


City of Alexandria, Virginia

MEMORANDUM

**DATE:** OCTOBER 20, 2010  
**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL  
**FROM:** JAMES K. HARTMANN, CITY MANAGER   
**SUBJECT:** CONSIDERATION OF WHETHER OR NOT TO ESTABLISH INTERIM PARKING METER RATES

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**ISSUE:** Whether or not to establish interim parking meter rates.

**RECOMMENDATION:** That City Council:

1. Decide if it wants to temporarily lower meter rates until the new multi-space meters are installed; and
2. If it decides to temporarily lower meter rates, then affirm that: (a) Carlyle area meter rates would remain at \$1.75 per hour; and (b) the determined meter rates would remain in effect on Saturdays and throughout the holiday season.

**BACKGROUND:** Council approved an increase in parking meter rates on July 1, 2010, from \$1.00 and \$1.25 per hour to \$1.75 per hour, resulting in the need for an additional two to three quarters per hour to pay the new meter fee. This increased the need for coins, which has unintentionally created a coin shortage for both parkers and business owners. Concerns have been raised that many parkers are obtaining coins from nearby businesses, and spending less time patronizing the businesses within the Old Town area. Some business owners have tried to encourage visitors by stocking quarters in their shops for those in need of coins for the meters. However, owners and visitors have voiced their frustration in trying to maintain the number of coins needed for the meters.

The meter rates were raised after recommendations were received through the Old Town Area Parking Study and discussed by staff and Council. The Parking Study recommended an increase in meter rates to better manage the on-street parking spaces and encourage long-term parkers to use off-street facilities such as parking garages and lots. The meter rate of \$1.75 per hour is consistent with the private/public garage rates, which constitute the largest parking competition to on-street parking spaces.

Council and staff have received requests from a number of business owners to decrease or eliminate the meter fees until the time that the new multi-space meters are installed. The new meters will have multiple payment options, and will not require the user to carry coins, thereby minimizing the coin availability impact of the increased meter rate.

Staff also has been researching the implementation of a policy that would require disabled parkers to pay parking meter fees, also known as the “All May Park, All Must Pay” policy. A public hearing was held on the proposed policy at the May 2010 Traffic and Parking Board meeting. Throughout the summer, staff has been discussing implementation of the policy in the Old Town Area Parking Study Work Group public meetings. The Work Group proposed recommendations to ensure that implementation would cause minimal negative impact to the disabled community. We expect the ordinance to implement the new policy to be introduced at the November 9 legislative meeting with the Council public hearing on the ordinance on Saturday, November 13.

The Old Town Area Parking Study Work Group also recommended that meter hours should have consistent operational times throughout the City. Although the Work Group recommended that meter operational hours be extended until 10:00 pm, some business owners have provided input to the City that they do not support this recommendation. This information was presented to Council during the October 12, 2010 Council Work Session on the Old Town Area Parking Study Work Group Recommendations. Staff is considering proposing extending operational hours of meters in the City only until 7:00 pm to achieve consistency in meter hours based on the Work Group recommendations and discussion at the Work Session. Staff will not be recommending any ending time later than 7:00 p.m. This timing issue will come forward to Council just prior to installation of the multi-space meters. Currently only parking meters located east of Washington Street have an ending time of 7:00 p.m.

The Police Department enforces parking at meters through their Parking Enforcement Unit. Comments have been submitted to staff and Council stating that Parking Enforcement Officers have been enforcing the meters aggressively, while other submitted comments state that enforcement has not been aggressive enough. Council has asked for an enforcement report to better understand enforcement in the metered area. The Police Department is currently preparing a report.

**DISCUSSION:** Staff researched the financial implications of decreasing the meter rates for the five-month period between December 2010 and April 2011, when multi-space meters are projected to be in operation throughout the Old Town area. Staff looked at meter revenue that would be lost by reducing rates to \$1.50, \$1.25, or \$1.00 at meters in the Old Town area and in the Carlyle area, where multi-space meters are already installed.

There are a number of policy choices for Council to consider which in combination create 14 different options. These main policy choices include consideration of reducing the parking meter rate until the multi-space meters are installed in April. If the rate is reduced until April, then the question is what lower rate (\$1.00, \$1.25, or \$1.50 per hour) and then an additional question is what rate should the Carlyle area have (which already has the multi-space meters and had a \$1.25 rate as of July 1, 2010). In addition, there are the policy choices of keeping the rates at \$1.75 but making Saturdays free through April, making Saturdays free through the end of December (i.e. the holiday shopping season), or making meter parking totally free through the end of December. A different policy option the City could select could be to increase its regional marketing efforts it funds through ACVA in order to attract more shoppers and diners to the City. The following chart depicts 14 options:

**PARKING METER RATE OPTIONS**

	OPTIONS	Lower Rate to			
		(1) \$1.50	(2) \$1.25	(3) \$1.00	(4) Other
A.	Lower rates through April – all meters including Carlyle	\$183,000 (A1)	\$366,000 (A2)	\$549,000 (A3)	NA
B.	Lower rates through April but keep Carlyle no lower than \$1.25	\$183,000 (B1)	\$366,000 (B2)	\$528,000 (B3)	NA
C.	Lower rates through April but keep Carlyle at \$1.75	\$163,000 (C1)	\$324,000 (C2)	\$486,000 (C3)	NA
D.	Free parking on Saturdays through April	NA	NA	NA	\$139,700 (D4)
E.	Free parking on Saturdays, Thanksgiving through December	NA	NA	NA	\$44,450 (E4)
F.	Increasing ACVA marketing through April	NA	NA	NA	\$100,000 (F4)
G.	Free during holiday season in Old Town	NA	NA	Na	\$247,500 (G4)
H.	Keep \$1.75 rate in place in all areas	NA	NA	NA	\$0 (H4)

The Problem: The request to reduce the meter rates derives almost exclusively from the issue that the increase from \$1.00 per hour to \$1.75 per hour created a coinage problem in that in this increasing electronic financial transaction environment, change is not something that most people have great volumes in the pockets, purses or vehicles. To park for two hours now requires 14 quarters rather than the former 8 quarters. There has been very little push back on the rate increase to \$1.75 itself. In fact the retailers' proposals appear in general to be framed as requesting an interim rate reduction until the multi-space meter equipment is installed.

Some retailers have indicated that they have become mini-banks in making change for many parkers who upon discovering they don't have enough change, then enter the store to change their paper money into coins. Merchants have also reported that they believe that customers who did not have enough coins are not spending as much time in their stores as they did before the rate increase due to the coin problem. To date no quantitative data has been presented which shows a loss in sales, or if there is a loss what the size of the loss in sales might be.

