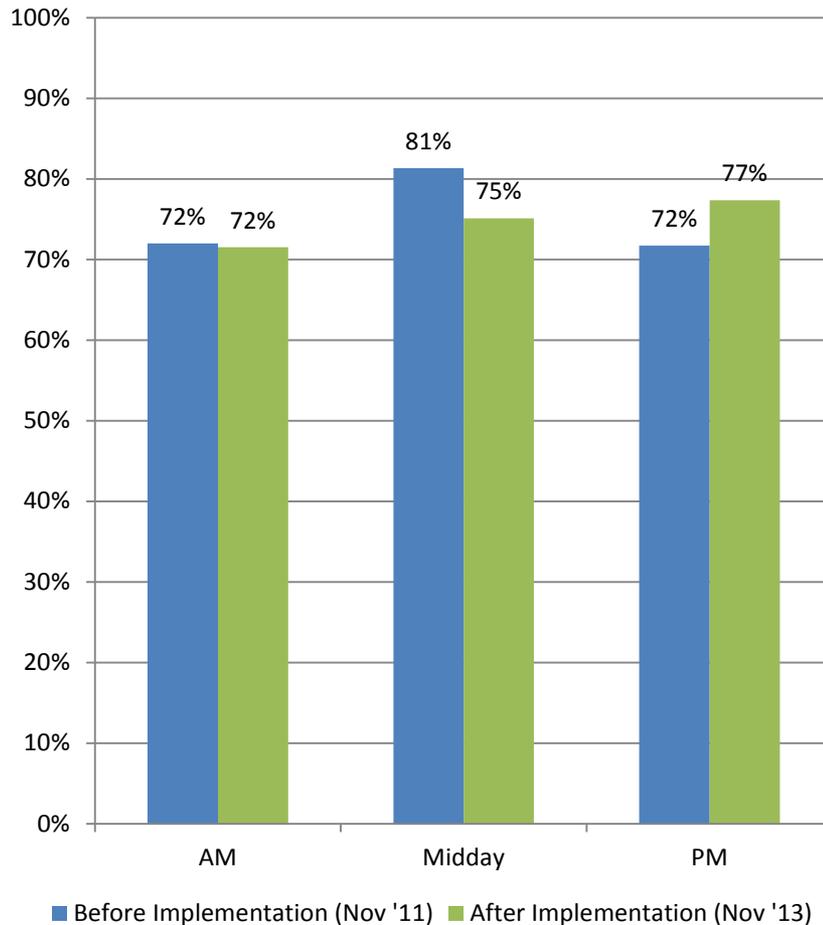


Key Findings:

- Unexpected slight increase in average duration;
 - Indicates decrease in total number of vehicles accessing the curb

Broadway: Time Lapse Findings

Broadway - Pre/Post Occupancy

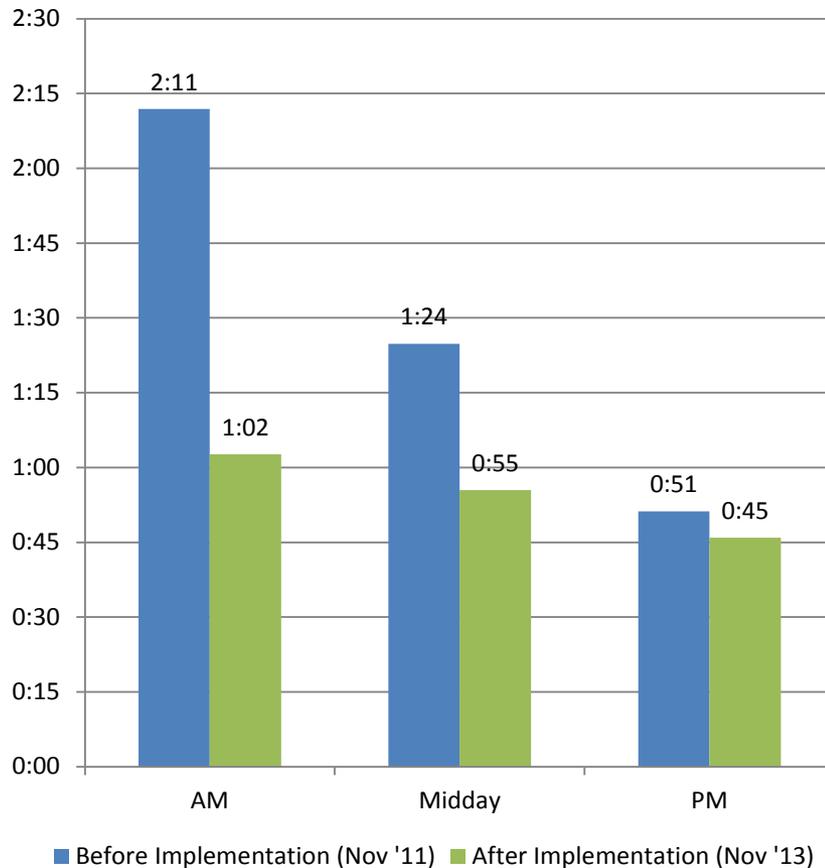


Key Findings:

- Occupancy has not significantly changed
- No new Delivery Windows or Paid Commercial Zones were established

