Value Driven:
Transportation pricing to limit driving and the costs driving imposes on others
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 MMTCO2e for the Bay Area in 2014

- Transportation - passenger cars
- Transportation - not cars
- Other industrial and commercial
- Other
- Agricultural
- Residential
- Electricity
- Oil refineries

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

<table>
<thead>
<tr>
<th>Type of Equity</th>
<th>Key Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process Equity</td>
<td>Full Participation</td>
</tr>
<tr>
<td>Outcome Equity</td>
<td>Affordability</td>
</tr>
<tr>
<td></td>
<td>Access to Opportunity</td>
</tr>
<tr>
<td></td>
<td>Community Health</td>
</tr>
</tbody>
</table>

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

(3 ways to be unPopular)

Austin L Brown
Executive Director, UC Davis Policy Institute
October 19th, 2020
SPUR Digital Discourse
Summary

• 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

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
Parking is a Cross-Subsidy to Drivers

Need: Better Parking Inventories

• 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.

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

https://www.coord.com/
Parking Minimums

**San José’s minimum parking requirements**

<table>
<thead>
<tr>
<th>Use</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>1,000</td>
</tr>
<tr>
<td>Dance Hall</td>
<td>1,000</td>
</tr>
<tr>
<td>Skating Rink</td>
<td>1,000</td>
</tr>
<tr>
<td>Auction House</td>
<td>1,000</td>
</tr>
<tr>
<td>Animal Grooming</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,250</strong></td>
</tr>
</tbody>
</table>

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

Parking and City, Shoup 2018
Example: Office 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

Policy Recommendations

• 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 scare, 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

dokbrown@ucdavis.edu

Austin Brown
UC Davis Policy Institute
October 19th, 2020
Moving the Needle – Together
MTC SHIFT Helps Big Employers SHIFT Workers’ Commute Choices

1. REDUCE SINGLE OCCUPANCY VEHICLE RATES ON CONGESTED CORRIDORS
   - Support HOV3+ Corridors
   - Support Bay Area Commuter Benefits Program

2. EQUIP EMPLOYERS WITH TOOLS AND DATA

3. TEST COMMUTE STRATEGIES AND INCENTIVES
Commuter 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
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
Stanford Health Care
Tesla Health Care
Genentech

A Member of the Roche Group
Stanford

METROPOLITAN TRANSPORTATION COMMISSION
Employer Challenges, Goals, and Strategies

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Goals</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in parking</td>
<td>Streamlined experience</td>
<td>Parking pricing</td>
</tr>
<tr>
<td>High parking demand</td>
<td>Understand existing parking/commute</td>
<td>Gamification</td>
</tr>
<tr>
<td></td>
<td>habits</td>
<td></td>
</tr>
</tbody>
</table>
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

Contact:
  mgo@bayareametro.gov