PARK New York City Smart

New Rates = More Parking

NYC's Peak Rate Parking Pilot

NACTO / FHWA State of the Practice Workshop:
Parking Management and Pricing in the United States

NYC

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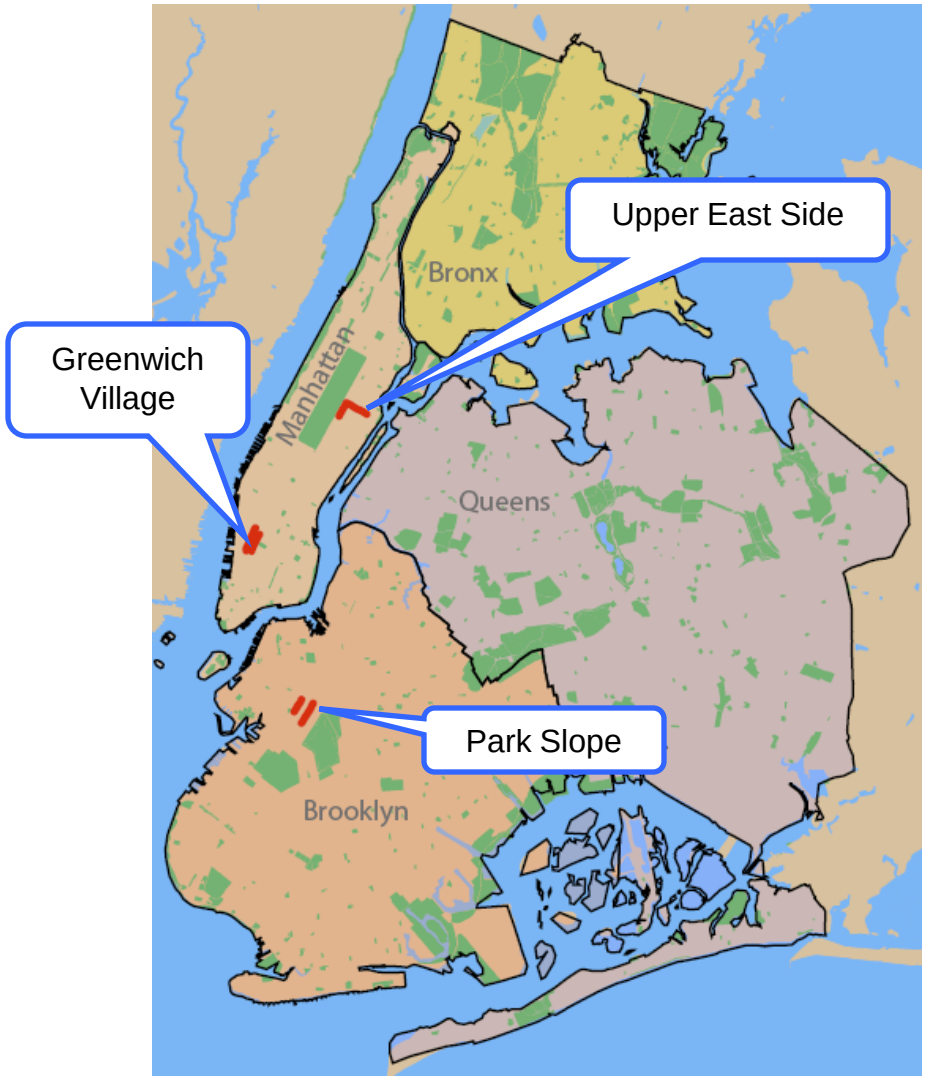
PARK Smart Pilots

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

Surveys

- Merchant Survey
- Parker Survey
- Passerby Survey

Program "Turn On"

Pre-Implementation Data Collection

- Parking Occupancy
- Parking Duration
- "Unique Vehicles"

