

### **Attachment 3: Pilot Program Evaluation**

With the implementation of the pilot program, staff indicated the program would be considered an effective tool if parking occupancy survey results showed a minimum of 1-2 parking spaces were now available to residents on the pay by phone blocks and that parking issues did not simply shift to another block. Staff also indicated the importance of feedback from the residents of both the pay by phone blocks and adjacent blocks to determine if they felt this tool improved or worsened the parking conditions on their block.

Based on these guidelines defined with the pilot program, staff considered three main aspects of the pilot program to evaluate its success and determine if should be continued as is, continued with modifications, or discontinued: community feedback, parking occupancy surveys in the program area, and feedback and data from parking enforcement.

*Community Feedback* – Community feedback was evaluated primarily through an online feedback form. Outreach to inform the community about the evaluation and the opportunity to provide feedback through the online feedback form included the following:

- Mailings to all residents in the pilot program area (343 residences – 111 on blocks with and 232 on blocks without residential pay by phone)
- Emails to the points of contacts for the 13 blocks with restrictions
- Emails to Old Town Civic Association and other citizens who have provided input in the past
- Emails to representatives from Old Town Boutique District, Old Town Business and Professional Association, Alexandria Chamber of Commerce, and Visit Alexandria
- Enews, Twitter, and Facebook.

There were 131 complete responses provided through the feedback form, and the main takeaways from this input were:

- The majority (79%) of residents of blocks with residential pay by phone who responded to the survey indicated that they felt parking was more available on their block than before the program.
- 76% of residents of blocks with residential pay by phone indicated the guest permit process was easy and did not need changes.
- The most common preferences for the process of petitioning for residential pay by phone were maintaining the existing process (30%), no Traffic and Parking Board hearing required if a petition is signed by 50% of residents (26%), and no Traffic and Parking Board hearing required if a petition is signed by 75% of residents (20%).
- Most respondents (64%) preferred that meters not be installed on blocks in the program.
- The majority of respondents (69%) indicated they would not like the residential pay by phone area to be expanded to other blocks adjacent to metered areas.
- A total of 67% indicated they would like the program to continue when the pilot program expires, with 44% indicating they would like the program to continue as-is and 23% indicating they would like the program to continue with modifications.

Some common comments received through the feedback form and from emails and calls to staff were that parking restrictions were not being adequately enforced, that visitors were confused about how and where to pay and park, that there should be alternative payment methods for users who had difficulty paying with the existing options, and that there should be more efforts to encourage non-residents to park off-street. Many residents gave positive comments about how the residential pay by phone program has made parking easier and more available to them.

Staff also received feedback regarding the impact of the program on St. Paul's Episcopal Church. The church conducted their own parking survey to gauge feedback on parking amongst their parishioners. The church's survey results (Attachment 3A) showed that most parishioners (85% of respondents) were unfavorable towards the parking restrictions on blocks surrounding St. Paul's, indicating they cause inconvenience, increase the cost of attending the services, or discourage them from attending church events. Staff have met with representatives of the church to identify their top concerns and discuss potential solutions including a resident initiated petition to adjust fee hours on their block on Sundays, reducing the cost to the church of parking in the Courthouse Garage on Sundays, and providing a pay station on Church property to facilitate the payment process for parishioners.

*Parking Occupancy Surveys* – Staff completed parking occupancy surveys of blocks with and adjacent to the residential pay by phone program before and after implementation of the pilot. Surveys were conducted between April 2017 and October 2018 and included a range of days of the week and time of day. Overall, the surveys provide 105 observations of parking occupancy conditions on pay by phone blocks and 72 observations of parking occupancy conditions on adjacent blocks. At least two surveys were completed before and after signage was installed for each block. See Attachment 3B for more details about when surveys were conducted. A summary of the results reflects that:

- On blocks where residential pay by phone was implemented:
  - The average parking occupancy decreased from 94% before residential pay by phone signage to 86% after.
  - The average percent of parkers from outside of the Residential Permit Parking (RPP) parking district decreased from 46% before signage to 30% after.
- On blocks adjacent to blocks with residential pay by phone:
  - The average parking occupancy increased from 85% occupancy before signage was installed on adjacent blocks to 88% after.
  - The average percent of parkers from outside of the RPP parking district decreased from 40% before signage on adjacent block to 37% after.

