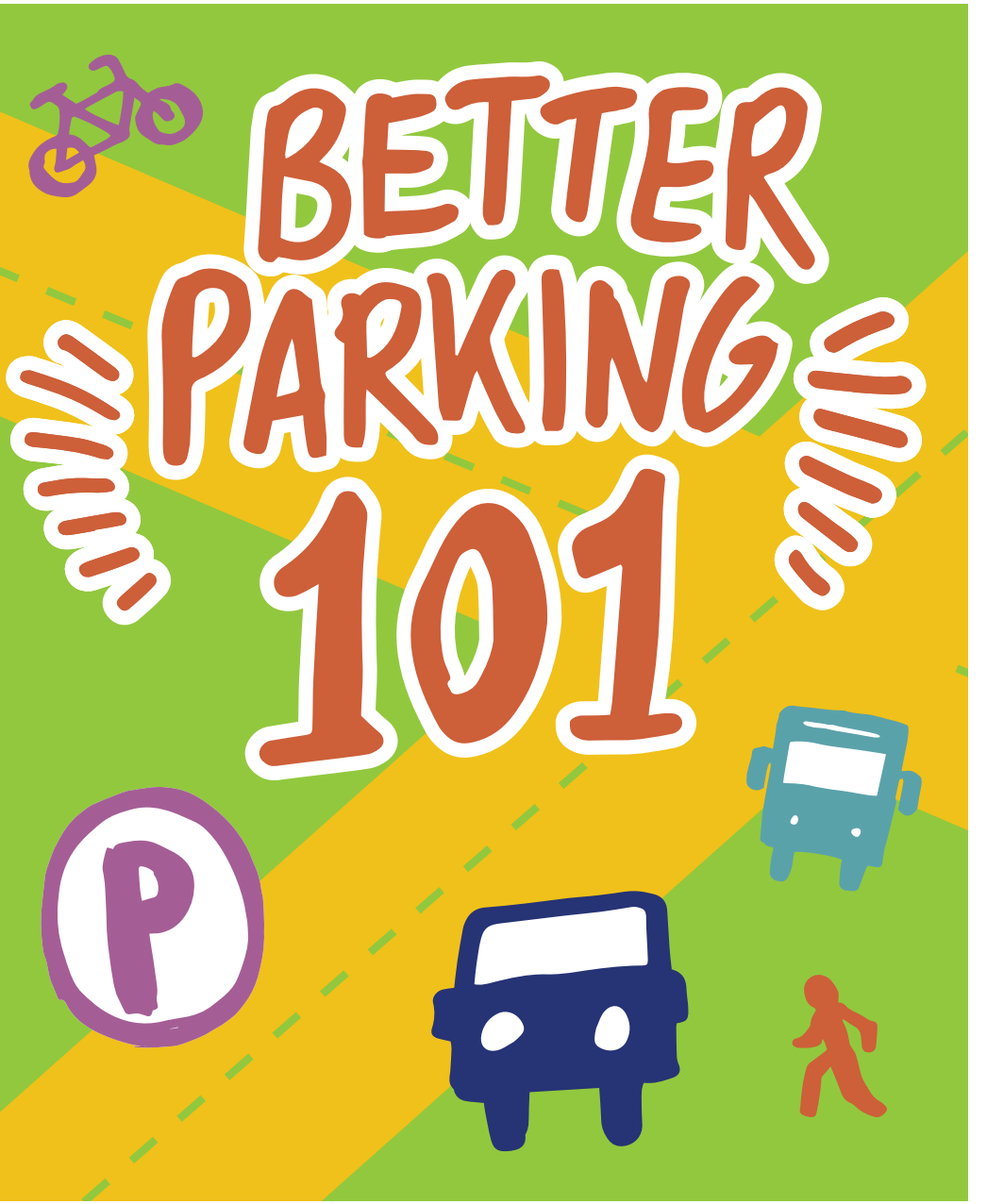


INGREDIENTS FOR A PARKING SYSTEM THAT BOOSTS TAX REVENUE & INVIGORATES COMMUNITIES

LINDSAY BAYLEY, JANE WILBERDING, VITALIY VLADIMIROV

THE BIG IDEAS:

PARKING CAN SUPPORT BUSINESSES, PUBLIC LIFE & CITY REVENUE

STREETS ARE GENERATORS OF VALUE, NOT JUST MOVEMENT CONDUITS

PARKING IS A RESOURCE CONSTRAINED BY SUPPLY & DEMAND

DESPITE THE "PARKING METER DEAL" CHICAGO CAN STILL DO BETTER

POLICY AND LEADERSHIP MUST LOOK TO THE FUTURE

"THE MORE PARKING, THE LESS PLACE.
THE MORE PLACE, THE LESS PARKING."
— JANE HOLTZ KAY

WHAT'S THE ISSUE?

