

# SPUR

**Ideas + Action for a Better City**

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# **Value Driven:**

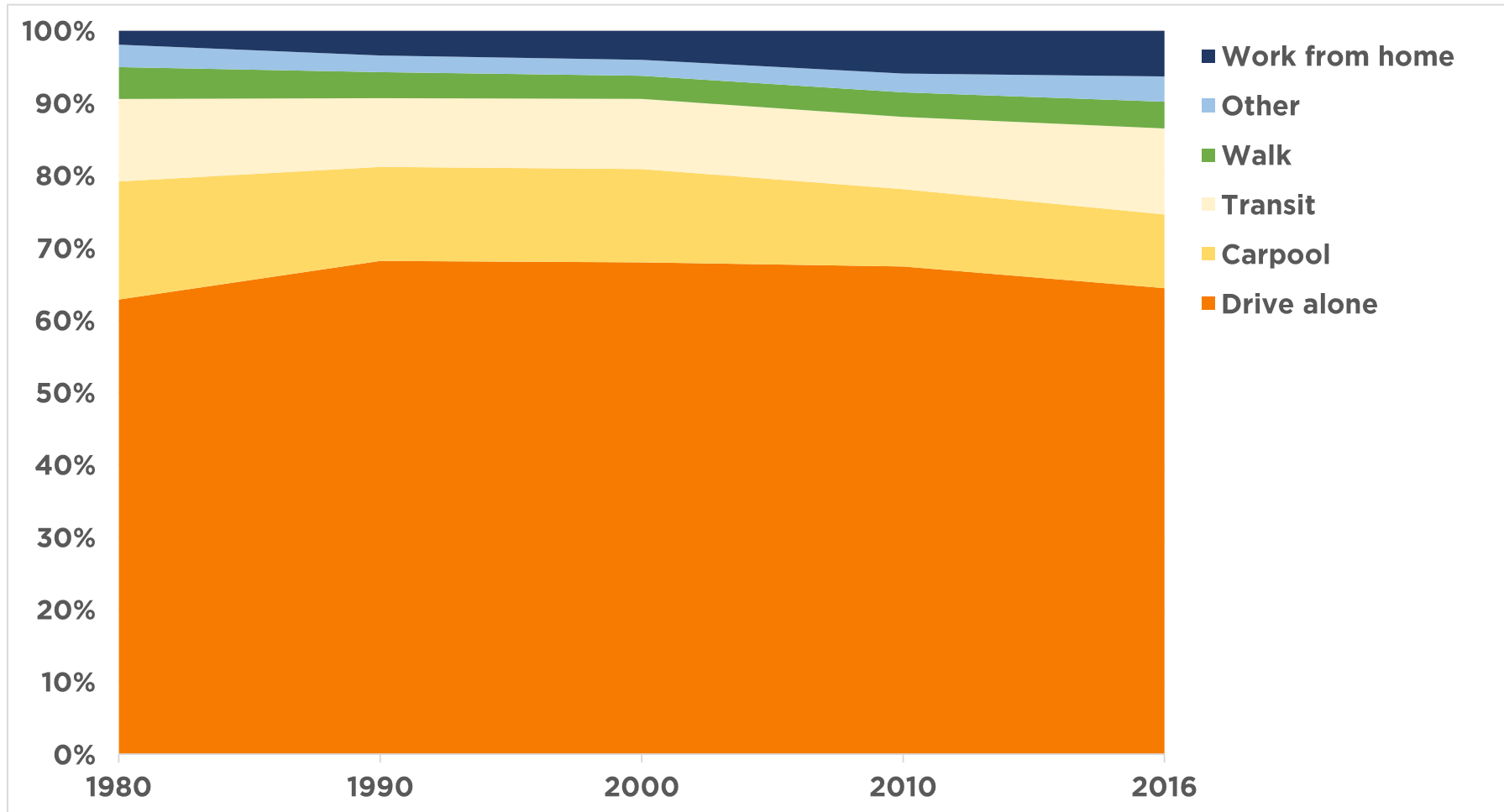
**Transportation pricing to limit driving and the costs driving imposes on others**



