



# The High Cost of Free Parking

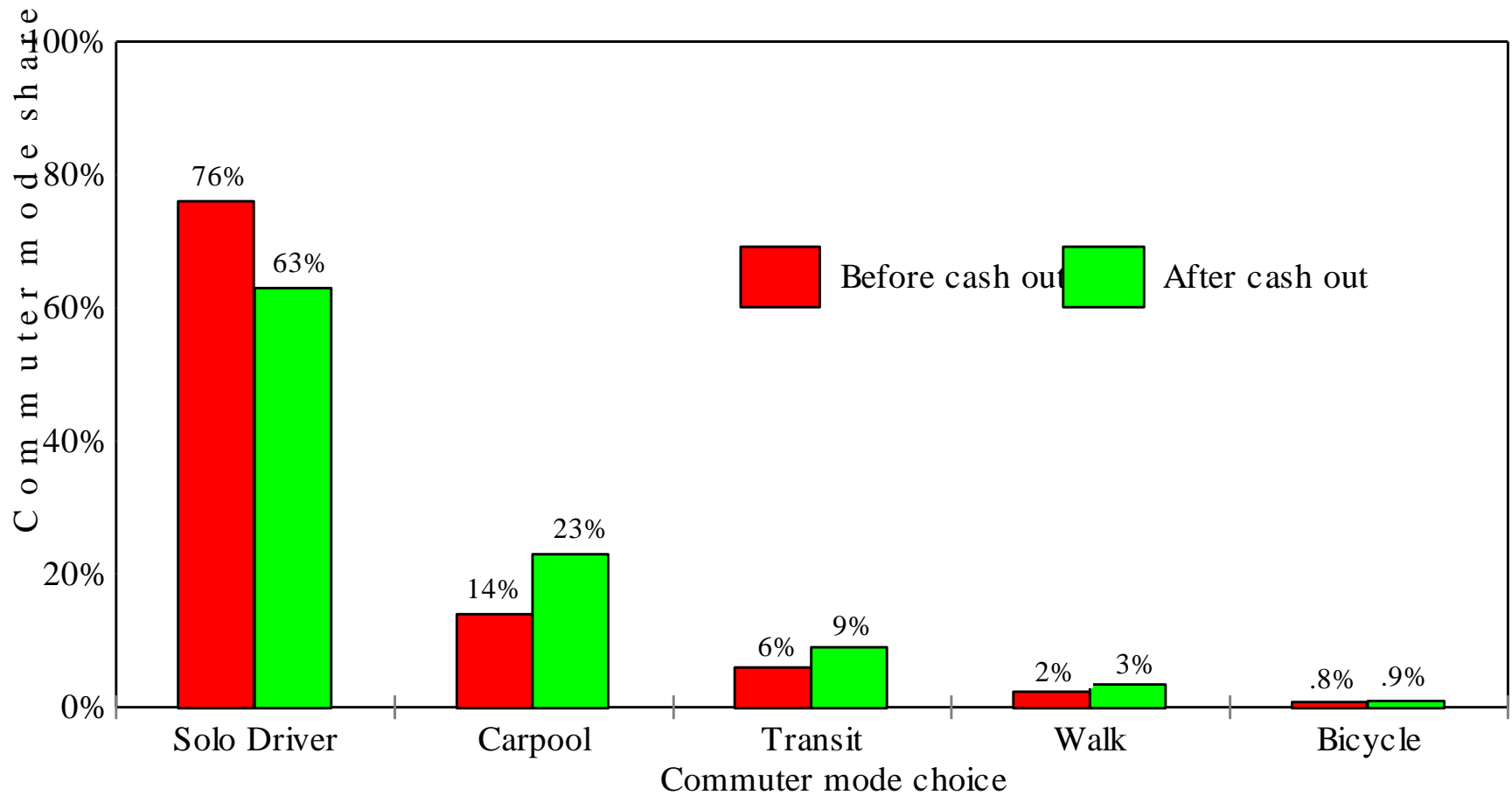
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DONALD SHOUP

# California's Parking Cash-Out Law

- Employers must offer commuters the cash equivalent to any parking subsidy offered
- Only for leased parking spaces
- Only for firms with more than 50 employees

# Commuter Mode Share Before and After Parking Cash Out



# Senate Bill No. 728

## CHAPTER 359

An act to amend Section 43845 of the Health and Safety Code, relating to air pollution.

