



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of January 24, 2026

DATE: January 15, 2026

SUBJECT: Request to authorize advertisement of a public hearing at the February 2026, County Board meeting to consider adoption of an ordinance with an effective date of March 1, 2026, to amend, reenact, and recodify Chapter 14.2 (Motor Vehicles and Traffic), (a) Article I (Motor Vehicle Code), Division 1 (Generally), Section 14.2-7.1 (Fines for Nonmoving Violations) and Division 2 (Regulation of Traffic), Subdivision D (Parking Meter Zones), Sections 14.2-44 (Parking Time Limits; When Parking Meters Operate) and 14.2-44.1 (Temporary Parking Meter Regulations for the Performance Parking Pilot Project in Certain Commercial Corridors) and (b) Article IX (Car-Sharing), Sections 14.2-109 (Free-Floating Car-share Program) and 14.2-110 (Reserved-Space Car-share Program) of the Arlington County Code to permanently establish the County's performance parking program.

C. M. RECOMMENDATION:

Adopt a resolution (Attachment A) to authorize advertisement of a public hearing at the February 2026, County Board meeting to consider adoption of an ordinance with an effective date of March 1, 2026, to amend, reenact, and recodify Chapter 14.2 (Motor Vehicles and Traffic), (a) Article I (Motor Vehicle Code), Division 1 (Generally), Section 14.2-7.1 (Fines for Nonmoving Violations) and Division 2 (Regulation of Traffic), Subdivision D (Parking Meter Zones), Sections 14.2-44 (Parking Time Limits; When Parking Meters Operate) and 14.2-44.1 (Temporary Parking Meter Regulations for the Performance Parking Pilot Project in Certain Commercial Corridors) and (b) Article IX (Car-Sharing), Sections 14.2-109 (Free-Floating Car-share Program) and 14.2-110 (Reserved-Space Car-share Program) of the Arlington County Code to permanently establish the County's performance parking program.

ISSUES: Staff has received feedback both for and against this management method. Therefore, both perspectives may be heard as part of the public process.

SUMMARY: The County Board may regulate the public right-of-way in the public interest to provide a range of transportation options to the community. Pursuant to guidance approved by the County Board in the Master Transportation Plan Parking and Curbspace Element, a fully VDOT-funded temporary pilot program initiated in February 2023. This pilot created new real-time occupancy data to inform metered-space management decisions and provides real-time occupancy and price information to travelers. In February 2024, the County Board authorized

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County Attorney: RES Demmie A. Vintag
Staff: Melissa McMahon, DES, TEO; Marietta Gelfort, DES TEO

staff to use occupancy data from the approximately 4,500 sensors installed in parking spaces in Arlington's two Metrorail corridors. Staff used this data to better match price to demand on the curb and learn how price could impact parking decisions and parking management. A total of six quarterly administrative changes to metered parking rates attempted to achieve the project's established goals and those of the MTP's Parking and Curbspace Element. The pilot successfully revealed diverse needs of parkers, the depth of challenge with compliance with curb regulations, and the potential untapped value of the curb.

The pilot period offers key insights:

- Many parking spaces on the curb are more valuable to parkers than previously understood. There may be substantial latent demand or price inelasticity dampening the effects of higher prices in the busiest areas.
- Even with price increases in congested areas, lower-priced parking options are highly available and within a 2-5 minute walk of most destinations in the corridors. 85% of the blocks in our metro corridors are still within a 5-minute walk of low-priced spaces (\$2 or less at any time of day).
- Only about 40% of people who park pay.
- More time is needed to familiarize parkers with the new rate map, digital displays, and other tools, and for price options to influence behavior in a consistent and measurable way.
- More time is needed to isolate seasonal variation in parking behavior from the influence of prices and information.
- Thus far, higher meter rates have not reduced people's willingness to pay for the time they park.
- Price increases have not resulted in spillover parking in Residential Permit Parking (RPP) areas.
- When asked to rank key parking priorities, of 1,186 respondents who participated across several mediums, responses were very evenly split across "close" as the top priority, "easy to find" as their top priority, and "cheap" as the top priority. Functionally, this information tells us a management approach should help ensure all three priorities are possible to find (though not necessarily for the same spot) when people park.

The project revealed a true marketplace for the curb with parkers taking many factors into account. Price is one (but not the only, nor the most) important value for people parking. However, making parkers more aware of price options and more inclined to pay when they park may shift demand to ample, available, underused, nearby blocks.

This ordinance change authorizes the County Manager to continue performance-based

management of metered parking spaces. The County uses prices and information from this program to improve parking options and choices. Continuing the program provides the extended time needed to raise awareness of rates and improve information tools. The program aims to offer decision-support to drivers to help them easily find the cheapest parking space or the closest spot based on their needs.

For clarity: all revisions to the County Code pursuant to this item that are not in Chapter 14.2, Article I, Division 2 are made to update references to 14.2-44 which must also reference 14.2-44.1.

BACKGROUND: The Master Transportation Plan (“MTP”) [Parking and Curbspace Element](#), Policy 5 established County Board and community direction to staff to “utilize parking meter pricing strategies that vary by hour and location to better match parking availability and demand.” In June 2019, the Commonwealth Transportation Board (“CTB”) awarded Arlington funding from their Innovation and Technology Transportation Fund (“ITTF”) to support a pilot project to use technology to advance this policy directive. For more information on project procurement background, please refer to the [board report from January 3, 2024](#).

The MTP established that the County should use pricing to better match “availability and demand” on the curb. Arlington is not the first locality to use this approach to better manage demand at the curb. Over the last decade, similar projects have been conducted in other localities, including Washington, DC, Boston, MA, and San Francisco, CA. Details regarding these projects were featured in a [prior board report](#). These initiatives generally reported measurable changes in drivers’ parking behavior over several years, including reductions in negative impacts and more efficient use of available space.

