



*Are we still paving paradise?
New techniques in Parking Management*

Bridget Spence

The importance of parking management

- Parking is an integral component of the transportation system
- Management can encourage sustainable transport
- Undesirable land use



(source: <http://www.nytimes.com/2012/01/08>)

The Parking Problem - Research Gap

- Little guidance for those tasked with parking management
- Inadequately studied link
- Moving away from 'predict and provide' approach
- New parking management paradigm



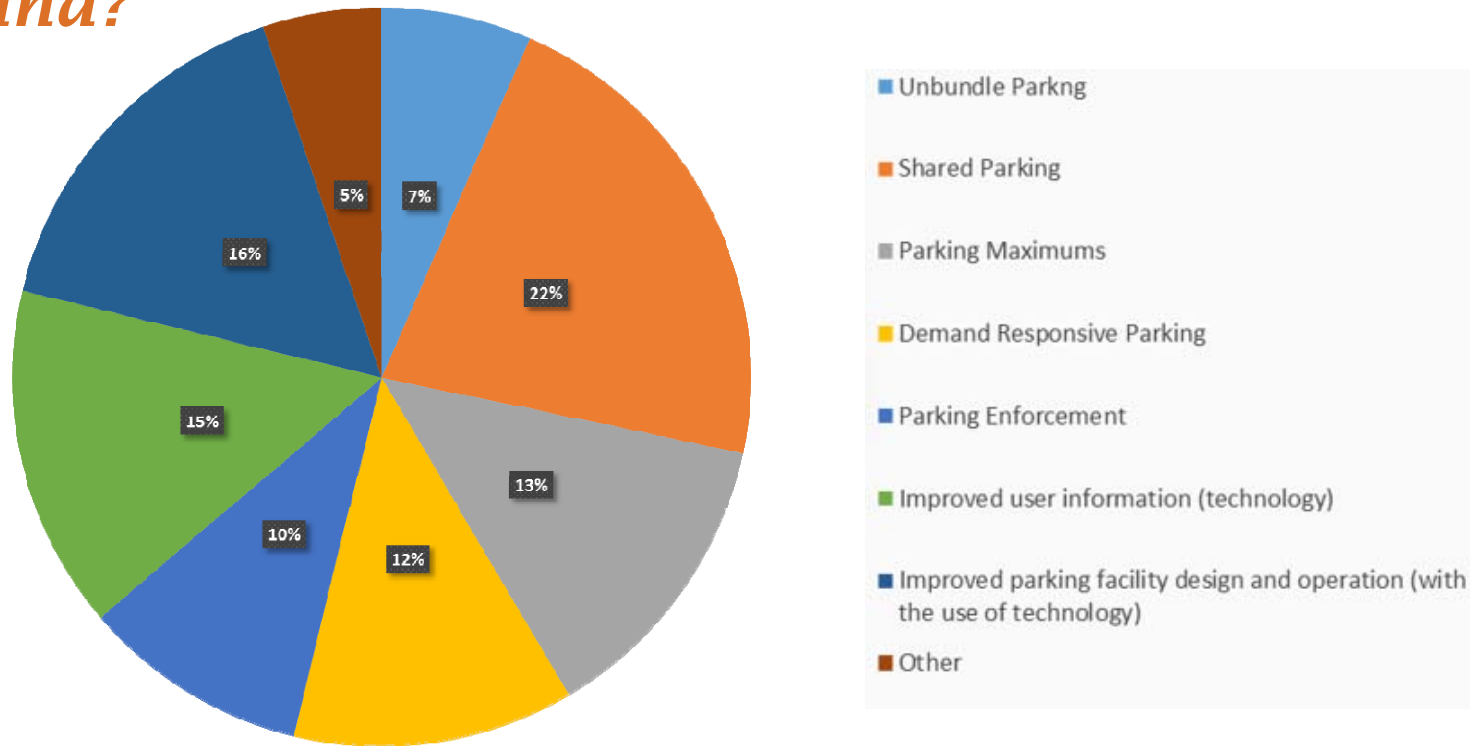
(source:<http://www.ccpixs.com/>)

