



NJTPA NORTH JERSEY TRANSPORTATION PLANNING AUTHORITY

# METER PRICING

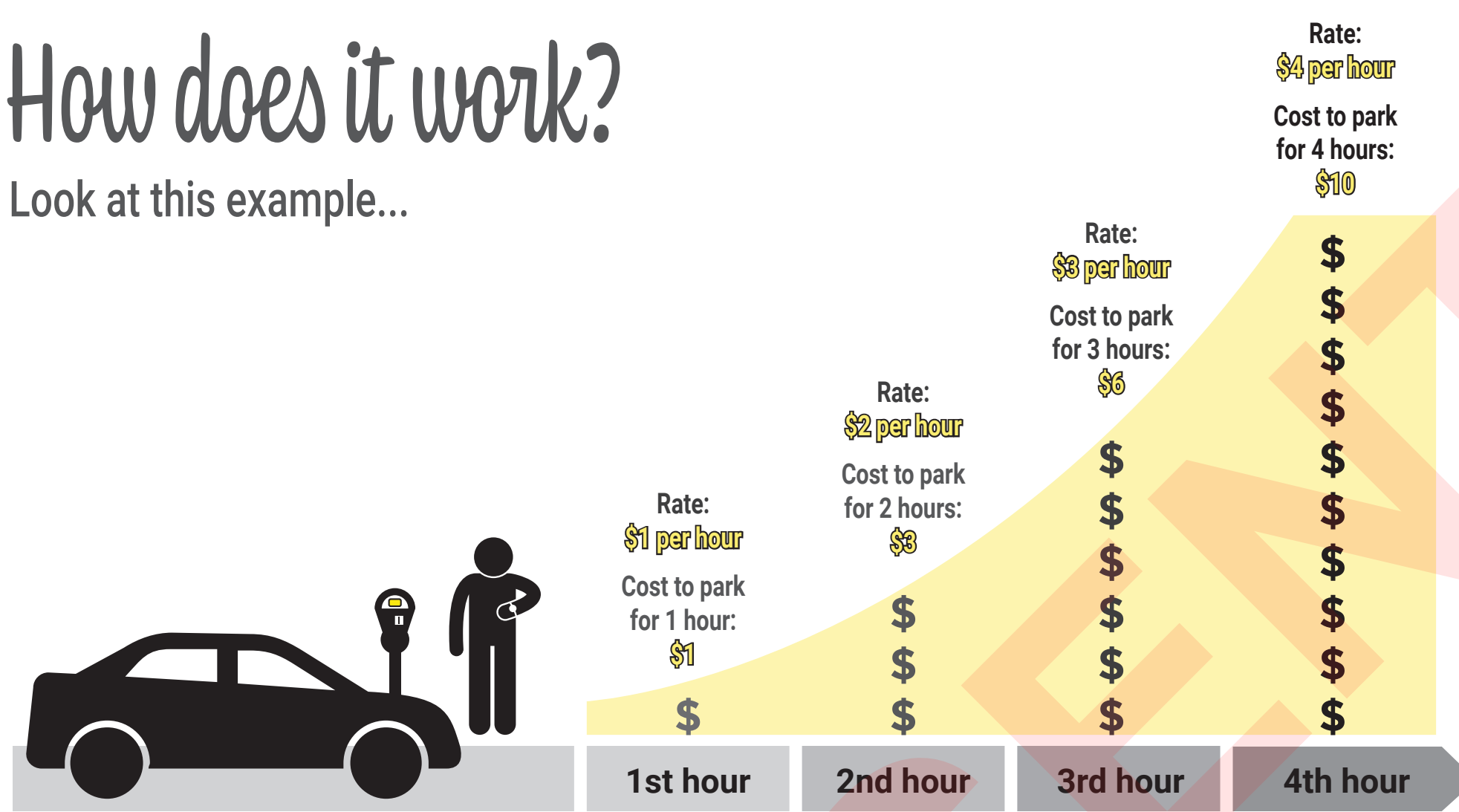
## IMPLEMENT TIERED PRICING FOR METERED SPACES

### Ideas we're considering:

- » Increase the meter rates the longer a user takes up a parking space, encouraging higher turnover rates.

