

# Performance Parking Pilot Project

## Engagement Summary

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## Project Background

This three-year pilot project aimed to improve the experience of finding and using metered parking spaces in the Rosslyn-Ballston and Richmond Highway (Route 1) Corridors. The pilot project included approximately 4,500 metered parking spaces, most of which were on-street spaces.

System design, installation, testing, and initial data collection occurred in 2023, the first year of the pilot project, while the second and third years were dedicated to data collection and pricing calibration. Community outreach and engagement occurred throughout the pilot project.

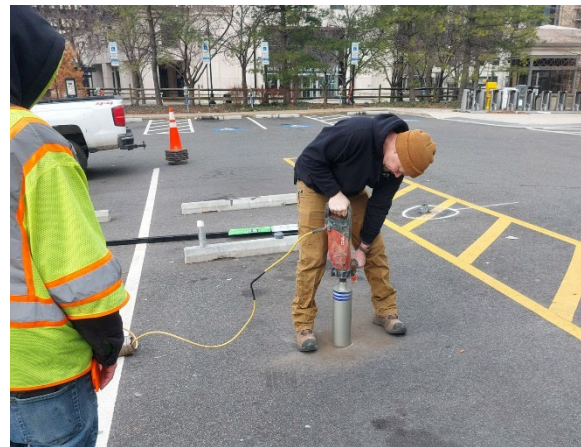
The pilot used in-ground or surface mounted sensors to provide real-time occupancy information for each of the parking spaces included in the pilot project area. The sensors can detect the presence or absence of a vehicle, and duration-of-stay can be calculated. No camera technology is used, and no personally identifying information (PII) can be collected by the system.

To achieve the goals of the pilot project and learn about the effectiveness of this technology in pursuit of these goals, occupancy data from the system informed staff-initiated meter rate changes in the project area. Rates changed no more frequently than quarterly, up or down, in order to meet the goals of the pilot project.

For more information on the project's background, history, goals, and planning basis, please visit the [project website](#).



*Street boring and sensor installation*



## Goals and Basis

- The County's [Master Transportation Plan \(MTP\)](#) Parking and Curbside Element, Policy 5, states that Transportation Staff should, "Utilize parking meter pricing strategies that vary by hour and location to better match parking availability and demand."

In order to respond to this Board-adopted transportation policy, the [Parking](#) and Curbspace Management team, part of the Transportation, Engineering & Operations (TE&O) Bureau, applied for and was awarded a \$5.4 million grant from the Virginia Department of Transportation's (VDOT) Innovation and Technology Transportation Fund (ITTF) to install and test technology that would allow staff to use occupancy data to inform changes to the price of parking across the metered parking network. This pilot project allowed the County to test the technology and management approach to determine if this tool is helpful in achieving the MTP's stated goals.

The goals of the pilot project, as stated in the grant application submitted to VDOT for funding, were as follows:

- On-street parking is easier to find on block faces with high parking demand than it is today.
- More people choose to park on block faces where demand is low today.
- Fewer instances of double parking occur, freeing up travel lanes and reducing conflicts.
- Drivers spend less time looking for on-street parking.
- Drivers perceive that they spend less time looking for on-street parking.
- Members of the public perceive that they have better on-street parking information.
- Vehicle miles travelled resulting from on-street parking search or "cruising" are reduced in the areas with the system.
- Mobile emissions from vehicles are reduced in the areas with the system as a result of reduced vehicle miles traveled.
- Ensuring that community engagement is equitable and inclusive throughout this process.

To attempt to achieve these goals, **only two levers were pulled**: prices at meters were changed in some locations at some times of day, and information services were provided in the form of maps, apps, and digital signs.

The project did **not**:

- Seek to increase overall parking revenue.
- Increase all metered parking rates across the board.

- Create dynamically or fast-changing metered pricing (i.e., it was not like the HOT lanes).
- Change days or hours of metering; it remained Monday through Saturday only; 8am-8pm only.
- Change parking meter time limits or metered parking locations.
- Decrease the number of reserved ADA-accessible parking spaces.
- Change ADA meter rates, except where it lowered prices to match adjacent regular metered spaces.
- Change meter payment signage and methods.

## Engagement Phase Overview

There were four engagement phases throughout the pilot effort. These phases are described below, and subsequent sections of this document share more detail about engagement activities and feedback for each phase.

### Engagement Phases 1 and 2 (Project Initiation and Sensor Installation) – Winter-Summer 2023

The Performance Parking Pilot Project team (including County staff and consultant support) kicked off initial (Phase 1) public engagement by launching a project website and hosting a virtual community meeting on February 23, 2023. At this meeting, and on the website, we introduced the project team, shared the project goals, and covered the basics of the technology and tools that would be used to meet the project goals. The virtual meeting was also the kick-off for the first online feedback form used to gather community input. This form was open during the installation process for the network of sensors that informed the pilot, from February 24 through July 31. Phase 2 of the engagement process began in April 2023, with several types of community and stakeholder outreach activities concurrent with installation of sensors.

Outreach activities in Phases 1 and 2 included door-to-door outreach in commercial areas, pop-up events, presentations to committees and other groups, project decals installed on all meters in the project area, and collecting input via the feedback form. Through a door-to-door outreach campaign, we provided information to staff and owners from over 260 businesses and large apartment buildings along the project corridors. We also installed decals on parking meters where sensors were being installed, to let parkers and passers-by know about the project and where they could find more information. While the door-to-door outreach was focused on ensuring business owners, staff, and patrons were aware of the sensor installation process, the pop-up event activities, committee meetings, and feedback form were the primary ways we gathered community and stakeholder input during these phases

Our goal throughout Phases 1 and 2 was to share information about the pilot project, make people aware of the sensor installation timeline and the temporary impacts to metered parking space access during installation, and to gather community input about prioritization of the project goals. Through our outreach, we were able to interact with hundreds of individuals to build awareness of this project and gather feedback. The QR codes on the flyers, meter stickers, and other materials were scanned more than 1,760 times at this point – meaning many people visited the website to learn more about the pilot project.

### Engagement Phase 3 (Price Changes) – Late Fall/Winter 2023-Summer 2025

Engagement Phase 3 was the longest engagement phase of the pilot. It began shortly prior to obtaining Board approval for code changes, and continued through the six price changes.

In the first part of Phase 3, starting late fall 2023, our outreach activities were focused on sharing project progress via a recorded presentation and holding two open house meetings pertaining to the ordinance being requested, prior to Board approval of the ordinance change that allowed the Manager to conduct price changes administratively.

In the later parts of Phase 3, during the quarterly price changes, there was a focused effort to not only share information about the project purpose and need, but also to share information about the parking tools that are available to help community members make informed choices.



*Meter signage with information about pricing changes and tools to find parking spaces.*

Activities included:

- **Door-to-door outreach:** In-person outreach in commercial areas where price changes were occurring (for the first two price changes).
- **Static messaging:** Installation of new project decals on all multimeters in the project area and new signage on single and double meters. Installation of temporary signage at intersections and on sidewalks.
- **Email:** Outreach to businesses and corridor stakeholders with each price update.
- **Digital real-time information displays:** Deployment of first two digital displays in Fall 2024 and eight more in summer 2025 directing drivers to lower price/more available parking areas.
- **Online feedback form:** Input gathering via the open feedback form.

- **Direct Mail:** Mailing of 11,366 mailers in English and Spanish to households along postal routes within some key areas highlighted on the Arlington County Community Vulnerability Index map and Equity Emphasis Area map.

In late 2024 and early 2025, the project team asked ADA parking space users to share their feedback via a questionnaire, either online or via postal mail. The purpose of this targeted form was to gather feedback from users of ADA metered parking to identify concerns and areas for improvement. Results from over 100 responses are summarized in the Phase 3 section.

During this period the project also partnered with Northeastern University in Arlington to host a special event called “[Code the Curb: A Parking Data Hack Showcase](#)” on November 16, 2024. At this event, participants used their skills and creativity to show what could be done with the project open data feed (API) to a relevant peer and professional audience. The question the County posed was, “How would you use data to make the parking experience better at metered parking spaces?” While the Pilot project has several data tools available (ParkMobile's “Availability” layer; eXactnav app; CurblQ website), we wanted to know what else data scientists and enthusiasts could do with data to make parking better for drivers and other road users in Arlington--and how else this data could be used or displayed to achieve the pilot project's goals. Nine students/hobbyists prepared projects for the event, with close to 40 people in attendance. In addition to receiving constructive feedback on their work, participants and attendees had the opportunity to network and discuss their data tools and how these could make the user experience better for people parking and/or for other road users where parking is located.



*Photo from Code the Curb*

## Engagement Phase 4 (End of Price Change Period of the Pilot) – Summer-Fall 2025

Phase 4, the final and shortest engagement phase, occurred at the end of the price-change period of the pilot. Outreach activities were focused on continuing to build awareness of the project and available tools, sharing data insights from six quarterly price change phases, and talking about the next steps in the pilot including returning to the Board for an ordinance update. From September 1-October 5, 2025, the project implemented a new online form to gather feedback related to how parking experiences have changed throughout the pilot, in addition to the general website form.

