

# THE HIGH COST OF FREE PARKING

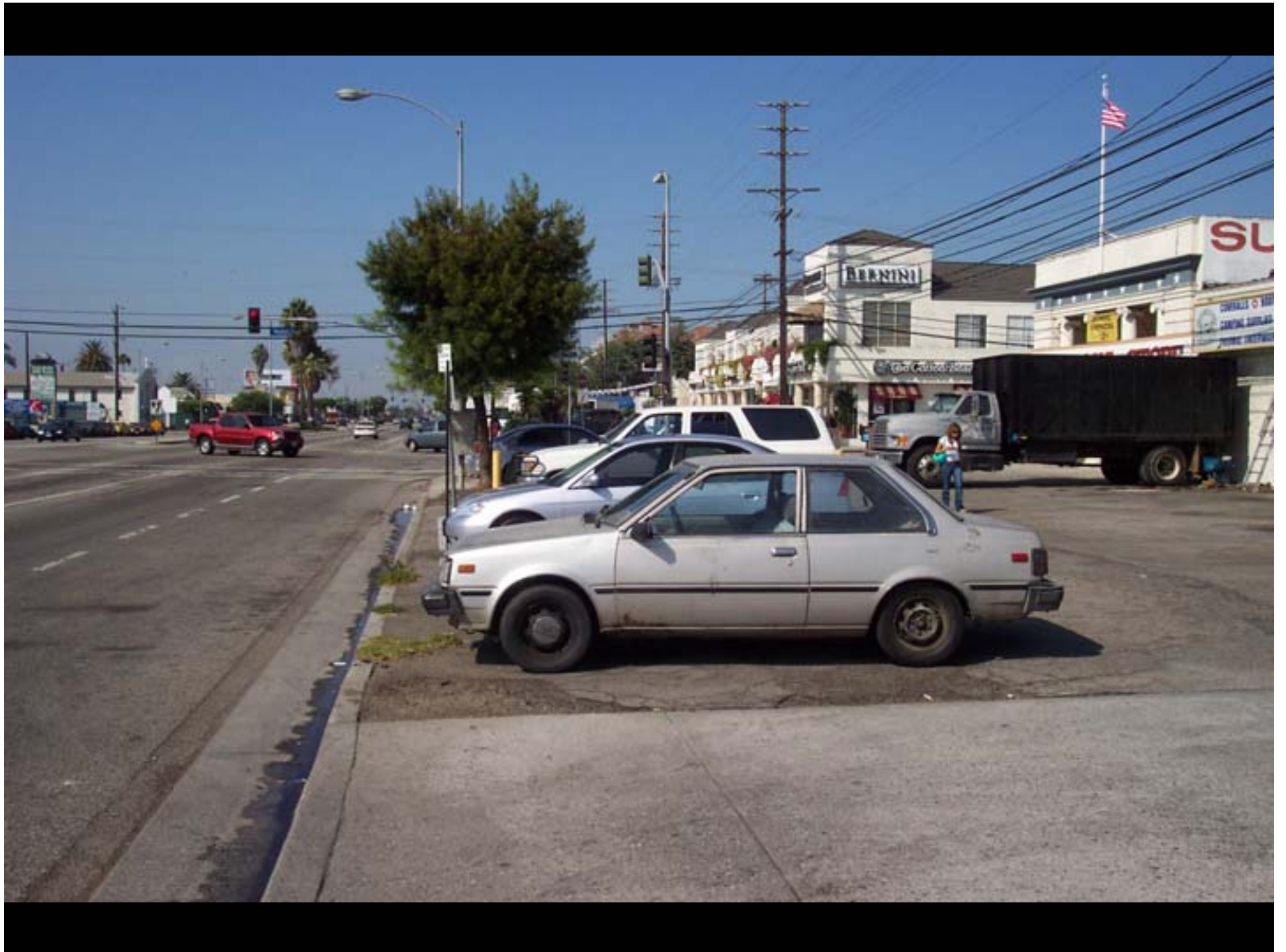
Donald Shoup

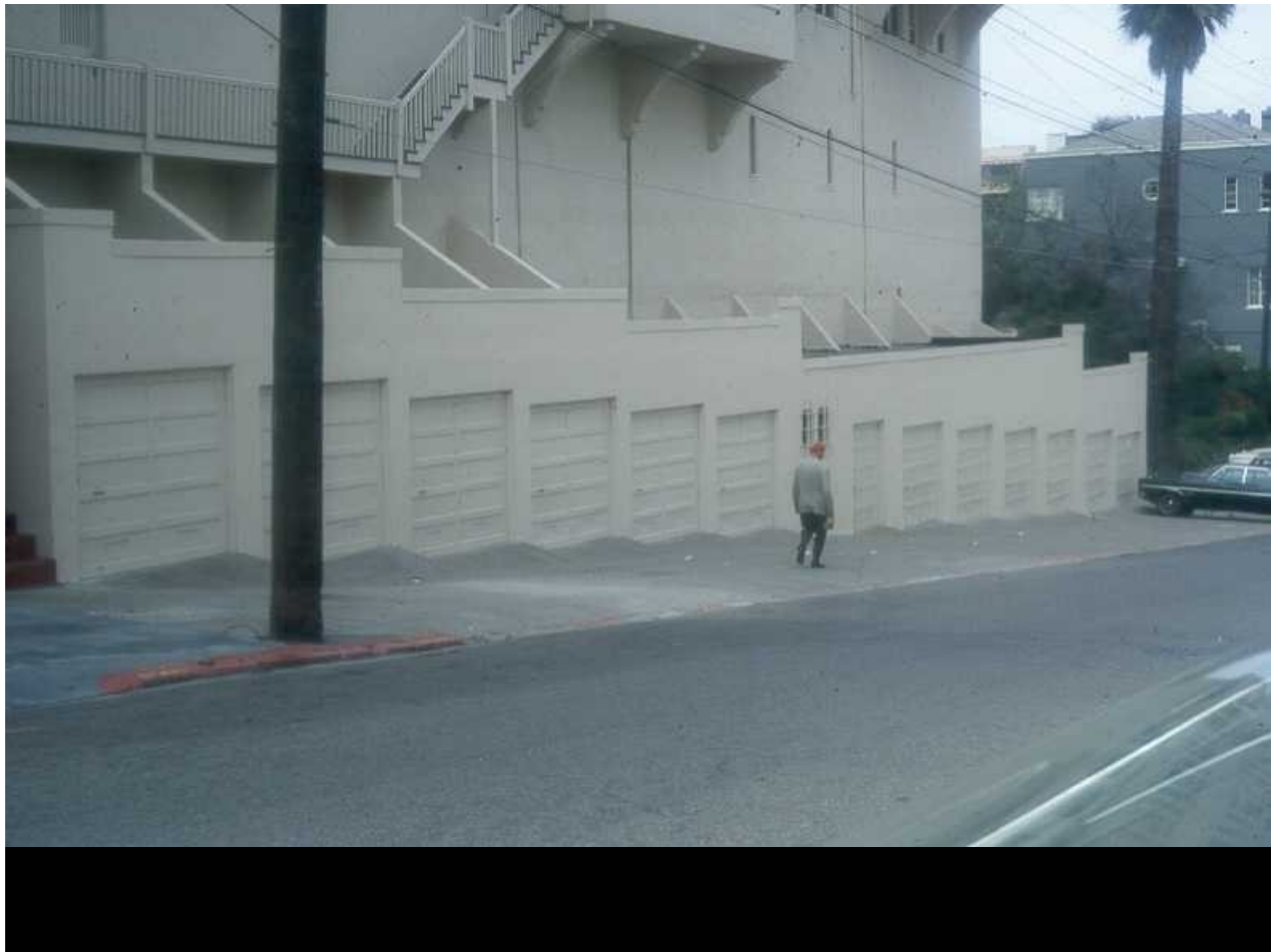












# Two Mistakes in Planning for Parking

1. Keep curb parking free or cheap
2. Require lots of off-street parking



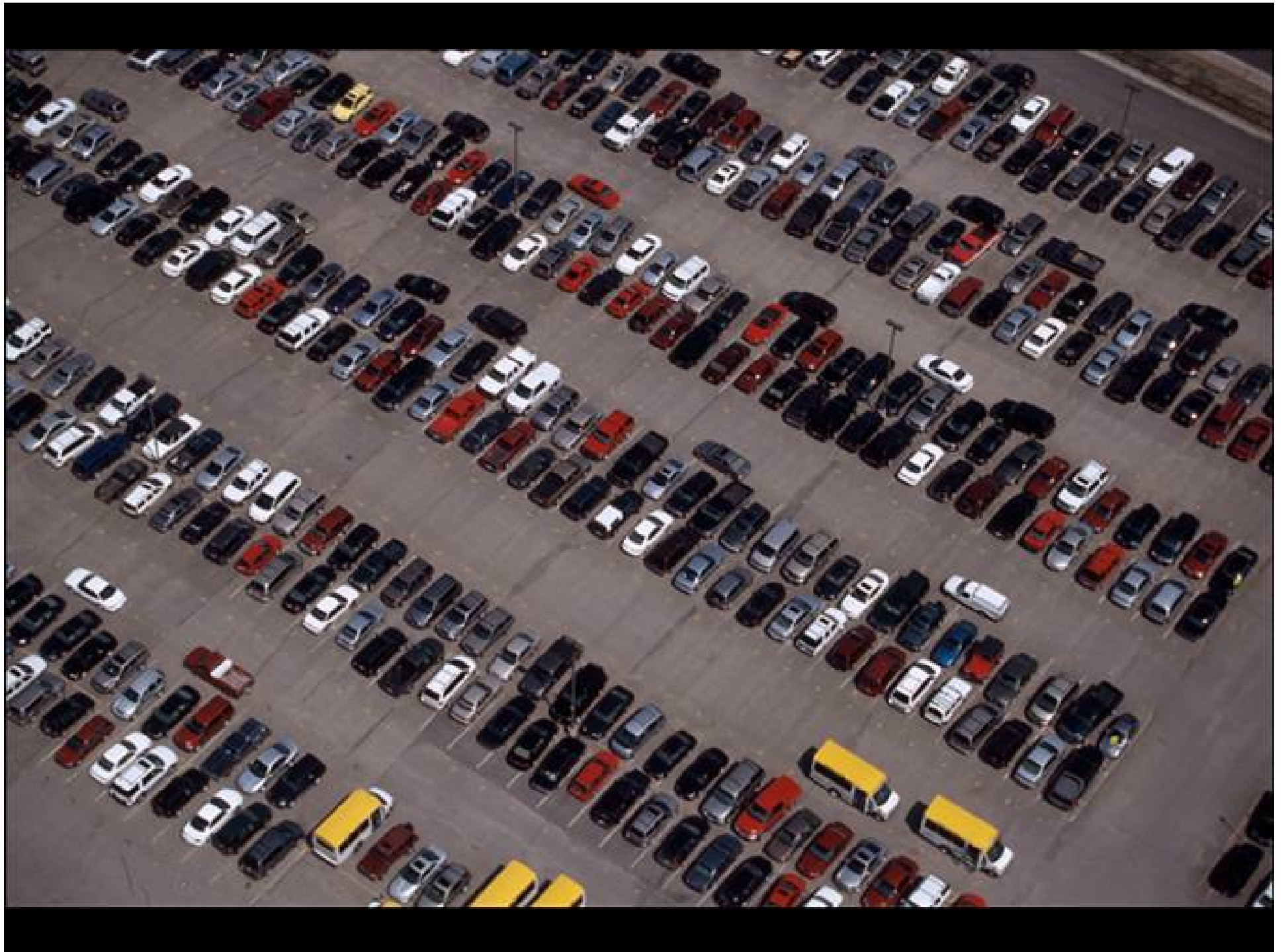




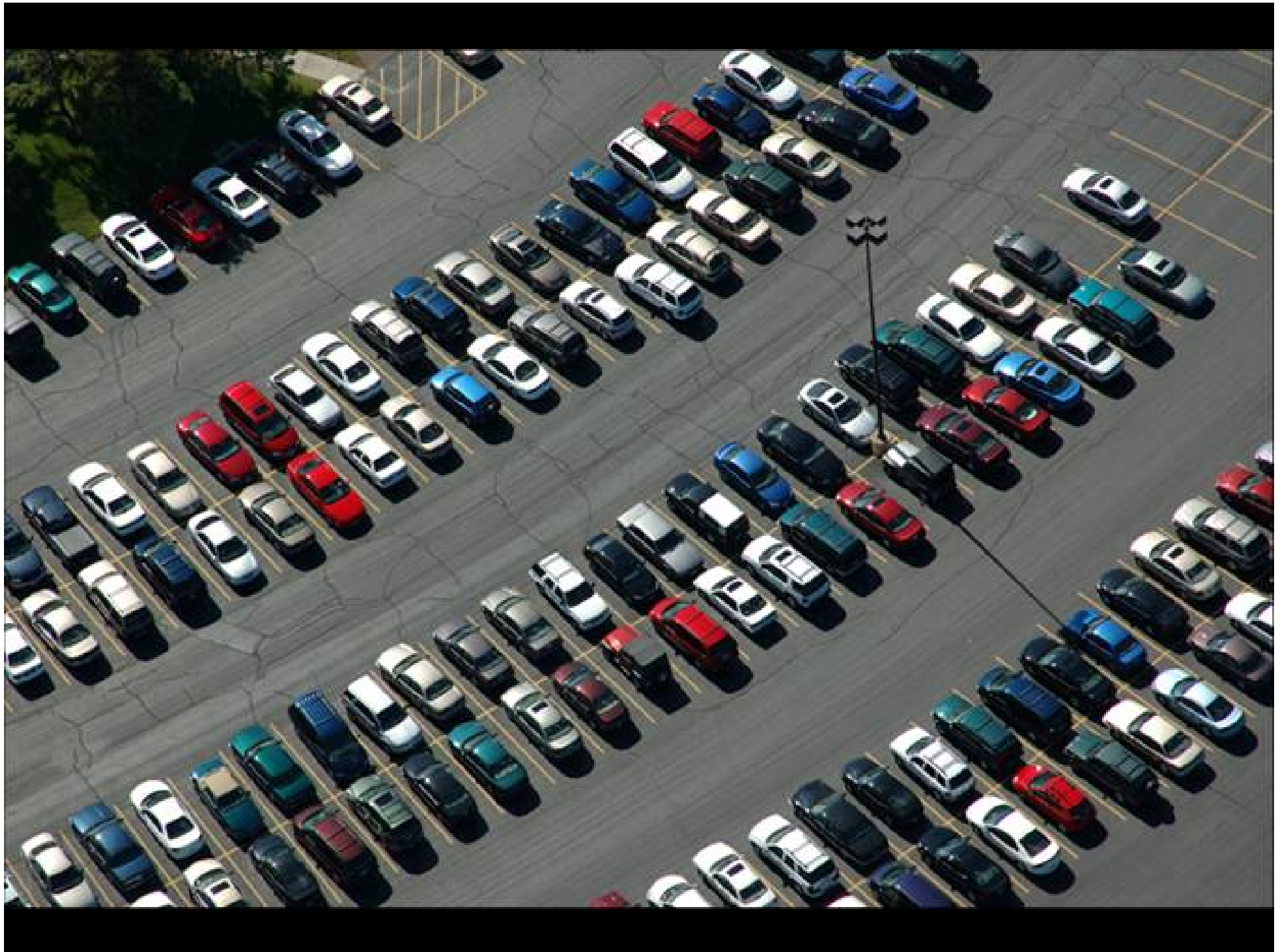








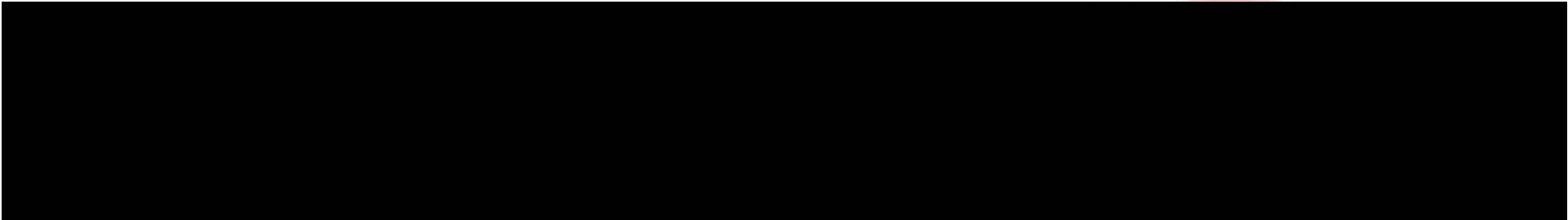












A long habit of not thinking a thing wrong gives it a superficial appearance of being right.

Thomas Paine, *Common Sense*

# Two Reforms in Parking Policy

1. Charge market rates for curbside parking
2. Return the meter revenue to the neighborhoods that generate it



