



Smart Loading Zone Pilot Program Updates

October 13, 2023

AGENDA

- Welcome and Introductions
- Review of meeting norms
- The Big Picture: Curbs as an Asset
- Smart Loading Zones Pilot Objectives
- Smart Loading Zones Pilot Proposed Changes
- Discussion

INTRODUCTIONS

- **Angie Martinez**, Assistant Director, DOMI
- **Rylan Seifert**, Policy Analyst, DOMI
- **Rebekkah Ranallo**, Neighborhood Services Senior Manager, Mayor's Office
- **Jan Raether**, Infrastructure Engagement Specialist, Mayor's Office

MEETING NORMS

- Professional and psychological safety
- Listen to learn
- Disagree Respectfully
- Appreciate Differences
- Be open to new ideas
- Silence is agreement – speak up if you disagree
- Be present

The Big Picture: Right-of-Way Management

DOMI regulates curbside activity under Title Four of the Pittsburgh City Code:

The Director shall have the sole discretion to assign priorities among competing requests for use of the right-of-way, generally according to the order of completed permit applications or to the highest and best use of the right-of-way as identified by the Director.

Standard Loading Zones:

- Location selection: Request-based
- Regulation: 30-minute max
- Cost: Free
- Fine: \$60 fine if violated



The Big Picture: Right-of-Way Management

Outcomes in Practice:

- Locations may be good for the requestor but not the most efficient for shared use
- Lack of enforcement results in use of loading zones for free long-term parking
- Safety compromised: Without predictable access to loading where it is needed, behaviors like double parking and illegal parking are observed



About the Smart Loading Zone Pilot

Commercial Curb Challenge: Partnership with DOMI, Pittsburgh Parking Authority & Automotus

- Spring 2022: First 20 zones installed
- December 2022: 2-year extension
- Spring 2023: Additional 27 zones installed
- Fall 2023: Program changes
- December 2024: Pilot expiration

DOMI & PPA coordinates with Automotus regularly.

We've also partnered with Carnegie Mellon University, City of Santa Monica, City of Los Angeles, and the LA Cleantech Incubator (LACI) to document program results and learnings.