These localities took various approaches to institutionalizing practices from their projects. After the 2009-2011 pilot and evaluation report in 2014, San Francisco adopted an official Demand Responsive Pricing Program in 2017 that raises prices by \$0.25 on blocks where average occupancy is above 80% and lowers the rate by \$0.25 where average occupancy is below 60%. Rates continue to be adjusted approximately every quarter in that program as needed. In Boston, after completing their pilot program in 2019, the city decided to revise its base fee structure, with higher rates in some parts than others, and 15-minute rates charged for short-term parking spaces (30-minute time limit) to encourage turnover. In D.C., while their base meter rate is \$2.30/hr in many places, they continue to operate performance pricing zones where rates are variable between \$1.00/hr and \$7.00/hr.

Here in Arlington, quarterly incremental price changes under the temporary ordinance began in March 2024 and continued through June 2025 with the sixth and final performance-based price change of the pilot period. Throughout, the project team has collected data, kept stakeholders informed of the process, and made available numerous tools to increase parker awareness of the variety of prices available on the street and provide tools for understanding parking behavior, including:

- An [interactive meter rate map](#).

- An [app](#) that shows real-time availability and price and navigates you to available parking with turn-by-turn directions.
- [digital displays](#) directing drivers to the more affordable parking (and some off-street public parking garages) in 10 different neighborhood locations.
- An integration with ParkMobile that offered availability data as a layer in the app (although reportedly useful to some customers, this functionality was discontinued by ParkMobile in their latest app update).
- A [public PowerBi dashboard](#) for exploring historical parking activity across the project area and project duration.
- Open data APIs providing both and data to app developers, researchers, and other interested technical audiences.

Staff analyzed key performance areas:

Occupancy. Occupancy analysis indicates parking behavior varies by location and season but has not been considerably impacted by time-of-day price increases yet.

Figure 1: Average Occupancy by Metro Area and Price Change

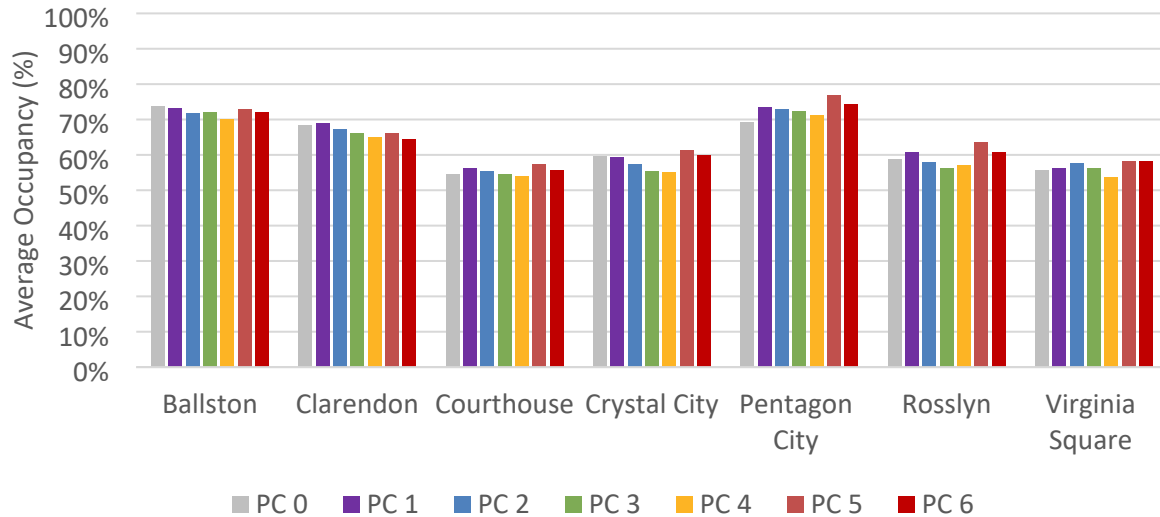
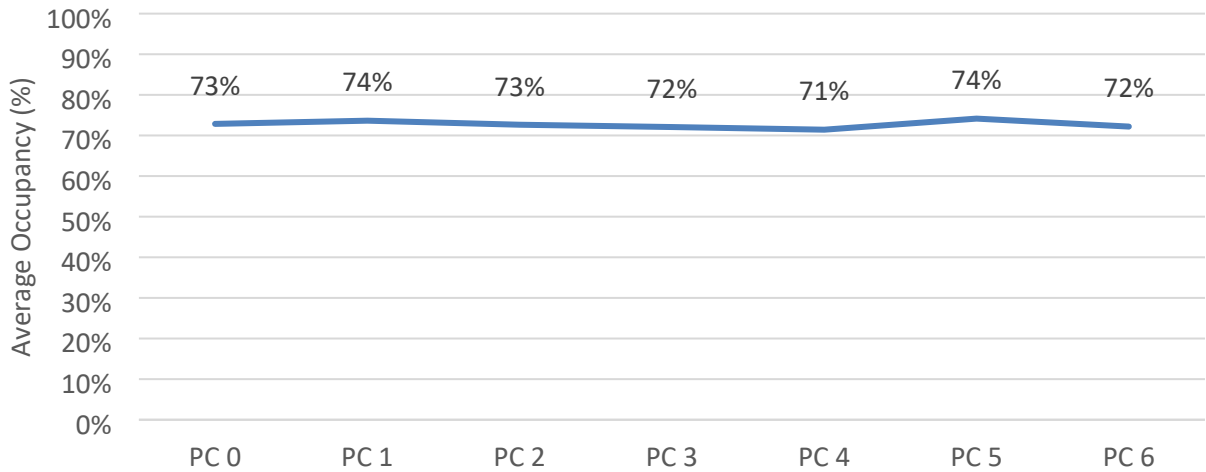


Figure 2: Average Occupancy of High Demand Spaces by Price Change



Dwell time. Dwell times are shortest during the midday and increase towards the evening hours, likely due to some drivers staying later into the evening or even overnight when meters turn off. Lower dwell times are associated with higher-priced areas. Shorter dwell times are associated with lower compliance.