PARKING IS LIKE ANY RESOURCE. When demand is high and supply is low, it will be quickly used up – unless managed well and appropriately priced.

IMAGINE A STREET FESTIVAL WITH FREE BEER. You would run out, and quick. The solution is to set limits and/or increase the price.

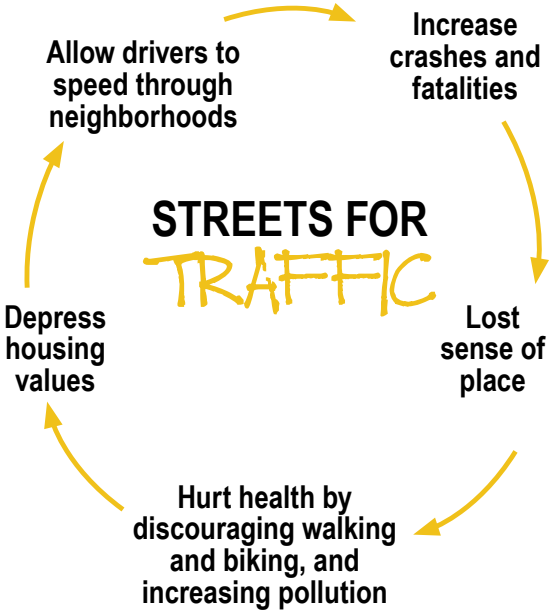
CITIES ARE DRUNK ON FREE PARKING. When street parking is free, people leave their cars for hours or days at a time, forcing potential customers and visitors to drive in circles or abandon their trip.

A GOOD PROBLEM TO HAVE. A parking shortage is a sign of vibrancy, commerce, and desirability. Not having a parking problem means either there is not enough business or there's so much parking that there is no street life or sense of place.

PARKING CAN PAY FOR LOCAL IMPROVEMENTS. Even small parking charges can mean big shifts in behavior. People find other ways to get to the popular destination, and those driving can more easily find parking. If revenue is returned to neighborhood where it is collected, it can be used to keep streets clean, safe, and lively.

MORE THAN JUST STORING CARS. Cars take up a lot of room. A parking space can have a second life as a mini-park, a sidewalk cafe, parking for a dozen bikes, or even tree pits to beautify neighborhoods. Parking lanes can also be used for dedicated bus lanes or protected bike lanes, moving thousands of people a day.

STREETS AS VALUE GENERATORS



USING PARKING TO HELP BUSINESS

When a customer can't find a convenient parking space, they won't stop. If parking spaces are full, increased prices are needed. Meters create turnover, discourage circling, and encourage walking, biking, transit, and other modes.

WON'T METERS HURT BUSINESSES?

- Parking with no turnover prevents potential customers from shopping.
- If metered parking is consistently full, the price needs to go up and/or meter hours to be extended

IS FREE PARKING BAD FOR BUSINESSES?

- Employees & residents will hog the spaces all day long.
- If all the free parking is full, it is harder for shoppers to get to the business. Drivers who can't find parking won't stop.

WHAT MOTIVATES PARKERS?

CONVENIENCE PARKERS

"I am meeting a friend for lunch and not familiar with the area. I am running late and need to find a spot fast."

REASONABLE PARKERS

"I am going to run a few errands. I want to find the closest open spot that I can stay in for a few hours."

BARGAIN PARKERS

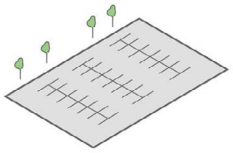
"I am going to work all day; I need to find free parking. Period."

Pricing parking gives options to all three.

THE NUMBERS . . .

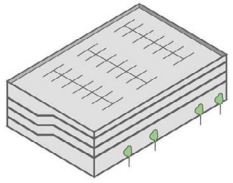
COST PER SPACE

Surface lot



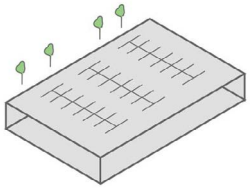
$5,000 - $10,000

Garage



$25,000 - $50,000

Underground garage



$40,000 - $100,000

COST TO SOCIETY, FOR EACH $1 YOU PAY*

$0.01

$0.08

$1.50

$9.20

*Source: MovingForward.DiscourseMedia.org//CostofCommute

5 INGREDIENTS FOR A HEALTHY PARKING SYSTEM

SHARE PARKING. Sharing parking among different uses avoids building unnecessary parking. Different uses have varying periods of peak demand. Offices are busier midday, while restaurants are busy in the evening.