### How does it work?

Look at this example...



Note: Example is for illustrative purposes only and does not represent actual parking rate recommendations.

### How will this strategy help Jersey City?

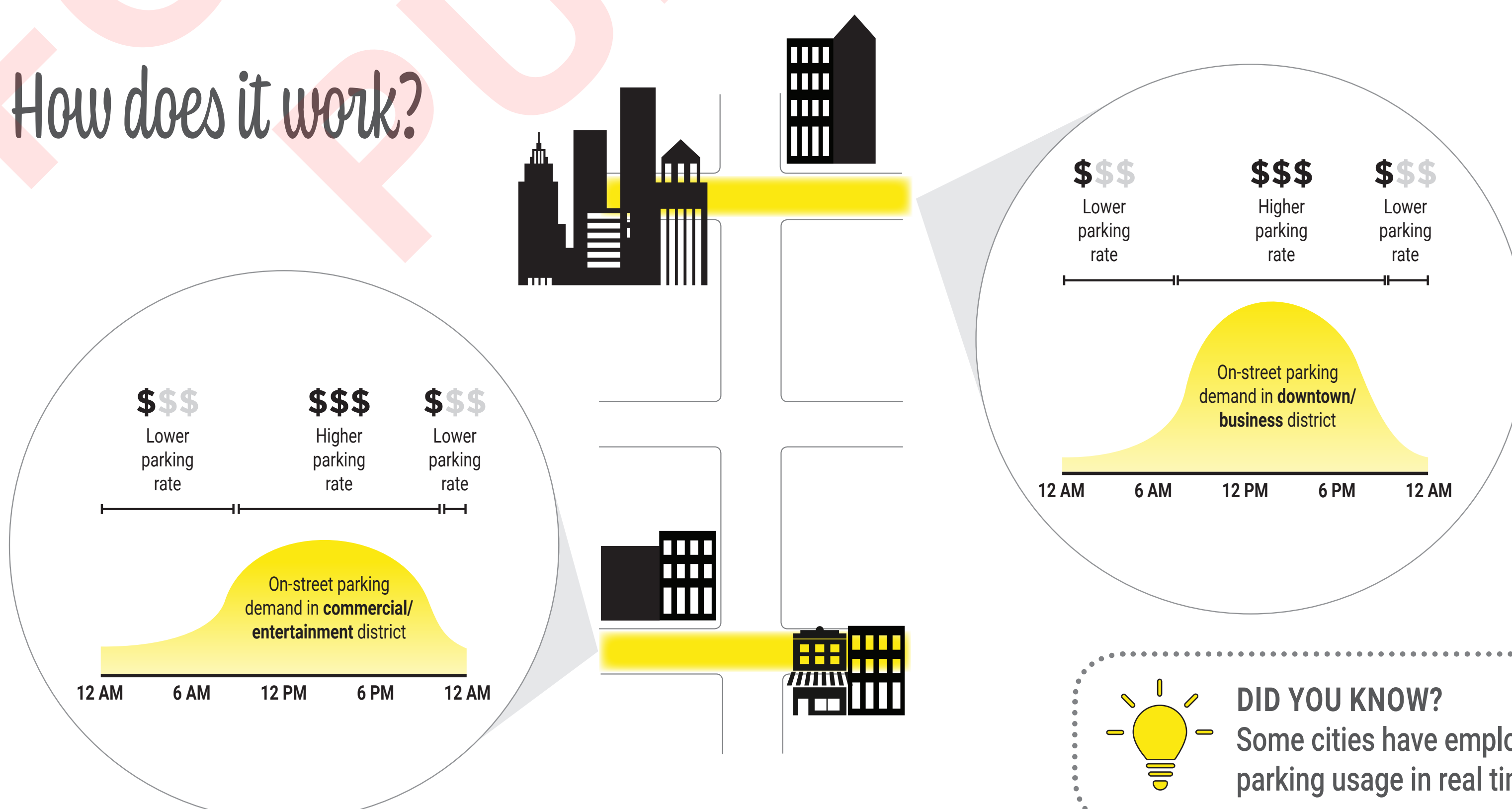
- » Keeps prices low for drivers who just need to make a quick stop, while encouraging higher turnover during business hours among drivers who would otherwise leave their car all day

## IMPLEMENT PERFORMANCE PRICING FOR METERED SPACES

### Ideas we're considering:

- » Raise the price of metered parking when there are few spaces available and lower the price when there are many spaces available in order to ensure there are always spaces available.
- » Set rate of metered parking depending on time of day, day of the week, and nearby land uses; for example, popular nightlife destinations would have a higher rate on a Friday night than they would on a Sunday morning.

