

ENFORCEMENT AND PERMIT DISTRICTS

FPA 2017

DIXON
RESOURCES UNLIMITED

JULIE DIXON

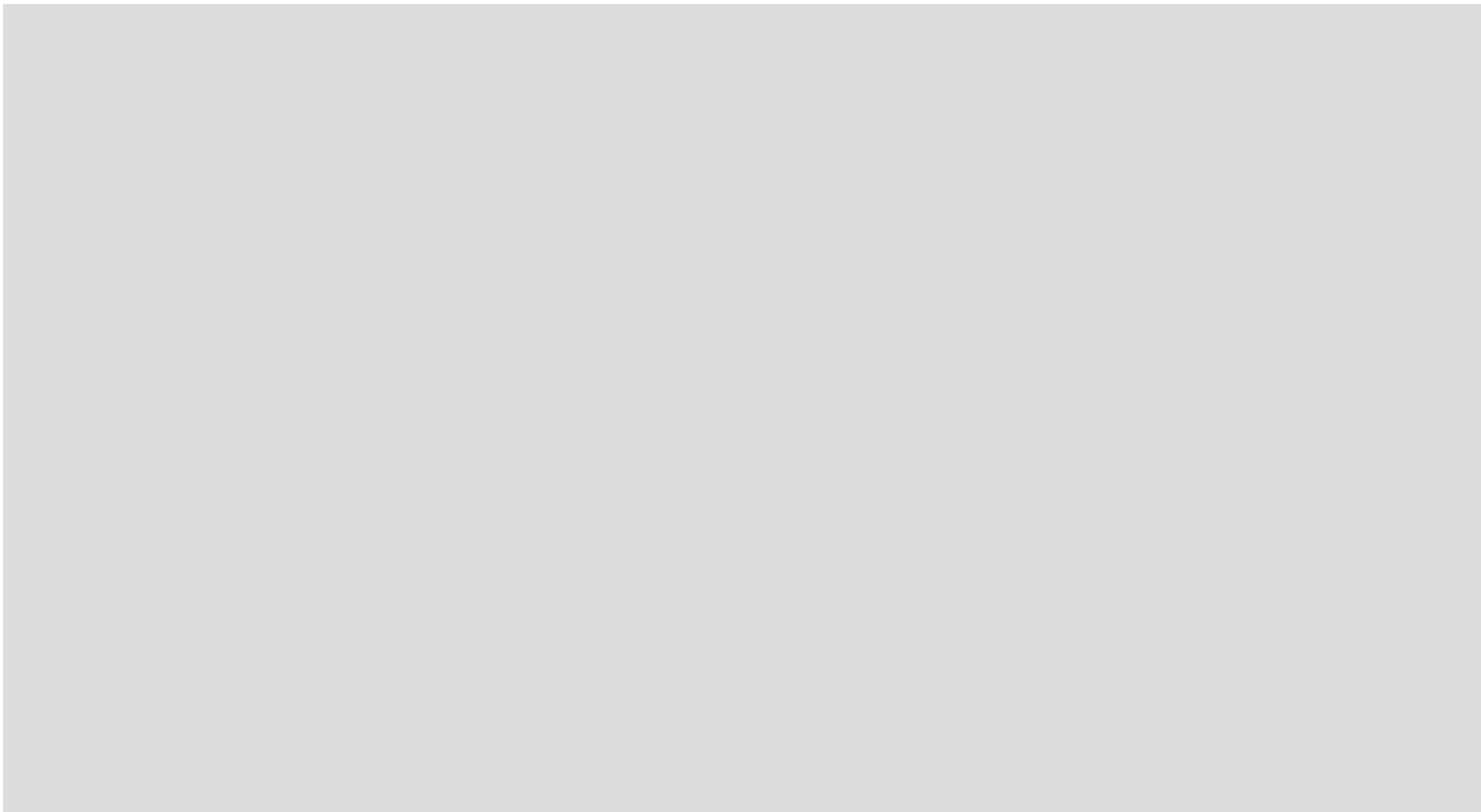
- Extensive traffic & parking management experience, including automated enforcement systems
- **First Parking Enforcement Officer** for the Santa Barbara County Sheriff's Department (1990-1995)
- Supported two of the largest U.S. parking meter programs; the City of **Los Angeles** and the City & County of **San Francisco**
- **SFpark** implementation (USDOT-funded congestion management program)
- Established Dixon Resources Unlimited (October 2012)

