



CITY OF ALEXANDRIA

City Council Parking Enforcement Update

October 28, 2025





Summary

Request: Receive an update on the Parking Enforcement Pilot Contractor Program

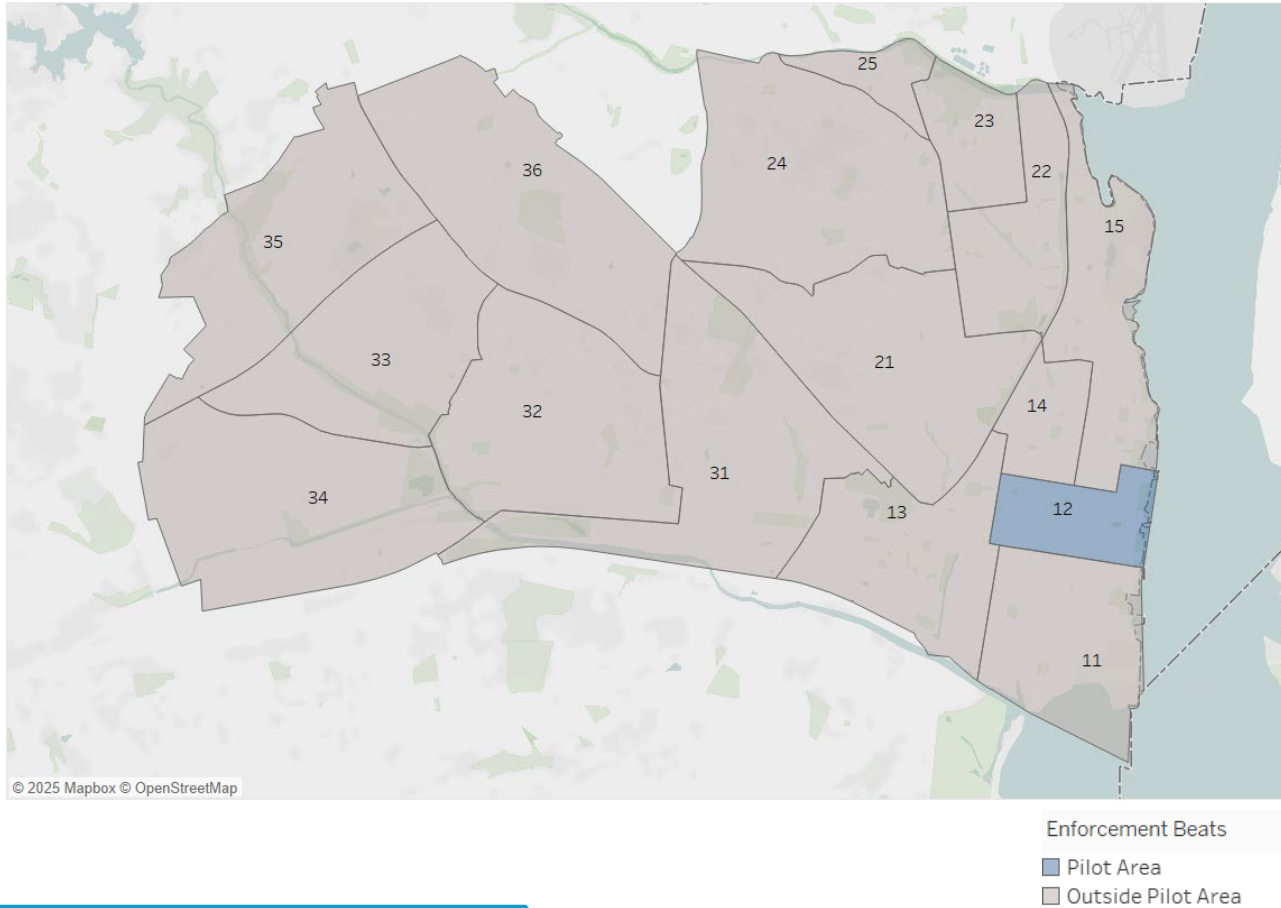
Council Action: Provide input on program and next steps

Key Elements of Discussion:

1. Contractor presence boosted overall enforcement efficiency and visitor compliance.
2. Contractor contributed to improvements in response times to resident inquiries on parking.



