Memorandum

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CITY SECRETARY DALLAS, TEXAS



DATE 20 February 2015

Transportation and Trinity River Project Committee Members: Lee Kleinman (Vice Chair). Deputy Mayor Pro Tem Monica Alonzo, Mayor Pro Tem Tennell Atkins, Sandy Greyson, and Sheffie Kadane

SUBJECT Transportation and Trinity River Project Committee Meeting Agenda

Monday, 23 February 2015, at 1:00 p.m. until 2:30 p.m.

Dallas City Hall - 6ES, 1500 Marilla Street, Dallas, TX 75201

The agenda for the meeting is as follows:

- Approval of the 9 February 2015 **Meeting Minutes** (Estimated 3 Minutes)
- Vonciel Jones Hill. Chair
- 2. On-Street Parking Modernization Parking Pilot Update (Estimated 40 Minutes)

Donzell Gibson, Assist. Dir. Dallas Police Department

Mill Creek/Peaks Branch/State-Thomas Drainage Relief Tunnel (Briefing Memo) (Estimated 15 Minutes)

Jennifer Cottingham, Assist. Director **Trinity Watershed Management**

4. Everyone Is a Pedestrian Improving Pedestrian Safety in Texas (Estimated 20 Minutes)

Al Alonzi, Division Administrator, Federal Highway Administration Texas Division

5. Adjourn

Should you have any questions, please do not hesitate to contact me.

onciel Jores Hill. Chair

Transportation and Trinity River Project Committee

"A quorum of the Dallas City Council may attend this Council Committee meeting."

c: Honorable Mayor and Members of the City Council A.C. Gonzalez, City Manager Warren M. S. Ernst, City Attorney Daniel F. Solis, Administrative Judge Rosa A. Rios, City Secretary

Craig D. Kinton, City Auditor

Ryan S. Evans, First Assistant City Manager Eric D. Campbell, Assistant City Manager Jill A. Jordan, Assistant City Manager Joey Zapata, Assistant City Manager

Mark McDaniel, Assistant City Manager Jeanne Chipperfield, Chief Financial Officer Sana Sved. Public Information Officer Elsa Cantu, Assistant to the City Manager -Mayor and Council

Transportation and Trinity River Project Committee Meeting Agenda 20 February 2015 Page 2

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

- Contemplated or pending litigation, or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
- The purchase, exchange lease or value of real property, if the deliberation in an open meeting would have a
 detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas
 Open Meetings Act.
- A contract for a prospective gift or donation to the City, if the deliberation is an open meeting would have a
 detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas
 Open Meetings Act.
- Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
- The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.
- Deliberations regarding economic development negotiations. Section 551.087 of the Texas Open Meetings Act.

Transportation and Trinity River Project Council Committee Meeting

Meeting Minutes

Meeting Date: 9 February 2015 **Convened:** 1:06 p.m. **Adjourned:** 2:23 p.m.

Councilmembers:	Presenter(s):			
Vonciel Jones Hill, Chair	Thomas Lawrence, First Asst. Chief, DPD			
Mayor Pro Tem Tennell Atkins	Jill Jordan, Assistant City Manager			
Deputy Mayor Pro Tem Monica Alonzo	Armando Garza, Lt., DFR			
Sandy Greyson	Dominique Artis, Deputy Chief, DFR			
Sheffie Kadane	Sarah Standifer, Interim Director, TWM			
Lee Kleinman	Other Councilmembers Present:			
Councilmembers Absent:				
None				
City Staff Present:				
Eric D. Campbell, Assistant City Manager	Lt. Matthew Williamson			
Kevin Luper	Ryan Thornton			
Fernando Gray	Michael Price			
Tommy Tine	Lori Frauli			
Keith Manoy	Brett Wilkinson			

AGENDA:

1. Approval of the 26 January 2015 Meeting Minutes

Presenter(s): Vonciel Jones Hill, Chair

Action Taken/Committee Recommendation(s): Motion was made to approve the 26 January 2015 Transportation and Trinity River Project Council Committee meeting minutes.

Motion made by: Sandy Greyson

Item passed unanimously: X Item failed unanimously:

Motion seconded by: MPT Tennell

Atkins

Item passed on a divided vote: Item failed on a divided vote:

2. Trinity Corridor Project Public Safety Planning Update

Presenter: Thomas Lawrence, First Assist. Chief, Dallas Police Department

Action Taken/Committee Recommendation(s): Information Only

Motion made by: Motion seconded by:

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

Transportation and Trinity River Project Committee Meeting Record 9 February 2015 Page 2

3. Community Wildfire Protection for the Trinity Forest

Presenter: Armando Garza, Lieutenant, Dallas Fire and Rescue

Action Taken/Committee Recommendation(s): Information Only

Motion made by: Motion seconded by:

Item passed unanimously: Item passed on a divided vote: Item failed unanimously: Item failed on a divided vote:

4. **Upcoming Agenda Items**

 Authorize a personal service contract with John C. Brunk for transportation interagency consultation services for the period February 11, 2015 through February 10, 2016 - Not to exceed \$75,000 - Financing: Current Funds (subject to appropriations)

Action Taken/Committee Recommendation(s): A motion was made to move item forward to full Council for approval.

