



District Department of Transportation

Red Top Meter Program

District Department of Transportation (DDOT)

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Friday, September 28, 2012





Red Top Meter Program Report

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Executive Summary

The District Department of Transportation's (DDOT) Red Top Meter Program is designed to accomplish multiple goals:

- To complete the implementation of the Individuals with Disabilities Parking Reform Amendment Act of 2000
- To provide reserved metered parking spaces for persons with disabilities while preserving their accessibility to any legal space metered space
- To increase turnover at all curbside spaces in the District to benefit all drivers, including persons with disabilities, as well as local businesses
- To eliminate all day free parking throughout the District at metered spaces

The Red Top Meter Program dates back to the *"Individuals with Disabilities Parking Reform Amendment Act of 2000"* enacted by City Council. Through this legislation City Council amended title 18 to limit the free and unrestricted parking for disabled individuals; to authorize the establishment of reserved parking for persons with disabilities; to require accessible meters; and to require non-residents desiring to "take advantage of the limited free parking" to meet the District of Columbia's eligibility requirements for placard issuance. Upon passage of this law, the District became the only jurisdiction in the country that did not recognize parking placards or license plates of the disabled from other jurisdictions. Since that time, the Act has been amended several times:

- DDOT and District agencies were involved in a federal lawsuit regarding accessible curbside parking in Washington, DC. The litigation involved, among other things, the location and accessibility of metered spaces. DDOT entered into a settlement agreement, which included adjusting the heights of meters' to satisfy meter accessibility concerns for persons with disabilities.
- The Parking Amendment Act of 2006 (D.C. Law 16-175; 53 DCR 6499), made two key changes to the Disabilities Parking Reform Act. It removed the requirement for all to obtain DC issued placards and authorized the establishment of payment and time limitations at reserved metered spaces. It also required DDOT to complete a Parking Meters Assessment and Scheduling Plan. In order to comply with the requirement for reserved metered spaces, DDOT commissioned The Mercado Report on the existing conditions of meters and sidewalks. The study was completed in 2009 and determined that approximately 4,400 metered spaces needed to be retrofitted; approximately 200 sidewalks needed to be replaced or retrofitted; and approximately 800 curb ramps needed to be either replaced or retrofitted. The major capital construction projects identified by the study were completed by 2010.
- The completion in 2010 of the terms of the settlement agreement, coupled with emerging new parking meter technologies, provided the opportunity for DDOT to design a metered parking program which could provide for payments and time limitations at reserved spaces as required



in the Parking Amendment Act of 2006. In 2010, DDOT conducted a number of meter pilots to identify the best new technologies to improve ease of use and accessibility to drivers with disabilities. The Red Top Meter Program is the result of several years of work by numerous DDOT staff.

DDOT appreciates the challenges persons with disabilities face every day. District residents and visitors with disabilities need meters that are accessible, located at the end of the block face nearest to curb cuts and main building entrances.¹ Furthermore, sometimes persons with disabilities need more time to complete a doctor's visit or to patronize a store. The Red Top Meter Program is designed to address these circumstances and to make it easier for persons with disabilities to access businesses and services. At the same time, an integral part of the program is that the benefits of reserved metered parking and longer time limits are intended for persons with disabilities **and only** for persons with disabilities.

The lure of free parking has proven to be an enticement that too many people who are not disabled cannot resist and it has led to the high use of disability placards and plates. In addition, not only are people abusing this benefit intended for persons with disabilities but often they are parking all day. This is a problem documented here in the District and in cities across the country.

Washington, DC is one of the first municipalities to tackle this problem head on and many other jurisdictions are watching what happens here in the nation's Capitol as they try to develop their own plans.

DC Council has requested that DDOT respond to the following questions regarding the Red Top Meter Program:

- Rationale for the Red Top Meter Program
- How the Red Top Meter Program Impacts the Availability of Curbside Parking for both the disabled and non-disabled
- Survey of Disabled Parking Policies in Canada and the United States
- Red Top Meter Program Effect on Meter Revenue
- Map of All Proposed Red Top Meter Locations ([See Appendix I](#))
- DDOT Plan to Notify Disabled Residents ([See Appendix II](#))
- List of All Proposed Red Top Meter Locations ([See Appendix III](#))
- Evidence DDOT has Sought Input from the Public

This report addresses each of these questions provided by Council. Additionally, DDOT evaluated two curbside management options in Section 7.0 of this report. In order to qualify as an option under review in this report the alternatives had to satisfy the goals of the Red Top Meter Program.

¹ See Proposed Accessibility Guidelines for Pedestrian Facilities in the Public Right of Way, R309.2.1.1 p. 95



The following criteria were applied to each option:

- Does the option provide reserved metered spaces for vehicles displaying valid disability placards or plates?
- Does the option provide reduced incentives eliminating all day free parking?
- Does the option provide increased turnover at all curbside spaces?

Based on feedback from DC Council, external stakeholders within the local and regional disability community, as well as coordination with DC government agencies **DDOT will install 1,800 Red Top reserved metered spaces charging the normal, premium and performance parking zone rates for vehicles displaying valid disability plates or placards.**

Additionally, DDOT will implement the following modifications to the Red Top Meter Program *before* resuming operations.

Meter Modifications	Transaction Fee Modifications	Evaluations of Existing Meters and the Introduction of New Meter Technology
<ol style="list-style-type: none"> 1. All 1,800 Red Top meters will be installed at the ends of blocks nearest to the curb cuts. 2. All meter patrons will be able to park for twice the time on Blue Top meters 3. DDOT is in the process of replacing all MSM ‘push/pull’ credit card readers with ‘swipe’ readers to allow for easier access for all patrons, including those with disabilities. 	<p>The District of Columbia government will absorb the costs of the pay by phone transaction fees for patrons with disabilities that park at Red or Blue Top meters.</p>	<ol style="list-style-type: none"> 1. DDOT and the Office of Disability Rights (ODR) will inspect all Red Top meters to ensure they are accessible for persons with disabilities using an ODR survey form. 2. Once Red Top meter surveys are complete ODR will work with DDOT on evaluating all Blue Top meters. 3. DDOT is working with two meter vendors on piloting new single space meters with protruding buttons as well as near field technology which will allow all meter patrons to pay for meter usage merely by touching the meter with a credit or debit card .