Research

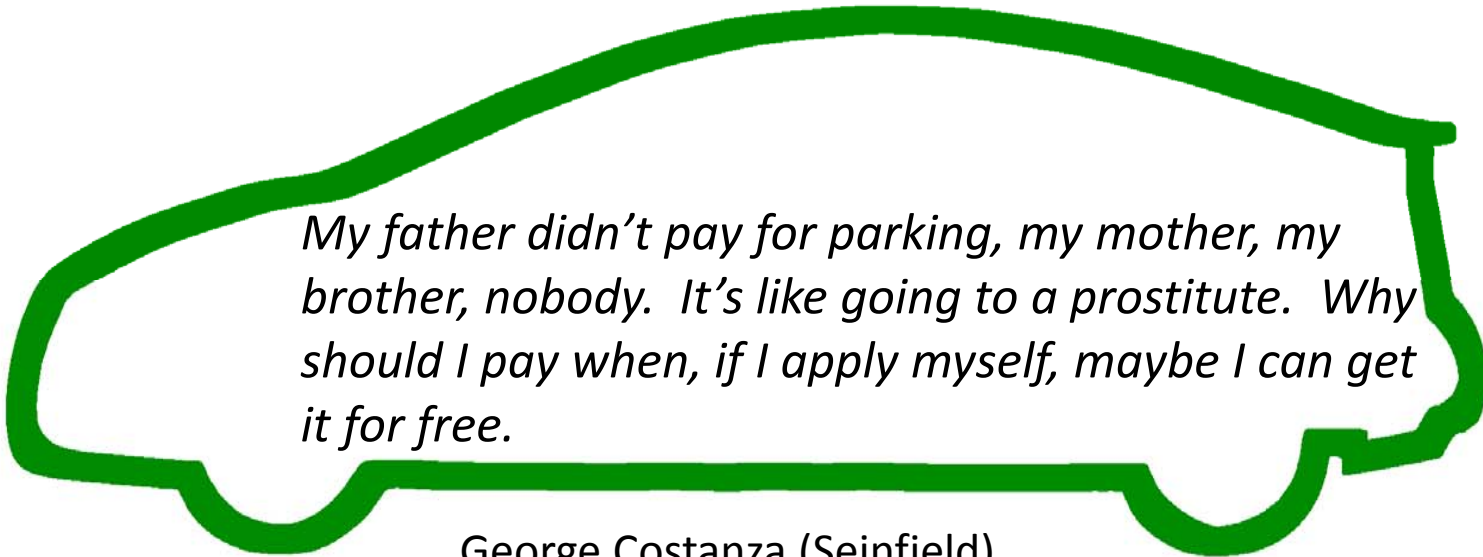
- Demand responsive pricing
- Parking maximums
- Use of technology in parking management



Effective strategies to manage parking in New Zealand?



Demand responsive pricing



My father didn't pay for parking, my mother, my brother, nobody. It's like going to a prostitute. Why should I pay when, if I apply myself, maybe I can get it for free.

George Costanza (Seinfeld)

Demand responsive pricing

- Cost directly related to demand.
- Facilitates a high turnover of cars
- High impact on efficient parking management.
- Effective in areas where alternative modes of transport are available.
- Pioneered by San Francisco *SFpark* scheme.



(source: <http://sfpark.org/how-it-works/pricing/>)

