



Regional Parking Strategies for Focused Growth and Climate Protection

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Regional Parking Strategies: Outline

1. Why is parking so important?
2. Flaws of existing parking policies
3. Local parking reforms
4. Can regional action help?
5. Potential regional parking strategies
6. Benefits of a regional approach
7. Key regional questions



Why is parking so important?

Free/Subsidized parking...

- generates traffic, increasing VMT and emissions
- is the difference between Smart Growth and sprawl
- is expensive (economically inefficient)



Flaws of existing policy

1. Employer paid parking (built per code) subsidizes driving
2. Local parking requirements make it cheaper to build/locate in low-density areas (cost to build, operate, and maintain)



Effects of parking cash-out on parking demand. Source: Derived from Donald Shoup, "Evaluating the Effects of Parking Cash-Out: Eight Case Studies," 1997. Based on the cost in 2005 dollars.

Local Parking Reforms

1. Enforce the state parking cashout law locally / Expand cashout to employers of 10-50 employees
2. Charge market rates in high demand areas
3. Separate leases for parking
4. Remove minimum/set maximum parking req.s
5. Increase allowable Floor Area Ratios (FAR) to permit development on surface parking lots



Pasadena, CA

Genentech, S. San Francisco



G-Ride Program Features:

- Parking Cashout (\$4/day)
- Transit subsidy + shuttle service

Program Results: Cut commute-related GHGe by 8.6%

Keys to success:

1. Local policy: Specific reduction requirements; flexibility
2. Cost savings: Genentech avoided \$100 m structured parking
3. Corporate culture and Ownership of land

Can regional action help?

- **Barriers to widespread local implementation:**
 - Local comfort, lack of experience with alternatives
 - Lack of local coordination (public works vs. planning)
 - Perceived competition for retail customers
 - Neighborhood concerns about ‘spillover’ impacts
 - Absence of constituency for reform

- **The region can...**
 - Coordinate policies and level playing field across boundaries
 - Support and incentivize local reforms - Priority funding for FOCUS PDAs
 - Coordination with other regional climate/ smart growth strategies
 - Parking policies, along with other TDM measures, should be analyzed in the context of the SCS

Potential Regional Parking Reform Strategies

1. **Lead by example (JPC)**

- Implement employer best-practices

2. **Incorporate parking reform policies in grant programs (ABAG, MTC, BAAQMD)**

- Incorporate into station-area planning grants
- Provide training, assistance - PDA priority
- Develop local Green Parking Certification
- Regional parking strategies should be analyzed in the context of the SCS

Potential Regional Parking Reform Strategies

3. Engage CMAs in parking reform (MTC):

- Monitor, evaluate, report local parking reforms
- Evaluate projects and programs in terms of *per capita* VMT/GHGe

4. Extend regulations to parking (BAAQMD, with support from MTC): As part of “indirect source” regulation, levy annual parking impact-fee per parking space provided.

- Graduate fees based on parking price and location
- Return revenues to local governments

Potential Regional Parking Reform Strategies

- 5. Condition discretionary transportation funding on implementation of parking reform (MTC):**
- Similar to MTC TOD Policy (Resolution 3434)
 - Assess performance at city, corridor or county level
 - Provide local governments with flexibility to comply or pay other communities to enact reforms

Potential Regional Parking Reform Strategies

6. Fund parking reform programs with regional gas-tax or extension of GHGe Cost-Recovery Fee (MTC/ABAG/BAAQMD):

- Fund parking reform programs, including: instituting pricing, monitoring and enforcement, smart parking meters, etc.
- Focus funding on PDAs

7. Advocate elimination of federal tax subsidy for employee parking (MTC/ABAG/BAAQMD)

- Stop paying people to drive: Remove tax exemption for employer paid parking
- Generates up to \$52 billion per year nationwide
- Requires federal legislative reform

Benefits of Regional Parking Strategies

1. High impact: Reduce driving, VMT, and GHGe (cut VMT by 50% in new development; 20-30% in existing development)
2. Quick-results and long-term impacts
3. Low cost and/or revenue generating (earns ~\$2,000 per ton of CO2 removed)
4. Pro-market and pro-Smart Growth
5. Applicable region-wide
6. Promotes social equity

Key Regional Questions

1. Should the Bay Area remove the subsidies for driving that are hidden in local parking policies/practices?
2. If so, what role should the regional agency members of the JPC play in this process?

