On street metered parking in the popular Eastern Market neighborhood of Washington, D.C. was already getting tight, even before the opening of the nearby Nationals Ballpark. Despite an aggressive transportation plan that beefed up transit, biking and walking options, the new stadium was expected to draw significant car traffic on game days. Many of those cars would be seeking cheap or free on street parking instead of paying to park in the private garages and lots. Councilmember Tommy Wells, who represented these neighborhoods, wanted the City to be proactive in managing the growing parking demand, which was already high in the evenings and on weekends.

In 2008, the City Council passed a bill enacting the Performance Parking Pilot program. The new law identified special zones around the target neighborhoods where market priced meter rates would be implemented. Rates would be set based on observed parking demand instead of a universal rate that disregarded how busy a street was. Key provisions of the bill included:

- Parking rates could only be raised $0.50 in one month and should be changed in order to reach target on street parking occupancy of 80-90%, leaving 10-20% of parking spaces open for incoming motorists.
- A portion of the parking meter revenues must be used to make improvements that increase non-driving choices such as sidewalks, bike parking, benches, traffic calming, signage, designated taxi stands, and safety measures within the pilot neighborhoods. A committee of local business owners and residents shall help determine what those improvements will be.
- Meter time limits were not entirely eliminated to ensure turnover during the busiest hours such as dinner.
- A report showing the results of pilot program shall be released annually.

“Performance parking is about inventory management. We have a fixed inventory of public curbside parking. The question is simply how best to manage it. We already manage it to some degree with rules and rates. Can we manage it better?”

“Remember that new parking policies should come with a well thought out public relations plan. Rapid response to unintended consequences, quick corrections of implementation mistakes, and proactive public outreach will make performance parking much more palatable. Put a lot of effort into developing a good performance parking plan, and then put in twice the effort toward first-rate implementation.”

Tommy Wells  
Before the pilot was enacted, parking was free in the evenings and on weekends – some of the busiest times for the main streets of Eastern Market. The bill gave authority to the Department of Transportation to extend metering into evenings and weekends and to adjust meter rates to match demand. The goal was to prevent double parking and forcing motorists to hunt for parking, and to maximize turnover, especially at the storefronts. The neighborhoods are well served by bus lines and a Metro station, and the neighborhood is very walkable and bikable. Strategically setting prices a little higher would have the effect of dissuading those who had other options from driving to the busy area. It also would mean those who do drive would have a good chance of finding parking without having to circle the block or double park.

Before the changes were put in place, Councilmember Wells lead extensive neighborhood outreach. He held many meetings at churches, schools, in living rooms and in neighborhood stores to explain how the program would work and discuss concerns. To prevent motorists from flooding adjacent residential streets as a reaction to higher meter rates, the bill designated one side of residential streets for cars with local residential parking permits, i.e., only the local neighbors could park there. The other side is open to local neighbors and all other vehicles. The pilot was deemed a success and market-priced meter parking has since been extended to other parts of the City.

D.C.’s Performance-based Parking Pilot Zone Act:
A BILL

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To establish a performance parking pilot program to protect neighborhood parking; to manage the imminent demand for curbside parking created by new major retail and entertainment destinations; to promote retail patronage; to limit congestion; to create an Adams Morgan Taxicab Zone Pilot Program; and to create a Mount Pleasant Visitor Pass Pilot Program.

BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA,

That this act may be cited as the “Performance Parking Pilot Zone Emergency Act of 2008”.

Sec. 2. Authorization of Performance Parking Pilot Program

(a) The Mayor is hereby authorized to establish a Performance Parking Pilot Program for the purpose of managing curbside parking and reducing congestion within and around established performance parking pilot zones.

(b) The authority to establish performance parking pilot zones within the District of Columbia is vested in the Council.

(c) The Mayor shall establish zone-specific parking management targets, and implement regulations, to achieve the following performance parking pilot zone goals:

1. Protect resident parking in residential zones;

2. Facilitate regular parking turnover in busy commercial areas;

3. Promote the use of non-auto transportation; and

4. Decrease vehicular congestion within each zone.
Within each performance parking pilot zone, and notwithstanding any other provision of law or regulation, the Mayor is hereby authorized to employ the following to achieve the goals and targets established pursuant to Section 2(c) of this act:

1. Set or adjust curbside parking fees;
2. Set or adjust the days and hours during which curbside parking fees apply;
3. Adjust parking fines, as needed, to dissuade illegal parking;
4. Exempt vehicles displaying valid in-zone RPP stickers from meter payment, as needed.

When increasing curbside parking fees within a performance parking pilot zone, the Mayor shall:

1. Monitor curbside parking availability rates on commercial streets to establish a need for any fee increase;
2. Except for fees in loading zones, not increase any fee by more than $0.50 in any one-month period, or more than once per month;
3. Except for fees in loading zones, provide notice to the affected Ward Councilmember and ANC of any changes in curbside parking fees at least 10 days prior to implementation.

Curbside signage, meter decals, and electronic displays shall provide sufficient notice of changes to restrictions within a performance parking pilot zone, except for changes to curbside parking fees pursuant to section 2(d) of this act.

