



ParkHouston Program Updates

Administration & Regulatory Affairs

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Agenda



MOBILE PAYMENT
PROGRAM



SMART LOADING
ZONE PROGRAM



RIDESHARE
ZONES



CH 26 & 16
UPDATES

Mobile Payment Program



Offering mobile payments for parking since 2011

1 vendor on contract

3 million meter transactions/year

50% of meter transactions are via mobile payment app

Mobile Payment Program



- RFP for multi-vendor MPP published in 2025
- 10 respondents
- Top three vendors selected
- Benefits of multi-vendor environment
 - Accommodates out of town visitors
 - Customers have options
 - Vendors must market themselves

Mobile Payment Provider



- No cost to City
- Customers pay a .30 cent transaction fee
- City earns parking meter fees
- New signs and meter decals at no cost to City
- Go-live – Winter 2026

Smart Loading Zones - Benefits



Increase delivery efficiency and reduce dwell time.



Increase parking turnover for restaurants and small businesses.



Improve safety for pedestrians, cyclists, and other curb users by reducing double parking.



Reduce congestion caused by parking and double-parking.



Decrease emissions from unnecessary idling and circling.

A purple and yellow sign for Smart Loading Zones. The top section is purple with white text: "1 MAX PAID 1 HR LOADING". Below this is a yellow section with purple text: "MON - SAT 7 AM - 6 PM". Underneath is a purple section with white text: "REGISTRATION REQUIRED PERMITEES EXEMPT FOR TIME BASED ON PERMIT TYPE". The bottom section is white with purple text: "TEXT 'HOUS' TO (855) 707-1211" and a QR code. Below the QR code is the URL "curbpass.io/houston". A purple double-headed arrow is positioned above a yellow section with black text: "NON-REGISTERED DRIVERS WILL BE MAILED AN INVOICE WITH ADDED FEES". At the bottom left is the "CurbPass" logo and at the bottom right is a blue "P" parking sign.



Smart Loading Zones – How does it work?

Cameras detect each park event, match plates to permits and CurbPass accounts, and charge or invoice automatically.



Plate read at the curb

Cameras read the license plate as a vehicle enters and exits a Smart Loading Zone. License plate is the only PII collected.



Sign up once at curbpass.io/houston

After registration, all future billing is automatic — no app needed at the curb. Non-registered parks will receive an invoice.



Mon–Sat, 7 AM – 6 PM

Mobility-lane windows excluded.
Not enforced Sundays or ParkHouston-observed holidays.



Rates set to encourage efficient loading/unloading

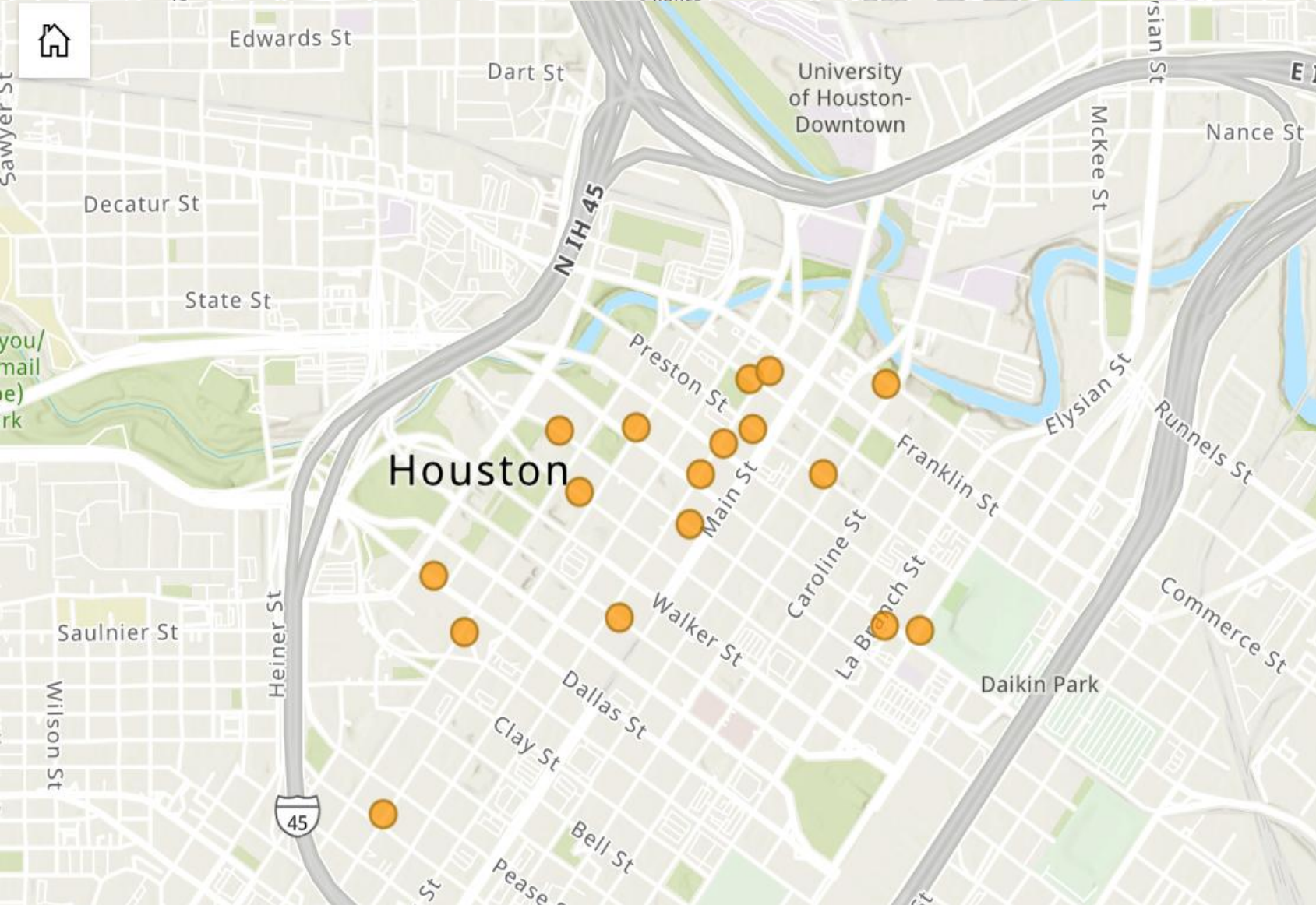
0-10 minutes = \$0.06/min
11-20 minutes = \$0.12/min
21-30 minutes = \$0.15/min
31-60 minutes = \$0.19/min
Max for 60 min is \$9.00