Background: Contractor Pilot



- City introduced contractor in **December 2023** to supplement existing parking enforcement officers (PEOs) along King Street and adjacent blocks in Old Town.
- For prior 5 years City experienced steady attrition of PEOs with significant vacancies, requiring support from police.
- City enforces parking through proactive patrol and responsive enforcement.
- A resident can file a parking complaint by:
 - Calling APD non-emergency (x4444)
 - 311



Background: Contractor vs PEO

Parking Contractors

City Parking Enforcement Officers (PEOs)

Operating Hours	Weekdays, 7 am – 11 pm	All days of week, 6am – Midnight
Area and Method	King Street (waterfront to Metro) + 2 blocks north and south, on foot only	Entire city – In vehicles with radio and computer
Enforcement Responsibilities	• Issue citations only (following types) • Meters • Official signs • Handicap violations • Loading zones • Residential zones	• Issue all parking citation types • Booting vehicles • Towing and impounding vehicles • Clearing vehicles in HOV lanes (morning & afternoon rush hour)
Certifications / Authority	Not certified to access Virginia or National records databases	Certified to access Virginia and National records databases
Additional Duties	None	• Handle 311 requests • Respond to calls for service • Assist with power outages traffic control • Searching for critical missing persons • Special event traffic control & parking • Crossing Guard duties when needed



Enforcement & Compliance

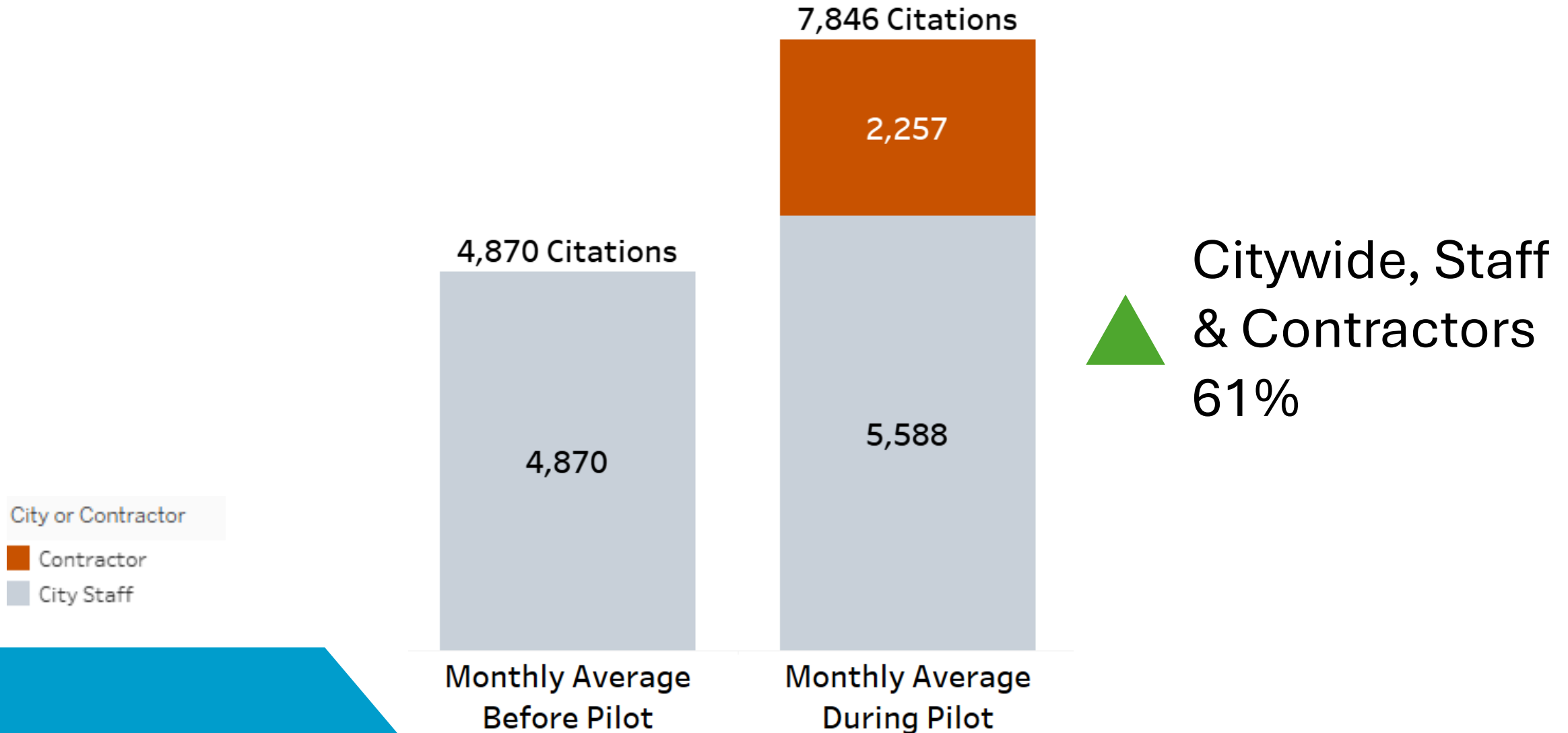
Question: Has use of contractors improved enforcement across the city?

