

# City Council Parking Enforcement Update

October 28, 2025





**Request:** Receive an update on the Parking Enforcement

Pilot Contractor Program

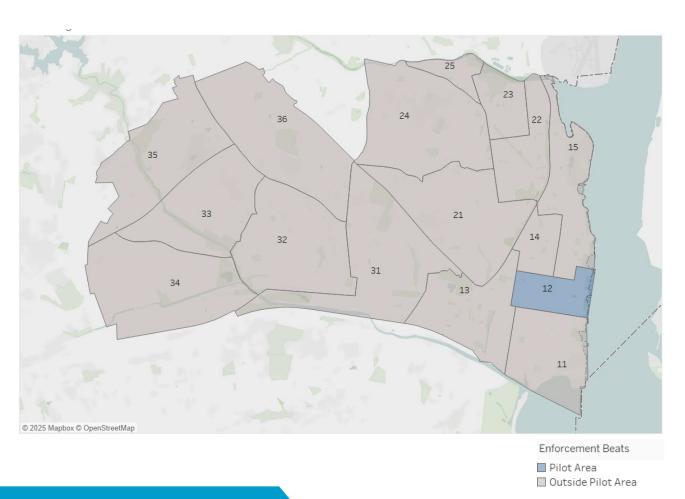
**Council Action:** Provide input on program and next steps

### **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 <u>supplement</u> 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	<ul> <li>Issue citations only (following types)</li> <li>Meters</li> <li>Official signs</li> <li>Handicap violations</li> <li>Loading zones</li> <li>Residential zones</li> </ul>	<ul> <li>Issue all parking citation types</li> <li>Booting vehicles</li> <li>Towing and impounding vehicles</li> <li>Clearing vehicles in HOV lanes (morning &amp; afternoon rush hour)</li> </ul>
Certifications / Authority	Not certified to access Virginia or National records databases	Certified to access Virginia and National records databases
Additional Duties	None	<ul> <li>Handle 311 requests</li> <li>Respond to calls for service</li> <li>Assist with power outages traffic control</li> <li>Searching for critical missing persons</li> <li>Special event traffic control &amp; parking</li> <li>Crossing Guard duties when needed</li> </ul>

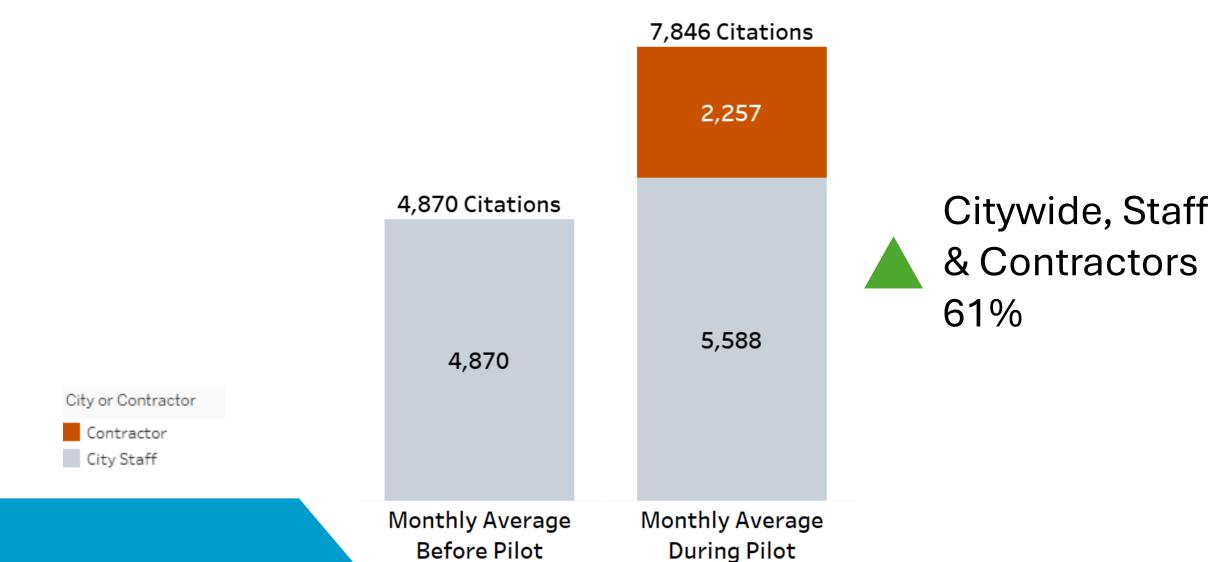
Question: Has use of contractors improved enforcement across the city?