Motion made by: Sandy Greyson Motion seconded by: MPT Tennell

Atkins

Item passed unanimously: X Item passed on a divided vote: Item failed unanimously: Item failed on a divided vote:

 A public hearing to receive comments on a proposed municipal setting designation to prohibit the use of groundwater as potable water beneath property owned by City of Dallas and Oncor Electric Delivery Company, LLC generally located near Irving Boulevard extending southeast along the Trinity River to the Texas Utilities Right-of-Way past Corinth Street; and an ordinance authorizing support of the issuance of a municipal setting designation to the City of Dallas by the Texas Commission on Environmental Quality and prohibiting the use of groundwater beneath the designated property as potable water -Financing: No cost consideration to the City

Action Taken/Committee Recommendation(s): A motion was made to move item forward to full Council for approval.

Motion made by: MPT Tennell Atkins Motion sec

Item passed unanimously: X
Item failed unanimously:

Motion seconded by: Sheffie Kadane Item passed on a divided vote: Item failed on a divided vote:

Adjourn (2:23 p.m.)

Vonciel Jones Hill, Chair

Transportation and Trinity River Project Council Committee

Memorandum



DATE 20 February 2015

The Honorable Members of the Transportation and Trinity River Project Committee: Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica Alonzo, Mayor Pro Tem Tennell Atkins, Sandy Greyson, and Sheffie Kadane

SUBJECT On-Street Parking Modernization Parking Pilot Update

On Monday, 23 February 2015, you will be briefed on the On-Street Parking Modernization Parking Pilot Update. The briefing materials are attached for your review.

Please feel free to contact me if you need additional information.

Eric D. Campbell

Assistant City Manager

Emp Campbell

Attachment

c: Honorable Mayor and Members of the City Council A.C. Gonzalez, City Manager Warren M.S. Ernst, City Attorney Craig D. Kinton, City Auditor Rosa A. Rios, City Secretary Daniel F. Solis, Administrative Judge Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager Mark McDaniel, Assistant City Manager Joey Zapata, Assistant City Manager Forest E. Turner, Chief Wellness Officer Jeanne Chipperfield, Chief Financial Officer Sana Syed, Public Information Officer Elsa Cantu, Assistant to the City Manager – Mayor & Council

On-Street Parking Modernization Parking Pilot Update

Transportation and Trinity River Project

Committee

23 February 2015









Purpose: Update on Parking Pilots and Next Steps

- Pilot Snapshot
- Lessons Learned and Data Gathered
- Parking Modernization
- Next Steps
- Questions
- Appendix

Pilot Snapshot

Why Pilots

The parking pilots allowed the City to study the use of and impact of parking equipment and procedures in order to avoid failure and limit problems during implementation of new parking technology and/or policy updates.

- Pilots allowed the City to see how different parking technologies work together.
- Pilots provided information to help evaluate what parking strategies can make the most impact at the best value to the parking system.
- The perception of the parking experience impacts the trip decision process:
 - 1. Decision to park: Do I want to drive and park?
 - 2. Search for Parking: Will there be parking spaces?
 - 3. Understanding signage: Can I find the parking?
 - 4. Paying for Parking: How much will it cost and do I have change?
 - 5. End Trip: Do I need to leave early because my parking time/money has ended?

Pilot Area Business and Property Owners

Parking Forums

 Parking forums provided businesses and property owners with information on the parking pilots.

Notifications

 Property owners adjacent to pilot areas were notified that their area would be included in a parking pilot program.



Public Information

Surveys

 Parking pilot surveys were used to gather data on public parking.

Social Media

 A social media campaign provided updates on the progress of the parking pilot program.

Street Teams

 Street teams were used as parking ambassadors at the beginning of the parking pilot to provide assistance with the new parking equipment.





Field Pilots

Equipment Installation

 Majority of the equipment was installed by early August 2014 including smart meters and in-ground sensors.

Pilot Areas

 Field pilots were conducted in five (5) areas: West End, Jefferson Corridor, Deep Ellum, Arts District, and Central Business District.