### How does it work?



### How will this strategy help Jersey City?

- » Ensures parking spaces are available during peak parking hours and increases revenue potential
- » Increases use of off-street parking and discourages long-term parking at curbs



#### DID YOU KNOW?

Some cities have employed technology allowing them to monitor parking usage in real time and adjust rates accordingly.

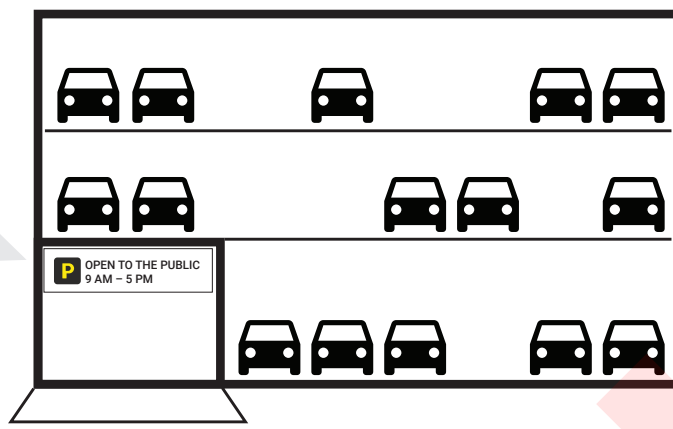
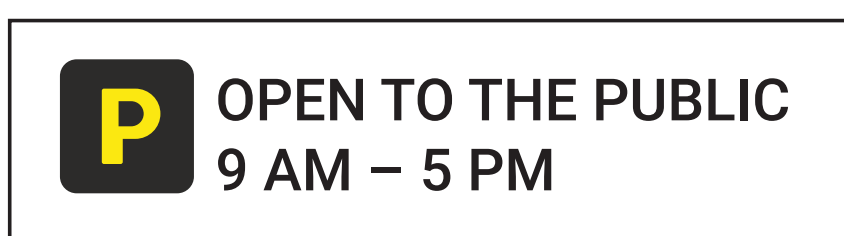


# PARKING AVAILABILITY

## SHARE PARKING IN EXISTING FACILITIES WITH EXCESS CAPACITY

### Ideas we're considering:

- » Incentivize residential buildings with private garages to offer parking to non-building residents when spaces are available.
- » Consider expanding pilot program that allow residents to park in school parking lots overnight and investigate additional shared parking opportunities.



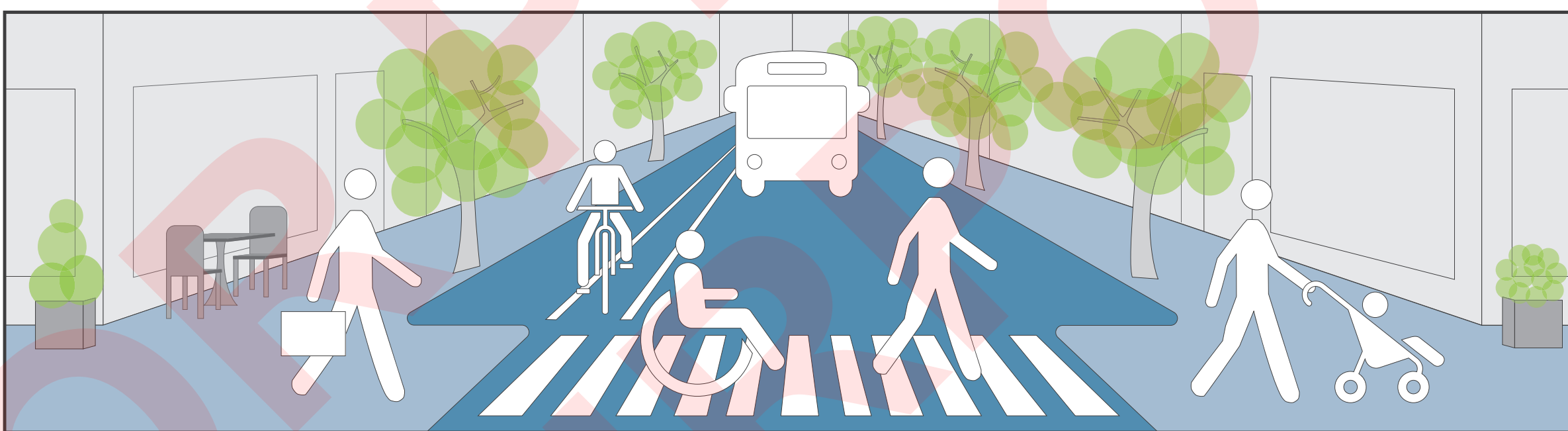
### How will this strategy help Jersey City?

