

# Surrender Your Parking Permit



Ian Sacs, P.E.

Director of Transportation & Parking

City of Hoboken, NJ

# Regional Context





Total # of on-street parking spaces in Hoboken = **9,000**

Total # of residential parking permits issued in 2011 = **17,536**

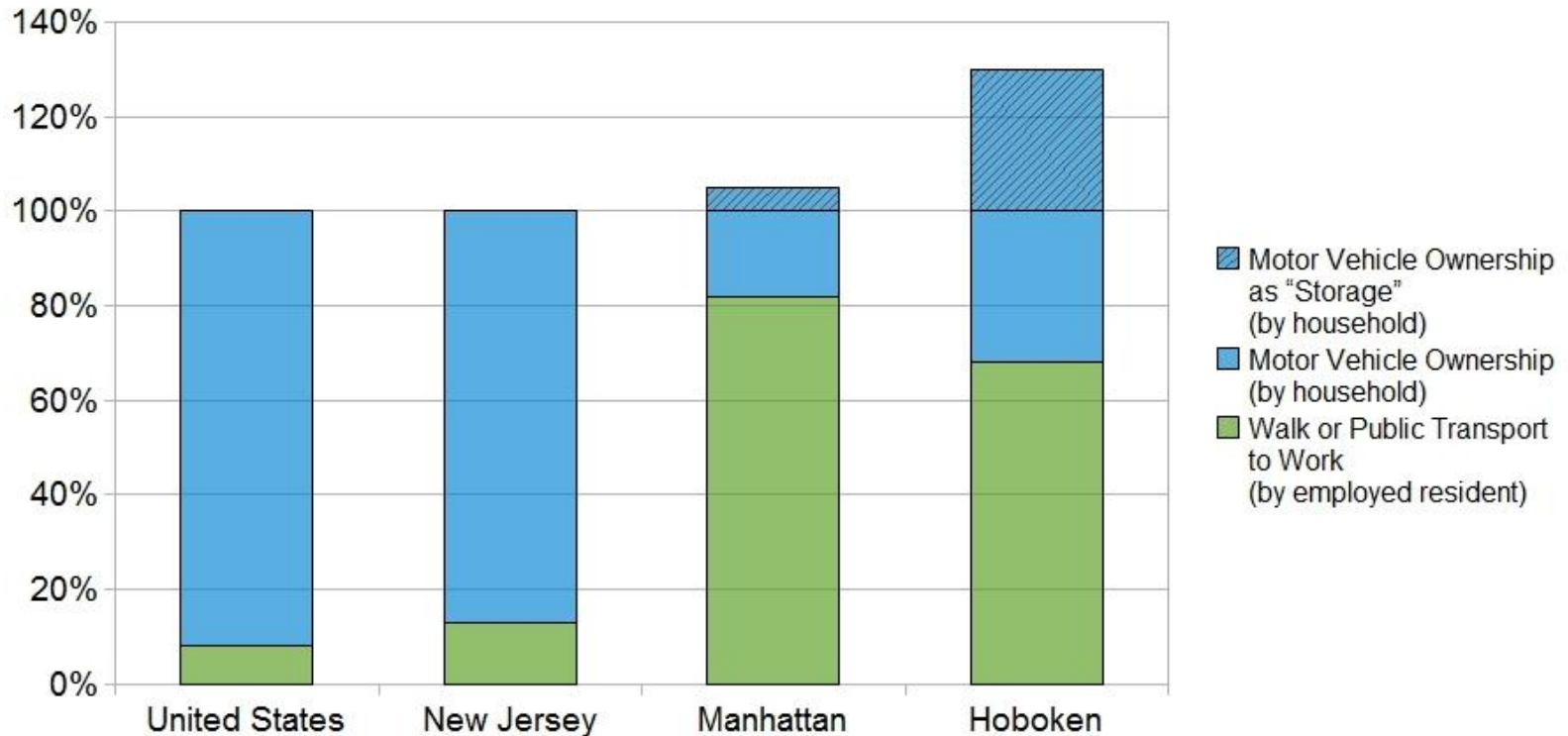
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- **8,536 spaces available = PARKING PROBLEM!**

