Parking Wastes Money

Thank you, Don Shoup!
Cost of owning a car (per year):

<table>
<thead>
<tr>
<th>Funds staying in the local economy</th>
<th>Funds leaving the local economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>License, taxes, repair, tires, registration, maintenance</td>
<td>Gas, insurance, purchase price over time, finance charges</td>
</tr>
<tr>
<td>$1,390</td>
<td>$7,095</td>
</tr>
</tbody>
</table>

If a city could reduce car ownership by 15,000 cars:

Money that could stay in the local economy: $127,275,000,000
Parking Worsens Housing Affordability

- Each residential parking space:
  - Price of unit increases 15-30%
  - Number of units that can be built on typical parcel decreases 15-25%
- Fannie Mae: Getting rid of a car = extra $100,000 in mortgage
- At >300 sq ft, parking space consumes more space than an efficiency apartment

Each parking space increases average rents by about $225 a month.
Parking has Equity Implications

American Residents without Household Access to Automobile

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>White</th>
<th>Black</th>
<th>Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Americans</td>
<td>7.8%</td>
<td>4.6%</td>
<td>19.0%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Poor (below Fed poverty line)</td>
<td>20.4%</td>
<td>12.1%</td>
<td>33.4%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Near Poor (100%-200% of poverty line)</td>
<td>12.4%</td>
<td>9.0%</td>
<td>21.4%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Non Poor</td>
<td>4.0%</td>
<td>2.7%</td>
<td>9.9%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

Source: US Census data adapted from “Socioeconomic Differences in Household Automobile Ownership Rates: Implications for Evacuation Policy,” by Alan Berube, Elizabeth Deakin, and Steven Raphael.
Parking Produces Traffic Congestion

- Poorly managed parking results in motorists circling for a parking space, from 8 to 74% of traffic in many downtowns.
- Eliminating just 10% of vehicles from any congested location makes traffic free flowing.
- Why provide more parking than you have traffic capacity to access that parking?

Parking confers status

RESERVED FOR SUPER STAR OF THE MONTH
Parking confers status
Parking is an Extension of our Territory

I SAID NO PARKING!

...FOR NON-RESIDENTS
Parking breeds resentment and entitlement

REALLY?! (2 parking spaces) Here, don’t breed!

Dumbasses like you need not reproduced

OH, one more thing, park here over 12 hours, will call DPT↓
(you don’t even live on this block)

Source: Bernalwood
Parking will Drive you Crazy
So what do we do?

16 Key Steps for Smarter Parking
1. Residential Permits

- May be necessary to address fear of spillover
- Deed restrict new buildings from participating.
- Switch to market pricing when permit becomes a “hunting license.”

Source: theexpiredmeter.com
2. Smart Meters

- Meters must:
  - Accept all common forms of payment
  - Call you up to ask if you want more time
  - Provide data on usage
  - Allow easy adjustment

- Put your customers first.
3. Smart Technology
4. Right Price

Legend:
- **Free** every evening and all day Saturday and Sunday (See signs at these facilities for details)
- First 1.5 hours Free or First 4 hours Free with a validation from Century Theatres (See signs at these facilities for details)
- **25¢** per hour, Monday - Friday, 10am to 6pm (FREE after 6:00pm and all day Saturday and Sunday)
- **25¢** per hour, Monday - Saturday, 10am to 6pm (FREE after 6:00pm and all day Sunday)
- **50¢** per hour, Monday - Saturday, 10am to 6pm (FREE after 6:00pm and all day Sunday)

(All rates and hours subject to change)

Updated on 6/19/23
Hours of Operation

Sunday - Thursday
11 AM to 8 PM

Friday - Saturday
11 AM to 12 midnight

Except Holidays
6. Invest Revenue

A NEW
OLD PASADENA
COMING SOON

STREET AND ALLEY WAY IMPROVEMENTS:
LIGHTING
REPAVING
TRASH RECEPTACLES
SIGNS AND BENCHES
DIRECTORY MAPS
TREES AND CRATES
NEWSPRACKS
MAINTENANCE
SAFETY
YOUR METER MONEY IS
MAKING A DIFFERENCE
THE OLD PASADENA RENAISSANCE CONTINUES

CITY OF PASADENA

YOUR METER MONEY WILL
MAKE THE DIFFERENCE IN
OLD PASADENA
SIGNAGE   LIGHTING
BENCHES   PAVING
The City of Pasadena
7. Flex your Parking
8. Eliminate Minimum Parking Requirements?

