



An Overview on Parking Enforcement

Tools, Techniques and Perspectives on Parking Management that Create a More Liveable City

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What?

- Parking Enforcement Manifesto
- Everything's Connected
 - A Night on the town
 - Motivators and Hygiene Factors
 - Business, BIA and Other Political Drivers
- Parking Enforcement
 - Goals
 - Enforcement areas and interfaces, targets
 - Organization
 - Tools of the Trade
 - Automation Benefits
- Wrap up



Parking Enforcement Manifesto

In the context of downtown.....

- Parking turnover is key
- Punish hard core abusers hogging stalls
- Do not alienate legitimate parkers (e.g. shoppers)
- Increase PEO effectiveness and productivity

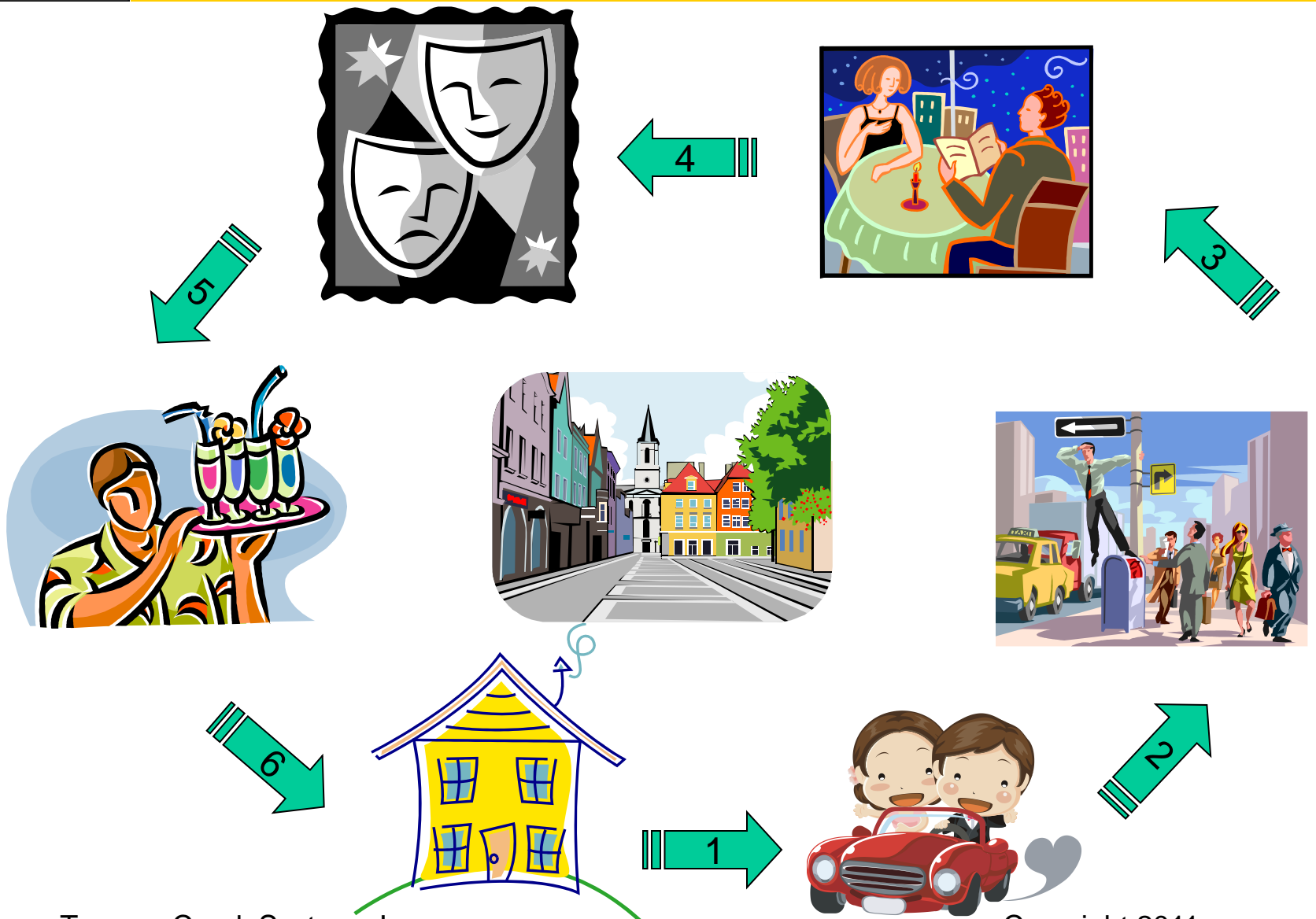


Everything's Connected

- Parking
 - Integral part of downtown ecosystem
 - Should align with city goals
 - Enforcement is sharp end of stick