The project team conducted many types of outreach activities during this period, including:

- **County Fair:** From August 15-17, staffed a County Fair information table. The project team gathered feedback from approximately 400 people and spoke with or provided information to many more.
- **Open house / author talk:** On September 9, Arlington Public Library and the Performance Parking Pilot project team co-hosted an Author Talk at Central Library. County staff interviewed Henry Grabar, a journalist and author of “Paved Paradise: How Parking Explains the World” (2022). 115 people attended, which included an open house public meeting to kick off a month of engagement for the project. Fifty people watched the livestream by Arlington Video Group, available on [YouTube](#).
- **55+ program outreach:** The project team conducted project introductions and demonstrations of project technology tools for participants in the Department of Parks and Recreation’s “55+ Program,” throughout September at Arlington Mill Community Center, Lubber Run Community Center, and Langston-Brown Community Center. In all, these sessions reached over 30 community members.
- **Pop-ups:** The project team hosted tables at two events in September (Rosslyn Jazz Fest and Clarendon Day) in order to share information about online tools, the price map, digital displays in the street, and to gather feedback on how price played into parking priorities. We interacted with a total of about 500 people at these events.
- **PARK(ing) Day:** PARK(ing) Day is a community collaboration to temporarily transform drab parking spaces into small parks to elicit reconsideration of the term “public space.” The project team hosted stations in four different neighborhoods during the County’s [PARK\(ing\) Day](#) event to share information about online tools, the price map, digital displays in the street, and to gather feedback on how price plays into parking priorities. Staff interacted with about 400 people at these four simultaneous pop-up events.
- **Intercepts:** The project team conducted intercepts of parkers along some of our busiest curbs throughout the month of September, totaling over 3,600 interactions, and of those 371 in Spanish. 331 people took the poll about parking priorities, and over 2,600 flyers about the project were distributed.

## Engagement Phases 1 & 2 (Project Initiation and Sensor Installation) – Winter-Summer 2023

### What We Heard in Phases 1 and 2 (February 23 – July 31, 2023)

Feedback in the first two project phases was wide-ranging. Many were interested in the project, and there was general agreement that parking can be difficult in the project area, but also excitement and support for the undertaking. Questions, comments, and concerns were varied, with each outreach activity drawing different responses. The following list includes some key takeaways. More details about the feedback by activity can be found in the remainder of this section.

- **Curiosity about making parking better:** We heard broad-based and robust interest in the project and its potential to make the parking experience easier and better in the future. We also heard excitement about trying something new and leveraging Commonwealth resources to do so.
  - There was a general consensus among engagement participants that when people drive, they do not want to spend a lot of time looking for parking. This was in the “top 3” most important factors for respondents to both the feedback form and at pop-up events.
  - At the same time, there were many who said they would like to have better parking information available to reduce the time spent looking. This points to the potential importance of public-facing real-time data, which was available during the pilot through an app interface and through real-time information displays in the street.
- **Ongoing education about pilot is key:** There were plenty of misconceptions of what the project could or would do, some of which were quickly corrected by discussion with staff. Continued outreach and clear messaging were emphasized in this project, in order to reduce confusion and worry about issues that are either not a part of the project design, or have been actively addressed through project design.



*Pop-up event at the Rosslyn Farmers Market*

- For instance, there were many people who said they are not in favor of using “dynamic pricing” for metered parking in Arlington, what they envisioned would be similar to high occupancy toll (HOT) lanes. The project team emphasized that this project would not change prices more often than quarterly in order to have time to observe the impacts of those changes.
- **Curbside uses have expanded:** Many identified the need for more pick-up/drop-off (PUDO) areas for a range of needs, including ridesharing, food pick-up (by both individuals and delivery services), and other short-term parking needs. Several commenters said that these needs often lead to double parking and parking in bicycle lanes.
  - While PUDO management is not specifically a part of this effort, these needs were considered when reviewing sensor data and considering pricing changes. Duration of stay is one metric that the system allows staff to observe and respond to these issues.
- **There was a desire to see more enforcement related to use of on-street parking spaces:** Key concerns included double parking, blocking bike lanes, delivery vehicles, and misuse of ADA spaces.
- **Outreach efforts should demonstrate existing conditions and pilot outcomes with data:** There were some who are not in favor of this effort, typically because they did not think there are issues with parking today, they want more free parking, or because they believe the project cost is not worth the potential benefits.
  - The project team endeavored to provide clear communication of existing conditions data and pilot outcomes, when possible, during the process, to demonstrate the purpose of the project, and to describe the changes being experienced, including areas where the cost of parking may be reduced rather than increased.
- **Outreach needed to evolve to reach more people:** While the outreach activities reached a range of community members, the project team continued working to reach a set of community members that better represents the Countywide demographics, including renters, retail employees, and people who identify as Hispanic or Latino. Given the concerns expressed about the potential impacts to lower-income residents, demographic questions were adjusted to include an income-based question going forward, to better understand who we were reaching in that regard.

## **Input By Activity**

### [Input from Stakeholder Meetings](#)

**During these first two phases of engagement, County staff presented at 12 external meetings** with commissions, committees, Business Improvement Districts (BIDs), and individuals representing community organizations with a direct interest in metered parking in these commercial corridors.

## Meeting Groups/Organizations and Dates:

- Transportation Commission (2/2/23)
- Rosslyn BID (2/6/23)
- Chamber of Commerce (2/7/23)
- Latino Economic Development Center (2/7/23)
- Arlington Community Federal Credit Union (2/8/23)
- Disability Advisory Commission (2/21/23)
- Ballston BID (2/22/23)
- National Landing BID (NLBID) Roundtable (3/22/23)
- Crystal City/Pentagon City Transportation Open House (3/27/23)
- Planning Commission (4/10/23)
- Information Technology Advisory Commission (5/24/23)
- Chamber Government Affairs Subcommittee (6/21/23)

At these meetings, the County responded to questions and comments covering many themes, including:

- How pricing changes could impact business employees and patrons
- The frequency of pricing changes, the methods of communicating about them each quarter, and the methods that would be used to make them predictable and understandable when mapped
- Project methods for data sharing and open data standards used
- Whether higher parking prices would be fair, the equity argument for demand-based pricing, and how the project would work to provide a variety of price options for all incomes of drivers
- The methods that would be used to monitor whether pricing changes cause spillover parking in nearby neighborhood streets
- That the project was not specifically designed to change the curbside use, such as designating more pick-up/drop-off areas, including for paratransit, but that the data could be used to help more systematically assess and respond to these needs
- How the project will impact enforcement, including that it would not include features of automatic enforcement but would include enhanced data access for ACPD
- That ADA metered parking spaces would not be increased in price as a part of the pilot project, but that data about the use of those spaces would be analyzed separately
- The importance of reaching the business community and lower-income drivers when learning about priorities and impacts

## [Input from Pop-Up Events](#)

**The four pop-up events took place at three farmers markets and one evening concert.**

These events helped us to reach a diverse cross-section of the County's residents and visitors.

Locations and dates included:

- Ballston Farmers Market (6/22/23)
- Rosslyn Farmers Market (6/28/23)
- Jazz @ Met – National Landing BID event (6/29/2023)
- Courthouse Farmers Market (7/8/2023)

Using an interactive activity board, we gathered feedback from about 100 people, who provided information about their priorities related to the project goals. Each participant was given three stickers to place next to the three project goals that are most important to them. Pop-up attendees showed a strong priority (meaning more than 50% marked it as a top priority) for reducing mobile emissions and reducing double parking. The third highest response, with nearly half (46%) of respondents choosing it, was a desire to spend less time looking for parking.

Many who stopped to learn more about the pilot commented that they don't drive or drive infrequently. In contrast, many feedback form respondents indicated they did drive often, as shown in the next section.

Other themes from the feedback gathered at the pop-ups include:

- Desire for a parking system that is easier to understand.
- Desire for greater knowledge of parking options close to destinations.
- Curiosity about pricing and price changes.
- Curiosity about future user interface/mobile device compatibility with system.
- Desire for more protection of pedestrian and bike facilities.
- Desire for increased enforcement of food delivery/rideshare vehicles occupying spaces.
- Appreciation for how the project can reduce mobile emissions.
- Curiosity about how the system will benefit visitors to Arlington.

## [Feedback Form Responses](#)

**Alongside the activities above, we used an online feedback form to gather input.** The questions from the form can be found in the Appendix. The multilingual form was available on the website, and was linked in all presentations and printed materials, including all flyers

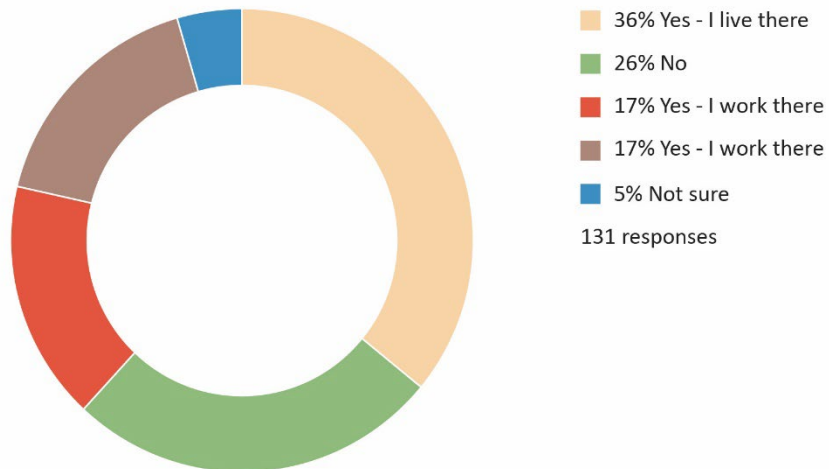
distributed at pop-ups and through door-to-door outreach. We received 135 responses to this initial feedback form. **85% of responses came from County residents, with 70% of respondents either living and/or working in one of the pilot project corridors.**

You are a:



134 Respondents

Do you live or work in one of the pilot project corridors?