The Mayor shall designate a project manager who will serve as the main point of contact for the public on matters related to each performance parking pilot zone.
The Mayor shall publish a public web site that includes the following: pilot zone boundaries, rules/regulations, information about how to use new parking fee technologies, and a parking pilot project manager’s name and contact information.

The Performance Parking Pilot Program shall terminate two years from the effective date of this act.

Sec. 3. Ballpark Performance Parking Pilot Zone

(a) The Ballpark Performance Parking Pilot Zone is hereby designated as the area bounded by:

1. The Southeast-Southwest Freeway on the north, 10th Street, SE on the east, 12th Street, SW on the west, and the Washington Channel and Anacostia River on the south, including both sides of boundary streets, but not including the Southeast-Southwest Freeway; and

2. East Capitol Street on the north, 11th Street, SE on the east, Washington Avenue, SW and South Capitol Street on the west, and the Southeast-Southwest Freeway on the south, including both sides of boundary streets, but not including the Southeast–Southwest Freeway.

(b) The Mayor shall assign parking control and traffic control officers for implementation of the pilot plan within the Ballpark Performance Parking Pilot Zone, and enhanced enforcement on stadium event days;

(c) Pursuant to section 2(e), the Mayor shall adjust fees to achieve 10% to 20% availability of curbside parking spaces.

(d) Notwithstanding section 2(e)(2) of this Act, for curbside parking spaces where there are not established parking fees on the effective date of this act, the Mayor
may increase fees up to once per month by an amount up to 50% of the initial fee set for
this parking pilot zone.

(e) Notwithstanding section 2(d)(1) of this Act and except south of the
Southeast Southwest Freeway, where curbside fees existed before the establishment of
the performance, the Mayor shall not set the initial performance parking pilot zone fee
higher than the existing fee.

(f) Notwithstanding any other provision of this Act, the Mayor shall not
charge curbside parking fees on District or Federal holidays.

(g) Within the first 30 days of implementation of the Ballpark Performance
Parking Pilot Zone, the Mayor may issue warning citations for curbside parking
violations related to the pilot program.

Sec. 4. Columbia Heights Retail Performance Parking Pilot Zone

(a) The Columbia Heights Retail Performance Parking Pilot Zone is hereby
designated as:

1. The area bounded by:

   i. 1100 through 1500 blocks of Monroe Street, NW;
   ii. 1100 through 1500 blocks of Harvard Street, NW;
   iii. 2900 through 3400 blocks of 11th Street, NW;
   iv. 2900 through 3300 blocks of 16th Street NW;

   including both sides of boundary streets; and

2. Both sides of the 2900 through 3400 blocks of 14th Street, NW.

(b) The Mayor shall take the following actions for the Columbia Heights
Retail Performance Parking Pilot Zone:
1. Install, on all residential streets in the zone and all other approaches to the municipal parking garage, signs that direct traffic toward off-street parking within the retail complex on the west side of the 3100 block of 14th Street NW, state the price for such off-street parking, and encourage public transportation use;

2. Assign a sufficient number of parking control officers and traffic control officers to enforce parking regulations seven days per week; and

3. Implement revisions to residential permit parking zones.

(c) Notwithstanding section 2(d)(1) of this act, any curbside parking fee set within the Columbia Heights Retail Performance Parking Pilot Zone at the initiation of the pilot program shall not exceed $2.00 per hour.

(d) Notwithstanding section 2(d)(3) of this act, any increases in parking fines in the Columbia Heights Retail Performance Parking Pilot Zone shall be subject to the Council review and approval requirements of D.C. Code § 50-2610.

(e) Within the first 30 days of implementation of the Columbia Heights Retail Performance Parking Pilot Zone, the Mayor shall only issue warning citations for curbside parking violations related to the pilot program in this zone.

Sec. 5. Expenditure of Parking Pilot Program Revenue

One hundred percent of annual curbside parking fee revenue from each performance parking pilot zone shall be used for the following purposes:

(a) 20% shall be for general purposes of the DDOT Operating Fund.

(b) Up to 60% shall be used to repay the cost of procurement and maintenance of new meters and related signage for the pilot program in that zone.
(c) Once the cost of meter procurement is paid in full for a zone, up to 5%
shall be used to pay for meter maintenance and related signage in that zone.

(d) The remaining balance of curbside parking revenues shall be used solely
for the purpose of non-automobile transportation improvements in that pilot zone. The
Mayor shall involve pilot zone residents, businesses, Advisory Neighborhood
Commissions, and Ward Councilmembers in prioritizing such improvements. Such
improvements may include:

1. Enhancements to bus and rail facilities to improve access and level
   of service such as electronic real-time schedule displays outside of stations and
   stops, display of large full-color bus and rail maps, bus-only and bus priority
   lanes, and programs to increase electronic fare payment technologies;

2. Enhancements to increase the safety, convenience, and comfort of
   pedestrians, such as new or improved sidewalks, lighting, signage, benches,
   improved streetscapes, countdown crosswalk signals, and neighborhood traffic
   calming; and

3. Improvements to biking infrastructure such as painted and
   separated bike lanes, installation of public bike racks, and way-finding signage for
   bicyclists.