Already have a commercial permit? Class A, B, C, and D permits stay valid at every Smart Loading Zone — no per-minute charge until you exceed your included free window (120 / 60 / 30 / 60 min).

ParkHouston Smart Loading Zones

Find address or place



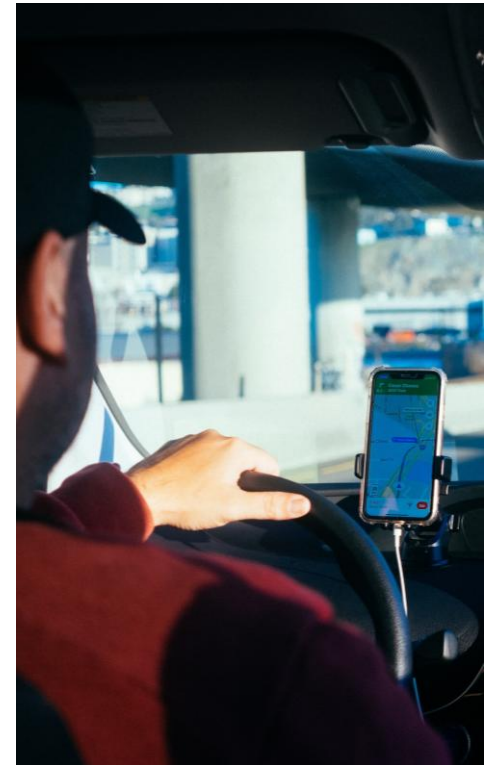
Smart Loading Zones

- 18-month pilot
- 19 zones
- For loading/unloading ONLY
- Zones monitored by cameras
- Vehicle drivers pay by the minute via CurbPassor receive parking invoice in the mail
- License plate is the only form of PI information collected

Rideshare Zones



- **Improves traffic flow and congestion**
 - Reduces double parking and sudden stops
 - Keeps travel lanes moving
- **Safety improvements**
 - Predictable, visible boarding areas for rideshare passengers
 - Reduces unsafe mid-block pickups and crossings
 - Reduces vehicle-pedestrian conflict
- **Operational efficiency**
 - Reduces dwell time and improves curb turnover
 - Helps drivers find riders faster
 - Improves reliability for users, especially during peak periods



Rideshare Zones



Designate specific curbside locations for rideshare pick up and drop off.



Four zones around the Main Street Pedestrian Promenade



Mon-Sun
6 p.m. to 3 a.m.

