



Parking Specific Concepts

Excerpt from Salem Willamette River Crossing Alternate Modes Study, Volume 1, April 2010.

Complete document available at:

<https://www.cityofsalem.net/citydocuments/salem-river-crossing-ca16-04-altmodesstudy-2010-04.pdf>

M. Switch from Monthly to Daily Fee Parking

PRIORITY:

High

TIMEFRAME:

Short-term (0-5 years), ongoing

EFFECTIVENESS:

High. Daily parking fees discourage driving when unnecessary and make on-site parking for single occupancy vehicles less reliable

TARGET:

Downtown employees

ESTIMATED COST:

\$

CHAMPION:

State of Oregon, or TMA*

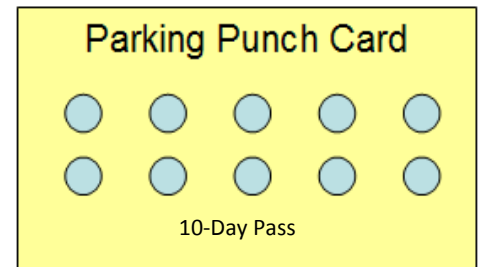
PARTNERS:

City of Salem

* TMA is a separate recommendation

Change employer parking pass programs from monthly to daily rates to allow employees to only purchase parking for what they need. The State of Oregon offers a monthly parking pass to employees for \$50 to \$65 dollars a month. This fee structure allows for unlimited parking within that time frame. Changing the parking pass program for this employer and others so that passes can be purchased on an hourly or daily basis would allow employees to only purchase parking for what they need and discourage them from driving to work on other days.

Another option is to replace monthly parking passes with a punch card parking pass system. Punch cards could include fewer punches than working days in the month to encourage employees to try out new transportation modes. Employees could have the option of purchasing 10-day, 15-day, or 20-day parking punch cards at a discounted daily rate³³. On the other days, employees would have to choose between paying a much higher daily rate to park (currently \$6 per day) or trying an alternate transportation mode.



Example:

- US WEST, Bellevue, Washington:** When US West moved its headquarters to Bellevue Washington, they implemented a strategy for minimizing employee vehicle trips. A key part of the company's strategy was to strategically price and manage the limited employee parking. Single-occupancy vehicle (SOV) users were charged the equivalent of the monthly parking rate, except the amount was due daily rather than monthly. This made on-site parking less reliable and increased the parking hassle factor for SOV users³⁴. http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_95c13.pdf

³³ The current discounted daily rate for monthly parking passes is \$2.50 per day for uncovered unreserved parking and \$3.25 per day for reserved covered parking.

³⁴ Transit Cooperative Research Program (TCRP), Parking Pricing and Fees, Report 95, Chapter 13, Transportation Research Board, Washington D.C. 2005, pg 13-44.

N. Discourage Parking at Peak Periods

Change parking fee structures to allow discounted “early-bird” parking prices for vehicles arriving before peak travel periods, or charge surcharges to increase the cost of parking during peak travel periods.

Examples:

- Madison Peak Period Parking Demonstration³⁵:** In an effort to reduce commute trips downtown, the City of Madison, WI implemented a peak-period parking charge at municipally controlled parking facilities. The City implemented this program in conjunction with a discounted transit pass sale and the provision of a new downtown shuttle service. Once these features were in place, the City added a \$1 peak period parking charge on top of the regular parking fees for vehicles entering the parking facilities between 7 am and 9:30 am and staying for more than 3 hours. The peak period surcharge resulted in a 40 percent decrease in the number of spaces occupied at the affected facilities during the peak period.
http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_95c13.pdf
- Smart Park, City of Portland:** The City of Portland runs seven city-owned parking garages, Smart Park, designed to discourage parking over 4 hours. Different hourly rates are applied depending upon whether a vehicle is parked for more or less than four hours. This policy, supported by the Portland Central City Transportation System Management Plan, frees up parking spaces for short-term retail trips that boost the local economy, while limiting the supply of long-term parking. Additionally, parking fees are higher on weekdays and lower on evenings and weekends. These policies serve to discourage parking when demand is highest, while also prioritizing parking for shoppers rather than commuters.
<http://www.portlandonline.com/smartpark/index.cfm?c=35272>



Source:

<http://www.portlandonline.com/smartpark/index.cfm?c=35272>
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PRIORITY:

Medium

TIMEFRAME:

Short-term (0-5 years) and ongoing

EFFECTIVENESS:

Medium. This concept helps reduce peak travel demand across the Willamette River by encouraging peak spreading. Additionally, employees may be encouraged to try alternate transportation modes if they must travel during peak travel periods.

