

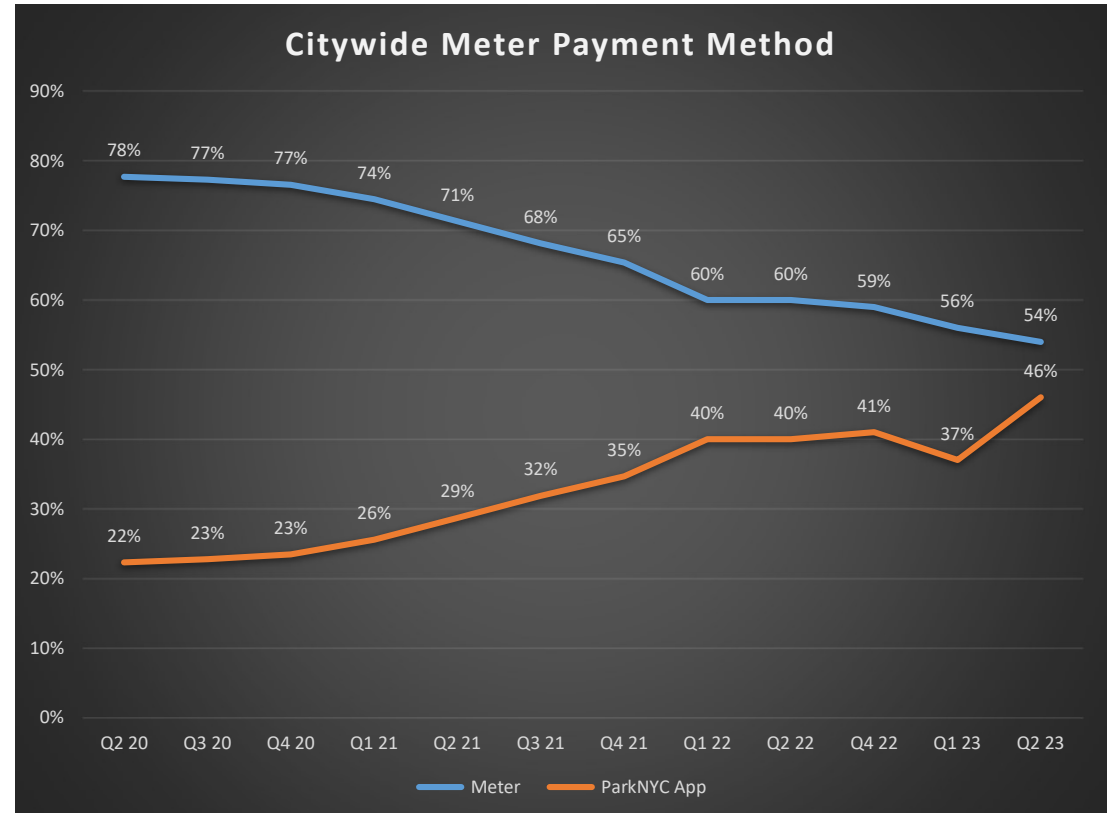
**Commercial Pay-by-App Only Pilot**  
**6th Ave, 14<sup>th</sup> St to 23<sup>rd</sup> St**  
July 2023



# What is Pay-by-App Only Parking ?

All parking transactions are completed in ParkNYC App

- Leverages the app as payment mechanism eliminating the need to use a meter
- Will allow DOT to assess the viability of paid curbside parking without physical meters
- May allow for future innovations, like Premium Loading Zones

