



Item 6

Nightlife to Network: Piloting “PUDO” Zones in the District of Columbia



**Parking and Ground Transportation Division
District Department of Transportation**

December 2019

Agenda





- Background on Curbside Management
- Connecticut Avenue Nightlife Restriction Pilot
- Pick-up/Drop-off (PUDO) Zone Pilot
- Future Work
- Regional Projects
- Questions

Background

District of Columbia

- 700,000 residents (and growing)
- 400,000 commuters
- 125,000 tourists daily

Modeshare

- 38% - transit 
- 35% - automobile 
- 12% - walk 
- 4% - cycling 
- 11% - other modes



Background

The District Department of Transportation (DDOT) plans, designs, builds, operates, and maintains the public right of way.

- Curbside management
- Sidewalks and uses of the sidewalk
- Street trees
- Major projects (e.g. South Capitol Street Bridge)
- Transit and sustainable transport
- Development review



Curbside Management

- **Parking**

- Policy (residential, commercial, carsharing, motorcoach)
- Asset management (signs, meters, pay-by-cell)
- Coordination of enforcement (DPW, MPD, DFHV)

- **Curbside Access**

- Passenger loading/unloading (pick-up/drop-off, Uber/Lyft/Via/taxi)
- Goods loading/unloading (freight, parcel service, on-demand delivery)
- Vending (stationary vendors, food trucks)
- ADA compliance (DDOT Office of Diversity and Inclusion)

- **Multimodal Transportation**

- Transit (Metrobus, DC Circulator, commuter bus)
- Bicycle infrastructure (lanes, cycle tracks, multimodal paths, bike racks, etc.)
- New mobility initiatives (bikes, scooters, mopeds)



An evolving curb...

- 1960s-2000s – Cars, Bikes, Reserved Carsharing
- 2010 – Bikesharing, Food Trucks, TNCs
- 2012 – Carsharing
- 2016 – On-Demand Delivery
- 2017 – Dockless bikes, scooters, and more...
- 2019 – Mopeds



Background

MRVs, TNCs, and ODDs... Oh My!

- The District has seen steadily increasing demand for curbside space
 - **2005** – Reserved carsharing (Zipcar, Hertz, Enterprise)
 - **2009** – Mobile Roadway Vendors (MRVs), typically food trucks
 - **2011** – Uber → **What the heck is “ridesharing”?**
 - **2012** – Car2Go → **What the heck is “point-to-point carsharing”?**
 - **2013** – Lyft → **Ohhhh, ridesharing!**
 - **2014** – Postmates, DoorDash, UberEats, GrubHub (On-Demand Delivery → ODD)
 - **2015** – Split, UberPool, LyftLine
 - **2016** – Via
- DC Council evolved the DC Taxicab Commission to the Department of For-Hire Vehicles (new agency, enhanced scope)