Options: The policy considerations on the proposed 14 options can be summarized into the following:

- The \$1.75 rate could be reduced on an interim basis until the multi-space meters are installed in April. This addresses the primary issue of the coin problem, but comes at a material fiscal cost. The rate could be lowered back to \$1.00 (option column 3), or lowered to some degree (options column 1 and 2). Lowering to some degree has some merit as it would reduce the amount of coins needed by parkers and reduce the number of parkers asking retailers for change, but not result in a total rollback to \$1.00 which would cost some \$0.5 million through April. Since it appears that there has been general acceptance of the rate increase to \$1.75, there is merit in only a partial rollback. However, it would be confusing to have a \$1.00 rate as of last June that went to \$1.75 on July 1, and then reverted to a lower rate as of December only to rise again after the multi-space meters are installed.
- For whatever rate is chosen there is the policy choice of how to handle the Carlyle area. The Carlyle area already has multi-space meters so coinage is not a problem. The rate prior to July 1 was also at \$1.25, which was higher than Old Town, so the rate increase was lower. Also complaints about the rate increase have not been coming from the Carlyle area, but rather from the area of Old Town with traditional single space meters. As a result, lowering the Carlyle rate would appear to have little benefit for the cost. Option rows A, B and C on the chart depict three different Carlyle rate options.
- It has been suggested that the City make the meters free on Saturdays when retail shopping and dining hits its peak day. This was done for two years a number of years ago for the holiday season as a way of drawing in holiday shoppers. Free Saturdays have been suggested to be reinstated by some of the retailers. It could be done through the holiday season, or through April. When the City implemented free Saturdays a few years ago, the business community did not think that it was a good expenditure of funds. In fact, the Chamber of Commerce came to the City and asked that the program not be renewed. It appears that in many cases parkers put coins in the meter out of habit as they did not know Saturdays were now free, and some business employees parked on the street all day Saturday knowing the meters were free. Parking garage owners indicated they lost business when Saturdays were free. Also a problem with a temporary free Saturday policy is that it would take away the Saturday pay requirement, only

to reinstitute it in April. It also would not address the coinage issue during the weekdays.

Free Saturdays (options D4 and E4) were thought to be a way to promote coming to the City to shop and dine. While some of that increased business caused by the prior free Saturday parking promotion did likely occur, it was not clear that free Saturdays had a clear positive impact on retail and restaurant sales. If Saturdays were made free, the cost (Option E4) would be \$44,450 for the holiday season, and (Option D4) \$139,700 through April.

- Another option (G4) to consider is to offer free parking every day at the meters in Old Town throughout the Thanksgiving and holiday seasons. Similar to offering free parking on Saturdays, this has been suggested as a way to promote coming to the City to shop and dine. This will have a negative effect on parking availability; particularly during the weekday when office workers would likely use spaces for an entire workday, as turnover rates would decline substantially, and business would be lost due to reasons discussed as a result of free Saturday parking. If meters were made free from Thanksgiving through the holiday season, the cost would be \$247,500.
- A final option (F4) to consider is that the meter rates be kept at \$1.75, and that the City invest \$100,000 in an expanded one-time marketing initiative by allocating funds to ACVA to expand its regional media buys for the holiday and spring seasons until April. More media buys which increase the saturation of ACVA's advertisement would enhance the value of ACVA's current regional advertising, by increasing the chances someone sees or hears the advertising, or increases the number of times that a potential shopper or diner sees or hears the advertising. Effective advertising has the benefit of increasing the amount of business for the retailers who may have been impacted by the parking rate, as well as retailers who have not been impacted by meter rates. Increased sales also generate additional City meals and sales tax revenues. It may be more cost effective to increase advertising than it would be to spend the same or multiples more on a meter rate rollback. While ACVA staff agrees that increased advertising would be effective, they did not initiate this option as some of their retail members have been the most concerned about the parking meter rate issue. ACVA has not taken a position on what Council should do about meter rates.

In order to decrease the parking rates, the City Code section addressing meter rates must be amended. If directed by Council, staff would present an ordinance for introduction on first reading at the first legislative session November 9, 2010, and a public hearing would be held on November 13, 2010, with second reading and passage occurring on the same date. Activating the parking meters for the decrease in meter rates will take staff approximately three weeks and will incur additional resource costs to the City. Staff will need to procure new internal meter signage and change the rate information on each of the 1,039 meter heads.

Staff plans to introduce the ordinance to enact the proposed “All May Park” policy on November 9, 2010 for introduction and first reading and public hearing on November 13, with second reading and passage occurring on the same date. Staff will be recommending that the ordinance be approved to include language which states that the policy will not be in effect until such time as the appropriate infrastructure (i.e., the multi-space meters and handicapped designated spaces) is in place.

**FISCAL IMPACT:** The above 14 options have a cost that ranges between \$0 if no change in meter rate policy is made and \$549,000. Funding for the higher ranges of these options is greater than the current Contingent Reserve balance of \$179,305 (which also needs to finance unforeseen fiscal issues that may arise through the end of this fiscal year). Therefore, if Council wishes to choose any option with a cost higher than \$179,305, another funding source would need to be identified, such as FY 2010 ending balances. While the City ended FY 2010 on a positive fiscal note, those funds are currently contemplated to cover future FY 2012 operating and capital budget needs. The most likely fiscal effect of an interim rate rollback with a substantial revenue loss would be that some priority capital project (City facilities, roads, infrastructure, transit capital, etc) would not be funded in FY 2012. As a result any significant rate rollback needs to be viewed as having a real material budget impact and a real future cost.

**STAFF:**

Mark Jinks, Deputy City Manager

Bruce Johnson, Chief Financial Officer, OMB

Richard J. Baier, P.E., LEED AP, Director, T&ES

Abi Lerner, P.E., Deputy Director of Transportation, T&ES

Andrea Wilkinson, Principal Parking Planner, T&ES



**COA Contact Us:**

**Micheline Eyraud** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/24/2010 02:04 PM

16,17  
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10-26-10

**Please respond to Micheline Eyraud**



**Time: [Sun Oct 24, 2010 14:04:45] Message ID: [25208]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Micheline  
**Last Name:** Eyraud  
**Street Address:** 2181 Jamieson Ave #509  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703 567-8896  
**Email Address:** michye00@hotmail.com  
**Subject:**

Torpedo Factory: I understand that the City rents the Torpedo Factory at below market rates to artists. Does the City adhere to IRS regulations which considers this to be imputed income which requires that a Form 1099 be sent to the individual receiving the discounted rate? You probably aren't (which the IRS would love to know about). If you were, there wouldn't be people demanding that their hobbies be subsidized by taxpayer dollars. After all, the City owns the Torpedo Factory, not the artists. It is time for the city to get with the program and follow the law. Or the City could redevelop the property and make it self sustaining/profit making rather than a drag on the budget.

**Comments:** Traffic Corridors: Do the people wanting to make Duke Steet into a raceway understand that safety of pedestrians needs to be taken into consideration? I was recently crossing the street during rush hour and almost got hit by someone who apparently was not aware that there are speed limits on that street.

Trolley: How

can the city justify the trolley expenditure when revenues are going down?

The whole idea was to encourage people to get around Old Town and spend money but that doesn't seem to be happening. Most of the people who take the trolley are locals who used to take DASH.

Parking Fees: My

recommendation is to leave the increased parking fees alone, including parking fees for handicapped. It wouldn't hurt if the City also started towing people who are not entitled to handicapped parking. This would improve access for people who are really handicapped.





**COA Contact Us: October 26, 2010 Council Docket Item #17**  
william.euille, frank.fannon, kerry.donley, alicia.hughes,  
**Tina Leone** to: delpepper, paulcsmedberg, rose.boyd, jackie.henderson,  
elaine.scott, rob.krupicka, linda.owens, elizabeth.jones  
**Please respond to Tina Leone**

10/25/2010 04:37 PM

17  
10-26-10

**Time: [Mon Oct 25, 2010 16:37:27] Message ID: [25243]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Tina

**Last Name:** Leone

**Street Address:** Alexandria Chamber of Commerce  
801 N Fairfax St, Suite 402

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703-739-3802

**Email Address:** tleone@alexchamber.com

**Subject:** October 26, 2010 Council Docket Item #17  
Dear Mayor, Vice-Mayor and Council Members,

The Chamber would like to

reiterate its position in support of the recommendations outlined in the  
Old Town Parking Study and the implementation recommendations made by the  
Old Town Parking Study Work Group.