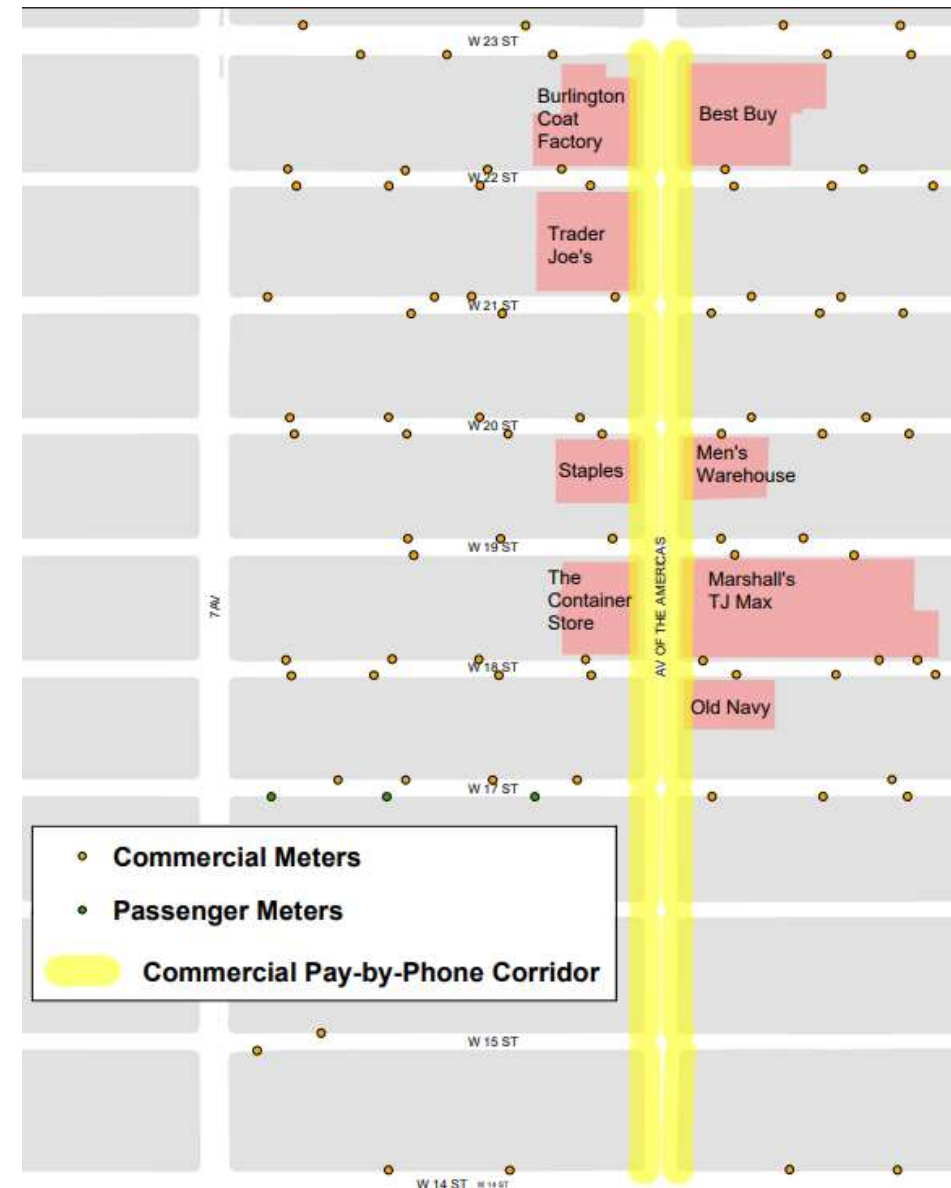


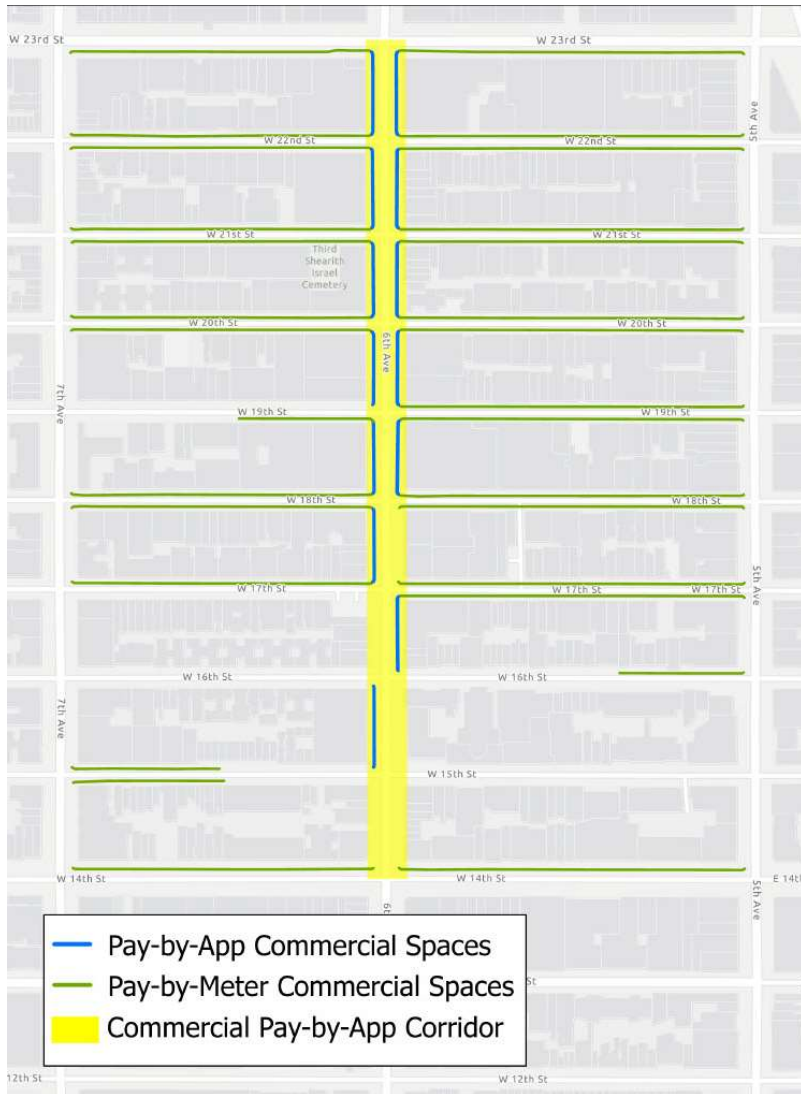
Users are already transitioning to app-based payment

# Pay-by App Only Pilot

## 6<sup>th</sup> Avenue (14<sup>th</sup> St – 23<sup>rd</sup> St)

- Existing 3-Hour Metered Parking M-F, Commercial Only; side streets also Commercial Only
- Meters will be removed and signage (regulatory and informational) will instruct drivers to use the app
- Metered commercial access and meters will be retained on east /west side streets
- In effect beginning August 28, 2023
- Enforcement: DOT + PD will coordinate on enforcement strategy and education