<https://engage.pittsburghpa.gov/smart-loading-zones>

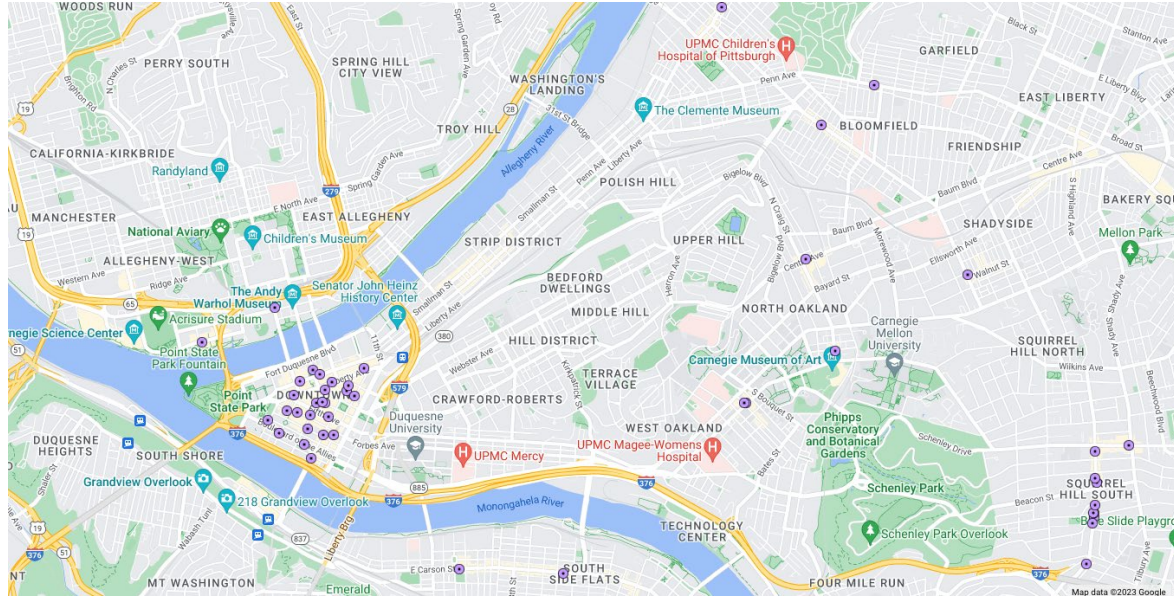


Smart Loading Zones Pilot Goals

- Improve **safety** for pedestrians, cyclists, and other curb users
 - Reduce parking-caused traffic and double-parking
- Align parking and loading policies with **real-time data**
- **Decrease emissions** from unnecessary idling and circling
- **Increase parking turnover** for restaurants and small businesses
- Increase delivery **efficiency** and reduce dwell time
- Use lessons learned to inform future curb management decisions
- Test the technology



Where are the Smart Loading Zones?



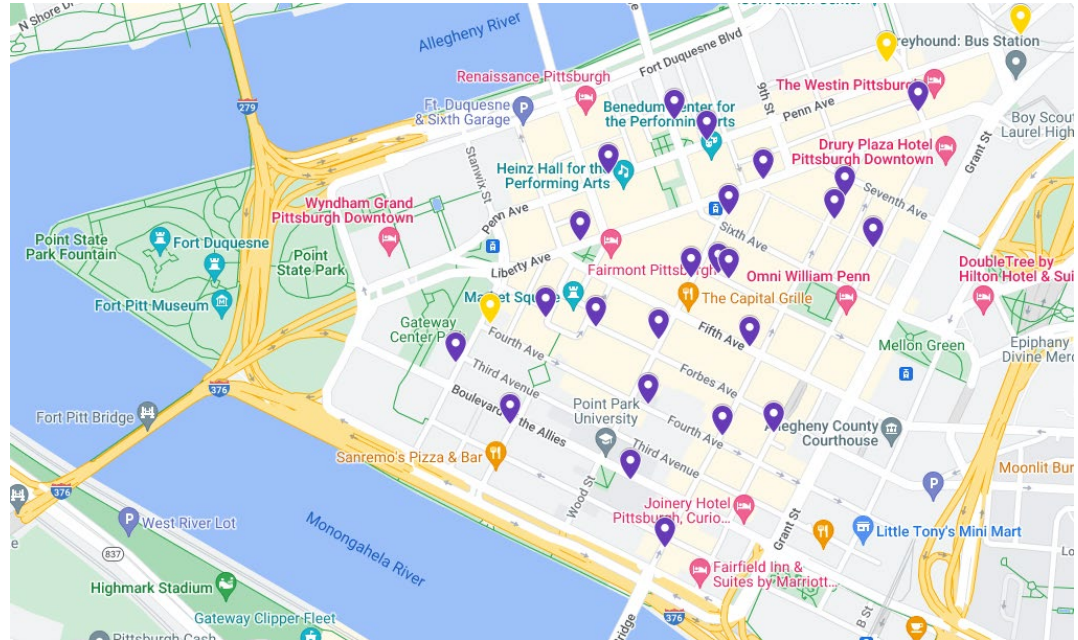
Selection Criteria

- Land Use Context
- Metered parking
- Curbside loading demand
- Existing curb use



Downtown Existing Zones

- 24 zones installed
- Evaluating additional locations
 - Where is the need the greatest?





Successes – Increased Safety & Efficiency


- Highest reductions in double parking
 - 807 Liberty Ave
 - 606 Wood St
 - 201 Stanwix St
- Highest increase in turnover
 - 111 Market St
 - 535 Liberty Ave
 - 1 PNC Plaza
- Highest decrease in park time
 - 443 Wood St
 - 1 PNC Plaza
 - 111 Market St



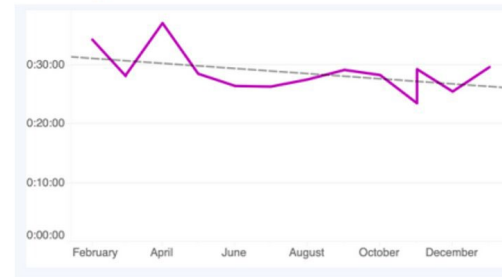
Citywide Results (First Year)