Sec. 6. Reporting Requirements and Oversight of Performance Parking Pilot
Zones

(a) Prior to implementation, or upon the effective date of this act, whichever
is later, DDOT shall transmit a detailed pilot zone plan to the Council and to the Chairs of
all ANCs within a performance parking pilot zone. The plan shall set zone-specific
parking management targets and shall detail parking changes, which may include new
parking restrictions and curbside parking fees.

(b) During the term of the zone-specific performance parking pilot, DDOT, in
collaboration with the Ward councilmember, shall conduct quarterly public meetings, to
provide an update on all parking management targets within the zone, and an opportunity
for public comment on the program.

(c) If a zone-specific performance parking pilot is not meeting established
parking management targets after the second quarter of operation, DDOT shall re-evaluate
the strategies used and implement a revised plan. Within 30 days after the
second quarter of operation, any revised plan shall be implemented and transmitted to the
Council and ANCs, pursuant to paragraph (a).

(d) The Mayor shall submit an annual report for the prior fiscal year on each
zone-specific performance parking pilot. The report shall be transmitted to the Council
within 30 days after the fourth quarter for each zone-specific performance parking pilot,
and shall provide an update on all parking management targets within the zone. At a
minimum, the report shall include:

1. Any changes to established parking fees;
2. A description of curbside parking availability;
3. A description of parking turnover rates on retail streets;
4. Congestion and double parking statistics for retail streets;
5. Statistics on use of pay by phone technology;
6. Number, location and nature of parking violations and citations issued;
7. Total revenue from the pilot zone;

8. A itemization of expenditures for meter procurement and maintenance, enhanced enforcement, and non-auto transportation improvements in each pilot zone; and

9. Any recommendations for legislative or regulatory initiatives to improve curbside parking efficiency.

(e) Sixty days prior to the expiration of a zone-specific performance parking pilot, the Mayor shall produce a final report evaluating the success of the zone-specific performance parking pilot. The report shall include recommendations for continuation of some or all aspects of the pilot within the zone.

Sec. 7. Adams Morgan Taxicab Zone Pilot Program

(a) The Mayor shall establish a taxicab zone in Adams Morgan by May 15, 2008, which shall extend the width of 18th Street, NW, from 18th Street, NW, and Kalorama Road, NW, to 18th Street, NW and Columbia Road, NW.

(b) Except as provided in this section, Title 31 of the D.C. Municipal Regulations shall apply to the established taxicab zone.

(c) The Mayor shall post signage throughout the zone identifying zone hours, zone restrictions, and taxicab stand locations, and give notice of the same to the D.C. Taxicab Commission, affected ANCs and business organizations prior to implementation of the Adams Morgan Taxicab Zone Pilot Program.

(d) A taxicab, as defined in D.C. Official Code § 9-1103.01, shall not pick up a passenger for hire within a designated taxicab zone during taxi zone hours, except for at a designated taxicab stand.
(e) For the purposes of this section, the term “taxi zone hours” shall mean from 9:00 p.m. Thursday though 4:00 a.m. Friday; from 9:00 p.m. Friday though 4:00 a.m. Saturday; and from 9:00 p.m. Saturday though 4:00 a.m. Sunday.

(f) The Mayor shall establish two taxicab stands within the Adams Morgan taxicab zone. Taxicab stands shall:

1. Be clearly identified with signage;
2. Have adequate queue space for a maximum number of taxicabs, as identified by the Mayor; and
3. Have adequate space for taxicab patrons to queue.

(g) In such taxicab stands, taxicabs shall stand only while awaiting passengers for hire.

(h) The provisions of this act shall be enforced pursuant to D.C. Official Code § 50-312 (f) and (g).

(i) The Adams Morgan Taxicab Zone Pilot Program shall terminate on October 1, 2010.

(j) 45 days prior to the termination of the Adams Morgan Taxicab Zone Pilot Program, the Mayor shall present a report to the Council on the efficacy of the program, which shall include recommendations on the continued need for a designated taxicab zone in Adams Morgan.

Sec. 8. Mount Pleasant Visitor Pass Pilot Program

(a) The Mayor shall implement a one year visitor parking pilot program for Residential Permit Parking (RPP) areas within ANC1D boundaries.

(b) For the purposes of this pilot program, DDOT is authorized to:
1. Charge a fee for each permit issued pursuant to this program; and

2. Limit the hours for which an RPP permit is valid.

(c) The Mayor shall publish proposed regulations to implement the program within 90 days of the effective date of this act. After a 30-day period of review, or upon Council approval, whichever comes sooner, the proposed regulations shall be in effect.

Sec. 9. Fiscal impact statement

The Council adopts the attached fiscal impact statement as the fiscal impact statement as the fiscal impact statement required by section 602(c)(3) of the District of Columbia Home Rule Act, approved December 24, 1973 (87 Stat. 813; D.C. Official Code § 1-206.02(c)(3)).

Sec. 10. Transmittal

The Secretary of the Council shall transmit a copy of this resolution, upon its adoption, to the Mayor.

Sec. 11. Effective date

This resolution shall take effect immediately.