



Smart Growth & Parking Strategies San Francisco Bay Area



presented by
Valerie Knepper, MTC



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Key Questions put to Joint Policy Committee

1. Should the Bay Area move toward universal application of market based pricing of parking?
2. What roles should the regional agencies play in this process?



Why a Regional Parking Framework?

Reformed parking policies are fundamental to:

- Regional smart growth policies, transportation efficiency
- Housing needs and overall housing + transportation costs
- Efficiency and location of businesses
- Impact on the environment – can't meet SCS GHG goals without parking reform

But its hard for local jurisdictions



Benefits of Regional Parking Framework

1. High impact: Reduce driving, VMT, and GHG
2. Quick-results and long-term impacts
3. Low cost and/or revenue generating
4. Pro-market and pro-Smart Growth
5. Applicable region-wide
6. Promotes social equity



Specific Steps

- **Climate Initiative Innovations Program - \$36M this round**
 - Innovative parking management and TDM
- **Incorporating parking reform into regional programs**
 - Station Area Plans, alternatives / management of parking as a resource
- **Working with partners**
 - Cities - climate action plans
 - CMAs role - support / monitoring
 - Transit agencies
 - Advocate state and federal legislative reforms



Technical Assistance Program



- New survey of cities- interests, impediments, needs
- General parking management sessions (Parking 101)
- Focused parking management sessions (Parking 201)
Assist specific implementation
- Identify funding, resources to support implementation
- Create more successes, next steps



Benefits for

- **Developers and residents** – lower development costs, more housing for land area/heights, more redevelopment pencils, choice of spending money on parking
- **Employers and employees** – use of pretax dollars benefits both, allow expansion onto excess parking spaces, more choices for employees
- **Retail and shoppers** – higher sales, more customers, lower costs for expansion, available parking in front of businesses

BUT

Discomfort with change and complaints by individuals can overshadow larger and more diffuse benefits

Transit / TOD Supportive Policies



- Transit incentive programs
- Carsharing
- Pedestrian & bicycle improvements

Change the Parking Requirements

- Reduce requirements/ or create maximums
 - Re-estimation based on transit proximity, mixed land use, walking and biking shares, and pricing

- Share parking

- Allow or require parking to be the shared for multiple purposes - reduces the demand for parking and lot coverage of the land

- See Access database for re-estimation



Pricing Parking

- Unbundling - of parking costs from housing costs
- Cash-out – of employee parking benefits
- Coordinate on-street and off-street parking

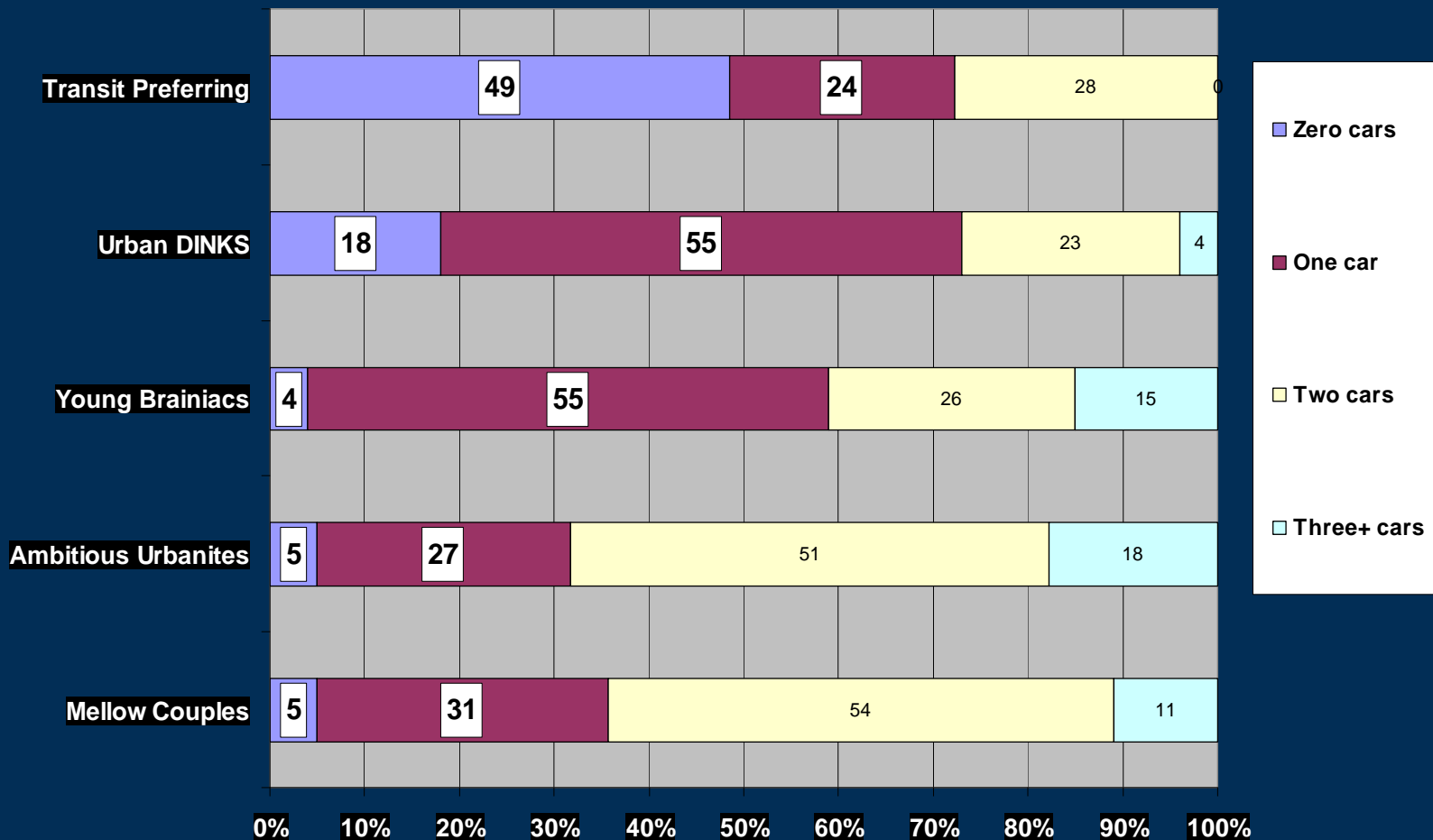


Create Parking Districts - invest the funds locally

- Assessment Districts / Revenue Districts
- Residential parking districts
- Participation of the community



Car Ownership of Key Market Segments



Source: MTC, *Choosing Where We Live*, 2010, see http://www.mtc.ca.gov/planning/smart_growth/tod/briefing_book.htm



Requesting your assistance

- Fill out the survey – by Nov 4
- Your policies, interests, impediments and needs
- Attend a Parking 101 session, bring relevant partners
 - Two sessions, early December
- Consider interest in a Parking 201 lab