

CRUISING FOR TR PERVERSITIES OF UNDERPRICE

BUT THEY ARE JUST SITTING there! How can a car that is quietly parked be the secret cause of traffic, crashes and pollution? The chain reaction set off by New York City's broken parking policies (such as under-priced curbside parking rates,

extremely expensive off-street rates and government workers abusing their parking permits) has led to widespread inefficiency and dysfunction on our streets.

A series of recent studies by Schaller Consulting (commissioned by Transportation Alternatives) as well as studies conducted by Transportation Alternatives have begun to illustrate how this chain reaction plays out all over New York City.

The Case for Rational Parking Pricing

In December, 2006, Transportation Alternatives released its most recent study by Schaller Consulting, *Curbing Cars: Shopping, Parking and Pedestrian Space in SoHo*, which found that 28% of the vehicles in the study area were cruising for parking spaces.

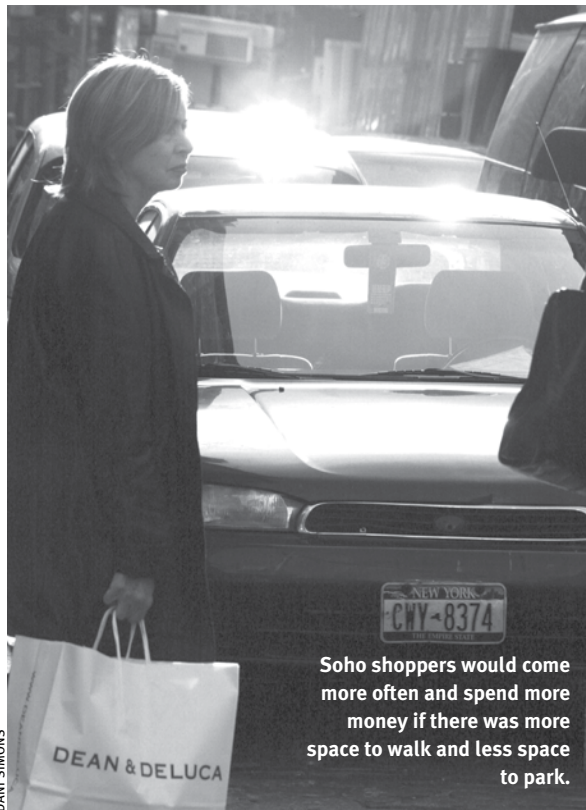
The study also uncovered a powerful incentive to reappropriate the streets: Shoppers said that would shop more often if there were more space to walk, even if the space were taken from parking.

To help the city act on these findings, Transportation Alternatives is organizing a week of workshops and public presentations from March 5th through the 9th by the world's foremost parking expert, Donald Shoup. Shoup was instrumental in creating a new parking policy for Pasadena, CA, including establishing a more reasonable market rate for curbside parking. Today, funds from parking help finance the streetscape improvements that helped bring people back to downtown Pasadena and make it a premiere shopping destination in

UNDERPRICED PARKING

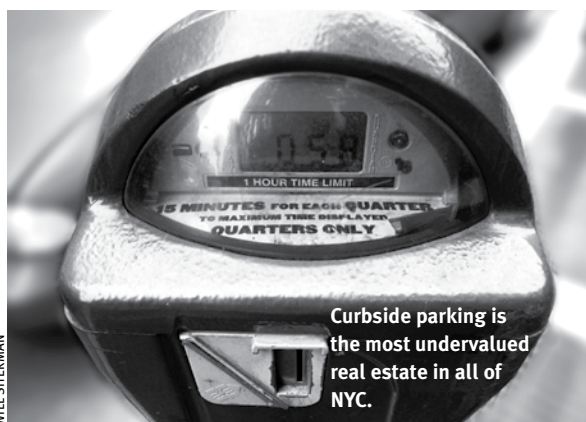


Bargain-hunting drivers, many of whom could be taking transit, generate unnecessary traffic and saturate the curb.



Soho shoppers would come more often and spend more money if there was more space to walk and less space to park.

DANI SIMONS



Curbside parking is the most undervalued real estate in all of NYC.

WILL SHERMAN

PAUL WHITE

Southern California. Considering the pricing scheme in Manhattan's Central Business District, the revenue potential of curb parking has yet to be tapped. Dr. Shoup states, "The ground beneath our wheels is quite ... 2002, a survey of the 28,737 curb spaces in Manhattan south of 59th Street found that only 6,904 (24 %) were metered, so the untapped

DOUBLE D PARKING

Improvement Districts.” This time around, Dr. Shoup will be meeting with Business Improvement District directors to develop proposals for New York City BIDs to establish these parking zones. Transportation Alternatives is scheduling further meetings between Dr. Shoup and city agencies, commercial delivery firms, private parking companies and real-estate interests. While the

conserve energy, improve air quality, reduce housing costs, and increase public revenue.”

What city wouldn't want that?

Expose Parking Abuse at UncivilServants.org

In the September 2006 *Above the Law: A Citywide Study of Government Permit Parking Abuse in New York City*, Transportation Alternatives called on Mayor Bloomberg to end the scourge of privileged government parking abuse. Transportation Alternatives estimates that there are as many as 150,000 government issued parking permits currently in circulation. Our study found that three out of four municipal workers abuse their permits, effectively allowing them to park for free wherever and whenever they like. It is no wonder that municipal employees drive to work at nearly twice the rate as private sector employees in New York City. Above the Law provided two simple, low-cost, easily implementable solutions, including the Mayor mandating that the NYPD enforce existing traffic laws and creating a publicly available database on the City's web site that shows the total number of permits issued by all agencies and recognized by the City of New York as legal. To date, the Mayor has turned a blind eye towards the problem and the proposed solutions.

Thus, the New York City Streets Renaissance Campaign (of which Transportation Alternatives is a founding member) has created a new online resource, uncivilservants.org, which untangles the extraordinarily complex web of permit regulations and enables the public to document permit abuse from their own camera or telephone, and track complaints and comments online. The goal of this site is to get permit abusers to stop parking with impunity by empowering community members to share their photos and stories of how illegal parking is degrading the quality of life in their neighborhoods.

Parking policy reform has profound implications on traffic relief and public safety and is arguably easier to tackle than the thorny issue of congestion pricing. Transportation Alternatives is leading the charge to bring New York City up to speed on best practices for modern parking policy. At the same time we will continue our relentless campaign to get the City to rein in the “wild wild west” behavior of current city parkers. Together this will lead to widespread improvements to traffic, air quality, health and business. □

TakeAction!
Log on to uncivilservants.org and report permit parking abuse in your neighborhood.

EQUALS DYSFUNCTIONAL STREETS



Delivery vehicles and other drivers cannot reach the curb, leading to double parking, blocked streets and dangerous swerving maneuvers.

Facing private parking that is many times more expensive than the curb, drivers cruise and cruise around the block, generating even more unnecessary traffic.

revenue potential must be immense. At an average price of only \$1 an hour, which is well below the price of off-street parking in Manhattan, these parking spaces could earn \$250 million a year.”

Dr. Shoup last visited New York City in 2005. He discussed the benefits of market-rate pricing in New York City “Parking

New York City Department of Transportation has realized successes implementing and expanding its Muni-meter program for commercial vehicles, there is still much that can be done and it will take a concerted effort of all parties to establish meaningful reform.

As Donald Shoup explains, “Market-priced curb parking will save time, reduce traffic,