1.0 Overview

The purpose of the Red Top Meter Program is to provide reserved metered parking spaces for the exclusive use of disabled persons, while also eliminating the free all day parking. The primary objectives of the Red Top Meter Program are as follows:

- To provide persons with disabilities reserved on street metered parking. By reserving metered spaces that are not impeded with tree boxes and other structures in the public space, the Red Top Meter Program improves the current system.
- To enable enforcement of parking time restrictions based on an analysis of the existing metered parking policy for persons with disabilities in the District of Columbia and practices in other jurisdictions.
- To increase turnover at all curbside metered spaces in the District which will benefit all drivers, including persons with disabilities, as well as local businesses

1.1. Rationale for the Red Top Meter Program

Under current Federal and District law, DDOT is not authorized to permanently provide anyone with free on street metered parking. To the extent that people with disabilities may previously have been allowed to park without paying, it was because DDOT did not have the necessary technology in place to allow them to pay to park for twice the posted time. In an effort to reasonably accommodate people with disabilities, DDOT determined that in the interim period – while it was formulating its Red Top Meter Program and putting the necessary technology in place – it would not charge for metered parking. This was never intended, nor is it legally authorized, to be an ongoing policy.

The Red Top Meter Program was designed to assist persons with disabilities by:

- Providing reserved metered spaces for persons with disabilities, particularly in areas with a high demand for parking to ensure this community is able to more easily attain access to those corridors where parking opportunities are few and limited
- Requiring everyone to pay to park at any District meter
- Enforcing longstanding but previously unenforceable time limits; to ensure turnover at all reserved metered spaces

All reserved Red Top meters will be programmed to allow parking for twice the posted time limit for that block face. For example, if parking is limited to two hours on a block, then motorists with a valid disability placard or license plate will be able to pay to park for up to four hours at a reserved Red Top meter. This is intended to allow those with disabilities the additional time that may be needed to complete daily activities. The end result will be improved accessibility to metered parking for persons with disabilities in the District of Columbia. The District of Columbia will join with its neighbor, Arlington County, in adopting an All Must Pay policy which has been in effect since 1998.



Through the Red Top Meter Program the Department will immediately make 1,800 of the existing Blue Tops reserved Red Top metered spaces. The remaining 1,500 Blue Tops will remain in effect and any meter patrons that parks on one of these meters will be allowed to park for twice the time; therefore, nearly twenty percent of all metered spaces in the District will continue to be accessible for persons with disabilities.

2.0 Management of Curbside Parking for Both the Disabled and Non Disabled

On corridors with high placard and plate use the vast majority of metered spaces are occupied early every weekday morning and the same single occupied vehicle (SOV) often remains parked all day for free. DDOT and the Department of Public Works (DPW) Parking Enforcement Administration (PEMA) have observed high use of placards and plates of 70% to 90% on some corridors that do not have hospitals. The Red Top Meter Program will increase curbside parking availability for all meter patrons by generating turnover through timed enforcement on all vehicles.

The rough breakdown of all vehicle registrations of vehicles parked at meters is that 20% have District of Columbia license plates, 30% have Virginia plates, 30% have Maryland plates and 20% have license plates from other states. These figures can fluctuate daily based on activity. The percentages of disability placard and plate usage vary based on the proximity to employment (i.e. L'Enfant Plaza) or Metro (i.e. Union Station). Metered areas in close proximity to employment centers and transit hubs tend to have a higher percentage of vehicles parked all day displaying placards or plates. The Downtown Business Improvement District (BID) provided information from a 2009 curbside occupancy study that showed that over 40% of the vehicles with ADA placards on two prime downtown corridors stayed for longer than four hours or more than twice the time which is permitted under District law.

Since 2009, DDOT has been evaluating metered corridors for excessive placard usage. These evaluations are based on complaints from District residents, DC government parking enforcement officials, Federal government employees and their building managers who regularly complain about no metered parking being available near their buildings. DDOT has provided examples of some of these corridors to City Council.



Table 1 | Placard and Plate Usage within District Corridors

Examples of Disability Placard and Plate Usage on District Corridors

BLOCK	NUMBER OF SPACES	% OF SPACES USING PLACARDS OR PLATES
300 L’Enfant Plaza SE (east side)	34	31 of 34 spaces (91%)
1800 F Street NW (south side)	8	7 of 8 spaces (87.5)
900 15 th Street NW (west side)	10	7 of 10 spaces (70%)
1900 F Street NW (south side)	6	4 of 6 spaces (67%)
2300 E Street NW (north side)	11	7 of 11 spaces (64%)
2000 E Street NW (north side)	14	8 of 14 spaces (57%)
1900 F Street NW (north side)	9	5 of 9 spaces (56%)
1800 F Street NW (north side)	15	8 of 15 spaces (53.5%)
2100 E Street NW (north side)	4	2 of 4 spaces (50%)
1700 F Street NW (north side)	12	6 of 12 spaces (50%)
1700 New York Ave NW (north side)	15	7 of 15 spaces (47%)
1700 F Street NW (south side)	7	3 of 7 spaces (43%)
2200 E Street NW (north side)	10	4 of 10 spaces (40%)
2200 F Street NW (north side)	8	3 of 8 spaces (37.5%)

From March 1, 2012 through March 19, 2012, DDOT tracked Red Top meter usage through the department’s pay by cell (PBC) system. Although all vehicles parked at meters do not use the PBC system, this data does provide DDOT with some data points related to disability placard and plate usage and the jurisdictions where these vehicles are registered.



Below is a list of the Red Top meter locations with the highest percentages of out of District plates based on data collected in March 2012:

Table 2 | Out of District Placard and Plate Usage

Percentage of Out of District Disability Placard and Plate Usage

BLOCK	% OF PLACARDS OR PLATES FROM OUTSIDE OF THE DISTRICT OF COLUMBIA
400 Block of L'Enfant Plaza SW (west side)	100%
300 Block of L'Enfant Plaza (west side)	100%
400 Block of L'Enfant Plaza SW (west side)	93%
600 Virginia Avenue SW (south side)	93%
1300 D Street SW (north side)	89%
400 block of L'Enfant Plaza SW (east side)	87%
1000 Water Street SW (north side)	86%
1200 Block of C Street SW (south side)	83%
400 Block of C Street SW (south side)	75%
400 Virginia Avenue SW (south side)	60%

According to DMV, there are currently 20,335 active disability placards and 1,390 disability plates registered to District of Columbia residents². Residents are eligible for either a one week permit, with no physician's signature required or a temporary placard or a long term placard, both requiring a physician's signature. The long term placard is valid up to eight years and its expiration coincides with that of the placard holder's driver's license or identification card. Under District law, one placard and one set of license plates may be issued to each applicant who is a DC resident.

