



PARKING PRICING

IMPACT STRATEGY

5-30 Points

DEFINITION

Property owner charges market-rate pricing for use of on-site parking at an hourly, daily, weekly, or monthly rate

POINTS TOWARDS TARGET

Property owner may choose ONE of the following options, plus additional points:

OPTION 1

5 Parking pricing with parking provision of no more than 25% of allotted parking maximum

OPTION 2

10 Parking pricing with parking provision of no more than 50% of allotted parking maximum

OPTION 3

15 Parking pricing with parking provision of no more than 75% of allotted parking maximum

OPTION 4

20 Parking pricing with parking provision of no more than 100% of allotted parking maximum

ADDITIONAL POINTS

+5 Weekly-only pricing

ADDITIONAL POINTS

+10 Hourly or daily-only pricing

LAND USE APPLICABILITY

All

UPFRONT COST

\$\$\$

ONGOING COST

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DIFFICULTY LEVEL



SUBMISSION REQUIREMENTS

Document on-street and off-street parking facility rates within one mile of the project site, which may include municipal parking.

Define parking charge, which may not be lower than the lowest identified on- or off-street parking charge.

For commercial projects, [employees making less than 70% AMI](#) cannot be charged more than the identified market-rate. For residential projects, income-restricted tenants cannot be charged more than the identified market-rate.

SUBMISSION REQUIREMENTS

Define whether the charge will be collected on an hourly, daily, weekly, or monthly basis.

Charges must be applied at the individual level; employers cannot pay on behalf of employees.

MONITORING

Every Year - Report usage

Every 3 Years - Evaluate parking pricing

REDUCTION IMPACT

Anticipated VMT reduction of 15 to 20 percent.

Reduction in commuter VMT estimated at 0.1 to 19.7 percent based on available research, assuming price is at or above market rate.

Higher estimates are more likely for higher charges in urban locations. A 12 to 47 percent trip reduction was found with parking fees, depending on the level of charge, in regional central business districts.