Most of the respondents (85%) use a personal vehicle when traveling in the project areas, though more than half (57%) also walk.

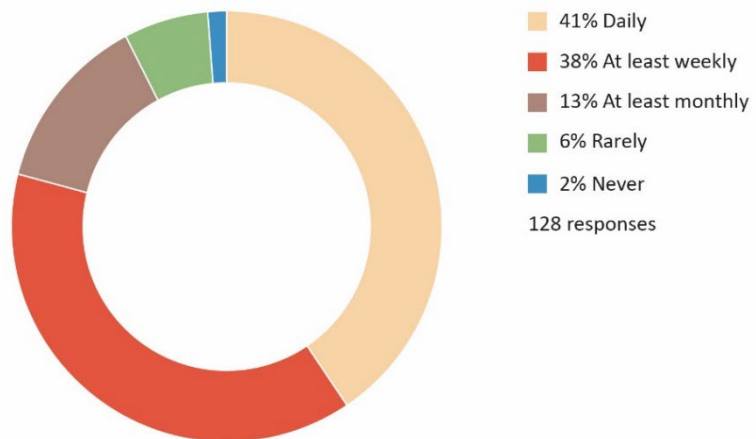
How do you typically travel to, from, or within the project areas? **Select all that apply.**

85%	Personal vehicle	110 ✓
57%	Walk	73 ✓
43%	Transit (e.g., ART, Metrobus, Metrorail, VRE)	55 ✓
23%	Personal bicycle or scooter	30 ✓
22%	Taxi or ridehail (e.g., Uber, Lyft)	29 ✓
11%	Shared bicycle or scooter	14 ✓
2%	Carpool/Vanpool	3 ✓
2%	Motorcycle	2 ✓
1%	Paratransit (e.g., STAR, MetroAccess)	1 ✓
1%	Carshare (e.g., Zipcar)	1 ✓
1%	Other	1 ✓

129 Respondents

79% of respondents drive (or ride in) a personal or work vehicle in the study areas at least weekly. Only 8% of respondents rarely or never drove in the project corridors.

How often do you drive a personal or work vehicle (or ride with someone who does) in the project areas?



When asked how important various factors are when determining how they will travel in the project corridors, the top responses were travel time and ease of finding parking (with both listed as “very important” by nearly 49% of respondents).

How important to you are the following factors in choosing how you get to, from, or around the pilot project corridors?

	1 (Not Important At All)	2	3	4	5 (Very Important)
Travel time	2% 1 (Not Important At All)	5% 2	18% 3	26% 4	49% 5 (Very Important)
Ease of Finding Parking	8% 1 (Not Important At All)	6% 2	12% 3	24% 4	49% 5 (Very Important)
Travel Distance	16% 1 (Not Important At All)	9% 2	29% 3	24% 4	22% 5 (Very Important)
Weather	22% 1 (Not Important At All)	14% 2	28% 3	21% 4	14% 5 (Very Important)
Cost of travel	17% 1 (Not Important At All)	14% 2	24% 3	22% 4	23% 5 (Very Important)
Cost of parking	8% 1 (Not Important At All)	8% 2	14% 3	27% 4	43% 5 (Very Important)
Travel with children or others	51% 1 (Not Important At All)	10% 2	16% 3	8% 4	16% 5 (Very Important)
Personal comfort and safety	8% 1 (Not Important At All)	6% 2	25% 3	18% 4	43% 5 (Very Important)
Things I carry	8% 1 (Not Important At All)	11% 2	28% 3	25% 4	28% 5 (Very Important)
Other (Please specify in the comments section)	26% 1 (Not Important At All)	3% 2	21% 3	- 4	50% 5 (Very Important)

124 respondents

About 50% of respondents said “other” factors were very important, and 24 people shared comments. About 10 comments included questions or comments that were not applicable to this question. Of those that were applicable to this question, top themes include:

- Ease of parking.
- Ability to find parking located close to destination.
- Availability of quick “in and out” parking areas for short errands.
- Affordability of parking.
- Safety.
- Accessibility.
- Availability of non-personal vehicle transportation means.

**When asked to rank the project goals in order of their importance, the top three goals were (1) spending less time looking for metered parking, (2) being more confident that they will find metered parking in the first place they look, and (3) wanting metered parking to be easier to find where it is difficult to find today.** This question was similar to the question asked at the pop-up activity, and while there was a common top goal of spending less time looking for parking, the other top priorities differ between the pop-ups and feedback form.

Read the list of goals below and put them in the order from most important to least important to you

<b>Average Ranking (out of 7)</b>	<b>Project Goal</b>	<b>% Who Ranked this Goal (out of 79 responses to this question)</b>
2.6	I want to spend less time looking for metered parking.	76%
2.8	I want to be more confident that I will find metered parking in the first place I look for it.	68%
2.8	I want metered parking to be easier to find on blocks where it is hard to find today.	75%
3.1	I want to see less double-parking on blocks with metered parking.	75%
4.3	I want to see fewer drivers "cruising" to look for metered parking in the areas with the pilot project.	63%
5.0	I want more people to choose to park on blocks where metered parking are more available today.	59%
5.2	I want to reduce mobile emissions from vehicles looking for metered parking in the areas with the pilot project.	63%

**When asked “What else should we know about your experiences using metered parking spaces in the pilot project corridors as we begin this project?”,** about half of the feedback form respondents (70 people) provided responses to the question, and there were several recurring comment themes:

- Concerns about the cost of parking were mentioned by 18 comments. This includes people who said parking meter costs are too high already, people who are concerned about costs increasing due to this pilot, and people who said they think there should be more free parking areas.
- Parking enforcement and issues related to double parking/parking in bike lane were each mentioned by about 10 responses.
- 7-8 comments mentioned each of the following:
  - Opposition to demand-based pricing (including some confusion in thinking that this pilot will determine pricing similar to the I-66 or I-395 HOT lanes).
  - A desire for an improved app for finding and paying for parking.
  - Slow turnover of parking spaces and/or difficulties in finding parking.

The feedback form included optional demographic questions. Of those who responded to those questions (with an average of 78 responses to each question):

- 23 live in the 22201 ZIP code (Rosslyn-Ballston corridor), and 15 live in 22202 (Route 1 corridor) and 22204 (Columbia Pike corridor).
- 26 work in 22201, and 13 work in 22202.
- 40 identified as male, 36 female.
- 34 were between 30-49 years old, and 29 were 60 or above.
- 50 identified as White; 14 identified as Black or African American, Asian, or “Other”; 4 identified as Hispanic or Latino.
- 54 are homeowners and 22 rent.
- 37 live in an apartment or condo, 26 in a single-family detached house, 12 in a townhouse
- The Clarendon/Courthouse neighborhood had the most respondents, at 9, though a range of Arlington neighborhoods were represented.

**About 16% of respondents (18 people) reported having a disability that impacts their mobility.**

- **Of these, 11 ranked the project goals to share their priorities. There were three goals that had at least a 1-point-higher average ranking (out of 7 points) for those with disabilities that impact their mobility, versus the feedback form responses as a whole:**
  - **I want to see less double-parking on blocks with metered parking:** Average ranking of 1.4 for those who have a disability that impacts their mobility (vs 3.1 for all responses).
  - **I want to spend less time looking for metered parking:** Average ranking of 1.5 (vs 2.6 for all responses).
  - **I want more people to choose to park on blocks where metered parking are more available today:** Average ranking of 4.0 (vs 5.0 for all responses).
- **Other general takeaways from those who have a disability that impacts their mobility:**
  - There was a desire for greater enforcement of parking rules, including time limits and double parking, especially when it comes to delivery drivers occupying spaces. Responses note several cases of disability spaces being occupied by non-disability identified vehicles.
  - Pricing and payments for parking were a concern. Some expressed that they wanted to use digital tools to pay, while others preferred conventional cash/coin payment systems.
  - Many commented on the relationship of parking spots to sidewalks, and the quality of sidewalk surfaces, noting that uneven surfaces can make it infeasible to access certain spaces.
  - An increased supply of spaces was strongly desired. It was noted that delivery drivers in commercial corridors occupy a significant amount of spaces. A few comments mentioned that bike lanes have been overemphasized (perceived as underused based on personal observations) and take away from what could be potential parking spaces.
  - Respondents that are elderly/senior citizens highlighted the need for cars to go short distances. Those respondents do not perceive that need being addressed by the pilot project.