One Month "Snapshot" Data Collection

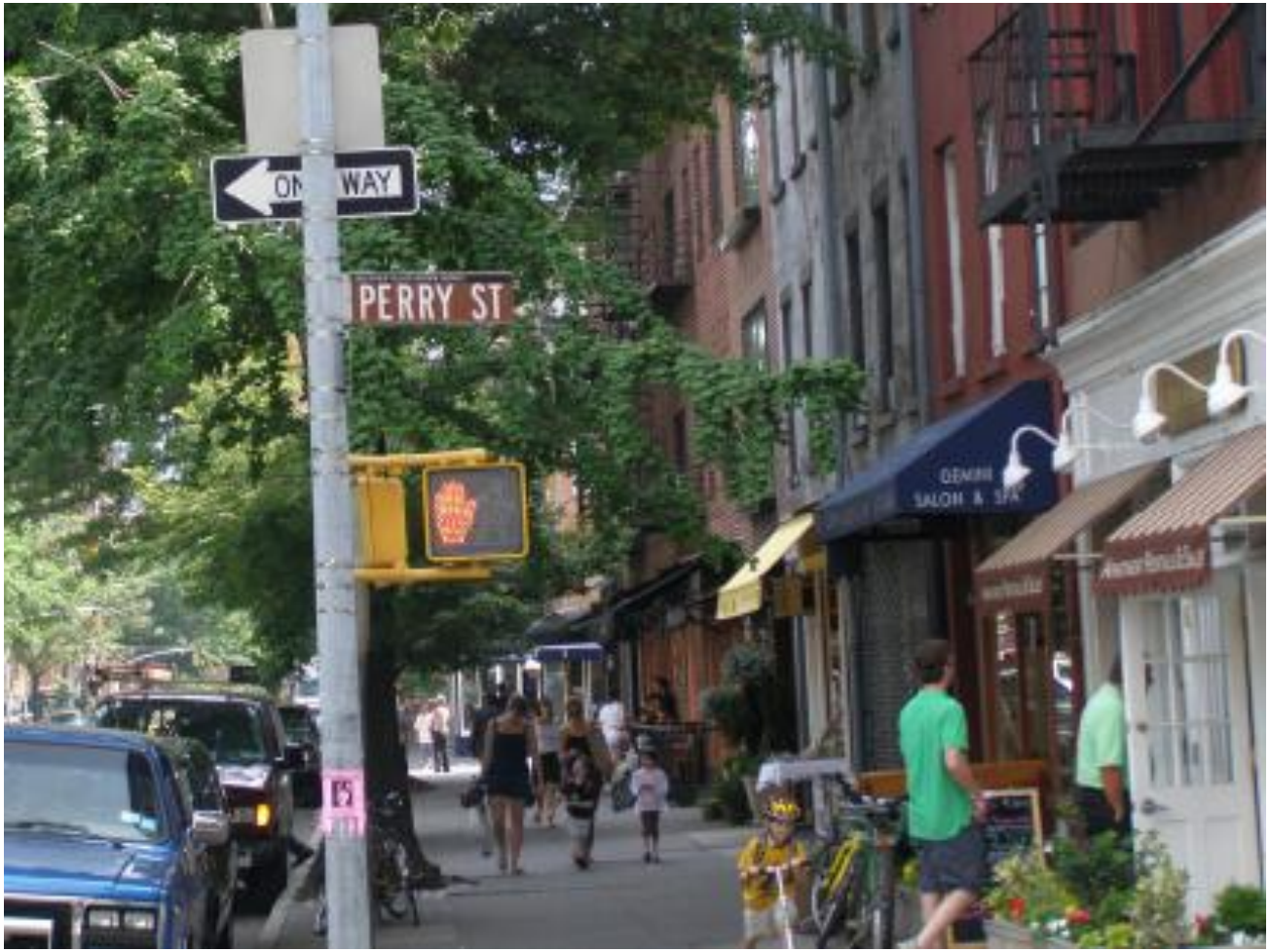
- Parking Occupancy
- Parking Duration
- "Unique Vehicles"

Post-Implementation Data Collection

- Parking Occupancy
- Parking Duration
- "Unique Vehicles"