*Parking Enforcement Feedback and Data* – Parking enforcement staff communicated that enforcing parking restrictions on residential pay by phone blocks required similar effort and time to enforcing restrictions on the residential permit parking blocks. Parking enforcement officers give vehicles on these blocks about a 15-minute grace period to allow time for parkers to walk to a metered block and return with a receipt in case they choose that payment option, so the officers usually still check on vehicles twice, as they would on the time limited blocks.

However, parking enforcement also shared data on the number of parking citations given per month blocks with and without residential pay by phone between November 2017 and

September 2018. The data showed that on average, twice as many citations were given on the blocks with residential pay by phone as those without.

# Attachment 3A



## Results From St. Paul's Parking Survey

*Scott M. Broetzmann, President & CEO*

*October 22, 2018*



# Survey Objective & Methodology



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## Survey Objective

- Canvass St. Paul's parishioners regarding the City of Alexandria's new parking restrictions on S. Pitt Street, which require people to use metered parking to pay for up to two hours to park (instead of free parking for two hours), including Sundays

## Survey Methodology

- Participants included 1,228 individuals from St. Paul's parishioner database (including members and friends [e.g., those attending one of St. Paul's schools, employees, choir members, etc.] )
- One-page web-based questionnaire
- Branded as a St. Paul's survey
- Featured an initial invitation and two reminders to participate to non-respondents
- Examined overall sentiments about the new parking restrictions, personal impact of restrictions, and recommendations for going-forward policy
- Achieved a 45% response rate (n = 533) yielding a  $\pm 1.9\%$  to  $3.2\%$  margin of error (at 95% confidence)



# Overview Of Key Findings



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An overwhelming majority of St. Paul's parishioners (85%) are unfavorable toward the new parking restrictions

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The new parking restrictions have had a meaningful, negative impact on St. Paul's parishioners causing them inconvenience (52%), increasing the cost of attending services and other St. Paul's events (36%), and discouraging them from attending services and events (21%)

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Nearly all St. Paul's parishioners (94%) recommend that the City of Alexandria rescind the new parking restrictions and revert to the prior policy of limited free parking on Sunday mornings