# Turning Small Change into Big Changes



# 1978 Plan for Old Pasadena

“The area’s been going downhill for years.”

“It’s a bunch of dirty old buildings.”

“It’s filthy.”

“It’s Pasadena’s sick child.”

“The area is unsafe.”









# Old Pasadena Now



# Parking Problems in Old Pasadena

- Employees and shop owners parked at the curb
- Merchants opposed meters because they feared customers would stay away
- Pasadena had no money to pay for public infrastructure in Old Pasadena

# Two parking solutions

- Charge market prices for curbside parking
- Return the revenue to pay for public improvements in Old Pasadena

# Parking meters with revenue return

- City of Pasadena offered to return all parking meter revenue to Old Pasadena
- Merchants and property owners immediately agreed to install meters
- 690 meters operate until midnight, and on Sunday
- Meters yield \$1.2 million a year for Old Pasadena's 15 blocks, about \$80,000 per block.



“The only reason meters went into Old Pasadena in the first place was because the city agreed all the money would stay in Old Pasadena. We’ve come a long way. This might seem silly to some people, but if not for our parking meters, its hard to imagine that we’d have the kind of success we’re enjoying. They’ve made a huge difference. At first it was a struggle to get people to agree with the meters. But when we figured out that the money would stay here, that the money would be used to improve the amenities, it was an easy sell.”

Marilyn Buchanan, Chair,  
Old Pasadena Parking Meter Zone Advisory Board













“This place, it’s perfect, really. They’ve kept the buildings and the streets well. That makes it so attractive. People are walking around because they like the way it looks and feels. It’s something you just don’t see in Los Angeles. As a driver, I don’t mind paying more for what you have here. I tell you what: For this, I will pay.”

