



# The High Cost of Free Parking

DONALD SHOUP

# Cruising for Cheap Curb Parking

Central Parking System  
55 West 26<sup>th</sup> St

License No: 1096744  
Capacity: 140

Hours of operation  
24 hours/7 days

Day & Night Rates  
Up to 1 hour 16.90  
Up to 2 hrs 18.59  
Up to 10 hrs 25.34  
Max to 24 hrs 42.24  
O'sized /vans/SUV's/4x4's addl 8.45  
Monthly Rates  
Regular 464.64  
Main floor addl 84.47  
O'sized /vans/SUV's/4x4's addl 84.47  
Motorcycles 211.20  
18.375% Parking tax extra



Off-street: \$20/hour

Curb: \$1/hour

# Cruising for cheap curb parking

Suppose you want to park for 1 hour.

Curb parking costs \$1.

Off-street parking costs \$20.

How long would *you* be willing to cruise for curb parking rather than pay the higher price for off-street parking?

TABLE 11-5  
CRUISING FOR PARKING

Year	City	Share of traffic cruising (percent)	Average search time (minutes)
1927	Detroit	19%	
1927	Detroit	34%	
1934	Washington		8.0
1962	New Haven	17%	
1965	London		6.1
1966	London		3.5
1966	London		3.6
1977	Freiburg	74%	6.0
1984	Jerusalem		9.0
1985	Cambridge	30%	11.5
1993	Cape Town		12.2
1993	New York	8%	7.9
1993	New York		10.2
1993	New York		13.9
1997	San Francisco		6.5
2001	Sydney		6.5
2005	Los Angeles	68%	3.3
2007	New York	28%	
2007	New York	45%	
2008	New York		3.8
2011	Barcelona	18%	
<b>Average</b>		<b>34%</b>	<b>7.5</b>

# Cruising in New York

Researchers interviewed drivers who were stopped at traffic lights.

Are you searching for curb parking?

28 percent of drivers on a street in Manhattan said they were searching for curb parking.

45 percent of drivers on a street in Brooklyn said they were searching for curb parking.

# What is the right price for parking on the street?

The price is too high if many curb spaces are vacant because businesses will lose potential customers.

The price is too low if no spaces are vacant because drivers will congest traffic and pollute the air as they circle the block searching for an open space.

The price is just right if one or two curb spaces are usually open on every block because drivers can always find convenient parking at their destinations.

The Goldilocks principle of curb parking prices.