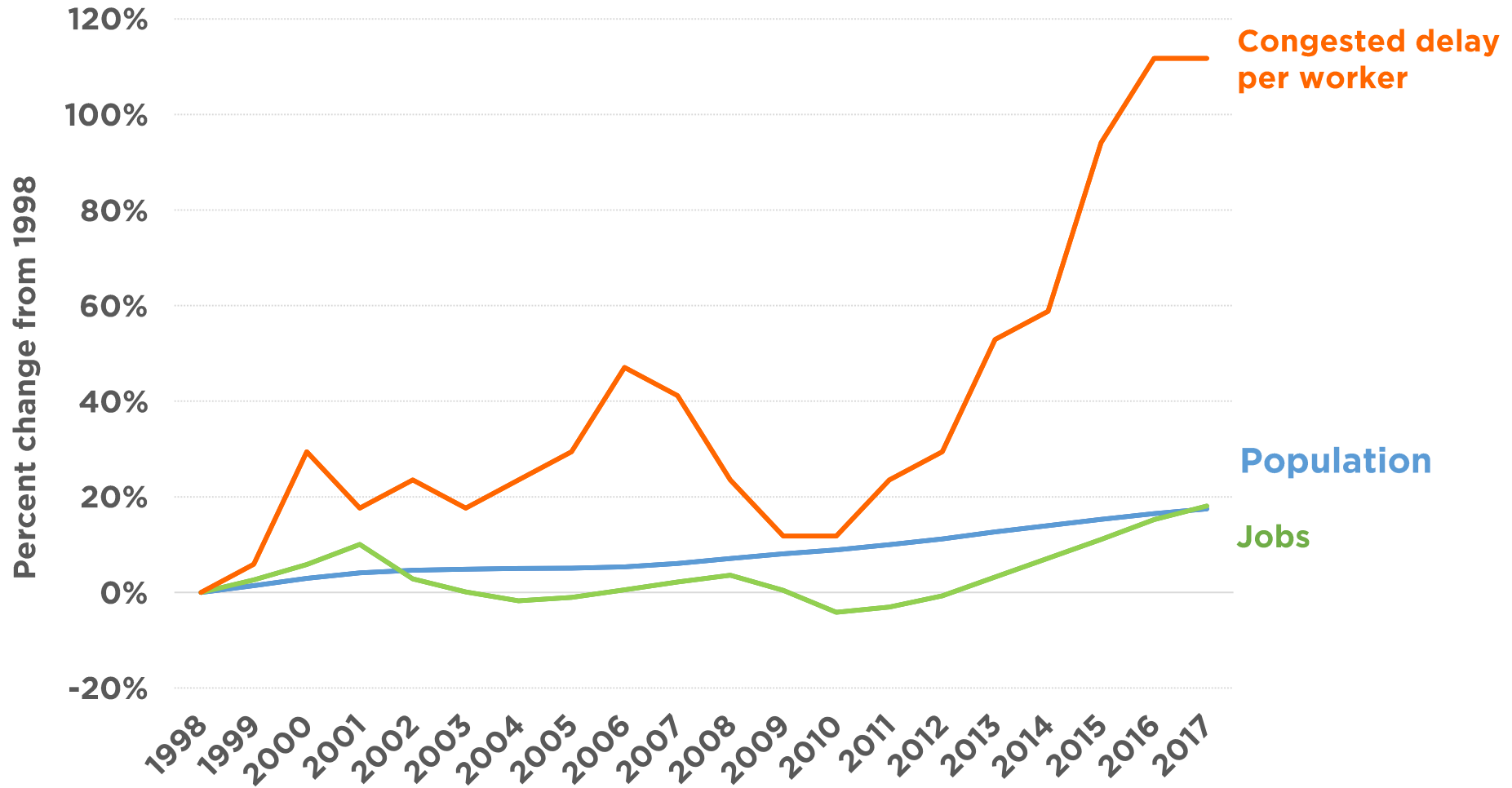
**SPUR**

Ideas + Action  
for a Better City

# For decades, two thirds of Bay Area commuters have driven alone to work

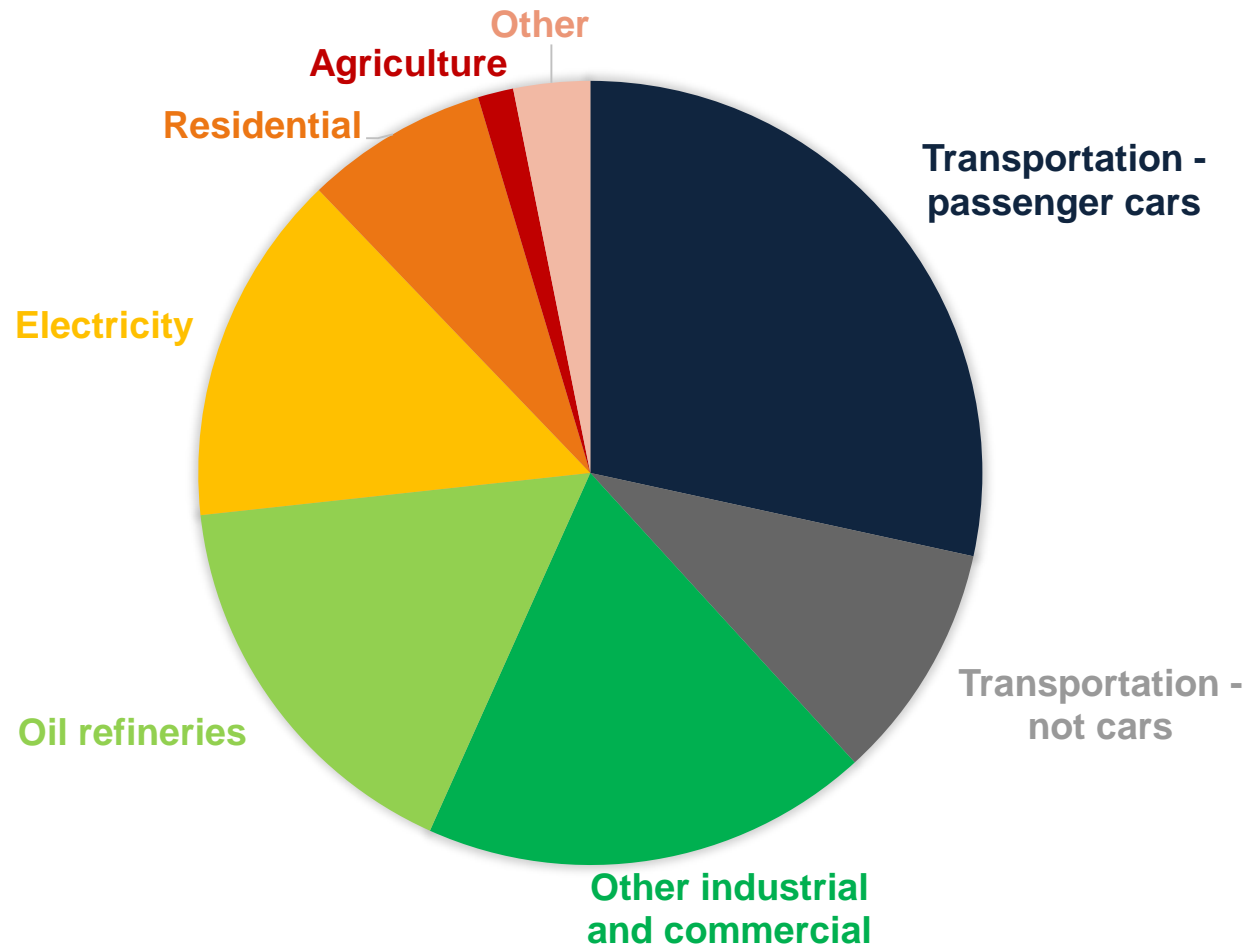


# All-time highs in congestion may spike higher with COVID-19



# Passenger cars are our single biggest source of climate pollution

Share of MMTCO<sub>2</sub>e for the Bay Area in 2014



# Today's over-reliance on driving imposes costs on everyone, even non-drivers

## Costs drivers pay

- Car Payment
- Registration fees
- Insurance
- Maintenance & repairs
- Fuel
- Gas tax
- Tolls
- Parking fees