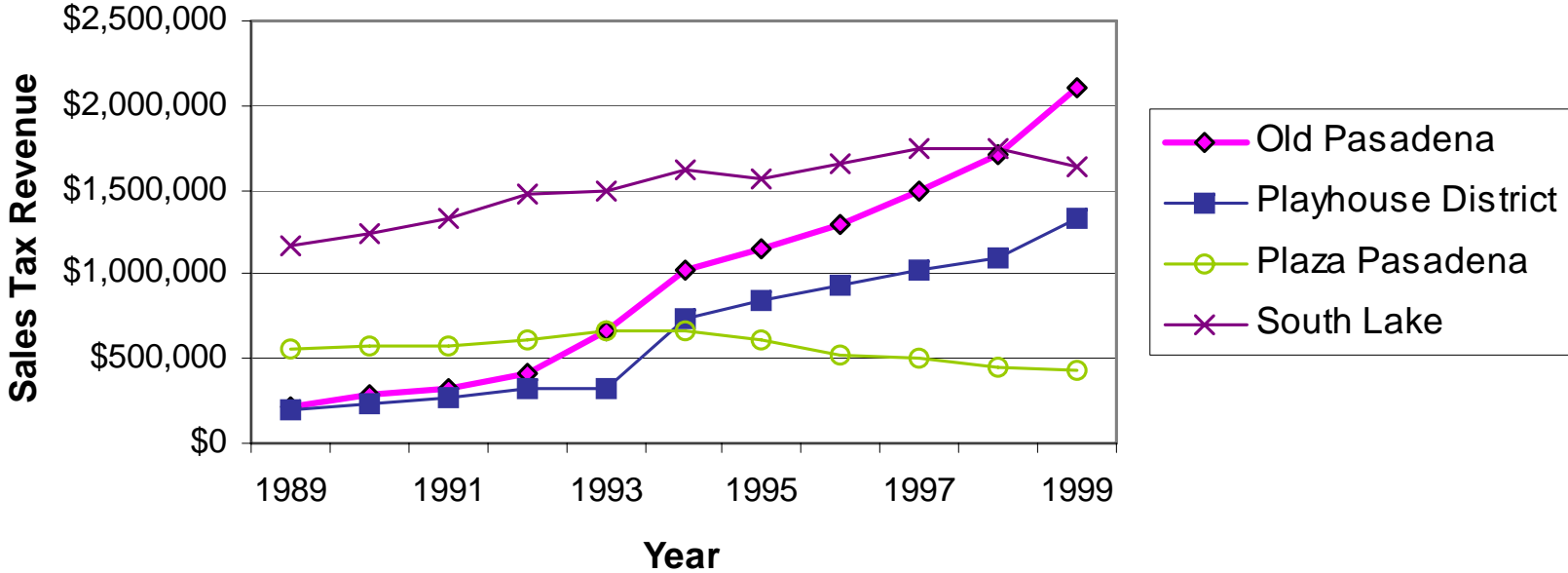
Shopper interviewed by *Los Angeles Times*