Figure 3: Average Dwell Time by Price Change Phase and Hour

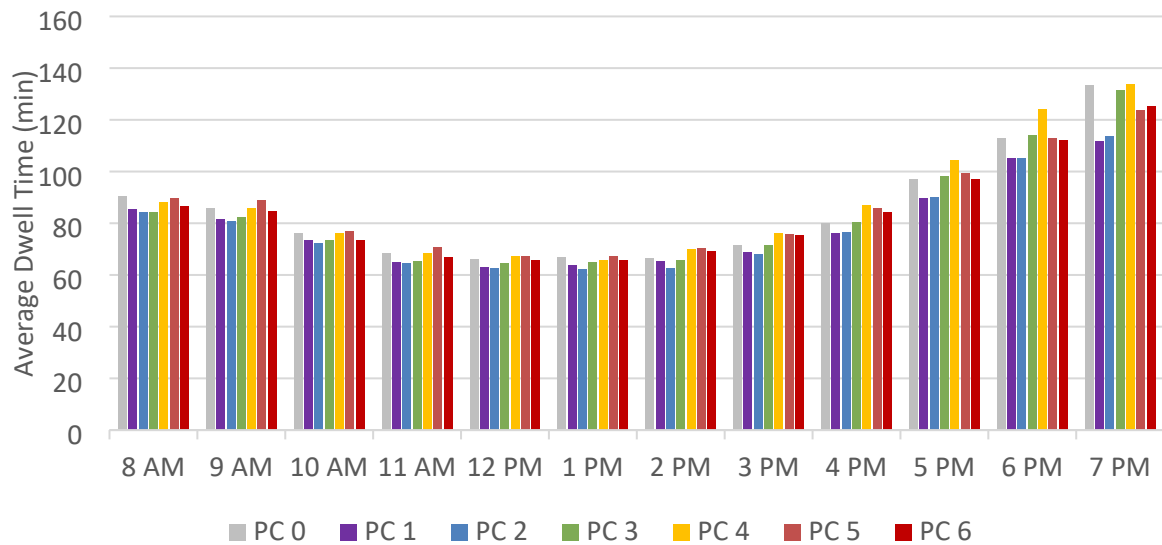


Figure 4: Average Dwell Time by Meter Rate, PC6

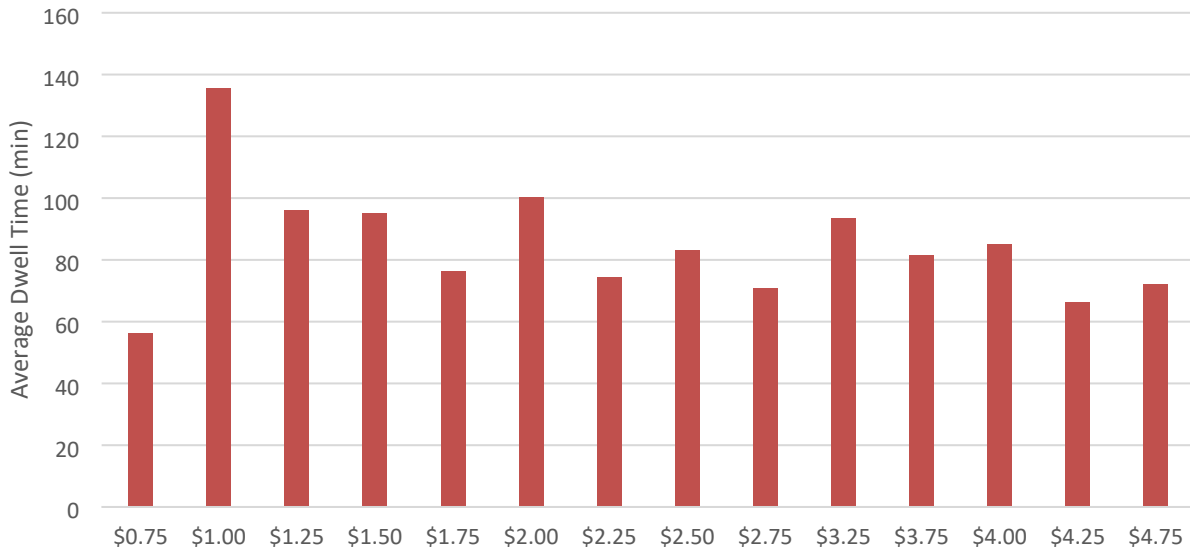
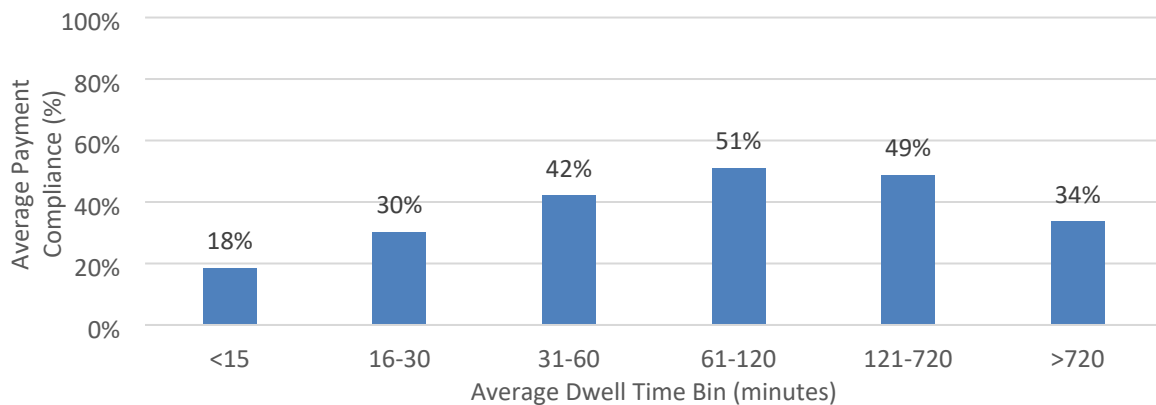


Figure 5: Average Dwell Time vs Average Compliance, Regular Parking Spaces, PC 6



Latent demand. Some of the busiest blocks remain busy over six price changes (1.5 years), including over 80% full in peak hours during which prices were increased. There are several possible explanations for this, including: (1) parkers note the price but are still willing to pay for the time they plan to stay, (2) parkers are not paying to begin with (60% of parkers) and so price changes have no influence on their decisions, or (3) there are more parkers seeking spaces on the block than there are spaces, so any parker that is shifted to park elsewhere due to a higher price is quickly replaced by a new parker (that is either willing to pay or not paying). During the most recent price change, the project saw a five percent drop in occupancy compared to the same season last year (PC2 vs PC6) in “high serving” areas (high occupancy blocks which also have high turnover). However, we did not see that drop in earlier seasonal comparisons. More data is required from multiple comparable seasons to establish if this will become a trend.