### Findings:

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



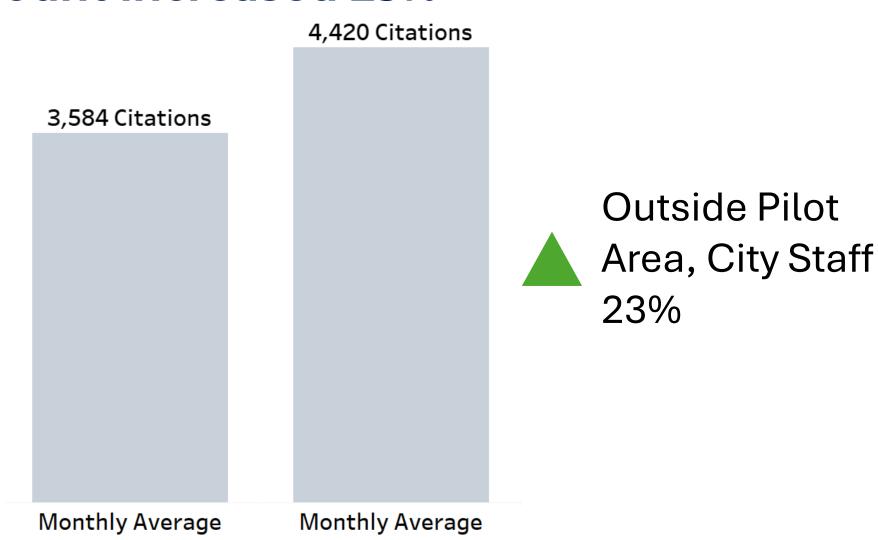
# Citywide, presence of the pilot increased monthly average ticket count by almost 61%