In Maryland, a long term placard for persons with a disability is valid for four years. However, the temporary placard may be valid for anywhere from three weeks up to six months, and registration stickers must be applied to plates every two years. In Virginia, residents may obtain a permanent placard or license plate that is valid for up to five years and temporary placards are valid for up to six months at a time.

DDOT has also anticipated how to utilize the department's Pay by Cell (PBC) program with the proposed Red Top Meter Program. Currently, each metered block in the District has a PBC zone designation. In order to allow Red Top meter operations, DDOT designated new PBC subzone numbers for each block that will correspond to the Red Top meters installed on that block. Red Top meter patrons will pay at the single head meter, receiving twice the time; while all other patrons will continue paying at the multi

² Data provided to DDOT by DMV on March 26, 2012



space meter (MSM). DDOT identified this as the most efficient implementation strategy because it builds upon the existing PBC system patrons are comfortable using and it works on any metered block.

In April and May 2012, DDOT and Councilmember Cheh’s staff met with stakeholders from the disability community. During these meetings, stakeholders expressed concerns that the \$.32 transaction fee³ has a negative impact on persons with disabilities if paying by phone is the only option. As a result of these meetings, DC Council will provide funding to DDOT to cover the transaction fees for all patrons that park on Red Top meters. Through this accommodation no vehicle displaying a valid disability placard or plate will have to pay the PBC transactions fees while parked at a Red Top meter in the District of Columbia.

3.0 Survey of Disabled Parking Policies

Table 3 | Jurisdictional Survey within the United States and Canada

Jurisdictional Survey in the United States and Canada		
JURISDICTION	DESCRIPTION OF PAYMENT PROCESS & OPTIONS	CURRENTLY CHARGING?
Arlington County, VA	The County has required motorists displaying disability placards or license plates to pay at all parking meters since 1998. Reserved meters are placed at convenient locations, such as near curb cuts and building entrances, when possible, and provide double the maximum allowable time as compared to non reserved meters in the same area.	Yes
Baltimore, MD	Vehicles displaying a disability placard or plate are entitled to park at any meter for double the allotted time printed on the face of the meter (not to exceed four hours).	No
Montgomery County, MD	Vehicles displaying valid disability placards and plates park for free, except in five municipal garages where new technology allows enforcement that all must pay unless they park in an ADA reserved space.	Yes, only in off street facilities
Montreal, QC	Vehicles displaying valid disability permits and placards must pay at metered spaces, as well as in areas where the city’s Pay and Go system (multi space meters) are in place.	Yes
New York City, NY	New York City does not set aside reserved curbside spaces for persons with disabilities. Reserved parking spaces are only available off street. Vehicles displaying valid disability placards or plates may park in reserved spaces in those off street facilities. The NYC Department of Transportation issues a permit that allows valid placard and plate holders to park on most curbsides in NYC. City permits are issued to people with a permanent disability that so severely affects their ability to walk that they require the use of a private automobile. The New York City parking permit is not	No

³ ADA Title II 35.130 General prohibitions against discrimination Paragraph (f) provides that a public entity may not place a surcharge on a particular individual with a disability, or any group of individuals with disabilities, to cover any costs of measures required to provide that individual or group with the nondiscriminatory treatment required by the Act or this part. Such measures may include the provision of auxiliary aids or of modifications required to provide program accessibility. According to DOJ (6/15/20120), by applying a transaction fee to everyone using the pay by phone service does not amount to people with disabilities being charged an extra fee. Plus two other methods are available to persons with disabilities that do not include a transaction fee.



	valid outside of NYC.	
Philadelphia, PA	Each metered block has one space designated for the exclusive use of people with disabilities. Those spaces are designated by both a sign indicating the restricted use of the space, as well as having blue parking meters. Those spaces are reserved for people with disabilities at all times, even when a meter fee is not required. Vehicles must have a license plate or placard for people with disabilities to park in those spaces and may pay either at the blue meter or at a kiosk on the block and are provided with an extra hour at all legal disability parking spaces.	Yes
San Francisco, CA	The State of California issues disability placards or license plates that exempt vehicles from parking time limits so long as the person to whom the placard is issued is being transported and is within a reasonable proximity of the vehicle (approximately 2-3 blocks). This exemption does not apply to commercial loading zones.	No
Los Angeles, CA	Vehicles displaying a valid placard or plate park for free at meters with no time limit. California municipalities need state legislative approval to begin charging for metered parking.	No
Vancouver, BC	Vehicles displaying a permit for people with disabilities (SPARC placard) are given parking exemptions in the following zones: -Regular loading zones allow 30 minutes -Passenger zones allow 30 minutes -Residential zones allow up to 3 hours in Resident Permit Parking & Resident Parking Only zones -No parking zones allow 30 minutes <u>NOTE: Motorists with SPARC placards must still deposit coins in all parking meters and are not exempted in commercial loading zones or in commercial lanes.</u>	Yes

Jurisdictions across North America are implementing new approaches to persons with disabilities metered parking policies. Several municipalities in Canada currently charge vehicles with disability placards or plates to park. Philadelphia and Arlington County, VA charge all meter patrons to park and several cities in California (including Los Angeles and San Francisco) are contemplating working with the state legislature on a new law that would allow California cities to establish their own rules on placards and plates.

4.0 Effects of Red Top Meter Program on Meter Revenue

DDOT estimates the District loses 5% to 7% of potential meter revenue annually from the all day free parking which is the result of a lack of turnover in these metered spaces. However, in metered areas with excessive placard use the actual impact can be as high as 50% to 70% less revenue. In fiscal year 2011 alone, this translated into \$1.5 million to \$2.1 million dollars in lost revenue.

