

Dan Zack, Redwood City Parking Manager
Presentation to Institute for Local Government Transit Oriented Development Meeting

Among the ideas presented were:

- Charge for parking. Set the charge at a level that results in an average 85% space occupancy rate. The majority of parkers are “convenience hunters” or “bargain hunters.” If parking is underpriced, they will fight for the same spaces. If there are too many spaces available, the parking is too expensive; if the spaces are always filled, it is not expensive enough. Parking closest to the highest demand businesses can be more expensive than the parking further away.
- Determine whether you have a parking supply/demand problem, or a parking management problem, which is partially based on the convenience and bargain balance.
- Eliminate or restructure parking requirements. Redwood City now has only three categories of parking requirements for new construction/new businesses: Residential, hotel, and commercial. Let it be market driven. Redwood City’s residential requirements are: Studio: .75 spaces; 1-bedroom: 1 space; 2 bedroom: 1.5 spaces. Encourage shared parking between offsetting uses (i.e. theater/office; residential/daytime commercial), and in-lieu parking fees.
- Eliminate time limits for metered parking.
- Return net parking meter revenue to the area in which the meters are located. Examples of uses include infrastructure improvements, maintenance, security, beautification, marketing, etc.
- Impact of commercial parking meters on adjacent residential neighborhoods: He noted that wasn’t really an issue in Redwood City because they did not have that kind of layout/connection between their commercial and single-family residential streets. He offered that one idea could be to also put meters on the residential side streets, have permit parking for the residents and meters for visitors (whether they are visiting the residents or area businesses) and designate the net revenues from the meters to projects or services benefiting that residential neighborhood. Since people still have to pay to park, and it is further away from the businesses, shoppers/employees might be less apt to park there. If it is free/a lot less expensive than the commercial street meters, it will attract the “bargain hunter” parkers.

Attached are the two handouts on the issue from ILG.