Overview and Impacts of the Ellicott City Smart Parking System

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Downtown Ellicott City
The downtown Ellicott City parking dilemma

- Long standing belief that there is too little available parking
- Have had a number of parking studies, most recently in 2009
- Studies reached same conclusion
  - No need for more parking
  - Better parking management
What is and has been the problem

- Court house parking lot is on a hill and tough to walk up
- Grade of Main Street goes down to the Patapsco River
- On-street parking spaces were often filled by owners, employees and residents who jockeyed cars every two hours
- Was low turnover and spaces not available for visitors and customers
Parking Pain Points

PARKING PAIN POINTS

Caused by drivers circling the block looking for parking.

6-14 MINUTES

Average time searching for a parking spot.

Percentage of drivers who abandoned their search for a parking spot in the last year:

30% of Traffic

60%
Need for a new and different approach – create a Smart Parking Ecosystem
County Executive learned about Streetline, Inc. that focuses on innovative approaches to enhanced parking

- Parker app
- Sensors
- A guidance system to help drivers find open parking spaces
Provided opportunity to rethink parking study recommendation to install multi-spaced meters

- Need meters to address enforcement
- Bought Duncan meters
- Duncan and Streetline talk to each other
- Were no meters on street for decades
  - Wanted simple
  - Went ticketless
- Provides info on space and time availability
- Enforcement officer has data in hand on handheld and can locate violations
Analytics are another real asset of the system

- Real time
- Reports on turnover, occupancy, length of stay, etc.
Additional sample analytics
Lessons learned?

• Get impacted community (businesses, owners, residents, Chamber) involved early
• Takes time to evaluate need and find right providers
• Know what you want – even excellent products get tangled up in sales talk
• Make sure all systems interface and provide needed results
• Enforcement activity increases dramatically and can cause citizen outcries
• Monitor the data
THANK YOU!

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