Dixon Resources Unlimited

- Extensive parking and traffic management experience
- On and off-street programs:
 - Operations
 - Customer Service
 - Collections
 - Maintenance
 - Security/Safety
 - Enforcement
- Revenue reconciliation
- Efficiency analysis
- Overall recommendations and training

CLIENTS

AK – Juneau
CA – Alameda
CA – Anaheim
CA – Beverly Hills
CA – Downey
CA – Livermore
CA – Los Angeles
CA – Napa
CA – National City
CA – Newport Beach
CA – Oakland
CA – Oceanside
CA – Ontario CC
CA – Palo Alto
CA – Pasadena
CA – Riverside
CA – San Francisco
CA – San Jose
CA – San Leandro
CA – Sausalito
HI – Maui
ID – Boise
IL – Oak Park
MI – Ann Arbor
NC – Hendersonville
NE – La Vista
NJ – Atlantic City
NM – Albuquerque
NV – Las Vegas
NV – Reno
OR – Portland
TX – Austin
TX – Dallas
UT – Salt Lake City
UT – Park City
WA – Seattle
WA – Vancouver



UNDERSTANDING YOUR MUNICIPALITY'S NEEDS

- Parking is the **first and last experience** many people have when visiting a downtown
 - Define your **parking ethos**
- Importance of **long term planning**
 - Incremental investments
 - Phased approach



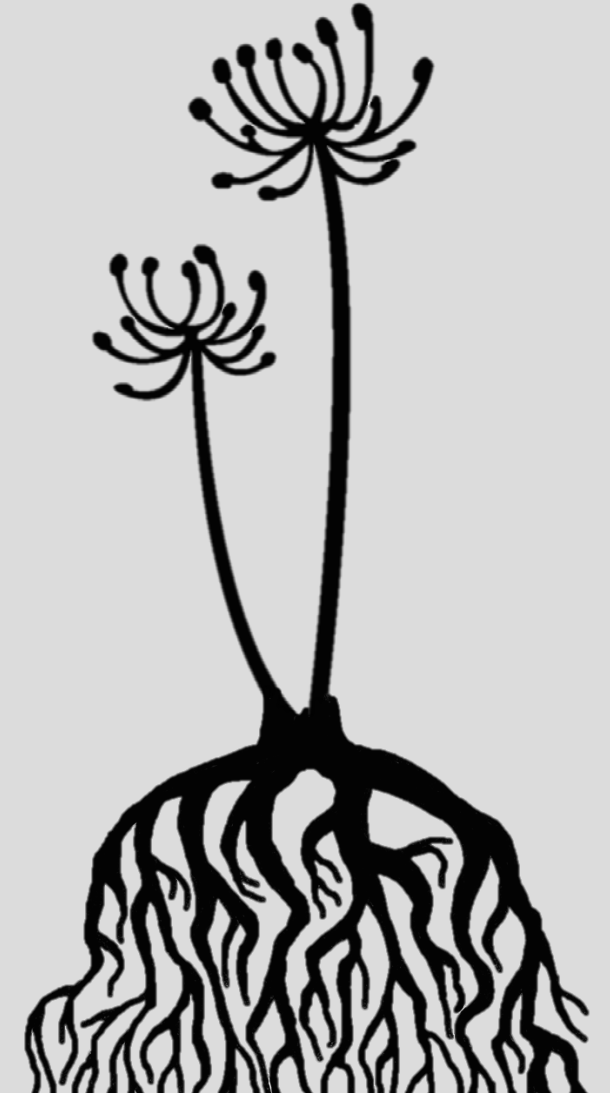
PROBLEM PARKING AREAS

- Have a problem parking area? Create a permit restriction!
 - **Band-Aid solutions** become overwhelming to manage
 - **Chasing the tail**
 - Restrictions push the problem elsewhere
 - **Proactive vs. reactive** approach to parking management



