Jackson Heights PARK Smart: One Year Evaluation
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

<table>
<thead>
<tr>
<th>Time</th>
<th>Old Rate</th>
<th>Progressive Rate</th>
<th>Value Rate</th>
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<td>2 hours</td>
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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
Evaluation Metrics

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

Key Findings:

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

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

Key Findings:

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

Key Findings:

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

![Graph showing time lapse findings for 82nd Street]
Key Findings:

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

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?

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