# Performance Parking Prices

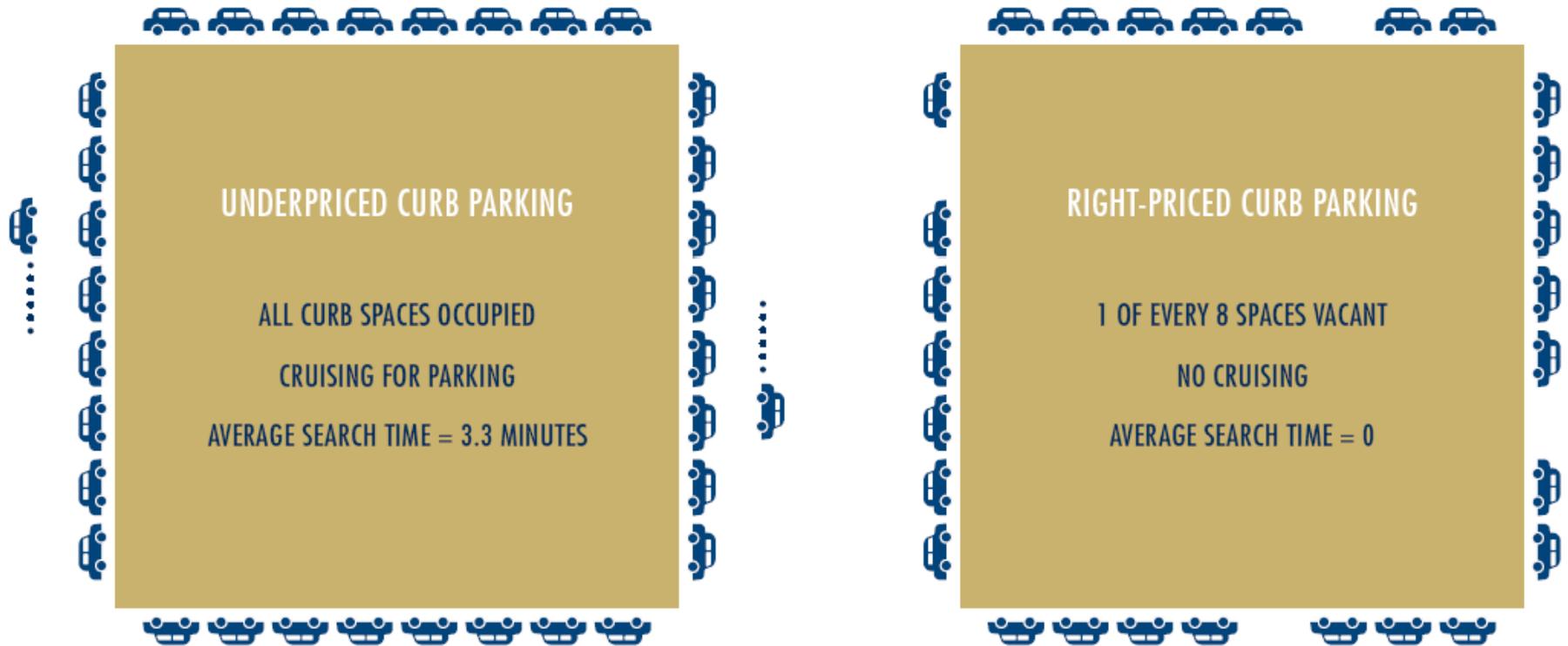
The right price for curb parking is the *lowest* price that will leave one or two vacant spaces on each block—performance pricing

Performance prices adjust over time to maintain a few vacant spaces.

The goal is to keep about 85 percent of the parking spaces occupied all the time.

About one curb space is vacant on each side of each block so that everyone can see that convenient parking is available everywhere.

