



Parking Management Strategies

Policy Program	Potential Effectiveness (percent reduction in demand)	Comments
Parking Pricing	HIGH: TYPICALLY 5–30% Depending on the amount of parking fee and the surrounding/controls on parking	Pricing is known as the most effective way to manage parking demand. There are a number of specific approaches to address different settings.
Unbundling and Cash-Out Options	MEDIUM: TYPICALLY 10–15% Depending on the price demand and convenience of parking in the area	This is really a variation of parking pricing and is quite effective. Can be used in both residential and work environments
Reduced Parking Requirements	MEDIUM: TYPICALLY 10–15% Depending on how close the requirements are to actual demand rates	Reduces the supply, which in turn may reduce demand, or reflect a lower demand, especially adjacent to transit or combined with shared parking or pricing
Transit/TOD Supportive Policies	MEDIUM: TYPICALLY 10–15%	Provides alternatives to SOVs. Effectiveness depends on parking pricing, transit system levels of service.
Urban Design Enhancements	MEDIUM: TYPICALLY 10–15%	Good urban design promotes compact development, walkability and strong transit integration.
Shared Parking	MEDIUM/HIGH: TYPICALLY 10–20% Depending on the mix of land uses and parking demand in relatively close proximity	Shared parking reductions can be readily calculated once the actual land use types are known
Car Sharing	LOW: TYPICALLY 3–5% Depending on auto-ownership levels, density and level of mixed use development in the area, and transit quality.	Car sharing supports lower household auto ownership rates, transit and other parking policies. It may indirectly contribute to higher reductions in demand.
Transit Passes and Incentives	MEDIUM/LOW: TYPICALLY 5–10% Depending on how close the requirements are to actual demand rates. Depends on transit access + relative convenience between transit and destinations + price/income levels	The cost-effectiveness of these measures appears to be very high for development immediately adjacent to transit stations/corridors.

Parking Requirements

Managing the amount of parking associated with new development is an effective way to allow increased density and to support transit. These policies focus on reducing or limiting the amount of parking that is required and encourage efficient use of the parking. Examples of this approach which are relevant to transit neighborhoods include:

- Ⓟ Reduced Parking Requirements
- Ⓟ TOD Friendly Parking Requirements
- Ⓟ Parking Maximums
- Ⓟ Shared Parking



Caption

Parking Pricing

Pricing has long been recognized as the most powerful parking management tool. Effective pricing policies can be used to discourage commuter parking in key locations and increase customer access to convenient short-term parking supplies. Revenues from parking can be used to fund transit supportive parking and transportation improvements. A broad range of pricing policies are available for application in transit neighborhoods:

- Ⓟ On-street Parking Pricing
- Ⓟ Variable Rate Parking Pricing
- Ⓟ Coordinated Off-street and On-street Pricing
- Ⓟ Unbundled Parking
- Ⓟ Parking Cash-Out



Caption



Caption



Transit/TOD Supportive Policies

These policies and programs are designed to support the use of transit and to create a walkable transit friendly environment, reducing or eliminating the need for a private automobile.

Relevant examples include:

- Ⓟ Transit Incentive Programs
- Ⓟ Carsharing
- Ⓟ Transit Friendly Parking Design
- Ⓟ Transit Overlay Zones
- Ⓟ Walkability and Wayfinding
- Ⓟ Transit Pass Subsidies
- Ⓟ Unbundled Parking
- Ⓟ Promoting Commute Options
- Ⓟ Bike Lanes
- Ⓟ Shared Parking
- Ⓟ Monitoring Vehicle Ownership Trends

Urban Design Enhancements

These strategies and design elements improve the pedestrian experience and promote walkability.

- Ⓟ Street Level Activation
- Ⓟ Clean and Safe Public Enhancements
- Ⓟ Parks above Below Grade Parking
- Ⓟ Public Art and Gathering Places
- Ⓟ Pedestrian Environment Enhancements
- Ⓟ Community Bike Share Programs



Community Bike Share Programs



Street Level Activation



Clean and Safe Public Enhancements



Parks Above Below Grade Parking



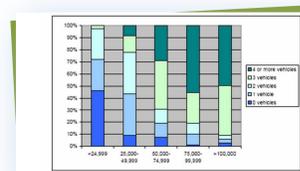
Public Art and Gathering Places



Pedestrian Environment Enhancements



Promoting Commute Options



Monitoring Vehicle Ownership Trends



Promoting Bike Lanes



Transit-Oriented Development (TOD)

PARKING STUDY

Car Sharing

Car sharing supports lower household auto ownership rates, transit and other parking policies. It may indirectly contribute to higher reductions in demand.