- Double Parks decreased 40% 
 - Before: 17.97 avg double parks / zone / day
 - After: 9.15 avg double parks / zone / day

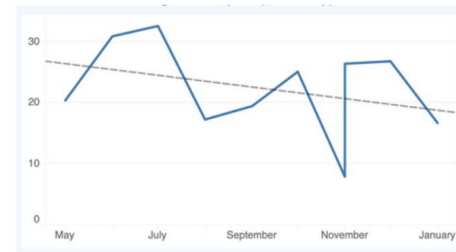
- Turnover increased 49% 
 - Before: 25.26 avg parks / zone / day
 - After: 37.74 avg parks / zone / day

- Average park duration decreased 23% 
 - Before: 37.12 minutes
 - After: 26:56 minutes

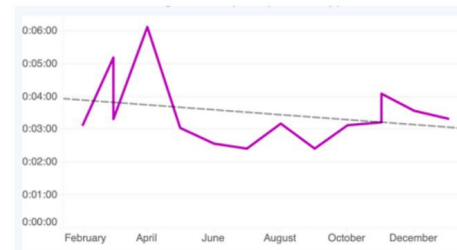
Average dwell times



Double Parks: average amount per location



Double Parks: dwell time average



Feedback and Outcomes – How is this going so far?

- **Anecdotal Feedback from Community**
 - Conducting outreach currently
- **2,800+ registered users**
 - 91% cars
 - 7.6% vans
 - 1% freight
- **Fleet Registrations**
 - Amazon
 - FedEx & UPS
 - WS Vending
 - Uber, Lyft, Doordash, and Grubhub Drivers



Community Outreach

- Phase 1 zones were installed after extensive community outreach with BIDs and individual businesses
 - Thank you, PDP!
- Phase 2 zones were reviewed by BIDs and some groups conducted individual business outreach



Proposed Changes

- Improve consistency and legibility
 - Updated hours of enforcement
 - New signage
- Revise fee structure



Proposed Changes - Consistency

- Increase maximum park duration from 1 hour to 2 hours*
- Hours of enforcement
 - Current: Monday – Saturday, 8am - 10pm
 - Proposed: Monday – Saturday, 8am - 6pm

*requires code change






Proposed Changes - Legibility

- Signage Updates
- Paint refresh
- Simplified fee structure*
- Increased grace period*

*requires code change



| SMART LOADING ZONE RATES | |
|--|-------------|
| 0-15 MIN | FREE |
| 15-30 MIN | max \$4.00 |
| 30-60 MIN | max \$8.00 |
| 60 - 120 MIN | max \$12.00 |
|    | |



Proposed Changes - Pricing

Current Rates

- Pay by the minute
- 2-minute grace period
- Issues
 - Confusing
 - Does not reflect cost of metered parking
 - Does not allow enough time for new users to register
 - Does not allow for free quick drop offs or pick ups

| Minutes | Per Minute Rate | Total Cost |
|----------------|-----------------|------------|
| 0-15 minutes | \$0.067 | \$0.33 |
| 5-15 minutes | \$0.134 | \$1.67 |
| 15- 30 minutes | \$0.20 | \$4.67 |
| 30-60 minutes | \$0.267 | \$12.67 |



Proposed Changes - Pricing

Proposed Rates

- 15-minute grace period
- Cost reflects that of metered parking
- Flat rate per the time used

| Neighborhood | Downtown | Oakland, Strip District | Squirrel Hill, Lawrenceville |
|-----------------------|------------|-------------------------|------------------------------|
| Meter Rate (per hour) | \$4 | \$3 | \$2 |
| Minutes | Total Cost | Total Cost | Total Cost |
| 0-15 minutes | \$0.00 | \$0.00 | \$0.00 |
| 16-30 minutes | \$4.00 | \$3.00 | \$2.00 |
| 31- 60 minutes | \$8.00 | \$6.00 | \$4.00 |
| 61-120 minutes | \$12.00 | \$9.00 | \$6.00 |





Thank You!