ADA spaces. An analysis of parking at ADA spaces shows that these spaces are used at roughly half the frequency that regular spaces are. Additionally, meter payment compliance rates at ADA spaces are lower than at regular metered spaces.

Impact on RPP areas. In a special analysis of a sample of Residential Permit Parking (RPP) blocks immediately adjacent to metered blocks in the performance parking pilot project area, no observed increase in parking occupancy on these residential blocks from the quarterly changes in meter prices was detected. Some areas that started with high occupancy, even before the pilot project period, are being studied for the causes of demand and if additional enforcement is warranted.

VDOT System Optimization. The Virginia Department of Transportation separately contracted with Kimley-Horn to conduct an independent third-party “System Optimization Analysis of the Performance Parking Pilot in Commercial Corridors in Arlington County,” to assess how well the performance parking project would meet Arlington’s goals for the project. Because of the innovative nature of the project and the availability of vast amounts of sensor data, it was deemed important to have an independent team to analyze the data and gauge user sentiment. The analysis concluded:

- While dynamic pricing is a valuable tool for managing curb demand, pricing adjustments alone were not sufficient to meaningfully alter driver behavior or improve overall parking system efficiency during the window of time measured.
- Throughout the evaluation period, occupancy and availability levels remained relatively stable, even at locations that experienced the largest rate increases. Although there are several possible explanations for this stability, it suggests that pricing strategies must be complemented by other measures to achieve the desired behavioral changes. These other measures may include enhanced enforcement, improved user communication, and simplified pricing structures.
- Limited public awareness and adoption of the County’s real-time parking information tools were consistent challenges throughout the pilot. Many drivers were unaware of the program, misunderstood the purpose of pricing changes, or did not use the available tools to identify lower-cost parking alternatives. However, when drivers were introduced to the tools directly, they expressed an openness to them. Further, the rate of likely repeat parkers suggests the potential to shift behavior over time with better uptake of decision-support tools. These findings emphasize that effective curb management requires not only accurate data but also awareness and comprehension by drivers as prerequisites for behavioral change.
- Payment compliance emerged as a critical barrier to program effectiveness. Price signals reached a limited share of users because less than half of drivers pay for parking. Stronger enforcement is essential to improve compliance and make pricing strategies more effective.
- The System Optimization team had insufficient data sources to evaluate impacts on VMT, AADT, congestion, and greenhouse gas emissions. Further, the KHA team’s analysis of double-parking using fixed cameras at study sites was ultimately inconclusive due to the high complexity of the visual information and the inability to sufficiently

calibrate the system for detection of relevant parking activity.

- Despite these challenges, the independent analysis found the pilot generated valuable insights for the County and VDOT. The findings highlight the importance of treating performance-based parking as a comprehensive management strategy with pricing as one component. The Performance Parking Pilot laid the groundwork for a more data-driven and adaptive approach to curb management in Arlington County. By incorporating the lessons learned, the County can move toward a smarter, more equitable, and more efficient parking system that supports its mobility, environmental, and economic development goals.
- The County will endeavor to achieve these recommendations by simplifying pricing, enhancing awareness tools, improving compliance, and continuing to leverage technology.

DISCUSSION: It would have been impossible to learn all that we have over the past year and half without installing parking sensors, implementing performance-based meter rate changes, observing the subsequent parking activity, and receiving feedback from the community about this experience. This performance-based meter rate ordinance helps us manage the curb by acknowledging that:

- In some places and times of day, demand for metered curb space far outstrips supply.
- There is ample space available for parking during high demand hours just a few blocks away from popular destinations.
- Occupancy data can inform not just increases and decreases in price, but also how long a time limit should bear even whether spaces should be reallocated to another kind of use.
- Responsible adjustments are needed as enforcement, technology, and public awareness of the price shifts demand and reduces the highest peaks of activity to more manageable levels.
- There are other transportation options in our commercial areas with metered parking, including buses, Metrorail, biking, and even walking. These other options may help some visitors access their destinations without using a car. A performance-based price approach can help influence the choices people make across all these transportation resources.

The proposed ordinance maintains all the same functionality we have been using for the past 1.5 years during the pilot. The proposed ordinance only differs from the current, temporary ordinance by removing reference to a sunset date. The proposal is that meter rates in this area should be set based on curb management performance principles going forward.

PUBLIC ENGAGEMENT:

Level of Engagement: Communicate, Consult, and Involve

The public engagement and outreach for this project to-date has employed the Communicate, Consult, and Involve levels of engagement in the Six-Step Public Engagement Guide for Capital Projects at different points throughout the two-year pilot project.

Unlike many projects and programs where the only way to get community input is through an engagement form or special events, this project is somewhat unique in that **every person parking in the pilot corridors was providing input with their actions** whether they realized it or not: by deciding where to park and when, and whether or not to pay the price at the meter as we changed prices. Based on over 14.5 million parking sessions, we have “demonstrated preference” insights into what parkers value:

1. People want to park here and are willing to pay the prices at the meter. “Convenient” and “close” parking are just as valuable as “cheap” parking to the people who use our metered spaces, based on where they park and what they pay.
2. There is latent demand or price inelasticity in the busiest locations and times. There may be even more people who need to park in these areas. For some people and at some times and circumstances, being close is the most important thing.
3. Not everyone pays to park when they should be paying (on average only about 40% of drivers), but willingness to pay is not related to the price at the meter. Based on sessions and transactions, failure to pay may be related one’s estimation of getting caught, but overall compliance varies across meter rates.

