The Case for Parking Benefit Districts

Presented by Brian Canepa

November 1, 2013
Commercial Parking Benefit Districts
Description

- District parking revenue used to finance neighborhood improvements
- Associated parking policies that focus on convenience and availability

Image sources: Nelson\Nygaard, Nelson\Nygaard, Flickr user ifmuth
Why Implement It?

- Goal of effectively managing parking supply/demand with demand based pricing
- While paid parking is unpopular…
  - PBDs attach tangible benefits
  - PBDs create new local constituency for pricing
- Revenue stream to directly finance, or leverage additional dollars for district improvements

*Image source: Flickr user mlinksva, City of Austin, TX*
Why Implement It?

- Integral part of improving district parking management and transportation systems
- Fund improvements to alternative forms of transportation, reducing parking demand and vehicular traffic
  - Transit/local shuttles
  - Improved pedestrian and bicycle infrastructure
- Can fund new parking supply (if necessary)

*Image sources: Flickr user La Citta Vita, Flickr user Omar Omar*
Tradeoffs

- Additional administrative and management costs
- Parking revenue would not go to the General Fund, which may impact spending on other municipal priorities
- Revenue can fluctuate from year to year depending on seasonal demand or overall health of local economy
Implementation

1. Requires adoption of City ordinance
2. Creation of governing/oversight body
3. Implementation of paid parking/demand based pricing
4. Adoption of list of PBD revenue expenditures
5. Development of coordinated public relations plan
6. Ongoing evaluation and management
Potential Projects and Programs

- Purchase and installation costs of meters
- Purchase or leasing of private off-street spaces
- Wayfinding and signage
- Landscaping and streetscape greening
- Street cleaning, power-washing of sidewalks, and graffiti removal
- Transit, pedestrian, and bicycle infrastructure and amenities

Image sources: SFPark (both images)
Potential Projects and Programs

- Additional parking enforcement
- Valet parking
- Outreach programs
- Marketing and promotion
- Management activities for the oversight entity
- “Mobility Ambassadors”
- Construction of additional parking

Image sources: Nelson\Nygaard, Georgia State University, Flickr user Omaromar
Successful Examples

■ Old Pasadena, CA
  – 1993: Installation of meters
  – Leveraged future revenue for streetscape project
  – Reversed decline in district
  – Increase in sales tax revenue creates cycle of reinvestment
  – $1.5 million in revenues in 2011, funding streetscape, parking, maintenance, beautification, and safety projects

Image sources: Metroplanning, Flickr user joebehr
Successful Examples

- Old Pasadena, CA
  - Local Control
  - Marketing and Publicity

Image sources: Flickr user La Citta Vita, Old Pasadena Business District
Successful Examples

- Austin, TX: “West Campus” District
  - Spillover from University
  - Program rollout funded by EPA’s Mobile Source Outreach Assistance program
  - Meter installation
  - Residential Permits
  - Revenue ($300,000+ per year) funds improved sidewalks, crosswalks, transit shelters, bike lanes, curb ramps, and street trees

*Image sources: City of Austin (both images)*
Successful Examples

Austin, TX

- Learns about options.
- Chooses to pay and park.
- Uses alternative transportation next time.
- Revenue for improvements in neighborhood.

Image source: City of Austin
Successful Examples

- Washington, D.C.
  - Installation of meters with variable pricing
  - Ballpark district as pilot
  - Improved parking availability
  - Yearly evaluation and monitoring
  - Split revenues

Image source: JDLand.com
Successful Examples

- Washington, D.C.
  - Streetscape improvements
  - Enhanced sidewalks
  - Bike facilities
  - Transit signage
  - Bikeshare
  - Street repaving
  - Solar trash compactors

<table>
<thead>
<tr>
<th>Annual Revenues</th>
<th>Ballpark District</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$575,000</td>
</tr>
<tr>
<td>2010</td>
<td>$597,000</td>
</tr>
<tr>
<td>2011</td>
<td>$1.5 million</td>
</tr>
<tr>
<td>2012</td>
<td>$1 million</td>
</tr>
</tbody>
</table>
Successful Examples

- Redwood City, CA
Successful Examples

- Redwood City, CA
  - Revenue used to build new parking facility and for other district improvements

Image sources: Flickr user nzdave, City of Redwood City
Residential Parking Benefit Districts
Description

- **Strategy for “activity-adjacent” neighborhoods**
- **Problems with Residential Permit Parking (RPP) Programs**
  - Too many permits issued, insufficient supply
  - Spaces vacant during day when many residents away
- **Residential Parking Benefit District:**
  - Prevents excessive spillover (parking by permit only)
  - Method to allow commuter parking during day (permits)
  - Revenue for neighborhood improvements
Implementation

1. Require majority support
2. Continuing community participation and control
3. Issuance of permits to residents (low cost)
4. Selling of day-permits to local employees (moderate cost) and/or commuters (market rate)
5. Implement appropriate permitting or payment technology

Image source: City of Tucson
Benefits

- Prevention of excessive parking spillover
- Efficient use of scarce curb spaces
- Reduced need for new parking structures
- Guarantee of curb space for residents
Successful Examples

■ Boulder, CO “NPP” Program
  – Residents
    • Max 2 permits ($17 per year)
    • 2 free visitor permits at no additional cost
  – Businesses
    • Max 3 permits for employees ($75 per year)
    • Large businesses may apply for additional permits
  – Nonresident commuters
    • Available on limited basis & used on 1 zone block
    • $78 per quarter
Successful Examples

- Tucson, AZ
  - 8:00 AM - 5:00 PM
- Prices:
  - University Area: $150 - $450
  - Business Permits: $350
- Hanging Tag option for all areas an additional $100
Successful Examples

■ Aspen, CO

■ Residents:
  – 2 free residential permits + 1 free guest pass
  – $8 day passes

■ Non-Residents:
  – 1 free business permit
  – Additional permits $500 per 6 months

Image source: Flickr user pasa47