## Costs everyone pays

- Injury & death
- Cardiovascular disease
- Noise
- Traffic & lost time
- Climate crisis
- Higher rents
- Sales tax
- Road repair

**“arguing that congestion pricing isn’t fair  
implicitly assumes that the status quo *is* fair”**

**~ *Michael Manville***



# Recommendations



# Strategy 1: Prioritize equity in policy design and policy outcomes

## 1. Dedicate staffing to ongoing equity processes

<i>Type of Equity:</i>	<i>Key Measures:</i>
<b>Process Equity</b>	Full Participation
<b>Outcome Equity</b>	Affordability
	Access to Opportunity
	Community Health

## 2. Establish means-based subsidies or discounts for new pricing policies

## **Strategy 2: Encourage alternatives to driving alone through pay-to-park charges, incentives and limiting the oversupply parking**

- 
- 1. Prohibit monthly parking passes**
  - 2. Establish a regional TDM program**
  - 3. Require employers to charge for the parking they provide**
  - 4. Limit parking supply through regulations and pricing**
  - 5. Price all public parking so there are always a minimum number of free spaces**

**Strategy 3: Save people time and improve safety and air quality through parking, tolls and area charges**

**Strategy 4: Establish Pay-As-You-Go Road User Charges**

**Strategy 5: Pioneer New Pricing Policies and an Interoperable Payment Platform**





# Parking, Pricing, Policy

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(3 ways to be unPopular)

Austin L Brown

Executive Director, UC Davis Policy Institute

October 19<sup>th</sup>, 2020

SPUR Digital Discourse



# Summary

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- Cities devote huge amounts of space and money to parking
- Free parking is a large subsidy to drivers
- Most cities don't know how much parking they have, of what type, and how it is used
- Parking requirements are arbitrary and problematic
- Pricing parking works (but is unpopular)

# So Much Parking

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By [Laura Bliss](#)

