



Legislation Text

File #: 24-660, Version: 1

STRATEGIC PRIORITY: Transportation & Infrastructure

AGENDA DATE: May 22, 2024

COUNCIL DISTRICT(S): All

DEPARTMENT: Department of Transportation

EXECUTIVE: Majed Al-Ghafry

SUBJECT

An ordinance amending Chapter 28, "Motor Vehicles and Traffic," of the Dallas City Code by amending Sections 28-2, 28-26, 28-103, 28-104, 28-105, 28-106, 28-107, 28-108, 28-109, 28-110, 28-111, 28-112, 28-113, 28-114, 28-114.1, 28-114.11, and 28-114.12; **(1)** adding new Sections 28-103.1, 28-103.2, 28-103.3, and 28-114.13; **(2)** providing a paid parking area; **(3)** modifying the authority of the Director of Transportation to install and operate paid parking payment devices and setting the rates for paid parking in the paid parking area; **(4)** providing a penalty not to exceed \$500.00; **(5)** providing a saving clause; **(6)** providing a severability clause; and **(7)** providing an effective date - Financing: This action has no cost consideration to the City (see Fiscal Information)

BACKGROUND

This amendment would implement a recommended strategy referenced in the second objective of the On-Street Parking and Curb Management Policy, which reads as follows:

Objective 2: Increase access to businesses in mixed-use and commercial districts by promoting adequate turnover of on-street parking stalls using time limits and parking meters.

Action 5.1: Modify Chapter 28 of the Dallas City Code to rename Metered Parking Areas as Paid Parking Areas and provide guidance for when it may be appropriate to establish or modify the boundaries of a Paid (Metered) Parking Area; and remove the block-specific meter rates and enforcement times, and instead provide parameters for when to utilize parking meters and adjust meter rates.

This amendment would also implement a policy recommendation referenced in the Strategic Mobility Plan (SMP), also known as *Connect Dallas*, that was adopted in April 2021, by Resolution No. 21-0691:

Policy Recommendation: Proactively Manage the City's Curbside Mobility Assets

Specific Action: Update parking meter rates and introduce dynamic pricing to better manage parking utilization in paid parking districts.

This amendment intends to accomplish the policy recommendation by:

- 1) Adding definitions for “paid parking space,” “paid parking area,” and “parking payment device.”
- 2) Renaming the existing Metered Parking Areas as “paid parking areas” to reflect new terminology.
- 3) Giving the Director of the Department of Transportation (Director) the authority to make recommendations to the City Council to establish or modify boundaries of paid parking areas.
- 4) Eliminating block-specific meter rates and enforcement times from the code to enable a more nimble and proactive approach to curb management. This involves establishing policy guidance within the code for the installation and removal of paid parking, as well as setting rates, tied to the goal of maintaining one or two open parking spaces on each block face in areas with high demand. This is accomplished by:
 - a. Establishing a minimum and maximum parking meter rate in the code: minimum hourly rate of \$1.00 and a maximum hourly rate of \$6.00.
 - b. Giving the Director the authority to set paid parking rates within the established limits.
 - c. Giving the City Traffic Engineer the authority to designate paid parking spaces within paid parking areas on the basis of parking studies.
 - d. Requiring the City Traffic Engineer to notify property owners within 500 feet of the location where paid parking spaces will be designated (replacing the existing requirement that only requires a written notice to City Council members).
- 5) Updating meter and parking ban holidays to include holidays more recently adopted by the City Council, including Juneteenth, Indigenous People’s Day, and Veterans Day.

In alignment with the policy goal of maintaining one or two available parking spaces on each block face, rate adjustments and the establishment or removal of paid parking space regulations will be determined by the measured occupancy of city blocks. This approach ensures a performance-based system.

The amendment would also consider the Driving Principle of “Equity” in the SMP: the price of on-street parking would still generally be lower than the average rates in surrounding private parking lots and garages, and much lower than a traffic citation, which are historically issued more frequently when there is a lack of available parking.

This amendment will take effect on October 1, 2024, in all areas of the City except the Deep Ellum Paid Parking Area. The extension to October 1, 2024, will allow the City to develop and execute a communications and outreach campaign to inform the public about the rate changes, and reprogram meters with the new rates. The rates in the Deep Ellum Paid Parking Area will take effect on May 8, 2026. This two-year delay from the date of the ordinance adoption will allow for additional off-street parking capacity to be developed in Deep Ellum and will coincide with the substantial completion of the Commerce Street two-way conversion project. The current rates in Deep Ellum as of May 7, 2024, shall remain in effect until May 8, 2026.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On September 23, 2020, the City Council authorized Supplemental Agreement No. 1 to the professional services contract with Kimley-Horn and Associates, Inc. for the addition of a comprehensive parking system management strategy and policy implementation plan by Resolution No. 20-1424.

On April 28, 2021, the City Council authorized the adoption of the City of Dallas SMP, known as *Connect Dallas*, and the coordination of initiatives and partnerships necessary to implement the actions and goals set forth in the SMP by Resolution No. 21-0691.

[The Transportation and Infrastructure Committee was briefed by memorandum regarding this matter on August 16, 2021. <https://cityofdallas.legistar.com/View.ashx?M=F&ID=9708878&GUID=CBE8865C-9870-4782-B799-A82997CCA2E9>](https://cityofdallas.legistar.com/View.ashx?M=F&ID=9708878&GUID=CBE8865C-9870-4782-B799-A82997CCA2E9)

The Transportation and Infrastructure Committee was briefed on the “Curb Lane Management Policy Study” on October 18, 2021.

The City Council was briefed on the “On-Street Parking and Curb Management Policy Study” on January 19, 2022.

The City Council was briefed on the “On-Street Parking and Curb Lane Management Policy” on January 18, 2023.

[The City Council was briefed by memorandum regarding this matter on July 7, 2023. <https://dallascityhall.com/government/citymanager/Documents/FY%2022-23%20Memos/MCC%20Memo_%20On-Street%20Parking%20and%20Curb%20Management%20Policy%20Update_v5%20\(003\)_draft%20\(003\).pdf>](https://dallascityhall.com/government/citymanager/Documents/FY%2022-23%20Memos/MCC%20Memo_%20On-Street%20Parking%20and%20Curb%20Management%20Policy%20Update_v5%20(003)_draft%20(003).pdf)

[The Transportation and Infrastructure Committee was briefed by memorandum regarding this matter on September 18, 2023. <https://cityofdallas.legistar.com/View.ashx?M=F&ID=12301745&GUID=204E85C4-19BF-4C64-83FF-F2DC744DA800>](https://cityofdallas.legistar.com/View.ashx?M=F&ID=12301745&GUID=204E85C4-19BF-4C64-83FF-F2DC744DA800)

The Transportation and Infrastructure Committee was briefed on the “Curb Lane Management Policy Study” on December 5, 2023.

[The City Council was briefed by memorandum regarding this matter on February 9, 2024. <https://dallascityhall.com/government/citymanager/Documents/FY23-24%20Memos/On-Street%20Parking%20and%20Curb%20Management%20Policy%20Update%201.12.24_v7%20%28002%29.pdf>](https://dallascityhall.com/government/citymanager/Documents/FY23-24%20Memos/On-Street%20Parking%20and%20Curb%20Management%20Policy%20Update%201.12.24_v7%20%28002%29.pdf)

FISCAL INFORMATION

This action has no cost consideration to the City. Implementation of the recommended changes may increase the monthly revenue generated by on-street parking meters. Ordinance enforcement of a penalty up to \$500.00 may also generate additional revenues to the City.