The Chamber is concerned, and City

staff has determined, that a rollback in the rates will have severe budget  
implications. Careful consideration needs to be made when evaluating the  
impacts of reversing parking rates and which City programs, both existing  
and proposed, will be affected.

The Chamber is opposed to allowing free

**Comments:** parking without implementing monitoring measures to enforce the 2 hour  
parking limit to encourage turnover. We recall a free parking program that  
was tried in the past and the results showed that users would occupy a spot  
for the entire day/evening and that these users were actually employees of

the shops and restaurants rather than patrons. The Chamber suggests that the City consider better marketing for the inexpensive City parking garages to direct people to use these lots on Saturdays and Sundays and after 5pm on weekdays. These lots might also be considered as part of a free parking program if such as program is deemed necessary.

Tina

Leone  
President/CEO  
Alexandria Chamber of Commerce



**COA Contact Us: Parking Meters**

**Kim Putens** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delppepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/24/2010 11:25 PM

**Please respond to Kim Putens**

17  
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10-26-10

**Time: [Sun Oct 24, 2010 23:25:47] Message ID: [25226]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Kim  
**Last Name:** Putens  
**Street Address:** 924 and 1000 King Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-299-9652  
**Email Address:** kputens@hotmail.com  
**Subject:** Parking Meters

As we approach the legislative session on Tuesday, October 26, we are writing to ask for the City Council's support of our request on the parking meter matter. Quite simply, we are asking the City Council to roll back the parking meter rates until the multi-space meters are installed. We understand the City's need to raise the rates when the multi-space meters are installed, but ask that the rates be increased on a rolling basis.

This means that the rates are increased as the multi-space meters are installed.

We understand that many on the Council are unsure there has been an impact on the small businesses, particularly retail, since the rate increase. I believe the evidence is clear. Retail sales in Alexandria have continued to decline despite national retail sales increasing. I am not sure what else to show as proof of this matter, except that it is the first time I can ever remember the business community coming together on a matter. I also cannot ever remember the business community approaching the

City Council for help. We are not asking for an indefinite change in the parking meter rates, just a little help to ensure a successful holiday season and ensure the continued success of many good businesses in Old Town that are the charm of this City and make people want to live here.

Bob

Gibbs even noted in his report that retail businesses in Old Town suffer due to artificial suppression which continues to challenge our growth and vitality. The parking meter matter only exacerbates these challenges. Quite simply, Old Town is not known for shopping. The Old Town Boutique District (OTBD) has been working tirelessly to change this impression. But, our marketing efforts are only negated by the parking meter matter as it frustrates customers that they must be concerned about carrying around rolls of quarters or getting a ticket. In the end, shoppers are being encouraged to go elsewhere. I hear it day after day that it's not worth it (to shop in Old Town) and they'd rather go where the parking is free. Old

Town does not have an abundance of municipal parking like other towns. Old Town does not have free parking garages, like our neighboring towns (Shirlington, Tysons Corner). Old Town does not have the big chains to draw customers to Old Town as a true shopping destination. The main reason people come to Old Town is to experience the charm, stroll the streets, and enjoy the history. When it is a stressful and inconvenient scenario, visitors to Old Town are not drawn here for the above reasons and we certainly can't count on them to linger and shop.

I have witnessed time

and time again over the past few months, customers rushing in to grab something and leave. They don't want to linger because they are afraid they will get a ticket. My stores hold make-over and facial events every weekend in the Fall. These events have been abysmal. Customers aren't taking the time to enjoy them and linger. It has been one of the most disappointing Fall seasons I have seen outside of the recession.

**Comments:**

Retailers in Old Town need a good Holiday season. We have been hit hard the past 2 years and, some have suggested, that if the holiday season is not good, they may no longer be able to stay in business. This would be a shame all in the name of quarters.

In closing, I would like to note

that the Old Town Boutique District (OTBD) was established solely as a marketing cooperative. We represent 28 retail businesses ranging from 1.5 to 30 years in business. Our only purpose is to market Old Town as a shopping destination and provide marketing opportunities for the membership. We are not an organization that takes a position on legislative matters or participates in legislative debates. We have purposefully stayed away from that forum. However, we stepped outside of our normal role to bring a voice to this matter since it has had a significant impact on our member businesses and others. We hope you can appreciate how important this matter is to the retail community that we would step forward.

We need your support. To that end, if the City

Council votes to approve our request, we will provide our support in marketing these changes. We have proven our marketing prowess and can lend that to the City if the changes are made. We'd be happy to sit down with the appropriate City staff to discuss messaging that is agreeable to all parties.

We look forward to seeing you all at the meeting on Tuesday and really hope we can count on your support.

Sincerely,

Old Town Boutque

District

Appleseed  
Arts a Fire  
Bellacara  
Bloomers  
Christmas

Attic  
Diva  
FibreSpace

Fitness on the Run  
Full Cup  
Gossypia  
Grape

& Bean  
Hooray for Books  
Hysteria  
Imperfections  
La Cuisine  
Lauren

B. Gallery  
Lawrence Miller & Co.  
Little Monogram Shop  
Mint

Condition  
Monday's Child  
Mystique  
Periwinkle  
Pink and Brown  
Red Barn

Merchantile  
Stanton Gallery  
The Shoe Hive  
The Sugar

Cube  
Treat



**COA Contact Us: Meters - January vs. April (or final install)**

william.euille, frank.fannon, kerry.donley,  
**Kim Putens** to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/26/2010 11:42 AM

**Please respond to Kim Putens**

17  
10-26-10

**Time: [Tue Oct 26, 2010 11:42:36] Message ID: [25262]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Kim  
**Last Name:** Putens  
Bellacara  
1000 King Street  
**Street Address:** Bloomers  
924 King Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-299-9652  
**Email Address:** kputens@hotmail.com  
**Subject:** Meters - January vs. April (or final install)

I appreciate the time that many of you have taken to discuss this issue with many of us in the retail community. I understand that many support the roll back of the rates for some period of time and we deeply appreciate that support.

Some have raised the question with me about rolling back the rates through the holidays vs. through the roll-out of the smart meters. I would like to offer the following for you to consider:

1.

Rolling back the rates through the holidays and then raising them again in January creates confusion in the marketplace. Further, January and February are traditionally slower sales months in retail. It's right after the holidays when no one has any money as a result of holiday spending and the weather is unstable. In Old Town, the retail stores are

not insulated from the weather. So, when the weather is bad or very cold, our sales suffer (e.g., the 30 inches of snow in February 2010).

2. I assume there is a cost associated with recalibrating the meters.

Why spend that money twice, when you will already be installing some smart meters in January/February and raising those rates as installed.

3. The

smart meters are scheduled to begin installation in the 100 and 200 blocks of King Street. Keep in mind, the City would be collecting revenue on two very congested blocks that have never had meter revenue in the past.

Immediately, the City will enjoy a windfall in revenue from those two blocks alone.

Finally, I realize you are hearing from me on behalf of

the retail community. I seem to have fallen into this role on behalf of

the independent retail community. I urge you to really consider our

concerns, suggestions and requests. We are on the front lines every day

talking with customers, visitors and other retail business owners.