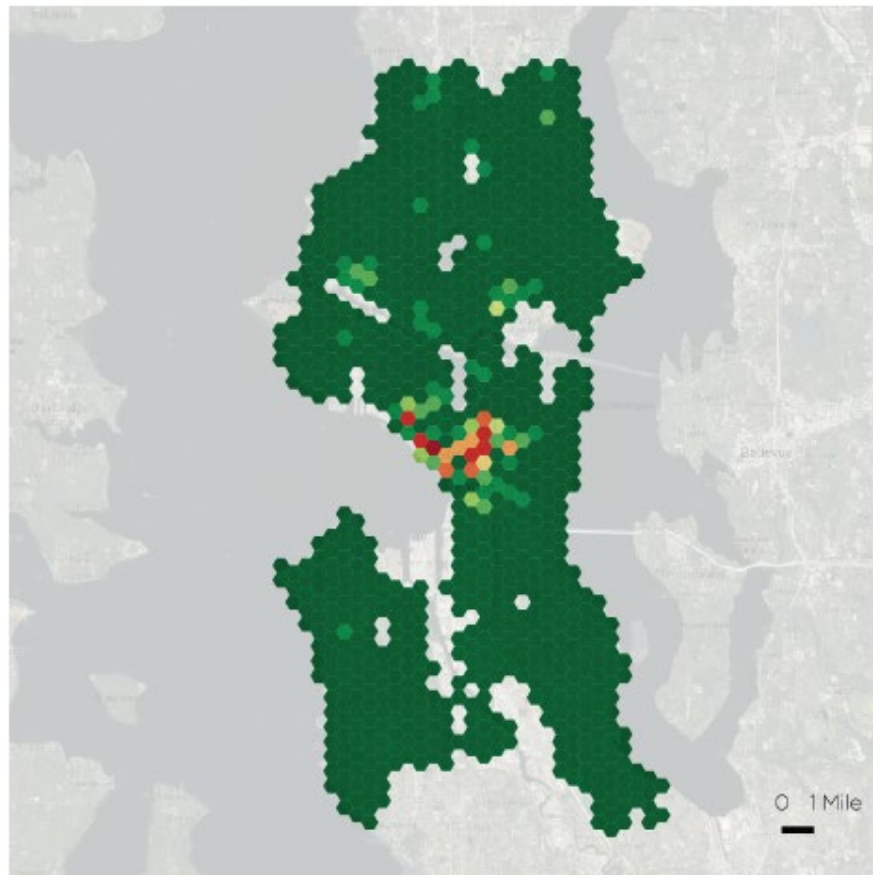
November 27, 2018, 5:42 AM PST



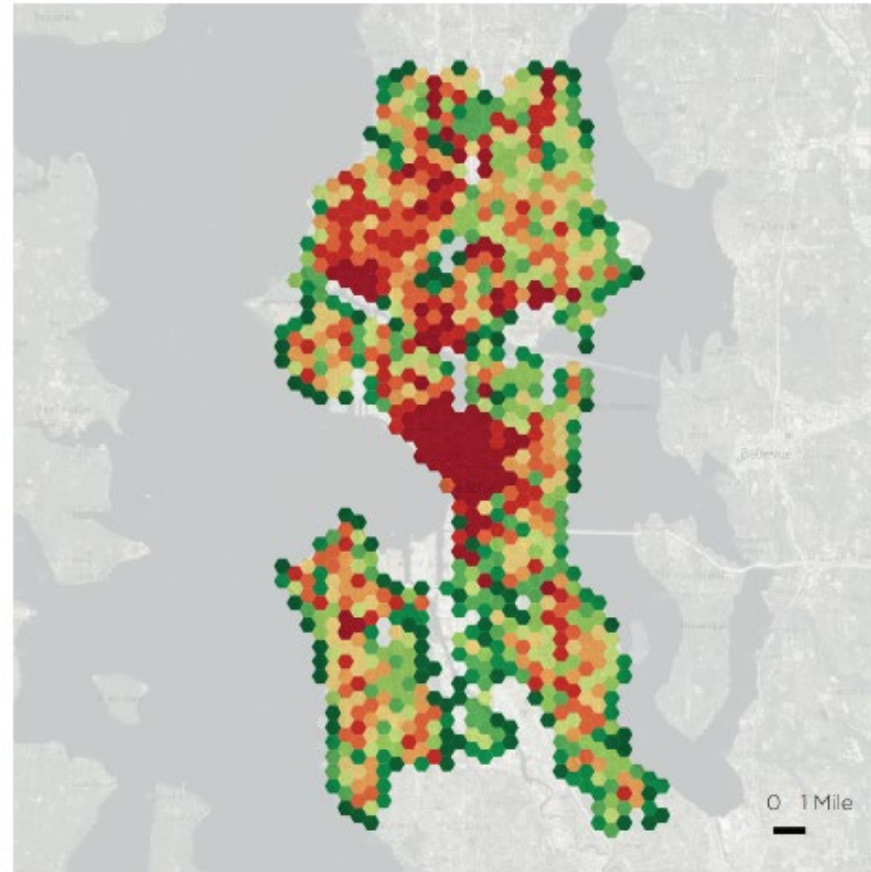
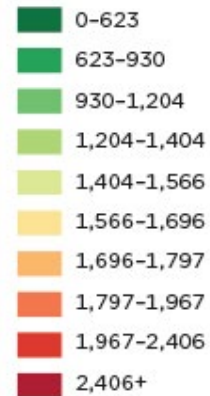
The United States has as many as two billion parking spots for about 250 million cars. *Matt York/AP*



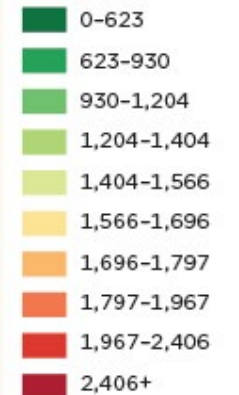
# Seattle: > 5 spots / household



Seattle  
Housing Unit Density

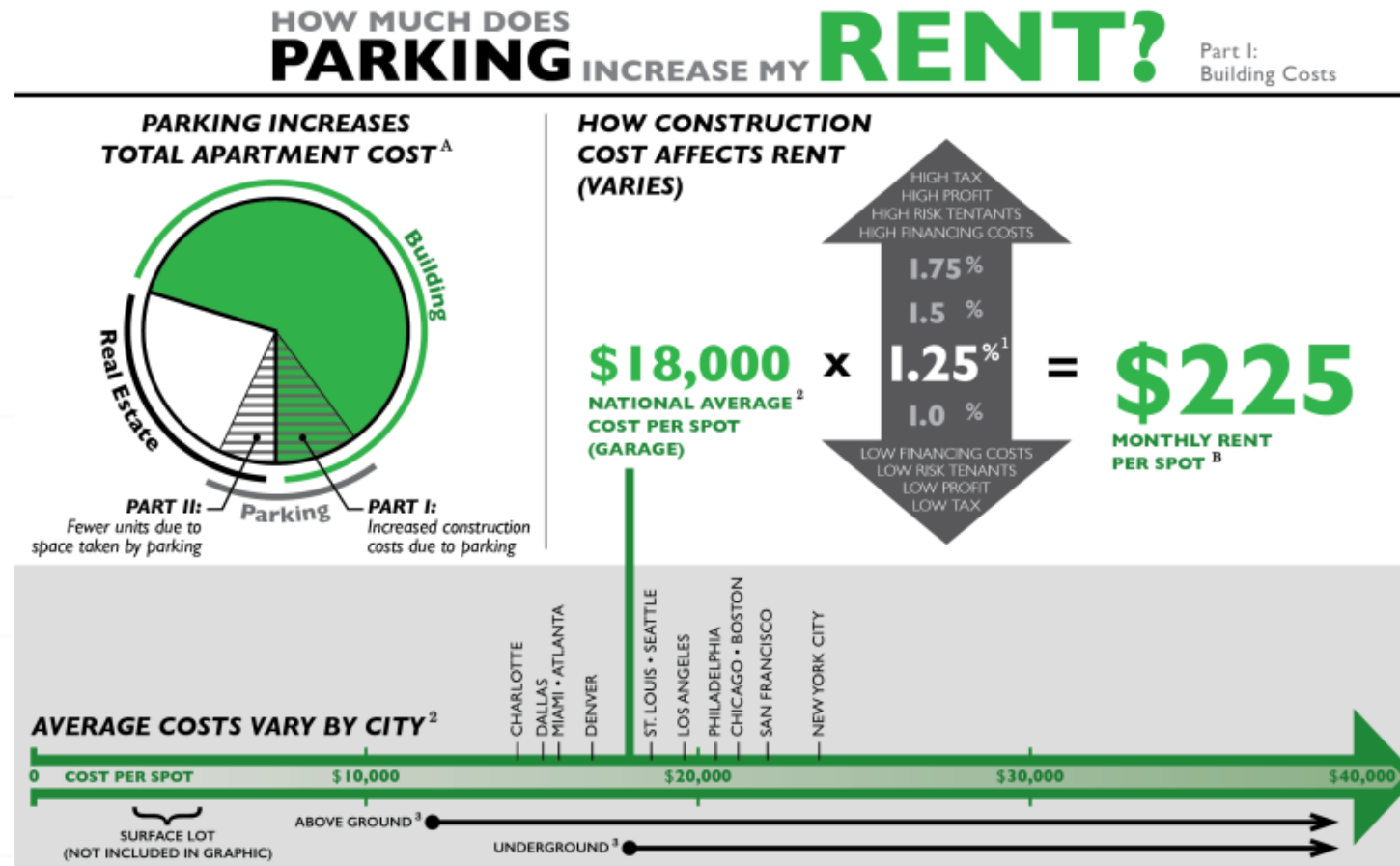


Seattle  
Parking Stall Density



<https://2zk8ci15bz0240i2m999gkf1-wpengine.netdna-ssl.com/wp-content/uploads/2018/07/parking-study.pdf>

# Parking is a Cross-Subsidy to Drivers



<https://www.reinventingparking.org/2015/06/how-much-does-one-parking-spot-add-to.html>



# Need: Better Parking Inventories



<https://sharedstreets.io/curbside-management/>

<https://www.coord.com/>

- Every city should collect and organize data on all city parking and make public parking data freely available
- Some organizations and companies are addressing this.

