MTC REGIONAL PARKING CAMPAIGN

- Why do we care about parking policies?
- What have we done?
- What's next?
- Who are our partners?

Parking policies are embedded in local land use decision making

BUT . . .

impacts ability to meet SB375 goals

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Excess/Free/Subsidized parking

o Generates traffic, VMT & GHG

o Makes infill housing more expensive and limits reuse of older buildings

o Tilts development toward suburban locations-cheap land & long commutes

o Expensive, inefficient and inequitable

What has MTC done so far?

- Tools, models, ordinances, case studies
- Survey locals - interests and impediments
- Workshops
- Consultant assistance
- Policy and technical analysis
- Team up with others

Tools, model, ordinances, case studies

- MTC Smart Parking Toolbox
- Process for evaluating parking policies
- Model to re-estimate parking demand with sharing, pricing, transit, etc
- Case studies
- "Parking Strategies" include pricing, unbundling, cash-out, on & off street coordination, transit passes, etc.
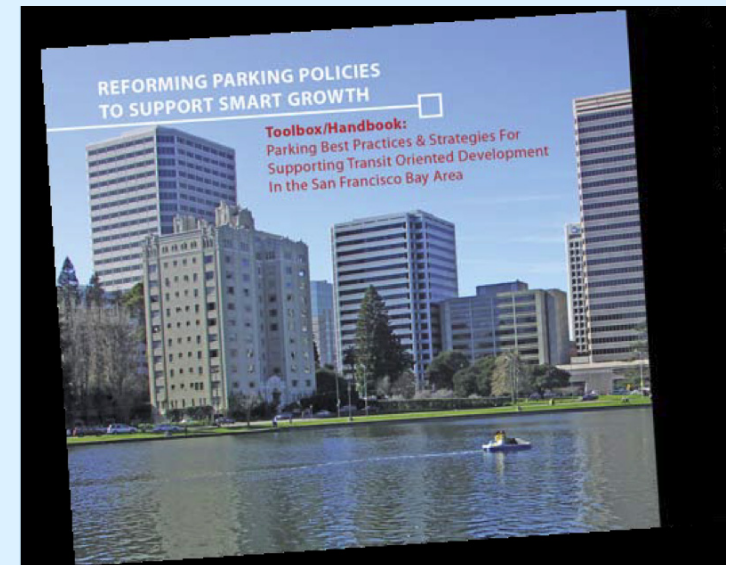
Surveys, workshops, consultants

- Key strategies- reduced parking requirements, carsharing, transit incentives, cash-out, design
- Major impediment - neighborhood concerns
- Training, consultants, funding

Key Policies Areas 2012

- City parking requirements
- Right sizing transit station parking structures
  - Technical analysis/workshops/communications

Priority Development Areas

- Over 60 jurisdictions & 120 areas

- About 425,000 new housing units by 2035

- 3% region's land area

- 55% of projected regional growth

Station Area Planning grant program

- 43 funded plans to date
- Land use-half-mile, existing/ planned housing & jobs
- Market demand analysis, Affordable housing strategy
- Multi-modal connectivity - pedestrian-friendly design, accessibility
- Parking demand analysis
- Implementation & financing

Eliminate/reduce parking requirements in Station Area Plans

- Eliminating parking requirements does not prohibit parking!
- Market supportive. Workshops to provide examples.
- More space for housing/commercial, money for amenities
- Transit passes, bicycle, carshare can be required

Allow _developers to propose financially viable projects that rely on transit and choice of future residents_

Analyze Parking Structures?

- Structures provide car access to high demand locations

    BUT

- High expense of new proposed structures
    - TODs/Station Area Plans
        - 6000 spaces~$150 million
    - Intermodal Stations
    - Downtowns
- VMT/GHG
- Quality of place
- Balance with other modal options?

Case Study: Parkway Transit Center

Proposal:	
Current Spaces	207
New Spaces	710
Net Spaces	503
Construction	$17.5 M
$/Space	$25,000
$/Net Space	$35,000
Monthly Cost/New Trip	$269
Daily Cost/New Trip	$12

Milpitas Station Area (BART to Silicon Valley)

Project Size:	
Current Spaces	0
Spaces To Be Built	1,300
Removed Spaces	0
Net New Spaces	1,300

Project Cost (for parking):	
Total	$32.5 M
$/Space	$25,000
$/Net Space	$25,000
Cost/Trip (Month)	$105
Cost/Trip (Day)	$4.84

Population Within:	
½ Mile Walk 🟧	214
½ Mile Radius – –	2,155
2 Mile Bike 🟨	26,390
2 Mile Radius - -	77,693
Housing Density 🟦	> 10 DU/ Acre

Milpitas Station Area (BART to Silicon Valley)

- <u>Location:</u> Montague Expwy and Capitol Ave

- <u>Agency:</u> Santa Clara Valley Transportation Authority (VTA)