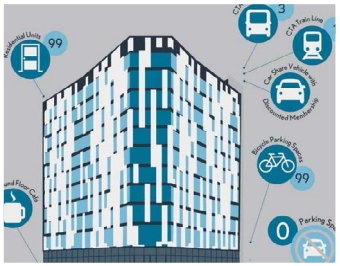
TIE PRICES TO DEMAND. Make frequently-empty spaces cost less and constantly-full spaces cost more. This ensures turnover, reduces congestion, and helps businesses.

PUT REVENUE BACK IN THE NEIGHBORHOOD. Putting the money gained from rate increases back into public amenities (landscaping, signage, etc.) creates a more vibrant community for all to enjoy.

MAKE DATA-INFORMED DECISIONS. Parking demand, just like our behavior, is constantly changing. Collecting & monitoring this data is key to creating effective management policies.

ZONE FOR PEOPLE, NOT CARS. Zoning policies have a significant effect on development patterns. When zoning requires more parking than necessary, and the spaces are free or low cost, neighborhoods' actual needs are ignored, development costs are increased, and people are encouraged to drive and park, as opposed to walk or bike.

IMPACTS OF PARKING POLICY



Cars enable a kind of mobility that can be very convenient, but they take up a lot of room and need parking at every destination—some say there are as many as 8 parking spaces per vehicle.

To prevent cars from taking up all the available street spaces, cities have relied on minimum parking requirements since the 1950s to ensure that each development has parking for its customers. These requirements have had lasting negative impacts on our city fabric, without solving the parking problem.

Parking is expensive to build and those costs get passed on to everyone except the driver. A single parking spot can add 12.5% to the price of an apartment cost. Parking requirements provide free parking for drivers and:

- Make consumer goods and market-rate housing more expensive
- Reduce the amount of space for tax-generating uses
- Encourage people to own more cars and drive more frequently

"PEOPLE WHO WORRY ABOUT HARMS TO THE POOR WHEN ROADS ARE PRICED, AND NOT WHEN ROADS ARE FREE, MAY BE WORRIED MORE ABOUT THE PRICES THAN THE POOR."

— MICHAEL MANVILLE

ISSUE	SOLUTION
Parking increases the cost of housing.	A policy requiring that parking costs be paid apart from housing is called "unbundled parking," and reduces demand by as much as 10%. It also decreases the cost of housing for people without cars, making it more equitable.
There's already a shortage of parking.	The supply of parking includes nearby on-street spaces as well as parking lots. A shortage of spaces means those on-street spaces should be priced to encourage turnover.
Each development needs its own parking.	A scattered selection of private parking cannot be shared between businesses with different peak periods of demand. A shared, centralized parking area is more useful than twice as many privately owned spaces.
New development will create traffic on already congested streets.	In some case, parking maximums are appropriate to prevent people from bringing more cars to a transit-served area to prevent traffic. A developer can get a zoning variance if they are constructing more parking than the designated maximum.

"ANY PLACE WORTH ITS SALT HAS A 'PARKING PROBLEM'." — JAMES CASTLE

PROBLEMS WITH RESIDENTIAL PARKING PERMITS

In response to resident concerns, an alderman can pass an ordinance designating residential parking permits (RPPs) restricting who can park on the street and when.

Used in limited amounts, RPPs can help address very targeted parking problems. As a general neighborhood tool, they aren't managed in a way that helps residents or neighborhood businesses. Areas with consistently full RPP zones need to use pricing to manage supply and demand.

$0.07

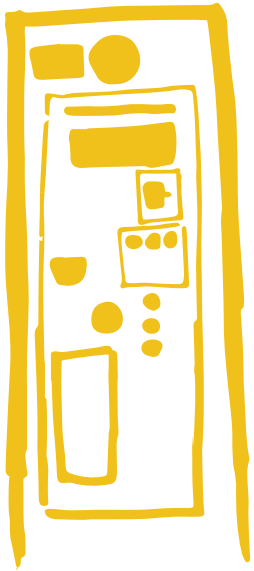
The daily cost to park with a residential permit, even in the most expensive neighborhoods.

"IF YOU PLAN FOR CARS AND TRAFFIC, YOU GET CARS AND TRAFFIC. IF YOU PLAN FOR PEOPLE AND PLACES, YOU GET PEOPLE AND PLACES"

— FRED KENT

PROBLEM	...BRIGHT SIDE
Since permits are very cheap, people apply for passes for multiple cars, even if they have a garage.	The price of an annual permit should vary with the length of car, and with the number of cars in a single household.
No one tracks how many permits are sold, as compared to how many spaces exist. The number of spaces varies with the length of the car.	In neighborhoods where parking is always full, the price of a permit should increase for each additional vehicle in a household, with exemptions for lower income households.
RPP streets are often empty during the day, unavailable to shoppers and customers who don't have a permit. Not all residents have cars.	Instead of 24-hour restrictions, RPP zones should restrict parking in the evening when most working people are returning from work. Some spaces in RPP zones should be set aside for shared vehicles, or pick up and drop off spaces for residents who don't have cars.
New low-parking developments might have tenants that will take up limited on-street parking.	Alderman can request that high-rise developments have leases that restrict tenants from getting parking permits on nearby RPP streets.