Connecticut Avenue Nightlife Restriction Pilot

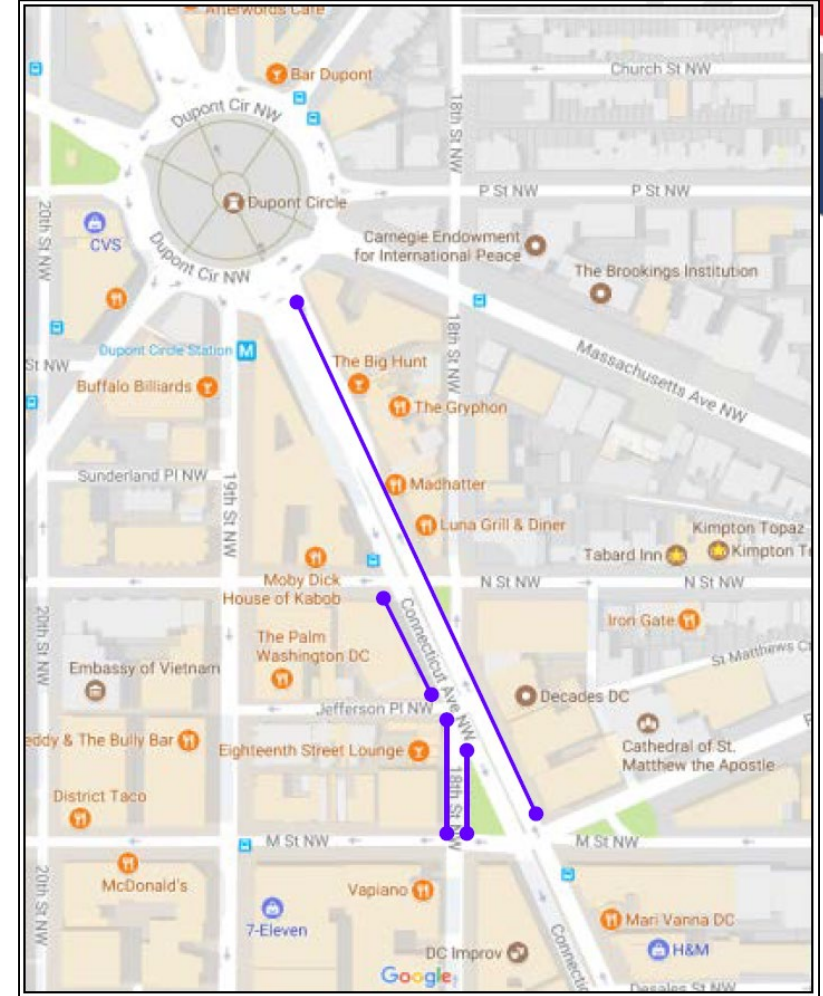
- Connecticut Ave./Dupont Circle is a well established nightlife destination
- Golden Triangle Business Improvement District (GTBID) convened a working group to address pedestrian/vehicle safety, traffic flow, and curbside management

Key Concerns

- **Illegal/unsafe passenger loading and ride hailing from travel lanes**
- **Congestion and potential for crashes**