## Curb parking prices and cruising



Get the prices right

**Before SFpark**



**Block A - Central Business District Location - 0 Open Spots**



**Block B - Nearby Location - 3 Open Spots**

**After SFpark**

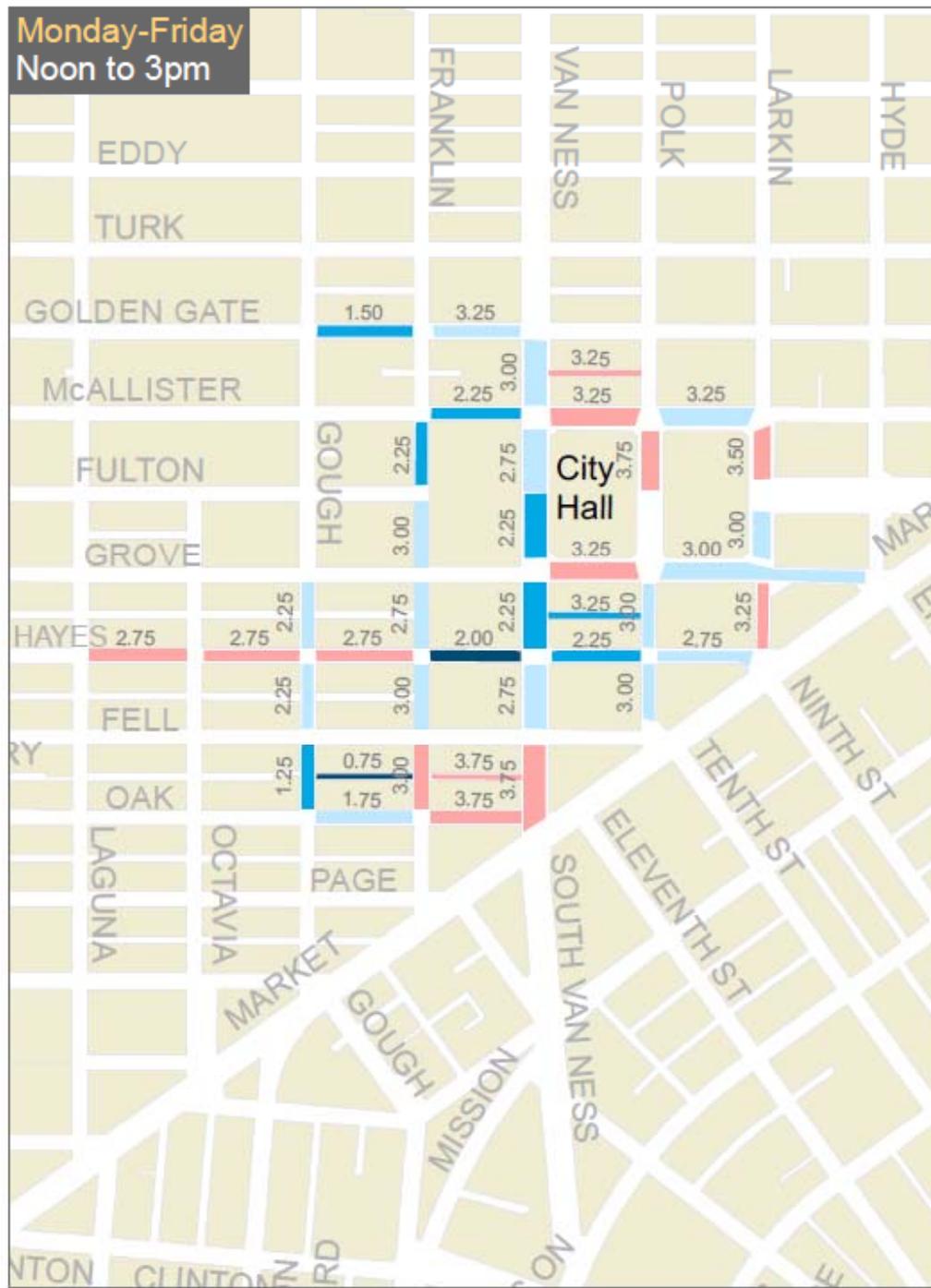


**Block A - Central Business District Location - 1 Open Spot**



**Block B - Nearby Location - 2 Open Spots**

Monday-Friday  
Noon to 3pm



# Civic Center Pilot Area

## Meter Rate Changes December 2011

- + \$0.25
- no change
- \$0.25
- \$0.50



0.25 Mile

# Higher prices for special events

Some areas host large, well-publicized events that greatly increase the demand for parking.

Concerts, conventions, parades, street festivals, sports events.

Curb parking prices for special events can range up to \$18/hour.

Curb parking prices will be based on surveys of the prices at private off-street parking for the events.



## PAY · BY · SPACE

**PAY BY:**  
CREDIT CARD

**CASH**  
EXACT BILLS REQUIRED \$1, \$5 ONLY

**REMEMBER**  
NO IN AND OUT PRIVILEGES  
NOT TRANSFERABLE  
PAY STATION TICKETS ARE ONLY VALID  
IN DESIGNATED PAY STATION AREAS  
MUST DISPLAY PAY STATION PASS ON  
DASHBOARD AT ALL TIMES  
VIOLATORS ARE SUBJECT TO CITATION  
21113A CVC



Stall: 05769

Press Number on Keypad to Select Options:

- 1) 2 Hours \$7.00
- 2) 1 Hr 30 Min \$5.00
- 3) 1 Hour \$3.00
- 4) 40 Minutes \$2.00
- 5) 20 Minutes \$1.00





