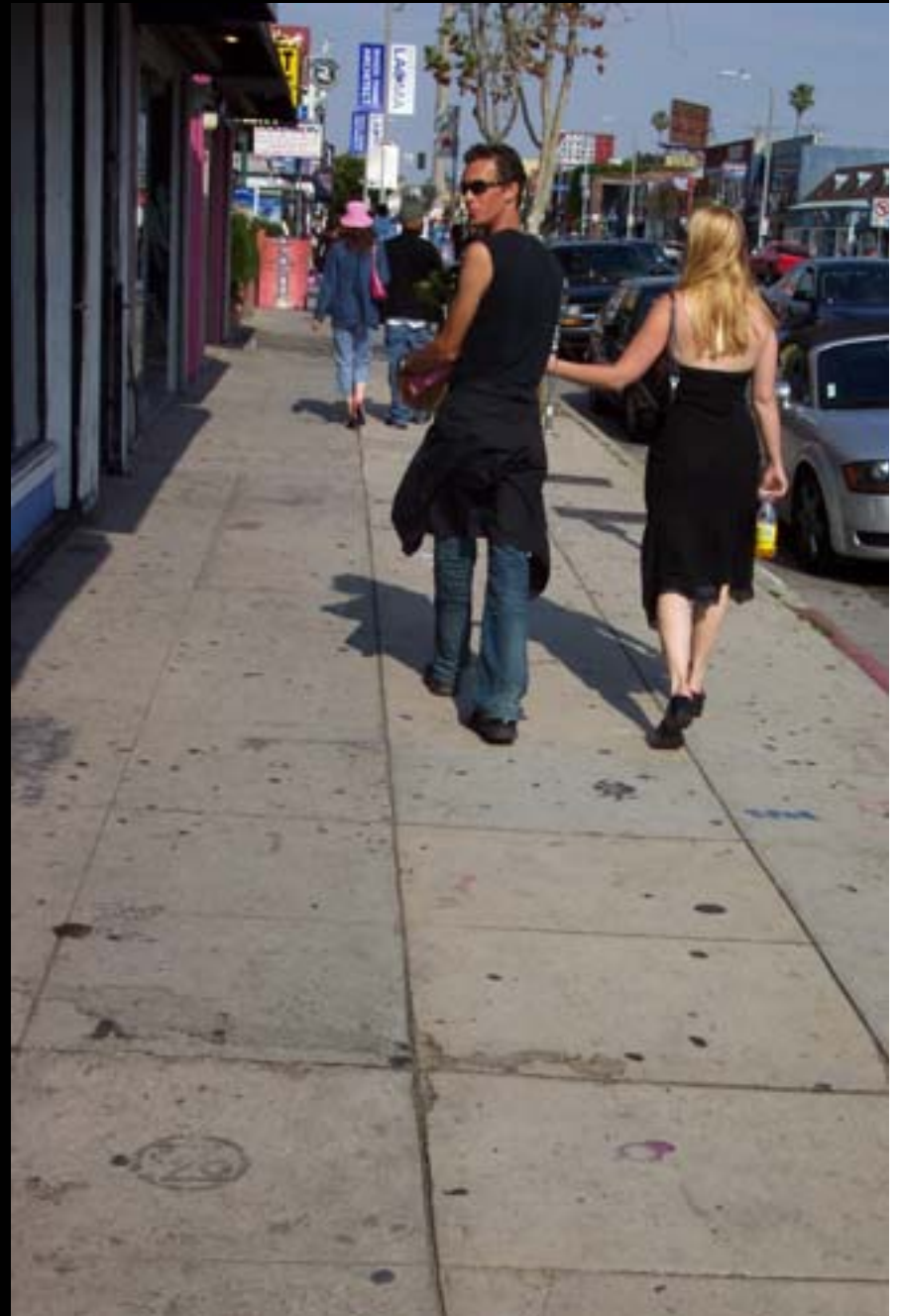
# Two Aspects of Parking Requirements

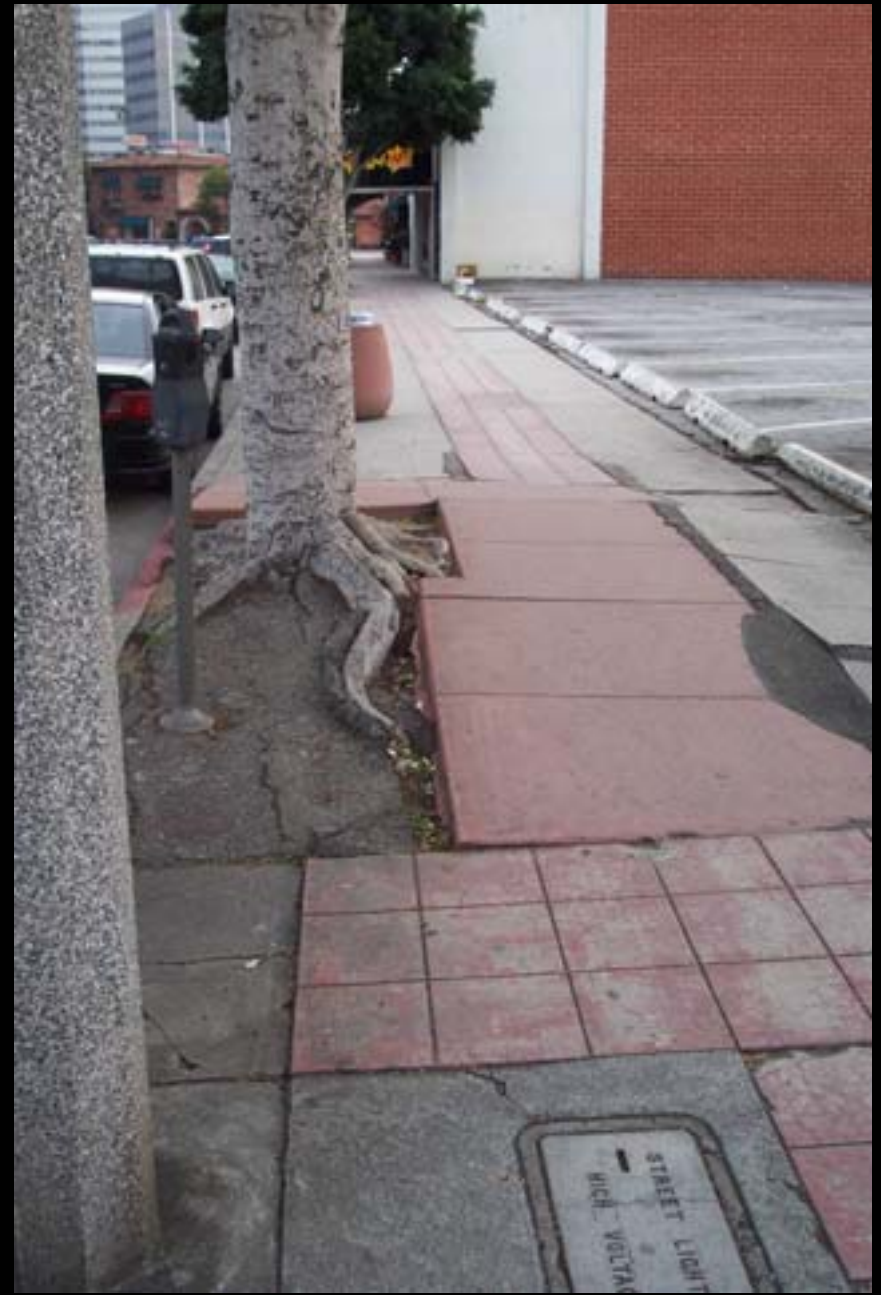
1. For a new building, parking requirements determine the number of spaces a developer must *supply*.
2. For an existing building, parking requirements limit the uses a city will *allow*.



