



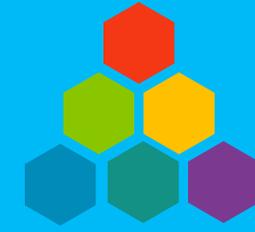
Parking  
Management

# Annual Report Fiscal Year 2015



A Division of the Administration and Regulatory Affairs Department





# Mission

To be a solution-focused partner that supports the City of Houston's economic development goals by providing *superior customer service*, investing in *cutting edge technologies* and through *active collaboration* with diverse user groups.

## About Us

---

---

Parking Management is a division of the Administration & Regulatory Affairs Department and is responsible for servicing and maintaining 9,200 metered parking spaces across the Greater Houston area. Parking Management also creates sound regulations for all on-street parking to enhance pedestrian safety, ensure smooth flow of traffic and allow passage for emergency vehicles. Parking Management encourages parking awareness via community engagement and supports public transit initiatives.

# From Our Director



Tina Paez, MBA, JD  
Director  
Administration & Regulatory  
Affairs Department

It is with great pleasure that I present the Parking Management Division's Annual Report for fiscal year 2015. Parking Management (PMD) is responsible for the management and enhancement of on-street parking. This report will detail accomplishments for the year and highlight initiatives for fiscal year 2016. During this past year, PMD placed a strong emphasis on parking compliance versus parking enforcement and performing in an ambassadorial role versus a punitive role. We also improved the Municipal Court parking lot, reduced operating costs, and implemented new technologies to improve efficiencies.

I am also delighted that PMD was recognized as an Accredited Parking Organization by the International Parking Institute. This recognition demonstrates their overall commitment to excellence and providing our citizens and visitors with an overall great parking experience.

I would like to thank our dedicated staff, community stakeholders and our administration for their support and commitment to our mission. We are very proud of our parking operation and look forward to continuing to develop innovative and customer-friendly programs to support economic development and public safety in the City of Houston.

Respectfully,

A handwritten signature in blue ink that reads "Tina Paez". The signature is fluid and cursive.

# Executive Summary

## Fiscal Year 2015 in Review

The Parking Management Division (PMD) is responsible for maintaining and managing 9,200 paid parking spaces and 19 surface lots, administering various parking permits and ensuring compliance with City and State parking codes.

Extensive construction in downtown lead to an increase in meter bagging permit fees which increased by 38% to \$1,126,587 in FY15. Residential permit parking sales also saw a 16% increase. On-street valet zone permits experienced a 22% increase in revenue whereas the sales of commercial loading zone permits decreased by \$16,124.

With over 2.6 million transactions, there was a 7% increase in parking meter revenue for a total \$7,446,009. With improvements to the communication network and the growing use of pay-by-cell, operating costs decreased by 35%.

In FY15, the renovation to the Municipal Courts parking lot was completed. The lot was repaved, restriped and pay stations were relocated for easier access. The entrance on Memorial Drive was removed to improve mobility for downtown commuters. Two additional ADA parking spaces were also added.

Parking Compliance Officers placed a stronger emphasis on their ambassadorial role and offered customer-friendly service by issuing warnings to educate the parking public. The total number of citations decreased by 6%; however, parking violation revenue increased by 3% due to the effectiveness of the Champion-Challenger Collections model. Total parking violation revenue was \$9,704,987. New handheld devices produced clear color pictures of vehicles in violation and improved network communications. Three new license plate recognition systems contributed to a 16% increase in the number of booted scofflaw vehicles.

Total parking program revenues for the fiscal year were \$20,292,589 which reflects a 6% increase.

In FY15, PMD was recognized as an Accredited Parking Organization by the International Parking Institute. The accreditation recognizes best practices in 250 criteria. PMD was one of only five organizations in the country to be accredited.

## Fiscal Year 2016 Initiatives

Fiscal year 2016 initiatives include an collaborative effort between PMD and the private sector to deploy an Automated Parking Guidance System (APGS) for downtown. The APGS will provide real-time parking space availability to downtown visitors. Goals of the APGS include the reduction of circling by vehicles searching for parking thereby improving the air quality and mitigating traffic congestion.

Working with the Midtown Management District, Parking Management will publish an RFP for car share vendors. The selected vendor will use designated on-street parking spaces for a car share service. Goals are to reduce the number of vehicles coming into an already dense area and provide alternative modes of transportation.