# Parking Minimums

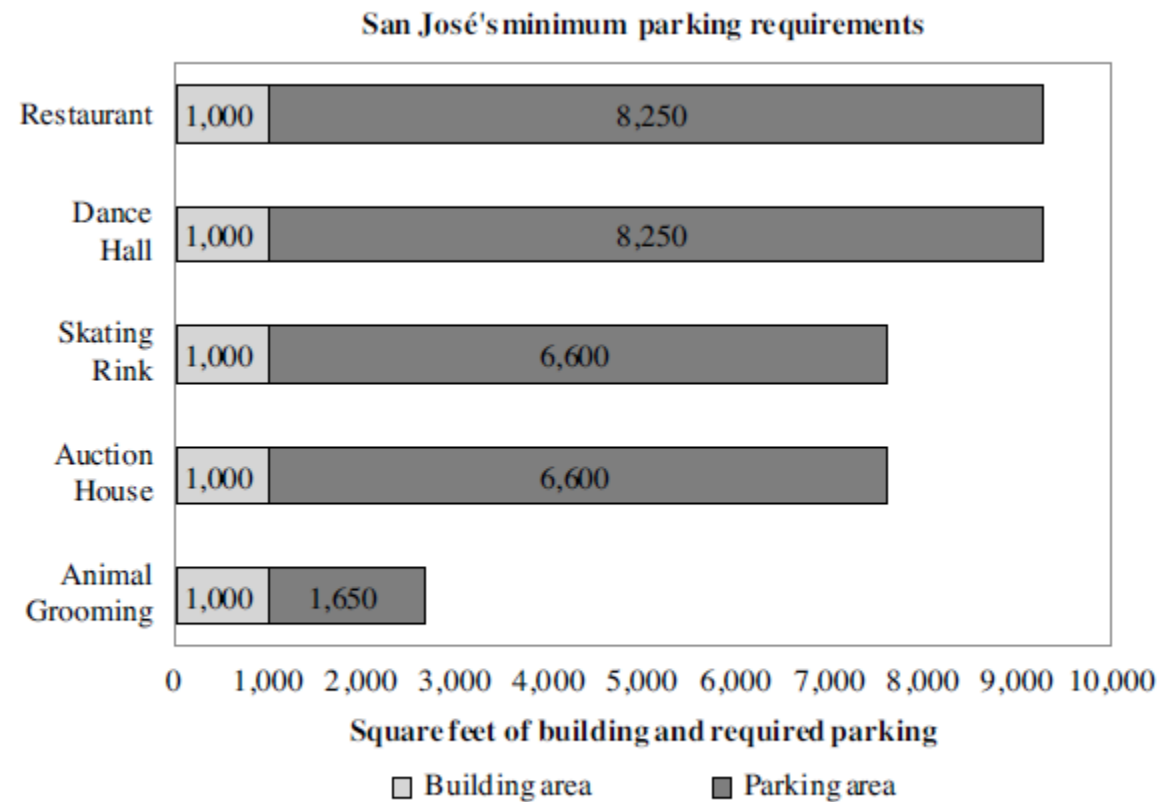
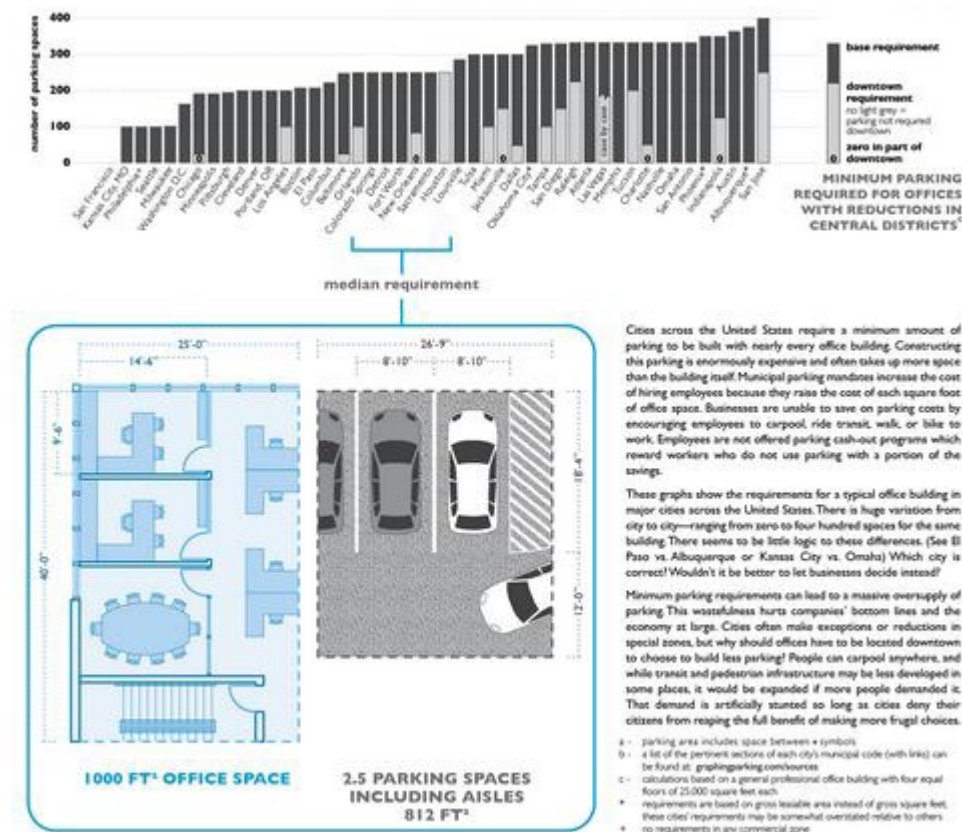