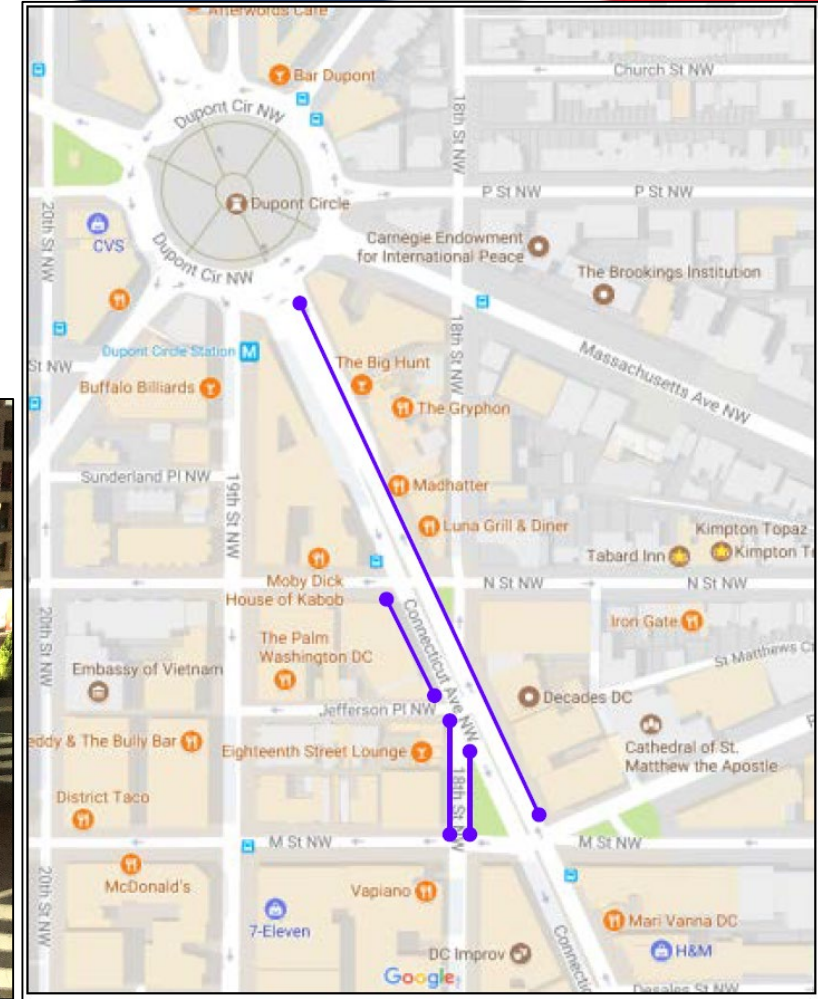
Root Cause

- **Cheap and unrestricted parking along heavily-traveled areas**
 - **\$2.30/hr until 10 p.m.**
 - **Free until 7 a.m.**
 - **Near 100% occupancy**



Connecticut Avenue Nightlife Restriction Pilot

- Connecticut Avenue Nightlife Curbside Restriction Pilot
 - Launched October 2017
 - Collaboration between **GTBID, DDOT, MPD, DPW, DFHV, ABRA**
 - **NO PARKING** – Thursday through Saturday from 10 p.m. to 7 a.m. along busiest stretches
 - Towing enforcement added six months later



Pick-up/Drop-off (PUDO) Zone Pilot

- Success of the nightlife pilot prompted DDOT to standardize the PUDO Zone concept
- DDOT worked with Shared Streets to begin identifying high pick-up/drop-off locations for TNCs.
- DDOT collaborated with partners to develop new signage and enforcement protocol

Objectives

1. **Safety:** Facilitate safe and efficient movement of people and goods to and from the curbside.
2. **Curbside Efficiency and Utilization:** Reduce curbside turnover time, decrease queue lengths, and increase trip completion.
3. **Traffic Control:** Make space for all modes to interact with the curbside while improving throughput.



Pick-up/Drop-off (PUDO) Zone Pilot

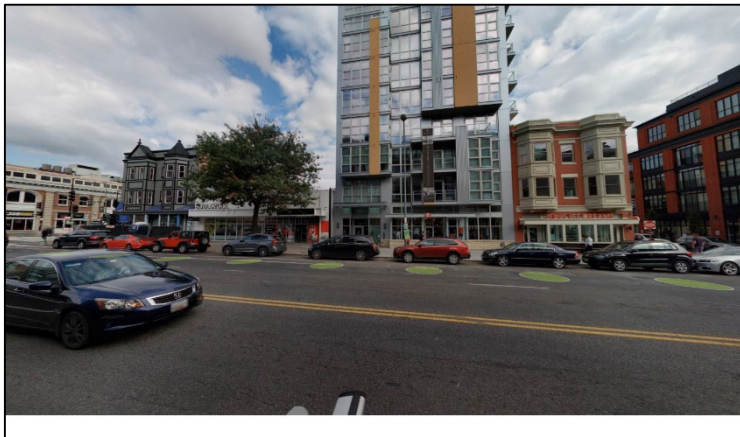
New Considerations

- Complete removal of metered parking (clear curb)
- Simple, concise regulations and signage
 - Created new violation for parking in PUDO zones
 - Higher fine \$35 → \$75
- Commercial loading allowed
 - OK in No Parking zone
- Use of “blades” (below) to make context-sensitive variations

