Parking Policies in North America: 5 Trends in 20 Minutes

Presented for “Parqueaderos: ¿Para Que?” by Charles R. Munn III, CAPP, CPP
5 Major Trends in Parking Policy

- Rethinking the Role of Parking
- Public-Private Partnerships ("P3s")
- Sustainability & "Green" Initiatives
- Leveraging Technology
- Parking Management as a Profession
Trend # 1: Rethinking the Role of Parking

- Parking is Integral to Urban Quality of Life
- Market pricing of curbside parking
- Goal of 85% occupancy
- Return revenue to neighborhoods
- Eliminate minimum parking requirements
## Trend # 1: Livable Cities Start with Parking

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<thead>
<tr>
<th>OLD PARADIGM</th>
<th>NEW PARADIGM</th>
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<tr>
<td>Parking is a social good.</td>
<td>Parking is not an entitlement.</td>
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<td>More parking is always better.</td>
<td>Too much parking can create problems.</td>
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<td>Parking demand is fixed, regardless of price or transportation alternatives.</td>
<td>Parking demand is elastic, and depends on price and the availability of transportation alternatives.</td>
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<td>Governments should establish minimum parking requirements.</td>
<td>Governments shouldn't mandate parking, and should instead establish maximum parking allowances where they make sense.</td>
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<td>Parking costs should be bundled into the cost of housing, goods, and services.</td>
<td>Parking costs should be unbundled from the cost of housing, goods, and services.</td>
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<td>Parking is a burden to government, and subsidies to parking will compete with other priorities for available funding.</td>
<td>Parking can be a source of revenue for government, and if priced correctly can fund other city priorities.</td>
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<td>Parking should be priced to encourage full utilization.</td>
<td>Parking should be priced so as to create some available spaces at most times.</td>
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<td>Cities should use time limits to increase parking availability and turnover.</td>
<td>Cities should use price to increase parking availability and turnover.</td>
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Source: [http://livablecity.org/campaigns/parking.html](http://livablecity.org/campaigns/parking.html)
Trend # 2: P3s

- Origins of P3s from Public Side
  - Expanding role of parking as a revenue source and economic development tool
  - Realization by public entities that they cannot finance all necessary transportation improvements in a short period of time
  - Deferred maintenance and technology upgrades for parking systems
  - Financial crisis of 2008 reduced income and forced consideration of monetizing assets
Trend # 2: P3s

- Origins of P3s from Public Side
  - Underfunding of pensions and other budget priorities and emergencies
  - Recognition that parking is not a core competency or critical service; private sector can deliver more efficiently
  - Political will to consider privatization in face of opposition from interest groups committed to status quo
Trend # 2: P3s

- Origins of P3 from Private Side
  - Investment sector recognizes parking companies as reliable revenue producers
  - Use of large scale investment capital in mergers & acquisitions introduces more investors to parking
  - Recognition of enhanced returns not only by monetizing assets, but by improvements to technology, service, & other operating efficiencies
Trend # 2: Major P3 Deals

City of Chicago: 99 year concession, $563 million upfront + $615 million maintenance fund for 4 underground municipal garages totaling 9,178 spaces
City of Chicago: 75 year concession, $1.15 billion upfront for 36,000 space municipal parking meter system
Trend # 2: Major P3 Deals

Ohio State University: 50 years, $483 million upfront for 35,000 space campus parking system
Trend # 2: Major P3 Deals

City of Indianapolis: 50 years, $20 million upfront, with anticipated $600 million revenue share over term for 3,700 municipal parking meter spaces
Trend # 3: Sustainability

- Reducing carbon “footprint”
- Cost savings in construction & operation
- Stormwater management
- Improving quality of life
Trend # 3: Sustainability

- Use of concrete additives to lengthen operating life & reduce maintenance costs
- Designing to maximize facility efficiency, security, and lighting
Trend # 3 Sustainability

- Reducing electric consumption via:
  - More efficient LED & Inductive lighting
  - Solar panels on rooftops to provide in-house power
  - Lighting-on-demand: Timers, photocells, and motion detectors
Trend # 3 Sustainability

- Stormwater management
  - Greenroofs
  - Bioswales
  - Permeable pavement
Trend # 3: Sustainability

- Improving Quality of Life for Cities:
  - Garage as art
  - EV charging stations
  - Directional systems to reduce congestion & cruising
Trend # 4: Technology

- Robotic Parking
  - Few or no employees required
  - Fits in smaller lot sizes
  - Heightens security
Trend # 4: Technology

- Off Street Parking Management & Payment Systems
  - Pay On Foot (POF)
  - Pay In Lane (PIL)
  - Central Cashiering

Savings on labor * Faster throughput at exit * Better revenue control
Trend # 4 Technology

- On Street Parking Management & Payment Systems
  - Real time occupancy monitoring & broadcast
  - Flexible, market-based pricing
  - Pay By Phone (PBP)

Creating a Data Export Platform!
Trend # 5: Growing Role for Parking

- As a profession (certifications)
- As a tool for economic development
- As a revenue generator
- As part of the transportation grid
- As a contributor to urban quality of life
Thank You!

- Questions for the Parking Operations Expert?

Scene from “The Parking Lot Movie” (2010)