Equipment Removal

 Majority of equipment will be removed by the end of February 2015.



Parking Meter Art

Temporary Meter Art Program

 The Dallas Police Department and the Office of Cultural Affairs installed temporary meter art from local artist as part of the "One Meter at a Time" meter art pilot.

Meter Art Program Details

The temporary meter art pilot featured:

- Six (6) local artists were selected by a panel of city staff and community stakeholders.
- Each artist was assigned around twenty
 (20) meters for their art installation.
- The temporary meter art was located in four (4) areas: Deep Ellum, Central Business District, Jefferson Corridor, and Farmer's Market.





Car Share Service

Car Share Launch

 The parking pilot initiated carsharing pilot program with Zipcar.

Locations

Zipcar is currently in three (3)
 City of Dallas parking locations.

Service Expansion

- Dart added a Zipcar location at the Mockingbird station in early February 2015.
- Zipcar has added locations in several private parking lots.



City Hall

Zipcar Is Coming to Dallas -- For Now

By Eric Nicholson Fri., May 9 2014 at 7:16 PM Categories: City Hall, Transportation



Parking Guidance App

Parking Guidance App Launch

 The City initiated an on-street parking guidance map with ParkMe.

Guidance App Features

 The guidance map includes metered parking locations with information on effective hours and rate.

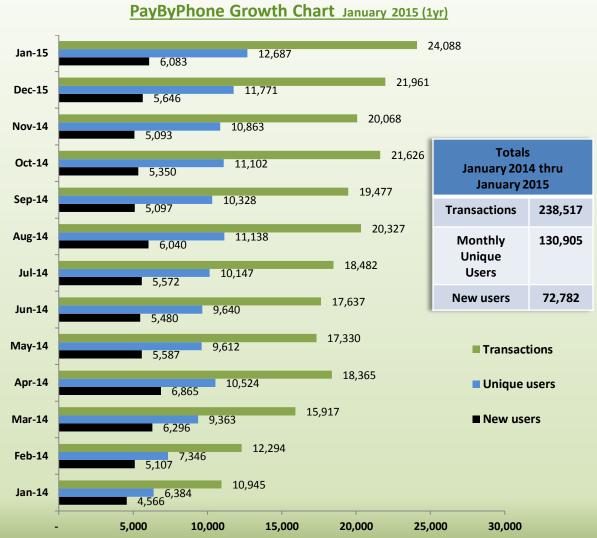


ParkMe (@ParkMe) | Twitter

PayByPhone Update







Lessons Learned & Data Gathered

Survey Results

Found it easy to use a paystation	Level	
Frustrating	1	7%
Needed assistance to complete transaction	2	7%
Had to read instructions multiple times	3	8%
Easy to use after reading instructions	4	28%
Easy to use (no instructions needed)	5	50%
Found it easy to use a single space meter	Level	
Frustrating	1	10%
Needed assistance to complete transaction	2	7%
Had to read instructions multiple times	3	20%
Easy to use after reading instructions	4	26%
Easy to use (no instructions needed)	5	37% <u> </u>
Were the parking signs helpful?	_ No	32%
328 Responses	Yes	22%
Did not see them or did not	use them	46%
Have you ever used this type of "Smart Meter" before	_ No	56%
331 Responses	Yes	44%

Survey Results – Payment Choices

Use of PayByPhone and Preferred Method of payment

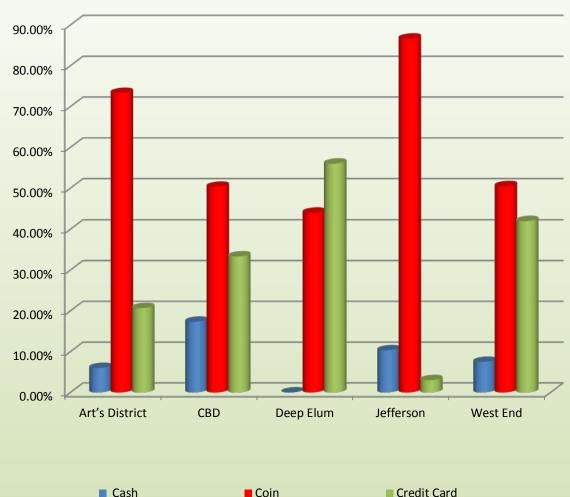
use of PaybyPhone and Preferred Method of payment	PayByPho	ne User
Pay Station accepting Coin, Cash, Credit Card	No	48%
	Yes	42%
Pay-By-Phone	No	8%
	Yes	34%
Single space meter - credit card enabled	No	19%
	Yes	23%
No preference indicated	No	26%
	Yes	0%
		7004
ould you prefer to use a coin-only single space meter?	No	70%
326 Responses	Yes	30%
tould you use a smooth phase and with a man that allows you		
ould you use a smart phone app with a map that allows you blocate and pay for parking?	No	36%
	•	
326 Responses	Yes	64%
Have you used Pay-By-Phone?		73%
are jest seem by by riverse.	No	. 5 / 0

