

**Report to Chairperson and Members
of the Transportation
Strategic Policy Committee**

**Report on Dublin City on-street parking,
pricing policies and technologies**

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The number of controlled (paid) on-street parking spaces in Dublin City has reduced from 35,000 in 2008 to 30,000 in 2013. This number has reduced further with increased demand for alternative uses of on-street parking spaces. A major on-street audit is scheduled for early 2016 when a more accurate figure will be available. Income in this period (2008-2013) reduced from €28 million to €24 million. It is estimated that income will rise in 2015 by around 5%.

The following table gives a breakdown of parking per zone;

Zone	Tariff € p.h	No. of spaces	No. of P & D machines	% of annual income
Yellow*	2.90	7,074	379	63
Red	2.40	7,238	253	21
Green	1.60	4,960	239	9
Orange	1.00	9,962	180	6
Blue	0.60	792	25	1

*The white zone (part of the Yellow zone) where paid parking is in operation on Sundays between 1400H and 1800H in the core city centre area comprises 700 spaces.

The number of meters on street has reduced from 1091 in 2013 to 1076 presently. This is despite the introduction of 17 new residential parking schemes in this period. This has been achieved through the more efficient locating of meters.

There has been very little investment in parking technology over many years with the result that 70% (over 700 meters) of the current meter stock is technically obsolete and are literally dumb terminals.



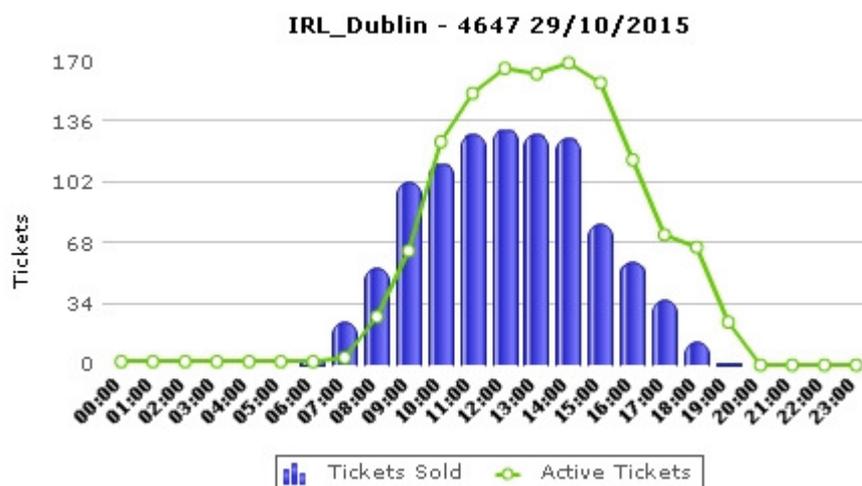
Example of technically obsolete DG models

With a capital allocation of €300,000 per year it became apparent that it could take up to 20 years to replace existing stock. The Council therefore embarked on a Competitive Dialogue procurement process in 2014 with a view to replacing obsolete meters. Rather than continuing to purchase meters, which proved to be a flawed strategy, the Council embarked on a meter rental contract which has recently been awarded. This contract ensures that the Council does not own a depreciating asset and allows for the swift replacement of over 700 obsolete meters. The contract provides for a full turnkey service including all maintenance, spare parts, tickets and ticket installation, and full vandalism warranties and has the advantage that meter stock will be replaced with the newest technologically advanced meters every five years.

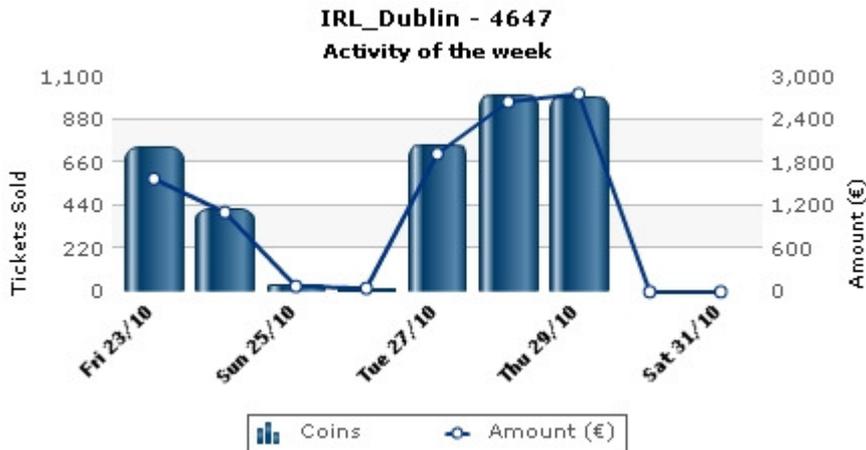
With the high cost of maintenance, repairs, spare parts, losses through theft, downtime and reputational damage suffered as a result of having over 700 technically obsolete meters the decision to replace through rental was the obvious solution. It is estimated that the replacement of all of these meters will save the Council almost €600,000 in operational costs per year.

The first batch of 100 new meters are currently being installed and it is expected that the next batch of 100 will be commissioned in early 2016. The meters are the most technologically advanced available and once the yellow zone is fully populated with these meters it will be possible to provide live snapshots of parking activity allowing models to be developed to predict parking availability in any particular location.