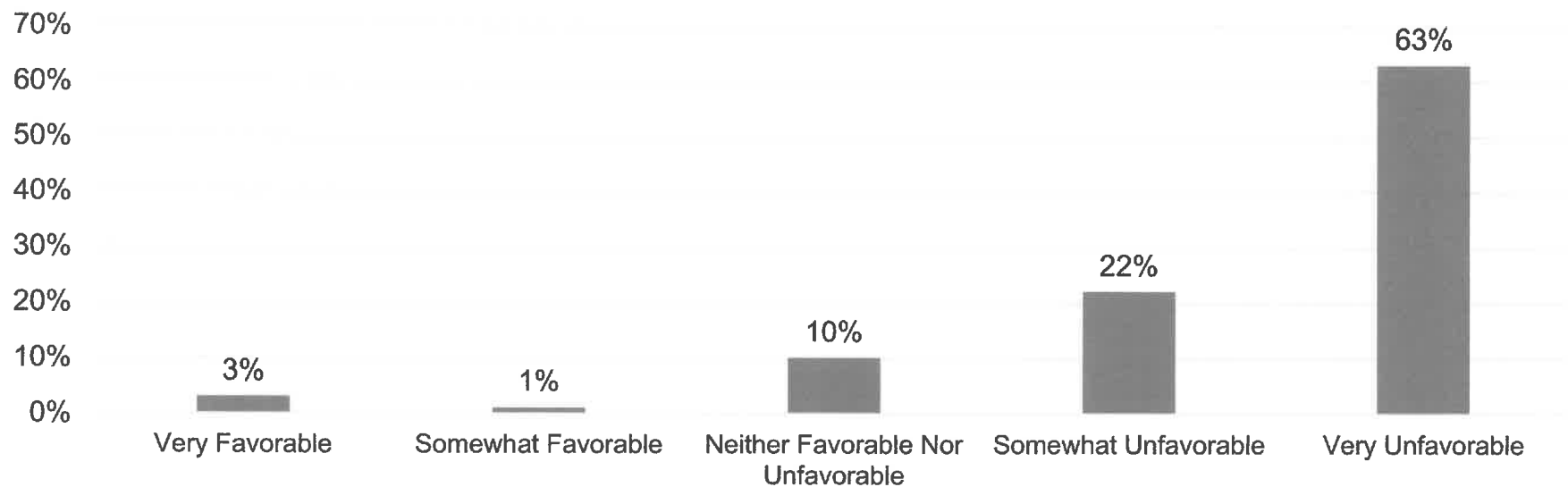




# Detailed Results



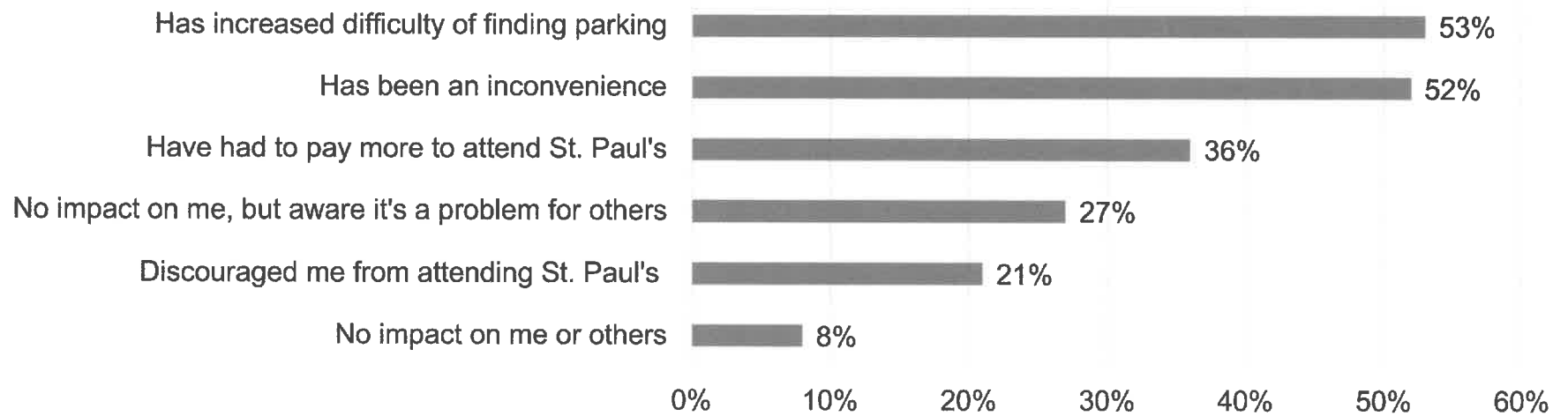
# Favorability Rating Of New Parking Restrictions



All things considered, how favorable or unfavorable are you about the metered parking surrounding St. Paul's?



# Personal Impact Of New Parking Restrictions

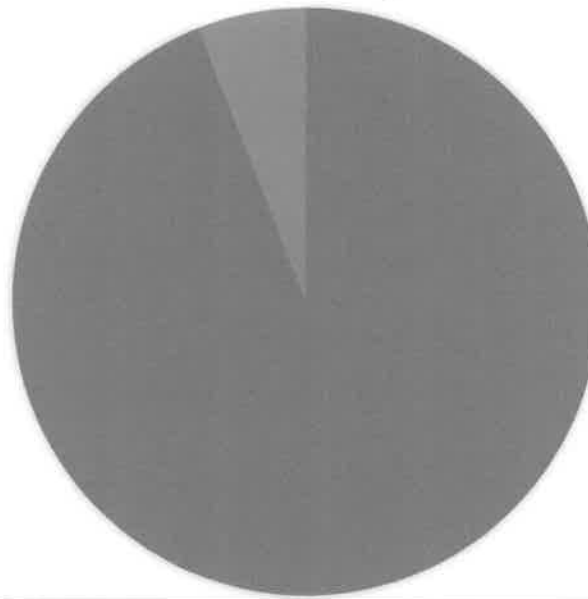


How has the metered parking surrounding St. Paul's neighborhood personally affected you?  
(Please click all that apply)



