PARKING MANAGEMENT

Description

A trip mostly begins and ends with a parked car. Whether it is the routine act of commuting from home to work or going out to eat, motorists must find a location to park their vehicle when they are not driving. In areas with dense development, finding available parking can be inefficient and frustrating.

Cities see parking as a commodity and are deploying new parking technology with flexible pricing methods to better utilize the available parking inventory. Through sensors under parking spaces with online and

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smartphone applications, drivers can identify when and where parking is available at their destination. Real-time monitoring and active management through dynamic parking rates, cities and business districts can ensure the appropriate number of open spaces is available while reducing the traffic congestion associated with "cruising" for a parking space.

Cost:	●●○○○
Time:	**Medium**
Impact:	**Local**
Who:	**City/Private**
Hurdles:	**Coordination**

Target Market

- Urban city centers, central business districts, areas of dense development
- Locations where parking is limited and shared by multiple businesses, tenants, and visitors

How Will This Help?

- <u>Reduce localized traffic congestion</u> by reducing the need to "hunt" for available parking
- <u>Reduce pollution</u> associated with idling and circling city blocks looking for available parking
- <u>Encourage mode shifts</u> by making public transit more attractive is these dense areas

Success Stories

- In San Francisco, a federal grant funded the city to instrument and manage over 7,000 metered parking spaces and 15 city-owned parking garages.

- New York City has issued project requests to begin installing sensors and provide parking management services beginning in 2012. Deployment will be phased over a few years.

Implementation Issues

Optimizing available parking is desirable; however, where public agencies and private entities provide the limited parking inventory, fostering a spirit of cooperation is tenuous. This is exacerbated by the fact that parking generates revenues and no party wants to reduce their revenue stream. The key is to demonstrate that providing customer convenience and improving efficiency helps everyone.

mobility
INVESTMENT PRIORITIES