Building Momentum: Reform Parking, Reduce Traffic

Taming Traffic
Webinar Series

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#TamingTraffic
Taming Traffic webinar series

#1 | Road space reallocation - APR 20

#2 | Parking reform - TODAY!

#3 | Zone-based vehicle access restrictions (LEZ, CP) - JULY
Taming Traffic report available now!

www.itdp.org/tamingtraffic

- Full report
- Executive summary
- Infographic
What can cities do to tame traffic?

TAMING TRAFFIC

Prioritizing people over cars makes streets calmer, cleaner, and safer for all.

### ROAD SPACE REALLOCATION

- **Limited**: More safe, comfortable spaces for people; shifts trips to sustainable transport.
  - Fewer trips made by private vehicles

- **Robust**: Revenue generated from pricing parking further expands sustainable transport.
  - Even fewer trips made by private vehicles

- **Robust**: A large, high-quality sustainable transport network supports most urban trips.
  - Fewest trips made by private vehicles

### PARKING REFORM

Redesign streets so that the majority of space is dedicated to pedestrian, cyclists, and public transport.

- Price and manage parking:
  - Driving trips become less desirable compared to walking, cycling, or public transport.
  - Revenues cover program operations and fund sustainable transport improvements.

- Designate zones with vehicle restrictions:
  - Low emission zones.
  - Congestion pricing.
  - Limited traffic zones.
  - Restrict access or charge vehicles to enter a designated zone.

- Sustainable modes become faster, safer, and more convenient than driving.
Parking reform

To more accurately reflect the true cost of driving:
Parking reform - strategies

Price on-street parking
- Flat rate
- Demand-based

Reform off-street parking
- Reduce/eliminate parking minimums
- Adopt parking maximums

Commercial parking fee
Case studies and impacts
San Francisco - demand-based pricing

**SFpark**

- Demand-based on-street pricing
- Parking prices fluctuate throughout the day
- Target occupancy rate: 60-80%

2019: eliminated minimum off-street parking requirements citywide
San Francisco - demand-based pricing

SFpark Key Outcomes

- **8% reduction** in traffic
- **2% increase** in public transit speeds
- 30% fewer greenhouse gas emissions
- **$1.9 million increase** in net parking revenues
São Paulo - parking maximums

Off-street reform
- Eliminated parking minimums
- Adopted maximums along transit corridors

Zona Azul Digital
- Implemented in 2016
- Replaced paper coupons with automated system
São Paulo - parking maximums

São Paulo Key Outcomes

More feasible for developers to build affordable housing

60% increase in parking revenues
Parking Space Levy

- USD $1717 per commercial space in CBD, lower rate in outer neighborhoods
Sydney - commercial parking fee

Sydney Key Outcomes

Raises AU $100 million/year (US $77.6 million)

Revenues kept in transport fund, used for station upgrades, bicycle parking, park and ride
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