The negative effect on meter revenue is based on a significant number of vehicles using placards to park all day, every week day, for free. Therefore, the District receives no revenue from a fully operational meter asset for most of its hours of operation during most days of the week.

DDOT and other jurisdictions measure this negative effect on meter revenue through capture rate analysis. Meter capture rates are based on three variables:

- Meter Operability: is the meter actually working?
- Meter Occupancy: is the meter in use during hours of operation?
- Percentage of Meter Patrons that Paid or are Legally Parking: did the meter patron pay to park or do they have a legal justification for not paying?

If a meter is working during the hours of operation and occupied by a vehicle, then there is a legitimate expectation that the meter is capturing revenue from parking patrons. However, all day free metered parking reduces the capture rate when these vehicles do not pay and are parking illegally.

As the Section 2.0 chart of this report entitled, ***Percentage of Out of District Disability Placard and Plate Usage*** illustrates, most of the excessive disability placard usage on weekdays is from out of District commuters taking advantage of District curbside management policies to park all day for free. DDOT is not alone in tracking meter capture rates and the impact on operational efficiency and fairness to all prospective meter patrons. For example, Dr. Donald Shoup, author of *High Cost of Free Parking*, wrote an article entitled *Ending the Abuse of Disabled Parking Placards*. According to Shoup:

Placard abusers steal revenue from cities, and drivers with real physical disabilities have a harder time finding curb spaces, which are usually the most convenient spots for people with disabilities to park. When all the curb spaces near their destinations are occupied, drivers who have difficulty walking may have to park much farther away or even abandon their trips.

DDOT and DPW PEMA are aware of the negative consequences on the meter capture rate that all day free metered parking creates and the Red Top Meter Program will assist in mitigating this problem by inducing meter turnover through timed enforcement, as well as charging a fee to park at all meters. DPW PEMA has had the authority to enforce twice the time restrictions for disability placards for over a decade; unfortunately, PEMA cannot effectively enforce time restrictions without the meter fees that serve as a legal inducement for vehicles occupying the metered curbside to turnover these spaces.

5.0 Public Outreach & Notification

DDOT has hired a public relations firm to administer a comprehensive public outreach campaign if the Red Top Meter Program continues. The District based firm has extensive experience developing Public Service Announcements (PSA's) in this market and the department will provide them with a current mailing list of all District residents with disability placards or license plates. [Appendix II](#) provides a detailed outline of the proposed Red Top Meter Program public outreach campaign.

The public outreach campaign will focus on the volumetrics, demographics, decision-making processes and hot button concerns of DDOT target audiences, specifically persons with disabilities and elderly residents and visitors who use disability placards and plates. Through this analysis, DDOT and its public outreach team will develop and implement a strategic marketing plan that includes positioning statements and strategies. The team will identify which tactics are the best courses of action for DDOT's desired results, using educational outreach, website, collateral and public relations strategies. The final component of the public outreach plan will include developing a schedule, identifying development, approval, rollout and project status milestones.

Each District resident with a valid disability placard or plate will receive a PSA postcard in the mail detailing the Red Top Meter Program. The department is ready to provide these PSA materials to District residents, local as well as regional and national stakeholder groups, and government agencies throughout the region.

As part of this outreach campaign, DDOT will purchase advertising space in local and regional newspapers and put up billboards in public space with the All May Park, All Must Pay message. Specific items that will be produced for this campaign include:

- Design and Development of Collateral for Distribution to DC government and Persons with Disabilities Organizations
- Graphic Designs for Two Print Ads
- Program Launch PowerPoint Presentation
- Design and Development of Collateral for Distribution to District Residents and Current Disability Placard Holders
- Outreach to Stakeholder Groups in the Disability Community

DDOT will also provide all stakeholders with copies of the public outreach campaign before it is released so the department can obtain valuable feedback before implementation. The department will also provide copies of the public outreach materials to the Maryland Department of Transportation (MDOT), the Virginia Department of Transportation (VDOT), the Washington Metropolitan Transit Authority (WMATA), the Metropolitan Washington Council of Governments (COG) and any municipality or



stakeholder organizations that requests the information. Additionally, DDOT staff will continue to attend community and Advisory Neighborhood Commission (ANC) meetings and public forums to ensure information about the Red Top Meter Program is disseminated to the largest possible group of stakeholders.

6.0 Internal and External Stakeholder Input

On April 4, 2012 DDOT held a meeting with the Office of Disabilities Rights (ODR), the Office of Human Rights (OHR), DPW and DMV to coordinate any future public outreach for the program. At this meeting, ODR agreed to participate in a review of each of the proposed 1,800 Red Top reserved metered spaces.

[See Appendix I](#)

On April 12, 2012 DDOT held a meeting with the Department of Disabilities Services (DDS), Council member Cheh’s office, and several groups that advocate for people with disabilities. At this meeting, the organizations asked DDOT to consider several concerns. On May 22, 2012 DDOT and Council member Cheh’s staff held a follow up meeting where the department presented its responses.

Table 4 | Key Concerns of Stakeholder(s)

Key Concerns Discussed at Stakeholder Meetings	
STAKEHOLDER CONCERN	DDOT RESPONSE
<p><u>The \$.32 PBC Transaction Fee:</u> Requested DDOT waive this fee for persons with disabilities who must pay by cell because their disability precludes them from paying at the meter.</p>	DC Council will provide funds to DDOT to cover the cost of paying the transaction fees for any vehicle parked at a Red Top meter displaying a valid disability placard or license plate.
<p><u>Availability and Placement of Reserved Metered Spaces:</u> Requested DDOT ensure designated reserved metered spaces comply with federal and local guidelines.</p>	DDOT and ODR have agreed to work together to assess the availability and placement of all reserved metered spaces during installations, if the program resumes.
<p><u>Complete District Wide Meter Installations:</u> Ensure that all the Red Top meters are installed before any program implementation resumes.</p>	Appendix III provides the locations for all proposed Red Top reserved meters before the program will resume.
<p><u>Public Outreach:</u> Increased public outreach to the disability and senior communities before any program implementation resumes.</p>	Appendix II is a detailed public outreach campaign.
<p><u>Off Street Parking Facilities:</u> Requested that DC government work with private off street parking facilities to provide more ADA accessible spaces, particularly in the central business district.</p>	DC government agencies agreed to discuss the off-street parking facilities issue with the Department of Consumer and Regulatory Affairs (DCRA).