Greenwich Village, Manhattan

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

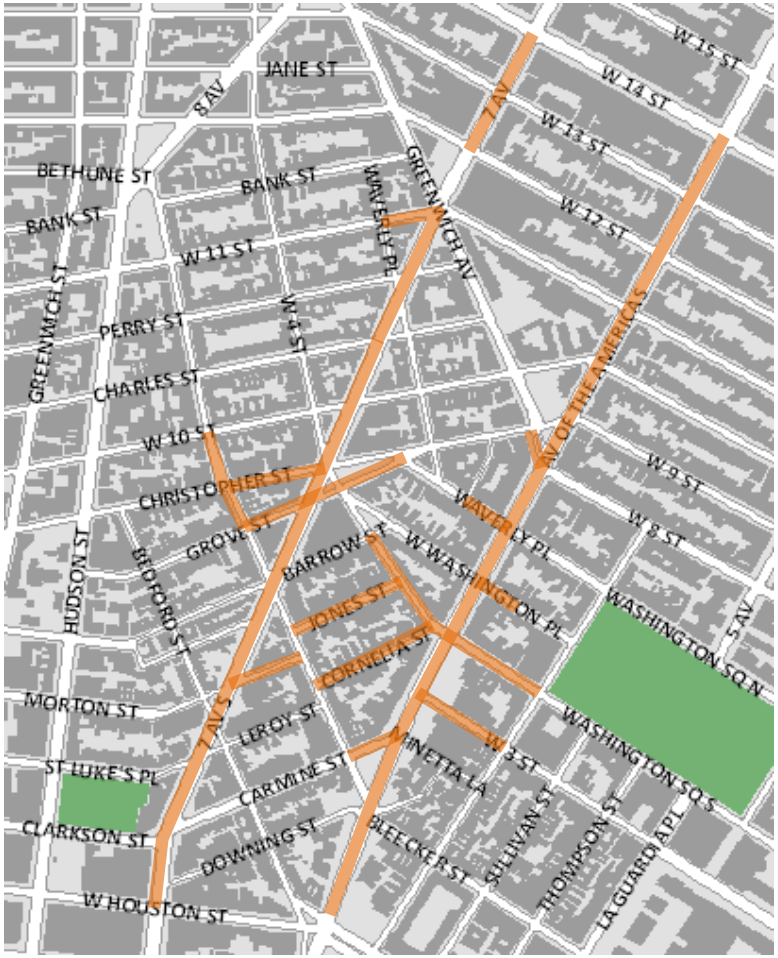


Pilot Rates at launch

- **$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

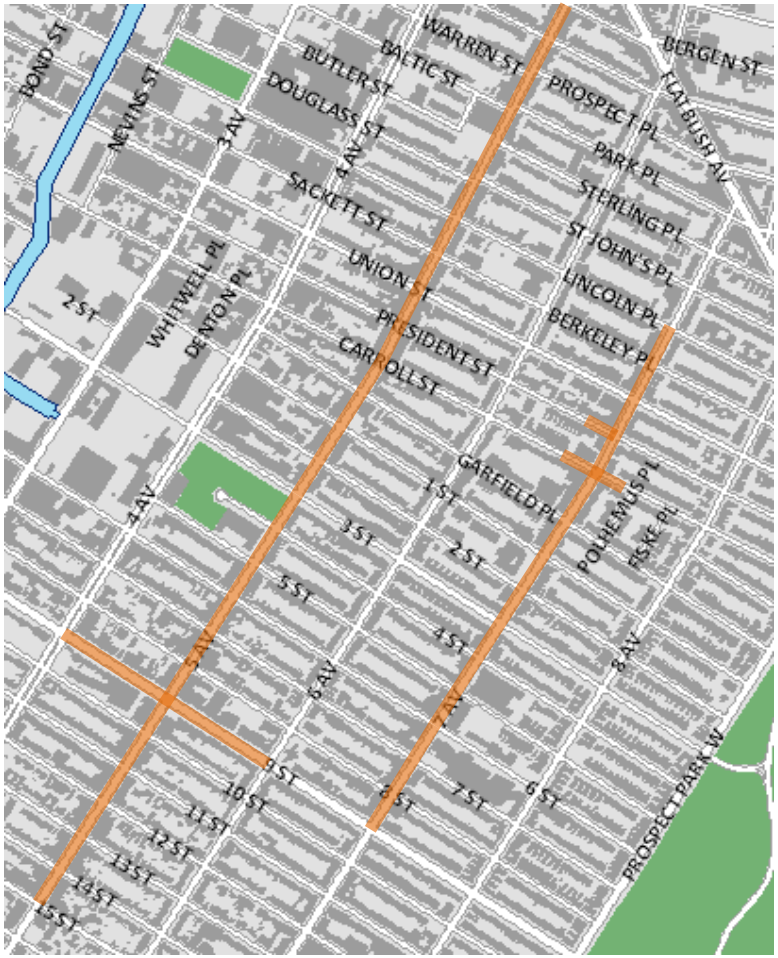
Retail corridor in primarily residential neighborhood.