Pilot Stats- First Look- Payment Choices

Data gathered includes information on:

- Time of Day Parking Use
- Effective Hours
- Handicap Placard
 Numbers
- Payment Choices
- Occupancy Data-Payment Sources
- Occupancy Data-Sensor information

Payment Choices Summary



Pilot Statistics- First Look- Payment Choices

Payment Choices Detail View

Rate	Payment Type	West End	CBD	Arts District *	Jefferson *	Deep Ellum *	Average
\$0.25	Coin			83%	87%		85%
	Bills			4%	10%		7%
	Credit			13%	3%		8%
\$0.50	Coin Bills					44%	44%
	Credit					56%	56%
\$0.60	Coin Bills	57% 11%		55% 10%			56% 10%
	Credit	32%		35%			34%
\$1.00	Coin	44%					44%
	Bills	4%					4%
	Credit	52%					52%
\$1.50	Coin		51%				51%
	Bills		16%				16%
	Credit		33%				33%
Total	Coin	50%	51%	73%	87%	44%	65%
	Bills	8%	16%	6%	10%	0%	9%
	Credit	42%	33%	21%	3%	56%	26%

^{*} Some meters in this area did not have bill collectors.

Parking Modernization

Why Change Parking

Dallas is changing and parking is evolving for a sustainable future.

Flexible parking technology, enhanced operations, and increased data analytics are needed to sustain the City's different types of parking neighborhoods and uses of the Right-of-Way ["ROW"].

- Dallas is growing and needs to be able to respond to land use changes and the corresponding change to parking needs.
- This is a period of rapid change in parking technology, data analytics, and consumer expectations.

Areas Identified for Improvement

Downtown 360, forwardDallas, and other plans have identified several areas for improvement in the Dallas parking system. Highlights of the areas identified for improvement are included in the list below. Some of the items have been addressed as part of the steps taken to begin the modernization of the Dallas parking system.

Availability

Additional on-street parking in the right locations

Customer Service

Multiple parking payment options

Economic Development Strategy

Reinvest parking revenues into parking services

Information

 Technology to promote parking including variable signage & real time space data

Parking Enforcement

Invest in mobile License Plate Reader

Additional Areas Identified for Improvement

Parking Operations

- Utilize best practices for parking management
- Utilize parking data to improve operational efficiency

Parking Technology

- Modernize meter technology
- Pay-By-Phone and wireless sensor technology
- Reduce operation cost: identify leaks in ticketing and payments
- Be a leader in smart parking technologies/next generation parking
- Request for Proposal for a comprehensive on-street Parking Program

Policy

- Re-assess parking fines/booting/towing/multiple tickets/time limits
- Retail parking strategy

Rates

Re-assess pricing/ dynamic pricing

System Challenges and Considerations

- Policy development should include changes to rates, effective hours, and metered locations.
- Citation issuance strategy is impacted by meter technology, available data, payment choices, customer convenience, and consumer expectations.
- Parking equipment will be impacted by upcoming credit/debit card security regulations for Europay, MasterCard and Visa ["EMV"] rules and Payment Card Industry Data Security Standards ["PCI DSS"]
- Parking improvements will have to consider construction and changes to the right-of-way including:
 - Public Transit including Dart rail alignment, Street Car, and Bus Routes
 - Bicycle lanes
 - Two way street conversions

Addressing Challenges for the Parking System

Parking Operations Changes – In progress

- Planning and Pilot processes have provided valuable information to understand the City's parking system and what other municipalities are doing with the parking.
- The knowledge gained is being used to procure a new parking management contract built to reflect the needs of the City of Dallas both now and in the future.

Policy and System Changes – Future Development

The City requires a robust parking system that can provide real time data and predictive analytics for sound policy decisions regarding parking, right-of-way management, complete streets, economic development, and area planning.

Next Steps

Request For Competitive Sealed Proposal Development



Smart Parking Services Request For Competitive Sealed Proposal goals are:

- Best in Class Parking Management Services
- Integration and interoperability for back-end office operations and reporting
- Increased consumer options and data through equipment and technology updates

Policy Changes and Operations Improvements

Policy Changes can create:

- Parking model or hybrid model for pricing plans/technology/ policy/services
- Technology road map for selected technology, future technology, and implementation

Consultants engaged for the areas of:

- Best Practices Research
- Parking Management
- Parking Operations
- Parking Policy
- Curb Lane Management

Questions?



