

Active Parking Management & Pricing

Allen Greenberg
FHWA, Office of Operations

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Source: FHWA



U.S. Department of Transportation
Federal Highway Administration

Overview

- FHWA's Parking Pricing Primer as groundwork
- “Performance pricing” street meters
- Pricing employee commuter parking
- Pricing on-street parking (to avoid spillover impacts of land use activities)
- Identifying and rectifying “pricing gaps”
- Newer FHWA parking pricing projects and approaches



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FHWA's Parking Pricing Primer— General Observations

- Tremendous breadth and depth of parking pricing strategies
- A number of unique and tailored parking pricing policies
- New technologies and demonstrated successes are revolutionizing parking pricing and management, especially on-street visitor and loading zone parking



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Performance pricing street meters

- According to *The Cost of Free Parking* (Shoup, 2011), where studied, 8-74% of city traffic (30% on avg.) was caused by motorists circling (for an avg. of 8.1 minutes) for underpriced parking
- FHWA studies are more accurately ascertaining parking cruising levels
- Using pricing and technology (e.g., occupancy sensors, smart video, and pay by cell) to achieve parking availability targets
- Notable successes with SFpark (citywide performance parking as of 2018), LA Express Park, parkDC, and the lower-tech Seattle parking pricing, but disabled placard abuse remains problematic
- More prices go down than up, but higher prices occur with higher occupancy causing meter revenue to rise (offset by lower enforcement revenue)
- Substantially expanded price/convenience options



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Pricing employee parking

- 95% of private-sector employees receive free parking v. 6% who receive transit benefits
- Equalizing parking and non-parking benefits through cash out and transportation allowances works:
 - Eight-site Los Angeles study showed cash out to cut drive-alone commutes from 76% to 63% of total
 - CH2M Hill in Bellevue, WA converted free parking to a travel allowance, cutting SOV commuting from 89% to 64% (Shoup, 2011)



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Pricing on-street residential to avoid spillover impacts from land uses

- An FHWA Value Pricing Pilot Program project in King County, WA, showed the housing affordability benefits of separating out residential parking charges from housing rents (see this resulting tool: <http://www.rightsizeparking.org/>)
- One community concern about limiting or pricing on-site residential parking is spillover to neighborhood streets
- Appropriately pricing on-street residential parking, and other competing parking uses, would preclude saturation of such parking regardless of how much on-site residential parking is or is not provided



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Residential Parking Permit Reforms

- Communities may limit permit numbers per household or overall
- Eugene, OR and Toronto, ON charge permit fees based on demand, sometimes reflecting household characteristics such as number of permits sought and off-street parking availability
- In cities with excess capacity after accommodating residential “demand” for free parking, there has been success in deploying significant non-resident parking charges (through special non-resident monthly permits, but pay-by-cell instead of special permits is possible today)
- Benefit districts can enable compliance with laws that prohibit fees exceeding program costs
- Temporarily grandfathering rates for existing residential users may be necessary for public acceptance of broader market pricing



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Parking Pricing Opportunities Checklist

- Parking meter prices may be set to meet performance goals
- No locality (except CA cities subjected to the limited state law) mandates parking cash out
- Communities are struggling with residential on-street parking competition and are sometimes deploying parking pricing to address it
- Creative parking pricing strategies are being deployed, but the most innovative practices are not well known and are rarely replicated

FHWA has completed eleven parking pricing and management regional workshops focusing especially on SFpark and Right Size Parking successes



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Somewhat Newer FHWA Value Pricing Parking Projects and Results

- Flexible multimodal commute benefits and daily parking pricing replacing annual university parking permits (MIT and U.C. Berkeley)
- Developing new types of markets for parking pricing (Seattle park & ride, and Lake Tahoe tourist parking)
- Applying “asset-lite” but still information-rich approaches to performance parking (DC Penn Quarter pilot)
- Testing new strategies to influence daily parking demand (reverse “second price” daily parking auction with U.C. Berkeley parking permit holders; never-implemented Stanford program incentives to shift from close-in to more distant parking on highest-demand days)



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Contact Information

Allen Greenberg

Federal Highway Administration
Office of Operations

Allen.Greenberg@dot.gov
(202) 366-2425



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