Findings:

- Increased enforcement citywide and within pilot area.
- Increase in paid street parking since start of pilot.

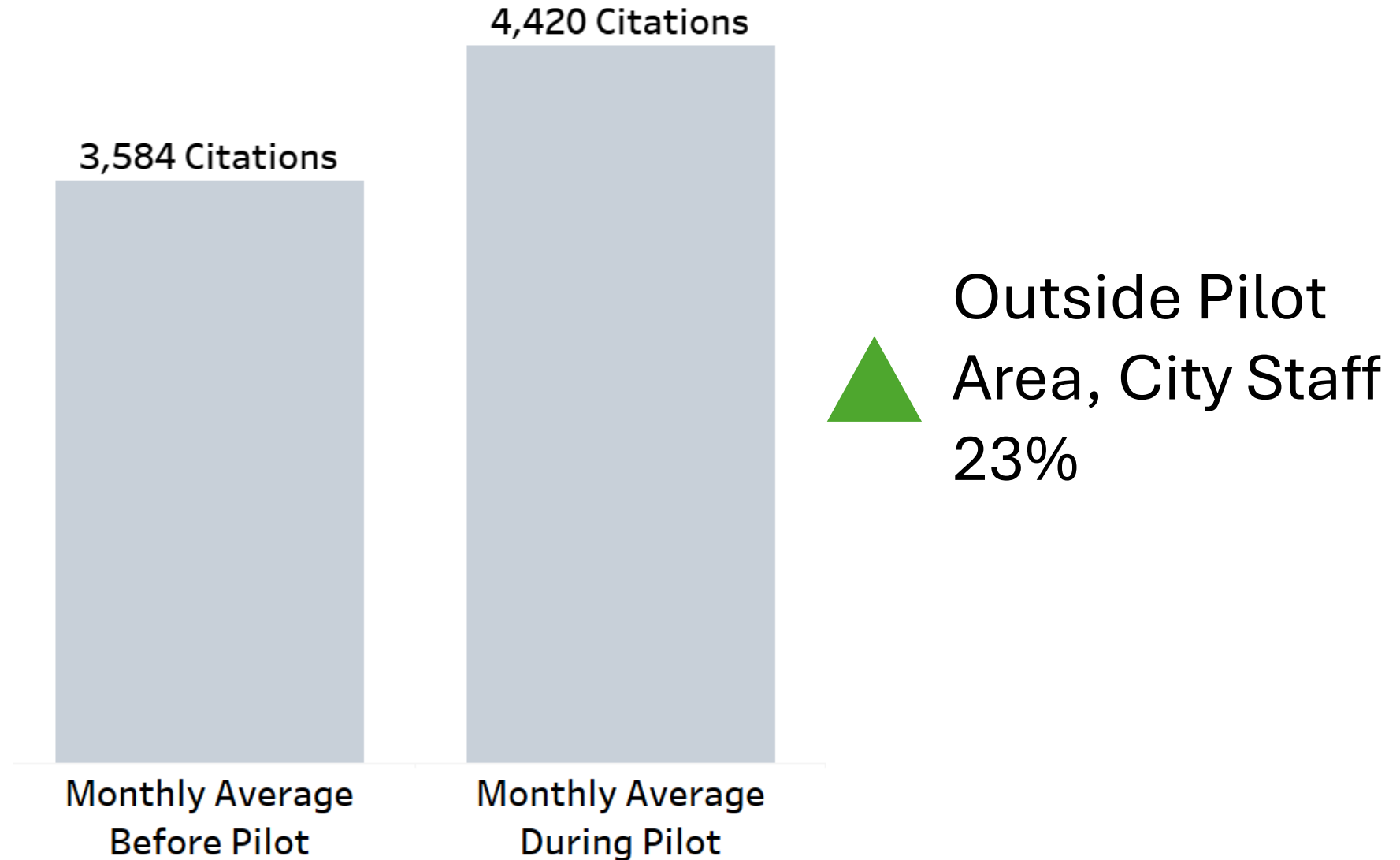


Citywide, presence of the pilot increased monthly average ticket count by almost 61%