# Car Storage Theory: Vehicle Ownership vs. Journey-to-Work

## Stacking Vehicle Ownership Over Walk/Transit Journey-to-Work Mode to Illustrate Vehicle "Storage"

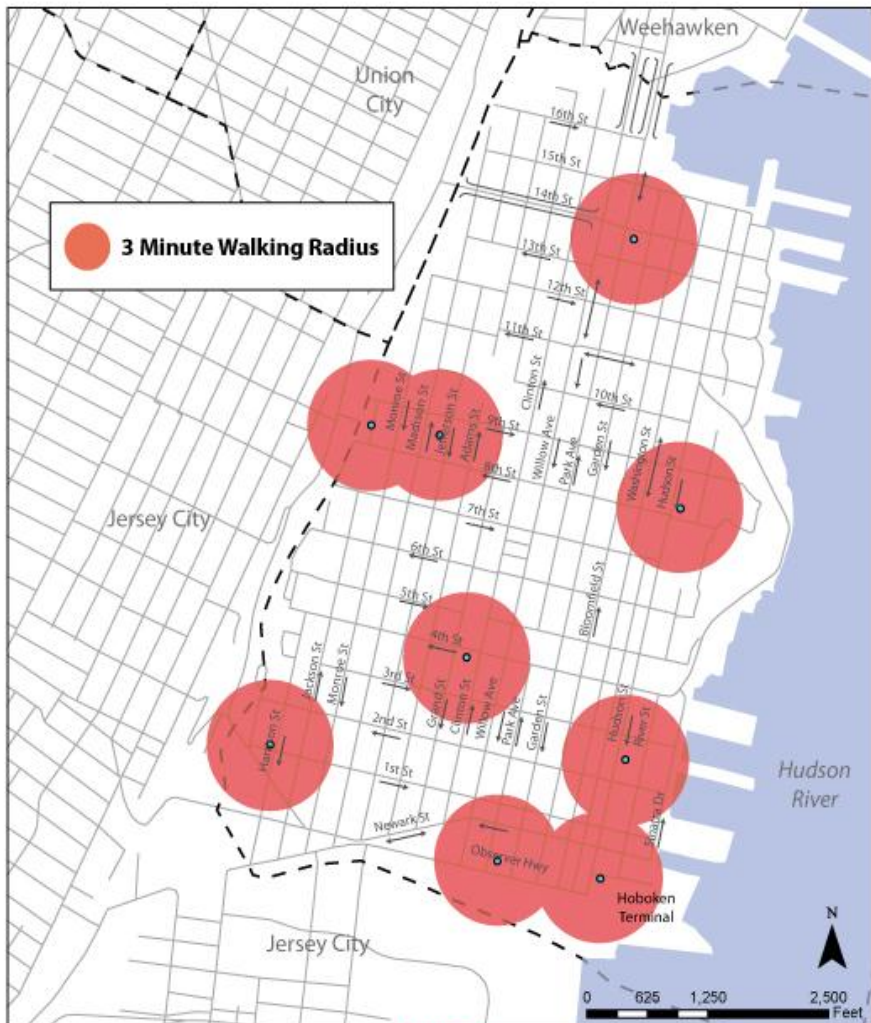
*WARNING: Totally unorthodox data manipulation below*



**Figure 1.** In most locations nationwide, vehicle ownership by household is analogous to the motor vehicle portion of journey-to-work modal split data; however, in urban areas such as Manhattan and Hoboken, the motor vehicle ownership portion surpassing 100% when stacked over walk/transit journey-to-work data may be attributed to recreational use where the vehicle sits unused the majority of the time, a phenomenon I call "Storage".

Source data: U.S. Department of Transportation, Bureau of Transportation Statistics and Federal Highway Administration, 2001 National Household Travel Survey. Prepared by Ian Sacs, P.E.

# On-Street Car Sharing Improves Car Sharing Accessibility



Source: City of Hoboken, Hertz on Demand  
 \*NOTE: Information outside of Hoboken city limits has not been verified.

**DRAFT**

December 27, 2011



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## Garage and Surface Lot Car Sharing in Hoboken



City of Hoboken  
 Department of Transportation & Parking

## Corner Car Walking Proximities in Hoboken



City of Hoboken  
 Department of Transportation & Parking



# Innovative Car Sharing Helps a Walkable City Clear Its Streets

Corner Cars offers greener transportation in Hoboken, New Jersey. Also see America's 10 most walkable cities.

July 29, 2010 at 11:00am by Jim Motavalli | [comment](#)

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(right) and Juan Melli with a Corner Car. (Jim Motavalli photo)

## Cars at Curbside, Available to Share

Convenient, low-cost rentals in Hoboken, N.J., test if residents still feel they need their own vehicles.