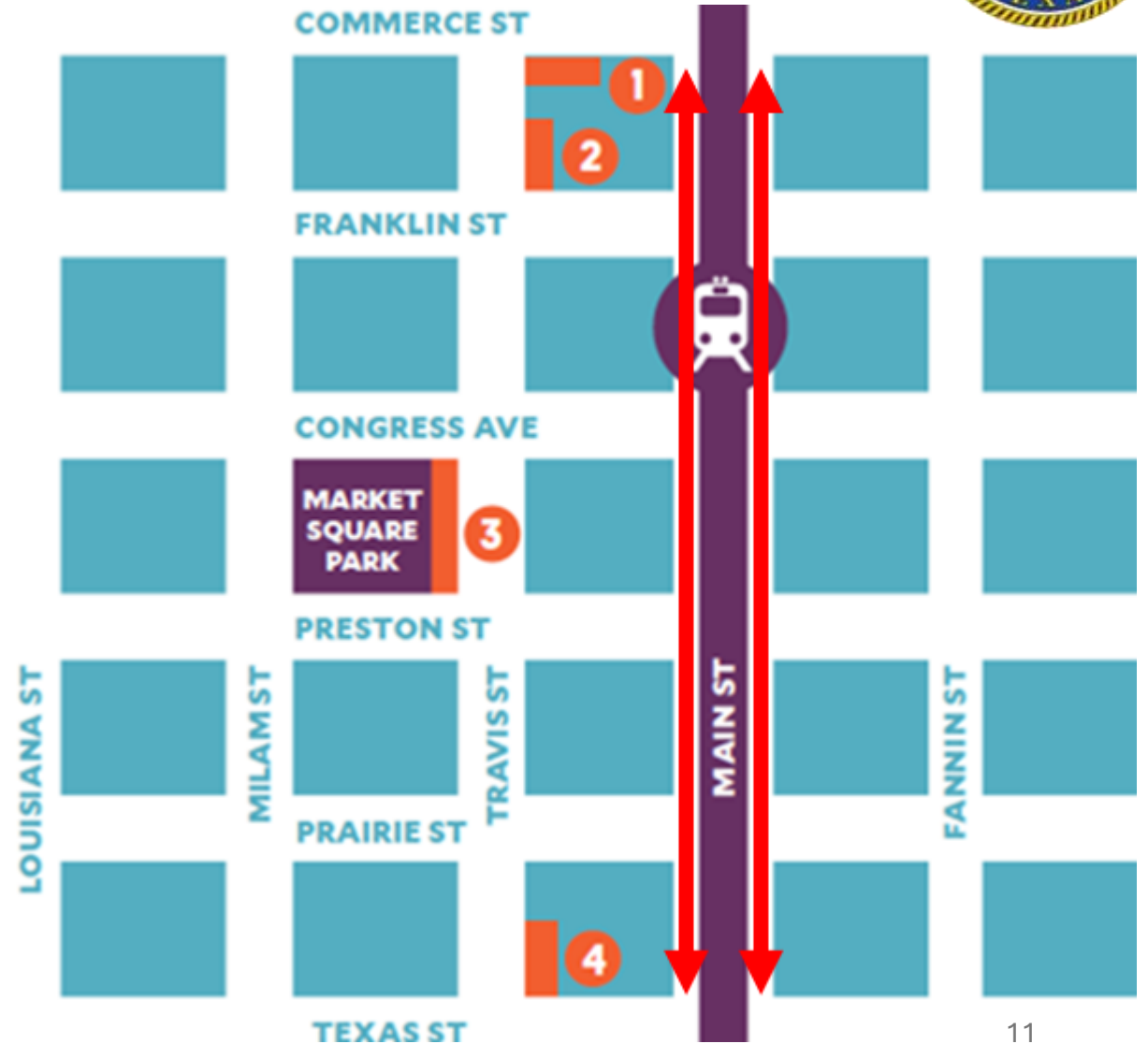


Coordinating with Rideshare companies to geofence restaurants, bars, and clubs.



Rideshare Zones

- 900 Commerce
- 100 Travis
- 300 Travis
- 500 Travis





Public Outreach for Curbside Changes

- **Mobile Payment Program**

- Vendors to conduct outreach
- Street teams
- Decals and signs
- Website

- **Smart Loading Zone**

- Visiting adjacent businesses
- Reaching out to Commercial Loading Zone permittees
- Website

- **Rideshare Zones**

- Visiting adjacent business
- Working with rideshare companies
- Website

Chapters 26 & 16 Updates



26-2. Definitions:

- Updated job titles

26-99. On-Street Car Share

- Program was eliminated in 2016

26.261 Booting

- Updated definition of delinquent vehicle to align with Texas State Code
- Updated damaged/stolen boot fee costs

26-291. Residential Permit Parking

- Updated language to reflect permitting technology
- Updated permit names
- Updated display of permits

Division 2. Washington Parking Benefit District

- Updates are in response to a CTR Audit
- Updated to clarify disposition of revenue
- Eliminated one-time hurdle for Washington PBD

Chapter 16 Adjudication of Parking Citations

- Added 'mailing' of citations to accommodate current practice

Questions?



Thank you!