- » **Increases equity and efficient use of parking supply** by fully utilizing off-street parking
- » **Saves the cost** of building additional parking

## Use Parking Revenues to EXPAND ALTERNATIVE MOBILITY OPTIONS

### Ideas we're considering:

- » Use parking revenues to improve transportation choices through increased funding of public transportation, micro-transit, biking, and walking programs.
- » Invest in strategies to decrease dependence on cars; help make zero-car ownership a more attractive lifestyle choice.



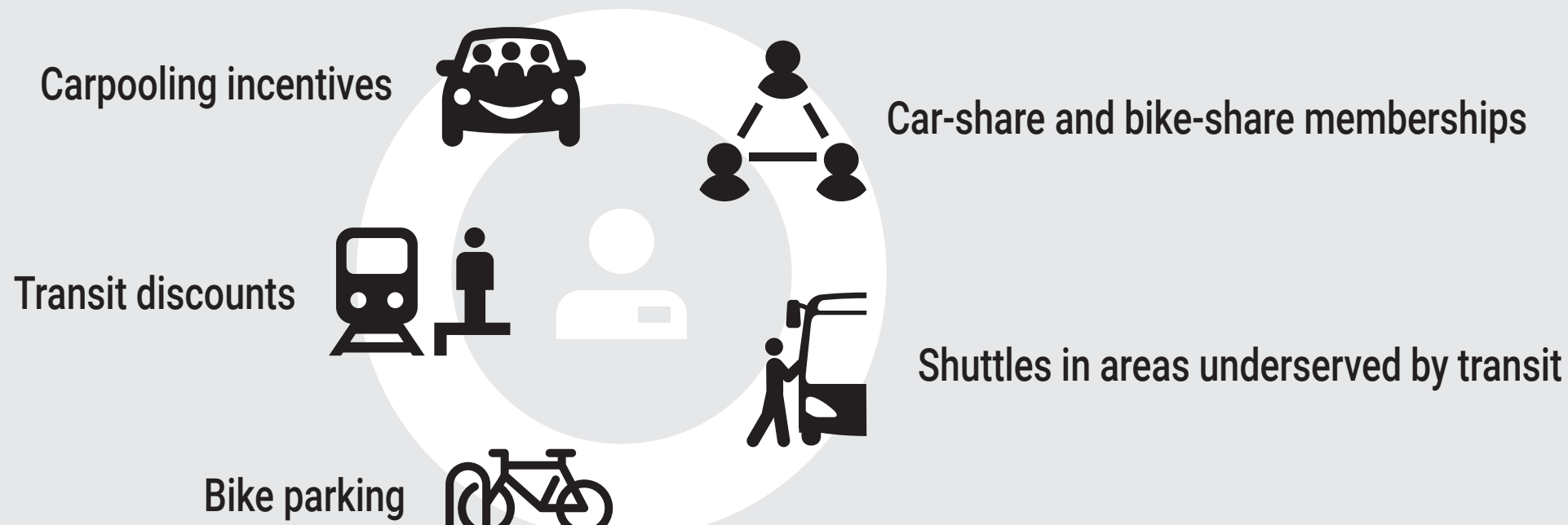
### How will this strategy help Jersey City?

