NYC’s Peak Rate Parking Pilot
NACTO / FHWA State of the Practice Workshop:
Parking Management and Pricing in the United States
Goals:
- Reduce parking durations
- Increase turnover
- Increase parking availability

Pilot Areas:
- Greenwich Village (Sept. 2008)
- Park Slope (May 2009)
- Upper East Side (June 2010)
- Three more in next 2 years
How Does the Program Work?

• Peak rate program
  – Rates are higher during the time period with the highest demand, e.g. $2/hr from noon to 4 p.m. and $1/hr at all other times

• Pilot neighborhoods are selected based on:
  – High parking demand
  – Identification of stakeholders who will work with NYCDOT on program design and implementation
  – Opt-In Program – can discontinue program if wanted
How Does the Program Work?

• PARK Smart Public Engagement
  – Community Boards (local advisory body)
  – Merchant, property owner and resident groups
  – Stakeholders
    • Advocate for the neighborhood
    • Act as liaisons between NYCDOT and constituents
    • Disseminate data findings and policies
How Does the Program Work?

Monitoring Program

Pre-Implementation Data Collection
- Parking Occupancy
- Parking Duration
- "Unique Vehicles"

One Month “Snapshot” Data Collection
- Parking Occupancy
- Parking Duration
- "Unique Vehicles"

Post-Implementation Data Collection
- Parking Occupancy
- Parking Duration
- "Unique Vehicles"

Surveys
- Merchant Survey
- Parker Survey
- Passerby Survey
Greenwich Village, Manhattan

One of NYC’s premier cultural, academic and entertainment districts.

Pilot Rates at launch

• $2.00/hr peak
• $1.00/hr* base
Greenwich Village, Manhattan

- Parking occupancy decreased by six percentage points after implementation.

- Share of vehicles parked for one hour or less increased from 48% to 60%.

- Community supported rate increases to $3.75/hr during the peak and $2.50/hr off-peak.

- As of Summer 2011, rates are $5.00/hr peak and $3.00/hr off peak. Program modified as per on-going data collection.
Park Slope, Brooklyn

Retail corridor in primarily residential neighborhood.

Pilot Rates at launch

• $1.50/hr peak
• $0.75/hr base
Park Slope, Brooklyn

- Average duration decreased by 20% during peak hours

- Increase in number of unique vehicles observed after implementation.

- Occupancy showed little change due to already saturated levels of demand and few off-street parking options.

- Community supports expansion of the PARK Smart program, doubling the size of the original pilot area as well as longer peak period.
Upper East Side Manhattan

Combines high-end retail on Madison Avenue and ‘Big-Box’ retail on East 86th Street, surrounded by high density residential.

Pilot Rates

• $3.75/hr peak
• $2.50/hr base
Upper East Side, Manhattan

• High occupancies observed on East 86th Street and Madison Avenue – effects on delivery and transit

• Occupancy and turnover unchanged by the peak rate

• Community asked to have the program suspended. Continued dialogue with Madison Avenue BID
Lessons Learned

» Community is critical to the success of PARK Smart as:
  – Advocates for their constituency
  – Conduits for neighborhood concerns
  – Disseminators of the results of data collection
Lessons Learned

» The public is concerned about rapid increases in parking rates – the NYC pilots worked with the community and explored gradual rate increases
Lessons Learned

» Parking pricing cannot be a stand alone strategy. A neighborhood’s parking needs include:

› Commercial deliveries
› Residential parking
› Metered parking time limits
› Metered hours in operation
Pricing is an effective strategy in addressing demand for parking, but the actual response to pricing varies based on:

- Levels of demand
- Supply and cost of off-street parking
- Land use and neighborhood character
Lessons Learned

» 85% occupancy may not provide sufficient parking availability – because of clustering of available spots.

» Only 13% of drivers surveyed in Park Slope said that finding a parking space was “Not Frustrating” – occupancy was 87%
More information on this and recent projects is available at nyc.gov/dot