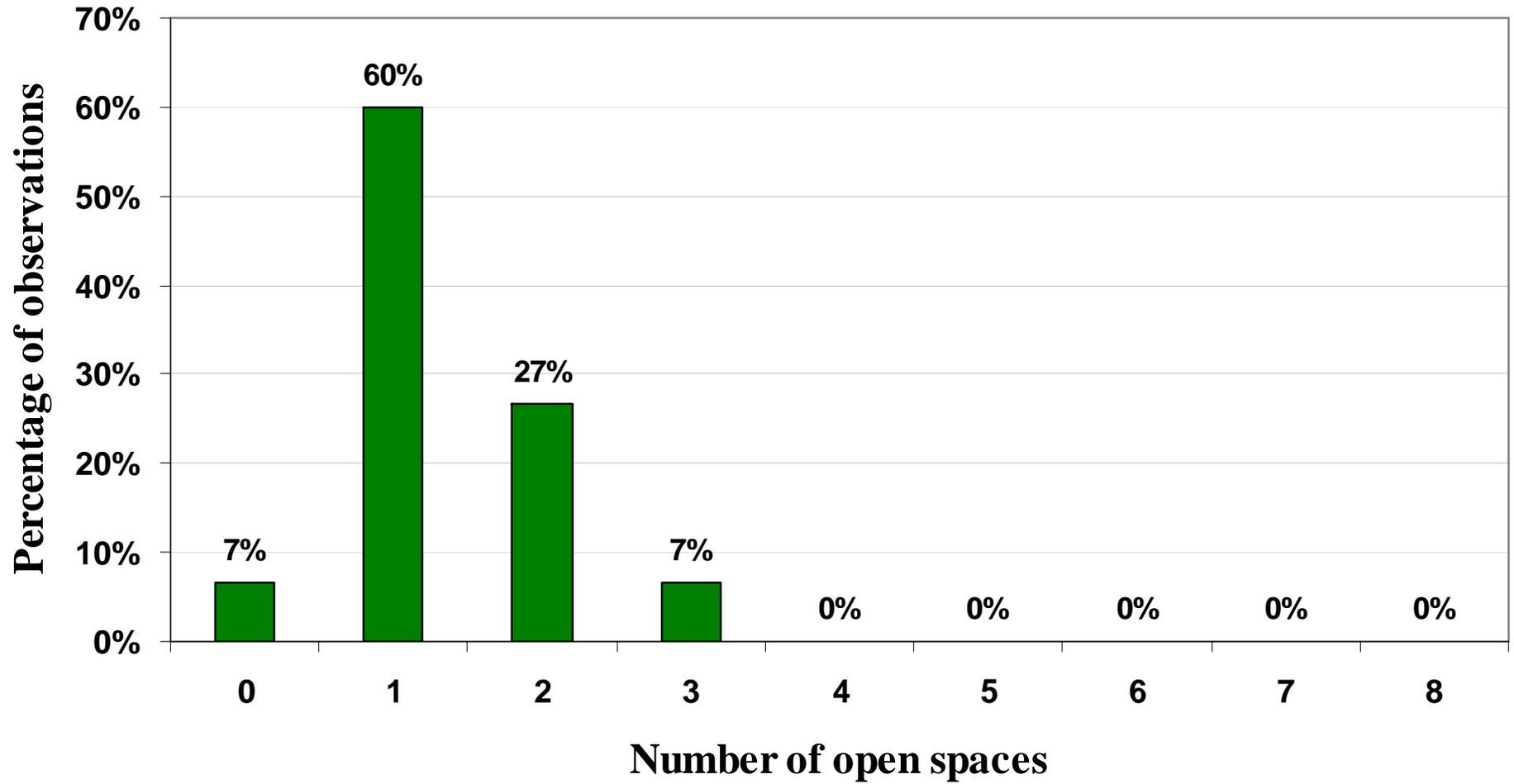






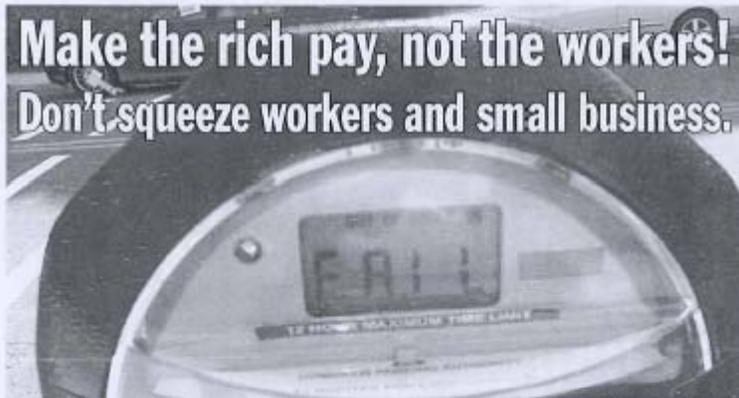


## Parking is well used but readily available



# STOP THE PARKING METER HIKE!

**Make the rich pay, not the workers!  
Don't squeeze workers and small business.**



An attack is underway, in San Francisco to push the burden of the economic crisis onto the workers. Transportation officials are attempting to extend metered parking to midnight and Sundays.