PMD, the Rice Kinder Institute and Rice Village stakeholders will collaborate to develop a comprehensive parking management system for Rice Village. This will increase the effectiveness of the management of on-street parking spaces, establish a comprehensive system for all facilities and provide parking and transit options for employees.

In a collaboration with Houston 311 and T2 Systems, an interface is being developed to automate the workorder process for customer service requests and maintenance workorders.

# IPI Accredited Parking Organization

5

## Industry Best Practices



To become an APO, an organization must demonstrate its commitment to ongoing evaluation and improvement of program outcomes through the implementation of industry best practices. We worked with a third-party reviewer to organize and present evidence of accomplishments of 250 criteria in 13 categories related to industry best practices. Houston Parking Management Division was one of the industry's first five parking organizations to receive the distinction of being recognized as an Accredited Parking Organization in June 2014.



The International Parking Institute (IPI) is the largest and leading association of parking professionals and the parking industry. IPI's mission is advancing the parking profession.

# Our Sections



# Customer Service

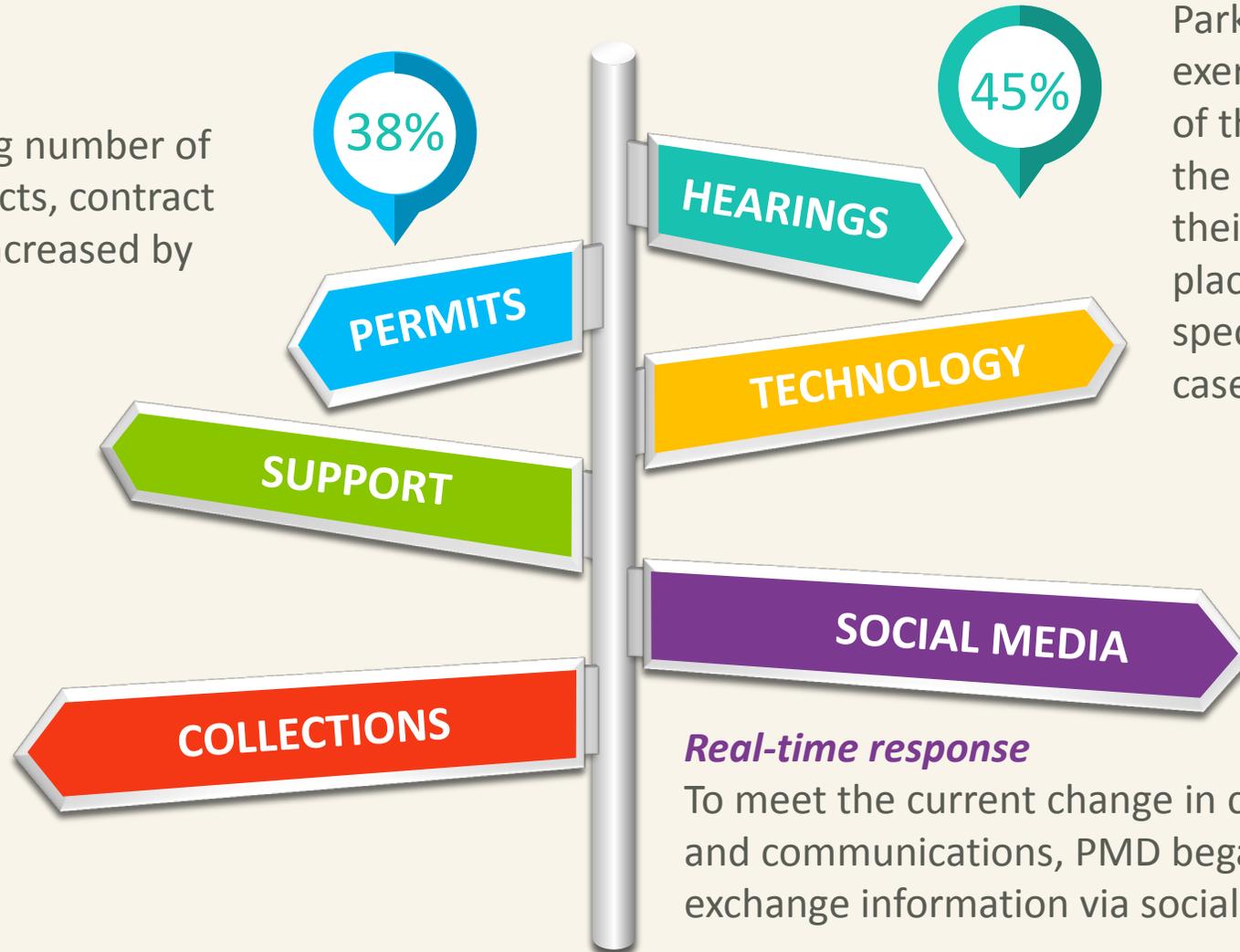
Delivering Superior Customer Service

## Contract Parking

Due to the growing number of construction projects, contract parking revenue increased by 38% in FY15

## Implemented the Champion-Challenger collection model

With a 6% decrease in number of citations issued, parking violation revenue increased by 3%.



## Customer-Friendly Service

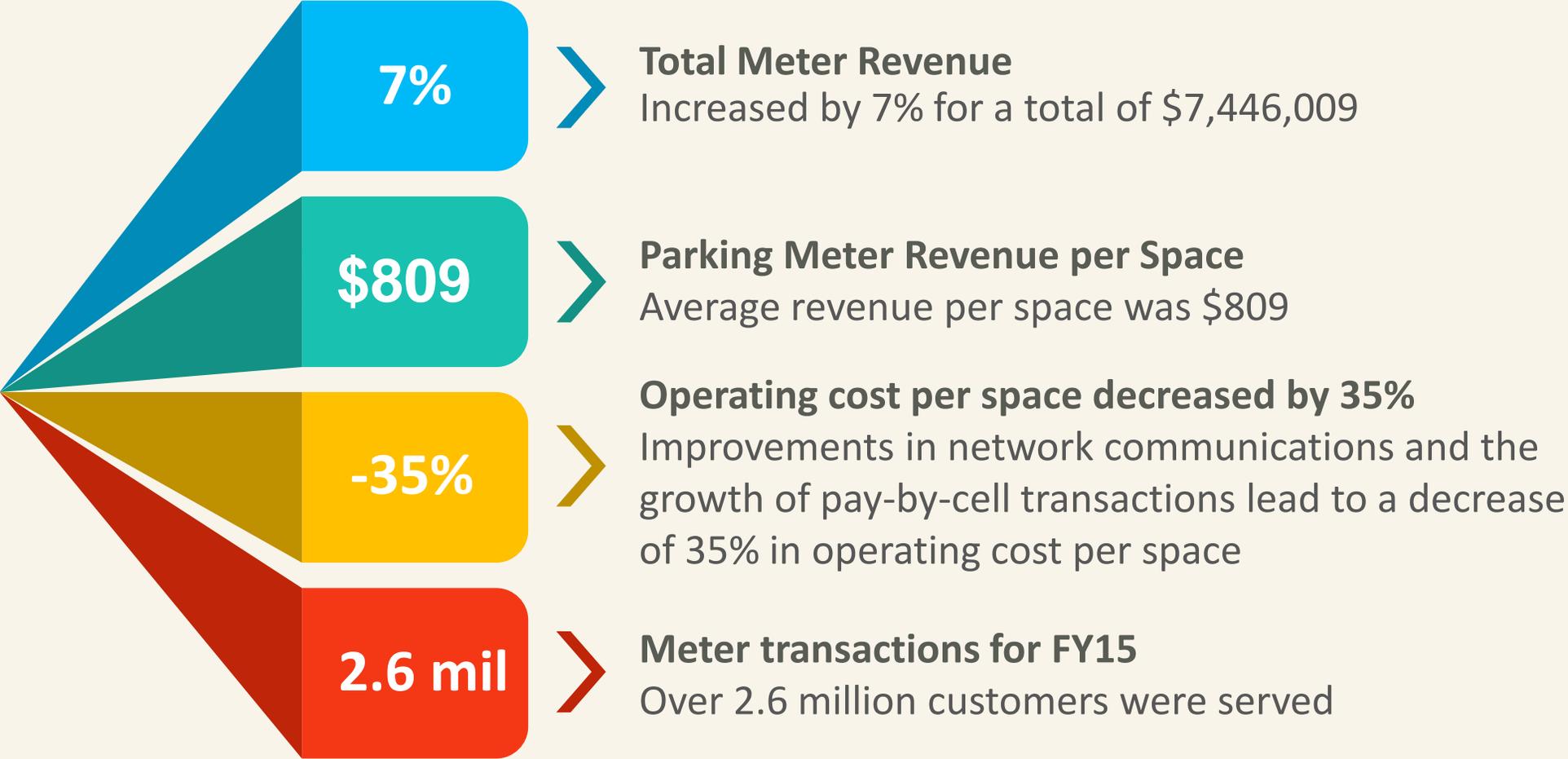
Parking Adjudication exercised leniency in 45% of the cases presented. If the citizen forgot to display their disabled parking placard, permit or had a special circumstance, the case was dismissed.

