

PARK Smart 2.0

*More parking availability and better
curb management on neighborhood
shopping streets*

Parking Challenges

The end result is fewer customers parking AND difficult deliveries.



What is PARK Smart?

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Working with the community and local merchants, DOT reviews and updates parking regulations to ensure they match existing needs.

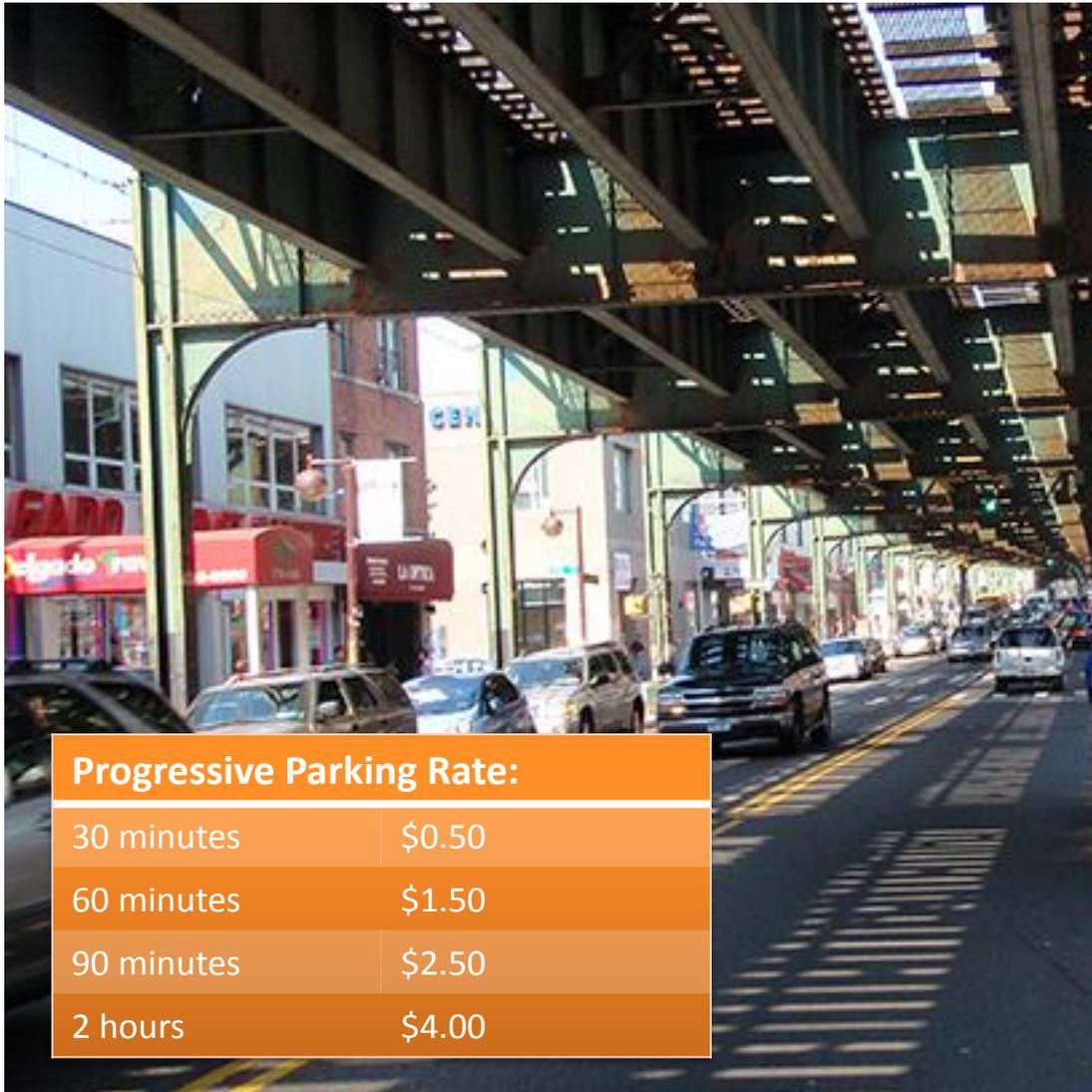


Where is PARK Smart?

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**Jackson Heights
2013-Present**



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.