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

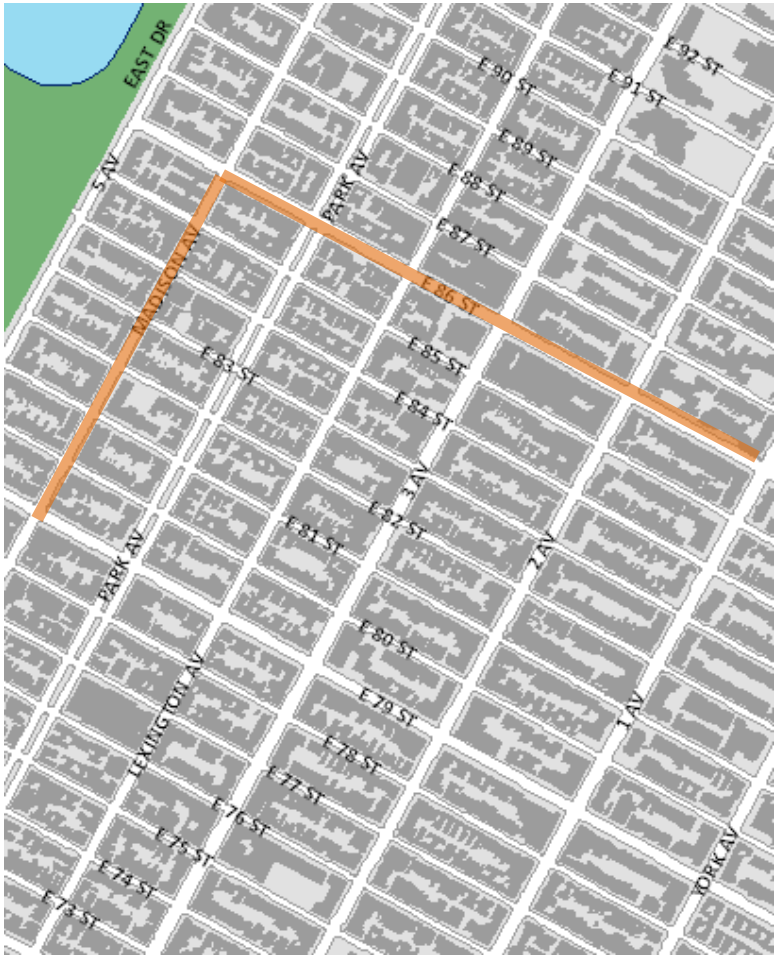
Combines high-end retail on Madison Avenue and 'Big-Box' retail on East 86th Street, surrounded by high density residential.