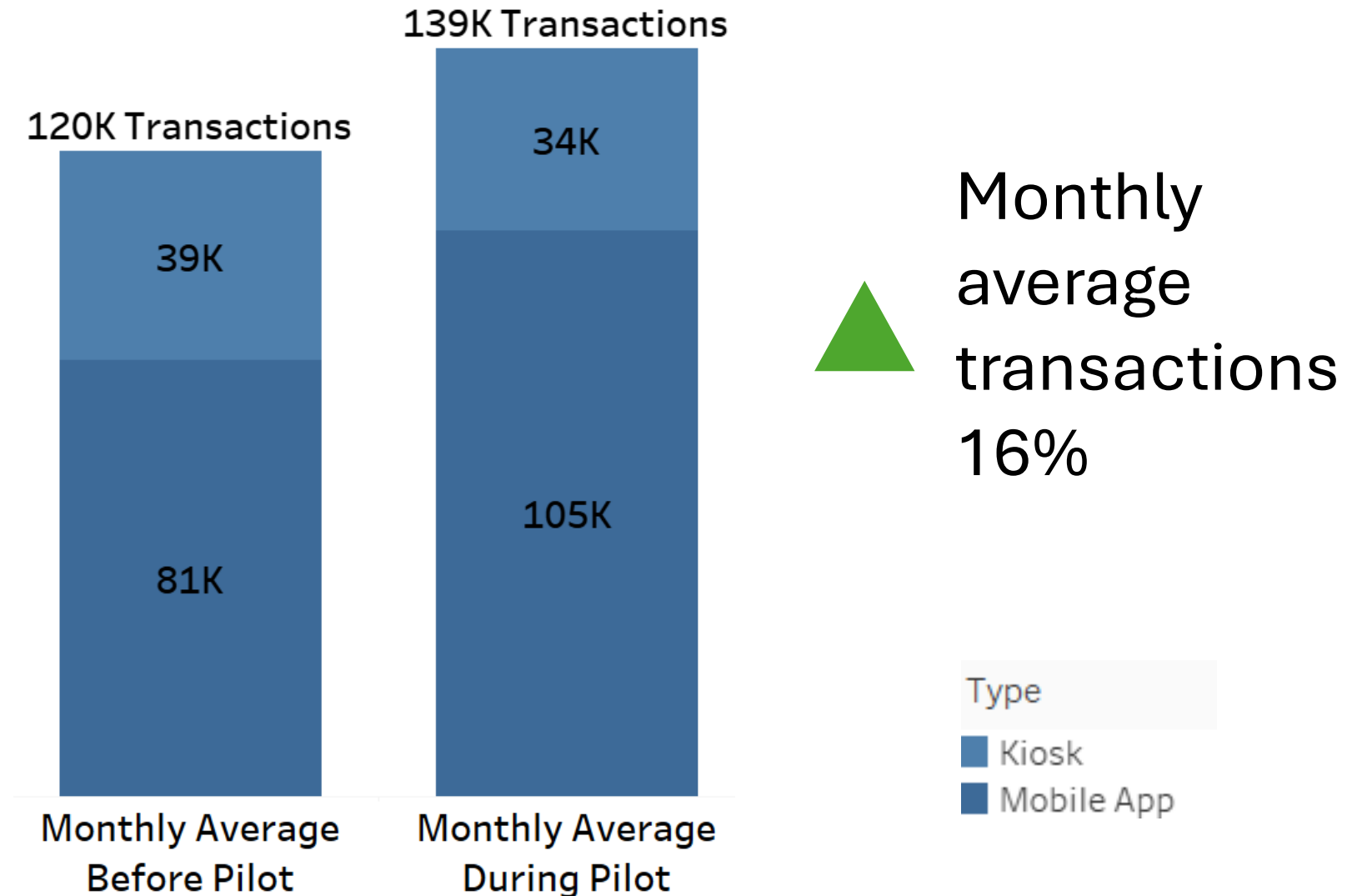


Outside of the Pilot Area, City staff's monthly average count increased 23%





Paid street parking transactions* have increased during the pilot



*There are additional factors that affect paid parking such as street parking zones, rates, and public messaging.