### Pasadena Retail Sales Tax Revenue







# Lessons Learned

Cities should dedicate parking meter revenue to the districts that produce it.

Merchants will insist on charging market prices for curb parking.

Meter revenues can greatly improve the public infrastructure of older areas.





**A NEW  
OLD PASADENA  
COMING SOON**

**STREET AND ALLEY WAY IMPROVEMENTS:**

**LIGHTING**

**REPAVING**

**TRASH RECEPTACLES**

**SIGNS AND BENCHES**

**DIRECTORY MAPS**

**TREES AND GRATES**

**NEWSRACKS**

**MAINTENANCE**

**SAFETY**

**YOUR METER MONEY IS  
MAKING A DIFFERENCE**

**THE OLD PASADENA RENAISSANCE CONTINUES**

**CITY OF PASADENA**

# Redwood City parking ordinance

To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

The Parking Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters. Based on the survey results, the Parking Manager shall adjust the rates up or down in twenty-five cent (\$0.25) intervals to seek to achieve the target occupancy rate.

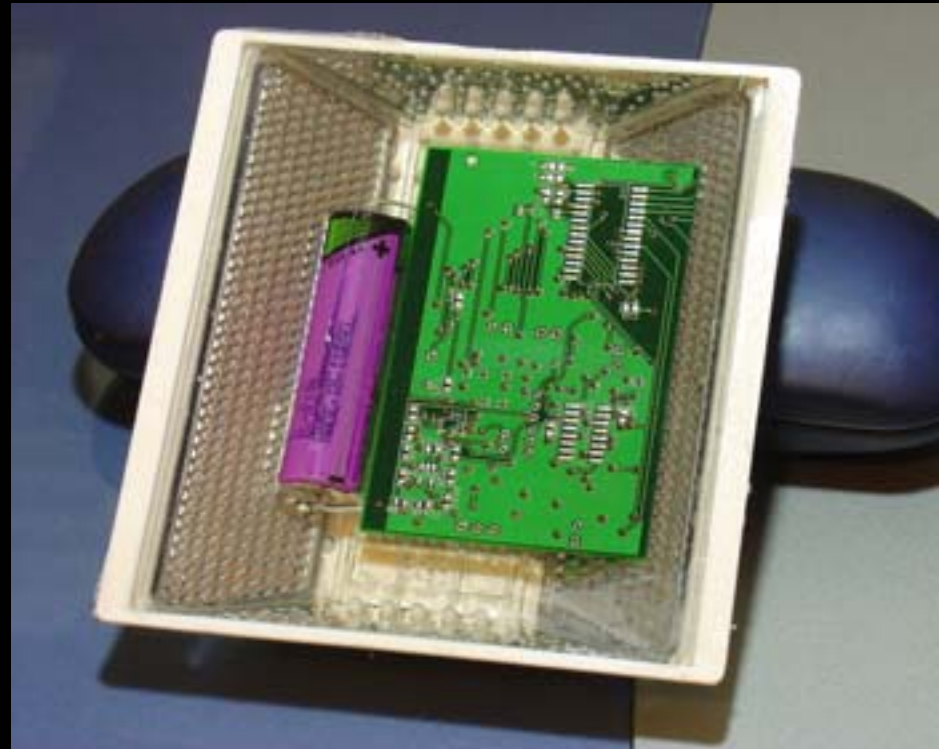
Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only . . . within or for the benefit of the Downtown Core Meter Zone.













What about cities that already have parking meters? They won't want to offer the existing meter revenue to BIDs.



# Parking Increment Finance

1. The City continues to receive the current meter revenue.
2. The City splits any *increases* in meter revenue with the Business Improvement District.
3. The revenue stream creates a local incentive to increase the number of meters, the meter rates, the hours of meter operation, and enforcement.
4. Both the BID and the City get new revenue