- Hence parking management needs to
 - Define goals and plan
 - Implement plan
 - Measure results and adapt

A Night on the Town





Motivators/Hygiene Factors

➤ Motivators

- Entertainment e.g. theatre, music, circus, sports
- Excellent restaurants, cafes, night clubs
- Businesses specialty shops
- Architecturally attractive, water front
- Employment
- Cache (energy, people watching)

➤ Hygiene Factors

- Safe, clean, well lit streets (no panhandlers, graffiti)
- People friendly
- **Good parking**


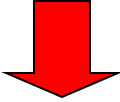












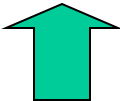




Parking Impact on Merchants

- Street parking typically affects 20% of revenue
- Major irritants for parkers affects merchants:
 - Lack of parking (e.g. slow vehicle turnover)
 - Cost
 - Ticketing
 - Security
 - Proximity
 - Clarity
- Competition from suburbia – free parking!



Parking Tradeoffs on City Revenue and BIA (Merchants)

Factors influencing downtown parking	City Rev (short term)	BIA	City Viability (long term trend)
Higher Parking Fees			
More Parking Spaces			
1 st ticket is warning			
Target Abusers			
Meter Feeding	Neutral		
Harsh Enforcement			

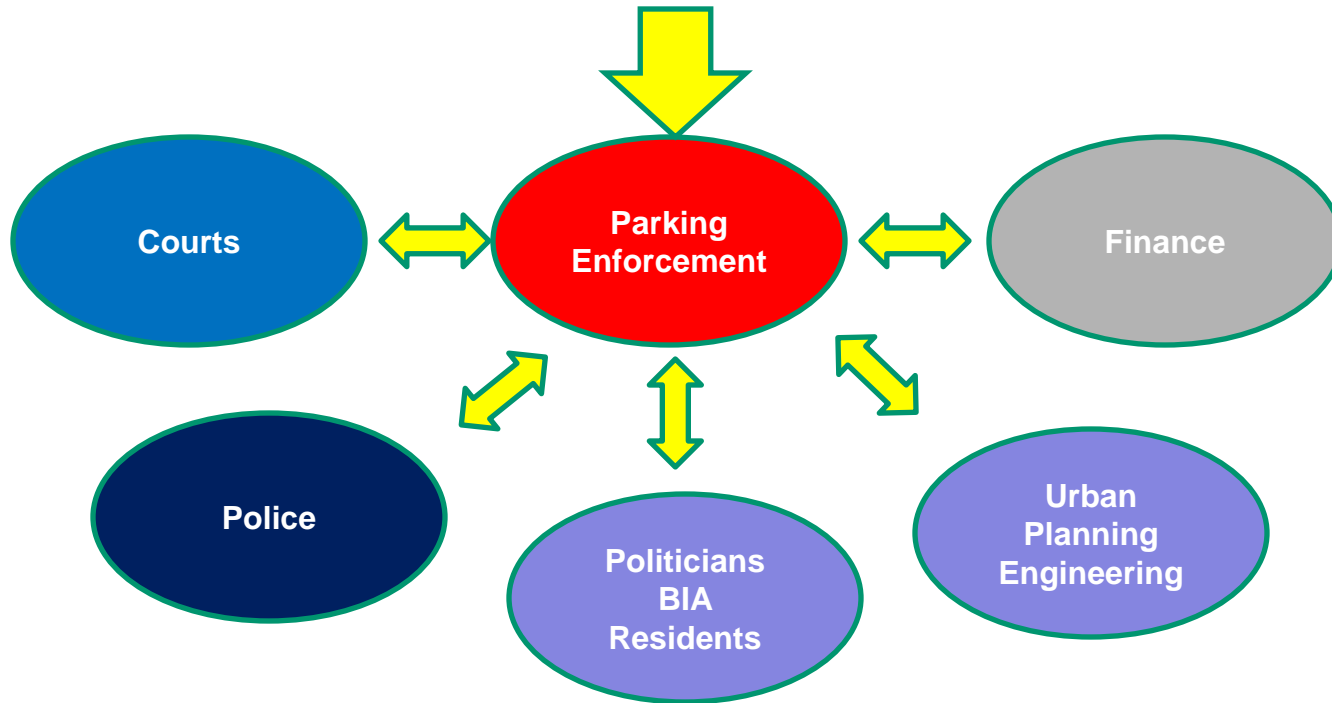
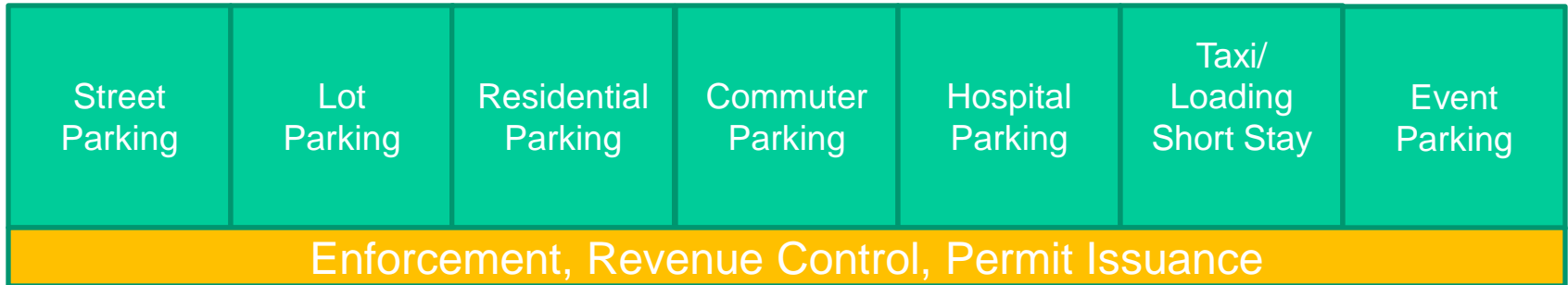