The following is a snapshot of parking activity on 29/10/2015 showing peak times for parking and live transactions;



The following shows activity by day for the week ended 31/10/2015;



By combining information from the new meter management system and information from Parking Tag it will be possible to analyse real time paid parking activity in the City. This is the most economic system of providing information to develop any type of dynamic pricing structure. Unlike San Francisco where over 7,000 parking sensors had to be bored into the road surface in parking bays together with an extensive communications network Dublin could achieve similar results without the huge capital investment which took place in San Francisco where Federal funding covered 80% of the costs of developing their system.



Lord Mayor launching Parking Tag

Parking Tag launched in 2009 recently celebrated a milestone when its 100,000th member was presented with €1,000 worth of parking. Current income trends indicate that Parking Tag now accounts for almost 35% of all paid parking income and is well ahead of any similar systems worldwide where a cashless option is provided as a complementary service to cash. Parking Tag has continuously evolved since its introduction, with instant registration introduced in 2012, the system was expanded in 2013 to cover the three other Dublin local authorities and the retail payment option was introduced, the mobile app was launched in 2014 and once off payment facility is due to be launched in 2016. The Council is also currently investigating direct targeted marketing opportunities which could generate additional revenue.

Parking tariffs

On street parking charges and the different tariffs are set at rates designed to discourage commuter parking, to facilitate short term parking for shopping, business and leisure purposes, and to influence modal choice. The last review of tariffs for on street parking was carried out in 2008 and the same rates are still applicable today. The yellow zone is a very high demand zone with a very high level of occupancy at that time - in excess of 90%. In order to reduce congestion arising from motorists cruising for parking the rate in the yellow zone was increased in 2008 from €2.70 per hour to €2.90 per hour. 17 city centre private car parks were surveyed at the time with 14 dearer than the then rate of €2.70 per hour and three equal.

Currently a survey of the 16 remaining out of the original 17 car parks shows 4 cheaper, 1 equal and 11 dearer than the current €2.90 yellow zone tariff. The average rate charged is currently €3.13 per hour. The rates in the other zones, Red – high demand €2.40 p.h., Green – medium demand €1.60 p.h., Orange – low demand €1 p.h. and Blue – suburban villages 60 c p.h are set decrementally in comparison to the yellow zone. The Consumer Price Index (Transport) is currently on the rise and has risen 7.4% to date this year albeit from a low base.

Dynamic pricing

It is generally acknowledged that dynamic pricing structures should only be introduced where there is in the region of 90% occupancy of parking spaces.

Occupancy surveys carried out over the past year showed the following levels of occupancy at peak times;

Adelaide Road	92%
Baggot St. Lwr.	77%
Baggot Street Upper	94%
Bow Street	62%
Capel Street	59%
Castle Street	87%
Echlin Street	80%
Ely Place	86%
Fitzwilliam Sqr North	53%
Fitzwilliam Sqr South	41%
Fitzwilliam Sqr East	55%
Fitzwilliam Sqr West	74%
Fitzwilliam St. Lwr.	79%
Francis Street	80%
Haddington Road	64%
Henrietta Street	44%
Hume Street	93%
Mercer Street	62%
Merrion Sqr. North	88%
Merrion Sqr. South	51%

Merrion Sqr. East	90%
Merrion Sqr. West	71%
Mount Street Upr.	70%
Molesworth Street	92%
Percy Place	54%
Stephens Green East	95%
Stephens Green West	85%
Townsend Street	43%

The average occupancy level is 73% with some pockets of very high occupancy being recorded at Stephens Green East 95%, Baggot Street Upper 94%, Hume Street 92%, Molesworth Street 92% and Adelaide Road 92%.

The lowest occupancy levels were recorded at Fitzwilliam Square South 41%, Townsend Street – 43%, Henrietta Street 44%, Merrion Square South 51%, Fitzwilliam Sqr North 53% , Fitzwilliam Square East 55%, Capel Street 59% and Mercer Street 62%.

The surveys show that average city centre occupancy levels are significantly below levels that would justify a dynamic pricing structure at this stage. There is significant spare parking capacity available within very short distances of high occupancy areas, however should levels continue to increase it is an option that could be considered to reduce congestion in certain locations.

It should be noted that developing dynamic pricing models is a balancing act with many competing needs and interests. Overpriced parking can lead to increased congestion with through traffic travelling to avail of cheaper parking options, e.g. off-street parking. Underpriced parking can encourage an increase in travel by private transport. Therefore efficient pricing, together with an effective enforcement regime, is an integral component in managing congestion. Parking policy (including tariff levels) can only be considered as part of a wider local/regional transport planning process.

The San Francisco model is not one that can simply be replicated to suit Dublin. San Francisco is unique in that demand for parking far exceeds supply therefore potential parkers are incentivised to check parking availability and prices before embarking on their journey. The same incentive cannot be said to exist in Dublin where parking is generally available within a very short distance of chosen destination. Without having direct communication with the potential parker before they embark on their journey, informing them of changed tariffs in different locations, dynamic pricing will not influence their choice of destination. It may however disincentivise them to park in an area with an increased tariff when they arrive, thus leading to further congestion as they seek a cheaper location.