## Real-time response

To meet the current change in customer outreach and communications, PMD began to actively exchange information via social media.

# Meter Operations

Effectively managing the public parking supply to promote economic development



# Municipal Courts Parking Lot Renovation

**D**uring the AM peak period, most visitors entered the parking lot from Memorial Drive - a major thoroughfare into downtown. This caused traffic congestion. The asphalt was cracked in several locations and in need of repaving. There were 17 pay stations in the lot but the public would still stand in line to use the stations located on the path to the courthouse. Several pay stations were rarely used.



- The Memorial Drive entrance was closed to improve mobility
- Paving and space striping were redone
- Two islands with four pay stations each are centrally located on the lot
- Pay-by-plate available
- Two additional ADA parking spaces were gained



# Houston's Art Meters

## The Nation's First Art Parking Meters

PMD collaborated with the Houston Arts Alliance to create the nation's first art park meters. Art Parking Meters provide a solution that adds a fun and creative twist to traditional parking meters. The meters reflect the uniqueness of each district, maintain full functionality while ensuring the curbside is managed more effectively.



Houston Mayor Annise D. Parker and artist, Troy Stanley view Stanley's *Urban-Over-Growth* meter. Stanley created three unique pieces to represent Houston's typical three-season weather: spring, summer and fall.



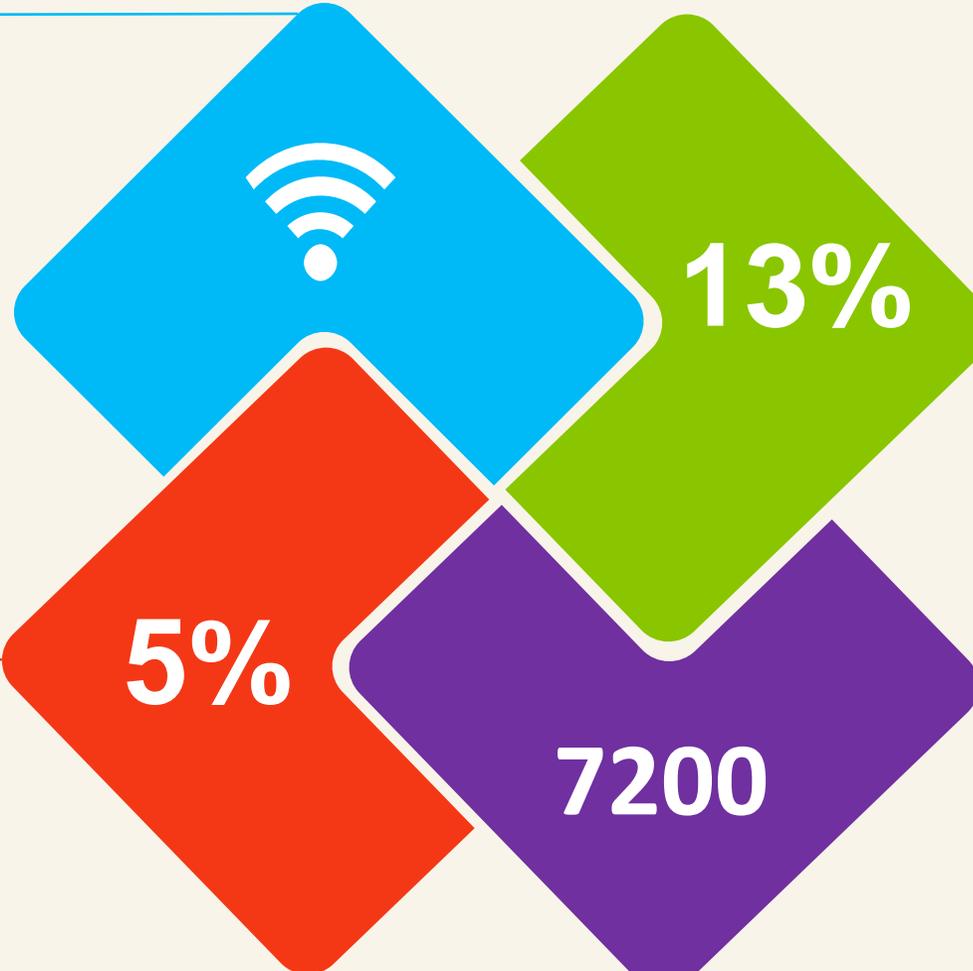
Mayor Parker tests the gravity-defying *Wind Blown Meters* sculpture.