Appendix

Parking Program Goals

Dallas is changing and Parking is evolving for a sustainable future.

Dallas Parking Goals:

- Improve Customer Service
- Enhance Operational Efficiency
- Adapt to Changes in Streetscape

Guiding Principles for Parking Services:

- Provide safe public parking
- Available parking (85% occupancy rate)
- Provide accessible public parking
- Use technology/parking practices for effective parking management
- Create aesthetically pleasing and functional parking
- Generate revenue to support public parking

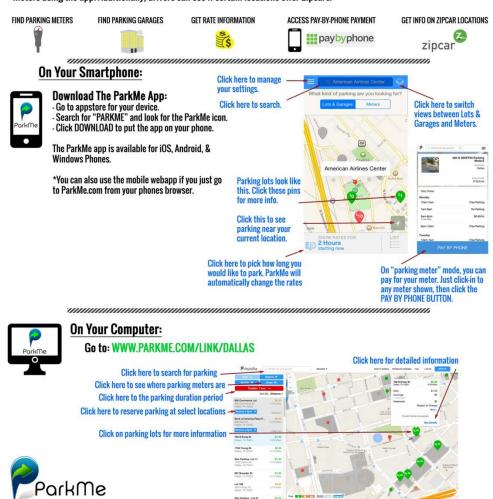
Current Parking Management System



How to Use ParkMe

ParkMe is a free app & website that helps drivers find parking nationwide. Drivers can use ParkMe to see public parking locations, rates, hours of operation & even parking meter locations!

ParkMe also integrated the existing Pay-By-Phone service into their application to let drivers easily find and pay for parking meters using the app. Additionally, drivers can see if certain locations offer Zipcars.





Memorandum



DATE 20 February 2015

Transportation and Trinity River Project Committee Members: Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica Alonzo, Mayor Pro Tem Tennell Atkins, Sandy Greyson, and Sheffie Kadane

SUBJECT Mill Creek/Peaks Branch/State-Thomas Drainage Relief Tunnel Update

The 2006 and 2012 Bond Programs provided funding for design and construction of storm drainage relief improvements for the Mill Creek / Peaks Branch / State-Thomas watersheds. A map of the project area is attached.

Trinity Watershed Management is moving forward with the subject project. The project involves approximately 170 real estate transactions. Transactions over \$10,000 or those that could require eminent domain will be presented on an on-going basis through the City Council Agenda. It is the intent to put as many items on each agenda to maximize the number of tracts in order to meet the project schedule. While efforts will be made to limit the number of addendum items on the City Council Agenda, transactions will be placed on either the regular agenda or addendum as soon as they are ready. Therefore, you will see eight items on next week's regular agenda and nine items on the addendum.

These items will not be included as "upcoming Agenda items" on future Committee Agendas.

If you have additional questions, please let me know.

Jill A. Jordan, P.E.

Assistant City Manager

c: Honorable Mayor and Members of the City Council

A.C. Gonzalez, City Manager

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SUBJECT Everyone Is a Pedestrian Improving Pedestrian Safety in Texas

On Monday, 23 February 2015, you will be briefed by Al Alonzi, Division Administrator, Federal Highway Administration (FHWA) Texas Division, on the U.S. Department of Transportation's initiatives in support of pedestrian and bicycle safety, one of Transportation Secretary Anthony Foxx's signature initiatives. The briefing will include the New Mayor's Challenge, the Federal Highway Administration's (FHWA) pedestrian focus cities program, and a short introduction to road safety audits. Al Alonzi and additional representatives from FHWA will be in Dallas the week of February 20th to conduct a road safety audit in the Vickery Meadows neighborhood.

Please feel free to contact me if you need additional information.

Jill A. Jordan, P.E. Assistant City Manager

Attachment

Honorable Mayor and Members of the City Council
 A.C. Gonzalez, City Manager
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Everyone is a Pedestrian

Texas Division Office

Improving Pedestrian Safety in Texas

Transportation and Trinity River Project Committee
23 February 2015



Everyone is a Pedestrian

Longhorns in the Wichita Mountains Wildlife Refuge

Texas Division Office

Federal Highway Administration Programs to Improve Safety for all Roadway Users

- Mayor's Challenge for Safer People, Safer Streets
- Pedestrian Safety Focus States and Cities
- Road Diets
- Road Safety Audits



Texas Division Office

Vickery Meadow Neighborhood Pilot Project

(February 24 – 26)

FHWA leading a study and will report potential road safety issues, and identify opportunities for improvement for all road users.