- » Promotes public transit and decreases car ownership, thereby **decreasing need for on-street parking**
- » Aligns with the City's Vision Zero and sustainability goals by **encouraging investment in active transportation**

## Partner with Employers and Developers to PROVIDE TRANSPORTATION DEMAND MANAGEMENT (TDM) MEASURES

### Ideas we're considering:

- » Transportation Demand Management (TDM) strategies could expand:



### How will this strategy help Jersey City?

- » **Increases the attractiveness** of Jersey City as a place of employment
- » **Decreases demand for parking**
- » Encourages people to **bike, walk, carpool, and take transit**



NORTH JERSEY TRANSPORTATION PLANNING AUTHORITY

# PARKING MANAGEMENT

## RESTRICT NEW CURB CUTS ON ALL CITY STREETS

### Ideas we're considering:

- » Develop strategies and policies to monitor and prevent illegal curb cuts.
- » Remove curb cuts on vacant lots.
- » Remove illegal curb cuts and charge owner for reconstruction of curb.

### How will this strategy help Jersey City?

- » Preserves on-street parking spaces in residential areas.
- » Ensures public parking resources and curb space are used more equitably.

What happens... when there are too many curb cuts?



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



## WHY IS THIS PLAN NOT RECOMMENDING BUILDING NEW MUNICIPAL GARAGES?

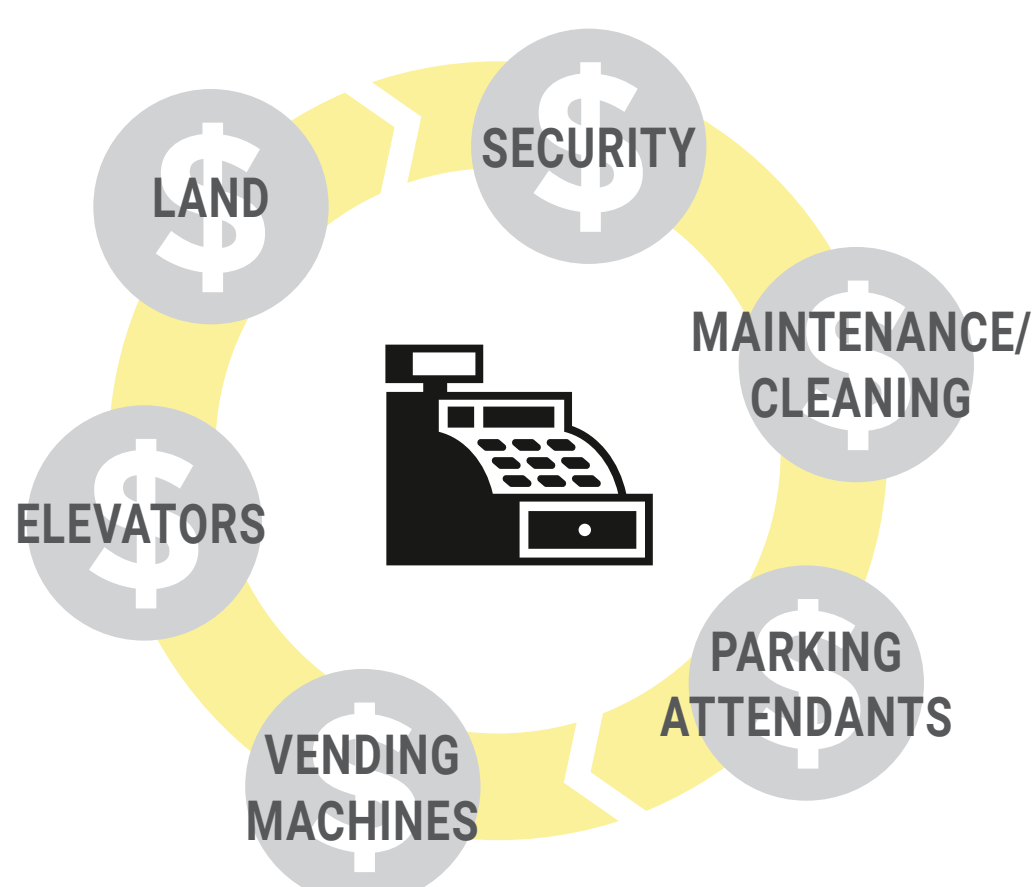
1.