**CORNER CAR** After making a reservation, the City Car, also known as a car, has a device on the roof that opens the door and gets the key. Each car has its own parking space, and a GPS device. Right, Tom Vanschothel, a traffic expert, along for the ride.



This city blessed with every variety of public transportation, car traffic is awful and parking is even worse. Yet some people still insist, against all logic, on owning a car.  
 That may sound familiar, but the city in question is not New York, it's Hoboken, N.J., just a short walk to the west — the land of "residents, bars and double-parked cars." To ease that congestion, the city has initiated a bold new experiment. It has scattered a few dozen stylish new cars around town, and left them there for residents to share. Anyone who needs a car can rent one for as little as \$5 an hour.  
**ARIEL KAMINER** says the program, called Corner Cars, is meant as a test run for the four models that companies like Zipcar and Hertz have been offering for years. In other cities, however, those cars are stored deep in parking garages or clustered in a few neighborhoods. Hoboken's shared



wasn't bad to run the program, charges drivers \$5 to \$14 an hour to use the cars (plus 7 percent sales tax and a \$5 New Jersey "domestic security fee").

Yves, a Mazda and Eight Streets. There's something a little strange about walking up to a car you've never seen before and simply sitting inside it.

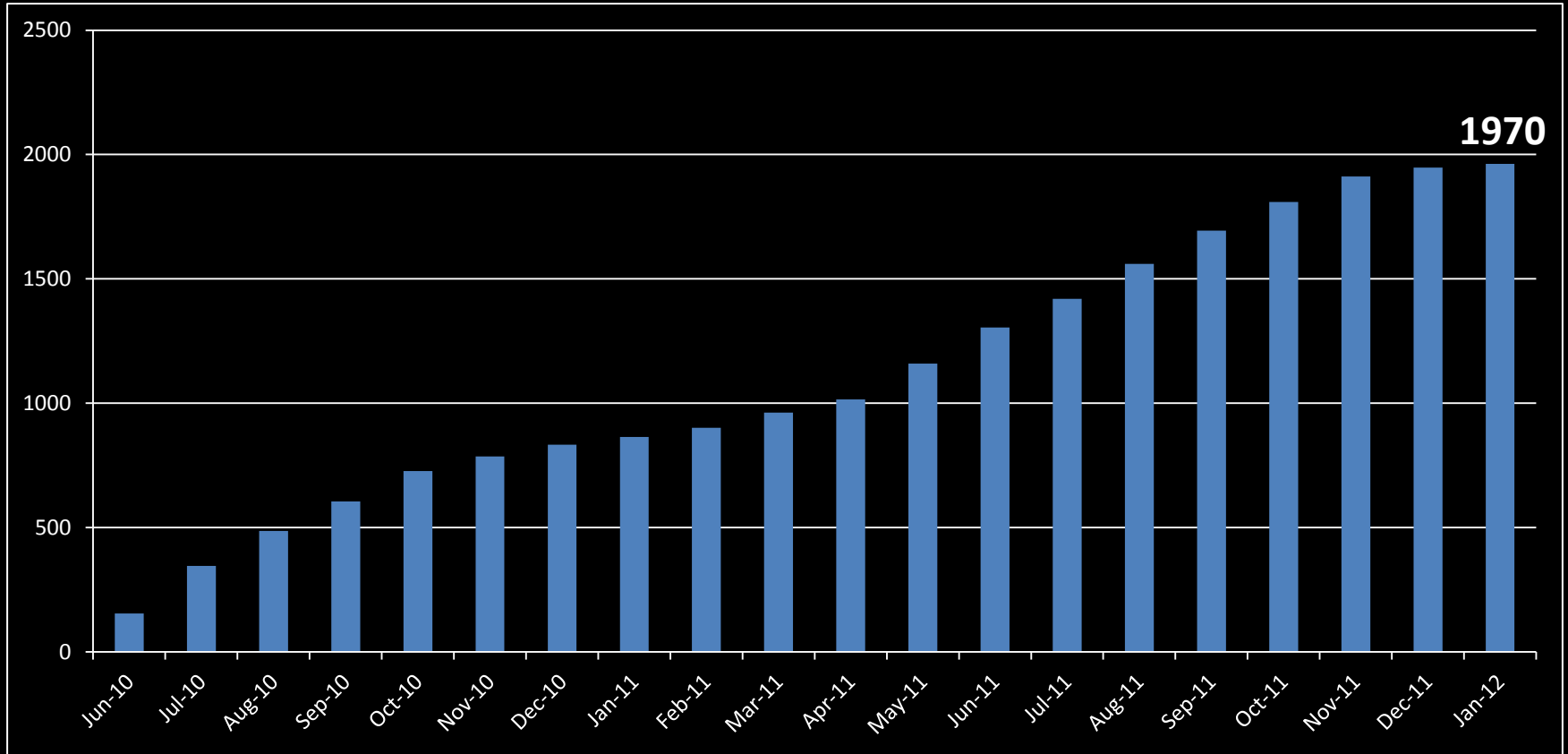
car that can be rented by the hour, it is 20 drivers have liked the experience so much, they've gone up the car they want. Across the country there is even a growing market in peer-to-peer car sharing — voluntary networks of car owners and car renters, with no corporate partners involved.  
 "It's the part that's really fascinating," says Susan Shaheen, co-director of the Transportation Sustainability Research Center at the University of California, Berkeley. "It's the behavioral aspect of users."  
 "What is it about car sharing that causes people to rent their cars or 'backseat'?" she asks.  
 The expense of car ownership is part of it, but she also sees a common link to larger social forces — "a growing reliance on sharing," of "social networks and the creation of communities through its users' behavior."  
 Mr. Vanschothel doesn't see the differ-