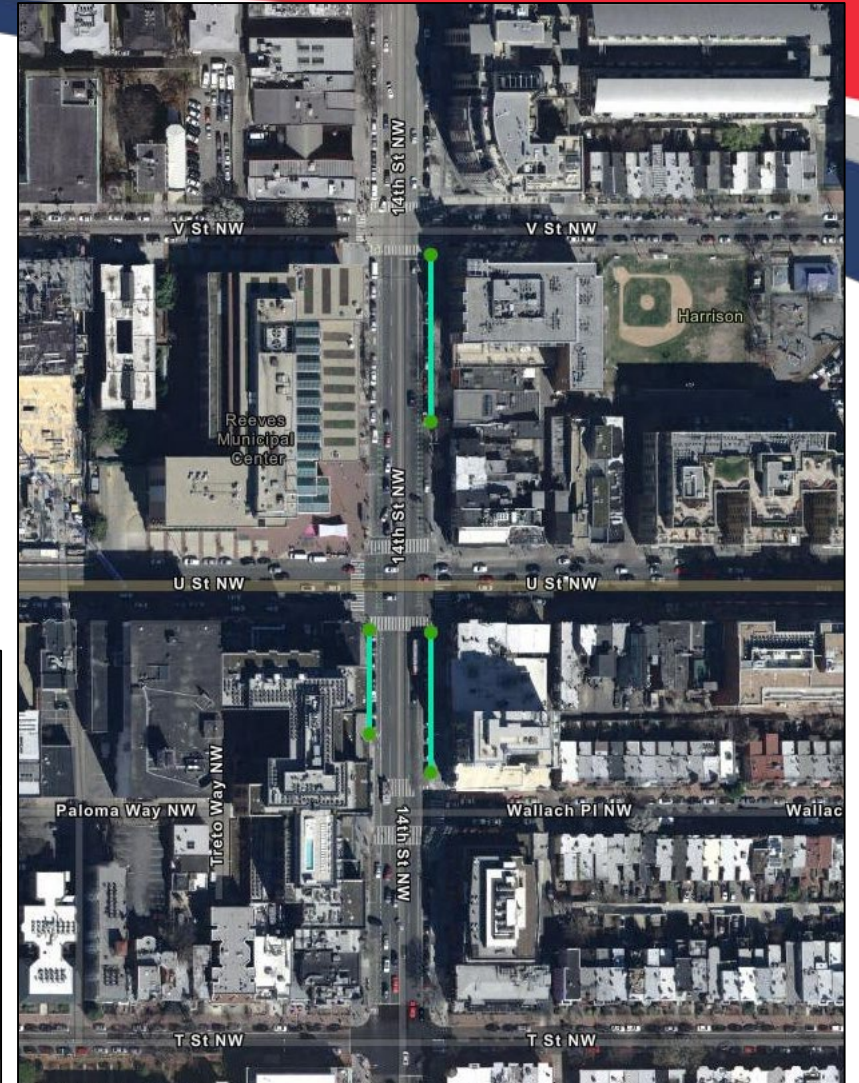


Pick-up/Drop-off (PUDO) Zone Pilot

- Pilot launched December 2018
- 14th and U Streets NW (based on Shared Streets data)
 - DAYTIME – Commercial and commuter corridor
 - EVENING – Restaurants, clubs, and bars
- Similar issues as Connecticut Ave. NW but more residential and large grocery store nearby
- Became the template for evaluating future zones