## Recommendation For Policy

**Continue with the  
new parking  
restrictions and  
metered parking  
surrounding the St.  
Paul's  
neighborhood, 6%**



**Rescind the new  
parking  
restrictions...and  
revert to the prior  
policy of free parking  
for up to two hours on  
Sunday mornings.,  
94%**

Which ONE of the following policies to you recommend that the City of Alexandria adopt concerning parking surrounding the St. Paul's neighborhood?



# Appendix 1 – Questionnaire



# Questionnaire

| YOUR OPINIONS ABOUT CITY OF ALEXANDRIA METERED PARKING SURROUNDING ST. PAUL'S NEIGHBORHOOD                                |   |   |  |   |  |   |   |                          |                          |                          |                          |
|---|---|---|--|---|--|---|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 1.  | <p>Which ONE of the following statements best describes your awareness of the City of Alexandria metered parking surrounding the St. Paul's neighborhood?</p> <p><input type="checkbox"/> I didn't know about the metered parking surrounding St. Paul's until I received this survey</p> <p><input type="checkbox"/> I already knew about the metered parking surrounding St. Paul's neighborhood.</p>   |   |  |   |  |   |   |                          |                          |                          |                          |
| 2.  | <p>All things considered, how favorable or unfavorable are you about the metered parking surrounding St. Paul's neighborhood? WEB PROGRAMMING INSTRUCTION – USE COLORED SMILEY FACE ICONS TO ENSURE RECOGNITION OF SCALE (E.G., GREEN SMILE FOR VERY FAVORABLE TO RED FROWN FOR VERY UNFAVORABLE)</p> <table border="0"> <tr> <td>Very Favorable</td> <td>Somewhat Favorable</td> <td>Neither Favorable Nor Unfavorable</td> <td>Somewhat Unfavorable</td> <td>Very Unfavorable</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>  | Very Favorable  | Somewhat Favorable   | Neither Favorable Nor Unfavorable   | Somewhat Unfavorable   | Very Unfavorable  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Very Favorable  | Somewhat Favorable  | Neither Favorable Nor Unfavorable   | Somewhat Unfavorable   | Very Unfavorable  |  |   |   |                          |                          |                          |                          |
| <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>  | <input type="checkbox"/>   | <input type="checkbox"/>  |  |   |   |                          |                          |                          |                          |
| 3.  | <p>How has the metered parking surrounding St. Paul's neighborhood personally affected you? (Please click ALL that apply.)</p> <table border="0"> <tr> <td><input type="checkbox"/> 1. I have had to pay for/pay more for parking when attending St. Paul's services/events.</td> <td><input type="checkbox"/> 4. It has discouraged me from attending St. Paul's services/events.</td> </tr> <tr> <td><input type="checkbox"/> 2. It has increased the difficulty of finding parking when attending St. Paul's services/events.</td> <td><input type="checkbox"/> 5. It has had no impact on me personally but I'm aware that it has been a problem for others.</td> </tr> <tr> <td><input type="checkbox"/> 3. It has been an inconvenience (e.g., had to walk further, made me late).</td> <td><input type="checkbox"/> 6. It has had no impact on me or others.</td> </tr> </table> | <input type="checkbox"/> 1. I have had to pay for/pay more for parking when attending St. Paul's services/events. | <input type="checkbox"/> 4. It has discouraged me from attending St. Paul's services/events. | <input type="checkbox"/> 2. It has increased the difficulty of finding parking when attending St. Paul's services/events. | <input type="checkbox"/> 5. It has had no impact on me personally but I'm aware that it has been a problem for others. | <input type="checkbox"/> 3. It has been an inconvenience (e.g., had to walk further, made me late). | <input type="checkbox"/> 6. It has had no impact on me or others. |                          |                          |                          |                          |