Demand responsive pricing

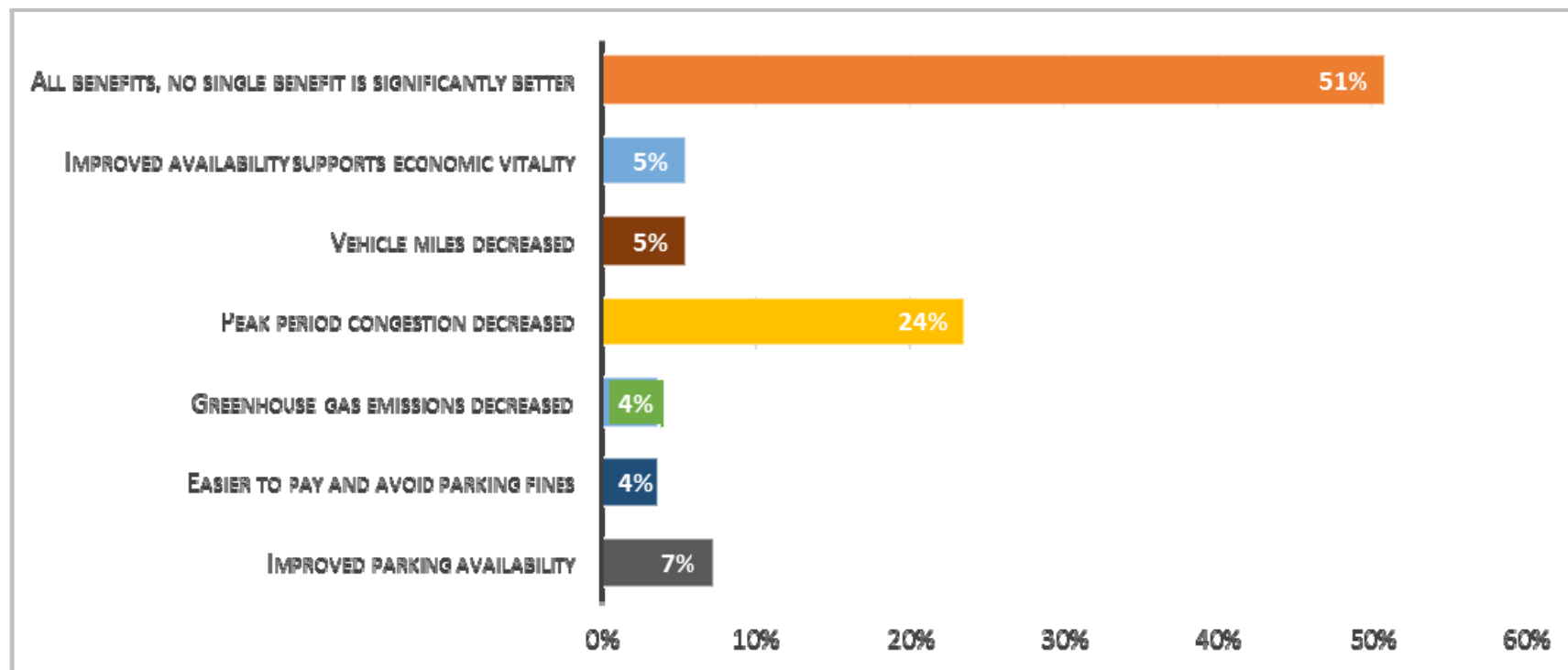
San Francisco



Auckland



Biggest benefit of demand responsive pricing?