IDENTIFYING THE CORE ROOT OF AN ISSUE

- Accurately addressing problems
- Make data driven decisions
- ***ENFORCEMENT IS CRITICAL***
 - Compliance based approach to managing parking



CASE STUDY #1

- Potential shared parking agreement
 - College garage
 - Students parking on-street

- Inconsistent enforcement



- Follow the numbers
 - Consistent enforcement → data driven decisions

- Defining new residential permit parking zones



- Fluid planning process
 - Continuous monitoring
- Clear goals & objectives

CASE STUDY #2

- 100+ parking permit ordinances
 - Band Aid Solutioning
- ↓
- Streamline ordinances
 - Defined protocols
 - Automation
 - License plate recognition



CASE STUDY #3

- University campus transitioned to digital permitting (6 months)
- Digital permitting issues
 - Equipment
 - Inconsistent databases
 - Dead zones



- Continuous evaluation and communication (Are you listening?)

EFFECTIVE PARKING ENFORCEMENT

- Customer friendly approach: **Parking Ambassadors**
- Consistency
- Beats/routes
- Guidelines and regulations communicated clearly
- Accountability
- Parking Staff are direct representatives of your Agency
 - Professional conduct & appearance
 - Take enforcement duties seriously, but always with courtesy and compassion
- Ethics & integrity standards must be part of your everyday operation

PARKING ENFORCEMENT OFFICERS NEED TO KNOW

- Posting / Sign Compliance
 - Verify before you cite & understand the regulations
- When to cite & when to use discretion
 - Define enforcement standards
 - Establish criteria (what is a red curb, what are warning thresholds)



Consistency!

WHAT IS BEST FOR YOUR MUNICIPALITY?

- Considerations:

- **Budget:**

- Gap Management
 - No quotas

- **Personnel:**

- Staffing Levels
 - Outsourcing

- **Resources:**

- Staffing
 - Technology
 - Training

HOW TO IMPLEMENT PERMIT DISTRICTS WITHOUT COMPROMISING ENFORCEMENT

- **Defined protocols** and assessment criteria
 - Establish requirements for implementing a permit district
 - Pre-set permit regulation options
- **Standardized** rules
 - Ensuring efficient enforcement
 - Also more customer friendly
- **Automation**
 - License Plate Reader integration



Parking Enforcement Equipment & Technology

- Handhelds & Printers
 - Smart Phones
 - Proprietary
- Automated License Plate Recognition (ALPR)
 - Timed Parking
 - Scofflaw Capture
 - Pay by Plate
 - Digital Permits
 - RPP
 - Employee Parking
 - Special Events



Guided Enforcement & Availability

- Sensors
 - In Ground
 - Magnetometer
 - Radar
 - Camera
 - Meter Integration
 - Meter Resets
 - Grace Period
- Real-time availability
 - Accuracy
- Analytics



Parking Enforcement Devices

- Vehicle Impound
 - Street Sweeping
 - Scofflaw Capture
 - Pro-active Vehicle Abatement
 - Auto Boot
 - Windshield Immobilizer
- Citation Processing & Collection Services
 - Vehicle & Municipal Code Understanding
 - Mail & Phone-based Payment Options
 - Parking Citation Manual Processing
 - Delinquent Noticing



SUMMARY

- Focus on service excellence, consistency & training
- Familiarity & sensitivity to Community needs

CONTACT INFORMATION

DIXON RESOURCES UNLIMITED

Julie Dixon

(213) 716-6933

julie@dixonresourcesunlimited.com