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

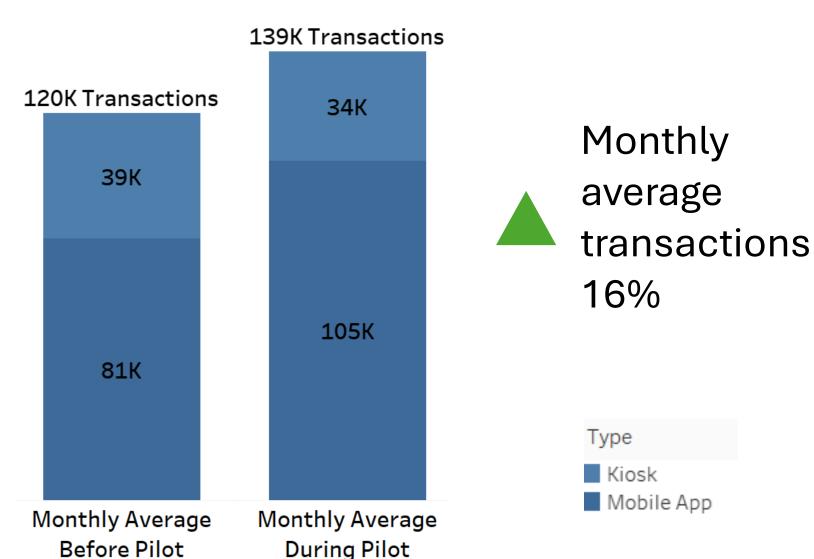
Before Pilot



**During Pilot** 



# 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.



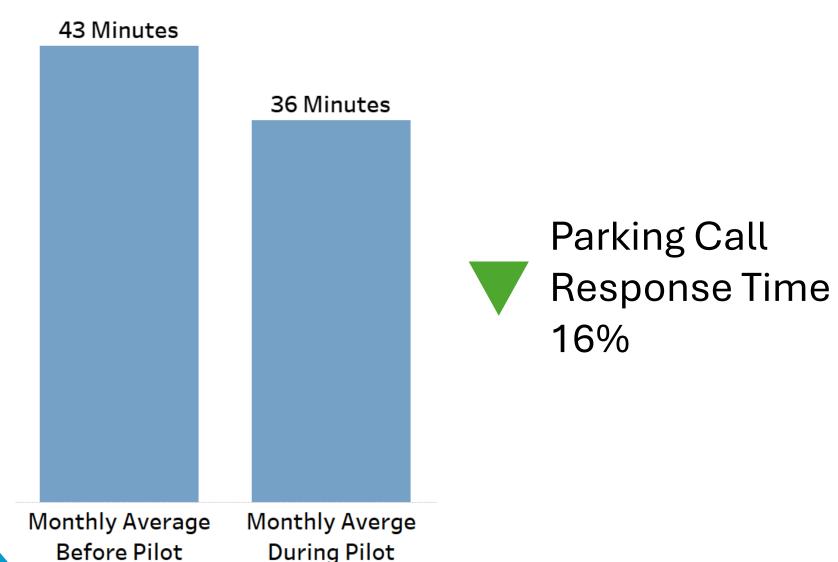
Question: Has the contractor allowed the City to become more responsive to calls across the city?

### Findings:

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

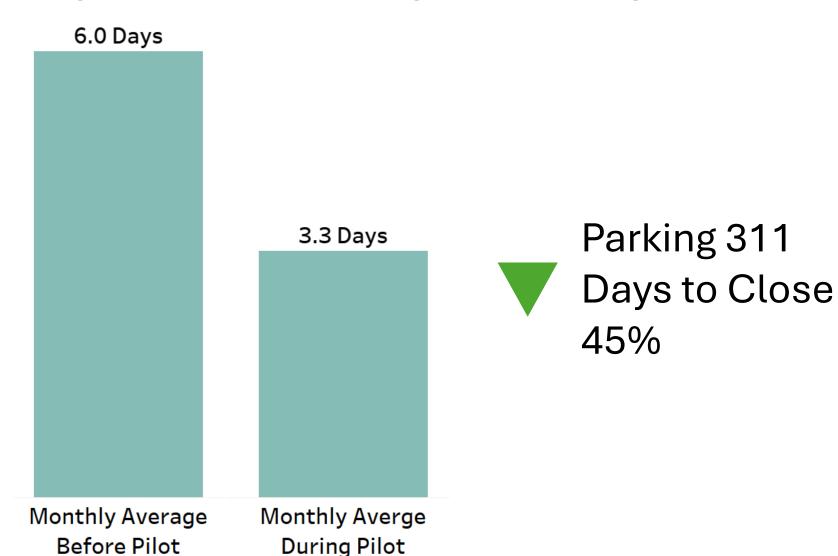


### During the pilot, response time to nonemergency parking calls has improved 16%





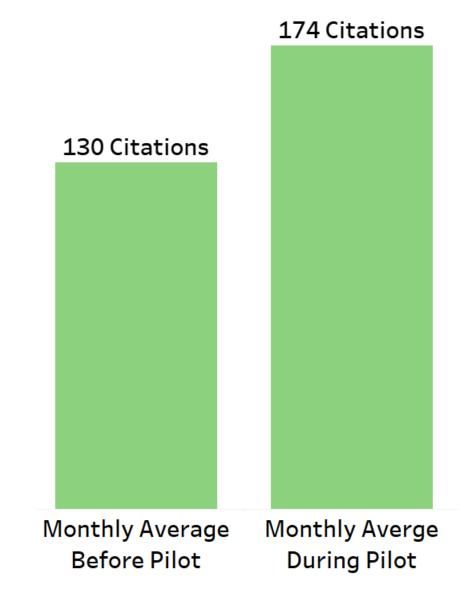
# During the pilot, average days to close 311 parking complaints has improved by 45%





# 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.



Safety Related Citations 34%

# Summary & Recommendation

- Contractor presence boosted
   overall enforcement efficiency and
   parking sign compliance.
- 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.