# Parking Compliance

Promoting public safety through the enforcement of parking regulations and public education

## Technology

Refreshed handheld devices  
Added three new Licensed Plate Recognition (LPR) systems



## Scofflaw Collections

With the improved handheld devices and the new LPR's, there was a 13% increase in booted vehicle revenue

## Citation Hearings

Only 5% of the parking citations contested were dismissed due to officer or equipment error

## Volunteers

In FY15, volunteers issued over 7200 citations helping to protect the parking rights of the disabled community.

# Fiscal Year 2015

June 2014



## Handheld Device Refresh

- Improved network communications
- Color digital pictures of cars in violation
- Pay-by-plate functionality



July 2014



The number of booted vehicles Increased by 16% in FY15

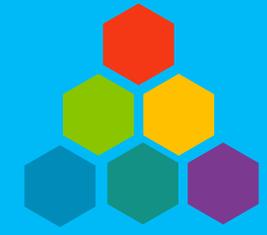
## LPR System

- Parking Compliance officers were averaging 150 searchers per day
- LPR averages 4,178 searches per day
- 2



# Lots Available

Level 6	162
Level 5	58
Level 4	Full
Level 3	3
Level 2	1
Level 1	1



FY2016  
Initiatives

# Parking Meter Refresh

Update Technology and Improved Performance



**Update Technology**  
Current meter fleet is 10 years old



**Service Improvement**  
Paper jams puts pay station out of service and alerts back office for service



**Improve Customer Experience**  
Pay-by-plate and receive a reminder text before time expires. Extend time from your cell phone.



**Faster Transactions**  
Processes transactions 40% faster than the older models

# Automated Parking Guidance System



## Collaboration

The parking management systems for public and private facilities will provide data to a central database.



## App and Web

No more circling for a space. Visitors to downtown will use the ParkHouston App to locate available parking



## Dynamic Signs

The system will provide the location and number of parking spaces available on signs that are updated with data from the parking management systems.



## Branding

Program includes a ParkHouston branding and marketing to be used by all entities.

# Car Share Program

## Midtown Pilot Program



### Designated Parking Spaces

Dedicated on-street parking spaces for the service provider

### Short-Term

People make a reservation and rent cars for a short-term (hourly or daily)

### Pick-Up and Return

User picks-up car and returns it to the same location

### Reduces Demand

Reduce the demand for parking in dense urban areas

### Multi-Modal Transportation

Supports the use of other modes of transportation such as bikes or walking

### Supports Transit

Car share service can fill the gap between transit stop and the final destination