Figure I-3 Size of buildings and the required parking in San Jose, California

Parking and City, Shoup  
2018

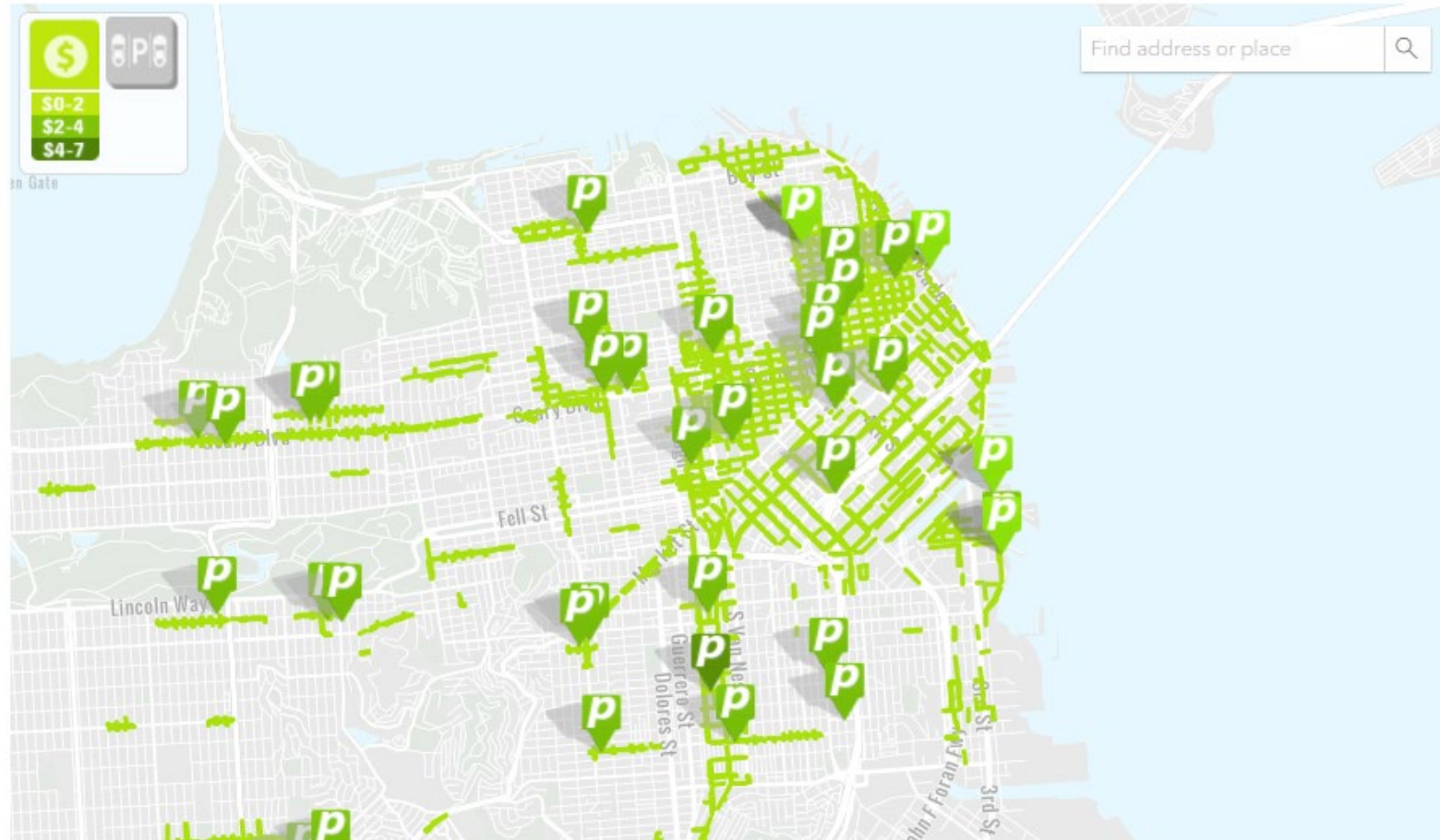
# Example: Office Parking Requirements



UPDATED 27 JUL 2013

<https://www.bloomberg.com/news/articles/2013-08-23/exposed-america-s-totally-inconsistent-minimum-parking-requirements>