ence in New York? iPhone, that's less than the cost of some public cars.  
 "How much more would a rental car cost? He's willing to pay? Or would you see this with an interest in seeing how cars on the street — like real estate developers, who might like to build multi-story garages in their buildings — are looking in the alternative?"  
 There is another obstacle to car sharing in New York, perhaps the biggest of all. Given the scarcity of even public parking, the expense of garage parking, the cost of the insurance rates and the toll of a vehicle and paying, New York car owners who aren't motivated by the need must be motivated by some very strong sense of will. So strong, perhaps, that it might cause a reaction. Is there an dollars-and-cents argument that could persuade New York's discomfited drivers to give up their cars?  
 "I asked that question back when I was in city government in the '80s and the answer was 'no,'" says the author.

RESEY—Fresh off the \$1.75 PATH tubes from Manhattan, I am standing on a pleasant sidewalk with brownstones in downtown Hoboken, New Jersey with the boyish Ian Sacs, head of the city's parking bureau. In front of me is a Toyota Prius, just like any other except for the fact that it's parked in a green-lined space...and just about anyone in Hoboken could drive it.

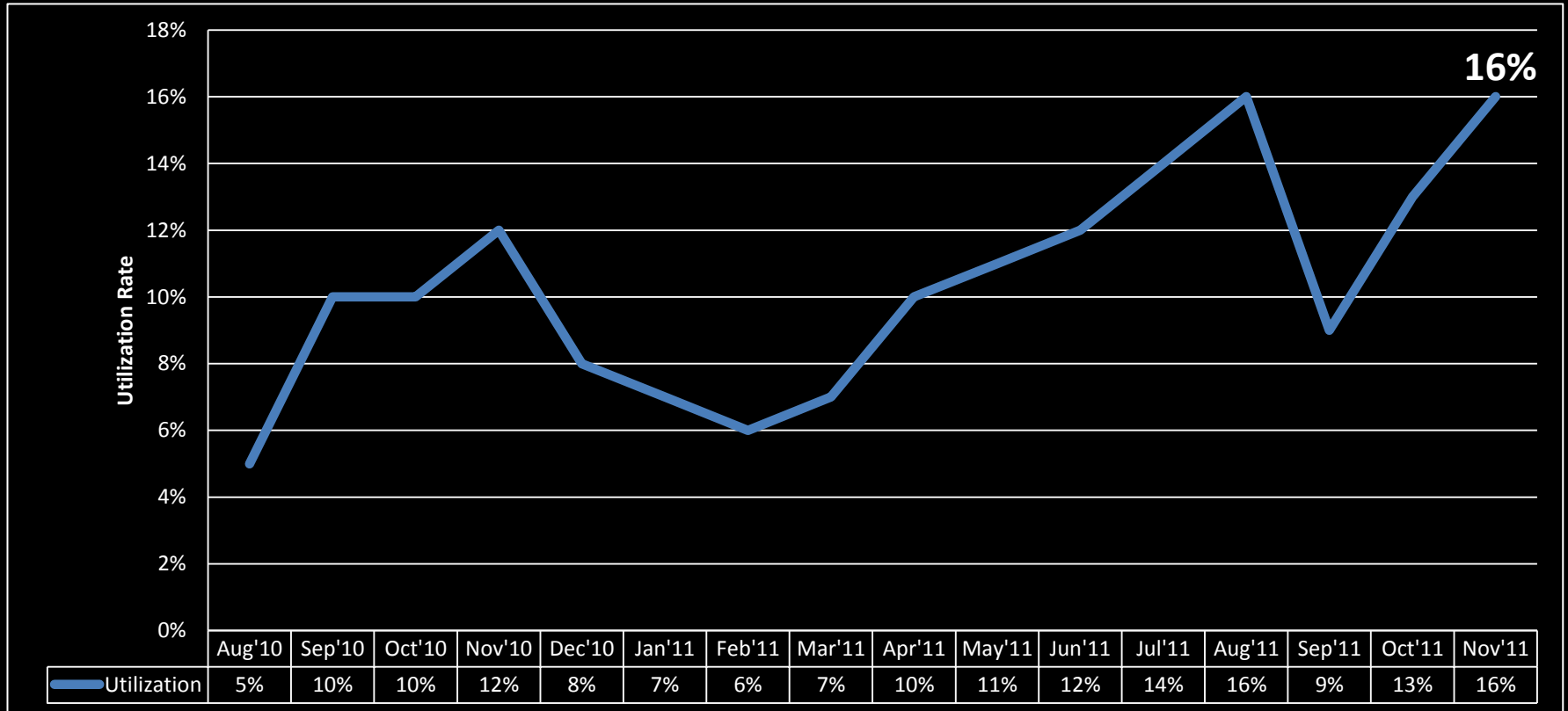
