



The Case for Parking Benefit Districts

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Commercial Parking Benefit Districts

Description

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



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



This meter is part of the
WEST CAMPUS PARKING BENEFIT DISTRICT.
Meter revenue is used for streetscape,
accessibility, cycling and transit
improvements in West Campus.

For info: www.cityofaustin.org/parkingdistrict/

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)



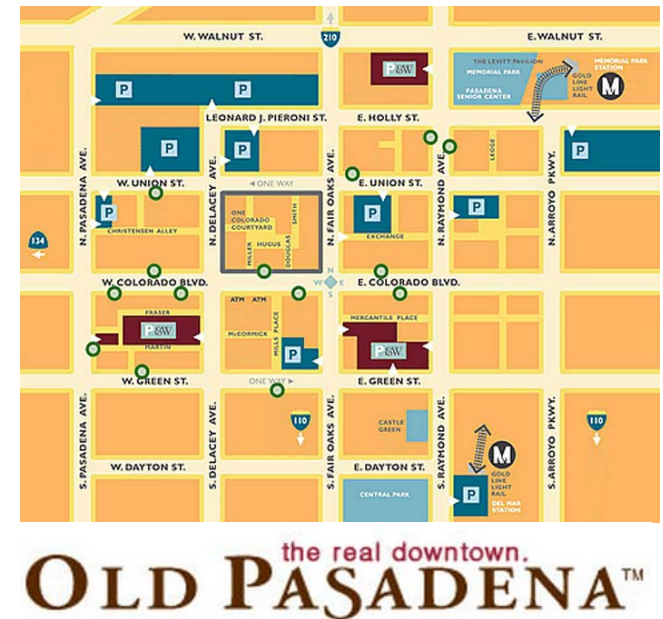
Tradeoffs

- 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



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



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



Successful Examples

- Austin, TX



Learns about options.

Uses alternative transportation next time.