TARGET:

Downtown employees who travel during peak periods

ESTIMATED COST:

\$

CHAMPION:

State of Oregon, or TMA*

PARTNERS:

City of Salem

* TMA is a separate recommendation

³⁵ Transit Cooperative Research Program (TCRP), Parking Pricing and Fees, Report 95, Chapter 13, Transportation Research Board, Washington D.C. 2005, pg 13-10 & 13-43.

O. Price Parking to Recover the Costs

Encourage major employers in downtown Salem (Salem Hospital, Willamette University, City of Salem, and the State of Oregon) to begin charging for parking (in the case of Salem Hospital) or increase the cost of existing fees (for all other major employers). Parking costs and SOV usage rates have generally been found to be inversely related³⁶. Additionally, increasing the price of parking has been found to be associated with higher transit mode share in cases where employees pay for parking³⁷. The following list provides options for increasing the cost of parking:

- Adding or increasing parking fees at major employers and destinations
- Auctioning off parking spaces with a reserve price to start (which could also help to establish the “right” price for parking)
- Increasing the price of parking at on-street parking meters
- Increasing the price of parking at city-owned parking facilities
- Combining the parking price increases described above with strategies to decrease the cost of parking for carpools or vanpools, and commuters who walk, bike, or take transit as their primary mode of transportation
- Structuring parking fees to change with peak parking demand throughout the week



Source: <http://www.eofgarage.com/>

Table 2 provides a comparison of monthly parking prices in Salem, OR and other US Cities:

Table 2: Monthly Parking Prices in Select US Cities

US City	Range of Monthly Parking Rates
Boise, ID	\$65-\$100
Boston, MA	\$350 - \$500
Chicago, IL	\$230-\$505
Eugene, OR	\$33-\$80
Los Angeles, CA	\$60 - \$280
New York, NY	\$310 - \$1000
Philadelphia, PA	\$70-\$209
Portland, OR	\$165-\$180
Salem, OR	\$30-\$65
San Francisco, CA	\$250 - \$530
Washington D.C.	\$155-\$295

PRIORITY:

High

TIMEFRAME:

Short-term (0-5 years), ongoing

EFFECTIVENESS:

High. Increasing the price of parking increases the total cost of driving, which makes alternate modes more competitive and encourages mode shift

TARGET:

Large Employers, Private Parking Facilities in Downtown and West Salem, City of Salem

ESTIMATED COST:

\$

CHAMPION:

State of Oregon, or TMA*

PARTNERS:

City of Salem

* TMA is a separate recommendation

³⁶ Rutherford, S., Badgett, S., Ishimaro, J., and MacLachlan, S., “Transportation Demand Management: Case Studies of Medium-Sized Employers.” Transportation Research Record 1459 (1995).

³⁷ Transit Cooperative Research Program (TCRP), Parking Pricing and Fees, Report 95, Chapter 13, Transportation Research Board, Washington D.C. 2005, pg 13-9. http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_95c13.pdf

P. Apply a Tax to Parking Spaces

Apply a differential property tax to parking spaces and/or increase tax liability on parking. Implementing a parking tax on off-street parking facilities can serve to increase the price of parking, discouraging single-occupancy vehicle travel and providing a steady source of revenue. This concept could be implemented as a pilot project at key major employers in the downtown Salem area³⁸.

Example:

- **San Francisco Parking Tax³⁹:** In 1970 San Francisco implemented a 25 percent area-wide parking tax on all off-street parking in the city. The full tax was in effect for over two years until it was lowered to 10 percent in 1973. The result was a small reduction in the number of cars parked at municipal parking facilities (private facilities were not studied) and a greater reduction in the number of hours people selected to park⁴⁰. Commuters were also found to be more likely to change their travel behavior in response to the parking tax price increases.

http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_95c13.pdf

PRIORITY:

Medium

TIMEFRAME:

Medium (5-10 years)

EFFECTIVENESS:

High. Increasing the price of parking increases the total cost of driving, which makes alternate transportation modes more competitive and encourages mode shift

TARGET:

Major employers with off-street parking facilities

ESTIMATED COST:

\$\$

CHAMPION:

City of Salem

PARTNERS:

None

³⁸ This concept performed well at meeting the established evaluation criteria; however, no known local governments are implementing this option in Oregon. If a local government does not have the authority to implement a parking tax under Article XI, Section 11, of the Oregon Constitution, then it could be implemented as a "Local Option Tax" and would be subject to a vote.