Corner Cars, Hoboken's municipal car-sharing program, undertaken in conjunction with the Lertz Connect. Residents pay \$25 to join, but they get a \$75 credit which can be applied on a per-hour basis. The program, just a few weeks old, has 200 members and 42 cars. It's the cheapest at \$5 an hour in the first wave. Corner Cars claims that three families so far have made inquiries about it, but as many as 750 could take that as estimates.

# Total Corner Cars Members\* (1/13/2012)



*\*Approximately 5% of Hoboken "driving-eligible" population*

# Monthly Average Utilization Rate (12/1/2011)

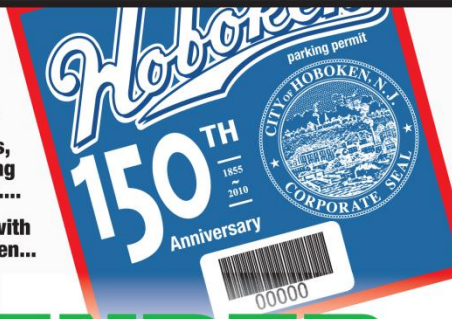




You don't use your car to commute to work everyday...

The high cost of car payments, gas & maintenance getting to you & your wallet....

Tired of dealing with parking in Hoboken...



# SURRENDER YOUR PERMIT

And consider a greener alternative to owning a car in the city of Hoboken.

## LIVE CAR-FREE WITH THE FOLLOWING REWARDS VALUED AT OVER \$500:

- \$100 CORNER CAR CREDIT • plus a FREE 2-year Membership
- HOBOKEN BIKE LANE & RACK MAP LOCATOR •
- THE HOP HOBOKEN'S COMMUNITY SHUTTLE BUS • 6-Month unlimited rides, map & schedules
- SPECIALIZED BIKE HELMET • courtesy of Flo-on-Wheels
- \$20 ATHLETIC SHOE COUPON • plus a Timex pedometer & technical running socks provided by Fleet Feet Sports
- PREMIUM RENTAL CAR MEMBERSHIP DISCOUNTS • courtesy of Enterprise & Hertz rental car agencies
- TEMPORARY PARKING PERMIT PLACARD • with special endorsement stamp for rental vehicles
- BIKE COMMUTER TRAINING SESSION • includes riding safety lights & reflective straps courtesy of Hudson County TMA
- SMARTLink CARD WALLET & OTHER PATH GIFTS •

With so many convenient ways to get around, living car-free in Hoboken is as simple as surrendering your permit.