Chooses to pay and park

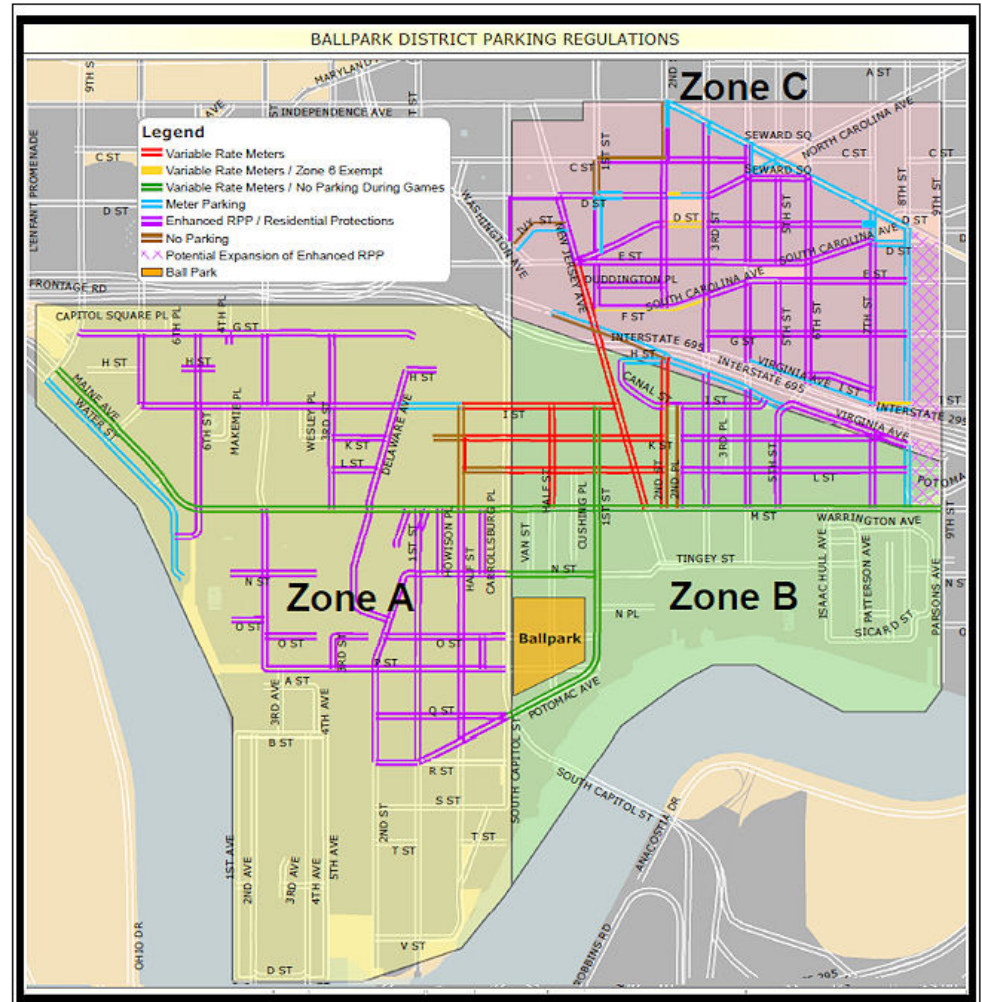


Revenue for improvements in neighborhood.

Image source: City of Austin

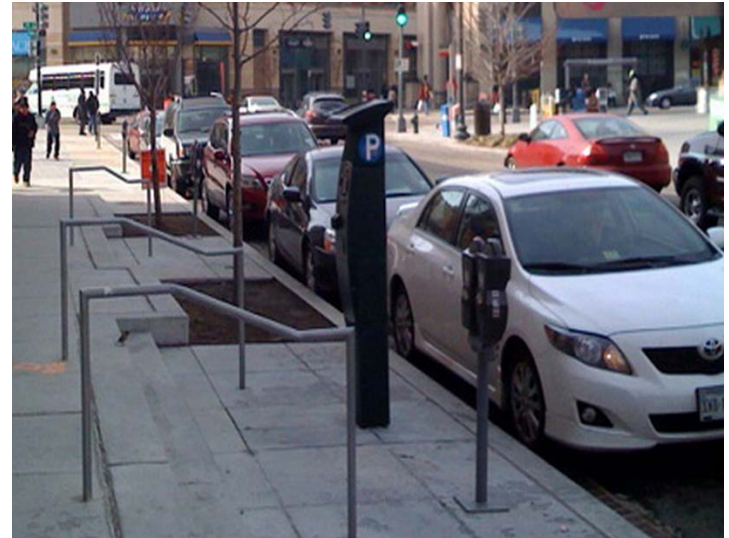
Successful Examples

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



Successful Examples

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



Annual Revenues	Ballpark District
2009	\$575,000
2010	\$597,000
2011	\$1.5 million
2012	\$1 million

Successful Examples

Redwood City, CA



Successful Examples

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



PROMOTING A SUCCESSFUL & VIBRANT DOWNTOWN
DOWNTOWN BUSINESS GROUP
REDWOOD CITY

VALET
\$5
FRIDAY & SATURDAY
6 pm - 11 pm

PARTICIPATING BUSINESSES

FOX THEATRE, SABA CAFE, FIVE GUYS, CHIPOTLE, CINEMARK, and many others.

