



Regional Parking Strategies for Focused Growth and Climate Protection

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Regional Parking Strategies: Outline

1. Why is parking so important?
2. Flaws of existing parking policies
3. Local parking reforms
4. Can regional action help?
5. Potential regional parking approaches
6. Benefits of a regional framework
7. Brainstorming the regional strategies



Why is parking so important?

Free/Subsidized parking...

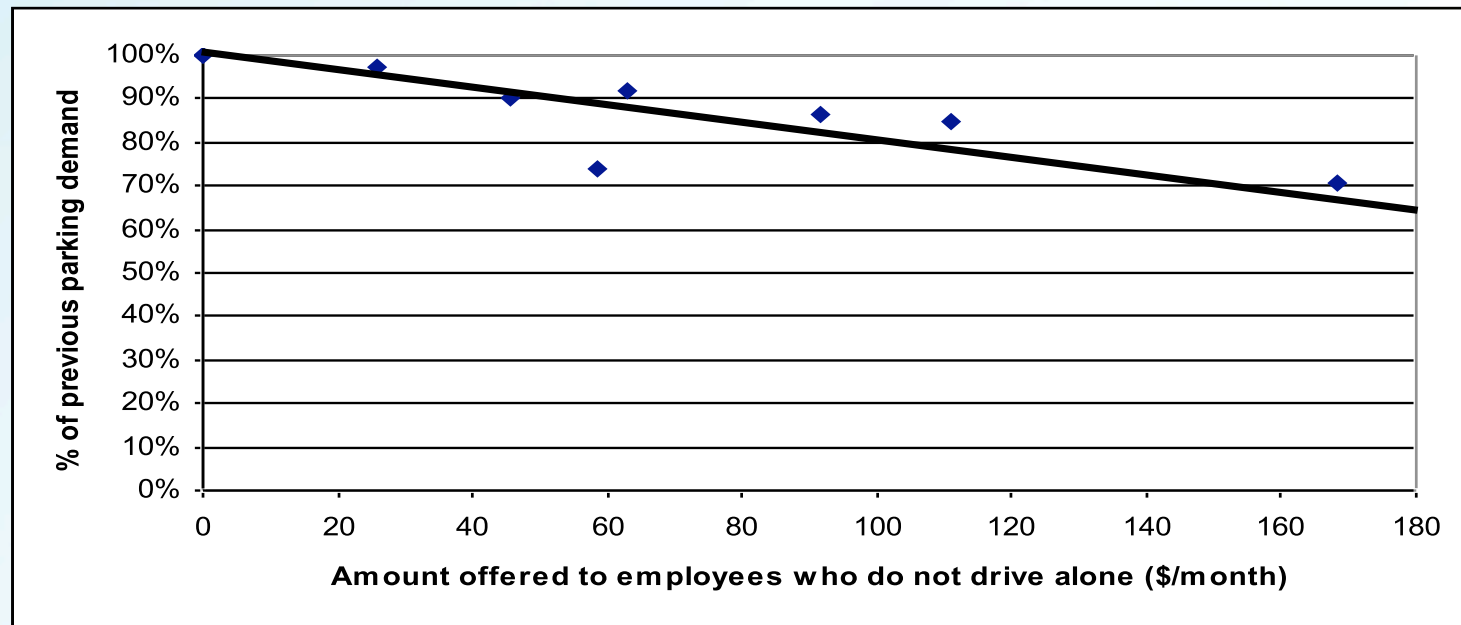
- generates traffic, increasing VMT and emissions
- is the difference between Smart Growth and sprawl
- is expensive (economically inefficient)



Flaws of most existing local parking policies

1. Employer provided free parking subsidizes driving
2. Developers are often required by cities to provide excess parking
3. High parking req.s make it cheaper to build/locate in low-density areas

Contradicts economics, smart growth concepts, VMT/GHG goals



Effects of parking cash-out on parking demand. Source: Derived from Donald Shoup, "Evaluating the Effects of Parking Cash-Out: Eight Case Studies," 1997. Based on the cost in 2005 dollars.

Local Parking Reforms

1. Require developers unbundle leases
2. Require employers to offer cash-out / commuter ordinances for transit (SF, Berkeley, Richmond)
3. Remove minimum/set maximum parking req.s, allow sharing of parking to satisfy req.s
4. Charge market rates to maintain 85% occupancy, manage on & off street rates
5. Increase allowable Floor Area Ratios to permit development on surface parking lots
6. Create parking districts - fund local streetscape improvements

REFORMING PARKING POLICIES
TO SUPPORT SMART GROWTH

Toolbox/Handbook:
Parking Best Practices & Strategies For
Supporting Transit Oriented Development
in the San Francisco Bay Area



Pasadena, CA

Can regional action help?

- **Barriers to widespread local implementation:**
 - Lack of experience with alternative approaches
 - Lack of local coordination (public works vs. planning)
 - Perceived competition for retail customers
 - Neighborhood concerns about 'spillover' impacts
 - Absence of constituency for reform

- **The region can...**
 - Support and incentivize local reforms
 - Coordinate parking policies with other regional climate/ smart growth strategies. Parking policies, along with other TDM measures, will be promoted in the context of the SCS

Key Questions put to Joint Policy Committee

1. Should the Bay Area remove the subsidies for driving that are hidden in local parking policies/practices?
2. If so, what role should the regional agency members of the JPC play in this process?



Benefits of Regional Parking Framework

1. High impact: Reduce driving, VMT, and GHG
 - cut VMT by 50% in new developments; 20-30% in existing development
2. Quick-results and long-term impacts
3. Low cost and/or revenue generating (earns ~\$2,000 per ton of CO2 removed)
4. Pro-market and pro-Smart Growth
5. Applicable region-wide
6. Promotes social equity

Potential Regional Approaches

- Lead by example
- Condition discretionary funds on parking reform
- More regional and corridor workshops
- Technical assistance through TOD TAP
- Air District's Indirect Source Rule
- Regional green parking certification program
- Intergovernmental activities
- Fund “smart parking” projects

Potential Regional Parking Reform Strategies

- 1. Lead by example (JPC)**
 - Implement employer best-practices
- 2. Incorporate parking reform into grant programs**
 - Incorporate into TLC evaluation and require in station-area planning grants
 - Require transit extension stations incorporate “smart” parking policies (Res. 3434 TOD policy)

Potential Regional Parking Reform Strategies

3. Engage CMAs in parking reform

- Monitor, support, evaluate, report local parking reforms

4. Consider regulations on parking (BAAQMD, with support from MTC) as part of “indirect source” reg.s

5. Advocate state and federal legislative reforms

- Eliminate federal tax subsidy for employee parking
- Generates up to \$52 billion per year nationwide

Potential Regional Parking Reform Strategies

6. Fund reforms through climate initiative program

- \$36M in mostly capital funds for innovation
 - parking management
 - clean vehicles
 - TDM strategies
 - “Showcase projects”

Looking for:

- High impact projects
- Jurisdiction-wide, rather than discrete projects
- Innovative, yet demonstrated cost effectiveness
- Supports Priority Development Areas (PDAs)

Brainstorming use of funds to reform parking policies

Parking reform projects that are competitive:

- Funding for “smart” multi-space parking meters, monitoring equipment, display signs
- Issue - Many desired reforms (reduced parking requirements, unbundling, etc) are local policy actions, use of capital funds requires creativity
- Your Ideas?