Parking Enforcement Goals

- Promote and enforce conformance
- Facilitate parking turnover
- Reduce conflict e.g. business overflow into residential
- Do not alienate legitimate parkers
- Do punish hard core abusers
- Achieve revenue targets
 - Improve paid parking conformance
 - Ticket revenue
- Improve PEO productivity and effectiveness



Enforcement Areas & Interfaces





Enforcement Organization

- Roving parking enforcement officers (PEO's)
- Back Office
 - Data storage
 - Management
 - Ticket appeal, escalation
 - Parking planning
- Jurisdictions
 - Typically parking authority or police dept
 - Permits often under finance
 - Integrate enforcement into city management yields best results



Enforcement Targets

- Overtime violations (meter or free)
- Infractions (e.g. too close to hydrant)
- Permit parking
- Commuter parking
- Loading dock parking
- Residential permit parking
- Parking conflict zones (e.g. hospital/residential)
- Snow clearance
- Street storage



Tools and Capabilities

- Handheld PDA's with printer e.g. autoCite, T2
- Drive-by systems e.g. autoChalk
 - Parking utilization studies
 - Overtime parking (digital chalking)
 - Scofflaw searches, booting and towing
 - Infraction issuance
- End to end electronic more productive
- Drive-by electronic systems offer as much as 5x productivity gains over manual methods



Handhelds in Action



Source: EDC Corp



Source: Univ of Delaware



Source: Seattle Times



Drive-by (autoChalk) in Action





Automation Offers

- Completely electronic front to back
 - Simplify searching for infractions
 - Photos provide compelling evidence
 - Sizeable savings in cost and manpower
- Significant reductions in:
 - Cheating
 - Errors (e.g. ticket typos are contested & negate ticket)
 - Parking office appeals and escalation
 - Court appearances and appeals
 - Chronic injury (carpal, repetitive strain disorder)
 - Down days due to inclement weather



New Tools => Opportunities

- Target repeat offenders and make them pay
 - Most people do not reoffend
 - Why ticket them?
 - Why alienate them?
- Perform parking studies more easily, more often, less cost
 - Use data to adjust parking time limits, hourly fees or resolve conflict
- Pay by Plate systems
 - No paid stubs on car window, quicker to enforce
 - Gateless garages
 - Paperless permits
 - Cell phone reservations, text alerts
- **Technology opens many doors for new initiatives**



In Summary

- **Goals**
 - Adjust parking enforcement to realize city goals
- **People**
 - Get excellent parking enforcement officers
 - Provide training (e.g. conflict resolution), motivation
- **Modern tools & technology facilitate enforcement**
 - Handheld PDAs with cameras
 - Drive by digital chalking and scofflaw
 - Pay by plate, pay by phone, pay by space
 - End to end electronic system



NEW GREEN ENFORCEMENT TECHNOLOGY





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