San Francisco Bay Area

Parking Pricing Regional Analysis Project

For more information about the Parking Pricing Regional Analysis Project, visit: **mtc.ca.gov/planning/smart_growth/parking/**

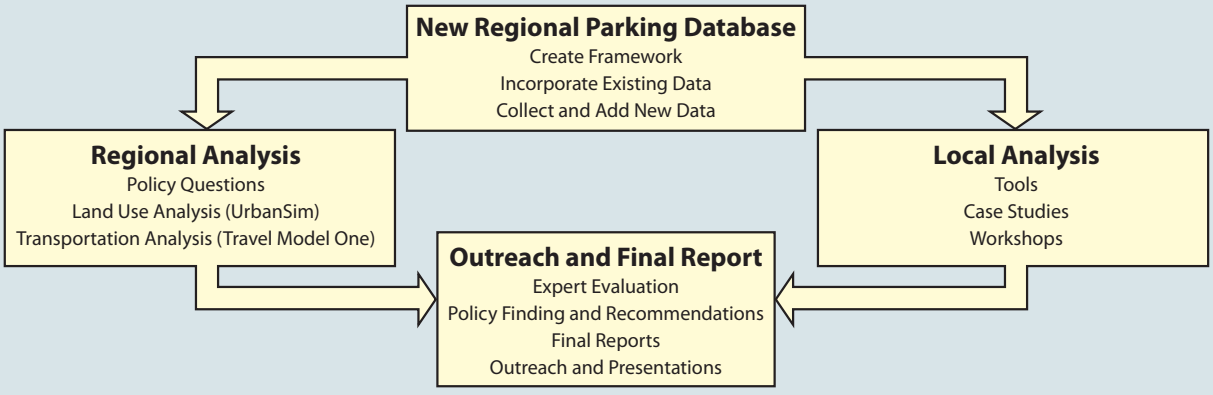
Or contact Valerie Knepper, Program Manager, MTC, at vknepper@mtc.ca.gov.

Overview

MTC's Parking Analysis Project is designed to improve the economic efficiency, equitability, and environmental quality of the land use / transportation system in the San Francisco Bay Area through testing, development and implementation of various priced parking policies. Parking policies, especially pricing, are potentially powerful tools to support the regional and local goals for housing, transportation and environmental protection.

The Work Plan

This effort will build on MTC's work over the last several years in this field (see **mtc.ca.gov/planning/smart_growth/parking/**) providing analysis of parking policies and technical support to local jurisdictions. This project will analyze regional parking policy approaches, using the land use model (UrbanSim) and transportation model (Travel Model One) and will develop and demonstrate local parking strategies through case studies and workshops, using the new regional parking database, as illustrated below.



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You are Invited to Participate

We invite your participation in the following ways:

- **Sharing existing parking data**

  MTC's team will be collecting existing parking data (supply, utilization, policies such as requirements, pricing and use restrictions, turnover, etc.) from cities and parking managers, and will incorporate it into the parking database.

- **Identify locations for new parking data collection**

  MTC's team will be collecting new parking data for at least 25 locations, including PDA's, high density transit corridors, and commercial business districts, focusing on places where there is local interest. Priority Development Areas with active planning and development processes will be prioritized.

- **Case studies**

  MTC's team will be developing case studies demonstrating the use of newly created local parking analysis tools and the new database for at least 6 locations; local support will drive selection and PDAs with active planning and development processes will be prioritized.

- **Workshops**

  Workshops and webinars will be held to demonstrate the local parking analysis tools, the case studies and the regional database.

- **Technical Advisory Committee (TAC)**

  A TAC will be formed to review technical and policy issues. The TAC will include FHWA, Caltrans, city staff, CMAs, transit agencies, developers, and other interested stakeholders. City staff with active PDAs are especially encouraged to participate.

Example Parking Occupancy Map

Off-street	On-street	
	0 - 50%	
	50 - 70%	
	70 - 85%	
		85 - 95%
		95 - 100%

METROPOLITAN TRANSPORTATION COMMISSION

Follow this effort at mtc.ca.gov/planning/smart_growth/parking/

Contact Valerie Knepper at vknepper@mtc.ca.gov with interest, questions and comments.

Our Partners

This Project is a two year regional initiative led by the Metropolitan Transportation Commission (MTC), made possible by a grant from the Federal Highway Administration (FHWA) through the Value Pricing Pilot (VPP) Program, which supports research and implementation of pricing approaches to address transportation issues. Key partners for this project include FHWA, the California Department of Transportation (Caltrans), the Association of Bay Area Governments (ABAG), local jurisdictions, transit agencies, congestion management agencies, the development and business communities, and community stakeholders.