[Approved by Governor October 11, 2009. Filed with  
Secretary of State October 11, 2009.]

### LEGISLATIVE COUNSEL'S DIGEST

SB 728, Lowenthal. Air pollution: parking cash-out program.

Existing law requires an employer of 50 persons or more who provides a parking subsidy to employees and who is in an air basin that is designated as a nonattainment area in terms of air quality to offer a parking cash-out program, defined as an employer-funded program under which an employer offers to provide a cash allowance to an employee equivalent to the parking subsidy that the employer would otherwise pay to provide the employee with a parking space.

This bill would authorize the State Air Resources Board to impose a civil penalty for a violation of this requirement. The bill would also authorize a city, county, and air pollution control district or air quality management district to adopt a penalty or other mechanism to ensure compliance. The bill would authorize the imposition of a penalty by the state board or the local agency, but not both.



# Cruising for underpriced curb parking

Suppose you want to park in Westwood for 1 hour.

Curb parking is \$1 an hour.

Off-street parking is \$3 for the first hour.

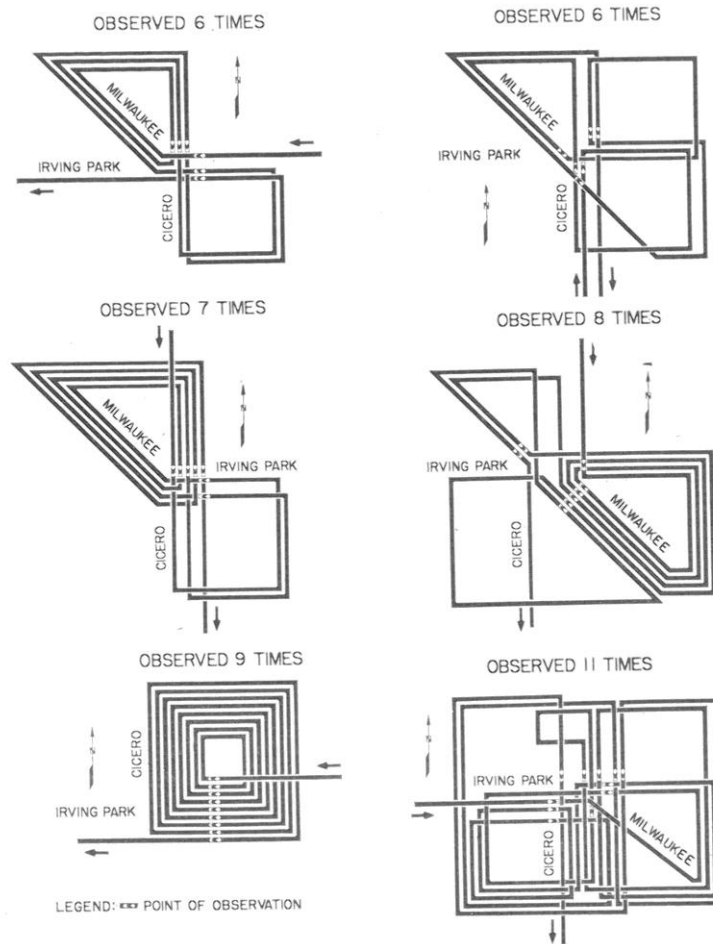
How long would *you* be willing to cruise for curb parking rather than pay the higher price for off-street parking?