- Most cities levy minimum parking requirements
- Key aim: avoid spillover
- Usually based on standards in neighboring cities, or derived from ITE Parking Generation
ITE Rates

- Based on locations with no transit accessibility, no adjacent land uses
- $R^2$ of 0.038 means that variation in floor area explains only 3.8 percent of variation in peak parking demand.
- Parking generation rate is reported as precisely 9.95 spaces per 1,000 square feet, not 10 but 9.95.
Tailor Parking Requirements?

- Parking demand varies with geographic factors:
  - Density
  - Transit Access
  - Income
  - Household size
- Cities can tailor parking requirements to meet demand, based on these factors
- Does not seek to constrain demand
9. Replace Minimums with Maximums

These cities have abolished minimum parking requirements, citywide or in districts:

- Coral Gables, FL
- Eugene, OR
- Fort Myers, FL
- Fort Pierce, FL
- Los Angeles, CA
- Milwaukee, WI
- Olympia, WA
- Portland, OR
- San Francisco, CA
- Stuart, FL
- Seattle, WA
- Spokane, WA
- United Kingdom
  (illegal in entire nation)
10. Design Well

- Design parking garages to look like buildings, with active ground floor uses.
- Encourage below grade.
- Require at- and above-grade parking to be wrapped in landscape or active uses.
11. Be Careful with Driveways
12. Unbundle

- Separate the price of parking from the price of rental and multifamily housing.
- Separate parking from commercial space leases – and require parking cash-out
13. Encourage Tandem/Stack/Valet
14. Share
15. Get Smart about Residential Permits
Hoboken’s Corner Car and “Surrender your Permit” Programs

- Problem:
  - 9,000 on-street parking spaces
  - 17,536 Residential Parking Permits
A shared car within 3 minutes of 90% of residents
Surrender your Permit

- 2 year Corner Car membership and $100 credit
- 6 month bus pass
- Rental car discounts
- >$500 in total benefits
Results

- 100 residents surrendered their permits
- Each shared vehicle reduces demand for 17.6 on-street spaces
- Each shared vehicle prevents future demand for 20 on-street spaces

Thanks: Ian Sacs, Transportation and Parking Director!
16. Park Once
Mixed Use, Park Once District

Results:

- <1/2 the parking
- <1/2 the land area
- 1/4 the arterial trips
- 1/6th the arterial turning movements
- <1/4 the vehicle miles traveled
SFpark: Pulling it all Together

Thanks to Jay Primus, SFpark manager, SFMTA
Coin and card meters
Pricing at parking meters and lots

- Demand responsive to find lowest possible prices
- Gradual and periodic changes: $0.25 up or down every 4-6 weeks
- Time of day pricing (vary by block + weekday/end)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price Per Hour</th>
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<tbody>
<tr>
<td>9AM – 12AM</td>
<td>$2.50</td>
</tr>
<tr>
<td>12AM – 3PM</td>
<td>$3.50</td>
</tr>
<tr>
<td>3PM – 6PM</td>
<td>$2.00</td>
</tr>
</tbody>
</table>
Pricing – 1st rate adjustment (July/August)
Pricing – 2nd rate adjustment (October)
Enforcement
Enforcement

Current Revenues vs. Expected Revenues:

- **Meters**: Larger portion in both categories.
- **Tickets**: Smaller portion in both categories.
As a federally funded demonstration, SFpark publicly shares extensive information about the project. This information may be of interest to customers, the press, academics and city administrators considering how to manage parking.

Maps
Featured Resources
- SFpark Summer Sensor Installation Map
- SFpark Meter Rate Adjustment Overview Maps July 2011
- SFpark Parking Census Summary

Images
Featured Resources
- SFpark iPhone App Screenshots
- Photos of SFpark Single-Space Coin and Card Meters
- New Coin and Card Multi-Space Meter

Thanks to Jay Primus, SFpark manager, SFMTA
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