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



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



University of Colorado

PENNSYLVANIA AV

RH-5
BMS

COLLEGE AV

12TH ST

13TH ST

15TH ST

BROADWAY

EUCLID AV

RH-5

14TH ST

16TH ST

AURORA AV

RL-1

17TH ST

18TH ST

RH-

9TH ST

LINCOLN PL

10TH ST

11TH ST

CASCADE AV

RM-2

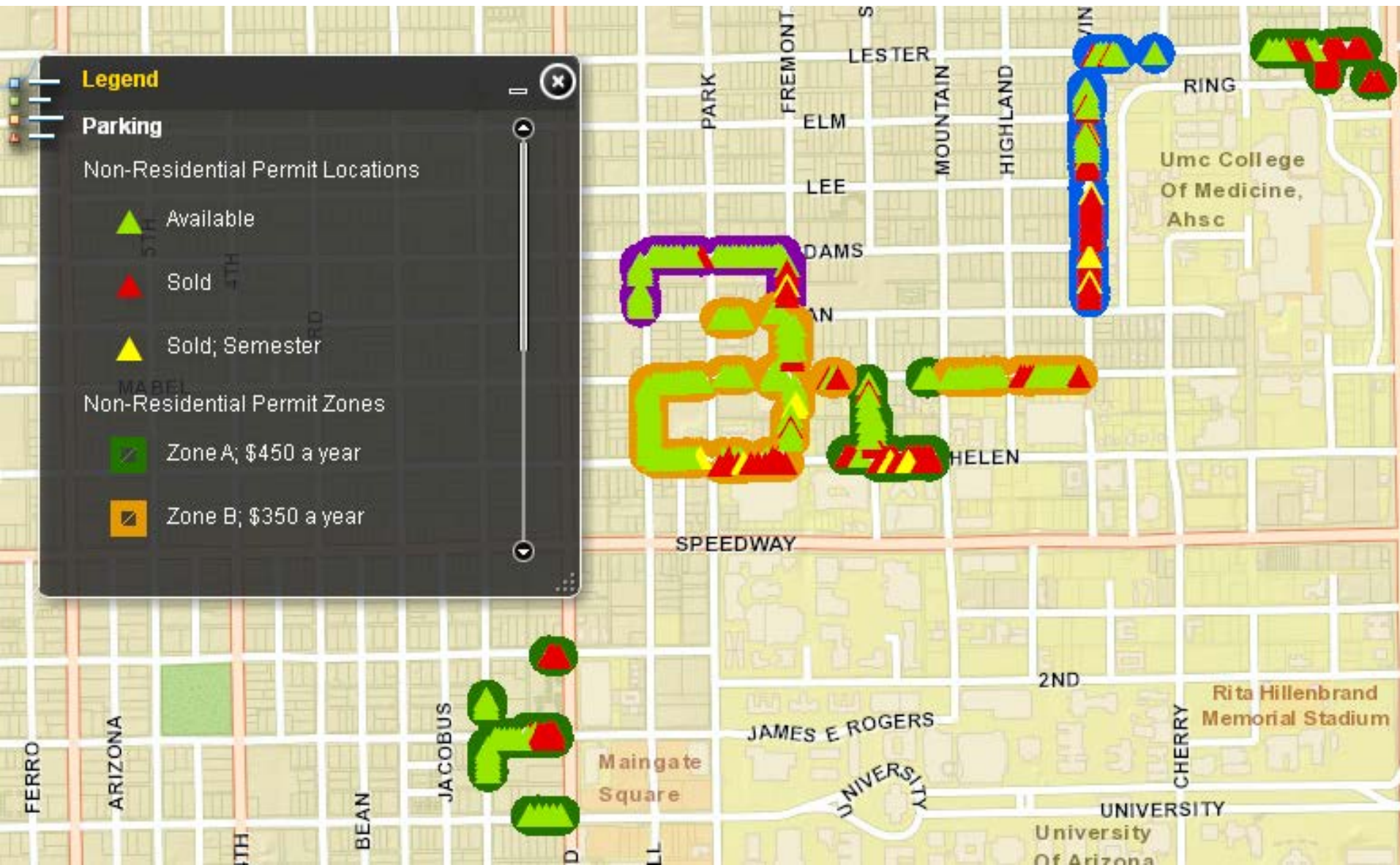
BASELINE RD

NPP Hours of operation:
Monday - Friday, 9 am - 5 pm;
2 hour maximum without a permit.

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