# CRUISING FOR PARKING

Year	City	Share of traffic cruising (percent)	Average search time (minutes)
1927	Detroit	19%	
1927	Detroit	34%	
1933	Washington		8.0
1960	New Haven	17%	
1965	London		6.1
1965	London		3.5
1965	London		3.6
1977	Freiburg	74%	6.0
1984	Jerusalem		9.0
1985	Cambridge	30%	11.5
1993	Cape Town		12.2
1993	New York	8%	7.9
1993	New York		10.2
1993	New York		13.9
1997	San Francisco		6.5
2001	Sydney		6.5
2007	New York	28%	
2007	New York	45%	
2008	New York		3.8
<b>Average</b>		<b>32%</b>	<b>7.8</b>

ROUTES OF CERTAIN CRUISING VEHICLES IN THE VICINITY OF  
CICERO, MILWAUKEE, AND IRVING PARK CONSTRUCTED FROM  
OBSERVATIONS MADE ON THE SIX APPROACHES TO THE  
INTERSECTION OF THESE STREETS

7:00 P.M. TO 9:30 P.M.-THURSDAY, MARCH 30, 1939



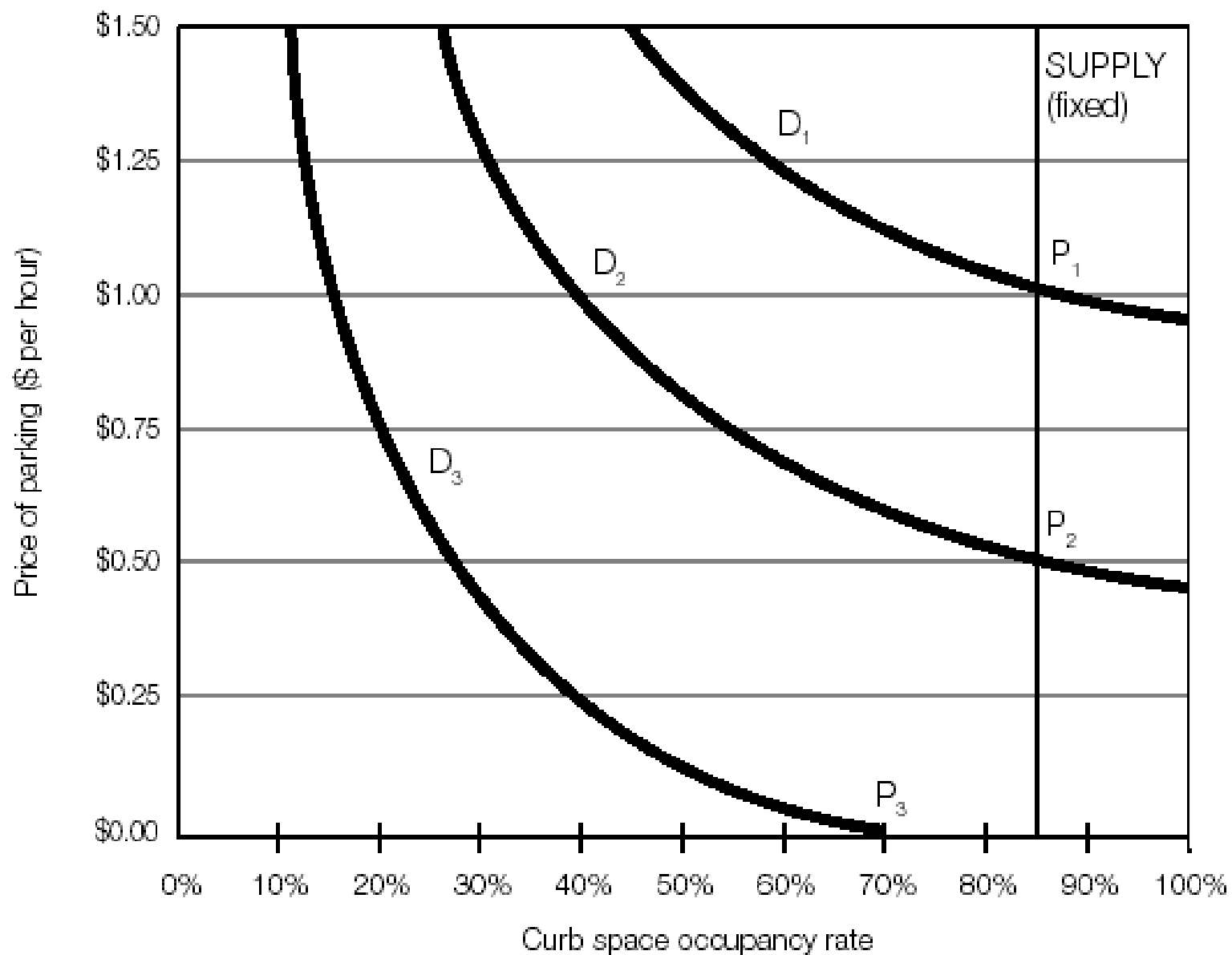
From the Report: "A Plan to Relieve Traffic Congestion in the Portage Park Retail Shopping Center." A Survey by City of Chicago, Chicago Motor Club, Chicago Surface Lines, April 1939