| <input type="checkbox"/> 1. I have had to pay for/pay more for parking when attending St. Paul's services/events.         | <input type="checkbox"/> 4. It has discouraged me from attending St. Paul's services/events.  |   |  |   |  |   |   |                          |                          |                          |                          |
| <input type="checkbox"/> 2. It has increased the difficulty of finding parking when attending St. Paul's services/events. | <input type="checkbox"/> 5. It has had no impact on me personally but I'm aware that it has been a problem for others.  |   |  |   |  |   |   |                          |                          |                          |                          |
| <input type="checkbox"/> 3. It has been an inconvenience (e.g., had to walk further, made me late).                       | <input type="checkbox"/> 6. It has had no impact on me or others.   |   |  |   |  |   |   |                          |                          |                          |                          |
| 4.  | <p>Which ONE of the following policies do you recommend that the City of Alexandria adopt concerning parking surrounding the St. Paul's neighborhood?</p> <p><input type="checkbox"/> Repeal the new parking restrictions and metered parking surrounding the St. Paul's neighborhood and revert to the prior policy of free parking for up to two hours on Sunday mornings.</p> <p><input type="checkbox"/> Continue with the new parking restrictions and metered parking surrounding the St. Paul's neighborhood</p>   |   |  |   |  |   |   |                          |                          |                          |                          |
| 5.  | <p>Please share any additional feelings or suggestions you may have about the City of Alexandria metered parking surrounding the St. Paul's neighborhood. WEB PROGRAMMING NOTE – no limit on character count for this verbatim</p> <p>_____</p> <p>_____</p> <p>_____</p>   |   |  |   |  |   |   |                          |                          |                          |                          |
| 6.  | <p>St. Paul's has an arrangement with the City of Alexandria whereby those attending weekly services may park for free in the Courthouse Square Garage (111 S. Pitt Street). St. Paul's pays the City of Alexandria \$5 for each parked car. Were you aware of this parking arrangement?</p> <p><input type="checkbox"/> I was NOT AWARE of this parking arrangement.</p> <p><input type="checkbox"/> I WAS AWARE of this parking arrangement</p>   |   |  |   |  |   |   |                          |                          |                          |                          |
| 7.  | <p>Which ONE of the following statements best describes how often you attend worship services at St. Paul's? (Please click only ONE box.)</p> <p><input type="checkbox"/> Weekly</p> <p><input type="checkbox"/> Several times each month</p> <p><input type="checkbox"/> Monthly</p> <p><input type="checkbox"/> Less than monthly</p> <p><input type="checkbox"/> Only for major feasts (e.g., Christmas, Easter) or special services (e.g., weddings, funerals)</p> <p><input type="checkbox"/> Never</p>  |   |  |   |  |   |   |                          |                          |                          |                          |