Finally, the District of Columbia has over 18,800 metered spaces on 2,200 metered blocks. As the total meter infrastructure increases, the Red Top meter stock will as well and the Department has made it clear that DDOT is committed to adding more meters to blocks that need them upon request.

DDOT is also committed to evaluating the usage of Red Top meters to determine whether 4% to 9% is the right number going forward. The Department is also prepared if there is a need to increase to a higher percentage in some locations based on certain activity generators (medical facilities, disabled service providers, or high density commercial activities that may induce more activity by drivers with disabilities) and potentially lower percentages in other areas, where Red Top meters are not being utilized fully.

7.0 Internal and External Stakeholder Input

DDOT considered alternatives to accommodate the curbside parking needs of persons with disabilities on metered corridors in the District of Columbia.

Table 5 | Evaluation of Curbside Parking

OPTION	Curbside Parking Options Evaluated		
	CRITERIA: Does Option Provide		
	RESERVED METERED SPACES	REDUCE INCENTIVES FOR ALL DAY FREE METERED PARKING	INCREASE TURNOVER AT ALL CURBSIDE SPACES
1, Install 1,800 Red Top reserved metered spaces and charge the normal, premium and performance parking zone rates for vehicles displaying valid disability plates or placards <i>* With 1A or 1B Below</i>	YES: Each meter would meet accessibility guidelines and would be verified by a team consisting of DDOT, ODR and DDS personnel.	YES: Option would significantly reduce all day on street free parking.	YES: Reserved metered spaces would provide for up to double time parking. For example, if the reserved meter is in a two hour zone; then vehicles with valid placards or plates would be allowed to park for up to four hours.
1A. Maintain remaining 1,500 Blue Top meters and charge the normal, premium and performance parking rates	YES: Each meter would meet accessibility guidelines and would be verified by a team consisting of DDOT, ODR and DDS personnel.	YES: Option would significantly reduce all day on street free parking.	YES: For example, if the reserved meter is in a four hour zone; then vehicles with valid placards or plates would be allowed to park for eight hours.
1B. Remove the remaining 1,500 Blue Top meters	YES: Each of the 1,800 Red Tops would meet accessibility guidelines and would be verified by a team consisting of DDOT, ODR and DDS personnel.	YES: Option would significantly reduce all day on street free parking while allowing vehicles displaying disability placards and plates to	YES: For example If the reserved meter is in a one hour zone; then vehicles with valid placards or plates would be allowed to park for two hours.



		park at 1,800 Red Top reserved metered spaces.	
For Options 1A and 2A parking enforcement will honor double the time parking for vehicles with valid disability placards or plates			
2. Install 1,800 Red Top reserved metered spaces and charge a \$.75 per hour rate to park on all meters with a valid disability placard or plate *With 2A or 2B Below	YES: Each meter would meet accessibility guidelines and would be verified by a team consisting of DDOT, ODR and DDS personnel.	YES: Fee will remove the incentive for all day free metered parking.	YES: If the reserved meter is in a two hour zone; then vehicles with valid placards or plates would be allowed to park for four hours.
2A. Maintain remaining 1,500 Blue Top meters and charge a \$.75 per hour rate for vehicles with a valid disability placard or plate	YES: Each meter would meet accessibility guidelines and would be verified by a team consisting of DDOT, ODR and DDS personnel.	YES: Fee will remove the incentive for all day free metered parking.	YES: If the reserved meter is in a two hour zone; then vehicles with valid placards or plates would be allowed to park for four hours.
2B. Remove the remaining 1,500 Blue Top meters	YES: Each of the 1,800 Red Tops would meet accessibility guidelines and would be verified by a team consisting of DDOT, ODR and DDS personnel	YES: Option would eliminate all day on street free parking while providing vehicles displaying disability placards and plates to park at 1,800 Red Top reserved metered spaces.	YES: If the reserved meter is in a two hour zone; then vehicles with valid placards or plates would be allowed to park for four hours.

All Options included implementation of an extensive outreach plan to notify all meter patrons, particularly in the ADA community of meter operations changes before any modifications will take effect.

Additionally, DDOT is exploring funding and contracting options for the implementation of in car meter technology. In car meters could significantly reduce all day free parking, while allowing vehicles displaying a valid plate or placard to park at any meter; including reserved Red Tops without touching the meter. Other payment options such as pay by cell will continue to be available to persons with disabilities.