FIGURE 4—Observed Routes of Cruising Vehicles





Figure 12-1. The Market Price of Curb Parking



# Performance-based prices

Performance-based prices adjust over time to maintain a few vacant spaces.

The goal is to keep about 85 percent of the parking spaces occupied all the time.

About one curb space is vacant on each side of each block so that everyone can see that convenient parking is available everywhere.

Parking is both well used and readily available.





# Redwood City parking ordinance

To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

The Parking Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters. Based on the survey results, the Parking Manager shall adjust the rates up or down in twenty-five cent (\$0.25) intervals to seek to achieve the target occupancy rate.

Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only . . . within or for the benefit of the Downtown Core Meter Zone.

# Ventura parking ordinance

A program of managing on-street and off-street parking to achieve a 15% vacancy rate.

Using metered parking to achieve a vacancy rate of 15% eliminates the need for time restrictions on those metered parking spaces.

All moneys collected from parking meters in this city shall be placed in a special fund, which fund shall be devoted exclusively to purposes within the geographic boundaries of the parking district from which the revenue is collected.

## Performance parking in Washington, DC

### Performance Parking Pilot Zone Emergency Act of 2008

41,000-seat Nationals ballpark will open on March 30 with only 1,300 new parking spaces.

The Mayor shall adjust parking meter rates to achieve 10% to 20% availability of curbside parking spaces.

75% of the meter revenue will be returned to the metered neighborhood.

## Examples of pricing options

As the use of demand-responsive pricing for both on- and off-street parking is the primary tool for reducing congestion, the pricing models the SFMTA intends to test and evaluate merit special illustration. The following tables use hypothetical values to illustrate these pricing structures.

### Vary price by time of day

Time when parked	Price per hour
8am-10am	\$3.50
10am-4pm	\$2.00
4pm-7pm	\$3.00
7pm-9pm	\$1.00

### Vary price by length of stay

Hour of parking	Price for that hour
1 <sup>st</sup>	\$1.00
2 <sup>nd</sup>	\$1.50
3 <sup>rd</sup>	\$2.00
4 <sup>th</sup> (and successive hours)	\$2.50