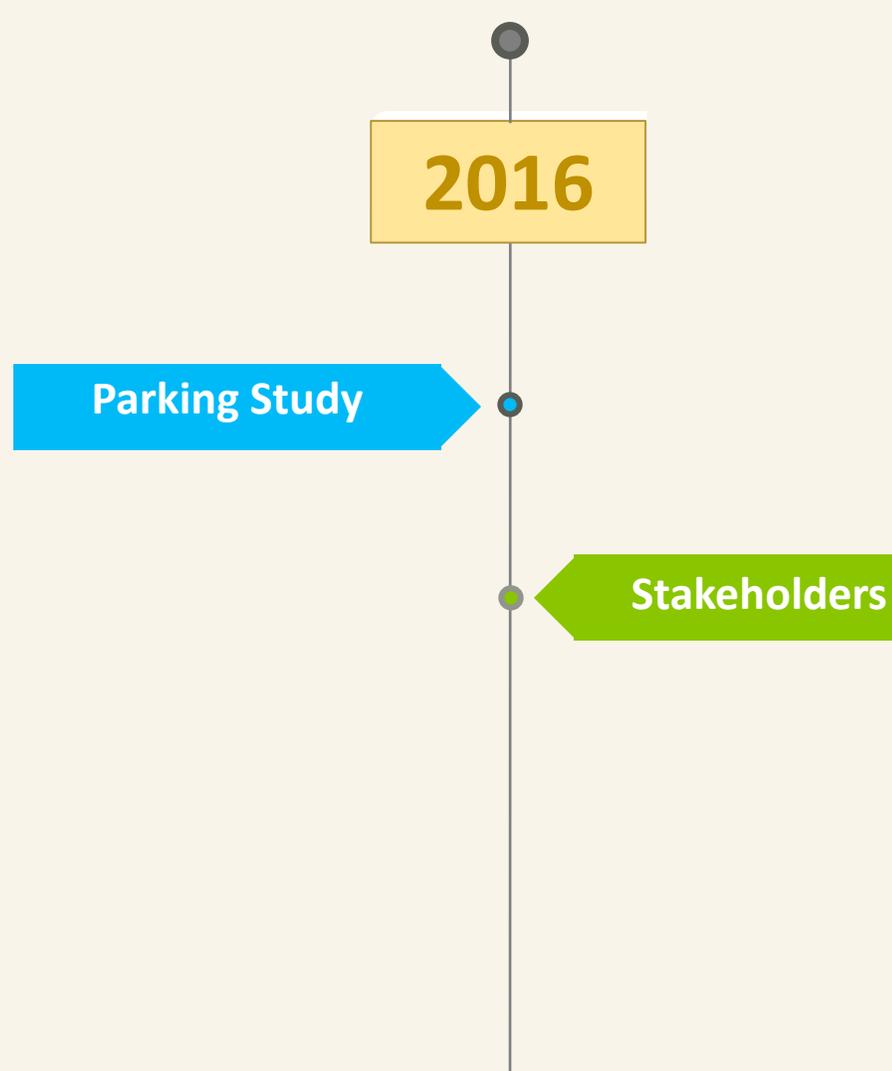
# Rice Village Master Parking Plan

Improve parking availability



PMD and the Rice Kinder Institute for Urban Research conducted parking studies to examine the parking problem of Rice Village.

Although the most convenient on-street parking spaces were always full, both studies agreed that during peak times there was ample parking available in other locations.

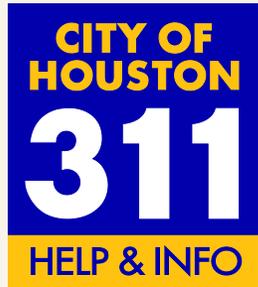


PMD, the Rice Kinder Institute and Rice Village stakeholders will collaborate to develop a comprehensive parking management system

- One dedicated system sharing information for all parking facilities
- Effective management of on-street parking spaces
- Employee parking and transit options
- Upgrade wayfinding and signage

# 311 Integration

Using technology to improve service and streamline operations and maintenance



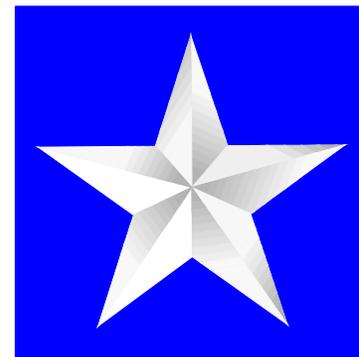
1. Citizen calls 311 for service request
2. Agent enters request into 311 system
3. 311 automatically exports work order to PMD system
4. Technician performs service and updates service order in handheld
5. 311 system updated with work performed.
6. Using SR#, customer can check the 311 system for work performed



# Employee of the Year

Kevia Stroder, Parking Compliance Supervisor

**O**n April 22, 2015, Parking Compliance Supervisor, Kevia Stroder was named the Texas Parking and Transportation Association Employee of the Year. Displaced by Hurricane Katrina, Kevia has been with the City of Houston since 2006. Kevia makes customer service a top priority and she and her team are continually commended by citizens. She has consistently strived and succeeded in meeting all performance goals. She is a valuable asset and has contributed to more than the City's bottom line but has served the community in ways not shown by data on a spreadsheet.