- <u>Project Status:</u> Planned

- <u>Primary Service</u>:
  - Phase I of BART extension to Silicon Valley/San Jose

- <u>Station area access</u>:
  - Only 10% of residents within ½ mile are within a 10 minute walk

- <u>Potential for reduced parking?</u>
  - Improve access by walk, bike, transit, modes
  - Share parking with Milpitas Great Mall
  - Add mixed use residential w/ low parking, transit passes & carshare
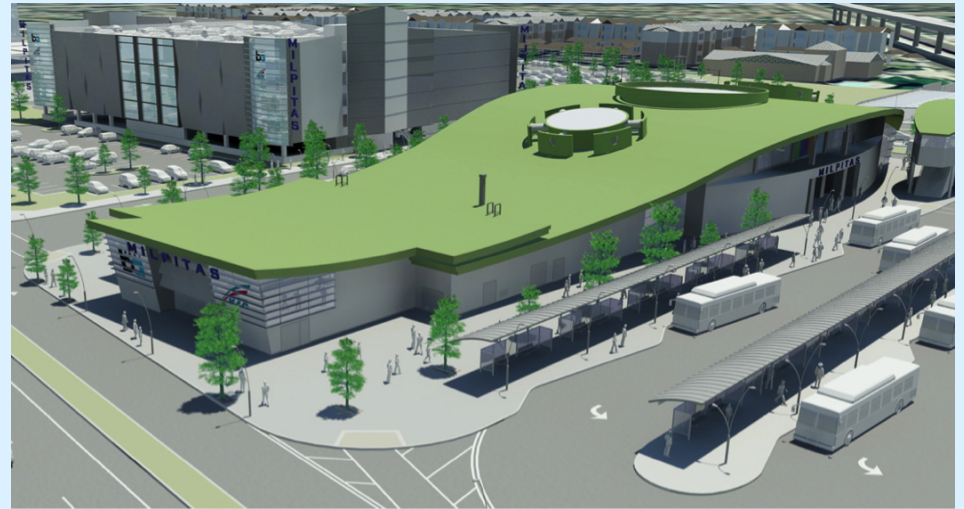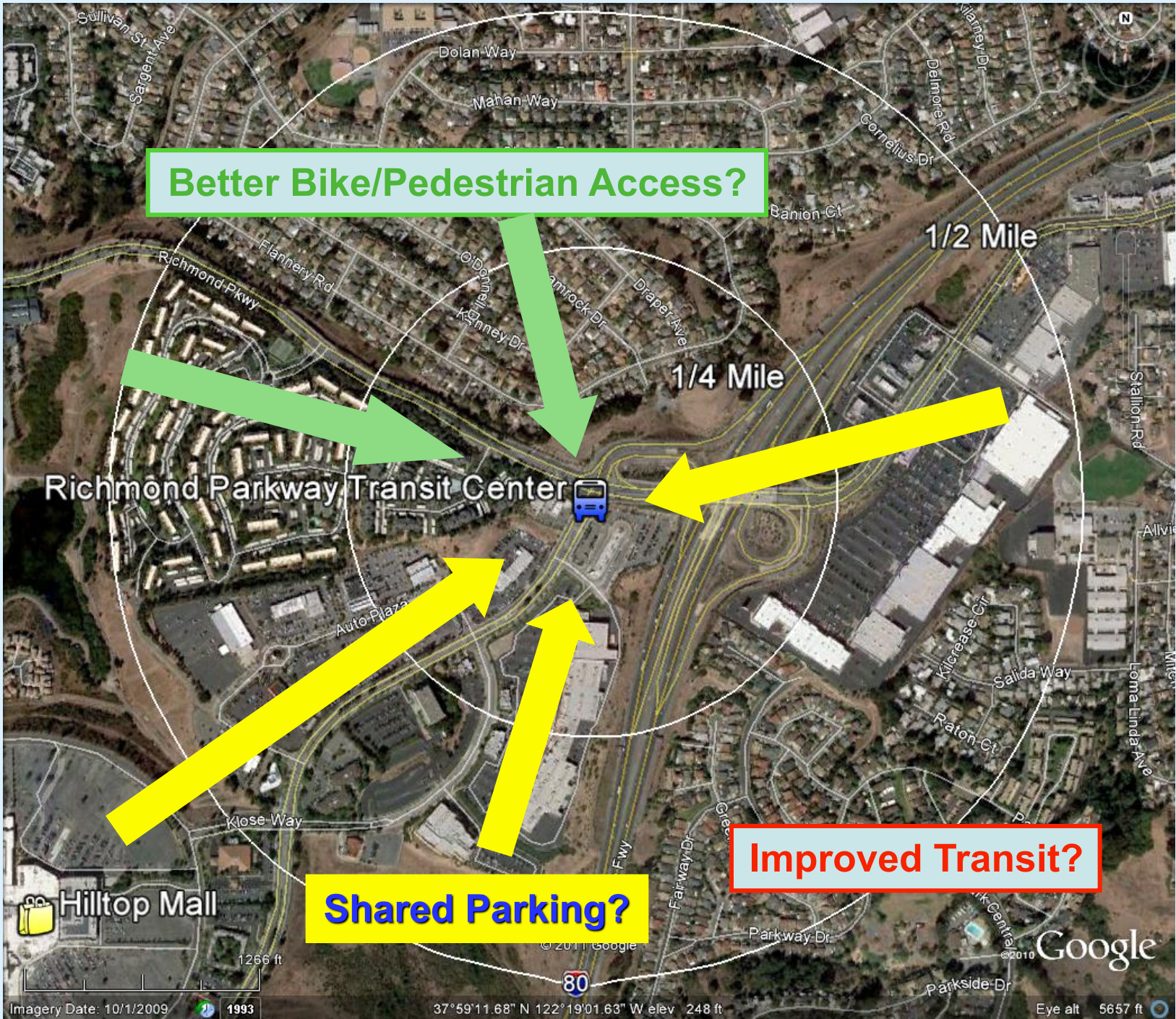
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Comparing
Parking Structures with TDMs

