

Parking Policies in North America:

5 Trends in 20 Minutes

Presented for “Parqueaderos: ¿Para Que?”

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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

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

Source: <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

Trend # 2: Major P3 Deals



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

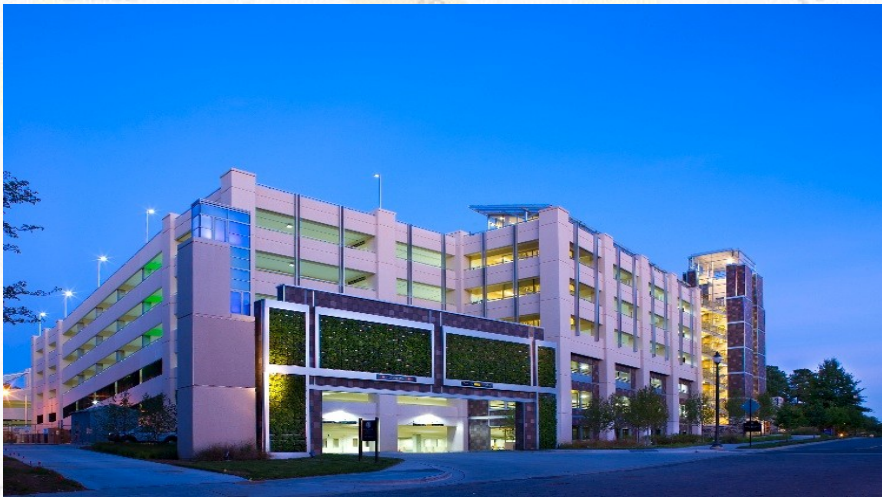
Trend # 3: Sustainability

- 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



4 Juno 2013

- 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



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- Stormwater management

- Greenroofs
- Bioswales
- Permeable pavement



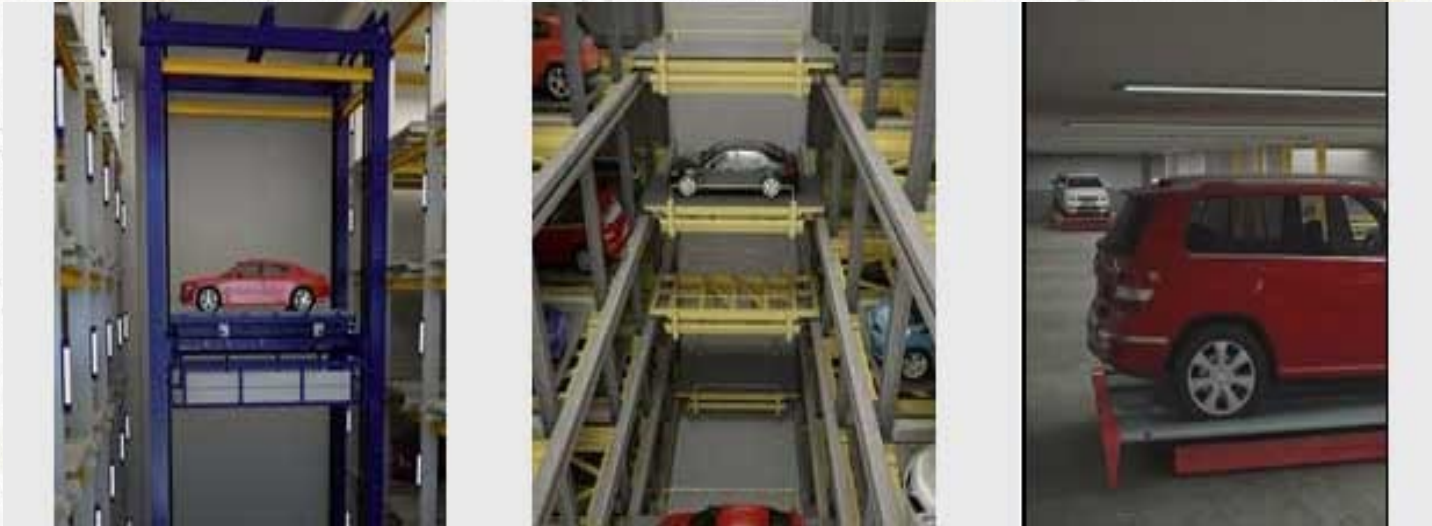
Trend # 3: Sustainability

- 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

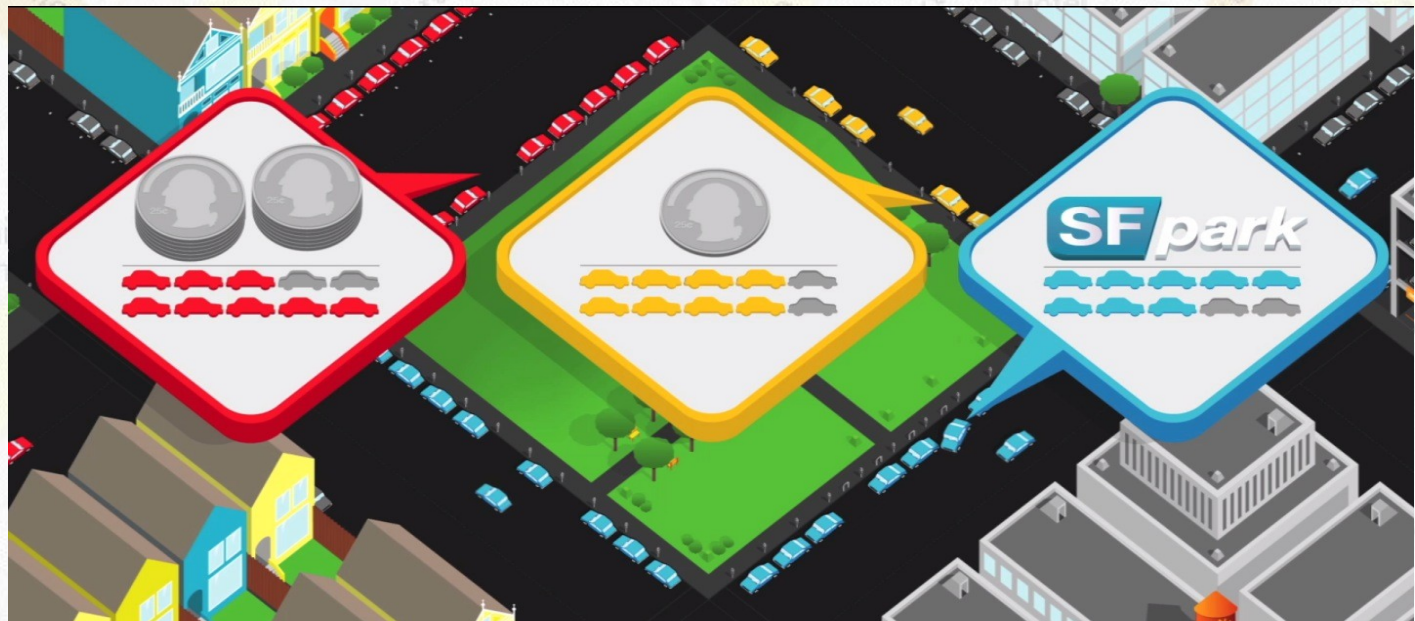


Savings on labor * Faster throughput at exit * Better revenue control

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)