Responsiveness

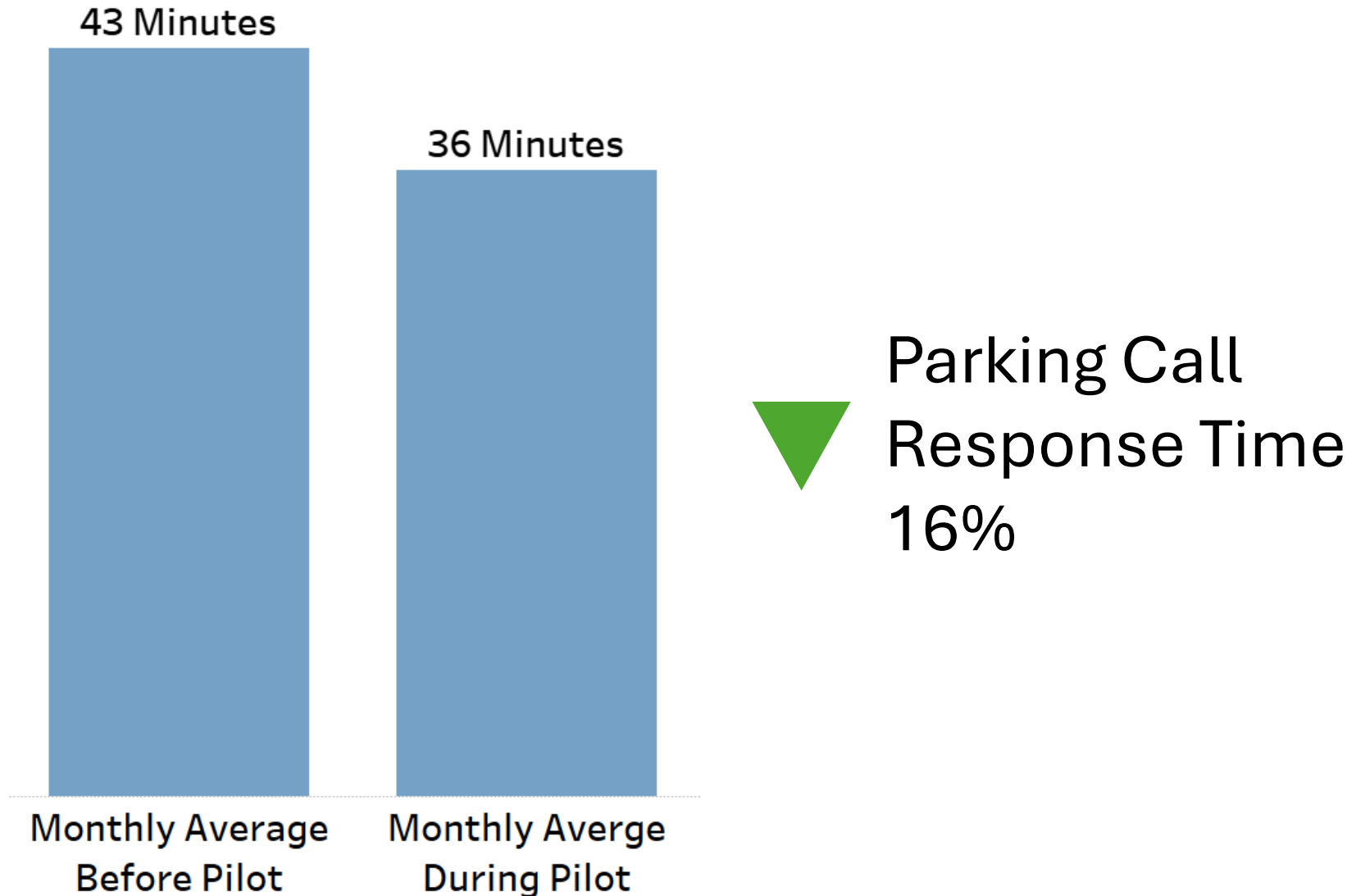
Question: Has the contractor allowed the City to become more responsive to calls across the city?

Findings:

- Reduced response time to non-emergency parking calls.
- Reduced time to close 311 parking complaints.