**We also investigated differences in responses by age. Of the 135 responses, 79 provided their age. About 37% of these respondents (29 people) stated they are age 60 or older.**

- **Of these, 28 ranked the project goals to share their priorities. There were three goals that had at least a 0.5-point difference in average ranking (out of 7 points) for people 60 and over versus the feedback form responses as a whole, with larger differences when comparing with people under 60:**
  - **I want to spend less time looking for metered parking:** Average ranking of 2.1 (vs 2.6 for all responses and 2.8 for people under 60).
  - **I want to be more confident that I will find metered parking in the first place I look for it:** Average ranking of 3.3 (vs 2.8 for all responses and 2.7 for people under 60).
  - **I want to reduce mobile emissions from vehicles looking for metered parking in the areas with the pilot project:** Average ranking of 4.7 for people 60 or older (vs 5.2 for all responses and 5.5 for people under 60).
- **Three additional goals showed at least a 0.5-point difference in average ranking between people 60 and over and those under 60.**
  - **I want to see less double-parking on blocks with metered parking:** Average ranking of 3.0 for people 60 or older (vs 3.7 for people under 60).
  - **I want more people to choose to park on blocks where metered parking are more available today:** Average ranking of 5.4 for people 60 or older (vs 4.7 for people under 60).
  - **I want to see fewer drivers cruising to look for metered parking in the areas with the pilot project:** Average ranking of 4.5 for people 60 or older (vs 4.0 for people under 60).

## Engagement Phase 3 (Price Changes) – Late Fall/Early Winter 2023-Summer 2025

### What We Heard in Phase 3 (October 12, 2023 – August 12, 2025)

The list below includes some key takeaways from the third engagement phase. A description of feedback by activity can be found in the remainder of the section.

- **Difficulty in building awareness:** Though we installed meter signage at the outset of the sensor installation, as well as additional intersection and sidewalk signage throughout the price change period, the process of building project awareness and awareness of price changes and decision support tools proved to be slow. Additional tools such as digital signage, outreach at events, and electronic outreach (including paid ads) helped to build awareness, but more options continued to be considered.
- **Interest in the project and parking tools:** Though tool uptake was slow, when drivers were made aware of the project and related tools, such as at events, there was often an excitement and interest to use the tools in order to inform parking choices.
- **Confusion about parking signage and issues with payment systems:** Feedback made it clear that there is some confusion related to the existing ParkMobile system, including comments related to signage and the payment app. While this project did include coordination with ParkMobile, and feedback has been shared, these issues were largely outside of the scope of this effort.

### Input By Activity

#### [Input from Stakeholder Meetings](#)

**During the third phase of engagement, County staff presented at 20 external meetings** with commissions, committees, Business Improvement Districts (BIDs), and individuals representing community organizations with a direct interest in metered parking in these commercial corridors. For many of these groups, County staff had previously attended meetings to introduce the project.

#### **Meeting Groups/Organizations and Dates:**

- NLBID Transportation Subcommittee (10/12/23)
- Information Technology Advisory Committee (10/25/23)
- Transportation Commission (10/26/23)
- Planning Commission (10/30/23)
- Rosslyn BID Staff (11/03/23)
- Disability Advisory Commission (11/21/23)
- Ballston BID Meeting (11/29/23)
- Transportation Commission (2/8/24)

- Ballston BID Property Managers (2/14/24)
- Chamber Government Affairs Subcommittee (2/21/24)
- NLBID 23rd St Subcommittee (2/22/24)
- Commission on Aging (6/17/24)
- Ballston Property Manager's Luncheon (8/21/24)
- Code the Curb (11/16/24)
- Disability Advisory Commission (2/17/25)
- Chamber Government Affairs Subcommittee (2/19/25)
- Transportation Commission (3/13/25)
- Information Technology Advisory Committee (3/26/25)
- Commission on Aging (4/21/25)
- Ballston BID Property Manager's Luncheon (4/24/25)

**At these meetings, the County responded to questions and comments covering many themes, including:**

- How the project area was determined
- Whether meters themselves or meter payment options would change (no)
- What the price change increments would be
- Whether the pilot was testing new apps and what the apps show
- What is in the API/what data is shared, and who has access
- How the public can provide input on each price change, and how information will be published about price changes
- Whether shifts in where people park could increase rather than decrease risks to pedestrians
- Whether compliance will increase or decrease with price changes and how project data will be used to improve enforcement
- How the project is getting input from older people, and advice to use the 55+ programs the County runs
- Comments about equity considerations, including related to cost of parking and ADA spaces
- Interest in the digital displays that can direct drivers to available spaces, as well as the public apps
- Concerns about employee and patron safety when walking to parking at night
- Interest in longer duration of stay for employees parking at meters on the street

### [Feedback Form Responses](#)

**The County opened a new, streamlined online feedback form to gather ongoing input about the project starting in December 2023.** A list of form questions can be found in the appendix.

**From December 13, 2023, to August 12, 2025, there were 114 comments received via the web form. Of those:**

- 78% of responses came from County residents, with 46% of respondents either living and/or working in one of the pilot project corridors.
- On a typical day, 88% said they travel by personal vehicle, 62% walk, 35% use transit, and 19% bike (more than one response was possible).
- 59% of respondents use Google Maps to plan their trips or look for parking. 44% of respondents reported using no websites or apps to plan their trips or look up available parking.

**The feedback form includes optional demographic questions. Of those who responded to those questions:**

- 22% live in the 22201 ZIP code (Courthouse/Virginia Square), 10% live in 22205 (Bluemont), 9% live in 22204 (Columbia Pike corridor), and 8% live in 22209 (Rosslyn). 16% did not provide a home ZIP code.
- About 7% of respondents reported having a disability that impacts their mobility.
- 43% identified as male, 34% female.
- 37% were between 45-64 years old, 36% were 25-44, and 16% were 65 or older.
- 65% identified as White; 5% identified as Black or African American, 3% identified as Asian, 2% identified as American Indian or Alaskan Native, and 4% identified as “Other”; 2% identified as Hispanic or Latino.
- 32% of respondents are from households with an annual income of \$150,000 or more. 8% are from households with incomes of \$74,999 or less.

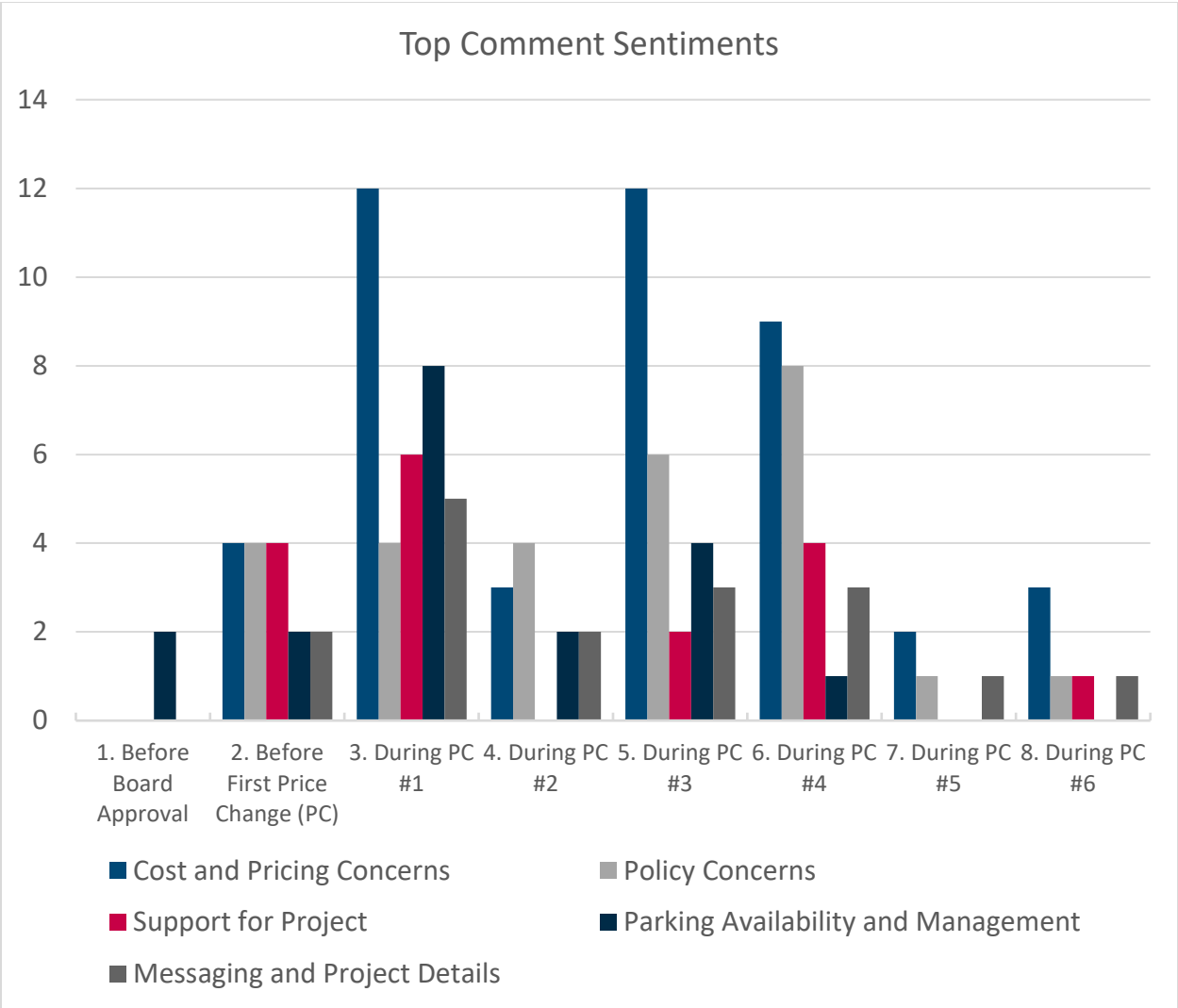
**The form also had a question seeking general feedback on the direction of the Performance Parking Pilot project. Each comment was tagged with 1-3 topics/themes. There are several topics that emerged as priorities during this phase.**