To complement this foundational dataset of demonstrated parking preferences, the project team undertook extensive outreach and engagement throughout the pilot, as detailed below. The key strategy with early engagement focused on businesses adjacent to metered areas. An emphasis throughout the pilot has been to target communication tools when and where staff could reach people who are actively using the metered parking.

Key Insights:

- **Early engagement** revealed: curiosity and openness to making parking better; people seeking clarity about what the pilot would and would not change; community perception that there are many curb uses competing with parking and a desire for remaining parking areas to be more efficient; the hope to reduce safety issues such as double parking in bike lanes; an interest in what the data would say and a hope that the project would share learnings; and the importance of building outreach to touch as wide a range of people as possible.
- **Mid-project feedback during price changes** highlighted: issues with the parking payment mobile application (ParkMobile, not a part of the pilot project); awareness of

higher price areas growing in the later price change phases; a continued lack of knowledge about the lower-price options and trip planning tools to find them; interest in better tailoring time limits to the activities adjacent to the curb area (*i.e.*, willingness to pay more for more time if they could have it); and general evidence of the difficulty in building awareness of or interest in the project despite corridor-wide static signage at meters, social media outreach, a direct mailer, and the prices themselves changing.

- **By pilot conclusion:**

- **People would prefer to not have to plan ahead for parking.** By the end of the pilot there was clearly increased awareness of higher prices (and not liking them or thinking they are not fair) and increased awareness of the digital signs and online planning tools. However, there was only scattered interest in using trip planning tools to avoid higher prices or making parking easier (less interest from feedback form respondents and more interest from people encountered at events).
- In an ideal world, people want parking to be easy, cheap, and close. However, our commercial corridors are in high demand and the relative importance of these things varies depending on driver age, habits, physical abilities, the weather, and the purpose of a particular trip. **When staff offered examples of trade-offs, community members reflected on their relative preferences and expressed greater interest in the trip planning tools we offer.** Mentioned tradeoffs included, for example, free parking in front of a favorite restaurant likely means everyone wants it, and the space will not be available when you need it (cheap, close, but not easy) or cheap parking a few blocks away requires more walking, but the space is likely to be available when you get there (cheap, easy, but not close).
- When asked to **rank key parking priorities**, 1,186 respondents participated in the exercise across several mediums. The result was remarkably uniform with a third selecting “close” as their top priority, a third selecting “easy to find” as their top priority, and a third selecting “cheap” as their top priority. Functionally it tells us, **curb management should ensure parkers have ways to combine these options** depending on their needs.
- **Interest in more parking enforcement unabated.** Despite the high share of parkers who don’t pay for parking, respondents who engaged with us throughout the project want to see **more enforcement of metered parking** to make payment patterns fairer, reduce double parking, and make the curb work better.

The outreach program extended over 2.5 years with clear phases of effort for the kickoff and infrastructure installation phase (first year), the price change phase (the second 1.5 years), and culminating with a pilot conclusion phase this fall and winter. All methods are summarized in greater detail below.

Outreach Methods in Detail:

Webpage, Virtual Public Meeting, and Initial Feedback Form at Kickoff. The project kicked-off initial public engagement by launching a webpage and hosting a virtual community meeting on February 23, 2023. At this meeting, and on the webpage, we introduced the project team, shared the project goals, and covered the basics of the technology and tools that will be used to meet those 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 hardware installation process, from February 24, 2023, through July 31, 2023. The form was designed to gather input to help staff prioritize among the project goals and understand which goals resonate most with community members today. 135 people responded during this period.

At this initial stage, most responses came from people who live or work in the project corridors, people who drive, walk, and take transit in the corridors, and people who visit the area at least weekly by car. When asked how important various factors are in determining how they would travel in the area, between 40-50% of all responses listed travel time, ease of finding parking, cost of parking, and personal comfort and safety as “very important” factors. When asked to rank project goals in order of their importance, the top three goals were:

- Spending less time looking for metered parking.
- Being more confident that they will find metered parking in the first place they look.
- Wanting metered parking to be easier to find where it is difficult to find today.

Throughout the course of the pilot, the [Performance Parking Pilot project webpage](#) has been a repository for price change updates, links to digital parking planning tools, photos, feedback form access, recorded presentations, and more. To date, the webpage has had more than 86,000 views, with most traffic arriving from Happy or Not intercepts, newsletters sent through GovDelivery, and social media platforms. QR codes on meter decals, handouts, signage, and more resulted in over 17,000 of those click-throughs to the project page.

Door-to-Door Outreach and Meter Decals during sensor installation and first two price changes. Activities included: (a) door-to-door outreach in the designated commercial corridors reaching over 260 businesses and large apartment buildings, (b) project decals installed on all multimeters in the project area, and project signs on all single-space meters. All printed materials contained a QR code with a link to the project webpage. The initial door-to-door outreach created an email contact list of over 150 businesses that then received direct notifications and project updates in advance of each price change. With execution of the first two price changes, additional door-to-door business outreach was conducted in areas where meter rates were going up, to raise awareness and provide information about parking options.

Price Change Packets Distribution. Each quarter during price changes, the project team published a price change summary packet at least one week before price changes took effect, which was posted on the project page and distributed via email to stakeholder groups including BIDs, civic

associations in the project corridors, and the email list of businesses developed during door-to-door outreach.

Pop-Up Events. The project team conducted 14 pop-up events over the course of the pilot, targeting areas in the project corridors where people would gather and providing opportunities to share project details and to listen to feedback about the public experience using the curb.

Ballston Farmers Market	6/22/2023
Rosslyn Farmers Market	6/28/2023
Jazz @ MET NLBID	6/29/2023
Courthouse Farmers Market	7/8/2024
Clarendon Day	9/28/2024
Clarendon Music by the Metro	5/15/2025
Arlington Palooza at Lubber Run	5/17/2025
Arlington County Fair	8/13 – 8/17/2025
Rosslyn Jazz Fest	9/6/2025
Clarendon Day #2	9/27/2025
Parking Day Tabling, all day in four neighborhoods (Ballston, Courthouse, Rosslyn, and Crystal City)	10/2/2025

Small Group Conversations with Retail Workers. In July 2024, staff coordinated with the Rosslyn and National Landing BIDs to host two small group conversations targeted to retail workers to get their insights on the project and its potential impacts on them. Despite promotion through the BIDs and through the project business email list, the event only generated participation from a few employees. Nonetheless, participating employees expressed appreciation for the chance to engage.