Anecdotally, I will also share with you some recent concerns about the parking meters. This week, many, if not all, of us participate in the Care for Kids shopping week that benefits the Children's National Medical Center. This is a fantastic fundraiser that allows shoppers to enjoy 20% savings when they buy a Care 4 Kids card. It exposes our stores to a new customer base and brings shoppers to Old Town. As many have ventured into our store over the past few days, many have expressed sheer horror over the parking rates and the inconvenience of having to have rolls of quarters on hand. Some retail stores have even reported that shoppers were angry and left in total disgust over the matter. And, as many of us have heard time and again over the past few months, they have expressed a desire to shop elsewhere outside of the City. Imagine the irony. One of the most important fundraising/marketing opportunities we have to bring more people to Old Town is actually exposing them to the troubled parking situation and

**Comments:**



having them reconsider shopping in Old Town.

Honestly, as business

owners, we try new marketing programs, new policies and new opportunities all the time. Some work and some don't. That's okay. We feel at least we tried. The single most important factor in being a business owner is being flexible and knowing that when something doesn't work, you try something else.

The parking meter situation isn't working. I've talked to some of the participants in the parking working group and they indicated that their recommendation is 100% in line with what the retail community is asking of you right now.

We love our City. In addition

to being business owners, some in the retail community own their buildings and many are homeowners inside the City. Aside from being small business owners, they are residents contributing to economic viability of the City in other ways.

Finally, I have seen the Chamber's letter to the Council.

Obviously, we don't agree. The Chamber has a long history of not supporting small, retail businesses and this is another example. Many retail business owners have already indicated, as a result of their stance, that they will be disengaging their membership with the Chamber.

Many of us will be at tonight's meeting. We look forward to your support and really hope you will give these issues consideration.

Sincerely,

Kim Putens  
Co-Owner, Bellacara and Bloomers  
on behalf

of the Old Town Boutique District



**COA Contact Us: Parking Meter**

william.euille, frank.fannon, kerry.donley,  
**Scott Harris** to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/25/2010 05:46 PM

17  
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10-26-10

**Please respond to Scott Harris**

**Time: [Mon Oct 25, 2010 17:46:42] Message ID: [25246]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Scott  
**Last Name:** Harris  
**Street Address:** 108 South Patrick Street  
**City:** Alexandria  
**State:** va  
**Zip:** 22314  
**Phone:** 703-548-5547  
**Email Address:** bangsandburns@yahoo.com  
**Subject:** Parking Meter  
The recent changes in the parking meters has caused a great deal of problems for my business...I have a hair salon, and have had many complaints from clients. Many come from out of the area, and shop at other local businesses when they have an appointment with me...I have had clients say that they are not going to come back because Alexandria is becoming unfriendly for shoppers...I also have friends who are small business owners who have lost lots of business because of the changes...



**COA Contact Us: Thank you**

**Cindy McCartney** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/27/2010 11:35 AM

Please respond to Cindy McCartney

17  
10-26-10

**Time: [Wed Oct 27, 2010 11:35:04] Message ID: [25314]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Cindy  
**Last Name:** McCartney  
**Street Address:** Owner, Diva Designer Consignment  
116 S. Pitt St.  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-683-1022  
**Email Address:** divaboutique@comcast.net  
**Subject:** Thank you

Dear Mayor Euille, Vice Mayor Donley and Members of Council:

I know that

the Old Town Boutique District as a whole will be writing to thank you for your support in rolling back the parking rates. However, I wanted to personally thank you all--as a retail business owner, this means a lot to

**Comments:** me and to my business. It says a lot that you were willing to arrive at a decision which will (hopefully!) encourage customers to flock back to Alexandria--and shop til they drop!

Again, thanks for your responsiveness.

Cindy McCartney



**COA Contact Us: Rollback of Parking Meter Rates**

**Danielle Romanetti** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/26/2010 09:35 PM

17  
10-26-10

**Please respond to Danielle Romanetti**

**Time: [Tue Oct 26, 2010 21:35:25] Message ID: [25296]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Danielle

**Last Name:** Romanetti

**Street Address:** 102 N Fayette Street

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703-664-0344

**Email Address:** danielle@fibrespace.com

**Subject:** Rollback of Parking Meter Rates

I wanted to follow up on this evening's Council meeting, which I attended with several other members of the retail business community. I want to thank council members and the mayor for responding to our concerns regarding the meter increase and its impact on our individual business sales. I also would like to emphasize the larger picture. It has been reported to us that the 75% increase in meter rates has generated a 40% increase in actual revenue from meters. This data alone indicates that the demand for meter spaces has declined, thus our retail sales have also declined. There are fewer shoppers and those that do come in are staying for shorter periods of time. This is evident in your own meter revenue

**Comments:** data. When considering the impact on city revenue this evening, there was no mention of the potential increase in tax revenue from retailers who see a positive impact from the rollback of meter prices. It is my hope that when this is implemented, the city will provide us with a report of the actual revenue impact from this rollback, including business sales tax

revenue. I suspect you will be pleasantly surprised by how little is lost  
in this decision.

I speak for many retailers in saying that we are truly  
pleased that you have heard our concerns and responded in this manner this  
evening. Thank you.

17  
10-26-10



**COA Contact Us: Parking Meter Rates**

**debra monahan** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/26/2010 09:44 PM

**Please respond to debra monahan**

**Time: [Tue Oct 26, 2010 21:44:13] Message ID: [25297]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** debra  
**Last Name:** monahan  
**Street Address:** 108 N Patrick St.  
**City:** Alexandria  
**State:** va  
**Zip:** 22314  
**Phone:** 7036831696  
**Email Address:** debra@shoplamuse.net  
**Subject:** Parking Meter Rates

Dear Mayor, Vice Mayor and City Council,

I just returned from this evening's council meeting.

Let me first say that I appreciate you taking the concerns of the small business community seriously and choosing to do something to ease the hardship the increased meter rates have caused us.

What I would like to know is how Mr. Fannon came up with the arbitrary 'roll back' amount of \$1.25? Ms. Hughes expressly said she did not want the public to be confused by City Council's actions. The old parking rate on my street (N Patrick - King to Cameron) was \$1.00 and the new parking rate is \$1.75 - if you are going to 'roll back' prices until the multi space meters are installed wouldn't it make sense that they be rolled back to \$1.00?

It is disturbing that Ms. Hughes and at least

one other council member did not even realize the old meter rates were \$1.00 BEFORE Ms. Pepper's motion failed. It was only after Ms. Pepper's

**Comments:** motion failed that Ms. Hughes asked for clarification as to what the old rates were. How can a council member make a proper decision without evening knowing the facts?

Furthermore, a rate of \$1.25 still requires business owners to provide \$2.00 worth of change to a City visitor. That's the same 8 quarters that got us into this mess in the first place.

Providing 4 quarters to each visitor is doable - providing 8 quarters creates problems.

I would like to suggest that council vote on this again on the grounds that certain council members were not properly informed as to what the original meter rates in Old Town were.

Thank you

for your consideration.

Debra Monahan  
Owner, La Muse  
108 N Patrick

St.



**COA Contact Us: Parking Meters**

william.euille, frank.fannon, kerry.donley,  
Dina Katsev to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

Please respond to Dina Katsev

10/26/2010 04:09 PM

17  
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10-26-10

**Time: [Tue Oct 26, 2010 16:08:57] Message ID: [25281]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Dina  
**Last Name:** Katsev  
**Street Address:** Apple Seed Maternity and Baby Boutique  
115 S Columbus St  
**City:** ALEXANDRIA  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-535-5446  
**Email Address:** shop@appleseedboutique.com  
**Subject:** Parking Meters

To whom it may concern,

I am the co-owner of Apple Seed Maternity and

Baby Boutique in Old Town. The parking meter increase has significantly impacted our business. Below are just some recent examples of what we've seen in the past month or so. This is very real, and absolutely results in decreased revenue for us. What you will make in potential revenue from increased parking rates you will most certainly lose in sales tax revenue.