- 39% of comments mentioned cost and pricing
- 25% mentioned policy
- 17% of comments mentioned parking availability and management
- 15% mentioned project messaging or communications
- 15% mentioned specific support for the project

**The comments can also be grouped by date based on major project milestones.** Although the communication process for price changes remained consistent, the number of form responses received after each price change slowed down as the pilot went on, with the fewest new responses coming after the 5<sup>th</sup> and 6<sup>th</sup> price changes:

- **Group 1 (14 comments)** – Comments received prior to Board authorization (December 13, 2023 – February 24, 2024)
- **Group 2 (20 comments)** – Comments received after Board authorization but prior to the first price change (February 25, 2024 – March 17, 2024)
- **Group 3 (26 comments)** – Comments received during Price Change #1 (March 18, 2024 – June 23, 2024)
- **Group 4 (13 comments)** – Comments received during Price Change #2 (June 24, 2024 – September 22, 2024)
- **Group 5 (23 comments)** – Comments received during Price Change #3 (September 23, 2024 – December 8, 2024)
- **Group 6 (15 comments)** – Comments received during Price Change #4 (December 9, 2024 – March 9, 2025)
- **Group 7 (6 comments)** – Comments received during Price Change #5 (March 10, 2025 – June 8, 2025)
- **Group 8 (5 comments)** – Comments received during Price Change #6 (June 9, 2025 – ongoing [comments through August 10])

The following chart shows how comment sentiments changed over time.



### ADA Parking Questionnaire Responses

The ADA question was distributed specifically to residents of the County actively participating in the residential disabled parking program (which means that they are placarded and requested a marked ADA parking space in front of their home). There were 30 responses to the ADA Questionnaire. A list of all questions asked can be found in the Appendix. Main feedback themes included:

- Use:** The majority of respondents said they rely on ADA metered parking on a weekly basis. Some respondents mentioned that metered ADA parking is difficult to find and that they only visit locations that have off-street ADA parking available rather than on-street.
- Distribution of on-street ADA:** The responses were divided on whether ADA metered parking is well-distributed.

- **Accessibility:** The majority of respondents reported being able to find ADA spaces near their most frequent destinations. Other concerns highlighted that the height of meters and paystations can make them inaccessible, and that there is a lack of curb cuts near ADA spaces.
- **Enforcement Concerns:** Many respondents believe stronger enforcement is needed, with increased towing to prevent misuse of ADA spaces.
- **Problem Areas:** Ballston was frequently cited as lacking sufficient ADA spaces and proper enforcement. Respondents also mentioned that Arlington County Community Centers may also lack sufficient spaces in some cases.
- **Awareness of Parking Tools:** Most respondents were unaware of tools that assist in finding ADA spaces, such as eXactnav, ParkMobile, and CurblQ. There were also requests for a map of ADA spaces located throughout the county.

## Engagement Phase 4 (End of Price Change Period, Public Engagement on Findings) – Summer-Fall 2025

### What We Heard in Phase 4 (August 13 – October 5, 2025)

The list below includes some key takeaways from the fourth and final engagement phase. A description of feedback by activity can be found in the remainder of the section.

- **A key activity in this phase was asking participants to rank their preference between parking that is cheap, easy to find, or close to their destination.** This polling question was asked over three different media: online feedback form, in-person pop-up events, and curbside parking intercepts. When all results are pooled, the average rank was between 1.9 and 2.02 for all three options: "easy to find" ranked highest with 1.90 out of 3, "close" came in second with 2.01 out of 3, and "cheap" a close third with 2.02 out of 3, from 1,186 total polling responses. Practically speaking, these ranks are almost identical.
- **We were able to share information about payment compliance trends during our outreach activities in this phase.** Many were surprised to see that payment compliance is very low in the project corridors. Several comments emphasized a desire to see more parking enforcement.
- **We have heard throughout this project, but especially in this phase, that many community members prefer to not plan ahead when it comes to parking.** Most would prefer to not have to look at a map to understand pricing or find available spaces. Additional ideas for addressing this moving forward can be found in the "**Key Takeaways and Ideas for the Future**" section of this document.
- **Awareness of the digital signs was clearly growing throughout this phase.** In person feedback at events such as the County Fair observed more community members offering unsolicited comments in support of the signs compared to what we saw in digital feedback (such as through the comment form). The digital sign is an example of a more passive planning tool, one that does not require drivers to plan ahead, and could potentially address concerns about planning ahead or using apps to find parking.
- **During this phase, we began to hear more concern about prices.** However, despite six price changes over 1.5 years, the number of comments we received on the open feedback form related to prices remained around a dozen or fewer per quarter.

## **Input By Activity**

### Input from Stakeholder Meetings

There were no stakeholder meetings during this phase, although several more occurred October-December reporting on the pilot period as a whole, including the outreach discussed in this report.

### General Website Feedback Form Responses

There were two forms available at various points during this engagement phase. Results from the website feedback form follow; this form was available throughout Phases 3 and 4. A full list of questions can be found in the appendix. Percentages shown are based on the overall number of form respondents, regardless of how many responded to each question. In some cases, questions allowed more than one selection.

**From August 13, 2025, to October 3, 2025, there were 41 comments received via the web feedback form. Of those:**

- 90% of responses came from County residents, with 59% of respondents either living and/or working in one of the pilot project corridors.
- 85% of respondents said they travel by personal vehicle on a typical day. In addition, 63% walk, 51% use transit, and 29% bike.
- 49% of respondents use Google Maps to plan their trips or look for parking. 22% of respondents reported using no websites or apps to plan their trips or look up available parking.

**The feedback form includes optional demographic questions. Of those who responded to those questions during this phase:**

- About 51% live in Arlington, but outside the project corridors. 41% live in the project corridors, including 17% in Ballston and 12% in Clarendon.
- About 10% of respondents reported having a disability that impacts their mobility.
- 44% identified as female, 41% male.
- 41% were between 45-64 years old, 32% were 25-44, and 2% were 65 or older.
- 73% identified as White, 5% identified as Black or African American, 10% identified as Hispanic or Latino, and 2% identified as “Other”
- 44% of respondents are from households with an annual income of \$150,000 or more. 10% are from households with incomes of \$74,999 or less.

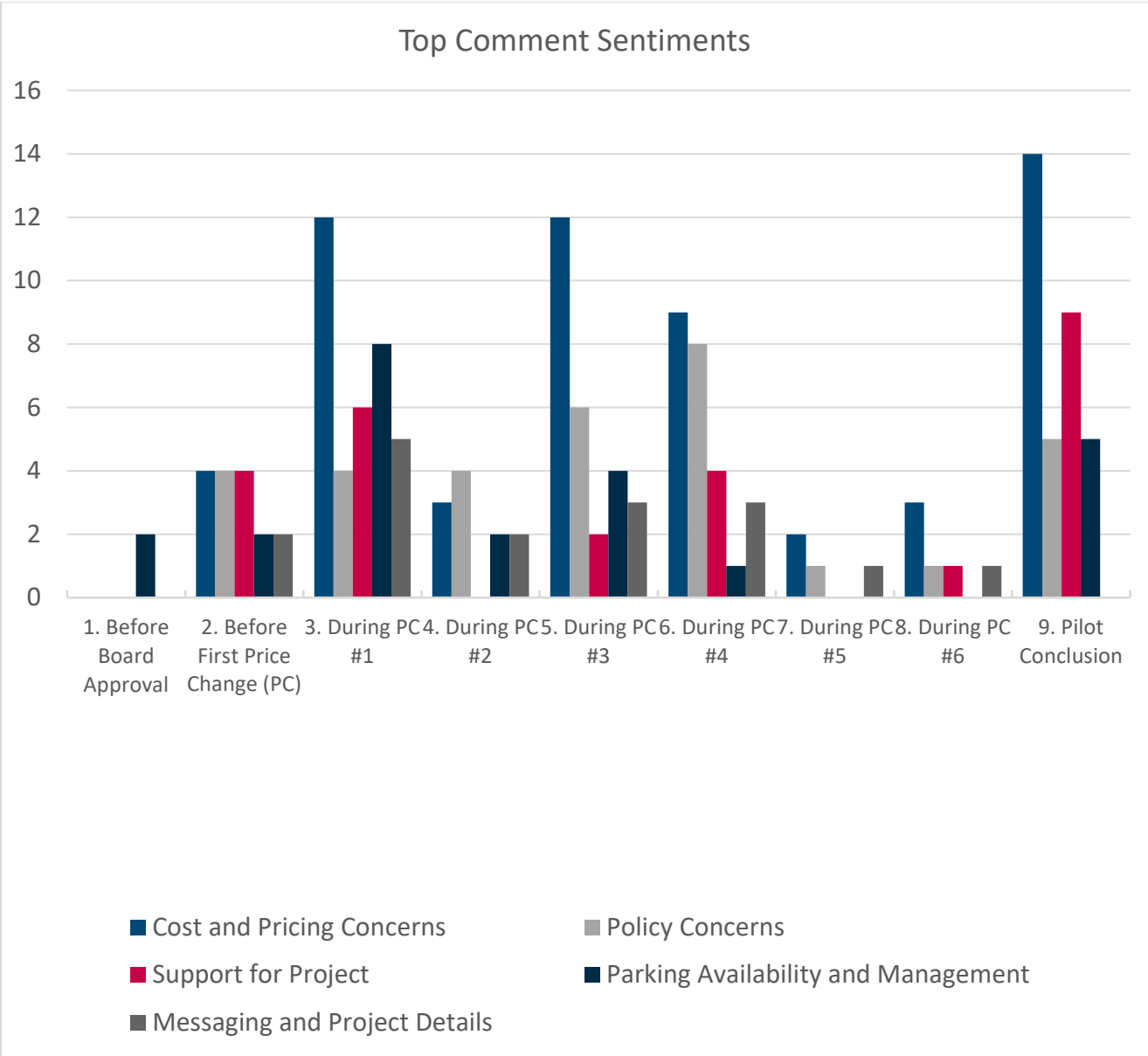
**The form also has a question seeking general feedback on the direction of the Performance Parking Pilot project. Each comment is tagged with 1-3 topics/themes. There are several topics that emerged as priorities in this phase:**