# Example: San Francisco Demand-Responsive Pricing



<https://www.sfmta.com/demand-responsive-parking-pricing>



# Pricing Shifts Where and When People Park

## Before SFpark



Block A - Central Business District Location - 0 Open Spots



Block B - Nearby Location - 3 Open Spots

## After SFpark



Block A - Central Business District Location - 1 Open Spot

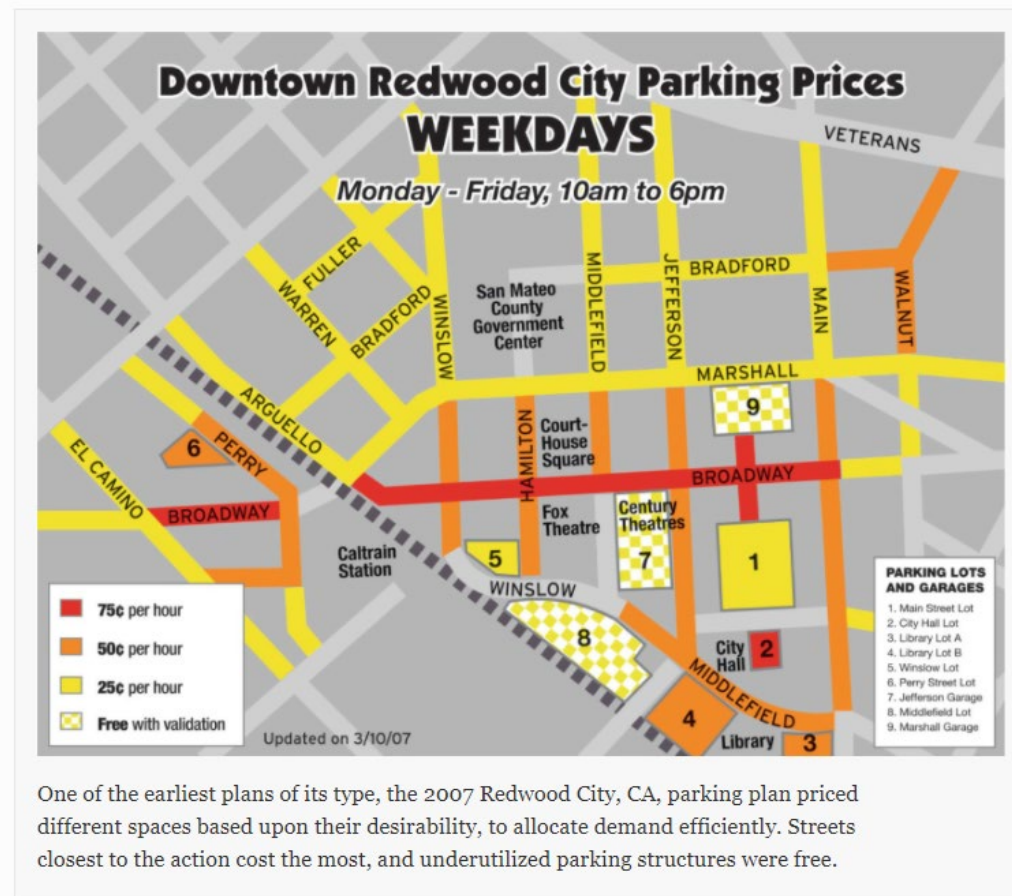


Block B - Nearby Location - 2 Open Spots



<https://escholarship.org/uc/item/4p60t8ck>

# Example: Redwood City



From Speck J. (2018) Price Parking Based on Its Value. In: Walkable City Rules. Island Press, Washington, DC. [https://doi.org/10.5822/978-1-61091-899-2\\_19](https://doi.org/10.5822/978-1-61091-899-2_19)

# Policy Recommendations

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- Build better inventories
  - With data on price, usage, charging availability, etc.
- Eliminate parking minimums, consider maximums
  - There are so many other things to do with public space
- For areas where parking is scarce, add dynamic pricing
  - Build in research and evaluation
- Consider starting with a limited time pilot
- **Use the revenue to provide viable alternatives to driving alone and to address equity issues**

# “People Should Pay for their Own Parking” – Donald Shoup, *Yes, Parking Reform Is Possible*



## Thank you

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October 19<sup>th</sup>, 2020



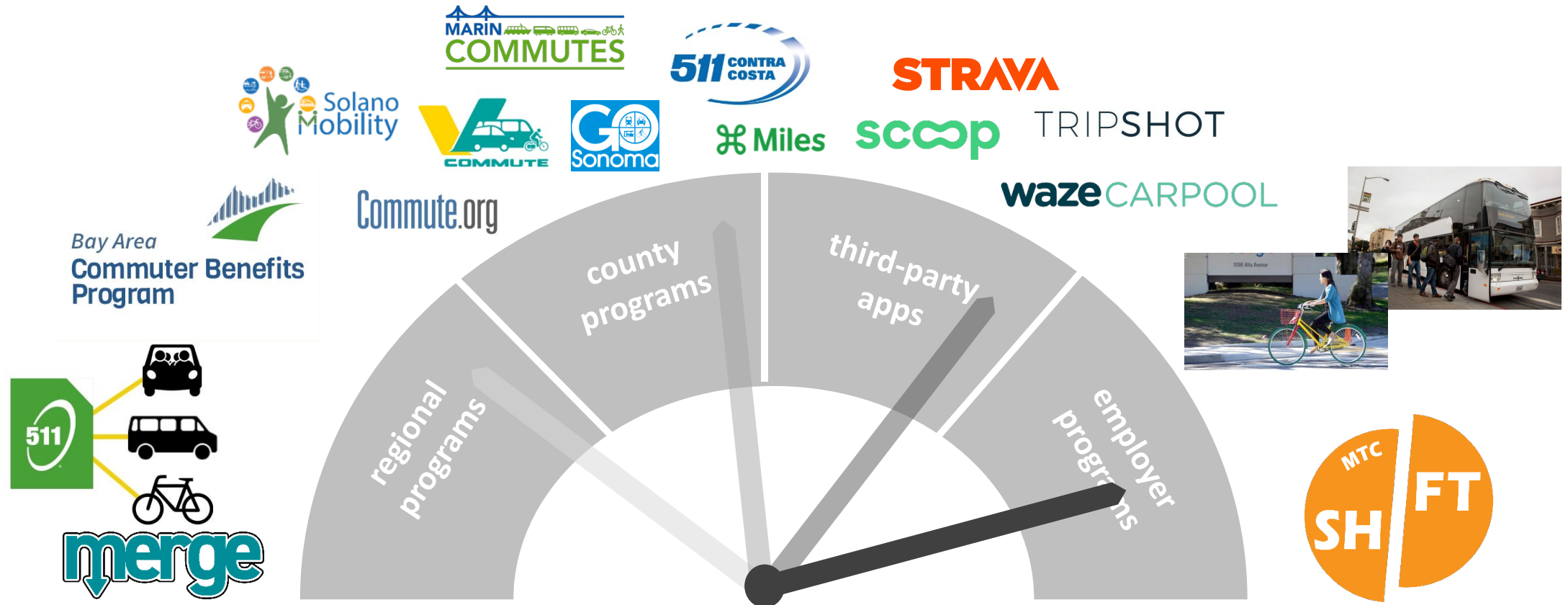


# MTC SHIFT

SPUR: Implementing Successful Value-Driven Transportation Pricing

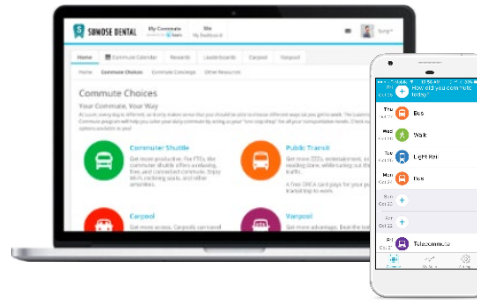
October 19, 2020

# Moving the Needle – Together





- Support HOV3+ Corridors
- Support Bay Area Commuter Benefits Program



### 3 TEST COMMUTE STRATEGIES AND INCENTIVES



mapmyfitness



# Commute Management Platforms

The three platforms offer the following capabilities:

- ✓ **integrates** with payroll platforms, parking systems, and third-party mobility providers
- ✓ **administers parking management strategies** – such as daily paid parking, variable rate parking, parking stall inventory management, or parking offers
- ✓ **provides performance data** – such as before and after changes in drive-alone rates



ride**amigos**

**RideShark**

# Employer Requirements



**Goals to reduce drive-alone travel to their workplace**



**Provide parking management and supportive strategies to encourage non-drive-alone travel**



**Designate Program Administrator**



**Request a proposal from each Approved Vendor**



**Strong preference for Large Employers**

Employers with **2,000+** employees are preferred, with substantial portion traveling:

- San Francisco-Oakland Bay Bridge
- San Mateo-Hayward Bridge
- Dumbarton Bridge
- Richmond-San Rafael Bridge
- Existing or planned express lanes on
  - I-880 in Alameda/Santa Clara counties
  - SR-237 in Santa Clara County
  - US-101 in San Mateo County
  - US-101 and I-280 in San Francisco County
  - I-80 in Alameda and Contra Costa counties

# Program Funding and Requirements

Funding Match for up to 3,000 users for 3 years

- 75% MTC
- 25% Employer
- Employer funds any costs for above 3,000 users

Employers provide anonymized commute data

- Drive alone rates by zip code
- Commute activity by mode by zip code

# Employer Partners



6 Employers



10 Locations



Over 40,000 employees

 KAISER PERMANENTE®



TESLA



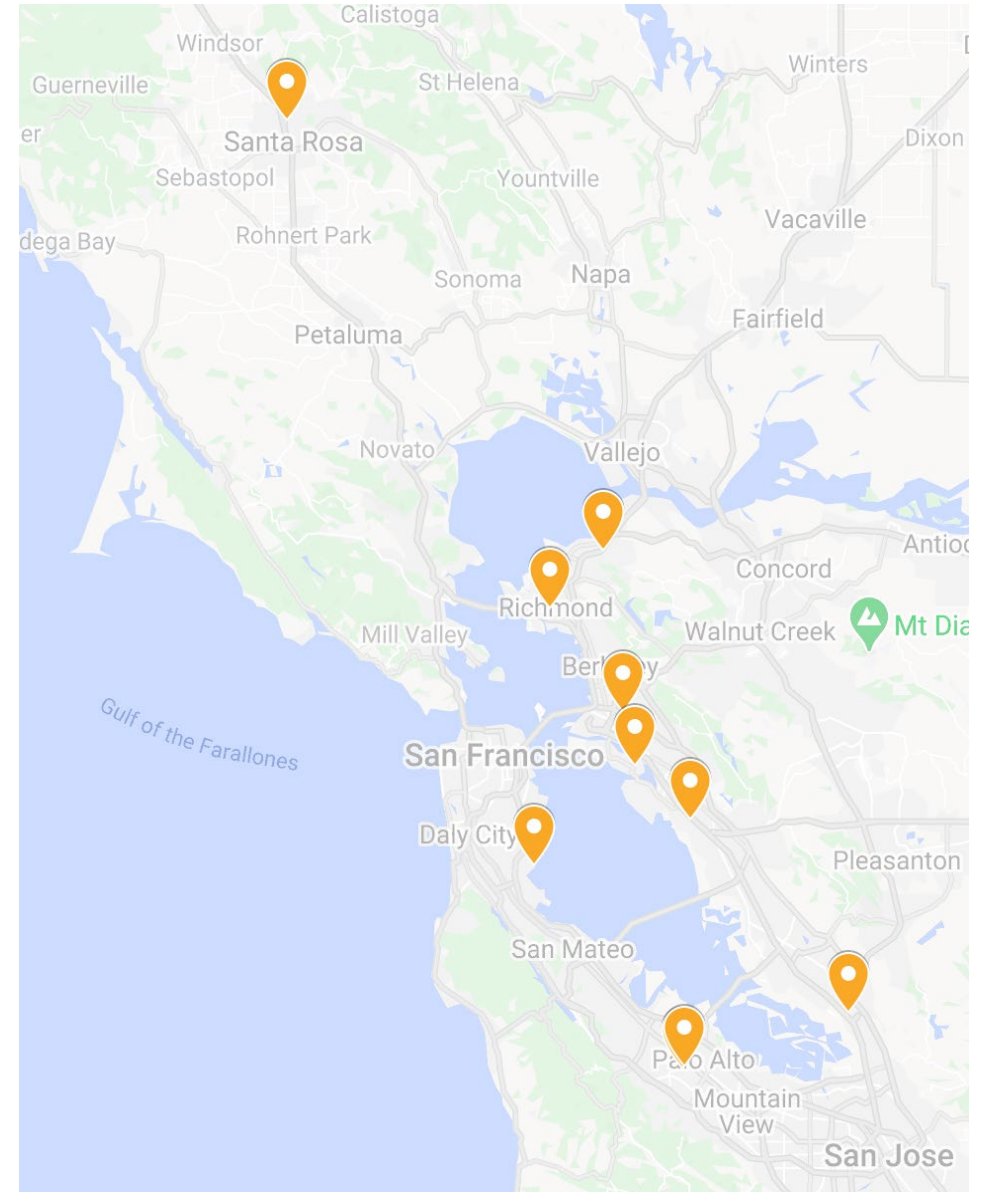
Stanford  
HEALTH CARE

Genentech

A Member of the Roche Group



Lucile Packard  
Children's Hospital  
Stanford



# Employer Challenges, Goals, and Strategies

## Challenges

- Reduction in parking
- High parking demand

## Goals

- Streamlined experience
- Understand existing parking/commute habits

## Strategies

- Parking pricing
- Gamification



# Pivoting with COVID

- Apply funds to different location
- Apply funds to additional locations
- Reinforce/develop sustainable commute habits

## Next Steps

- Round 1 implementation underway
- Round 2 Request for Employer Partnerships – November  
<https://mtc.bonfirehub.com>

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