

parkDC Penn Quarter/Chinatown

What is parkDC: Penn Quarter/Chinatown?

The parkDC: Penn Quarter/Chinatown Parking Pricing Pilot (parkDC pilot) sought to use technology, pricing, and information to make parking easier and reduce congestion in part of downtown Washington, DC. The pilot ran from September 2014 to November 2017.

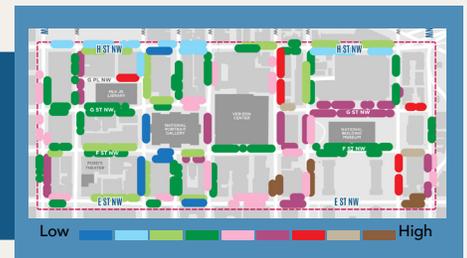
The parkDC pilot met the customer- and agency-related goals identified by DDOT at the pilot's outset. Due to the success of the parkDC pilot, DDOT is working to expand demand-based parking pricing to other District neighborhoods.



Program Highlights

Pricing Based on Demand

The parkDC pilot used "demand-responsive pricing" for on-street parking spaces. Through 5 quarterly price changes, prices were adjusted up or down for different times of the day. Higher prices encourage drivers to shorten their stays or take other modes of transportation during times of peak demand. Similarly, lower rates encourage parking in areas with low demand.



Parking Availability Information

Two mobile apps, parkDC and VoicePark, provide customers with real-time information about parking availability and pricing. Information about parking availability can help customers to find an open parking space and enhance the customer experience associated with finding a space.

Updated Parking Signs and Decals

DDOT tested new signage to reduce clutter and more clearly communicate on-street parking regulations. Calendar-style posters on every parking meter let customers know how much it costs to park based on the time of day and day of the week.

		M-F		SAT	SUN
7 AM - 9:30 AM					
9:30 AM - 11 AM		\$5.50 HR	\$2.30 HR	NO PAYMENT REQUIRED	
11 AM - 4 PM		\$3.25 HR	7 AM - 10 PM		
4 PM - 6:30 PM					
6:30 PM - 10 PM		\$3.25 HR			

LESS EXPENSIVE MORE EXPENSIVE

For more information, visit parkdc.com or contact Stephanie Dock, stephanie.dock@dc.gov

Pilot Goals, Objectives, & Results

Goal: Increase parking availability



Increase parking availability

Block faces where demand matched supply increased by 16%

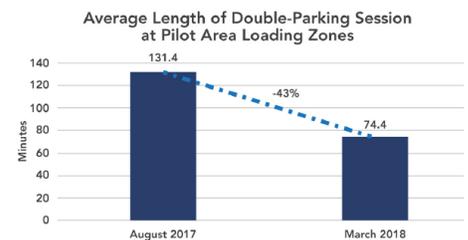
Provide parking availability information to customers in real time

Two mobile apps providing accurate real-time availability and pricing information

Improve parking regulatory signage

The number of customers who found signs easy to understand increased by 15%

Goal: Reduce congestion and pollution, improve safety, and encourage use of other modes



Reduce double parking

The pilot area saw a greater decrease in double-parking behavior than in a nearby control area

Reduce circling for parking

The time vehicles spend circling for parking decreased by between 7% and 15%, depending on the time of day

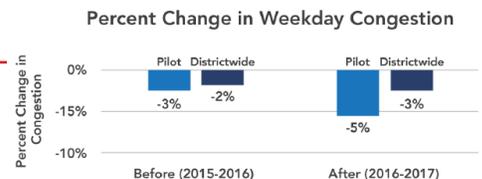
Encourage travel by other modes

Multimodal activity remained constant or improved after the pilot was implemented

Improve operations of commercial loading zones

The number of minutes vehicles were observed double-parking in loading zones decreased 43%

Goal: Develop parking management solutions through a cost-effective asset-lite approach



Test different parking occupancy detection solutions

A partial deployment of sensors was tested along with portable CCTV cameras, fixed cameras and time-lapse cameras to provide additional data inputs

Explore effectiveness of fusing data from various sources to provide real-time availability information and inform pricing algorithms with fewer deployed assets

The data sources were successfully combined to produce real-time availability information and inform pricing algorithms.