- 14 comments mention cost and pricing
- 9 mentioned support for the project
- 6 mentioned cost and pricing ideas
- 5 mention policy
- 5 mentioned parking availability and management

**The comments can also be grouped by date based on major project milestones:**

- **Group 1 (14 comments)** – Comments received prior to Board authorization (December 13, 2023 – February 24, 2024)
- **Group 2 (20 comments)** – Comments received after Board authorization but prior to the first price change (February 25, 2024 – March 17, 2024)
- **Group 3 (26 comments)** – Comments received during Price Change #1 (March 18, 2024 – June 23, 2024)
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- **Group 6 (15 comments)** – Comments received during Price Change #4 (December 9, 2024 – March 9, 2025)
- **Group 7 (6 comments)** – Comments received during Price Change #5 (March 10, 2025 – June 8, 2025)
- **Group 8 (5 comments)** – Comments received during Price Change #6 (June 9, 2025 – ongoing [comments through August 10])
- **Group 9 (41 comments)** – Comments received August 13-October 3, 2025.

**The following chart shows how comment sentiments have changed over time.**



Event Feedback Responses

At our on-the-ground events, we asked community members to rank the importance of parking that is:

- Cheap
- Easy to find
- Close to your destination

This was done either through a short poll (at the intercept events) or using a chip “voting” activity. A similar question was asked on the fall 2025 feedback form.

The following table shows responses from the intercept polls and the other on-the-ground activities. While “easy to find” parking emerged as the top priority in both polling methods (ranking is 1-3, with 1 being most important and 3 being the least important), secondary priorities differed and all three priorities were very close in both polling methods.

Poll Method	Total Count of Responses	How important is it that parking is... (Average rank shown. Lower = more important.)		
		Cheap	Easy to find	Close to my destination
<b>Intercepts</b>	<b>375 people responded</b> 1125 total selections: Easy=375, Cheap=375, Close=375	1.96	<b>1.84</b>	2.20
<b>In Person Events</b>	<b>694 people responded</b> 1973 total selections: Easy=651, Cheap=674, Close=648	2.04	<b>1.931</b>	1.934



*Park(ing) Day*

### [Fall 2025 Feedback Form Results](#)

As noted previously, there were two feedback forms used during Phase 4. In addition to the standard website form, described above, a new, focused feedback form was open from September 1 to October 5, 2025. This form was targeted at getting feedback about various aspects of the pilot, and learning how parking experiences may have changed over the last several years. A full list of questions asked on this form can be found in the Appendix.

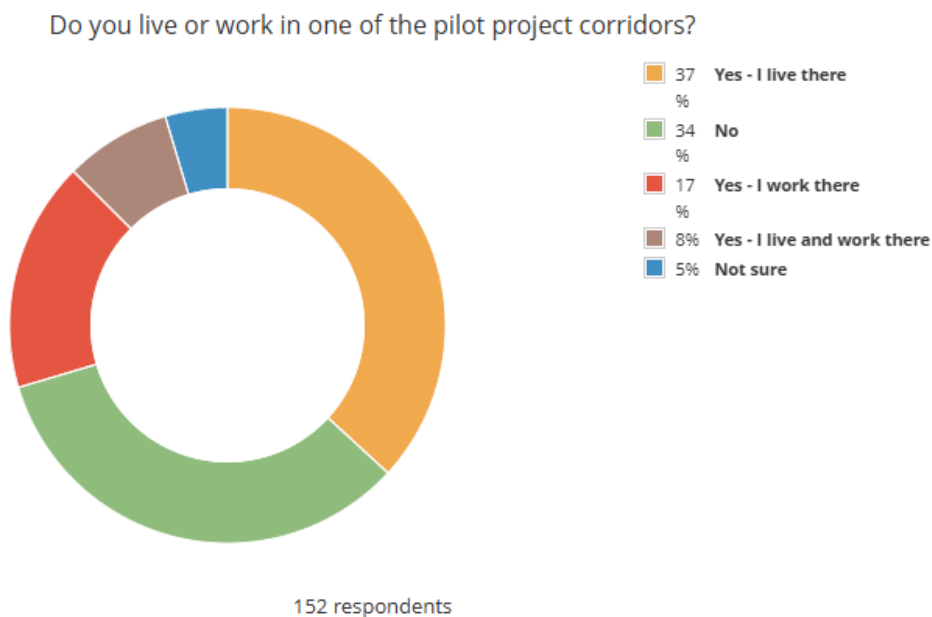
There were 158 responses to the form. Results follow; percentages shown are based on the number of respondents who answered each question.

The feedback form began with three questions about the respondents' relationship to Arlington County, the pilot project corridors, and their mobility habits.

**Most respondents are Arlington County residents (89%). A little over a quarter (28%) of respondents work in Arlington, and 7% are business owners or students in the county. The feedback form encouraged respondents to select all applicable options.**

89%	Resident of Arlington	139 ✓
28%	Worker in Arlington	44 ✓
12%	Commuter Through Arlington	19 ✓
6%	Visitor to Arlington	9 ✓
4%	Business or Commercial Property Owner in Arlington	6 ✓
3%	Student in Arlington	4 ✓

**62% of respondents either live or work in the pilot project corridors (37% and 17% respectively) or both (8%).**



**Among form respondents, using a personal vehicle is the most common method of transportation around the pilot project corridors (87%), followed by walking (50%). Bus and rail transit is the third most common method (39%).** Few respondents report using modes such as carshare, carpooling, paratransit, and motorcycles. The feedback form encouraged respondents to select as many options as applicable.

How do you typically travel to, from, or within the project areas? **Select all that apply.**

87%	Personal vehicle	131 ✓
50%	Walk	75 ✓
39%	Transit (e.g., ART, Metrobus, Metrorail, VRE)	59 ✓
23%	Personal bicycle or scooter	34 ✓
17%	Taxi or ridehail (e.g., Uber, Lyft)	25 ✓
11%	Shared bicycle or scooter	16 ✓
2%	Carpool/Vanpool	3 ✓
2%	Motorcycle	3 ✓
1%	Paratransit (e.g., STAR, MetroAccess)	1 ✓
1%	Other	1 ✓
0%	Carshare (e.g., Zipcar)	0 ✓



Intercept Event

The feedback form then shifted to questions about the pilot project itself, focusing on awareness, usage, and perceived utility.

Similar to the on-the-ground outreach activity, feedback form respondents were asked to rank the importance of three parking factors: (1) parking that is close to their destination, (2) easy to find, or (3) cheap.

**Feedback form respondents ranked the proximity of a parking space to their destination as the most important factor in deciding where to park.** This differs from the on-the-ground outreach results, as shown in the following table. Ease of finding parking was ranked second, and price was rated least important for feedback form respondents

When you look for a parking space, what is most important to you? Rank the options below from 1 (most important) to 3 (least important).

<b>91%</b>	Parking that is *close to my destination*	Rank: 1.79	107 ✓
<b>88%</b>	Parking that is *easy to find*	Rank: 1.92	103 ✓
<b>86%</b>	Parking that is *cheap*	Rank: 2.09	101 ✓

117 Respondents

Poll Method	Total Count of Responses	How important is it that parking is... (Average rank shown – lower=more important)		
		Cheap	Easy to find	Close to my destination
<b>Feedback Form</b>	<b>117 people responded</b> 311 total selections: Easy=103, Cheap=101, Close=107	2.09	1.92	<b>1.79</b>
<b>Intercepts</b>	<b>375 people responded</b> 1125 total selections: Easy=375, Cheap=375, Close=375	1.96	<b>1.84</b>	2.20
<b>In Person Events</b>	<b>694 people responded</b> 1973 total selections: Easy=651, Cheap=674, Close=648	2.04	<b>1.931</b>	1.934

Respondents were prompted to answer questions about aspects of their most recent parking experience in the pilot project corridors. **Over half of respondents reported that they were able to find a parking location in a timely manner (58%) and in a location they were satisfied with (64%).** 44% were satisfied with the price they paid for parking. Over two thirds (68%) of respondents noticed vehicles double parking or blocking bike lanes.