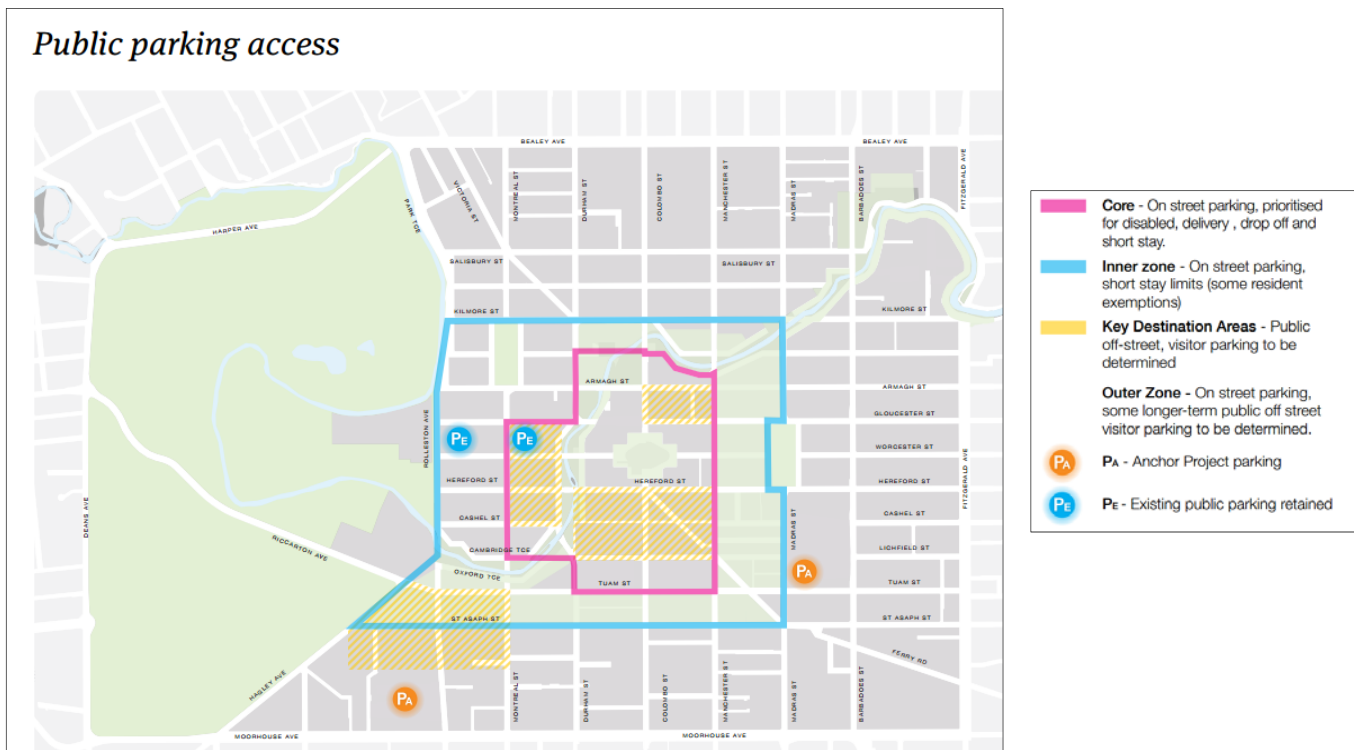
Parking maximums

- Important in starting the conversation about restricting parking supply.
- Removal of minimums more effective.
- May be restrictive or may still result in an oversupply.
- May facilitate shared parking.

Activity		Applies to zones and locations specified in Standard E27.6.2(4)	
		Minimum rate	Maximum rate
(T22)	Emergency services	No minimum	1 car parking space per employee on site plus one per emergency service appliance based at the facility
(T23)	Care centres	No minimum	0.10 per child or other person (other than employees) plus 0.5 per FTE (full time equivalent) employee
(T24)	Education facilities	Primary and secondary	0.5 per FTE employee plus 1 visitor space per classroom
(T25)		Tertiary	No minimum
(T26)	Medical facilities	Hospital	1 per 40 m ² GFA
(T27)		Healthcare facilities	No minimum

Auckland Unitary Plan Chapter E27

Parking maximums



(source:<https://www.otakaroldt.co.nz/an-accessible-city-replacement-transport-chapter-october-2013.pdf>)

Key findings

	Parking maximums	Demand responsive pricing
Benefits	<ul style="list-style-type: none">• Can reduce oversupply of parking• Starts the conversation about restricting supply• Encouragement of shared parking	<ul style="list-style-type: none">• Parking supply is used as a more efficient resource• Reduction in the amount of parking infringements• Additional data that enhances ability to manage resources
Disbenefits	<ul style="list-style-type: none">• If set high may still result in an oversupply• Often met with resistance• Hard to quantify	<ul style="list-style-type: none">• When prices are low can encourage people to take private cars instead of alternative modes• Impact is less on those that are prepared to pay a lot for parking

Technology and parking management

- Effective tools to support strategies
- Ability to collect, analyse and present data
- Support alternative modes of transport
- *SFpark* demonstrated role technology can play in effective parking management



(source: <http://sfpark.org/how-it-works/pricing/>)

Conclusions

- Ongoing research and data is necessary
- Parking maximums less of an impact than removal of minimums
- Demand responsive pricing has clear benefits
- Communication of policy benefits is often difficult
- Unrealised benefits of technology



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