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



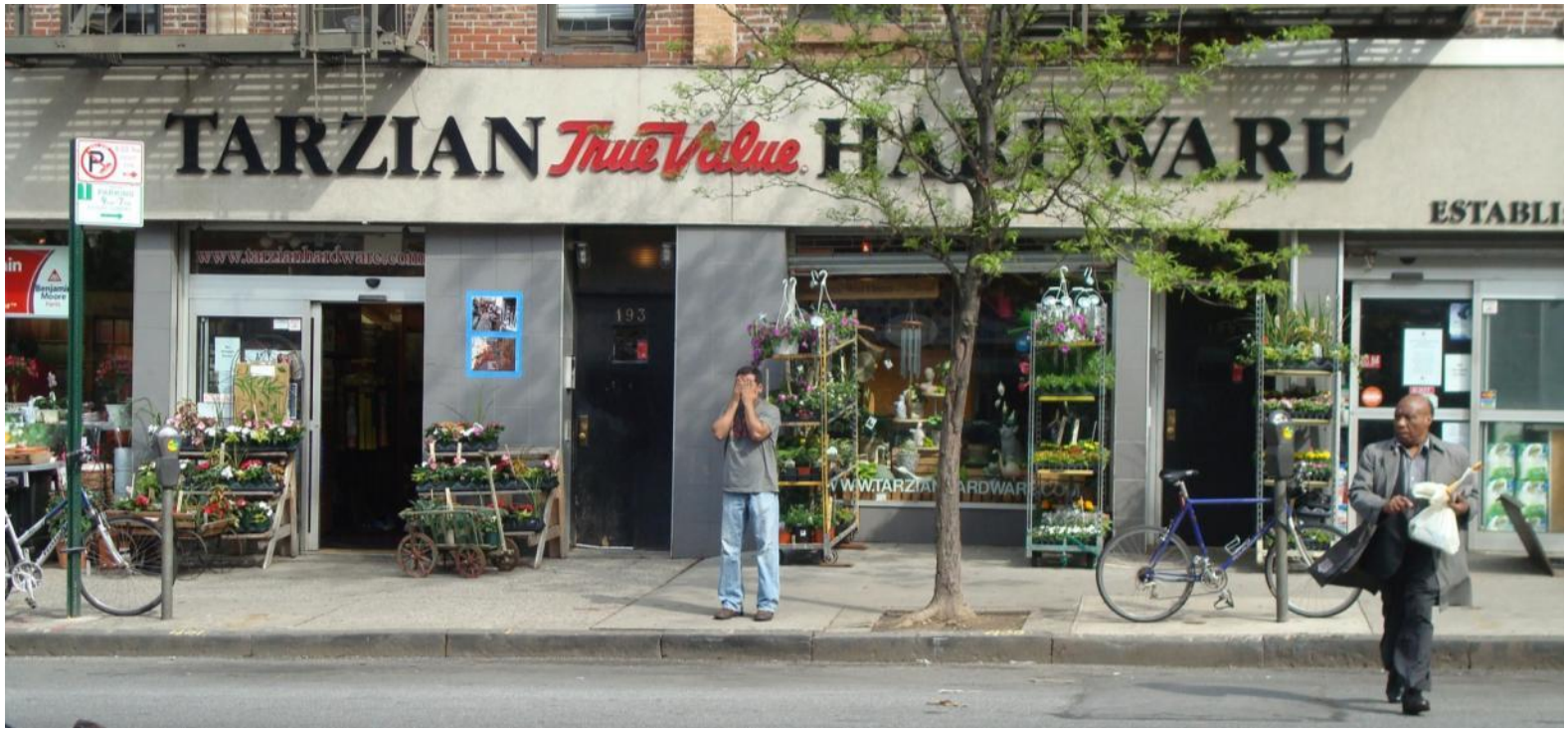
Lessons Learned

» 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

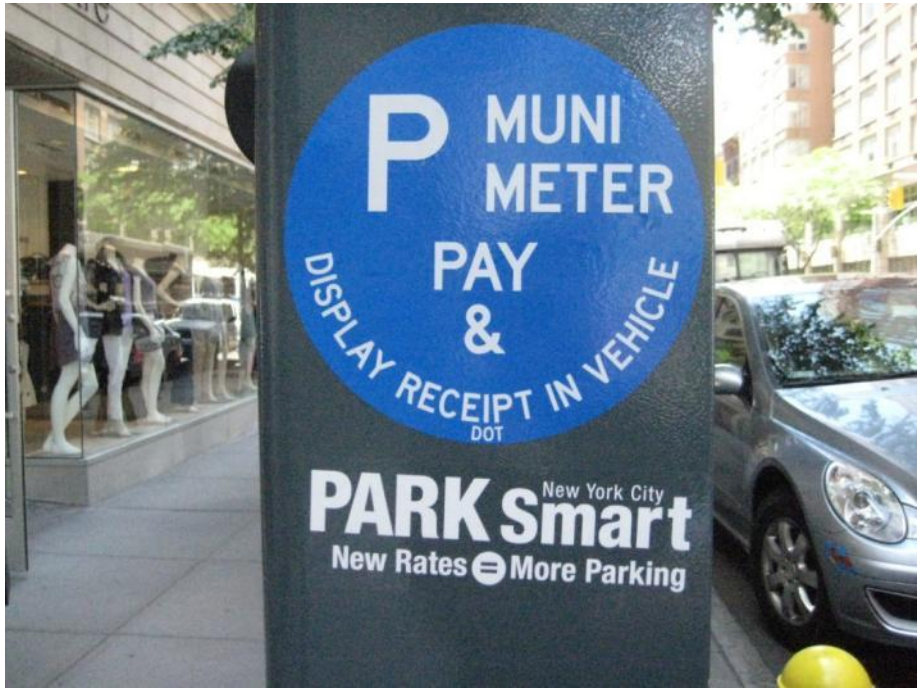
» Parking pricing cannot be a stand alone strategy. A neighborhood's parking needs include:

› Commercial deliveries

› Residential parking

› Metered parking time limits

› Metered hours in operation



Lessons Learned

» 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

Thank You