We cater to pregnant people that need to buy a whole new wardrobe, therefore is not uncommon for people to spend a significant (1-2 hrs) amount of time in our dressing rooms with our assistance. We have had several customers just this past weekend ALONE leave because they ran out of time before they tried on everything they wanted. We don't have a high volume business, given that we only cater to pregnant women, instead we sustain ourselves on selling more to the fewer individuals that come in



here. In this particular instance, both ladies weren't parked close enough to just run out and feed the meter even though we offered them quarters. Instead, they chose to hurry up and leave earlier than they would have otherwise and it most definitely resulted in lost sales for us.

On

Saturday, we ran out of quarters, which caused THREE pregnant women to walk in and walk right out, obviously we lost those sales. We are a destination store, meaning pregnant women seek us out when they have outgrown their clothes, so typically we see that about 85-90% of pregnant women that walk through our doors buy something. Given that only 2% of ALL women are pregnant at any given time, 3 pregnant women walking out of our store is a lot. And we've been here for almost 5 years, so we're very familiar with the cyclical patterns in our business. We can say with 100% certainty that this parking situation has negatively affected us.

**Comments:**

In addition to lost

revenue that can be measured in dollars and cents, there is also the qualitative impact that the parking situation has had on our customers. We have noticed many people over the last month or so who have come in and are visibly frustrated by the meter situation. This isn't good for Old Town.

We've heard many complaints including that people would expect this in Georgetown, but not here. Many of our customers choose to spend their money here in Old Town because of the inconvenience of driving to Tyson's or the lack of parking in DC, but they have said that this is no longer an easy place to come to either. People will shop locally so long as it's easy and convenient for them to do so. It seems that this parking meter situation is going against all the other effort we have put in growing sales like the Shop Local Campaign we launched last spring and all the other promotional and marketing programs we've created through the Old Town Boutique District. This is very upsetting and you will most definitely see us at the meeting tomorrow night.

Sincerely,

Dina Katsev and Elleni Vorvis



**COA Contact Us: parking fees and times**

**Sally Schneider** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/30/2010 10:32 AM

**Please respond to Sally Schneider**

17  
10-26-10

**Time: [Sat Oct 30, 2010 10:32:51] Message ID: [25389]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Sally

**Last Name:** Schneider

**Street Address:** 9A West Chapman Street

**City:** Alexandria

**State:** VA

**Zip:** 22301

**Phone:** 703-683-1848

**Email Address:** sallydschneider@comcast.net

**Subject:** parking fees and times

It is surprising that you have changed the parking fees and considering making the hours even longer. It has changed my shopping habits in Old Town. I used to pop in and see what was doing when I had some time. Shop around a bit. Now I don't bother. I am not going to make an effort to

**Comments:** have an abundance of quarters in my car and a ticket isn't worth it.

So...I just don't go. How many others feel the same? I guess we will see.

I really hope the city is bringing in lots of revenue as a result, but

what if businesses are not?

Thank you



**COA Contact Us: Thank You**

**Kim Putens** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/29/2010 09:15 AM

**Please respond to Kim Putens**

17  
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10-26-10

**Time: [Fri Oct 29, 2010 09:15:43] Message ID: [25367]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Kim

**Last Name:** Putens

**Street Address:** 924 and 1000 King Street

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703-299-9652

**Email Address:** kputens@hotmail.com

**Subject:** Thank You

On behalf of the OTBD, I want to express my sincere gratitude for your thoughtful consideration on the parking meter issue. We are very thrilled that you heard our concerns and acted accordingly. To that end, we have issued a press release and are writing Letters to the Editor to send to all

**Comments:** the local newspapers expressing our gratitude to the City Council for recognizing a need for change and supporting the retail business community.

Thank you.



**COA Contact Us: Thank you**

**Cindy McCartney** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/27/2010 11:35 AM

17  
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10-26-10

**Please respond to Cindy McCartney**

**Time: [Wed Oct 27, 2010 11:35:04] Message ID: [25314]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Cindy  
**Last Name:** McCartney  
**Street Address:** Owner, Diva Designer Consignment  
116 S. Pitt St.  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-683-1022  
**Email Address:** divaboutique@comcast.net  
**Subject:** Thank you

Dear Mayor Euille, Vice Mayor Donley and Members of Council:

I know that

the Old Town Boutique District as a whole will be writing to thank you for your support in rolling back the parking rates. However, I wanted to personally thank you all--as a retail business owner, this means a lot to me and to my business. It says a lot that you were willing to arrive at a decision which will (hopefully!) encourage customers to flock back to Alexandria--and shop til they drop!

Again, thanks for your responsiveness.

Cindy McCartney



**COA Contact Us: High meter fees**

**Wanda Ragland** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
linda.owens, rob.krupicka, elizabeth.jones

09/30/2010 08:56 AM

Please respond to Wanda Ragland

17  
10-26-10

**Time: [Thu Sep 30, 2010 08:56:50] Message ID: [24571]**

**Issue Type:** Mayor, Vice-Mayor and Council Members  
**First Name:** Wanda  
**Last Name:** Ragland  
**Street Address:** 3023 Cunningham Drive  
**City:** Alexandria  
**State:** Va  
**Zip:** 22309  
**Phone:**  
**Email Address:** wcragland@verizon.net  
**Subject:** High meter fees  
This e-mail is in protest to the increase in meter fees. I am a long-time resident of the area and like to frequent the Old town shops and restaurants. The parking fees have made it nearly impossible to run errands in the city. Aside from the increased cost, there's a problem with having enough quarters to feed the meter. Most trips in the city require a minimum of two hours--that's eight to 10 quarters. How many people routinely have those. If the intent is to discourage shoppers and those frequenting the restaurants, then you have succeeded. I've found it very difficult to continue shopping in Alexandria and am going to the malls more often.  
**Comments:** Sincerely,

Wanda Ragland



**COA Contact Us: parking meters**

**Brooke English** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/08/2010 03:05 PM

**Please respond to Brooke English**

17  
10-26-10

**Time: [Fri Oct 08, 2010 15:05:42] Message ID: [24819]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Brooke

**Last Name:** English

**Street Address:**

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:**

**Email Address:** brooke.english@comcast.net

**Subject:** parking meters

I am writing in support of the small businesses of Old Town and to ask that you reconsider the extension of metered parking hours, and the installation of meters that are not user-friendly in terms of ease of payment, especially as the holiday shopping season approaches. These small businesses bring so much in tax revenue, foot traffic (highly desirable versus motor traffic), vibrancy, and simple charm to our city. If they begin to falter or fail due to reduced business, because people cannot conveniently park and shop for several hours, or attend festivals, or dine,

**Comments:**

the vacant storefronts will return us to a version of ourselves we would not like to see. I remember well the lower part of King Street (I wouldn't venture west past Washington Street out of fear) as I was growing up, before it began to be gentrified/cleaned up/populated by shops and restaurants. Given the current economy, rather than manufacture obstacles to shoppers and diners, we should be encouraging them, making Old Town more than welcoming, making it easier for them to spend their time and money

with us.





**COA Contact Us: Parking Meters**

**Janice Kupiec** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/08/2010 04:24 PM

17  
10-26-10

**Please respond to Janice Kupiec**

**Time: [Fri Oct 08, 2010 16:24:10] Message ID: [24824]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Janice

**Last Name:** Kupiec

**Street Address:** 1202 Colonial Avenue

**City:** Alexandria

**State:** Virginia

**Zip:** 22314

**Phone:**

**Email Address:** jkupiec@hotmail.com

**Subject:** Parking Meters

Dear Council members-

I hope that all of you will carefully consider the

move to not only increase parking meter rates in the Old Town area but the

extension until 10 PM. This will have a negative impact on the many small

businesses that are working hard to remain alive in our City. In addition

to the current annoyance of having to find quarters, the extension to 10 PM

will deter folks from dining and shopping.

