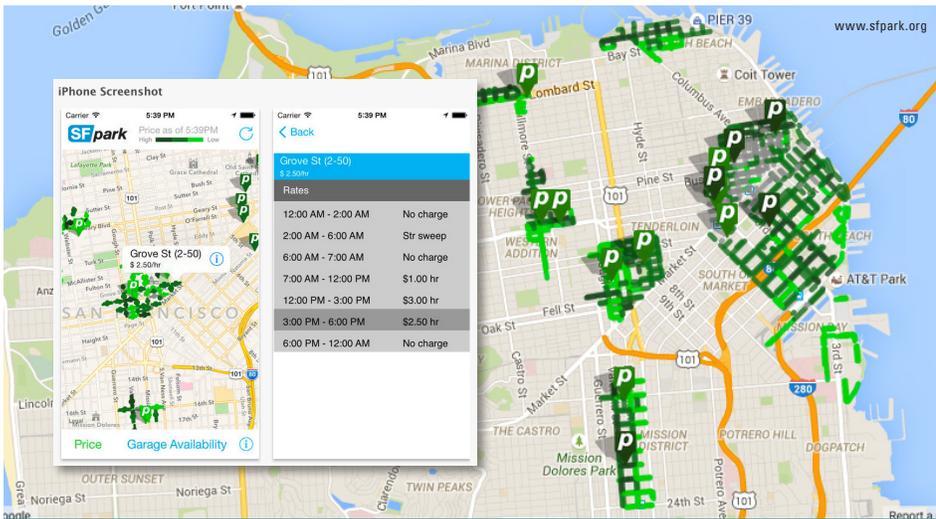




PARKING MANAGEMENT



More Information: tti.tamu.edu/policy/how-to-fix-congestion

Description

A trip mostly begins and ends with a parked car. Whether commuting from home to work or going out to eat, drivers must find somewhere to park their vehicles when they are not driving. In crowded areas, finding available parking can be frustrating.

Cities are starting to see parking as a commodity rather than required infrastructure. Some cities are using new parking technology with paid parking to better manage the available parking space. Through online and smartphone applications, drivers can identify when and where parking is available at their destination. By using real-time monitoring and active management of changing parking rates, cities and business districts can:

- Ensure the necessary number of open spaces is available.
- Reduce the traffic congestion caused by looking for a parking space.

Target Market

- Downtown areas, central business districts, and crowded developments.
- Locations where parking is limited and shared by multiple businesses, tenants, and visitors.

How Will This Help?

- **Reduces localized traffic congestion** by reducing the need to hunt for a parking space.
- **Reduces pollution** associated with idling and circling city blocks looking for a parking space.
- **Encourages mode shifts** by making public transit more attractive in crowded areas.

Implementation Issues

Taking advantage of available parking is desirable. However, where public agencies and private entities provide limited parking space, cooperation is often weak. This is worsened by the fact that parking generates money, and no party wants to reduce its related profit. The key is to show that providing customer convenience and improved efficiency helps everyone.



SUCCESS STORIES



San Francisco
In San Francisco, a federal grant allowed the city to pilot

the **dynamic management of 7,000 metered parking spaces and 15 city-owned parking garages**. The pilot ended in December 2014, and evaluation of its effectiveness is under way.



Seattle, Washington
Seattle launched a **performance-based parking pricing** program in 2010 and

has made annual adjustments to prices, paid/free hours, and time limits throughout the city to **maintain an on-street parking occupancy between 70 and 85 percent**.

