

VPP Regional Parking Project

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RAWG

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METROPOLITAN
TRANSPORTATION
COMMISSION

Introduction

- Purpose of VPP Parking Project: to analyze regional parking policy approaches and develop a new regional parking database to support cities. This project builds on parking policy analysis work at MTC.
- Financial support from the Federal Highway Administration (FHWA)
- Participation by local jurisdictions, transit agencies, Caltrans, ABAG, CMAs, and other interested parties through the TAC.



Policy Questions: parkingpolicy.com

1. Research of existing studies and practices
2. Original analysis for this project (data, modeling)
3. Technical Findings
4. Potential Policies



Key Policy Questions

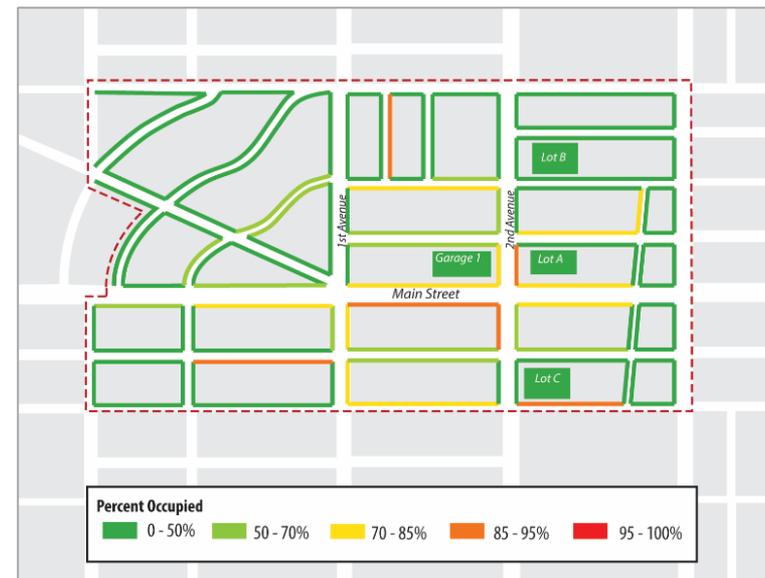
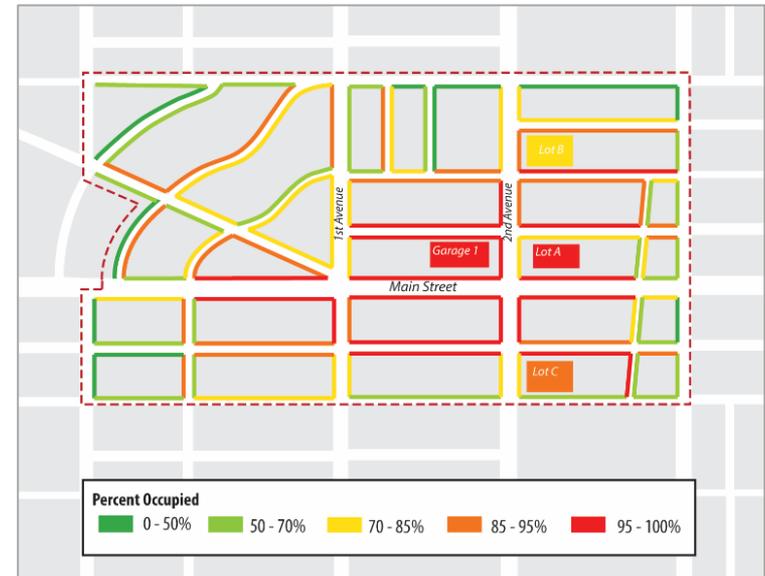
Combined for this discussion

1. Supply & Demand in the Bay Area
2. Parking Requirements & Unbundling
3. Parking Structure Analysis
4. Employee Programs
5. Regional Parking Policies
6. Implementation Issues

#1 SUPPLY & DEMAND IN THE BAY AREA

Policy Questions

1. Where does local supply not match demand? What is the relationship to prices/policies?
2. How common are the conditions that would lead to successful local parking pricing policies?



#1 SUPPLY & DEMAND IN THE BAY AREA

Method & Findings

- Literature Review / Best Practices
- Analysis of new data from 25 cities - supply in each location studied
- Correlation with pricing/ policies



Parking Changes for Downtown and Telegraph/Southside June 2nd 2014



#1 SUPPLY & DEMAND IN THE BAY AREA

Potential Policy Actions

- Regional support for additional analyses (new parking database)
- Regional support for implementing policies using smart meters, information systems, etc.



#2 REDUCED PARKING REQUIREMENTS & RESIDENTIAL DEMAND

Policy Questions

1. What would be the impact of reduced parking requirements?
2. How much demand exists for housing with lower amounts of parking?
3. What would be the impact of unbundling parking from rents on residential demand in urban areas?



#2 REDUCED PARKING REQUIREMENTS & RESIDENTIAL DEMAND

Method & Findings

- Modeling results - reduced parking requirements would lead to more infill development.
- Market segmentation analysis shows growing demand for housing with low amounts of parking, especially younger people, renters in urban areas.
- Housing with less or no parking is less expensive than housing with parking, all else equal.