For more information visit our website @ [hobokennj.org/surrenderyourpermit](http://hobokennj.org/surrenderyourpermit)



**HOBOKEN PARKING UTILITY**

IAN SACS, P.E.  
Director Of Transportation & Parking

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## HOBOKEN SURRENDER YOUR PERMIT PROGRAM VOUCHER

### 6 Month Hop Bus Pass (\$210 Value)

Provided by City of Hoboken

To redeem, bring this coupon voucher to the Hoboken Parking Utility located at 94 Washington Street, Hoboken, NJ.

**NOT VALID**

## HOBOKEN SURRENDER YOUR PERMIT PROGRAM VOUCHER

### \$20 Athletic Shoe Coupon

(plus a Timex pedometer and technical running socks)  
Provided by Fleet Feet Sports

To redeem, bring this coupon voucher to Fleet Feet Sports, located at 604 Washington Street, Hoboken, NJ.

**FLEET FEET**

*Sports*

**NOT VALID**

## HOBOKEN SURRENDER YOUR PERMIT PROGRAM VOUCHER

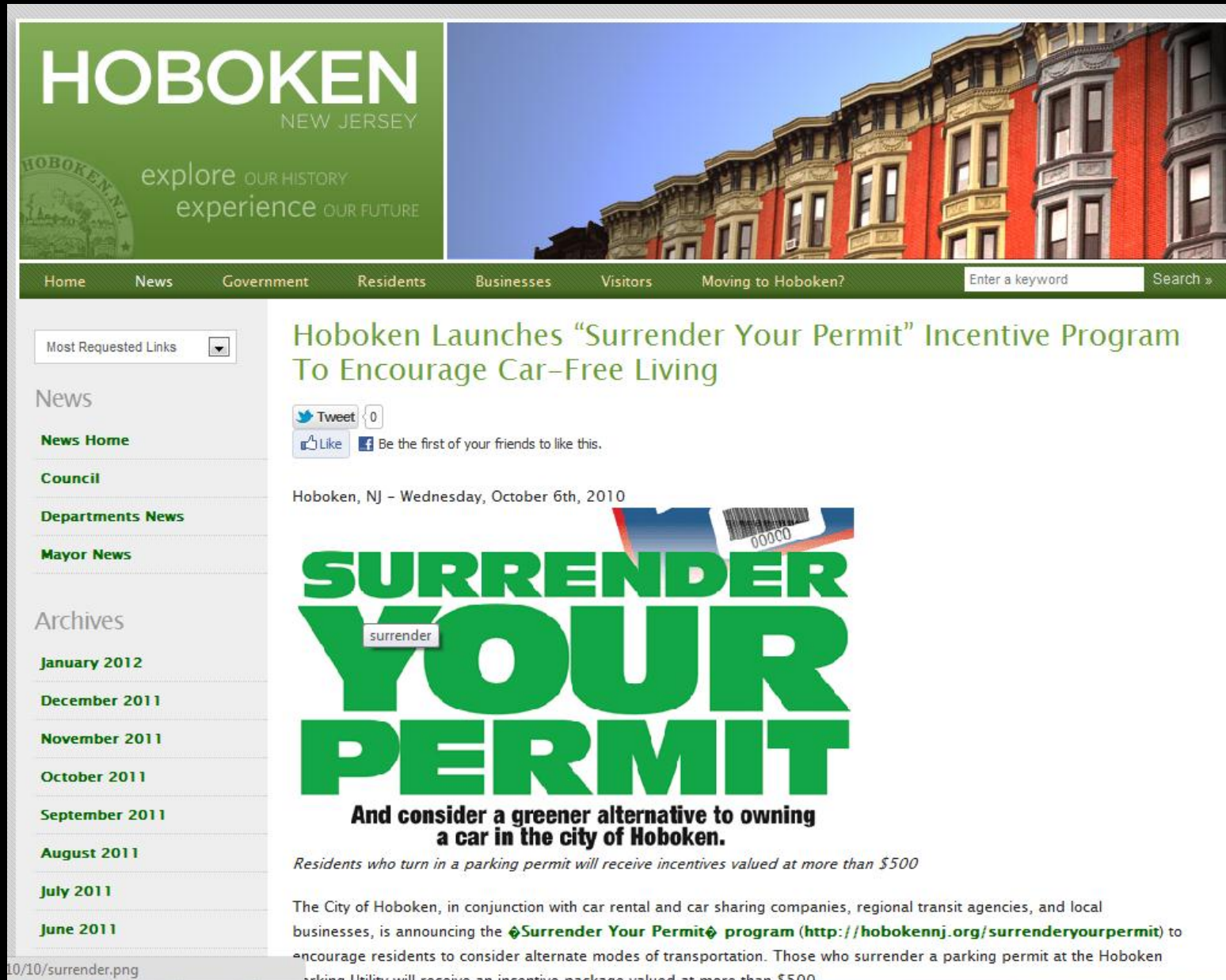
### \$100 Corner Cars driving credit

Provided by Connect by Hertz

To redeem, log on to [www.connectbyhertz.com](http://www.connectbyhertz.com), select "join now", then select a membership, enter information, then use the promo code below to receive a \$100 driving credit.