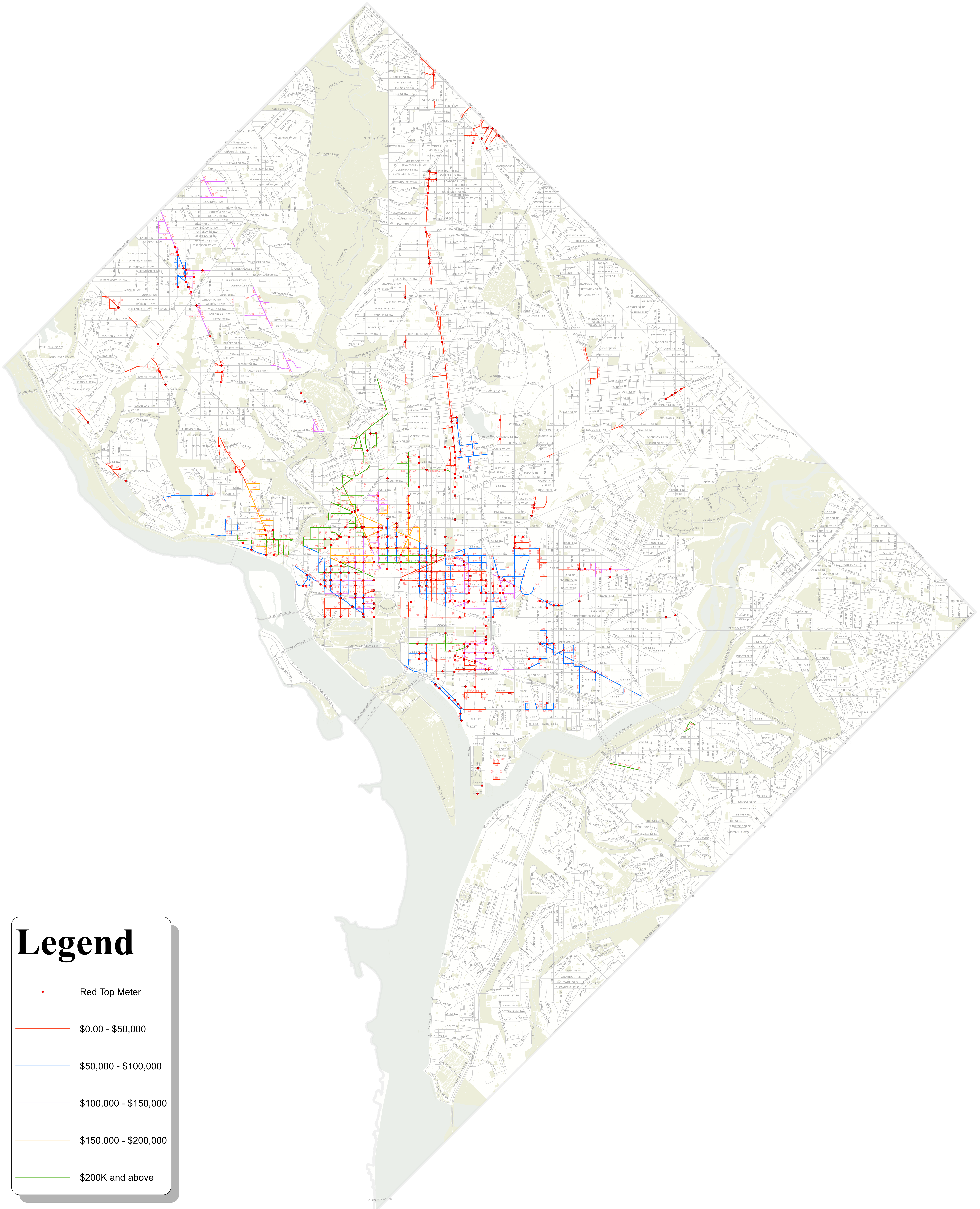
8.0 Proposed Timeline for Red Top Meter Program Implementation

Under this implementation timeline DDOT will provide meter patrons with 60 days of notice *before* actual enforcement of the program begins. Furthermore, after one year of operations DDOT will perform an occupancy survey of all Red Top meters to determine if the program objectives are being met.

Table 6 | Proposed Red Top Meter Program Implementation Timeline

Proposed Red Top Meter Program Implementation Timeline	
TASK	COMMENCEMENT DATE
Inspect, install and photograph all 1,800 Red Top accessible metered spaces in conjunction with the Office of Disability Rights (ODR)	Six weeks before program commencement date
Begin Red Top Meter Program Public Service Announcements (PSAs). This will include: <ul style="list-style-type: none"> (i) Print ads in local newspapers (ii) Postcards mailed to District residents with active disability placards and plates (iii) Providing posters to District agencies as well as regional jurisdictions (iv) Web content for DDOT, District agencies, stakeholder groups and regional jurisdictions (v) Mass email to stakeholder groups and news media (vi) Outreach through social media 	Five Weeks before program commencement date
Provide Red Top Meter Program informational flyers on vehicles displaying disability placards or plates that are parked at any District meter	Four weeks before program commencement date
Provide 30 day warning period on vehicles parked at Red Top meters before enforcement begins	First 30 days of Red Top Meter Program implementation
Commence enforcement at Red Top meters	30 days after program implementation

Appendix I Red Top Parking Meter Map & Collection Routes



Legend

- Red Top Meter
- \$0.00 - \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$150,000
- \$150,000 - \$200,000
- \$200K and above

APPENDIX II
DDOT Public Outreach Plan



d.



District Department of Transportation

2012 Marketing Plan and Creative Suggestions

This campaign will utilize gained knowledge of DDOT's target audience and goals to develop a lasting brand expression which will clearly communicate the agency's image and mission.

This expression will be carried over into many of the components outlined in the strategic marketing plan—regardless of whether it is an advertisement, brochure, website, or press release.

The goal will be to formally announce the new Red Top Meter program and effectively introduce the program to stakeholders, persons with disabilities, and the public.

This Marketing Campaign:

- Will introduce stakeholders, persons with disabilities, and the general public to the new Red Top Meter Program.
- Inform the target audience of changes to parking regulations within the District.
- Position DDOT's new Red Top Meter Program as a positive change impacting person's with disabilities and the general public wi.
- Provide key District government offices with necessary collateral needed to spread the word about the new Red Top Meter Program.

Methods of Outreach Include:



**NEW "RED TOP"
PARKING METERS
FOR PERSONS
WITH DISABILITIES**

Red Top meters are reserved for persons with disabilities

Double parking time is ONLY permitted at Red Top meters

All patrons must now pay to park in metered spaces during posted hours of enforcement

The District of Columbia has implemented a new "Red Top" parking meter program designed to improve access to parking for persons with disabilities.

All "Red Top" meters are ADA accessible and reserved for persons with disabilities. Parking patrons with a valid disability license plate or placard may park for twice the time at these meters as long as they pay the established meter rate.

Motorists without valid disability placards or license plates are prohibited from parking at "Red Top" meters and are subject to being ticketed (\$250 fine).

For more information visit ddot.dc.gov/RedTopMeters or call the DDOT customer service line at 202-673-6813.

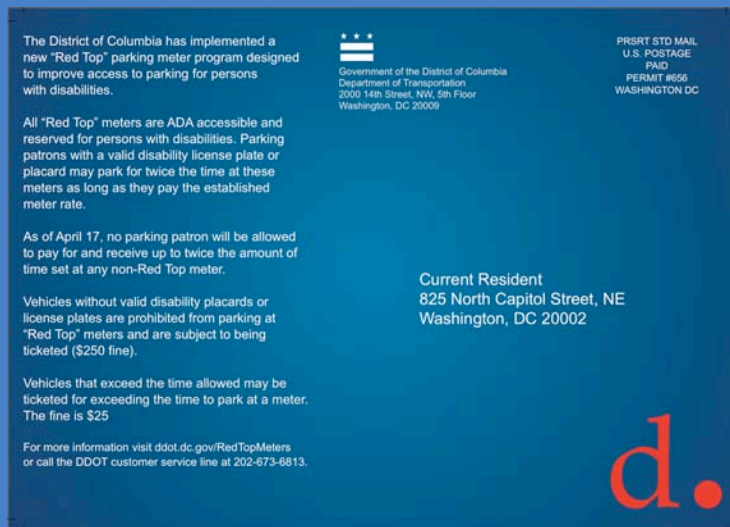


Print Ads to be placed in local newspapers and publications such as the Hill Rag, Current, and The Post Express.