DPR 55+ Program “Performance Parking 101” Sessions. The project team conducted project introductions and demonstrations of project technology tools for participants in the Department of Parks and Recreation’s “55+ Program,” first on September 9, 2024 at Lubber Run Community Center and then again with a series of three sessions throughout September 2025 at Arlington Mill Community Center, Lubber Run Community Center, and Langston-Brown Community Center. In all, these sessions reached over 30 community members.

Code the Curb: A Parking Data Hack Showcase. The County partnered with Northeastern University in Arlington to host a special event on November 16, 2024, where 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 staff posed: **How would you use data to make the parking experience better at metered parking spaces?**

The Performance Parking Pilot project has several data tools available that prove how visualization and data can improve the parking experience (ParkMobile's “Availability” layer; eXactnav app; CurbiQ website). However, the project team 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 or for other road users where parking is located.

[Open House and Author Talk](#). On September 9, 2025, the programming team at Arlington Public Library and the DES Performance Parking Pilot project team co-hosted an Author Talk at Central Library. For the event, DES interviewed Henry Grabar, a journalist and author of “Paved Paradise: How Parking Explains the World” (2022). 115 people were in attendance, which included an open house public meeting to kick off a month of engagement for the project. The event was livestreamed by Arlington Video Group for 50 people and is available on the County’s [YouTube channel](#).

[Curb 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 our poll about parking priorities, and over 2,600 flyers about the project were distributed.

Pentagon City	9/9/2025	11am-2pm	Metropolitan Park
Crystal City	9/10/2025	11am-2pm	National Landing Water Park
Clarendon (West)	9/11/2025	4pm-8pm	Clarendon Metro / Trader Joes
Clarendon (South)	9/12/2025	4pm-8pm	Clarendon Metro / Trader Joes
Courthouse (East)	9/13/2025	9am-12pm	Courthouse Farmers Market
Ashton Heights	9/16/2025	11am-2pm	Mosaic Park
Rosslyn	9/17/2025	11am-2pm	Rosslyn Metro
Ballston (South)	9/19/2025	11am-2pm	Outside Ballston Quarter
Pentagon City	9/20/2025	10am-2pm	Metropolitan Park
Courthouse (West)	9/23/2025	11am-2pm	Clarendon Blvd & N Adams
Clarendon (East)	9/24/2025	11am-2pm	Retail Shopping Area
Ballston (North)	9/26/2025	3pm-7pm	Ballston Metro Area
Ashton Heights	9/27/2025	10am-2pm	Mosaic Park

[Presentations to Commissions and Stakeholder Organizations](#). In addition to the above engagements, staff presented 40 times throughout the pilot period to established stakeholder groups with a potential direct interest in the management of metered parking spaces, as follows:

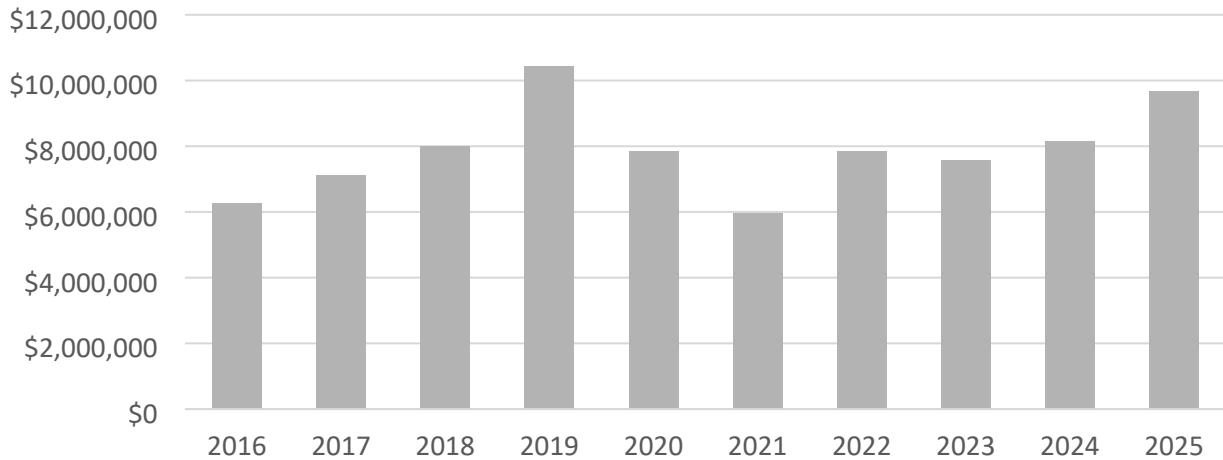
Transportation Commission Meeting #1	2/2/2023
Rosslyn BID Staff Intro Call	2/6/2023