#2 REDUCED PARKING REQUIREMENTS

Potential Policy Actions

- Provide additional regional funding for carshare and other alternative modes in locations that provide housing with no or low parking requirements
- Include criteria of car free or low parking levels for housing in evaluation for regional funding programs
- Require low/no parking minimums within regionally funded programs
- Include parking policies in principles for State transportation programs



#3 PARKING STRUCTURE ANALYSIS

Policy Question

1. Could some planned or proposed parking structures be downsized?

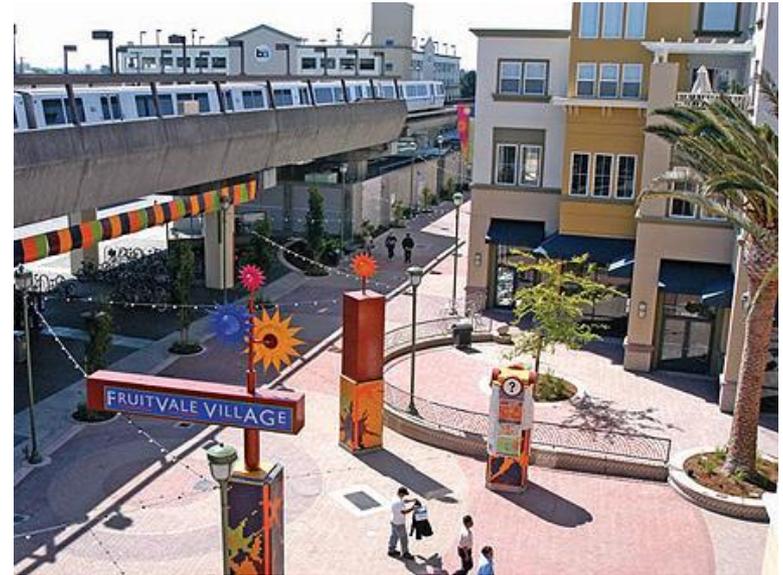
- Pricing policies
- Alternative modes
- Impacts on transit ridership
- Impact on revenues and downtown retail



#3 PARKING STRUCTURE ANALYSIS

Methods & Findings

1. MTC's Travel Model One was used to look at the impact on BART ridership if lot is used for housing. Housing of 6 – 10 stories replaces BART ridership.
2. TOD produces more off-peak ridership, which is financially advantageous to BART, and works better within capacity constraints for peak direction/time.
3. TODs produce additional benefits for cities - local retail/sales/property taxes and reduced vehicular traffic.



#3 PARKING STRUCTURE ANALYSIS

Potential Policy Actions

Regional policy actions include

- Requiring planning and financial analysis of multi-modal access prior to regional funding of parking structures

Local jurisdictions should

- Incorporate study area vision including multi-modal access
- Evaluate the cost of providing more parking and willingness of public to pay for un-subsidized parking
- Consider benefits (e.g. local taxes, employment, place quality) of land development compared with parking



#4 EMPLOYEE PROGRAMS

Policy Question

1. What would be the impact on employment location and types, and on employees' income of a regional parking cash-out program



#4 EMPLOYEE PROGRAMS

Methods & Findings

1. Review of cash-out programs and commuter benefit programs
2. Significant decrease in drive-alone rates where employees pay to park.
3. CA parking cash-out law is effective where implemented, but law and enforcement are very limited.

Best Practice Applications

- California's Parking Cash-out Law
- Washington's Commute Trip Reduction Law
- Boulder Colorado Transit Passes
- Genentech's gRide Rewards program
- Santa Monica's Parking Cash-Out Law enforcement
- A Bay Area survey found 77% of commuters drive alone when parking is free, whereas only 39% drive alone when they must pay for parking
- Free parking overwhelms other factors in impacting mode choice; regardless of what other benefits are offered, free parking results in high drive alone rates

#4 EMPLOYEE PROGRAMS

Potential Policy Actions

- Enforce California's parking cash out law in the Bay Area.
- Require qualified employers to charge employees for parking, potentially by Air District (e.g. Indirect Source Rule) or in a renewed Bay Area Commuter Benefits Ordinance (CBO), potentially coupled with support for alternative modes.
- Eliminate minimum parking requirements for new office development (through outreach to cities).

#5 REGIONAL POLICIES

Policy Questions

What are the most effective actions the **regional agencies** can take to support pricing parking policies?



#5 REGIONAL POLICIES

Methods

- Regional role to date, TAC brainstorming
- Experiences from other regions
- Recent local experiences
- Expert panel
- Report and recommendations to MTC Commissioners – Fall 2015

Applications & Best Practices

- Parking Policies in other regions
- Local parking pricing experiences
- Climate Initiatives Program
- PDA Planning and Plan Bay Area
- MTC's Resolution 3434 TOD Policy
- The Bay Area Regional Prosperity Plan
- CEQA reform with SB 743
- The Commuter Benefits Program
- TransLink for TOD (T4T) Pilot Program
- OBAG program requirements
- Considering potential role of parking reform in regional programs and Federal/State programs where MTC plays a role - RM3, OBAG 2/3, New Starts, Cap & Trade

#5 REGIONAL POLICIES

Potential Regional Policy Actions

1. Fund regional database development
2. Fund parking implementation strategies for cities, transit. Monitor strategies, summarize, analyze
3. Condition funds in various programs on appropriate parking policies
4. Develop regional parking fee for congestion reduction / GHG reduction purposes, return funds to locals.



#6 IMPLEMENTATION ISSUES

Policy Questions

What are the conditions, public perception, and specific approaches to enact or enforce various priced parking policies?



#6 IMPLEMENTING PARKING POLICIES

Method & Findings – Public Perception

Work with cities and other regions to determine what has been effective

- Outreach & stakeholder support
- Clear communication of benefits
- Re-investing revenues back into the community
- Tax or charge impact fees to private facilities
- Increase enforcement



#6 IMPLEMENTATION POLICIES

Potential Regional Policy Actions

1. Collect, analyze and publicize best practices
2. Hold workshops with local jurisdictions addressing the issue of public perceptions about parking policies
3. Conduct further outreach – focus groups, surveys, etc., to determine approaches with public support



Next Steps:

- * Expert Panel – this afternoon
- * Further input over the summer
- * Develop final report, and refine specific regional policies for Commission consideration Fall 2015



Questions & Comments?