### It's about cost

Parking garages in the region cost between **\$30,000** and **\$65,000** per space to construct.<sup>1</sup>

| GARAGE SIZE      | APPROXIMATE COST    |
|------------------|---------------------|
| 100-space garage | \$3 - \$7 million   |
| 200-space garage | \$6 - \$13 million  |
| 500-space garage | \$15 - \$33 million |

And the costs don't stop there:



2.

### It's about traffic

Limiting parking is one of the most effective ways a city can combat traffic congestion. By building garages, cities encourage people to drive, worsening traffic congestion.



#### NOTES

<sup>1</sup> Rider Levett Bucknall North America Quarterly Construction Cost Report, Fourth Quarter 2019 <https://s28259.pcdn.co/wp-content/uploads/2020/01/Q4-2019-QCR-1.pdf>.

Methodology source: Shoup, Donald. The High Cost of Minimum Parking Requirements. Transport and Sustainability, Volume 5, 87-113. <http://shoup.bo.ucla.edu/HighCost.pdf>.

<sup>2</sup> U.S. Census

3.

### It's about priorities

Money the City spends on parking garages is money that could be spent on:

| COST | PARKS<br>SCHOOLS<br>ROADS<br>AFFORDABLE HOUSING<br>PUBLIC SAFETY<br>TRANSIT, BICYCLE & PEDESTRIAN INFRASTRUCTURE |
|------|--|
|------|--|

| SPACE | Garages take up space that could be used for parks, community centers, businesses, and housing |
|-------|--|
|-------|--|

| EQUITY          | <p>38% do NOT own a car<sup>2</sup></p> <p>45% own only ONE car<sup>2</sup></p> <p>Municipal garages are paid for by everyone and primarily benefit people who drive.</p>                         |
|-----------------|---|
| COMMUNITY GOALS | <p>Building garages subsidizes the cost of driving, which conflicts with citywide goals to <b>reduce greenhouse gas emissions, build transit ridership, and eliminate traffic fatalities.</b></p> |



# PARKING ZONES

The community expressed concerns about **parking zone boundaries, policies, cost, and effectiveness**. Which of the following approaches could best address your concerns?

## NO CHANGE

- » Keeps existing zone boundaries with occasional tweaking
- » Preserves \$15 annual fee per vehicle
- » Maintains visitor parking pass policies
- » Continues to issue parking permits regardless of available spaces in the parking zone

### Anticipated Outcomes

- » Boundaries are changed in a reactive rather than proactive manner
- » The continued low cost incentivizes more and more people to park on the street
- » Demand for a fixed number of parking spaces continues to grow

## MODIFY Existing Zones

- » Freezes existing zones temporarily to collect additional data and feedback
- » Makes modifications to existing zone boundaries where needed while aiming to standardize parking zone policies
- » Implements graduated pricing while maintaining low annual fee for first vehicle