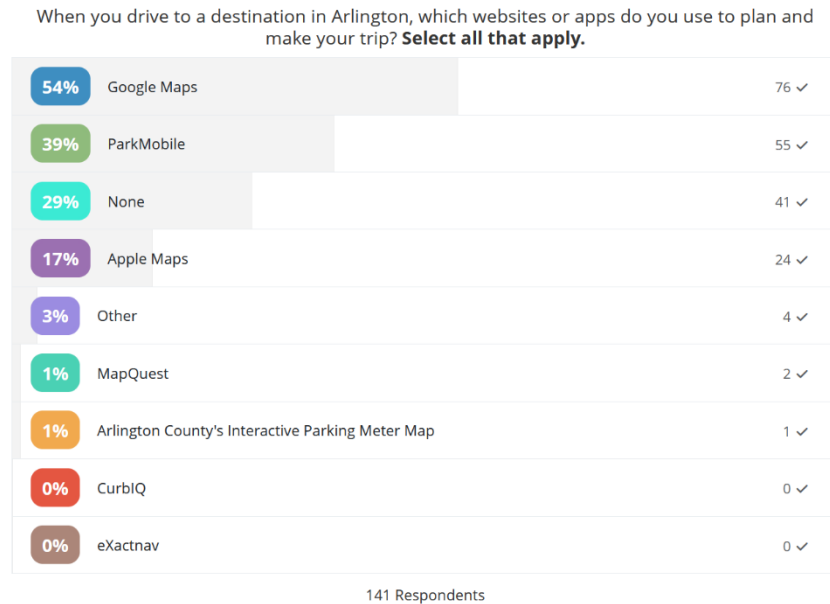
County Fair

Thinking about your last trip where you drove to either the Rosslyn-Ballston corridor or Pentagon City-Crystal City (Richmond Highway) corridor, please answer the questions below as best you can:

	Yes	No	Not Sure	Not Applicable
I was able to find a parking location in a timely manner.	58% Yes	35% No	4% Not Sure	3% Not Applicable
I was able to find parking in a location I was satisfied with.	64% Yes	30% No	4% Not Sure	3% Not Applicable
I was able to find parking with a price I was satisfied with.	44% Yes	42% No	10% Not Sure	4% Not Applicable
I saw vehicles double parking or blocking bike lanes.	68% Yes	22% No	7% Not Sure	3% Not Applicable
I noticed available metered parking spaces.	50% Yes	37% No	12% Not Sure	1% Not Applicable
I noticed other people looking for parking.	59% Yes	20% No	20% Not Sure	1% Not Applicable

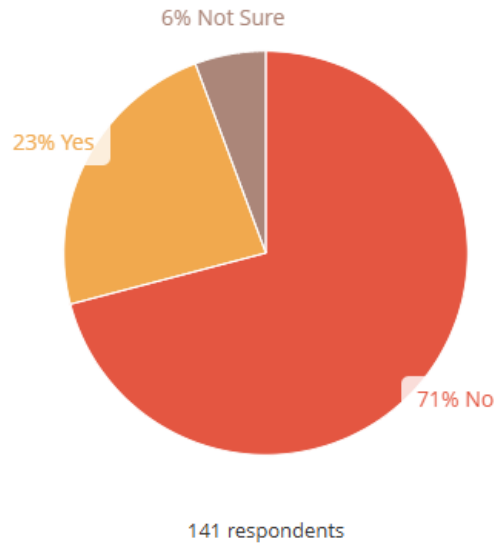
142 responses

When asked how they plan for or make their trips, Google Maps was the most common website or app cited (54%) and the only platform that over half of respondents said they use. ParkMobile (39%) and Apple Maps (17%) were the next most common, and the only other significantly used platforms. While ParkMobile did include a parking availability layer (using this pilot’s API) for a short period of time during the pilot, none of these apps currently provide opportunities to find available metered street parking.



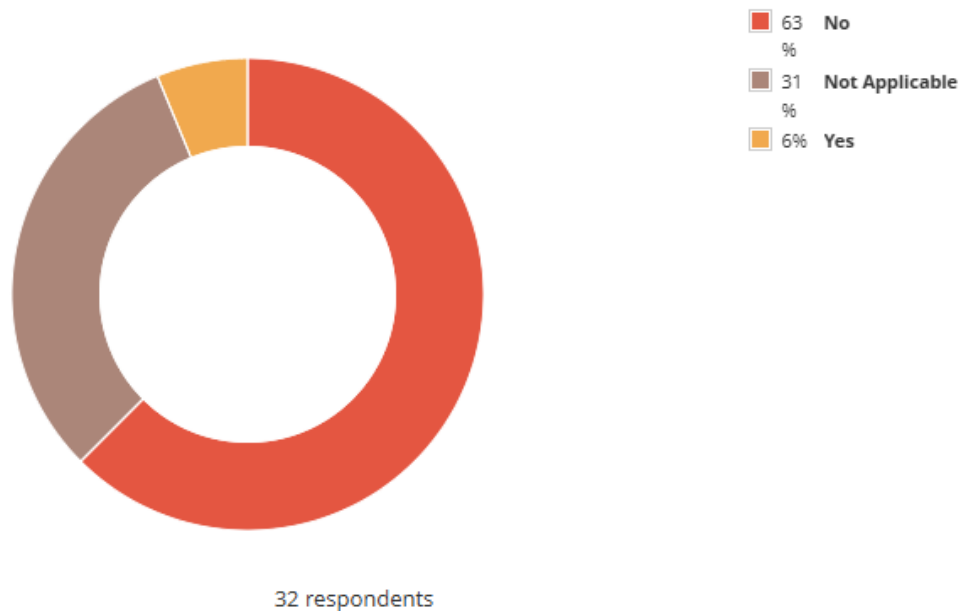
**When asked, 23% of respondents said they were aware of the County’s interactive parking maps or the eXactnav app prior to filling out the feedback form.** This indicates that project outreach around tools had some success.

Before this feedback form, were you aware of the County's interactive parking maps or the eXactnav app, which provides real-time parking availability and price information in the pilot corridors?



A follow-up question asked those who were previously aware of the tools if they found them helpful for locating parking, 60% said no, 6% said yes, and an additional 31% said it was not applicable. Examining the question after the fact, staff is aware there is ambiguity in whether the “No” group reported “no” because they tried the tools and did not find them helpful, or if they were aware of but had not yet tried the tools.

Do you find the County's interactive parking maps or eXactnav helpful for locating parking?



Many respondents (65%) have noticed new parking signage, but few (14%) have made use of new parking resources.

In the last year, have you:

	Yes	No	Not Sure
Noticed new signage related to parking?	65% Yes	25% No	10% Not Sure
Used new tools to find parking, including websites or apps?	14% Yes	82% No	4% Not Sure

141 responses

The feedback form asked respondents to share any suggestions for improvements to signage or tools. From the 69 open-ended responses that were provided, some common themes emerged, as listed below. Not all themes are directly related to the question asked.

- **10** comments mentioned that they believe **parking prices are too high**.
- Each of the following themes was mentioned by **8** comments:
  - A desire for parking **enforcement** for payment as well as for double-parking, delivery vehicles blocking lanes, and other issues.
  - Concerns about **equity** related to higher parking prices, including concerns about low-income, elderly, or disabled community members having access to parking.
  - A belief that this **project is not needed**, or that they do not support the project.
- **7** comments mentioned the **digital signs** and potential concerns or improvements, including placement, size, and brightness.
- Each of the following themes was mentioned by **5-6** comments:
  - A desire for performance parking **information to be incorporated into existing apps** (ParkMobile, Google Maps, Spot Hero) rather than needing a separate app to find a spot.
  - A preference for **visiting places where parking is easier or cheaper** outside of Arlington, or outside the project corridors.
  - **Confusion** about parking signage, or a need for improved signage maintenance.
  - A desire for **more signage or other communication** about the project and tools.
- Each of the following themes was mentioned by **2-3** comments:
  - General project **support**.
  - A desire for **more parking to be required** for new buildings/apartments.
  - A desire for **higher parking prices**.

- A preference for **not using apps** to pay for parking.
- Concerns about the **safety** of using apps while driving.
- A desire for more **focus on improving transit** rather than parking, or using parking fees to improve transit.
- A desire for more **tutorials** or explanation of how to use the tools.
- A desire to see the program **expanded**.
- A desire for **more digital signs**.

**The feedback form included optional demographic questions and other questions that help the County understand who we are reaching, and how. Of those who responded to those questions:**

- 43% heard about the Pilot Project via an email from the County, 25% from social media, and 22% from a poster or flyer.
- There was a mix of age ranges, with each band for ages 20+ represented by 13-23% of responses. The largest percentage was 23% (30-39).
- 13% reported having a disability that impacts their mobility.
- 55% identified as female, 43% as male.
- 85% identified as White, 7% as Hispanic or Latino, 6% as Black or African American, and 5% as Asian. 1% selected “other.”
- 67% own their home, and 32% rent. 51% live in single-family detached homes, and 34% in apartments or condos.
- 21% of respondents live or work in the 22201 ZIP code (Ballston, Clarendon, Court House, and Lyon Village). 10-12% live or work in 22203 (Ballston and Virginia Square), 22205 (Arlington Forest, Westover Village, and Westover), or 22207 (Donaldson Run, Woodmont, Maywood).
- The neighborhood with the largest representation was Bluemont, at 11%, followed by Ballston-VA Square and Clarendon/Courthouse at 8% each.