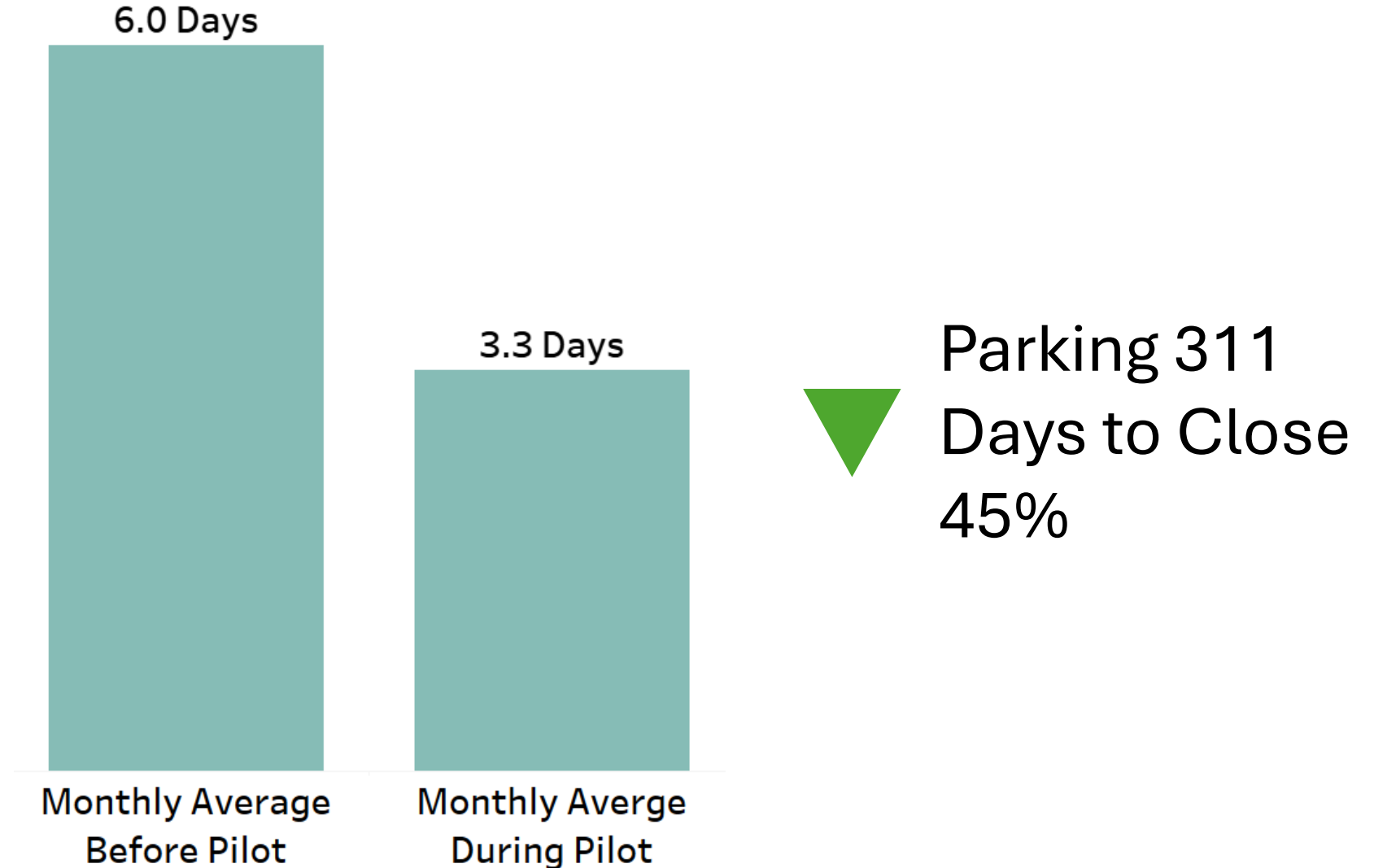


During the pilot, response time to non-emergency parking calls has improved 16%





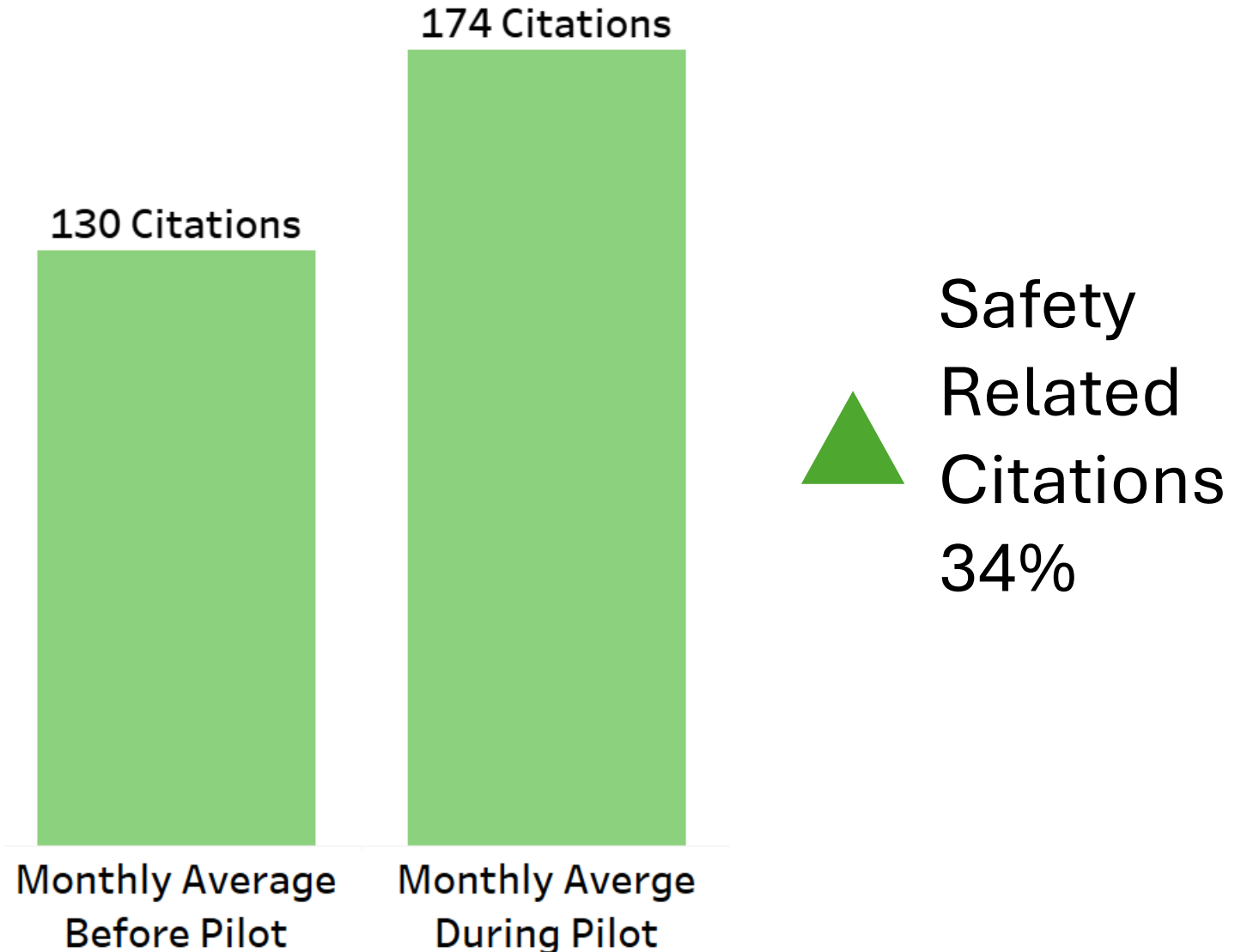
During the pilot, average days to close 311 parking complaints has improved by 45%





Safety: During the pilot, safety related ticketing increased almost 34%

- Safety-related ticket types:
 - *Parking in bike lane*
 - *Parking to obstruct traffic or crosswalk*
 - *Parking near fire hydrant*
- City staff drove increase with contractor coverage allowing greater focus on these types of citations.



Summary & Recommendation

1. Contractor presence **boosted overall enforcement efficiency** and parking sign **compliance**.
2. Contractor contributed to **improvements in response times** to resident inquiries on parking.
3. Contractor enabled police to issue **more safety-related citations**.

Council input/options:

1. End contract, return to prior model (city only)
2. Continue contract, make pilot permanent
3. Continue contract & expand slightly to other parts of the City and/or weekends, remain at least revenue neutral (**staff recommendation**)

Staff can return with specifics based on Council input



Questions?



Data Definitions

All Datasets:

- Date periods:
 - Before Pilot: July 1, 2022 – December 21, 2023
 - During Pilot: December 22, 2023 – June 30, 2025
- Unless otherwise noted, measurements are monthly averages during those time periods.

Parking Citation Data:

- Data from T2 Systems administered by Finance Department.
- Used in the field by city and contract parking enforcement.

Street Parking Payment:

- Data from Just Park Insights T&ES system
- Kiosks: Street payment kiosks, also known as Cale
- Mobile App: ParkMobile payment app

Non-Emergency Parking Calls:

- Data from DECC/APD computer aided dispatch (CAD) system.
- Response time refers to the amount of time between a call being picked up and a unit arriving on scene.

311 Parking Complaint Data:

- Comes from citywide salesforce 311 system.
- Days to close refers the number of business days between a department receiving a service requests and closing that request.