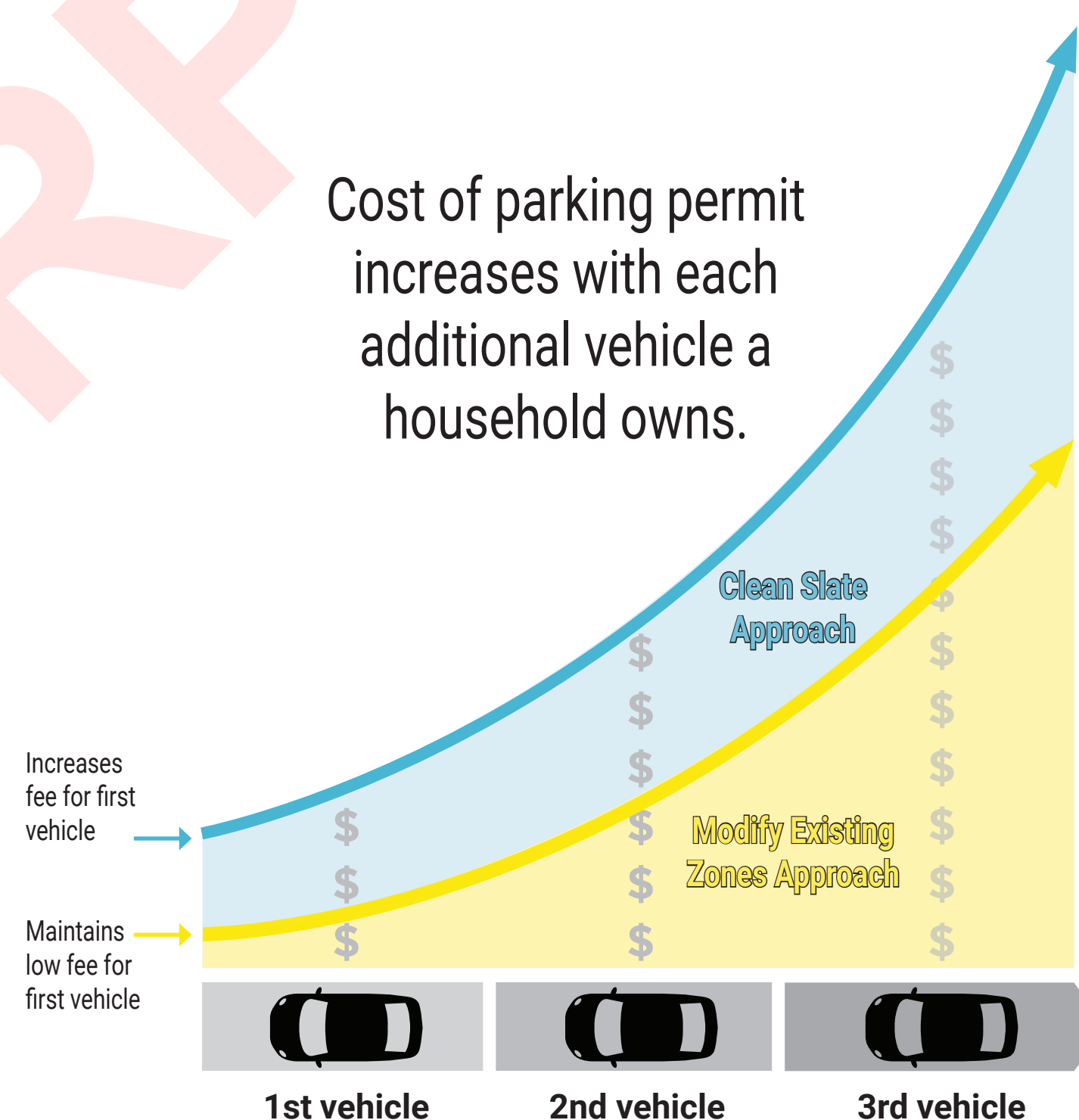
### Anticipated Outcomes

- » Single-car households will see a lower parking fee rate than households with more vehicles
- » Households pay higher fees for their additional vehicles, which will fund community investments
- » Simplified zone policies
- » Zone boundaries modified to better manage demand and address community concerns
- » Provides clarity to residents and visitors

## GRADUATED PRICING

How does it work?

Cost of parking permit increases with each additional vehicle a household owns.



Note: Graph is for illustrative purposes only and does not represent actual fee recommendations.

## CLEAN SLATE

- » Freezes existing zones temporarily to collect additional data and feedback
- » Eliminates the existing zone system and replaces it with a centrally-managed system that integrates all publicly-available parking
- » Uses technology to help direct drivers to locations with available spaces
- » Increases annual permit fee to a rate that would reduce the demand for parking spaces
- » Implements graduated pricing, while maintaining a lower annual fee for first vehicle

### Anticipated Outcomes

- » Standardized and simplified parking
- » Increased availability for residents and business patrons
- » Higher use of off-street parking options, especially for visitors to commercial/entertainment districts
- » Households with more than one vehicle pay higher fee, which will fund community investments.
- » Provides clarity to residents and visitors



# ANY FINAL THOUGHTS?



FOR PRESENTATION PURPOSES ONLY