# Pay-by-App Only Pilot

## 6<sup>th</sup> Avenue (14<sup>th</sup> St – 23<sup>rd</sup> St)

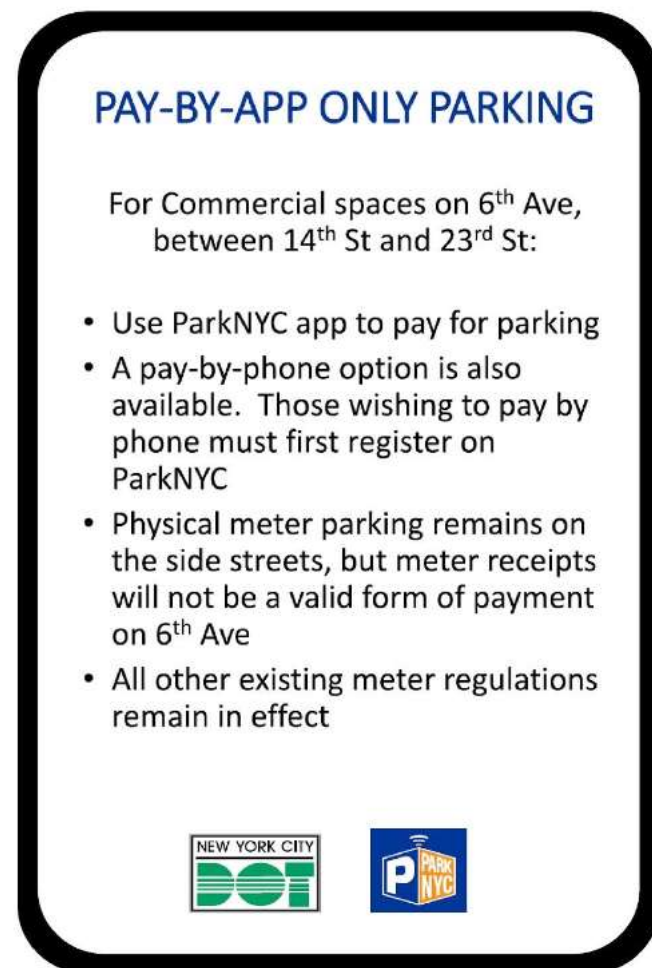
- Physical meters will remain on side streets
- Most spaces in the area will continue to have a physical meter option
- Total commercial spaces on 6<sup>th</sup> Ave corridor + side streets: 650
  - Pay-by-App Only: 68 (10%)
  - Physical Meter Commercial: 582 (90%)

# Signage And Implementation

- Rider sign indicating app payment added below existing parking regulations sign
- Recently redesigned ParkNYC app has improved payment options and user experience
- Additional informational signs will be installed on sign poles
- Users may pay by phone but must first register on ParkNYC. Once registered, call (800) 428-4027 to pay by phone



Regulation Sign




Informational sign to be posted below Regulation Sign

# Next Steps

- Outreach
  - Elected officials, community boards, Flatiron BID, 23<sup>rd</sup> Street Partnership
  - Delivery industry and groups (FedEx, UPS, Amazon)
  - Leafletting of commercial vehicle users + 6<sup>th</sup> Avenue businesses
- Implementation
  - August 28, 2023 launch date
  - 6-month pilot
- Monitoring
  - Time-lapse camera data collection and analysis
  - Review of payment compliance



# Outreach Flyer – Front




**Commercial Pay-by-App Only  
Pilot, 6th Ave**

**Download ParkNYC App**

Download on the App Store

GET IT ON Google Play



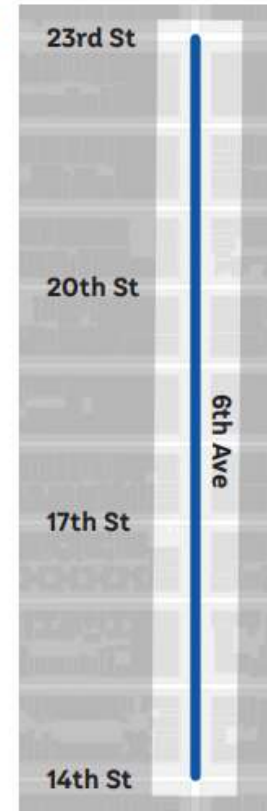
# Outreach Flyer – Back

Beginning August 28, 2023, NYC Department of Transportation (NYC DOT) will begin a Commercial Pay-by-App Only pilot on 6th Ave, between 14th St and 23rd St. The pilot will allow DOT to test pay-by-app only parking regulations in NYC for the first time.

## What you need to know about the Pilot:

- Individuals must pay for regulated parking using the ParkNYC app, NYC's mobile app for metered parking payment.
- A pay by phone option will be available. Those wishing to pay by phone must first register on ParkNYC. After registering, call 800.428.4027 to pay by phone.
- Motorists who prefer to pay at a physical meter may find spaces on the side streets but cannot park on 6th Ave. Meter receipts from adjacent blocks are not valid for use on 6th Ave.
- All other parking regulations remain in effect.

For more details on this project, visit [nycdotprojects.info](https://nycdotprojects.info)



Commercial Pay-by-App Only Corridor

# Thank You!

Questions?



NYCDOT



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