



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

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## *Memorandum*

TO: TPLUS Committee

DATE: May 19, 2010

FR: Valerie Knepper

RE: Regional Parking Study and Technical Assistance Program

MTC has recently completed a regional study of potential parking strategies, and is launching a technical assistance program for local jurisdictions, as described below.

### **1) Regional Study – Regional Parking Strategies for Climate Protection**

Given that subsidies for parking create such a powerful incentive toward driving (estimated at more than \$500 billion annually in the US), MTC staff has been directed by the Planning Committee and the Joint Policy Committee to pursue the development of effective regional parking strategies as a climate initiative. We have recently completed a report with Nelson Nygaard analyzing options of how to proceed, considering the rationale for regional reform, potential regional strategies, implementation, performance monitoring and enforcement issues, and the relationship of parking strategies to the larger regional climate protection campaign.

Potential regional strategies and programs evaluated include:

- Lead by example
- Expand technical assistance and clearinghouse functions
- Initiate a Green Parking Certification Program
- Provide grants to encourage local reforms
- Offer performance-based trip reduction grants to employers and third-party entrepreneurs
- Engage Congestion Management Agencies
- Engage transit agencies
- Enact Air District regulations
- Levy graduated per space impact fees on parking
- Condition distribution of regional transport funding on local implementation of reforms
- Requires locals to adopt unbundling and vehicle trip reduction ordinances through SCS

In some cases we are proceeding already with the recommendations, such as the technical assistance training program described below. In other cases we are still evaluating the potential success and estimating the necessary resources to implement or considering other obstacles. The report is attached for your review and comment.

## 2) Parking Technical Assistance Program - Smart TAP

MTC is gearing up to lead a new technical assistance program to assist local jurisdictions in developing parking policies to support smart growth and local community and development interests through the Smart TAP. We will begin this program with a survey of local jurisdictions to better understand the type of training that would be most useful, proceed with a few sub-regional “parking fundamentals” forums, and then conduct a limited number of more intensive customized “planning labs” for interested local jurisdictions.

- **Survey.** To assess the current state of parking policies in local Bay Area jurisdictions, the knowledge of staff in local jurisdictions regarding reformed parking policies, and the interest in receiving general and/or specialized training in parking policies, we will survey local jurisdictions. This outreach and survey will be used to test various approaches to providing assistance. The survey and outreach will also be used to begin to define an ongoing role for the CMAs in supporting reformed parking policies, and to identify potential projects for the more intensive planning labs, as described below.
- **Parking fundamentals forums** - Incorporating lessons learned from the survey and outreach we shall conduct a few educational forums on the fundamentals of parking management and its role in community building and climate change. The forums shall address common issues and effective strategies in managing parking, and shall be developed in cooperation with the CMAs.
- **Advanced planning labs** - Customized training sessions shall be conducted for a limited number of specific jurisdictions, tailored to the specific locations. The purpose of these on-site training labs will be to support implementation of appropriate local parking strategies, including changes in zoning, transportation demand management (TDM) requirements, commuter benefit and employee cash-out programs, use of parking in-lieu fees for pedestrian and bicycle programs, and other innovations as appropriate. Sites will be identified through the survey and outreach effort, described above, and in concert with the CMAs, focusing on jurisdictions committed to implementation of reforms, and eligible under the broader Smart TAP program. Each lab will include advance research into local zoning and other policies, management practices, parking technologies, development issues and parking and land usage data. Labs are expected to last two days per local jurisdiction.
- **Conclusions** - We will complete this effort by evaluating the success of our efforts in order to define the next steps, incorporating the views of the local jurisdictions and other interested stakeholders.

I look forward to your comments and questions.