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TRANSPORTATION  
COMMISSION

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*Memorandum*

TO: Planning Committee

DATE: Oct 5, 2012

FR: Executive Director

W.I.: 1611

RE: Parking Pricing: Regional Analysis Project

The Bay Area is producing our first coordinated land use-transportation plan to address the region's goals for housing, transportation, and environmental protection. Plan Bay Area will identify where new development should occur to support those goals along with supporting transportation investments. Parking policies, especially pricing in various forms, have been shown in sketch planning exercises to be powerful policy levers for achieving development in priority development areas, improving economic efficiency, and reducing vehicle miles of travel and greenhouse gas emissions (GHG). The influence of free or underpriced parking on travel mode choice has been well documented in a number of studies. Pricing of parking is one of the few aspects of the overall "cost of driving" that can be addressed through policy changes at the local and regional level, and is a potentially powerful tool to help the region meet its GHG targets.

For the last several years MTC has provided technical analysis of parking policies and technical support to local jurisdictions as a component of their planning for downtowns, town centers and station areas. We have produced a number of reports, educational videos, and case studies and conducted several rounds of workshops (see [www.mtc.ca.gov/planning/parking](http://www.mtc.ca.gov/planning/parking)). While these efforts have resulted in local successes, our ability to conduct a regional analysis of parking pricing has been limited due to the lack of a regional parking database and integration into the regional travel and land use models.

The Parking Pricing Regional Analysis Project

MTC has received a grant from the Federal Highway Administration (FHWA) Value Pricing Pilot (VPP) Program for the *Parking Pricing Regional Analysis Project*. This project will establish a regional parking database, and a set of models to analyze parking policies, that can be used to analyze policy options and support community outreach necessary to gain support for policy implementation. The project will also create a regional framework for local parking analyses to be used by local jurisdictions.

This effort will be coordinated closely with the work that is underway to create a GIS parcel-based database, the UrbanSim model and visualization tool, and MTC's travel model systems. MTC staff will work closely with the Association of Bay Area Governments, Caltrans, local jurisdictions,

congestion management agencies, transit agencies and other relevant stakeholders in the conduct of this project.

#### Issues to be Addressed

Parking requirements are typically set by local governments based on Institute of Transportation Engineers (ITE) standards or the practices of adjoining communities, often without adequate information about local parking conditions, alternative approaches, and the likely impact of various policies. While there are a number of innovations in various cities across the Bay Area and the country - including San Francisco, Redwood City, Berkeley, Seattle, Portland, Los Angeles, New York and Sacramento - many other local jurisdictions lack the resources to address how to change their parking policies to best meet their community goals. By establishing a regional framework, collecting data for 25-50 locations in the Bay Area, testing the impact of various strategies, and establishing methods for local analysis, we will establish a stronger foundation for local parking policy development.

This project will address both policy and technical questions, as well as the process for planning and community outreach. Questions as proposed in the FHWA grant application are shown on Attachment 1.

#### Key Steps in the Project

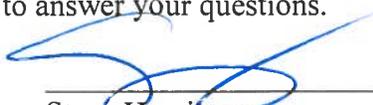
1. Establish policy and technical committees
2. Project Kick-off
3. Analyze parking data requirements and regional database/model system requirements
4. Collect and analyze data
5. Integrate parking data into models
6. Evaluate regional and local parking pricing strategies
7. Expert evaluation, outreach and final report

#### Budget and Schedule

MTC will contract with a consultant team based on a scope of work developed in coordination with the technical and policy committees. We plan to issue an RFP in early 2013.

The project budget is \$700,000. The VPP funding is in the amount of \$560,000 with the match of \$140,000 provided through in-kind professional services by MTC staff. The project is expected to be completed by midyear 2015. The schedule and budget are included as Attachments 2 and 3, respectively.

Staff will be available at the Committee meeting to answer your questions.



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Steve Heminger

### **Attachment 1: Issues to be addressed in Parking Pricing Regional Analysis Project**

Implementation of parking pricing strategies has been limited by the lack of data and models to conduct in-depth analysis of potential impacts. By establishing a robust parking database, integrated with land use information for the regional land use and transportation modeling systems, and running model simulations, the project will address the following:

- Where is local parking supply greater than demand, and where is demand greater than local supply, at what level will prices for parking affect supply and demand? Does this vary consistently by type of place?
- What would be the impact of reduced parking requirements on distribution and types of new development in different areas of the region?
- How much demand exists for housing with lower amounts of parking? At what prices and in which areas?
- What would be the impact of unbundling parking from rents on residential demand in urban areas, and how would it alter demand in less urban areas?
- What would be the transportation, environmental and financial impacts of a charge placed on parking spaces?
- Could some planned or proposed parking structures be downsized through a combination of pricing and access improvements for other modes of transportation?
- What would be the impact on employment location and types, and affordability of a regional parking cash-out program?
- What are the most effective actions the regional agencies can take to support pricing parking policies?
- Under what conditions might cities and transit agencies want to enact or enforce various priced parking policies?
- Under what conditions do individuals perceive parking pricing policies to be appropriate?
- How common are the conditions that would lead to successful local parking pricing policies in the San Francisco Bay Area?
- What are the specific approaches to parking pricing programs and the components that are most important for a successful program?