Broadway: Time Lapse Findings

Broadway - Pre/Post Avg. Duration

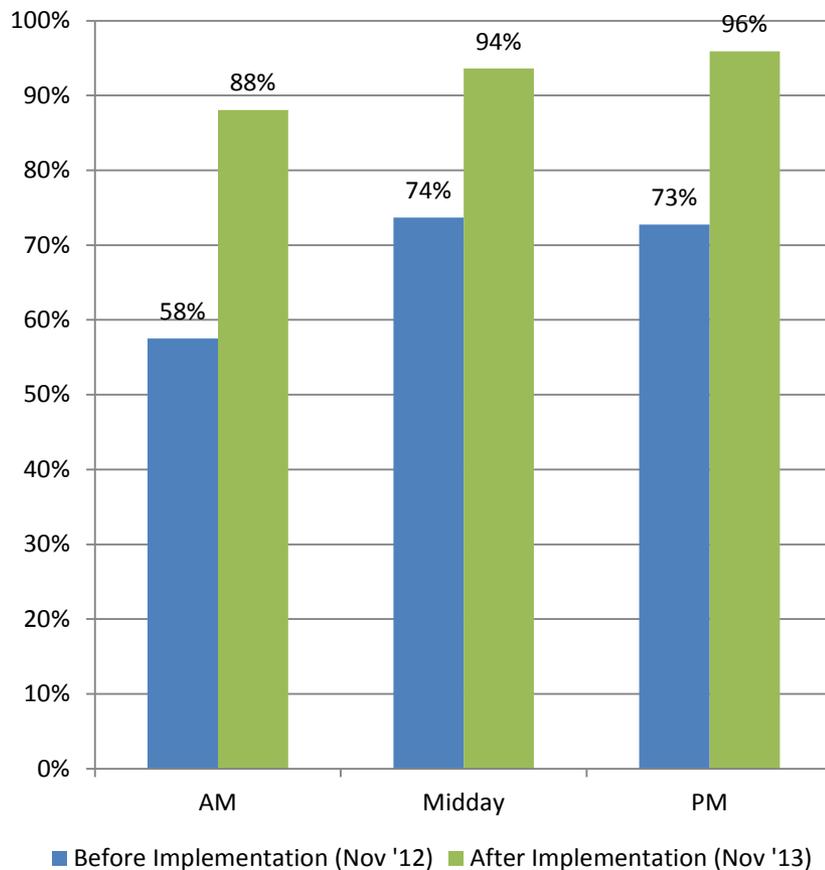


Key Findings:

- Drop in AM and Midday duration
- Long term parkers may have relocated to Roosevelt Ave or hospital parking deck

Roosevelt Ave: Time Lapse Findings

Roosevelt Ave - Pre/Post Occupancy

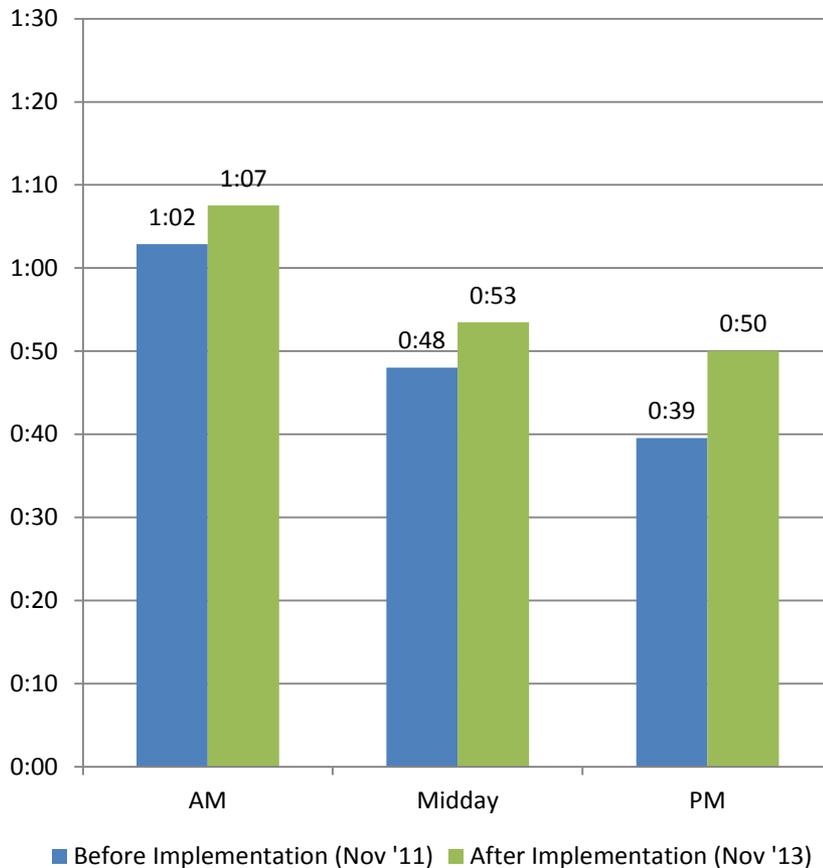


Key Findings:

- Increase in occupancy as anticipated
- Occupancy is higher than target levels
- Option to institute further changes

Roosevelt Ave: Time Lapse Findings

Roosevelt Ave - Pre/Post Avg. Duration



Key Findings:

- Increase occupancy across the board is expected due to extended meter time limits

Summary of Key Findings

- Overall, we estimate a 12% *increase* in the number of drivers finding parking spaces within the PARK Smart area
- Progressive rates have decreased occupancy and average duration in most locations, *allowing more shoppers and visitors to park*
- PARK Smart has achieved its goals on 74th St, 37th Ave, Broadway and Roosevelt Ave
 - Results on 82nd Street are mixed
 - Additional action may be required on Roosevelt Avenue
- Delivery Windows and paid commercial parking has shifted deliveries to the morning and reduced delivery duration, *reducing conflict between shoppers and trucks*

Thank you

Questions?



Manzell Blakeley

PARK Smart Program Manager
mblakeley@dot.nyc.gov 212-839-6690



William Carry

Director of Community Initiatives
wcarry@dot.nyc.gov 212-839-6657