Perhaps you don't believe it

or are mainly concerned with the potential revenue that may come from

increased rates/hours. However, if business sales decline, so will the

sales tax revenue. I have lived in the Old Town area for nine years now

and have been a homeowner for five. I love our City but am continually

baffled by many of the decisions that are made since they are very

anti-business.

**Comments:** I hope that all of you will weigh these considerations and

listen to the individuals who have decided to open their businesses in the

City. I can attest that parking is an issue. There is a reason I never go

to Georgetown. Lucky for me, I can walk to King Street but for individuals who live in the District or Arlington will not walk and parking will be an issue for them. Thank you and I hope that this issue will be addressed in a manner that won't negatively impact our City's business community. At a time when unemployment continues to increase and our economy struggles to recover, we need to stand with business owners to help keep them running. They not only generate revenue but also supply jobs for our community.

Sincerely,  
Janice Kupiec



**COA Contact Us: parking meters**

Elizabeth A. (Betty) Livingston to: william.euille, frank.fannon,  
kerry.donley, alicia.hughes,  
delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson,  
elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/08/2010 05:39 PM

Please respond to "Elizabeth A. (Betty) Livingston"

17  
10-26-10

**Time: [Fri Oct 08, 2010 17:39:49] Message ID: [24828]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Elizabeth A. (Betty)  
**Last Name:** Livingston  
**Street Address:** 2019 Scroggins Rd.  
**City:** Alexandria  
**State:** VA  
**Zip:** 22302  
**Phone:** 7033794112  
**Email Address:** livings@comcast.net  
**Subject:** parking meters

I just arrived home from visiting The Lamplighter on King St. in Old Town. So lucky, there were 3 spaces in front. I had at least one quarter, but when I put it in, no time registered. Great! Well, it was close to the meter ending time so I just toughed it out. No ticket fortunately. On coming home, I found the e-mail from Apple Seed which informed me that meter times would be extended to 10 p.m. What?! I had the sad experience in Denver of meters being extended to 8 p.m. so I got a ticket when I went to a Diamonds game; just did not think any meter went beyond 7 p.m. Learned the hard way; always check meter times now. Also when it's dark, it's hard to read the fine print! Going to 10 p.m. would heap another fee on those coming to the restaurants. They are already paying dining and sales taxes, revenue which does help the City. Restaurants may have to ring bells or set alarms or remind patrons to set watch alarms, cell phone alarms so they don't get tickets.

On the way home today up

King St. it occurred to me that perhaps as we move into the holiday season there should actually be some parking amnesty as has been done some

**Comments:**

previous years. Or perhaps meters could be monitored as 1 hour or 2 hour or 3 hour places as the signs on the streets in more residential areas now show. Years ago the island of Nantucket had spaces that were 15, 20, 30 and 40 minutes spaces, just for short errands. These were near bakeries and fishing stores, for example. If I plan my day better, I can take the bus or trolley, but some of the 70 plus patrons of the Lamplighter need to drive there and younger patrons who are bringing lamps and such may want to drive there too. Could the City provide some volunteer stores change or token machines? I hope the conversation continues. I hope merchants are heard. I hope some relief is available in the transition period. I have used those machines the few times I have gone to Georgetown; confusing at first but they do work though I think some people parking forget to use them. Also the old meters might be used for other purposes: information kiosks, bike racks (charge them too?) Sacks could be put over them for special occasions or parking amnesties, space could be rented? I hope that the City Council will arrive at decisions that will help both merchants, shoppers and revenue. Don't kill the goose who lays golden eggs.



**COA Contact Us: Parking Meter Rate Increase**

william.euille, frank.fannon, kerry.donley,  
**Jan Hamby to:** alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/09/2010 09:06 AM

17  
10-26-10

**Please respond to Jan Hamby**

**Time: [Sat Oct 09, 2010 09:06:23] Message ID: [24832]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Jan

**Last Name:** Hamby

**Street Address:** 712 Fitzhugh Way

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703-581-7747

**Email Address:** jan.hamby@gmail.com

**Subject:** Parking Meter Rate Increase

PLEASE do not raise the meter fees until we have a better way to pay

them...I know the money is needed, but  
until the meters can accept

deposits other than the few quarters I can find in the bottom of my purse I

will be  
shopping elsewhere. I've tried to support the shops downtown,

but parking is hard enough without worrying  
about the meter running out

and getting a ticket because you didn't have enough change on you. The

extension of hours aggravates the problem for diners. Though one can

**Comments:** assume that they'd at least be in an  
establishment that could give them

change, they would still have to run out to feed the meter in the middle of

coffee. So...I guess I'll be dining elsewhere too.

And how about

supporting the merchants by having Saturday free parking during November

and December  
for the holiday shopping season!

Thanks for your

consideration.

17  
10-26-10



**COA Contact Us: Parking Meters**

william.euille, frank.fannon, kerry.donley,  
**Martha Hulse to:** alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/10/2010 09:16 AM

**Please respond to Martha Hulse**

**Time: [Sun Oct 10, 2010 09:16:53] Message ID: [24843]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Martha

**Last Name:** Hulse

**Street Address:**

**City:** Heathsville

**State:** Virginia

**Zip:** 22473

**Phone:**

**Email Address:** martharhulse@gmail.com

**Subject:** Parking Meters

I am very upset about the increase in meter parking rates, combined with the inability to pay the 1.75 rate by credit card or bills. This will,

and already has, affect my desire to shop or dine in Alexandria. Instead,

I can go places such as the Barracks Row section of Capitol Hill, where there is such a system in place.

I was born and raised in Old Town, as

**Comments:** was my father. My grandfather was once one of only a handful of doctors

in Alexandria. My point is that I know Alexandria and consider it a

privilege to spend time there. I often recommend a trip to Alexandria to

visiting friends. The parking situation, though, changes that. That

makes me sad.

Please repeal the increase and install new systems for

paying for parking!





**COA Contact Us: parking meters**

**Debra Monahan** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/12/2010 09:40 AM

17  
10-26-10

Please respond to Debra Monahan

Time: [Tue Oct 12, 2010 09:40:37] Message ID: [24867]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Debra  
**Last Name:** Monahan  
**Business:** La Muse  
**Street Address:** 108 N Patrick St.

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 7036831696

**Email Address:** debra@shoplamuse.net

**Subject:** parking meters

I am out of town thus unable to be at the demonstration this evening -  
please consider this email regarding the parking meters:

"Raising

the rates so high without updating the payment system was not a good move.

I, and all of the business owners I speak with, can't keep up with the  
demand for quarters. I'm starting to feel like a change machine as most of  
the people asking for quarters aren't even coming into my store.

Unfortunately when I run out of quarters the person asking for them leaves  
with the impression that I am purposely being unhelpful and that is  
damaging to both my image and the City image.

Furthermore I am noticing

a LOT more open metered spots on Patrick St. each day. Most days there are  
only THREE cars parked at any given time along Patrick St. between King and

Cameron. The street used to be full.