**Attachment 2  
 Proposed Study Schedule**

Task	2012				2013				2014				2015			
1. Project Kickoff and Start-up			X	X												
2. Analyze parking data requirements and regional database/model system requirements				X	X	X										
3. Data collection and analysis					X	X	X	X	X	X						
4. Integrate parking data into models									X	X	X					
5. Evaluate parking pricing strategies; Technical Workshops													X	X	X	
6. Policy Development													X	X	X	
7. Expert Evaluation, Outreach and Final Report														X	X	X

**Attachment 3  
 Project Budget by Task**

TASK	BUDGET
1. Project Kickoff and Start-up	\$10,000
2. Analyze parking data requirements and regional database/model system requirements	\$10,000
3. Data collection and analysis	\$500,000
4. Integrate parking data into models	\$20,000
5. Evaluate parking pricing strategies; Technical Workshops	\$70,000
6. Policy Development	\$40,000
7. Expert Evaluation, Outreach, Final Report	\$50,000
<b>Total</b>	<b>\$700,000</b>

# Parking Pricing: Regional Analysis Project

MTC Planning  
Committee Briefing  
October 12, 2012

Valerie Knepper  
Planning Section



# Why parking policies matter

- Impact on built environment
- Feasibility of Transit-Oriented Development
- Cost of housing/ equity, commercial development
- Economic impacts
- Mode choice, Vehicle Miles Traveled & Greenhouse Gas Emissions





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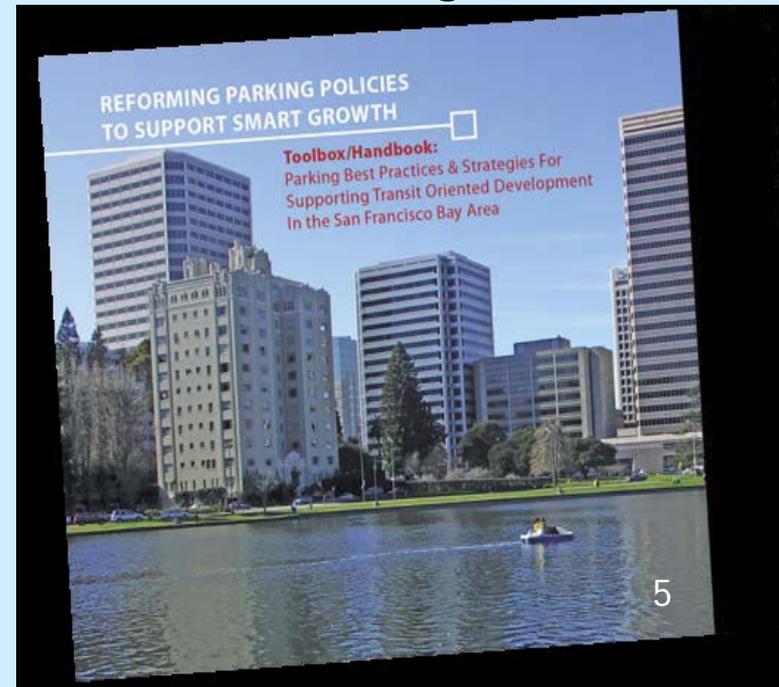


# What has MTC done so far?

## Tools, model ordinances, case studies

- MTC Smart Parking Toolbox
- Model to re-estimate parking demand with sharing, pricing, transit, etc.
- Planning process for evaluating parking policies
- Technical analyses, case studies

<http://www.mtc.ca.gov/planning/parking>



# Parking Strategies for Employers and Jurisdictions

- TDM pricing
- Unbundling
- Cash-out
- On/off street price coordination
- Transit passes
- Carshare
- Bicycling

# June 2012 workshops

- Audience ~120 planners, public works, city councilmembers, public
- Focus - parking minimums, structures, management
- Academic studies, planning efforts & case studies
- Presentations by experts, local planners, developers + discussions



# Limitations of current approach

- No regional database
  - limits ability to analyze pricing strategies on regional scale
- Need to define the regional role
  - Local efforts expensive, not connected, difficult to learn from others



# FHWA Grant

## Parking Pricing Regional Analysis Project

- Technical and policy committees
- Participation of local jurisdictions, regional partners, transit agencies, state and federal partners
- Contracting with consultants for technical assistance
- Connecting to UrbanSim and MTC transportation models



# Refine and detail questions:

- Data questions
  - Parking supply, policies & utilization
- Policy questions
  - Impact of unbundling, parking cash-out
- Implementation
  - Public response to various approaches



# Key Steps

- Define data requirements
- Collect and analyze data
- Integrate data into UrbanSim and travel models
- Evaluate parking pricing strategies
- Policy development
- Expert evaluation, outreach, final report



# Budget and Schedule

- Project cost \$700,000
  - \$560,000 (FHWA), \$140,000 (in-kind)
- Largest component is data collection
- Establishes framework for additional local data to be collected over time
- Beginning now, completion mid 2015





# Questions?

[mtc.ca.gov/planning/parking](http://mtc.ca.gov/planning/parking)  
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