### **Before SFpark**



**Block A - Central Business District Location - 0 Open Spots**



**Block B - Nearby Location - 3 Open Spots**

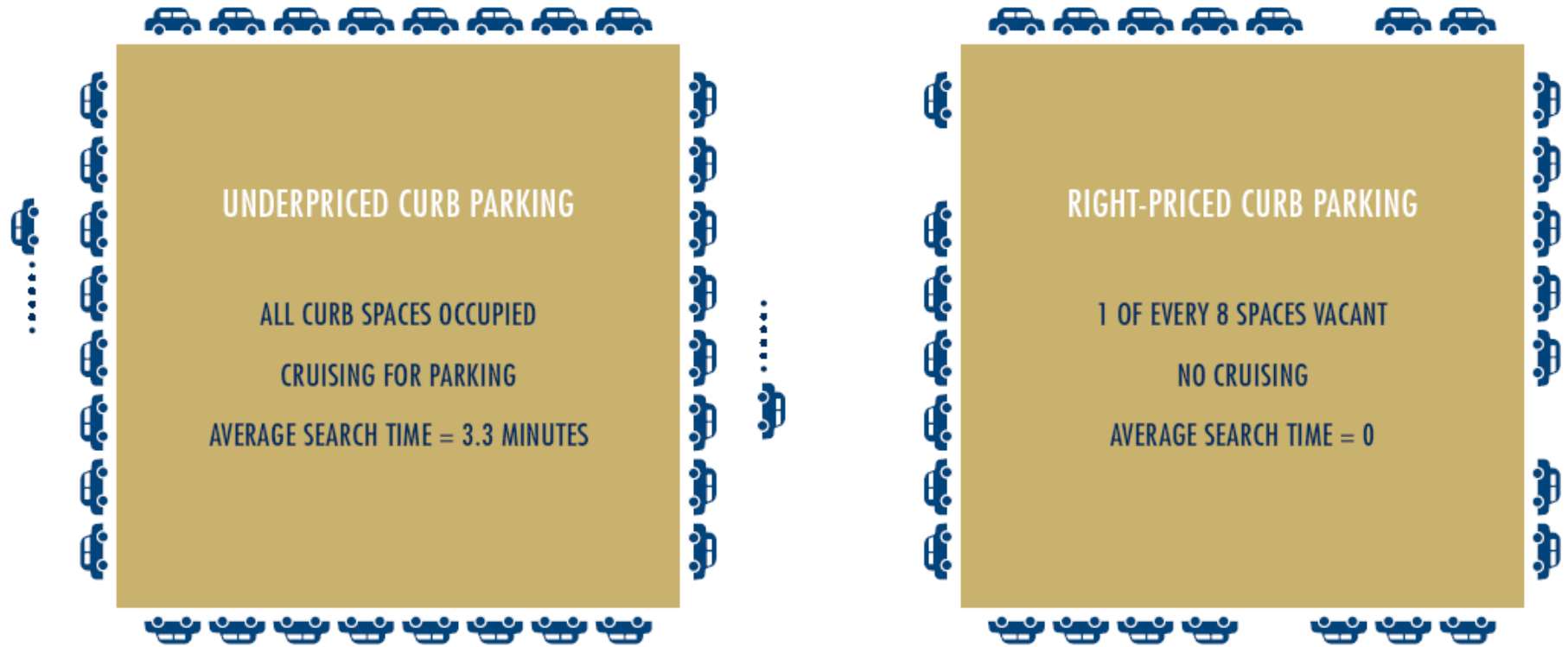
### **After SFpark**



**Block A - Central Business District Location - 1 Open Spot**



**Block B - Nearby Location - 2 Open Spots**



Get the prices right







## PAY · BY · SPACE

**PAY BY:**  
**CREDIT CARD**

**CASH**  
EXACT BILLS REQUIRED \$1, \$5 ONLY

**REMEMBER**  
NO IN AND OUT PRIVILEGES  
NOT TRANSFERABLE  
PAY STATION TICKETS ARE ONLY VALID  
IN DESIGNATED PAY STATION AREAS  
MUST DISPLAY PAY STATION PASS ON  
DASHBOARD AT ALL TIMES  
VIOLATORS ARE SUBJECT TO CITATION  
21113A CVC

INSTRUCTIONS  
1 PRESS NUMBER TO SELECT 2 PRESS CREDIT CARD 3 PRESS CASH 4 PRESS RETURN



**MAINTENANCE HOTLINE**  
WEEKDAYS: 310-204-PARK (7273)  
AFTER 5PM & WEEKENDS: 310-425-0866  
**PAY STATION UNIT #57-1**  
YOU ARE PARKED IN  
Charles E. Young Dr. East  
Pay Station Area  
[www.transportation.ucla.edu](http://www.transportation.ucla.edu)







Stall: 05769

Press Number on Keypad to Select Options:

- 1) 2 Hours \$7.00
- 2) 1 Hr 30 Min \$5.00
- 3) 1 Hour \$3.00
- 4) 40 Minutes \$2.00
- 5) 20 Minutes \$1.00

















