## Attachment 3B

### Parking Occupancy Surveys Dates and Times

| Block   |               |           |         | 100 Prince | 100 Duke   | 200 S Lee  | 200 Prince | 300 S Lee  | 500 Prince | 200 Wolfe | 600 Wolfe | 200 S Pitt | 100 Cameron | 200 Cameron | 400 Prince | 300 Prince |
|---|---------------|-----------|---------|------------|------------|------------|------------|------------|------------|-----------|-----------|------------|-------------|-------------|------------|------------|
| Date Residential Pay by Phone Signage Installed |               |           |         | 7/14/2017  | 11/13/2017 | 11/13/2017 | 12/13/2017 | 12/13/2017 | 4/26/2018  | 4/26/2018 | 4/26/2018 | 4/26/2018  | 4/26/2018   | 4/26/2018   | 6/14/2018  | 7/20/2018  |
| Parking Occupancy Survey Collected              | Date          | Day       | Time    |            |            |            |            |            |            |           |           |            |             |             |            |            |
|   | 18-Apr-17     | Tuesday   | 1:00PM  | X          |            |            |            |            |            |           |           |            |             |             |            |            |
|   | 1-May-17      | Monday    | 10:00AM | X          |            |            | X          |            |            |           |           |            |             |             |            |            |
|   | 4-May-17      | Thursday  | 7:00PM  | X          |            |            | X          |            |            |           |           |            |             |             |            |            |
|   | 9-May-17      | Tuesday   | 6:00PM  | X          |            |            | X          |            |            |           |           |            |             |             |            |            |
|   | 13-May-17     | Saturday  | 4:00PM  | X          |            |            | X          |            |            |           |           |            |             |             |            |            |
|   | 15-Jun-17     | Thursday  | 12:00PM | X          |            |            | X          |            |            |           |           |            |             |             |            |            |
|   | 22-Aug-17     | Tuesday   | 1:00PM  | X          | X          |            | X          | X          |            | X         |           |            |             |             |            |            |
|   | 7-Sep-17      | Thursday  | 7:00PM  | X          |            |            | X          | X          |            | X         |           |            |             |             |            |            |
|   | 22-Sep-17     | Friday    | 7:00PM  | X          | X          | X          |            |            |            |           |           |            |             |             |            |            |
|   | 4-Oct-17      | Wednesday | 1:00PM  | X          | X          | X          | X          | X          |            |           |           |            |             |             |            |            |
|   | 14-Nov-17     | Tuesday   | 1:00PM  | X          |            | X          | X          |            |            |           |           |            |             |             |            | X          |
|   | 20-Nov-17     | Monday    | 5:00PM  |            |            |            |            | X          |            |           |           |            |             |             |            |            |
|   | 12-Feb-18     | Monday    | 3:00PM  |            |            |            |            |            |            |           |           |            |             | X           |            |            |
|   | 22-Feb-18     | Thursday  | 1:00PM  | X          | X          | X          | X          | X          |            | X         |           |            |             |             |            | X          |
|   | 26-Feb-18     | Monday    | 5:00PM  | X          |            | X          | X          | X          |            | X         |           |            |             |             |            |            |
|   | 1-Mar-18      | Thursday  | 3:00PM  |            |            |            |            |            | X          |           |           | X          |             |             | X          |            |
|   | 6-Mar-18      | Tuesday   | 1:00PM  |            |            |            |            |            |            |           |           |            | X           | X           |            |            |
|   | 9-Mar-18      | Friday    | 12:00PM |            |            |            |            |            | X          |           | X         |            |             |             |            |            |
|   | 11-Mar-18     | Sunday    | 5:00PM  | X          |            |            | X          |            | X          |           |           | X          | X           | X           | X          |            |
|   | 12-Mar-18     | Monday    | 12:00PM |            |            |            |            |            |            |           | X         |            |             |             |            |            |
|   | 13-Apr-18     | Friday    | 12:00PM | X          | X          | X          | X          | X          | X          | X         |           | X          |             |             | X          | X          |
|   | 14-Apr-18     | Saturday  | 4:00PM  | X          | X          | X          | X          | X          | X          | X         | X         | X          | X           | X           | X          | X          |
|   | 24-Apr-18     | Tuesday   | 3:00PM  |            |            |            |            |            |            |           | X         |            |             |             |            |            |
|   | 1-Jun-18      | Friday    | 12:00PM |            |            |            |            |            |            |           |           |            |             |             | X          | X          |
|   | 18-Oct-18     | Thursday  | 1:00PM  |            |            |            |            |            | X          | X         | X         | X          | X           | X           | X          | X          |
|   | 20-Oct-18     | Saturday  | 12:00PM | X          |            |            | X          |            | X          | X         | X         | X          | X           | X           | X          | X          |
|   | Total Surveys |           |         | 17         | 6          | 7          | 15         | 8          | 7          | 8         | 6         | 6          | 5           | 6           | 7          | 7          |

#### LEGEND

- X Block Surveyed at Specified Date and Time
- Signage Installed On Block at Time of Survey