PARK Smart 2.0

More parking availability and better curb management on neighborhood shopping streets
It can be difficult to find on-street parking in many New York City neighborhoods. There is a high demand for limited curbside parking from shoppers, residents, merchants and delivery vehicles. Conflicts between customers and trucks cause double parking and makes receiving deliveries more difficult. Lack of available customer parking increases cruising and driver frustration. Double parking can also cause unsafe conditions for pedestrians and drivers. The end result is fewer customers parking AND difficult deliveries.
Working with the community and local merchants, DOT reviews and updates parking regulations to ensure they match existing needs.
Where is PARK Smart?

- Greenwich Village: 2008 - Present
- Park Slope: 2009 - Present
- Atlantic, Court & Smith: 2013 - Present
- Jackson Heights: 2013 - Present

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Case Study: Jackson Heights

PARK Smart Program:

- Progressive parking rate
- Extended meter time limits
- Value parking areas
- Delivery windows
- Paid commercial parking

Preliminary Results:

- Occupancy declined 2% in progressive rate area, from 80% to 78%
- Average duration declined by 20%
- In the value-rate area; occupancy did not increase but average duration increased by 36%, from 23 minutes to 32 minutes.
- Full results will be released in Spring 2014.

<table>
<thead>
<tr>
<th>Progressive Parking Rate:</th>
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<tbody>
<tr>
<td>30 minutes</td>
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<tr>
<td>60 minutes</td>
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<tr>
<td>90 minutes</td>
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<tr>
<td>2 hours</td>
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Case Study: Park Slope

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PARK Smart Program:
- Peak rate program
- Meters near restaurants extended from 1 hour to 2 hour

Results:
- Parkers reduced the length of their parking stays: avg. parking duration decreased by 20%.
- Shorter stays allowed more vehicles to park: number of vehicles parking increased by 18%.
- Higher parking turnover enabled more customers to find parking
- The Community Board voted to make the program permanent

Base and Peak Parking Rates:

<table>
<thead>
<tr>
<th>Rate Description</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Base Rate (8am-12pm)</td>
<td>$1.00/hr</td>
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<tr>
<td>Peak Rate (12pm-7pm)</td>
<td>$2.00/hr</td>
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PARK Smart 2.0:
- DOT Launching new round of PARK Smart pilots

Curb Management Tools:
- Peak-period or progressive meter rates
- Review and update of parking regulations
- Loading zones, delivery windows and paid commercial parking

New Technologies:
- Real-time parking information available via web and smartphone
Benefits to parkers:

- Guides drivers to available parking to reduce cruising
- Reduces driver uncertainty and frustration
- Predictive engine can advise of expected conditions before departure

Benefits to merchants:

- Embedable real-time map on BID and store websites
Community Based:
- Community input on planning and implementation
- Outreach includes:
  - Presentations to Community Board(s), BIDs, and other groups
  - Preference surveys of merchants, customers, and residents
  - Presentation to CB and BIDs of results after program implementation
- Program only moves forward with community support

Data Driven:
- Open data - collection and reporting processes
- Program design based on data analysis and community input
- Full before-and-after evaluation of program impacts

Ongoing Involvement:
- DOT can modify program in response to community feedback or project results
- Program design based on data and community input
- Continued monitoring of conditions to ensure long-term success
- Preference surveys of merchants, customers, and residents
- Presentation to CB and BIDs of results after program implementation
- Program only moves forward with community support

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Thank You