# First Future

1. Change nothing.
2. Keep curb parking free or cheap.
3. Require ample off-street parking.



**LUCKILY, THERE'S AN AFFORDABLE ALTERNATIVE.**

**Chevrolet Cavalier VL Sedan**

**\$12,998** MSRP **0<sup>th</sup>** DOWN PAYMENT **\$178** PER MONTH

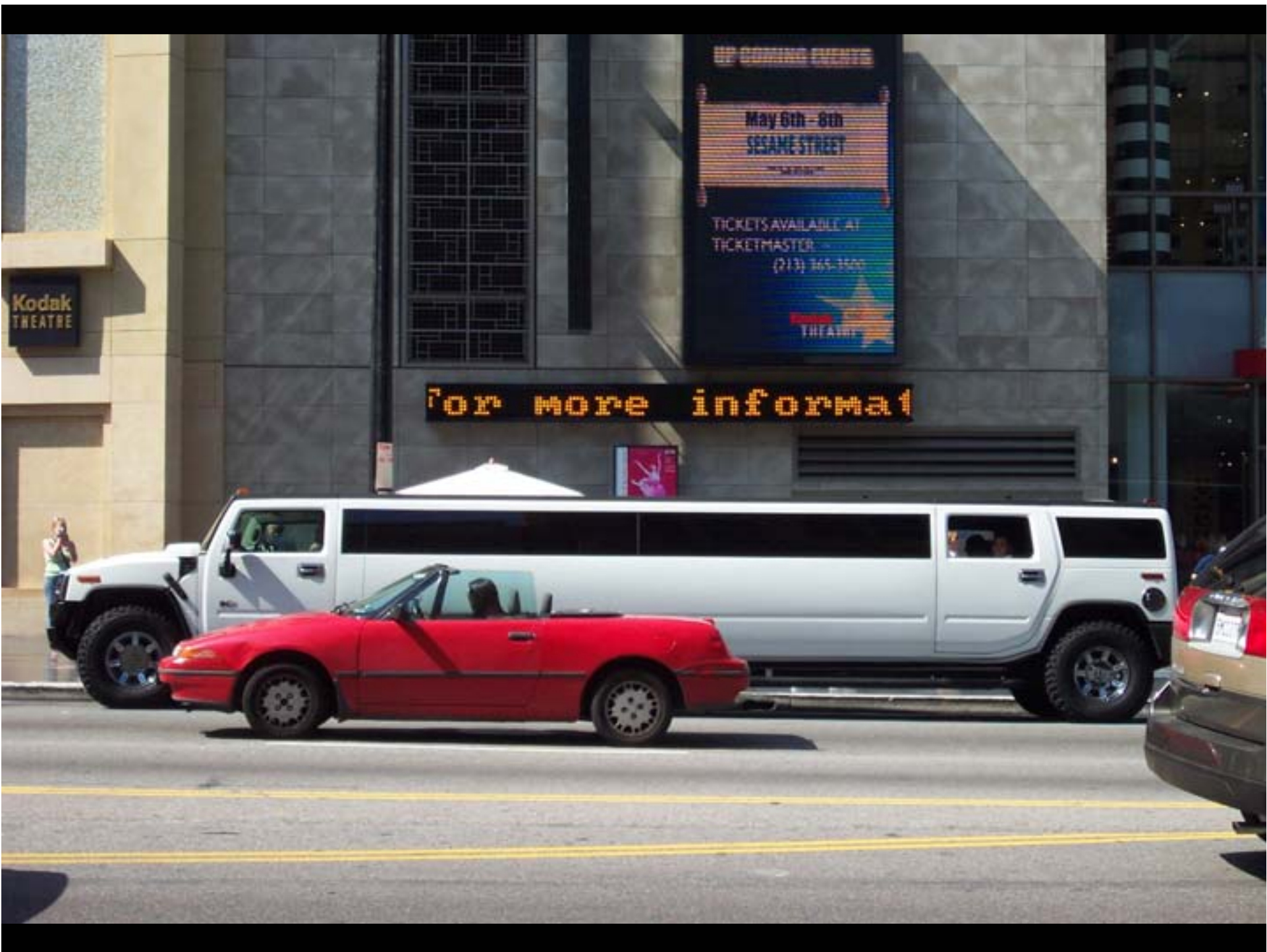
MSRP includes \$1,000 destination charge. Tax, title, license, dealer fees, and optional equipment extra. \*MSRP excludes \$1,000 destination charge. Dealer sets actual price. †MSRP excludes \$1,000 destination charge. Dealer sets actual price. †MSRP excludes \$1,000 destination charge. Dealer sets actual price.

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UP COMING EVENTS

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THEATRE

For more information









**CONGESTION  
AHEAD**

**NEXT 20  
YEARS**

# Second Future

1. Charge market-rate prices for curbside parking.
2. Use the revenue to improve neighborhoods.
3. Remove off-street parking requirements.





# Parking Improvement Districts

1. Market prices will improve curb parking.
2. The parking revenue will pay for neighborhood public improvements.
3. The neighborhood public improvements create the incentive to charge market prices for curb parking.



































# Effects of building job-adjacent housing on former parking lots

Increase housing supply

Reduce time spent commuting

Reduce spending on cars and fuel

Reduce traffic congestion and air pollution

Maybe even slow climate change





A long habit of not thinking a thing wrong gives it a superficial appearance of being right, *and raises at first a formidable outcry in defense of custom. But the tumult soon subsides. Time makes more converts than reason.*

Thomas Paine, *Common Sense*



*"The conversation has turned to parking."*