



PARK Smart Greenwich Village Pilot Program – Results

Pilot Program Description

NYCDOT began the first PARK Smart pilot on October 6, 2008 in Greenwich Village. The goals of PARK Smart are to increase the availability of parking spaces and improve traffic flow and safety by reducing double parking and the amount of “cruising” for parking.

In the Greenwich Village pilot area, the meter rate was increased from \$1/hour to \$2/hour from noon to 4 pm when demand for parking is greatest, and remained at \$1/hour at all other times that meters are in effect. The pilot area included portions of Sixth and Seventh Avenues and all meters on streets between these avenues. (See attached map.)

The pilot ran for six months from the October start date until March 2009. The pilot meter rates have remained in effect since March as the results were evaluated. Results of the data collection and survey of merchants and users are presented below to inform the decision whether or not to make the pilot permanent.

Parking Occupancy and Turnover Results: Summary

- PARK Smart meters show an increase in the number of available parking spaces in March as compared with pre-implementation levels.
 - Parking space occupancy declined from 77% to 71% on Tuesdays and from 75% to 69% on Fridays during the noon to 4 p.m. period (while the peak rate is in effect).
 - Occupancies were only slightly changed on Saturdays, with occupancies at PARK Smart meters increasing from 67% to 71%, reaching an occupancy rate comparable to the weekday level.
- Motorists were parking for a somewhat shorter amount of time; the frequency of those who parked for less than one hour increased by 12% (from 48% to 60%) of parkers in the pilot area, while the frequency of those who parked for more than one hour decreased by the same percentage.
- Approximately 5% of meters were expired during pre-implementation, versus 4% after the six months.



Merchant and User Survey Results: Summary

- Somewhat less than one-half of drivers and merchants were aware of the new parking meter rates in effect from noon to 4 pm:
 - 46% of drivers said they were aware of the new rates
 - 34% of merchants said they were aware of the new rates
- Up to one in five drivers said the rate change affected their driving and parking habits:
 - 18% of drivers said the new rates affected how long they parked
 - 13% of drivers said the new rates affected how often they drove to the area
 - 19% of drivers said the new rates affected where they parked
- Most merchants and drivers indicated that finding metered parking became easier or remained about the same during the pilot.
 - 57% of merchants and 61% of drivers reported that parking became easier or remained about the same as compared with pre-pilot conditions.

Recommendations for PARK Smart

Results from the six-months of data collection show that the PARK Smart pilot accomplished the goal of increasing parking availability on weekdays. Therefore, it would be beneficial to continue the program in Greenwich Village in order to maintain an optimal level of parking availability throughout the day. To be consistent with the surrounding area’s new meter rates, the PARK Smart program should be made permanent with a new rate of \$2.00/hour off-peak and \$3.00/hour during the noon to 4 pm peak period.

PARK Smart Pilot Timeline

September 2008: Pre-Implementation Data Collection	Data was collected to assess parking occupancy, vacancy, turnover, illegal parking and traffic volumes. Parking data were collected for a typical weekday (Tuesday), a busy weekday (Friday) and a weekend day (Saturday).
October 6th, 2008: PARK Smart Pilot Begins	Field visits were performed immediately after “Turn-On” date to assess conditions.
November 2008: One-Month Snapshot	Data on parking occupancy, vacancy, turnover and illegal parking were collected on Tuesdays and Fridays to assess initial impacts.
March 2009: Post-Implementation Conditions, including Merchant and Parker Surveys	Pre-implementation data collection was replicated to compare “before” and “after” conditions after six months. In addition, merchants and parkers were interviewed to assess awareness and satisfaction with the program.