My 'in store' business has

declined over 20% per month for the last four months ... whether that is the parking situation or just the economy in general I couldn't tell you but other business owners experiencing a business downturn recently believe the meters have played an integral part in it. With my in-store sales declining and my website sales soaring I am having a harder time justifying the overhead it costs to own a store in Old Town. Frankly the increased parking meter rates might just be the final nail in the coffin and Old Town may be down one wonderfully unique shop come early 2011.

**Comments:**

I had a

customer in over the weekend that said she and her husband stopped going into DC for dinner and movie nights because they extended the meter hours into the evening, raised the parking rates and were strict about the 2 hour parking rule. I would have to wonder if people would feel similarly if the City extended the meters until 10pm.

I was at Glynn Jones Saturday

morning and they have told me the new meter rates have been very hard on them. Their customers are unhappy and they constantly have to send their staff out to feed meters and move cars not only because of the meter rates but apparently parking enforcement has been unusually diligent lately.

Unfortunately I will be out of town on 10/12 or would definitely support the demonstration.

Debra Monahan, Owner, La Muse 108 N

Patrick St."



**COA Contact Us: Put the brakes on Parking**

**Monica Rodriguez** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/12/2010 11:22 AM

17  
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10-26-10

**Please respond to Monica Rodriguez**

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**Time: [Tue Oct 12, 2010 11:22:26] Message ID: [24874]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Monica  
**Last Name:** Rodriguez  
**Street Address:** 1607B Hunting Creek Drive  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 3057907738  
**Email Address:** Chiefrodriguez@hotmail.com  
**Subject:** Put the brakes on Parking  
The parking rates are keeping me away from old town. I live within a few miles and prefer to go in the other direction and shop at Pentagon City or the like. I've already experienced receiving a \$40.00 dollar ticket, which is why I won't chance going there again. Furthermore, the \$1.75 an hour is crazy and who really carries all of those Quarters? You really should rethink how you are keeping people away from Old Town.  
A neighbor.

17  
10-26-10



**COA Contact Us: Parking meter rate increase and extended operation hours**

william.euille, frank.fannon, kerry.donley,  
**Margaret Hawes** to: alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/12/2010 11:56 AM

Please respond to Margaret Hawes

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Time: [Tue Oct 12, 2010 11:56:18] Message ID: [24877]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Margaret  
**Last Name:** Hawes  
**Street Address:** 3813 Eisenhower Avenue  
**City:** Alexandria  
**State:** VA  
**Zip:** 22304  
**Phone:** 5712451126  
**Email Address:** margaret.hawes@gmail.com  
**Subject:** Parking meter rate increase and extended operation hours  
Dear Alexandria City Council,

Please do not extend the hours of operation for parking meters in Old Town beyond 6 p.m. As a city resident, I regularly spend money at the shops and restaurants in Old Town and I will spend my money in neighboring counties and cities if parking in Old Town is expensive or frustrating. I urge you to reverse the recent rate increase, at least until a more modern meter system can be implemented. The availability of affordable street parking in Old Town is essential to the businesses there.

Sincerely,  
Margaret Hawes



**COA Contact Us: Increased Parking Rates and Time Meters in Effect**

**Meghan Turney** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/12/2010 12:14 PM

**Please respond to Meghan Turney**

17  
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10-26-10

**Time: [Tue Oct 12, 2010 12:14:00] Message ID: [24878]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Meghan  
**Last Name:** Turney  
**Street Address:** 2071 Hopewood Dr  
**City:** Falls Church  
**State:** VA  
**Zip:** 22043  
**Phone:** 703 918-5450  
**Email Address:** Meghan\_Turney@freddiemac.com  
**Subject:** Increased Parking Rates and Time Meters in Effect

**Comments:** My family and I like to visit Old Town when we can (typically on weekends). I know many municipalities are short on revenue, so understanding why someone proposed the parking rates be changed. Just afraid that the decision was short sighted. I am going to be less likely to come down to Old Town if parking has increased. The increased parking rates may factor in my family's decision to make an outing to Old Town or just stay in Falls Church/Tysons.



**COA Contact Us: Parking rates**

william.euille, frank.fannon, kerry.donley,  
**Mara Territo** to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/12/2010 01:17 PM

17  
10-26-10

**Please respond to Mara Territo**

**Time: [Tue Oct 12, 2010 13:17:15] Message ID: [24884]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Mara  
**Last Name:** Territo  
**Street Address:** c/o The Antique Guild  
113 North Fairfax St.  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-836-1048  
**Email Address:** theantiqueguild@verizon.net  
**Subject:** Parking rates  
Many of my customers on a daily basis complain about the parking rates  
--fourteen quarters for two hours. People go elsewhere to shop when the  
parking becomes such an inconvenience.  
The city is losing more in the  
sales tax than what they can possibly make in the parking. Some of the  
**Comments:** people would be agreeable to the machines with tickets that you pay by  
credit or debit card like they have in Arlington and DC.  
Just look  
outside your City Hall windows on to the 100 block of North Fairfax Street  
to see the empty parking spaces--and when you walk to your parking spaces  
in the garage below Market Square.



**COA Contact Us: New Parking Meter extended hours**

william.euille, frank.fannon, kerry.donley, alicia.hughes,

**Sara Abis** to: delpepper, paulcsmedberg, rose.boyd, jackie.henderson,  
elaine.scott, rob.krupicka, linda.owens, elizabeth.jones

10/07/2010 05:47 PM

Please respond to Sara Abis

17  
10-26-10

**Time: [Thu Oct 07, 2010 17:47:32] Message ID: [24791]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Sara

**Last Name:** Abis

**Street Address:** 1713 South Arlington Ridge Road

**City:** Arlington

**State:** Virginia

**Zip:** 22202

**Phone:** 678-689-8861

**Email Address:** abis.sara@gmail.com

**Subject:** New Parking Meter extended hours

3.5\$ is not an unreasonable amount to pay to park for two hours. However, expecting someone to carry around 14 quarters, is unreasonable. You cannot expect anyone to carry around 14 quarters, if you want to raise the meter cost, you must offer a credit card option, or shops and restaurants will loose business. I work in Old Town, and have always found it convenient to leave work and drive to the stores and shops (which is out of the way, since I work on the Arlington/Alexandria border and live in Arlington) to grab a bite to eat with co-workers or a drink, and do some of my shopping. However it is impossible to truly enjoy oneself if you are constantly checking your watch to make sure you don't need to move your car. Say for example, you leave work at 5:30, your plan is to go to old town get some shopping done, go to dinner/happy hour and stay for drinks, and you shop

**Comments:** from 5:30-6:30, you will have to move your car half way through dinner. It is unacceptable to extend the hours of operation from 7pm to 10. Especially when you have parking lots which close at 7pm. Furthermore, the people who live in zoned neighborhoods will suffer, the actual voters in

Alexandria, as the current zoning ends at 5-6pm, meaning, to avoid having to move a car, or carry 14 quarters around, people will park in neighborhoods and walk, meaning that people living in neighborhoods will have a harder time finding a spot.

I urge the city council of

Alexandria to fix this mess by not extending the hours of operation for meters and offering a way to pay with either paper money, or credit card.





**COA Contact Us: parking rates**

**Debby Kijora to:** william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/07/2010 06:16 PM

**Please respond to Debby Kijora**

17  
10-26-10

**Time: [Thu Oct 07, 2010 18:16:49] Message ID: [24795]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Debby

**Last Name:** Kijora

**Street Address:**

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:**

**Email Address:** dkijora@yahoo.com

**Subject:** parking rates

Please reconsider your plan to have the parking meters in effect until

10:00. It is already so hard to park in Old Town and this will not help

the situation. Some of our smaller business (and larger) will be adversely

**Comments:**

affected by this decision. As a resident, I already have trouble with

people parking in my residential reserved spot because they are trying to

avoid the parking fees and this really won't help.