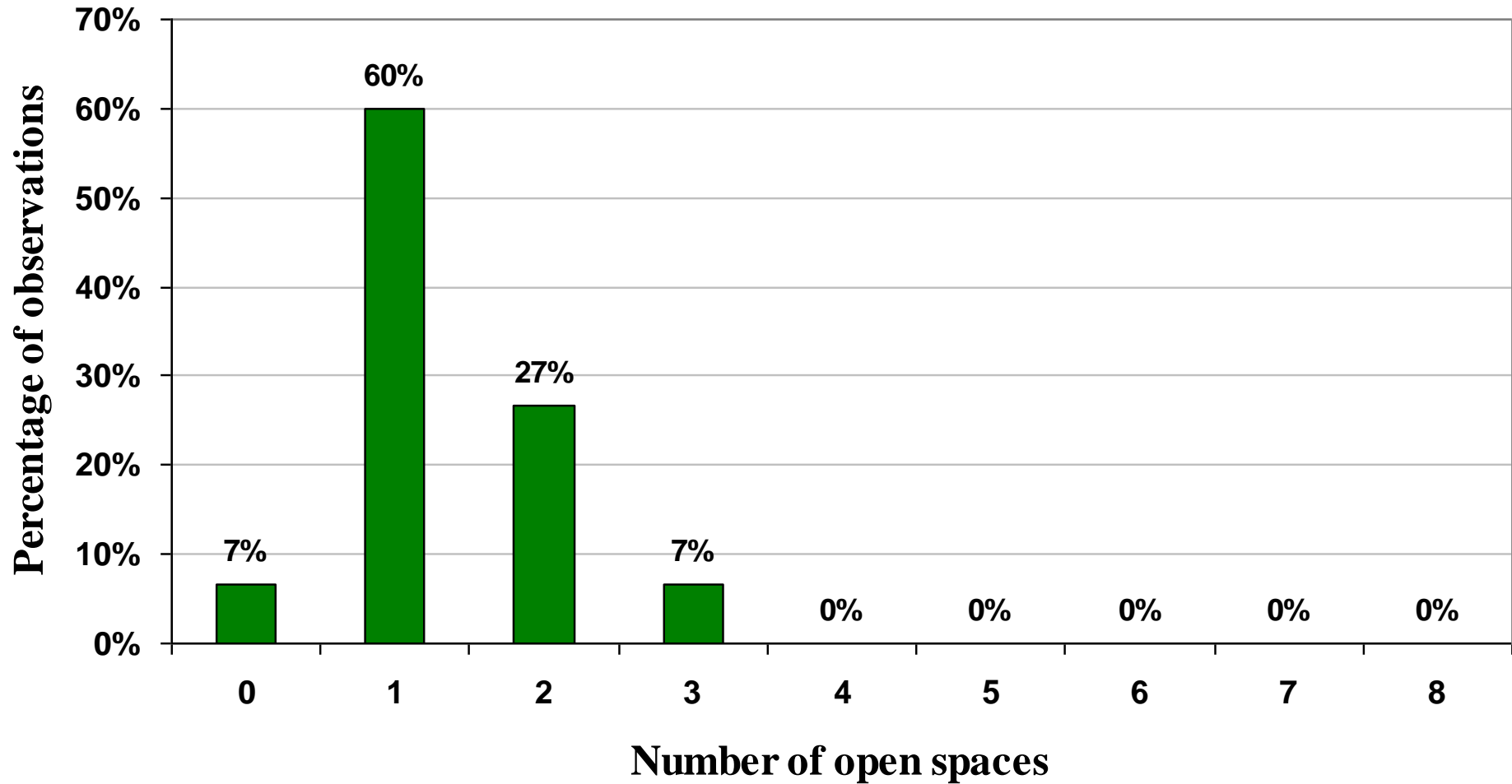








## Parking is well used but readily available





**Victory**  
FURNITURE  
PATIO POOL GARDEN

PIKEN

ARTIST RESIDENCE ZONE  
TOW-AWAY  
NO STOPPING  
7 - 9 AM  
2 HOUR  
PARKING  
9 AM - 6 PM













As our case is new, so must we think anew,  
and act anew.

Abraham Lincoln



# The High Cost of Free Parking

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DONALD SHOUP