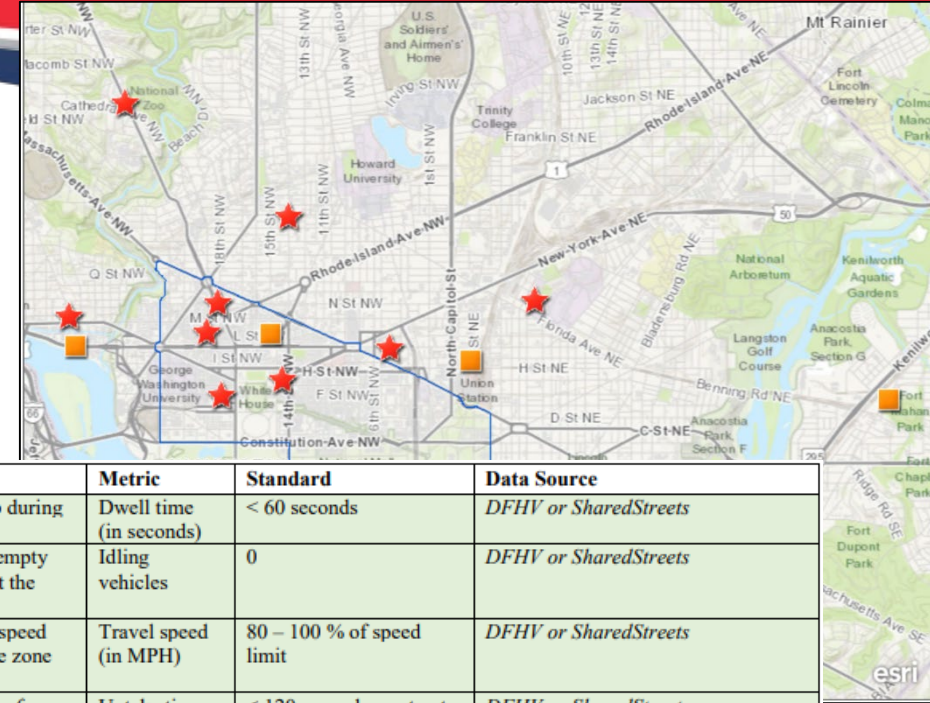
1900 block of 14th Street NW



Pick-up/Drop-off (PUDO) Zone Pilot

Future Work

- ~30 PUDO zones installed by end of 2019
- Resolve ADA accessibility challenges and develop of a standard design
 - Negotiating active transportation / Vision Zero design with curbside accessibility
- Resolve commercial loading conflict
- Implement evaluation procedure
- Ongoing collaboration with Shared Streets and other partners to improve data sharing



	Goal	Metric	Standard	Data Source
Ride hailing/Ridesharing	Lower dwell time at the curb during pick-up/drop-off	Dwell time (in seconds)	< 60 seconds	DFHV or SharedStreets
	Reduction in the number of empty TNC vehicles/taxis idling at the curb	Idling vehicles	0	DFHV or SharedStreets
	Improved average TNC/cab speed within a 3-block radius of the zone (under 20 miles/hour)	Travel speed (in MPH)	80 – 100 % of speed limit	DFHV or SharedStreets
	Improved uptake time* (Data from TNCs) * time from vehicle arrival on pick-up block to arrival at the curbside	Uptake time (in minutes)	< 120 seconds on streets with LOS of C or higher	DFHV or SharedStreets
Traffic Volume/Safety	Improved traffic flow in the area	LOS	At least one level improvement D or higher; at least two levels of improvement for E	TOSD
	Reduction in pedestrian/cyclist injuries	Injuries	0	MPD and Taras2 – Crash reporter data from WABA, Vision Zero Safety Map
	Decrease in illegal parking in the PUDO zone	Citations	10% reduction from previous quarter until 50% of historic average	DPW PEMA
	Improved bus on-time performance	On-time performance (in percent)	90% on time or better	TDD or WMATA

Regional Projects

- **Equity/Accessibility**
 - Accessible curbside meter parking
 - Accessible pick-up/drop-off
 - ADA curbside accommodations in residential areas
- **Parking Supply Management**
 - Joint procurement
 - Consistent experience across jurisdictions
 - Payment and data aggregation
 - Asset management
- **Operations**
 - Motorcoach
 - Freight
 - Performance pricing



Contacts

Evian Patterson

Associate Director

Parking and Ground Transportation Division, DDOT

evian.patterson@dc.gov

Benito O. Pérez

Curbside Management Operations Planning Manager AICP CTP CPM

Parking and Ground Transportation Division, DDOT

benito.perez@dc.gov

DeAngelo Baynes

Curbside Manager

Parking and Ground Transportation Division, DDOT

deangelo.baynes@dc.gov

David Lipscomb

Curbside Management Planner, DDOT

david.lipscomb@dc.gov

d. delivers

district department of transportation