³⁹ Transit Cooperative Research Program (TCRP), Parking Pricing and Fees, Report 95, Chapter 13, Transportation Research Board, Washington D.C. 2005, pg 13-40.

⁴⁰ Estimated parking price elasticities based on the number of cars parked averaged -.20 for the initial year of the tax and -.31 for the second year. Estimated parking price elasticities based on the number of hours parked were found to be -1.44 and -1.63, respectively.

Q. Provide Parking Cash-Outs to Employees Using Alternate Modes

Implement an employer based parking cash-out program where employees choose to either pay for parking or to receive a stipend to use another mode (such as a subsidy per day for walking, biking, or carpooling to work). Parking cash-out programs can be a strong incentive for employees to try out alternate modes of transportation, and may be good to implement on a pilot project basis at key employers in downtown Salem. Factors that impact individual parking cash-out programs include the proportion of employees that are candidates for cash-out, the availability of alternate modes, and the presence of uncontrolled parking supplies⁴¹. One challenge for implementing parking cash-out programs in areas with high parking minimums is that it can be expensive to build the required parking spaces and then pay employees not to use them.

Examples:

- Genentech, South San Francisco⁴²**: In South San Francisco, Genentech began offering its employees \$4 per day for each day they did not drive to work. This program was combined with the creation of an on-site circulator shuttle and TDM plan. After two and a half years, the drive alone rate of the company's employees dropped from 78 percent to 65 percent, and Genentech saved \$25-50 million dollars on the construction of parking spaces.
http://www.gene.com/gene/about/environmental/past-reports/pdf/2006_sus_rpt.pdf (page 16)
<http://www.nelsonnygaard.com/Documents/Quals-Project-Profiles/NNproj-GENENTECH-Parking-and-Trans.pdf>
- Parking Cash-Out Legislation in California⁴³**: In 1992, California enacted parking cash out legislation that required employers in areas with poor air quality to provide employees with the option of choosing cash in lieu of receiving free parking. Overall the drive alone mode share for eight employers who complied with the law fell by about 12 percent.
- Bike/Walk Bucks, City of Portland⁴⁴**: While the City of Portland does not offer free-parking to its employees, it does provide commuter benefits for employees who adopt alternate modes. City employees that bike or walk to work at least 80 percent of their scheduled workdays receive \$30 dollars per month of taxable income added to their paychecks. Employees who take transit 80 percent of their scheduled workdays also receive a benefit of \$30 dollars per month in the form of a transit pass.

PRIORITY:

High

TIMEFRAME:

Short-term (0-5 years), ongoing

EFFECTIVENESS:

High. Parking cash out programs in California have been found to reduce SOV rates by 12 percent

TARGET:

Major downtown employers, specifically those that provide free off-street parking to employees

ESTIMATED COST:

\$

CHAMPION:

State of Oregon, or TMA*

PARTNERS:

Cherriots Rideshare, City of Salem

* TMA is a separate recommendation

⁴¹ K.T. Analytics, Inc., "Parking Cash Out." TDM Status Report, Federal Transit Administration, Washington, DC (February, 1994).

⁴² Reducing Congestion and Greenhouse Gas Emissions through Parking Policy, Hearing Summary, California Senate Standing Committee on Transportation, Feb 24, 2009
http://www.senate.ca.gov/ftp/SEN/COMMITTEE/STANDING/TRANSPORTATION/_home/02-24-09Summary-ParkingPolicy.doc

⁴³ Transit Cooperative Research Program (TCRP), Parking Pricing and Fees, Report 95, Chapter 13, Transportation Research Board, Washington D.C. 2005, pg 13-18.

⁴⁴ City of Portland Personnel Manual: <http://www.portlandonline.com/shared/cfm/image.cfm?id=12007>