Promo Code: **NOT VALID**

# Getting the Word Out...



**HOBOKEN**  
NEW JERSEY

explore OUR HISTORY  
experience OUR FUTURE

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## Hoboken Launches “Surrender Your Permit” Incentive Program To Encourage Car-Free Living

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Hoboken, NJ - Wednesday, October 6th, 2010



**SURRENDER YOUR PERMIT**

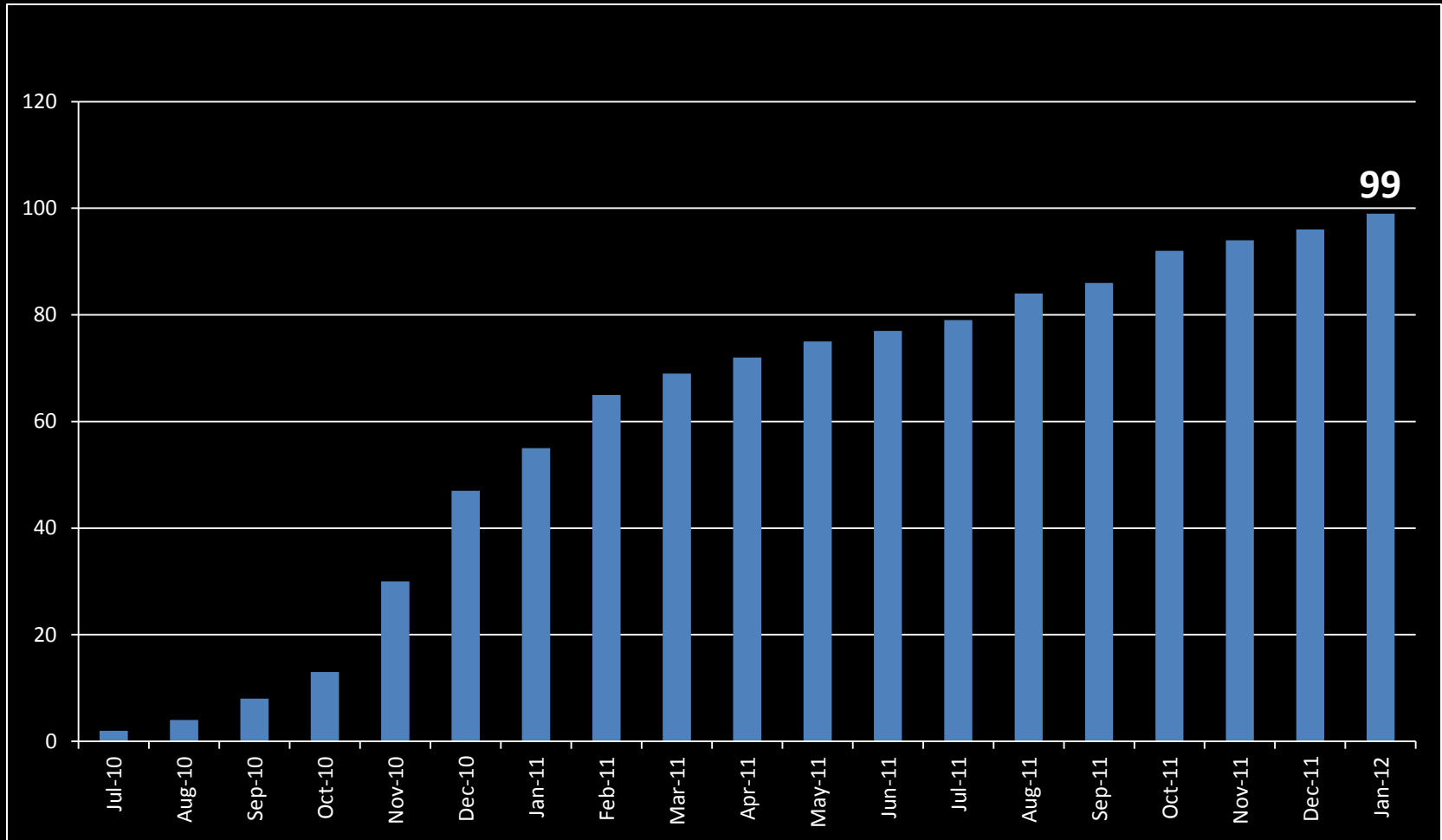
**And consider a greener alternative to owning a car in the city of Hoboken.**