Methods of Outreach Include:



Postcards mailed to persons with disabilities.



Methods of Outreach Include:

- Print Ad to be placed in local newspapers and/or publications.
- Posters for placement in partnering agency offices.
- Postcards for direct mail distribution to person's with disabilities, stakeholders and target audience.
- Web content (as discussed with various agencies, they would be willing to have a web icon or small informational snippet added to their internal and external newsletters and websites, promoting the new program.
- Informational Pamphlet for distribution to constituents.
- Mass Email Campaign to stakeholders/city officials detailing the specifics of the new program.
- Social media outreach.

Target Audiences Include:

- Persons with Disabilities
- Media and the general public
- Stakeholders, investors, donors and opinion leaders
- Government, city council and corporate agencies
- Internal staff and associates

Appendix III

BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER		BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER
900	10th Street	NW	E	100901/03NW		1100	17th Street	NW	E	171105NW
800	11th Street	NW	E	110817NW		1200	17th Street	NW	W	171224/26NW
800	11th Street	NW	W	110820/22NW		1200	17th Street	NW	E	171213NW
200	12th Street	SW	E	120222, 20		1200	17th Street	NW	E	171211NW
200	12th Street	SW	W	120207, 09		1200	17th Street	NW	W	171202/04NW
300	12th Street	SW	E	120316, 14		1300	17th Street	NW	E	171301/03NW
400	12th Street	SW	E	120404, 02		1300	18th St NW	NW	E	181301NW
600	12th Street	NW	W	120602/04NW		1300	18th St NW	NW	E	181303NW
600	12th Street	NW	E	120617NW		1500	19th St NW	NW	W	191502NW
700	12th Street	NW	E	120701/03NW		900	22nd St NW	NW	E	220907NW
700	12th Street	NW	W	120732NW		900	22nd St NW	NW	E	220905NW
800	12th Street	NW	E	120813NW		800	23rd St NW	NW	W	230814NW
800	12th Street	NW	W	120828NW		800	23rd St NW	NW	W	230816NW
900	12th Street	NW	W	120904NW		200	2nd Street	SW	E	020202, 04
900	12th Street	NW	E	120901NW		200	2nd Street	SW	W	020204, 11
1100	12th Street	NW	E	121105NW		200	3rd Street	SW	W	030213, 030215
300	13th Street	SW	E	130318, 16		200	3rd Street	SW	E	030226, 030224
300	13th Street	SW	W	130301, 03		300	3rd Street	SW	E	030312, 030310
600	13th Street	NW	E	130601/03NW		400	3rd Street	SW	E	030414, 030412
600	13th Street	NW	W	130608/10NW		400	3rd Street	SW	E	030414, 12
800	13th Street	NW	E	130801/03NW		100	3rd Street	SW	W	030105, 030107
900	13th Street	NW	E	130901/03NW		100	3rd Street	SW	E	030122, 030120
1000	13th Street	NW	E	131009NW		100	3rd Street	SW	W	030113, 15
700	15th Street	NW	E	150701NW		100	3rd Street	SW	E	030106, 04
1100	15th Street	NW	E	151115/17NW		Unit	3rd Street	SW	E	030020, 030018
1200	15th Street	NW	E	151201/03NW		Unit	3rd Street	SW	W	030017, 19
1100	16th St NW	NW	E	161101NW		100	3rd Street	NW	E	030111, 09
1100	16th St NW	NW	E	161103NW		200	3rd Street	NW	E	03/02/05/07NW
900	17th Street	NW	W	170902/04NW		400	3rd Street	NW	E	0304/01/03NW
1100	17th Street	NW	E	171135/37NW		400	3rd Street	NW	W	03/04/20/NW
500	3rd Street	NW	E	03/05/13/NW		300	7th Street	SW	W	060301, 03
500	3rd Street	NW	W	03/05/12/NW		200	9th Street	SW	E	090216, 18

Appendix III

BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER		BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER
600	3rd Street	NW	E	03/06/07/NW		500	9th Street	NW	W	090530NW
200	4th Street	SW	W	040235,37		500	9th Street	NW	W	090502NW
200	4th Street	SW	E	040230, 28		200	C Street	SW	S	C0202, 04
400	4th Street	SW	E	040406, 04		300	C Street	SW	S	C0338, 40
500	4th Street	SW	W	040501, 03		400	C Street	SW	S	C0408, 06
500	4th Street	SW	E	040510, 08		800	C Street	SW	N	C0801, 03
800	4th Street	SW	W	040801, 03		1200	C Street	SW	N	C1235, 37
100	4th Street	SW	W	040101,03,05,07		1300	C Street	SW	S	C1244, 46
Unit	4th Street	SW	W	040005, 07		200	C Street	SW	N	C0205, 07
Unit	4th Street	SW	E	040008, 06		300	C Street	NW	N	C/03/15/NW
500	4th Street	NW	E	040527NW		300	C Street	NW	S	C/05/04/NW
700	4th Street	NW	W	040728NW		1000	CT Ave NW	NW	E	CT1017NW
400	5th Street	NW	E	050431NW		1000	CT Ave NW	NW	E	CT1019NW
500	5th Street	NW	W	050502NW		1100	CT Ave NW	NW	W	CT1132NW
500	5th Street	NW	E	050523NW		1100	CT Ave NW	NW	W	CT1134NW
600	5th Street	NW	E	050649NW		1200	CT Ave NW	NW	W	CT1206NW
800	5th Street	NW	W	050812NW		1200	CT Ave NW	NW	W	CT1208NW
800	5th Street	NW	E	050811NW		1500	CT Ave NW	NW	E	CT1501NW
200	6th Street	SW	E	060202, 04		1500	CT Ave NW	NW	E	CT1503NW
200	6th Street	SW	W	060203, 05		1500	CT Ave NW	NW	W	CT1520NW
200	6th Street	SW	W	060207, 09		1500	CT Ave NW	NW	W	CT1522NW
300	6th Street	SW	E	060304, 06		1300	CT Ave NW	NW	W	CT1304NW
400	6th Street	SW	E	060414, 12		1300	CT Ave NW	NW	W	CT1302NW
300	6th Street	NW	W	060316NW		300	D Street	SW	S	D0328, D0330
300	6th Street	NW	W	060318NW		300	D Street	SW	N	D0301, D0303
300	6th Street	NW	E	060303NW		1200	D Street	SW	N	D1201, 03, 05, 07
900	6th Street	NW	E	060901NW		1300	D Street	SW	N	D1311, 13
200	7th Street	SW	E	060210, 14		500	D Street	NW	S	D0502NW
600	D Street	NW	N	D0605/07NW		700	I Street	NW	N	EYE/07/03/NW
600	D Street	NW	S	D0604/06NW		700	I Street	NW	S	EYE0712/14NW
700	D Street	NW	S	D0704/06NW		300	Independence Ave.	SW	S	INDE0304, 06
1900	E St NW	NW	N	E1901NW		300	Independence Ave.	SW	N	INDE0301, 03, 05, 07