Chamber Staff Introduction Call	2/7/2023
Latino Economic Development Center Call	2/7/2023
Arlington Community Federal Credit Union Call	2/8/2023
Disability Advisory Commission Meeting #1	2/21/2023
Ballston BID Meeting	2/22/2023
NLBID Roundtable Featured Project	3/22/2023
CC/PC Transportation Open House	3/27/2023
Planning Commission Meeting #1	4/10/2023
Information Technology Advisory Commission Meeting #1	5/24/2023
Chamber Government Affairs Subcommittee Meeting #1	6/21/2023
NLBID Transportation Subcommittee Meeting #1	10/12/2023
Information Technology Advisory Committee Meeting #2	10/25/2023
Transportation Commission Meeting #2	10/26/2023
Planning Commission Meeting #2	10/30/2023
Rosslyn BID Staff Meeting #2	11/3/2023
Disability Advisory Commission Meeting #2	11/21/2023
Ballston BID Meeting #2	11/29/2023
Transportation Commission Meeting #3	2/8/2024
Ballston BID Property Manager's Luncheon Presentation #1	2/14/2024
Chamber Government Affairs Subcommittee Meeting #2	2/21/2024
NLBID 23rd St Subcommittee Meeting	2/22/2024
Clarendon Alliance Exec Director Introduction Call	4/10/2024
Commission on Aging Meeting #1	6/17/2024
Ballston Property Manager's Luncheon Presentation #2	8/21/2024
Disability Advisory Commission Meeting #3	2/17/2025
Chamber Government Affairs Subcommittee Meeting #3	2/19/2025
Transportation Commission Meeting #4	3/13/2025
Information Technology Advisory Committee Meeting #3	3/26/2025
Commission on Aging Meeting #2	4/21/2025
Ballston BID Property Manager's Luncheon Presentation #3	4/24/2025
Commission on Aging Meeting #3	10/20/2025
Disability Advisory Commission Meeting #4	10/20/2025
Transportation Commission Meeting #5 Discussion	10/30/2025
Information Technology Advisory Committee Meeting #4	11/19/2025
Transportation Commission Meeting #6 Endorsement to Advertise	11/20/2025
Chamber Government Affairs Subcommittee Meeting #4	12/3/2025

Open Houses. Open Houses on the pilot project have been held on December 6, 2023, February 7, 2024 (coinciding with the first ordinance board approval process) and then September 9, 2025 (coinciding with the kickoff of September engagement).

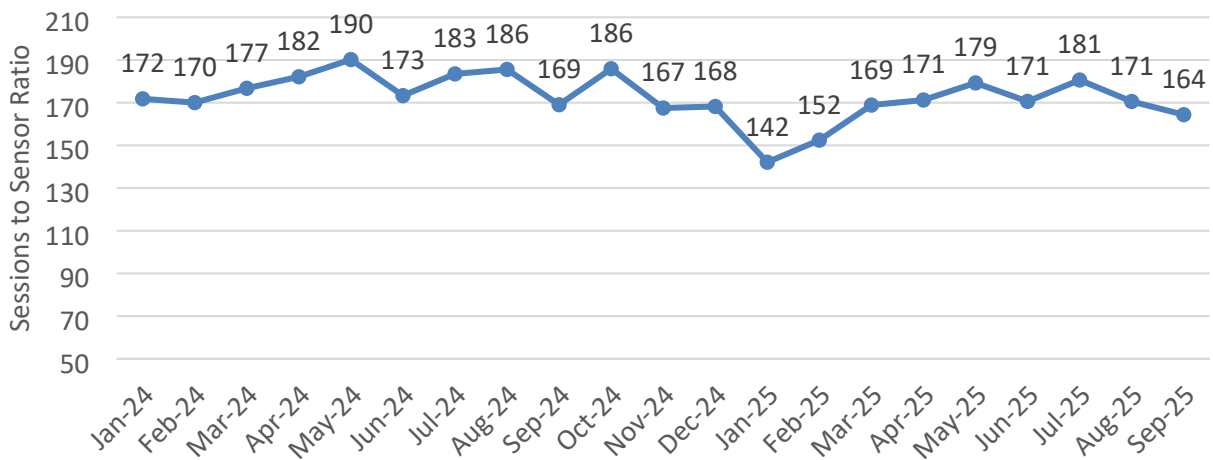
FISCAL IMPACT: Intentionally, there is no goal with this ordinance regarding revenue impact. This is because the code update is about nimbleness to enhance curb space performance from the community and customer perspective. However, we do have data regarding revenue before and during the pilot period (Figure 6). Project pricing activities occurred during fiscal years 2024 and 2025.

Figure 6: Value of Parking Meter Transactions in the Project Area, by Fiscal Year



Several factors can influence parking meter revenue over time. For example, if we look at parking meter revenue in 2020 and 2021 (Figure 6), there is a rather dramatic drop that seemed to relate to the COVID-19 period. Calendar year 2025's ongoing federal workforce changes could have secondary effects on curb space demand, but they would be difficult to measure. Based on session data during the project period, there is no clear evidence of a dramatic change in desire to travel to Arlington commercial corridors to do business, despite some areas and times having increased meter rates. There was a large dip during January/February appearing to be a result of a couple substantial snow events (Figure 7), but project or even wider market pressures are less visible.

Figure 7: Parking Sessions per Sensor by Month, Regular Parking Spaces, All Metered Hours



Another factor that can influence parking meter revenue is overall metered space supply. The County has been slowly converting metered parking to other important curb uses, including

unmetered short-term parking (5, 10, or 15 minutes), bike lanes, bus bays, scooter/bike corrals, parklets, loading/unloading areas, pedestrian crossing bulb-outs, etc. All of these changes chip away at direct revenue from parking meters in exchange for gaining other important community benefits. Partly mitigating those changes, the County adds parking meters to new street segments when those segments and their street furniture are delivered through major redevelopment projects. Figures 8 and 9 show changes in the number of metered spaces over time, as well as changes in average revenue per metered parking space.