**COA Contact Us: parking meter matters**

**Anna Humphrey** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/07/2010 06:02 PM

17  
10-26-10

**Please respond to Anna Humphrey**

**Time: [Thu Oct 07, 2010 18:02:03] Message ID: [24793]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Anna  
**Last Name:** Humphrey  
**Street Address:** c/o  
921 King Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-232-3693  
**Email Address:** anniezathome@yahoo.com  
**Subject:** parking meter matters

Thank you for taking this letter.

As an employee in the Old Town area

and a frequent shopper, I implore you to roll back the parking meter rates until you can find a more effective method of payment. Further, please consider enabling free parking on Saturday, and please, PLEASE do not extend the hours of activity for the parking meters until 10pm. I believe this will result in more shoppers leaving the Old Town area for places with

**Comments:** more reasonable parking regulations.

While I understand your thought

processes, I believe that you would benefit in the long run by encouraging more folk to come to town, not by further restricting access.

thank you,

again for your consideration.

respectfully,

Anna Humphrey



**COA Contact Us: Parking meter rates outrageous**

william.euille, frank.fannon, kerry.donley,  
**Carol Hooks** to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/07/2010 06:01 PM

17  
10-26-10

**Please respond to Carol Hooks**

**Time: [Thu Oct 07, 2010 18:01:27] Message ID: [24792]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Carol  
**Last Name:** Hooks  
**Street Address:** 6606 Netties Lane #1312  
**City:** Alexandria  
**State:** VA  
**Zip:** 22315  
**Phone:** 703-509-4199  
**Email Address:** chooks7@cox.net  
**Subject:** Parking meter rates outrageous  
It's time to revert the parking meter rates back to \$1/hr. While the increase was meant to make more income for the city, the number of vacant spaces brings in no money. It definitely makes it more difficult for shoppers to park and support the local small business people. The increase in rates has certainly been more detrimental than was intended. Time to roll back to the previous rates --- or at least provide other methods of payment. Now what will that cost, and does that really make the increase worthwhile?



**COA Contact Us: Raised Parking Meter Rates**

Arthella Posey to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/07/2010 02:43 PM

Please respond to Arthella Posey

17  
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10-26-10

**Time: [Thu Oct 07, 2010 14:43:42] Message ID: [24783]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Arthella  
**Last Name:** Posey  
**Street Address:** 1703 Catherine Fran Drive  
**City:** Accokeek  
**State:** MD  
**Zip:** 20607  
**Phone:** 2406820442  
**Email Address:** heiress21@comcast.net  
**Subject:** Raised Parking Meter Rates  
Please reconsider the recent changes made for parking meter rates. I don't mind the increase, however the infrastructure is not in place to support establishments. The 2 hour limit and extension to 10pm will specifically impact the old town experience and all it has to offer. Who wants to be a slave to a parking meter? Please take a look at the parking infrastructure in DC which is not perfect but ideal.



**COA Contact Us: parking meters**

**Susan Eckberg** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/07/2010 10:49 AM

17  
10-26-10

**Please respond to Susan Eckberg**



**Time: [Thu Oct 07, 2010 10:49:50] Message ID: [24768]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Susan  
**Last Name:** Eckberg  
**Street Address:** 501 S. Royal St  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-518-8388  
**Email Address:** sweckberg@mac.com  
**Subject:** parking meters

Please consider the following:

\*Roll back parking rates to \$1.00/hr

during the week until the new multi-space, multi-payment option meters

are installed City-wide.

\*Eliminate meter fees on Saturdays, as we

approach the holiday season to allow this city's small businesses a

**Comments:** chance to compete with the malls and shopping districts around us that have

free and unrestricted parking  
lots and garages.

\*Don't adopt the

proposed extension of the meter hours until 10 pm as it will have a

horrible impact on our  
city's restaurants, movie theatre and service

businesses that offer classes and workshops in the evenings.



**COA Contact Us: Metered Parking in Old Town**

william.euille, frank.fannon, kerry.donley,  
Erica Olmsted to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/07/2010 11:39 AM

Please respond to Erica Olmsted

17  
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10-26-10



Time: [Thu Oct 07, 2010 11:39:31] Message ID: [24773]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Erica  
**Last Name:** Olmsted  
**Street Address:** 3389 S Stafford Street  
**City:** Arlington  
**State:** VA  
**Zip:** 22206  
**Phone:** 540-303-7008  
**Email Address:** erica.olmsted@gmail.com  
**Subject:** Metered Parking in Old Town

As a regular patron of businesses in Old Town Alexandria, I am dismayed by the recent rate-hike imposed on metered parking spaces. I feel that this is having a negative impact on both businesses and patrons alike and will ultimately drive people away from the community permanently. I suggest the following measures be taken:

- Roll back parking rates to \$1.00/hr during the week until the new multi-space, multi-payment option meters are installed City-wide.

**Comments:**

- Eliminate meter fees on Saturdays, as we approach the holiday season, to allow this city's small businesses a chance to compete with the malls and shopping districts around us that have free and unrestricted parking lots and garages.
- Don't adopt the proposed extension of the meter hours until 10 pm as it will have a horrible impact on our city's restaurants, movie theatre and service businesses that offer

classes and workshops in the evenings.





**COA Contact Us: Parking Solution**

**Linda Couture** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/12/2010 01:54 PM

Please respond to Linda Couture

17  
10-26-10

**Time: [Tue Oct 12, 2010 13:54:42] Message ID: [24888]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Linda  
**Last Name:** Couture  
**Street Address:** 505 Duke Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-299-9215  
**Email Address:** lindalcouture@aol.com  
**Subject:** Parking Solution

Dear Mayor Euille, Vice Mayor Donley and Council Members:

Rather than

reach for complicated and expensive solutions to the parking issue and

rather than discouraging visitors from coming to Alexandria resulting in

revenue loss, suggest you pick the easy and efficient solutions described below.

The two solutions are 1) enforcement of existing meters and parking limitations in residential areas; and 2) garage signage and

communication so drivers know where to park.

Regarding number (1), it is

recommended that you bring onboard a number of part-time contract workers

who don't require benefits or at-risk, qualified youth. They would be

given an area to cover each day and will note on a Blackberry cars who

are parked without a sticker; then recheck the area and note those in violation. That report would be sent via Blackberry to the parking

enforcement people who will then come and write the tickets.

The

reason garages aren't being used enough is that the probability of getting

a parking ticket in Alexandria is low, therefore, getting a ticket once

in a great while is worth the risk.

Note: I NEVER park in the wrong

spot in DC or in Arlington or let the meter expire, because I ALWAYS expect

**Comments:**

to get a ticket. The risk is not worth it, so I make sure I find a

garage or follow meter rules.

People park in front of my house on Duke

Street all day long because they know the risk is little. Then is when it

is more an issue than the evenings.

Complicated solutions will not

make much difference if it isn't partnered with enforcement. So, putting

in expensive parking meters doesn't make sense, nor the "residents

only" rule if these areas are not enforced.

And, finally, please

note that DC is considering rescinding its evening parking requirement at

meters, so suggest you vote that down, as well.

It's not too late to

introduce a simpler system that will make more people happy--enforcement

and garage parking signage and shared agreements with private

lots.

Thanks for considering this.

Linda Couture

BTW, a community

in CA has put in red-light cameras at some stop signs and the money is rolling in. I think it's stop signs near parks, so the revenue goes to their parks budget.