- Ⓟ Reduces need for parking
- Ⓟ Helps to relieve local traffic congestion
- Ⓟ Contribute towards your sustainability and environmental targets
- Ⓟ Reduces auto related expenses
- Ⓟ Supports parking maximums
- Ⓟ Supports unbundled parking

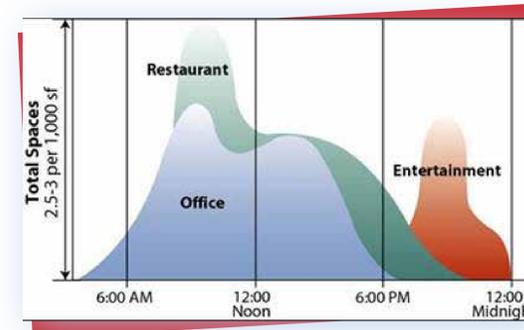


Car share

Shared Parking

Shared parking reductions can be readily calculated once the actual land use types are known

- Ⓟ Leverages off-setting peak parking accumulation patterns
- Ⓟ Takes advantage of multiple trips to a single destination
- Ⓟ Less space needed for parking
- Ⓟ More space dedicated to other uses
- Ⓟ Construction of fewer parking spaces.
- Ⓟ Decreasing paved surfaces



Caption



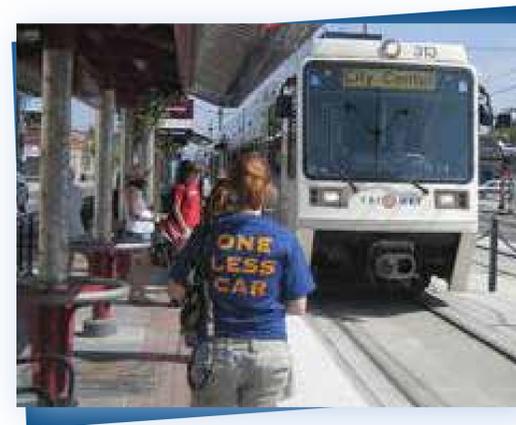
Parking Financing

There are many tools and methods used to finance the development of parking and parking related transportation improvements. These include:

- Ⓟ In-Lieu Fees
- Ⓟ Risk Fund
- Ⓟ Parking Occupancy Tax
- Ⓟ Parking Tax By Space
- Ⓟ Tax Exemptions and Variable Tax Rate
- Ⓟ Parking Districts
- Ⓟ Public-Private Partnership

Transit Passes and Incentives

- Ⓟ Promotion of Preferential Parking for Car and Van Pools
- Ⓟ Promotion of Car Sharing Programs
- Ⓟ Promotes Programs to Provide Flexible Parking Payment Options
- Ⓟ Supports Integration of Parking and Larger Mobility Management Strategies
- Ⓟ Helps Reduce Parking Demand
- Ⓟ Promotes Collaboration Between Parking and Transit Agencies



One Less Car



Parking Management Strategies

Effective management of the parking supply and pricing requires access to accurate data defining existing and historic parking characteristics. Research has also shown that consumers respond well to new parking technology which provides them with information about parking and make paying for parking more convenient. These strategies and programs make parking easier to use, improve operational efficiency and reduce the amount of required parking through improved management.

The types of strategies include:

- Ⓟ Parking Payment Technology
- Ⓟ Parking Database
- Ⓟ Real-time Parking Information
- Ⓟ Mobile Parking Apps
- Ⓟ Advanced Parking Count Systems
- Ⓟ Solar Powered Parking Pay Stations
- Ⓟ Customer Friendly Paid Parking
- Ⓟ Electric Vehicle charging stations
- Ⓟ Parking Districts
- Ⓟ Residential Parking Permit Programs
- Ⓟ Parking Availability Info and Wayfinding



Mobile Parking Apps



Advanced Parking Count Systems



Solar Powered Parking Pay Stations



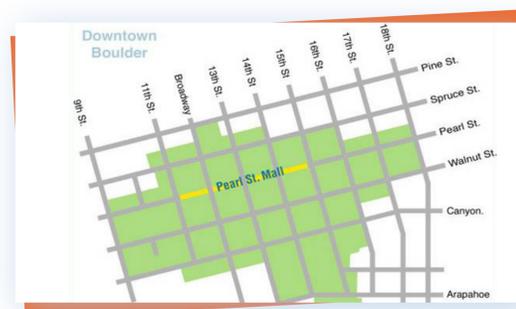
Electric Vehicle Charging Stations



Customer Friendly Paid Parking



Parking Availability Info and Wayfinding



Parking Districts



Residential Parking Permit Programs