Progressive Parking Rate:

30 minutes	\$0.50
60 minutes	\$1.50
90 minutes	\$2.50
2 hours	\$4.00



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:

Base Rate (8am-12pm)	\$1.00/hr
Peak Rate (12pm-7pm)	\$2.00/hr

PARK Smart 2.0:

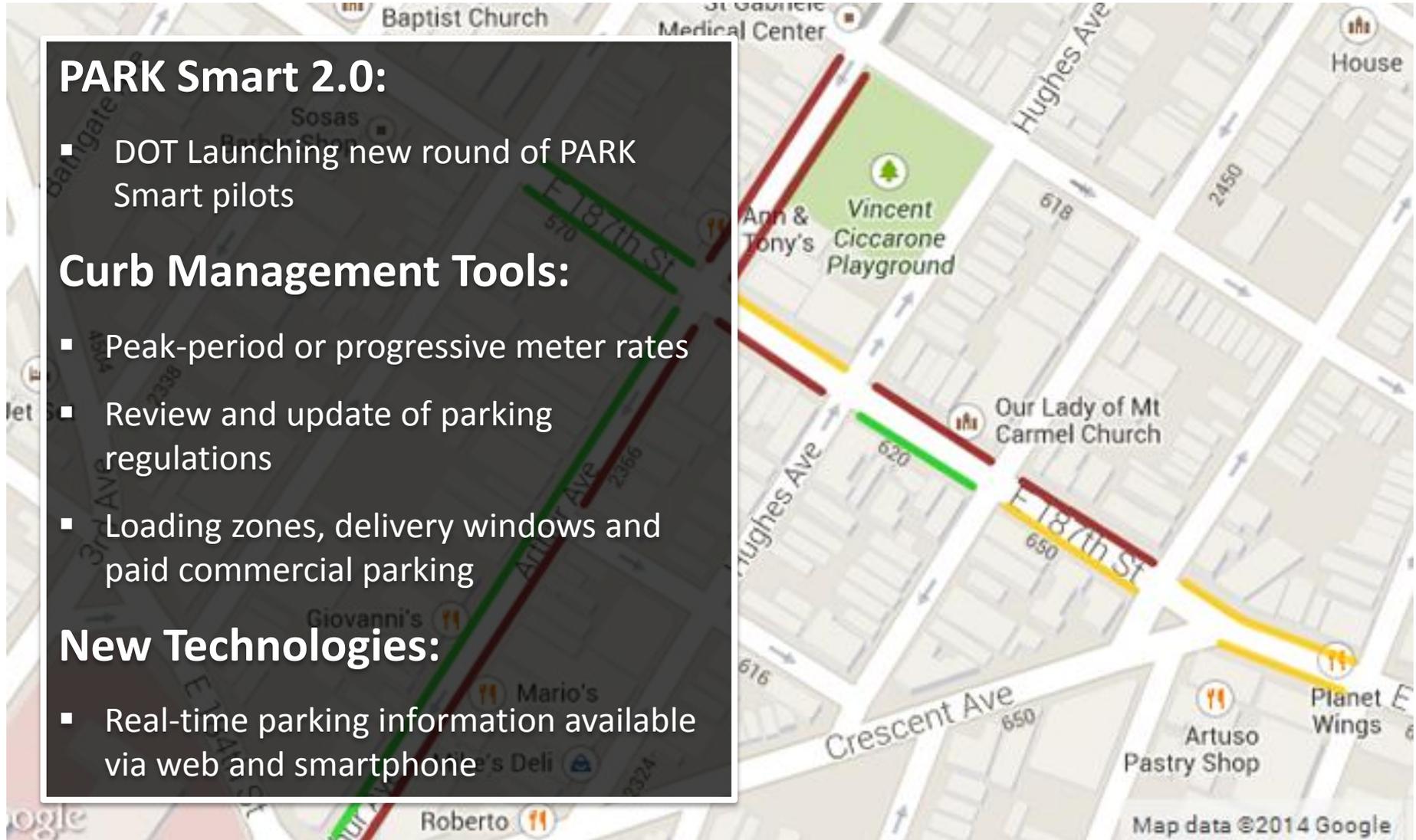
- DOT Launching new round of PARK Smart pilots

