



Parking Management

Influencing Alternative Transportation

Erika Dybala

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Transportation Demand Management

- TDM (also called Mobility Management) is a general term for strategies that result in more efficient use of transportation resources.

Parking Management

1. Parking Cash Out
2. Preferential Parking
3. Discounted employee transit pass
4. Parking Pricing
5. Free parking for alternative mode users
6. Remote Parking with Shuttle

Parking Cash Out

Commuters are given a choice between a cash allowance and a free parking spot.

Examples:

- Cash-out programs at eight workplaces in California reduced SOV trips by 17%
- CH2M Hill implemented a cash-out program in Bellevue, Washington. Employees were offered the choice between free parking or \$40 a month if they used alternative modes. SOV trips were reduced from 89% to 54%
- CenterPoint Energy in Houston reduced parking demand by one-third by offering a cash out strategy.



Preferential Parking

- Reserved and/or discounted parking for carpools and vanpools.

Examples:

- King County/Seattle, Washington encourages preferential parking for employers and provides discounted parking permits for special areas around the city.
- The Seattle Department of Transportation has an online map of carpool parking locations



Preferential Parking

Reserved and/or discounted parking for alternative fuel vehicles.

Examples:

- Salt Lake City, New Haven, Fresno and Albuquerque offer free metered parking for residents with fuel efficient vehicles. In Utah, about 3,500 vehicles will qualify for the free meter program.



Transit Pass In Lieu of Parking

Employers offer discounted or free transit passes to employees.

Examples:

- 6,000 employers in New York City and 700 in San Francisco buy transit passes for their employees



TDM In Lieu of Parking

Boulder Transit Village

No TDM

- 100,000 SF commercial development
- 320 parking spaces (3.2/1,000 SF)
- \$6.4 million to construct (\$20,000/space)
- Monthly costs \$42,000 (20 years at 5%)

With TDM

- 150 parking spaces (1.5/1,000 SF)
- \$3 million to construct
- Monthly cost \$19,000
- \$8,350 monthly cost for TDM services and incentives

Net monthly savings ~ \$14,650

Parking Pricing

Charging and/or increasing the cost of parking to shift demand for limited spaces.

- employers can share the cost of parking with employees
- municipalities can impose a tax on parking
- property managers can unbundle parking from lease agreements

Free Parking Days

Free parking (2-4 days a month) to allow for occasional parking needs of users of alternative modes of transportation.

Examples:

- Caltech's rideshare programs provides carpoolers with discount parking based on number of people in the vehicle, preferential parking spaces and three free parking days per month for carpoolers that need to drive in alone on occasion.

Remote Parking with Shuttle

Remote parking allows for shared parking and overflow parking for special events.

Examples:

- Chattanooga, Tennessee runs a free electric shuttle to downtown from two parking garages at its edge.
- Many hospitals, universities and airports have shuttles to remote parking lots.



Considerations

- Assess demand (usage)
- Conduct a site assessment
 - See where first arrivals park
- Check for spill over potential
- Determine market value for parking
- Recognize perception of parking as a right
- Offer choices!



Thank You!

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