DEALING WITH THE CHICAGO PARKING METER DEAL



What's the deal? For $1.15 Billion, the the City of Chicago leased all on-street metered spaces to the private firm Chicago Parking Meters, LLC (CPM) for 75 years - until 2083.

While the contract limits some of the control the City has over these meters, there are other opportunities neighborhoods have to leverage their parking assets.

$11.6 BILLION

How much Chicagoans are slated to spend over the deal's duration.

2020

When CPM is expected to earn back the $1.15 billion it paid for the meters.

$20 MILLION

What Chicago will pay to CPM in 2018 for street closures, festivals, etc.

PROBLEM

Business owners worry that adding meters, or increasing the price of meters will hurt their bottom line.

While CPM receives all revenue gained from meters installed in the original contract, the City gets 85% of revenue from newly installed meters.

If a metered space is removed, the City must pay CPM for the revenue lost due to the absence of that meter.

CPM only allows neighborhoods to close meters for 4% of the year due to construction or festivals. The City must pay CPM for the lost revenue caused from removing any additional spaces during closures or events.

...BRIGHT SIDE

In areas with commercial activity and scarce parking, meters ensure that businesses have available parking. Since people don't like to pay, they will finish their errands and move their car, ensuring new customers can park. And many will not arrive by car.

Revenue from new meters, extended enforcement hours, or increased rates should go towards neighborhood improvements. Using parking revenue to improve quality of life in the area can build support for changes.

If an Alderman wants to remove metered spaces, s/he can replace it anywhere within the same ward, on a 1 to 1 basis.

The City can work with CPM to identify preferred times for these closures to take place.

HOW TO PREPARE FOR THE FUTURE OF PARKING

PRIORITIZE FLEXIBILITY FOR THE CURB.

Emerging technologies are rewriting how the curb is used, enabling by-the-minute pricing for pick-up/drop-off vehicles. This approach promises to help cities balance the need for traffic flow, public transport, walking & biking, loading, ride-share, and public space.

LEVERAGE TECHNOLOGY TO ENHANCE TRAVEL.

Communicating convenient, reliable, and predictable transportation information is key to altering behavior. Technology can inform drivers of parking costs, update parking operators where demand is concentrated, provide real-time information on shared bicycles and transit, and create a more balanced transportation network. AVs will not be a panacea for near-term parking problems.

"IT IS FOOLISH TO THINK WE CAN PREDICT PARKING DEMAND FOR EVERY DEVELOPMENT SITE FAR INTO THE FUTURE."

— PAUL BARTER

DEVELOP PARTNERSHIPS WITH THE PRIVATE SECTOR.

Cities can insist on transactional partnerships for data or fees for use of public space. Data can be used to better understand travel behavior. Revenue can be spent on infrastructure improvements, to better serve residents.

CREATE NIMBLE PARKING POLICIES.

Adopt parking policies that can work with and enable changes in the demand for parking - which is already falling from Uber and Lyft use. Guidelines can limit the quantity of parking provided, require that new off-street parking spaces are unbundled and shared, include pedestrian connections and bike infrastructure, or require that new structures be adaptable for other uses.

COLLABORATE TO MAKE COMPREHESIVE PLANNING DECISIONS.

Parking management can significantly affect the shape, character, and livability of a community. Creating parking management policies, altering regulations, and allocating additional revenue should be a collaborative process among departments and the community.

ABOUT THE AUTHORS

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Lindsay is a Senior Planner at the Chicago Metropolitan Agency for Planning (CMAP), where she developed a Parking toolkit to help local municipalities deploy parking management strategies in their downtowns. She has managed a variety of local projects from downtown Aurora's Master Plan to UIC's Multimodal Transportation Plan, as well as several parking management studies and local active transportation plans.

JANE WILBERDING

Jane Wilberding is a Parking & Transportation planner at *Sam Schwartz* Consulting where she advises and collaborates with cities throughout the country to create healthy, livable places and achieve mode split goals through developing an effective mix of parking management strategies, zoning policies and transportation demand management programs.

VITALIY VLADAIMIROV

Vitaliy Vladimirov, MUPP is an urban planner, artist, and immigrant. Vitaliy works to educate the public about how the built environment shapes our lives so as to make Urban Planning Theory accessible and to empower urbanites to envision a Chicago that is healthy, vibrant, and just. Having worked at regional and block-level scales, his research focuses on how ethnic minorities cluster in the built environment. Strategies on preserving and growing commercial corridors packed with locally-owned small businesses are a key interest. His experience includes planning street festivals and farmers markets, as well as designing neighborhood branding and marketing.