**We investigated differences in responses for some demographic groups. When it comes to the 15% (20 people) who reported having a disability that impacts their mobility:**

- **19 ranked the importance of parking that is cheap, close to their destination, or easy to find.**
  - The average top choice for both those who did and did not report having a disability was parking that is “close to my destination.” However, while the average rank for all feedback form responses was 1.79 for this parking characteristic, those who reported having a disability ranked it slightly higher than those who do not. Those with a disability ranked this characteristic at an average of 1.61/3 while those without a disability ranked it 1.84/3.
- **General takeaways from open-ended comments included:**

- There were 4 people who noted concerns related to equity issues, including parking access for low-income, elderly, or disabled community members.
- 3 respondents shared concerns about parking prices.
- Each of the following themes was mentioned by 2 comments from this subgroup:
  - Parking prices should be higher than they are.
  - Parking is complicated – e.g., signage should be made more clear.
  - A desire to see more parking requirements for new buildings/apartments.
  - Preference for visiting places where parking is cheaper or easier outside of the project corridors.

**We also investigated differences in opinion by age.** As noted above, the age demographics were well dispersed for the 96 people who provided their age. Of this group:

- The responses varied when looking at ranking of priorities related to parking that is cheap, close to their destination, or easy to find. However, the respondents who are 60 and above ranked parking that is close to their destination higher than all other age groups (1.59/3 for people 60 and older vs. 1.96/3 for people under 60). Both groups ranked the cost of parking as least important.
- **General takeaways from open-ended comments from the 29 people who identified as age 60 or older included:**
  - 5 people noted concerns related to equity issues, including parking access for low-income, elderly, disabled community members, or people who are not familiar with using phones to pay.
  - 4 respondents shared concerns about parking prices.
  - 3 respondents requested more parking enforcement.

## Key Takeaways and Ideas for the Future

- **Many different types of engagement strategies were used from the beginning of the project – signs, decals on all project area meters, door-to-door outreach, pop-ups, open houses, windshield fliers, intercept polling, committee briefings, media coverage, and more. However, a surprising finding was that written comments from the community were fairly limited.** 470 written comments were shared via comment forms, while 5,000+ people were engaged through in-person events and more than 13 million parking sessions were recorded. As the project continued and parking prices changed (in some places getting quite high during peak hours), comment frequency did not increase. It is important to note that we were able to learn about parking preferences from parking session data (“demonstrated preference”, not covered in this report) in addition to feedback we receive through public engagement, the focus of this report (otherwise known as “stated preference”).
- **The priorities of “cheap”, “close”, and “easy to find” were remarkably equal among over a thousand respondents who completed the exercise.** This key finding from engagement tells staff that it is not enough to pursue just one of these directions, but the best way to serve the community is by ensuring that all three solutions are possible in a neighborhood depending on the driver’s priorities on that trip.
- **We heard throughout the project that while many prefer parking that is “easy to find”, they do not necessarily want to use apps/tools or plan ahead.** One idea for the future is to use new types of identifiers in the right-of-way or on signage to help people understand pricing at a glance. This could include, for example, decals with specific colors or patterns to denote various price zones, placed at locations visible from the street. Another opportunity is to continue to work to make the parking price and location information available through apps people already use.
- **Payment compliance continues to be low in the project corridors, and many participants expressed a desire for improved enforcement of parking rules – not only related to payment, but also behaviors such as double parking.** Future efforts can consider how to best target limited enforcement resources by using project data.

## More Information (Contact Information)

### Pilot Page:

<https://www.arlingtonva.us/Government/Programs/Transportation/Parking/Performance-Parking-Pilot>

### FAQs:

<https://www.arlingtonva.us/Government/Programs/Transportation/Parking/Performance-Parking-Pilot/Performance-Parking-Frequently-Asked-Questions>

### Project Contact:

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### Media Inquiries:

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Communications Specialist – Operations

Email: [kcnieves@arlingtonva.us](mailto:kcnieves@arlingtonva.us)

Tel: 703-223-4951

## Appendix 1: Phase 1-2 General Website Comment Form Questions

Questions on this form included:

- Relationship to Arlington (Live, work, study, do business, visit, commute)
- Do you live or work in one of the pilot project corridors?
- How do you typically travel to, from, or within the project areas? Select all that apply.
- How important to you are the following factors in choosing how you get to, from, or around the pilot project corridors? (Rate from 1 [not important at all] to 5 [very important])
  - Travel time
  - Ease of Finding Parking
  - Travel Distance
  - Weather
  - Cost of travel
  - Cost of parking
  - Travel with children or others
  - Personal comfort and safety
  - Things I carry
  - Other (Please specify in the comments section)
- How often do you drive a personal or work vehicle (or ride with someone who does) in the project areas?
- Rank the options below in order of importance:
  - I want metered parking to be easier to find on blocks where it is hard to find today.
  - I want more people to choose to park on blocks where metered parking are more available today.
  - I want to see less double-parking on blocks with metered parking.
  - I want to spend less time looking for metered parking.
  - I want to be more confident that I will find metered parking in the first place I look for it.
  - I want to see fewer drivers "cruising" to look for metered parking in the areas with the pilot project.
  - I want to reduce mobile emissions from vehicles looking for metered parking in the areas with the pilot project.
- What else should we know about your experiences using metered parking spaces in the pilot project corridors as we begin this project?
- How did you hear about the Performance Parking Pilot Project? Select all that apply.
- In what ZIP Code do you live?
- In what ZIP Code do you work?
- Do you have a disability that impacts your mobility?

- Optional Demographic Questions:
  - Relationship to Arlington - Do you live/work/study etc. in Arlington?
  - Age
  - Race/ethnicity
  - Gender
  - Household annual income
  - Do you have a disability that impacts your mobility?

## Appendix 2: Phase 3-4 General Website Comment Form Questions

Questions on this form included:

- Where do you live?
- Where do you work?
- On a typical day, how do you travel in Arlington County?
- Which websites or apps do you use to plan your trip, or look up available parking locations?
- Pilot Project Feedback: Use the space below to share your input on the direction of the Performance Parking Pilot project today.
- Optional Demographic Questions:
  - Relationship to Arlington - Do you live/work/study etc. in Arlington?
  - Age
  - Race/ethnicity
  - Gender
  - Household annual income
  - Do you have a disability that impacts your mobility?
  - ZIP code

## Appendix 3: Phase 3 ADA Questionnaire

Questions on this form included:

- Do you currently hold a disability parking placard or license plate from a state DMV?
- Have you used the County's accessible metered parking spaces before today?
- Tell us about your most recent experience using a accessible metered parking space. Feel free to include details such as neighborhood, time of day, and day of the week, and whether the parking space you used was the first one you looked for, or if you had to check multiple locations.
- How often are you able to find accessible metered parking near places you visit most often (grocery stores, doctor's offices, restaurants, etc.)?
- What do you do when a accessible metered parking is not available near your destination?
- What would you change to improve your experience of parking at accessible metered spaces?
- Rate your level of agreement with the following statement: "Accessible metered parking is well-distributed throughout Arlington County"
- Do you use any parking applications or technology to find accessible metered parking spaces (ParkMobile, CurblQ, eXactnav)?
- Use this space to provide any additional information you want the County's project staff to know about using metered ADA parking spaces: [open-end]
- Optional: Provide your name and email. This information will only be used if you request that we reach out to you to discuss the experiences you share here in this form, and to confirm that you have participated in this engagement so we do not continue to contact you about this matter.

## Appendix 4: Phase 4 Targeted Feedback Form Questions

Questions on this form included:

- Which describe you? Select all that apply. (Resident of Arlington, etc.)
- Do you live or work in one of the pilot project corridors?
- How do you typically travel to, from, or within the project areas? Select all that apply.
- When you look for a parking space, what is most important to you? Rank the options below from 1 (most important) to 3 (least important).
- Thinking about your last trip where you drove to either the Rosslyn-Ballston corridor or Pentagon City-Crystal City (Richmond Highway) corridor, please answer the questions below as best you can: (Yes/No/Not Sure/Not Applicable)
  - I was able to find a parking location in a timely manner.
  - I was able to find parking in a location I was satisfied with.
  - I was able to find parking with a price I was satisfied with.
  - I saw vehicles double parking or blocking bike lanes.
  - I noticed available metered parking spaces.
  - I noticed other people looking for parking.
- When you drive to a destination in Arlington, which websites or apps do you use to plan and make your trip? Select all that apply.
- Before this feedback form, were you aware of the County's interactive parking maps or the eXactnav app, which provides real-time parking availability and price information in the pilot corridors?
- Do you find the County's interactive parking maps or eXactnav helpful for locating parking?
- In the last year, have you:
  - Noticed new signage related to parking?
  - Used new tools to find parking, including websites or apps?
- If you have suggestions for improvements to signage or tools, please tell us here.
- Optional Demographic Questions:
  - How did you hear about the Performance Parking Pilot Project? Select all that apply.
  - In what Zip Code do you live? In what Zip Code do you work?
  - Do you have a disability that impacts your mobility?
  - Age Range
  - Which gender do you most identify with?
  - Which of the following describes your race or ethnicity? Select all that apply.
  - Do you rent or own your current home? Which of the following best describes your current home?
  - Which neighborhood do you live in?
  - What zip code do you live in?