Figure 8: Total Metered Parking Spaces in the County, by Year

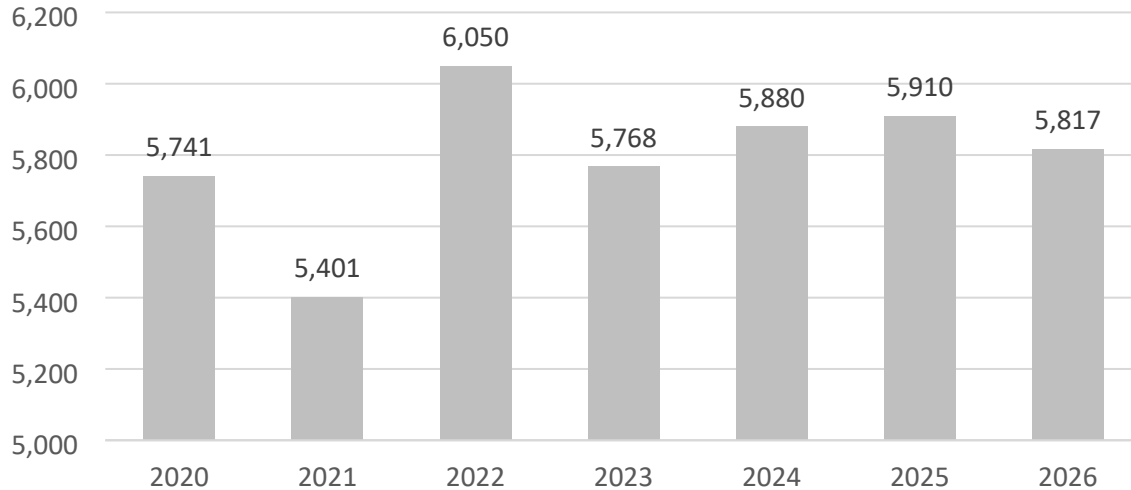
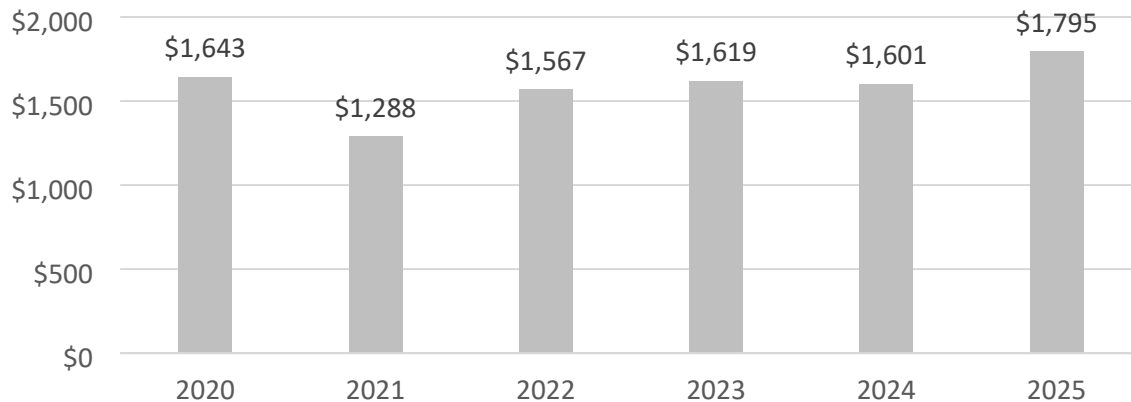


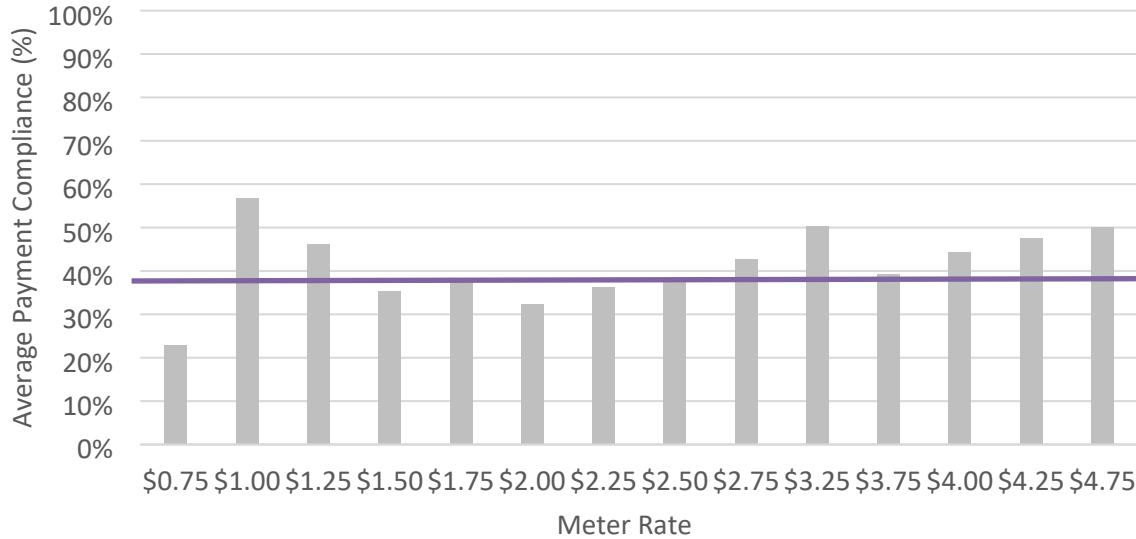
Figure 9: Average Revenue per Metered Space, by Fiscal Year



When we talk about uncertainty around revenue impacts, it is also because an increase in price does not necessarily mean an equal and opposite decrease in demand. This concept is called elasticity of demand. What we have seen in the pilot period is relative inelasticity of demand in some of the busiest areas. Lack of awareness of price options is one factor that may be contributing to people continuing to pay higher prices rather than shifting to nearby blocks. Other factors discussed in this report – latent demand, payment non-compliance – may also create uncertainty around the revenue impacts of performance-based management of the curb.

Early concerns that higher meter rates specifically would discourage meter payment appear to be unfounded. After 1.5 years of incremental price adjustments, meter payment compliance (payment transactions as a share of parking instances) in spaces with high rates (above \$2.50) is actually above the overall mean (Figure 10). Payment compliance may be more related to perceptions of visibility and enforcement activity than related to price.

Figure 10: Average Meter Payment Compliance by Meter Rate, PC6



If adopted, a permanent performance-based meter rate program would maintain the current meter rate structure and provide the possibility to modify it incrementally over location and time based on parking performance data. In combination with improved enforcement, one could expect annual revenues, especially per metered space, to be steady even as parkers shift parking locations to use the spots at the best price point for them.

If the proposed code updates are not adopted and the performance-based program sunsets, rates across the project area will return to \$1.75/hr. for all 30-min, 1-hour, 2-hour, and 4-hour spaces (roughly 76% of the inventory and most of the spaces that would have seen rate increases), with rates for longer stay spaces going back to \$1.50. This could be expected to decrease our chances of shifting demand from the highest demand to lower demand blocks to improve performance and to result in a drop in annual revenue even in the presence of improved enforcement of meter payment.