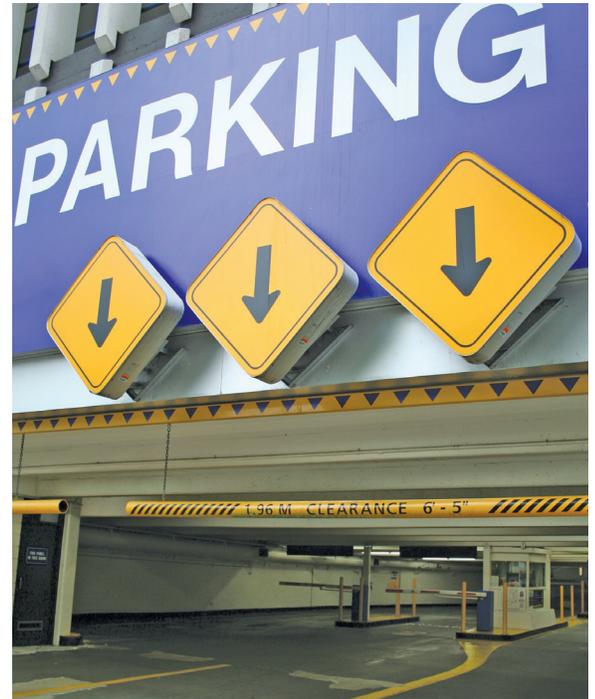


Climate Initiatives Parking Management and TDM Grant Program:

Parking Management Strategies

Parking management strategies include a variety of activities that encourage more efficient use of parking facilities to accommodate parking demand. Parking projects that are based on an adopted local parking management plan with “smart” parking policies will have priority for funding. “Smart” parking policies include: performance and demand based pricing; support for travel alternatives; encouraging parking turn-over through pricing; reducing cruising, double parking, VMT and GHG emissions; employee programs such as parking pricing, TDM and cash-out; and reduced local parking requirements in downtowns/close to quality transit.



Examples of Parking Management Strategies:

› Smart Meters

Lease/purchase and install “smart” single or multi-space parking meters with capabilities to accept payment by multiple methods (cards/cash/phone), data collection and remote monitoring capabilities, to implement parking management principles (e.g., 85% occupancy by block). Supportive data collection equipment as appropriate.



› Parking Occupancy/Availability display systems

Lease/purchase and install parking occupancy and/or usage monitoring equipment at parking structures, acquire and implement software management tools, equipment maintenance, with display information for the public locally and on-line. May consist of sensors, cameras, or other methods for data acquisition and transmittal.

› Parking Policy Enforcement Technology

Acquire and operate equipment to enforce parking policies, such as pricing and time limits. May include License Plate recognition camera, sensors, directed enforcement, enforcement management systems, handheld/tablet hardware and software.



› Parking Policy and Wayfinding Information Systems

Acquire and install signage, to provide information to drivers on parking policies (pricing, time) and/or to direct drivers to less used parking locations. May include real time guidance systems and/or web information systems in addition to local signage. May include minor expenses for signage to support alternative modes, e.g., transit,

› Parking Access and Revenue Control Systems (PARCS)

Install and operate PARCS — parking access gates, payment systems and supportive equipment at parking structures and lot entrances to implement “smart” performance based management, e.g., pricing policies to manage demand, allow for shared use of space.

bikeshare, carshare, pedestrian amenities.

Supporting Activities

Supporting software, testing, databases, data collection and processing, surveying, marketing, travel assistance, community outreach and web support regarding installation of equipment and implementation of policies is eligible. Minor expenses to support/encourage use of alternative modes, such as walking, transit, bikes, electric bikes, rideshare, shared economy vehicles, pedicabs, parking ambassadors, and valet services, and to support shared use of parking spaces are allowed in coordination with the project.

Call for Projects

A call for projects for the Parking Management and TDM Grant Program will be released in June 2015. Please see the “Climate Initiatives Parking Management and TDM Grant Program” application for more information. All materials can be found on MTC’s website: www.mtc.ca.gov.

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Local Examples:

goBerkeley, City of Berkeley

Under the Climate Initiatives Program, MTC funded the goBerkeley pilot project.

The goBerkeley project was a suite of transportation projects which included a

demand-based parking management component. The project established time limits on parking and adjusted parking rates in three pilot areas to achieve parking occupancy rates of 65 to 80 percent per block (for street parking) and at City-controlled lots and garages. The percentage of surveyed drivers who found it “very easy” to find a parking space increased from 2 percent to 38 percent; the percentage who found it “very” or “somewhat difficult”



fell from 63 percent to 22 percent. The entire goBerkeley pilot project resulted in a reduction of 693,000 vehicle miles of travel and 317 tons/year of greenhouse gases; this was largely due to a reduction in circling and cruising for parking.



City of Union City

Using MTC’s parking work as a basis, the City Council of Union City commissioned a parking study and subsequently adopted the following “smart parking” management policies:

- Created a parking district for the larger area around the BART station;
- Reduced parking requirements for residential units, one space per apartment; no parking requirement for retail;
- Established higher parking fees for on-street parking to encourage turnover;
- Lower fees for parking lots further from BART;
- Eliminated all free parking during the day Monday through Friday;
- Redirect parking meter revenues to enhanced maintenance of Station District.



This approach has proven highly effective in reaching the city’s parking performance goals, including providing parking for those seeking it while reducing double parking and circling, reducing parking requirements to allow levels of parking for new development to be based on market demand, balancing demand geographically, and providing funding to improve the area.