**TEXAS PARKING  
& TRANSPORTATION  
ASSOCIATION**

# Financial Statement

## Parking Meter Revenue

	FY13	FY14	FY15
Parking Meter Revenue	\$6,672,747	\$6,920,348	\$7,446,009
Total Number Parking Spaces	8850	8890	9200
Total Number of Transactions	2,857,850	2,626,293	2,603,805

# Financial Statements

## Parking Compliance

	FY13	FY14	FY15
Total Revenue	\$9,776,111	\$9,458,692	\$9,704,987
Total Number of Violations	203,864	200,290	188,562
Total Number of Paid Booted Vehicles	1,906	1,576	1,828
Total Number of Hearings	32,385	27,105	24,539
Total Number of Citations Ruled Invalid	1,376	1,009	1,297

# Financial Statement

## Parking Permits

	FY13	FY14	FY15
Contract Parking	\$516,525	\$697,798	\$1,146,849
Residential Permit Parking	\$115,213	\$122,089	\$146,013
Valet Parking	\$54,312	\$64,523	\$82,273
Commercial Vehicle Loading Zone	\$253,067	\$281,274	\$274,038
Other	\$19,759	\$32,140	\$16,165

# Financial Statement

## Parking Program

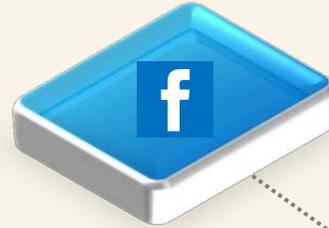
	FY13	FY14	FY15
Total Revenue	\$19,173,342	\$19,219,853	\$20,393,589
Operations Cost	\$11,420,236	\$12,569,460	\$12,042,098
Indirect Cost Recovery	\$403,634	\$522,617	\$1,322,378
General Fund Transfer	\$7,000,000	\$7,000,000	\$7,000,000
<b>Total Expenses</b>	<b>\$18,823,870</b>	<b>\$20,092,077</b>	<b>\$20,364,476</b>
Addl Fund Balance Transferred to General Fund	\$2,494,222	\$2,403,137	\$1,323,842
Percent of Revenue Transferred to General Fund	50%	49%	41%

Full financial statements available at <http://www.houstontx.gov/budget/>

# Contact Us

## Facebook

City of Houston Parking Management



## Twitter

@HouParking



## Email

parking@houstontx.gov

## Web

[www.houstonparking.org](http://www.houstonparking.org)



City of Houston  
Parking Management Division  
2020 McKinney  
Houston, TX 77004

# Parking Management Division Team

## Administration & Customer Service

Lisa Alaniz  
Rami Arafat  
Jawanda Carroll-  
Cartwright  
Adriana Chapa  
Melonie Curry  
Paul Dugas, CAPP  
Miguel Duran  
Kelly Frazier  
Yadira Gutierrez  
Maria Irshad, CAPP  
Cynthia Jimenez  
Abel Maldonado  
Carlos Medel  
Benjamin Ontiveros  
Teresa Valle  
Gertrudis Wright  
**Compliance**  
Sharon Broadnax  
Treveon Clemons  
Tasha Collins  
Charles Cooper

Rolando De La Cerda  
Amos Evans  
Shatwanna Francisco  
Victoria Freeman  
Jose Gonzalez  
Deshondra Hansford  
Cheri Haskin  
Dan Houston  
Rita James  
Andre Jones  
Joseph Kibe  
Nikkol Lassai  
Dominique Lewis  
Ashlie Lewis  
Victori McClennon  
Melody Miller  
Sonya Mulherion  
Omar Nicholson  
Angela O' Bryant  
Latronda Phanor  
Lashawn Reddick  
Marc Reed  
Devin Reyes  
Asti Scott

Katherine Stanton  
Anthony Staples  
Kevia Stroder  
Olga Valdez  
Darrien Varnado  
Derrick Williams, CAPP  
**Meter Operations**  
Olubunmi Adegoke  
Roy Blackman  
Timothy Brinson  
Manuel Castro  
Eugene Corral  
Jennifer D'Amico  
Norman Holt  
Steven Ivery  
Jerry Keeth, CAPP  
Jonathan Kobiakla  
Quintero Lewis  
Alex Reed  
Rogelio Rosalez  
Pedro Santamaria  
Tom Sayles  
Thomas Williams  
Keaton Wyatt

