Getting Parking Right
Parking Policies for a Thriving City
Presented by Lauren Mattern
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Dear Mr. Important,

I understand you drive a flashy, brand new Nissan Altima and you don’t want the paint job to be scuffed up by the crappy Toyota Avalon parked next to you, but since you perfectly double parked, I had to park 2 blocks away and carry ice cream in this scorching heat. My ice cream melted and you ruined my day. I hope every time you eat ice cream, it melts, and you think of me... for the rest of your important life.

Have a lovely Saturday.

Parking wastes money

Thank you, Don Shoup!
Affects economic development
Potential strategies
Smart technology
Match hours of operation to need for open spaces

- Best practice: match hours of operation to need for open spaces, such as how late businesses operate and observed parking demand.
Communicating about parking
Reconsider time limits

Average monthly parking citations per meter

Before vs after
Pilot vs control areas | Weekdays 9am to 6pm

<table>
<thead>
<tr>
<th></th>
<th>Pilot</th>
<th>Control</th>
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</thead>
<tbody>
<tr>
<td>1.5 citations</td>
<td>23% fewer</td>
<td>12% fewer</td>
</tr>
<tr>
<td>1.1 citations</td>
<td></td>
<td></td>
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<tr>
<td>1.5 citations</td>
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<td>1.3 citations</td>
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Percentage of initial citations issued
Flex your parking
Demand responsive pricing

- Match demand trends
- Focus on availability
- Demand responsive to find lowest possible prices
- Gradual and periodic changes
Premium and value zones
Invest revenue

A NEW OLD PASADENA COMING SOON

STREET AND ALLEY WAY IMPROVEMENTS:
- Lighting
- Repaving
- Trash receptacles
- Signs and benches
- Directory maps
- Trees and crates
- Newsracks
- Maintenance
- Safety

YOUR METER MONEY IS MAKING A DIFFERENCE

THE OLD PASADENA RENAISSANCE CONTINUES

CITY OF PASADENA
## Making garages work better

**Performing Arts Garage**

<table>
<thead>
<tr>
<th>Hourly</th>
<th>Off-Peak Discounts</th>
<th>Mon–Fri</th>
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<tbody>
<tr>
<td>Midnight – 9am</td>
<td>$1.00/hr</td>
<td>Enter before 8:30am $2 off</td>
</tr>
<tr>
<td>9am – Noon</td>
<td>$2.00/hr</td>
<td>Exit after 6:30pm $2 off</td>
</tr>
<tr>
<td>Noon – 3pm</td>
<td>$4.00/hr</td>
<td><strong>Must enter and exit on same calendar day</strong></td>
</tr>
<tr>
<td>3pm – 6pm</td>
<td>$1.00/hr</td>
<td><strong>Must park for at least 3 hours</strong></td>
</tr>
<tr>
<td>6pm – Midnight</td>
<td>$1.00/hr</td>
<td></td>
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</tbody>
</table>
**Pilot**

- **Below 65% Lower rate, consider splitting into subareas and increasing time limits.**
- **Within Watch List**
  - Wait 1 year
- **Within Target Range**
  - No action
- **Within Watch List**
  - Wait 1 year
- **Above 90% Increase rate consider decreasing time limits.**

**Pie Charts:**
- **Too Empty**
- **Ideal**
- **Too Full**

**Pie Chart Timings:**
- 9am
- 12pm
- 3pm
- 6pm
Unbundle

- Separate the price of parking from the price of rental and multifamily housing.
- Separate parking from commercial space leases – and require parking cash-out.
Eliminate minimum parking requirements
Mixed use → shared parking

31% Less
Park Once

School

Shop

Play

Work

Park
Mixed Use, Park Once district

Results:

• <½ the parking
• <½ the land area
• ¼ the arterial trips
• 1/6th the arterial turning movements
• <¼ the vehicle miles traveled
If you have to build it, build it well!
Evolving parking paradigm

- Short time limits
- Risk getting a ticket
- Oh no, I’m out of quarters
- Emphasis on turnover
- Require more parking as response to traffic and parking spillover concerns

- Demand responsive pricing
- Relaxed time limits, fewer tickets
- Easier to pay and find a space
- Blocks too full less often
- Reduced circling, VMT
- Shared parking to increase efficiency
- Thoughtful requirements
Looking forward
Thank You!

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