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# Parking Management Strategies, Evaluation and Planning

This information is a summary of a report from Victoria Transport Policy Institute and Todd Alexander Litman, Author of *Parking Management Best Practices*.

# What is Parking Management?

- Parking Management is policies and programs that result in more efficient use of parking resources.

# Why Do We Need Parking Management?

- Parking is an essential component
- Parking facilities are a major cost
- Parking problems exist
  - Supply
  - Management

Management solutions are better than expanding supply.

# Parking Management Principles

- Consumer choice
- User information
- Sharing
- Efficient utilization
- Flexibility
- Prioritization
- Peak management
- Quality vs quantity
- Comprehensive analysis

# Parking Management Benefits

- Facility cost savings
- Improved quality of service
- Revenue generation
- Reduces land consumption
- Supports mobility management
- Supports smart growth
- Supports walkability
- Supports transit
- More livable communities

# Parking Management Strategies

- Shared parking
  - Parking facility that serves multiple users or destinations
    - Shared rather than reserved spaces
    - Share parking among destinations
    - Public parking facilities
    - In lieu fees
    - Special parking assessment

Parking can be shared efficiently by land uses with different peaks

# More Strategies

- Smart growth
  - Create more compact development with multi-modal transportation system
- Walking and cycling improvements
  - Opens up parking spaces
  - “Park once” trips
  - Allows substitute for car trips
  - Encourages transit use

# More Strategies

- Increase capacity of existing parking facility
  - Use currently wasted areas
  - If width, change from parallel to angled parking
  - Provide special small spaces for motorcycles
  - Reduce parking space size
  - Remove items stored in parking spaces

# More Strategies

- Mobility management
  - Strategies that increase transportation system efficiency by changing travel behavior
  - (It's what you do!)
    - Reduce parking demand
    - Reduce vehicle traffic
    - Support your CTR program

# Yep, You Guessed It, More Strategies

- Pricing
  - Drivers pay directly for a parking spot
    - Parking management strategy
    - Mobility strategy
    - Recover facility costs
    - Fund your CTR program

# Uh-huh! Even More!

- Financial incentives
  - Employees offered money to reduce their trips
    - Parking cash out: commuter who get free parking can get cash instead. (Currently \$230 per employee per month and it's a business write off!)
    - Transit benefit: give employees a bus pass. ORCA Area Passport is available at a fraction of the cost of a regular ORCA card.
- These financial incentives can reduce your parking demand up to 30%!

# Parking Management Strategies

- Unbundled parking
  - Parking is rented or sold separately
- Bicycle parking and changing facilities
  - Great option with an encouragement program
  - Can reduce parking need by 20% (especially on campuses)

# Wow, there's a lot of ways to manage parking!

- Marketing
- Improved enforcement and control
  - Increases regulatory and pricing effectiveness
- Improve parking facility design and operation

# What Now?

- Not every strategy works at every worksite
  - Impacts are higher where there are more parking and travel options
  - Financial incentives always are good
  - Combine strategies for effectiveness
  - Impacts increase as program matures

# Develop Your Parking Plan

- Define scope
  - Look at your area and see what might work
- Define problem
  - What are your parking issues
  - Who has the issue
  - When does this issue occur

# Continue Developing Your Plan

- Strategic planning context
  - Coordinate with your community
- Establish evaluation framework
  - Perspective and scope
  - Goals
  - Evaluation criteria
  - Evaluation method
  - Performance indicators
  - Base case
  - How results are presented

# Finalize Your Plan

- Identify number of spaces available and the demand
- Identify and evaluate all your options
- Develop an implementation plan
- Implement your plan

# Conclusion

- Many different strategies for managing your parking issues
- Parking management is not widespread in Snohomish County
- Identify what will work for you and try a pilot program
- Increase efficiency of your parking facilities



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