*Residents who turn in a parking permit will receive incentives valued at more than \$500*

The City of Hoboken, in conjunction with car rental and car sharing companies, regional transit agencies, and local businesses, is announcing the **Surrender Your Permit** program (<http://hobokennj.org/surrenderyourpermit>) to encourage residents to consider alternate modes of transportation. Those who surrender a parking permit at the Hoboken Parking Utility will receive an incentive package valued at more than \$500.

10/10/surrender.png

# Total # of Parking Permits "Surrendered" (1/13/2012)



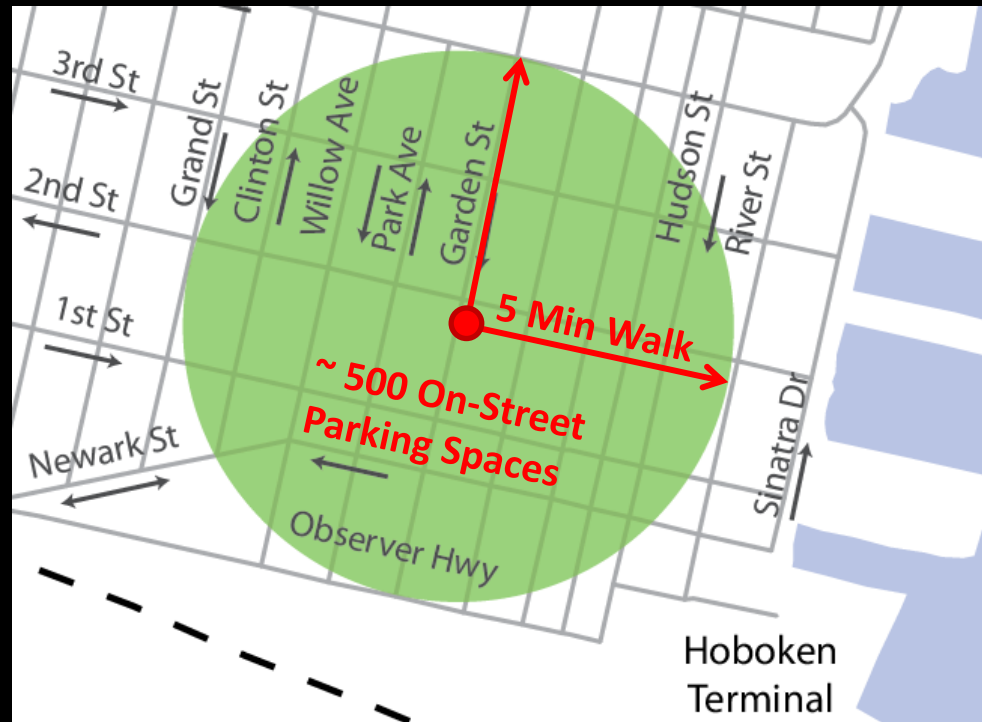
# Program Evaluation: Two Approaches

## Empirical

- 1 Surrender =
  - Reduced demand for 1 on-Street parking space
  - Hoboken currently at 100

## Theoretical

- 1 Corner Car =
  - Reduced demand for 17.6 on-street parking spaces
  - Prevented demand for 20 on-street parking spaces



# Calculating On-Street Parking Improvements

## Empirical (based on Surrenders):

- 100 Surrenders (to date) = 100 vehicles removed from Hoboken streets

## Theoretical (based on ZipCar survey):

- Reduced On- Street Parking Demand:
  - 17.6 x 2 cars in a pod = 35.2
  - $(35.2/500 \text{ spaces per 5 min walk radius}) * 100 = 7\%$
- Prevented Parking Demand:
  - 20 x 2 cars in a pod = 40
  - $(40/500 \text{ spaces per 5 min walk radius}) * 100 = 8\%$

**Total: 15% decrease in on-street parking demand within 5 min. walking radius**