Appendix III

BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER		BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER
1900	E St NW	NW	N	E1903NW		400	Independence Ave.	SW	N	INDE0417, 19
1800	E St NW	NW	S	E1842NW		500	Indiana Ave.	NW	N	IN0509/11NW
1800	E St NW	NW	S	E1844NW		1400	K St NW	NW	N	1425K ST MSM block(2)
1900	E St NW	NW	S	E1924NW		700	K Street	NW	N	K0701/03NW
1900	E St NW	NW	S	E1926NW		1600	L St NW	NW	S	L1602NW
200	E Street	SW	S	E0216, 18		1600	L St NW	NW	S	L1604NW
200	E Street	SW	N	E0213, 15		300	L'Enfant	SW	W	LENF0309, 11
300	E Street	SW	N	E0335, 37		300	L'Enfant	SW	E	LENF0302, 04
300	E Street	SW	S	E0304, 06		400	L'Enfant	SW	W	LENF0409, 11
400	E Street	SW	S	E0406, 08		400	L'Enfant	SW	E	LENF0422, 24
600	E Street	SW	S	E0604, 06		1300	M St NW	NW	S	M1314NW
300	E Street	NW	N	E0301/03NW		1300	M St NW	NW	S	M1316NW
2200	Eye St NW	NW	N	EYE2223NW		1800	M St NW	NW	N	M1803NW
1300	F St Nw	NW	N	1311 F ST MSM block-2		1800	M St NW	NW	N	M1805NW
300	F Street	NW	S	F0310/12NW		1400	M Street	NW	N	M1437/39NW
500	F Street	NW	N	F0509NW		700	Maine Ave.	SW	S	ME0744, 42
400	G Street	NW	N	G0401/03NW		600	Maine Ave.	SW	S	ME0638, 36
400	G Street	NW	S	G0404/06NW		700	Maine Ave.	SW	N	ME0729, 31
500	G Street	NW	N	G0507/09NW		800	Maine Ave.	SW	N	ME0805, 07
600	G Street	NW	S	G1216/18NW		400	Maryland Ave.	SW	S	MD0414, 16
1000	G Street	NW	S	G1002/04NW		300	Maryland Ave.	SW	S	MARY0313, 15
1100	G Street	NW	S	G1102/04NW		500	Maryland Ave.	SW	N	MD0513, 15
1100	G Street	NW	N	G1105NW		1900	Mass Ave NW	NW	N	MA1905NW
1200	H Street	NW	N	H1201/03NW		600	Massachusetts Ave.	NW	N	MA0603/05NW
1100	H Street	NW	S	H1104/06NW		600	Massachusetts Ave.	NW	N	MA0603NW
1200	H Street	NW	N	H1201/03NW		600	Massachusetts Ave.	NW	S	MA0604/06NW
1800	N St Nw	NW	N	N1801NW		1300	New Hamp NW	NW	W	NH1302NW
1800	N St Nw	NW	N	N1803NW		1300	New Hamp NW	NW	W	NH1304NW
1900	N St Nw	NW	N	N1901NW		1500	New Hamp NW	NW	E	NH1505NW
1900	N St Nw	NW	N	N1903NW		1500	New Hamp NW	NW	E	NH1507NW
1900	N St Nw	NW	S	N1906NW		2100	Penn Ave NW	NW	S	PA2102NW
1900	N St Nw	NW	S	N1908NW		2100	Penn Ave NW	NW	S	PA21004NW

Appendix III

BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER		BLOCK	STREET NAME	QUAD	SIDE OF BLOCK (N,E,S,W)	RED TOP METER NUMBER
1700	Rhode Isle NW	NW	N	RI1719NW		600	Virginia Ave.	SW	S	VA0602, 04
1700	Rhode Isle NW	NW	N	RI1721NW		500	Water Street	SW	W	WTR0526, 24
500	School Street	SW	N	SCH00501, 03		500	Water Street	SW	E	WTR0537, 39
500	School Street	SW	S	SCH00522, 24		600	Water Street	SW	S	WTR0644, 42
400	Service Rd.	SW	S	SERV0414,12,10,08,06 04		600	Water Street	SW	S	WTR0602, 04
1800	Thom Jeff NW	NW	E	TJ1801NW		600	Water Street	SW	N	WTR0605, 07
1800	Thom Jeff NW	NW	E	TJ1803NW		600	Water Street	SW	N	WTR0643, 45
1000	Vermont Ave.	NW	W	VT1022NW		700	Water Street	SW	N	WTR0709, 11
400	Virginia Ave.	SW	S	VA04, 06, 08, 10		900	Water Street	SW	S	WTR0902, 04
600	Virginia Ave.	SW	S	VA0632, 32		1000	Water Street	SW	N	WTR1023, 25