

Jackie Henderson

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11-9-16

From: Nate Macek <natemacek@hotmail.com>
Sent: Thursday, November 10, 2016 11:49 AM
To: City Council
Cc: Yon Lambert; Carrie Sanders; Steve Sindiong; Katye North
Subject: RE: Support Pilot Program for Pay-by-Phone Parking Fee on Residential Blocks

Madam Mayor and Members of City Council:

I appreciate Council's deliberation of this proposal during last night's City Council meeting.

I would like to follow up regarding one particular point of discussion, the City's use of Pango as its mobile parking payments vendor, rather than Parkmobile, which serves most neighboring jurisdictions.

While having Pango as the City's vendor does require users to load and manage a different application on their smart phones, there are several notable advantages that Pango offers:

- The transaction fee for Pango is only \$0.29 per session, compared to \$0.45 for Parkmobile
- Pango allows users stop paying for parking when they vacate a space, so users only need to pay for the time actually parked. Parkmobile, on the other hand, requires users to predict how much time they will need and pay for it in full up front (similar to a traditional parking meter, but without the flexibility mobile technologies offer). With Parkmobile, if additional time is required, another session may be initiated, but an additional \$0.45 transaction fee is charged.
- Pango offers the flexibility to enter codes for validated parking, which a shop or restaurant may provide to customers to pay for all or a portion of their parking expenses. As you learned last night, the City is also exploring opportunities to use that feature to allow guests of residential permit parking holders to park on residential blocks that participate in the pay-by-phone parking pilot program.

OTAPS work group members learned that because Pango is a small company, it is able to be highly responsive to the City's needs and has made changes to facilitate the city's pay-by-phone parking program. While the company's app was somewhat buggy when it was first introduced here, I have found subsequent updates to be smooth and error-free.

Should the City seek to change mobile parking payment vendors in the future, I hope that the features that differentiate its current vendor—lower transaction fees, an ability to start and stop parking as needed, and facilitation of validated parking—are retained.

Thank you for your consideration of this issue.

Nate Macek

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From: Nate Macek
Sent: Tuesday, November 08, 2016 10:13 AM
To: 'CityCouncil@alexandriava.gov' <CityCouncil@alexandriava.gov>
Cc: 'Carrie Sanders (Carrie.Sanders@alexandriava.gov)' <Carrie.Sanders@alexandriava.gov>; Steve Sindiong <Steve.Sindiong@alexandriava.gov>; 'katye.north@alexandriava.gov' <katye.north@alexandriava.gov>
Subject: Support Pilot Program for Pay-by-Phone Parking Fee on Residential Blocks

Madam Mayor and Members of City Council:

I would like to encourage you to support implementation of a pilot program to create a pay-by-phone parking fee within a residential parking permit district, which you'll review at your Nov. 9 legislative meeting and Nov. 12 public hearing.

As the Transportation Commission representative and vice chair of the 2015 Old Town Alexandria Parking Study (OTAPS) Work Group, I am encouraged to see the work group's recommendation to pilot pay-by-phone parking on residential blocks advance. The proposed pilot is an important development because it will provide a real-world test of this concept.

Present parking policies in Old Town incentivize visitors to park on unmetered residential blocks because they are able to park for free, often for a longer period of time than on-street parking on commercial blocks. This reduces the on-street parking available for residents who live close to King Street.

Pricing of parking on residential blocks will help to remove this incentive and encourage more visitors to park in garages or at meters on commercial blocks on and near King Street, thereby freeing up more parking for residents.

When this concept was discussed by OTAPS in 2012, the idea was dismissed because it would have required installation of costly and unsightly parking meters on residential blocks. Thanks to new technologies, namely, the City's Pango pay-by-phone service, this concept may be tested at considerably less expense.

Some residents commented during OTAPS meetings that this approach would encourage *more* visitor parking in residential areas. However, current parking policies on Old Town residential blocks create no restrictions on non-resident parking, other than time limits, which are difficult to enforce. This new approach should prove much more enforceable—since display of a permit or payment for parking will be required—which should in turn discourage just enough visitors to park elsewhere, thereby making more spaces available for residents. However, we will not know this without implementation of the pilot program, to test whether the desired impacts of this policy are realized.

Successful implementation of this pilot will require clear communication to residents of the test block and nearby areas, so the exemptions on paying to park for vehicles displaying residential parking permits or printed guest permits are clearly understood. In addition, pay-by-phone signage for visitors

must be clear so they understand they must pay via smart phone app, phone call, or by purchasing and displaying a parking receipt from a nearby multispace meter on a commercial block. (I would encourage the City to use similar signage to the pay-by-phone parking signs on commercial blocks, but possibly use a different color than blue so that residential permit holders can readily distinguish the residential blocks in their district where no payment is required from the commercial blocks where payment will continue to be required.)

I am confident this program will provide an important new tool for managing parking in the City, and encourage you to vote to approve the pilot program on Saturday.

Thank you for your consideration of these comments.

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