In Oakland, a popular movement of small business owners and workers stopped the city's plans to raise parking rates. **We can fight back and win!**

With this proposal, for almost 24-hours a day your car will be subject to heavy fines. Parking tickets are already astronomical.

**THIS IS A TAX ON THE PEOPLE!**

**It's time to organize and  
defeat the parking meter robbery!**

Join the campaign! Call the ANSWER Coalition at 415-821-6545  
[www.ANSWERSf.org](http://www.ANSWERSf.org) • [ANSWER@answersf.org](mailto:ANSWER@answersf.org)

# ¡ALTO AL AUMENTO DE LOS PARQUIMETROS!

**¡Hagan que los ricos paguen, no los trabajadores!  
¡No aprieten a los trabajadores y negocios familiares!**



Un ataque está ocurriendo en San Francisco, para poner el peso de la crisis económica sobre los trabajadores. Oficiales de transporte están intentando extender las horas de los parquímetros hacia medianoche y los domingos.

En Oakland, un movimiento popular de las comunidades, de los trabajadores y de los negocios pequeños detuvieron gran parte de los planes de esa ciudad para aumentar la tarifas de los parquímetros. **¡Sí podemos luchar y ganar!**

Con esta propuesta, por casi 24-horas al día su coche será sujeto a tarifas altísimas. Multas ya son astronómicas.

**¡ESTO ES UN IMPUESTO ILEGAL A LA GENTE!**

**¡Es la hora para organizarnos y derrotar  
el robo por los parquímetros!**

¡Únete a la campaña! Llame a la Coalición ANSWER al 415.821.6545  
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# ANSWER SAN FRANCISCO ACT NOW TO STOP WAR AND END RACISM

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## **STOP THE WAR IN AFGHANISTAN NOW!** **Protest U.S./NATO War in Afghanistan on 9th Anniversary of Invasion**

As the U.S./NATO war in Afghanistan enters its tenth year, casualties on both sides are at an all-time high. Spending on the war in Afghanistan alone is over \$2.5 billion per week—that's \$2,500,000,000 every week—at a time when tens of millions of people have lost their jobs, housing, healthcare and pensions here, and most Afghani people live in extreme poverty.

**Join us on Oct. 6 to say NO to war, racism and all bigotry, and YES to meeting the needs of the people!**



## 2. Revenue Return







# Ventura parking ordinance

A program of managing on-street and off-street parking to achieve a 15% vacancy rate.

Using metered parking to achieve a vacancy rate of 15% eliminates the need for time restrictions on those metered parking spaces.

All moneys collected from parking meters in this city shall be placed in a special fund, which fund shall be devoted exclusively to purposes within the geographic boundaries of the parking district from which the revenue is collected.



All net revenue from the pay stations will be used for a cleaner and safer Downtown:

- Downtown security
- Clean sidewalks
- Parking lot and alley improvements
- Landscape beautification

See map below for Free Public Parking lots located throughout Downtown.

# DOWNTOWN VENTURA PARKING



02/21/2011



# NEWS

## For Immediate Release

### **Downtown Merchants Support the Parking Meters!**

**Downtown Ventura, May 5, 2011** - The overwhelming consensus downtown is that the meters are working! Downtown business owners were interviewed and business surveys were conducted over the past two weeks along Main Street in downtown Ventura. The downtown merchants gave the managed parking system a thumbs up with 83% surveyed in support of the meters, 13% neutral, and 4% not in support the meters.

In addition, the revenue generated from the meters is being reinvested into the downtown. The funds help pay for a dedicated police officer and nine police cadets. This has resulted in an overall decrease in crime by 40% and a 15% decrease in calls for service. Funds are also used for new improvements like additional lighting for parking lots, new planters and plant materials, and a cross-the-street banner planned for installation this summer.

Free Wi-Fi is yet another benefit made possible by the meters. Residents and visitors can stay "connected" through the outdoor network provided by the Downtown Parking Management program.

As our case is new, so must we think anew,  
and act anew.

Abraham Lincoln