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

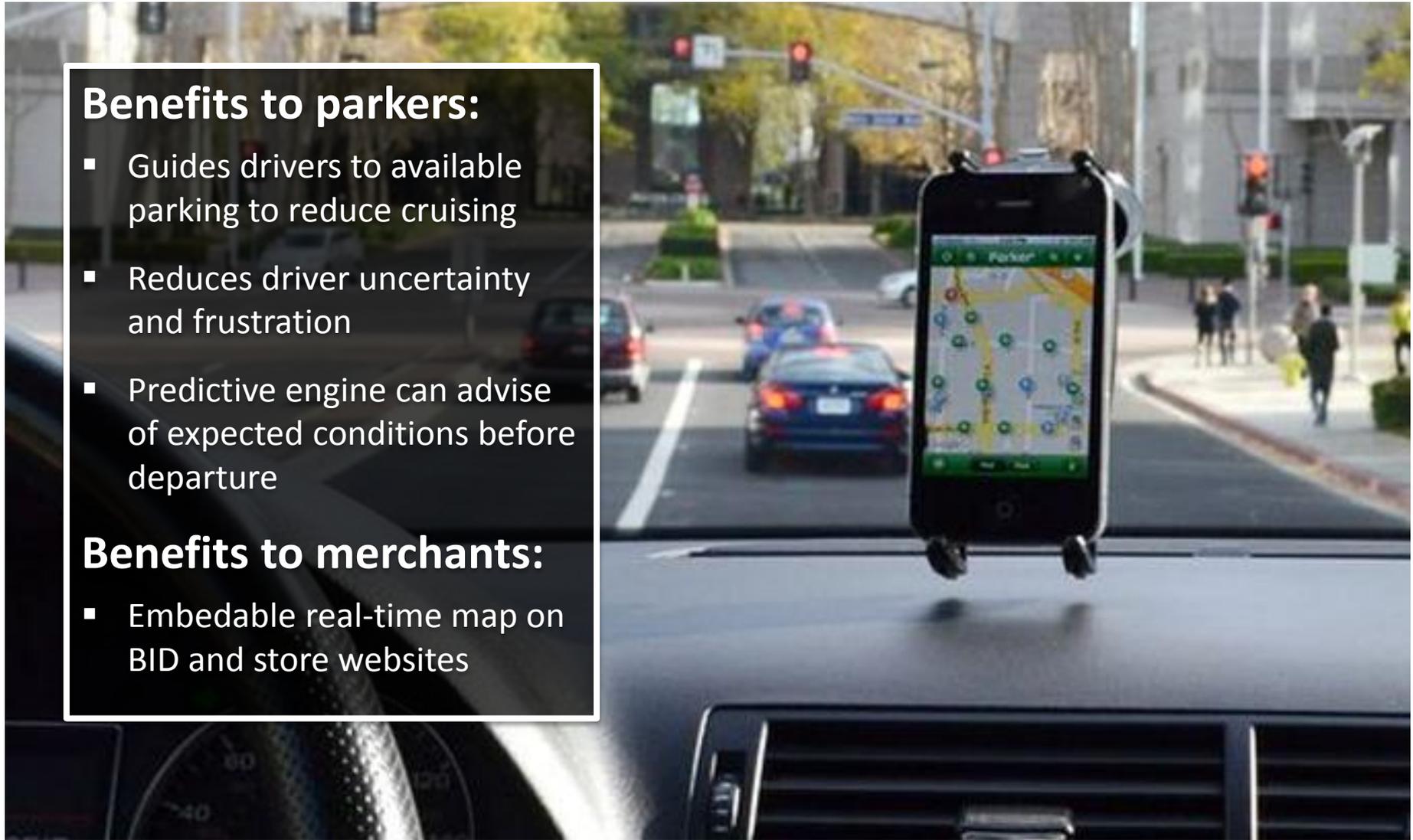


Benefits to parkers:

- 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





Ongoing Involvement:

- DOT can modify program in response to community feedback or project results
- Program design based on data
- Continued monitoring of conditions to ensure long-term success
- Full before-and-after evaluation of program impacts

- Preference surveys of merchants, customers, and residents
- Presentation to CB and BIDs of results after program implementation
- Program only moves forward with community support

http://www.brooklynpaper.com/stories/36/11/dtg_parksmart_2013_03_22_bk.html



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Thank You