Parking
- **Number of spaces**
- **Net new spaces**
- **Revenues**
- **Occupancy/Turnover**
- **Cost per new space**

TDM
- **Pricing – charges,** unbundling, cash-out
- **Shared parking**
- **Pedestrian/bicycle**
- **Transit**

Annualized Cost

Implement TDMs up to cost equivalent of parking

*Resize parking structure & implement TDMs*

Partners

- City planners, public works, transit, CMAs

- Developers, financiers, businesses

- Planners from cities outside the region

- Advocacy groups
  - Urban Land Institute, SPUR, UC Berkeley, Transform GreenTrip

GreenTRIP Certification of developments
Right Sized Parking & Model TDMs

2.2 Parking Spaces per Unit **VS** 0.9 parking spaces per unit

Mid-Rise TOD
8 acres
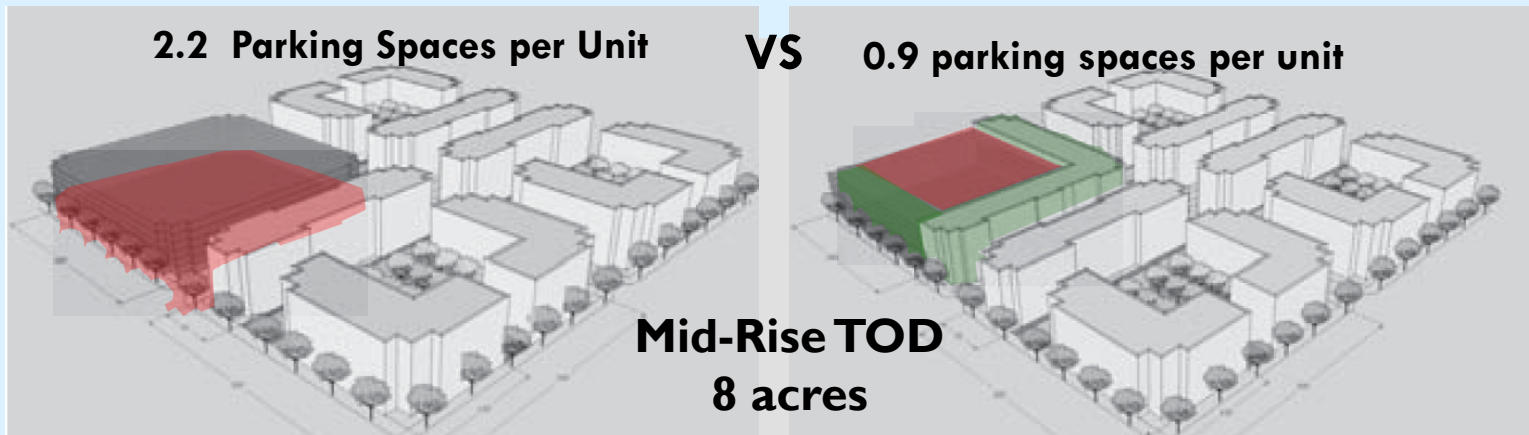
	Change	2.2	0.9
Units	+200	801	1,001
Parking Spaces	-899	1,800	901
Parking Cost	-$16.6 m	$33.3 m	$16.7m
Traffic Reduction Strategies	+$10 m		Transit Pass & Carshare

Three things to leave you with . . .

- Reformed parking is crucial
  - Reduce/eliminate requirements

- Reduce subsidies to parking
  - Expose parkers to costs
  - Provide choices with prices

- Partners
  - Planners
  - Developers
  - Community advocates

Valerie Knepper

http://www.mtc.ca.gov/planning/smart_growth/parking/

(510) 817-5824

vknepper@mtc.ca.gov

METROPOLITAN TRANSPORTATION COMMISSION