Parking is Destiny: A Smart Parking Primer

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Regional Parking Strategies: Outline

1. Why is parking so important?
2. Flaws of existing parking policies
3. Local parking reforms
Parking Wastes Money
If you require more than 3 spaces per 1,000 sq ft, you’re requiring more parking than land use.
Parking Worsens Housing Affordability

- For each parking space required in a residential unit:
  - Price of unit increases 15-30%
  - Number of units that can be built on typical parcel decreases 15-25%

- Working families spend more on transportation than housing in auto-oriented suburbs.

- No accommodation for car-free households: Getting rid of a car = extra $100,000 in mortgage

- At >300 sq ft, each parking space consumes more space than an efficiency apartment

Parking Produces Traffic Congestion

- Every parking space is a magnet for cars. Why provide more parking than you have traffic capacity to access that parking?
- 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.

Parking Reform Makes Money while Reducing CO2

- New parking at rail stations: Cost $2,200-$4,700 per ton of CO2 removed
- TOD without replacement parking: Earns $590 - $1,140 per ton CO2
- Market priced curb parking: Earns $2,100 per ton CO2 removed

Conventional Development
Mixed Use, Park Once District

Results:
- <½ the parking
- <½ the land area
- ¼ the arterial trips
- 1/6th the arterial turning movements
- <¼ the vehicle miles traveled
Parking Demand: The Vicious Cycle

- High Parking Requirements
- Parking Supply Exceeds Demand
- No Market Prices for Parking
- Parking Costs Lumped into Housing Costs
- More Vehicle Ownership and Use
- Perception that Generous Parking is Required
- Low Density, Auto-Oriented Urban Form
- Traffic Congestion, Air Quality, Energy Consumption, Social Justice Consequences
- Lower Development Capacity
- Lower Land Value
- Automobile Oriented Development Design

Source: Prof. Richard Willson, Cal Poly Pomona
General Parking Management Goals

1. Involve the business community – Retailers need to be involved in order to reach consensus

2. Put customers first – Business owners and employees must give up premier parking spaces to customers and park in less attractive lots and structures

3. Focus on parking availability, not supply – don’t build your way out of the situation, provide options to driving. Often much cheaper than building new parking.

Claremont Village, CA puts customers first: employees park on the periphery
4. Establish a market for parking – Businesses, residents and visitors can choose where to park and how much (or how little) to pay

5. Create a Park Once environment – Parking must be managed as a public entity, just like streets and sewers

6. Pay attention to your city’s own strengths

7. Invest in all transportation modes

8. Choose your city’s future deliberately!

Claremont’s parking district uses common signage to direct shoppers
Parking Recommendations

- Implement Residential Permits as necessary to eliminate fear of spillover.
- Replace meters with pay-and-display stations in order to improve customer acceptance
  - Credit/debit cards
  - Bills
  - Pay-by-cellphone
Parking Recommendations

- Grant staff authority to adjust parking prices to ensure 15% availability in all lots, garages and block faces.
- Eliminate time limits – use price to ensure employees park at edge of downtown.
- Extend meter hours when demand exceeds 85% on evenings, Sundays.
- Use discount monthly permits to fill otherwise vacant spaces, but phase out as short-term demand increases.
Parking Recommendations

- User-friendly signage explaining meter operation, rates, and hours/days of operation
- Extensive community outreach & education prior to launch
- “Mobility Ambassadors” assisting with meters during the first few weeks/months of implementation & during peak visitor demand periods
- One-month grace period after installation of meters (issue an informational notice instead of citation)
- Create a mechanism for soliciting ongoing input from businesses, visitors, and other key stakeholders and for resolving customer service issues and stakeholder concerns
- Create a “Parking Website”
Information technology

- Sensors
- Web-based
- Handheld
- Street-level
- Open XML feed
For More Information

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