

CITY OF SANTA MONICA PARKING RATE STUDY

SANTA MONICA, CALIFORNIA



WALKER
PARKING CONSULTANTS

Case Study Description:

Given the high volume of vehicles (20 million annually) within a small City footprint of 8.3 square miles, parking rates must be regularly adjusted to manage parking demand, make better use of underutilized spaces and fund necessary maintenance, repairs, and in some cases, construction. Despite the need to adjust parking rates on a regular basis, the City had been making adjustments to its parking rates very infrequently and inconsistently. City staff identified the need for a systematic, transparent and technical method by which to adjust parking rates citywide.

The following were the primary goals of the rate study:

- Properly manage parking demand to ensure availability in all locations and to better use underutilized parking resources;
- Develop an objective, technical and transparent process by which to set public parking rates; and
- Inform parking rates citywide.

Solution:

To inform parking rates, Walker developed a model whose output was based on two factors:

- Parking rates in comparable locations in Santa Monica and other Los Angeles Metropolitan area communities; and
- Average peak occupancy rates for on- and off-street parking spaces in Santa Monica.

Benefit:

By applying a quantitative method to inform parking rate changes, the politics of the issue are diminished or removed altogether. By utilizing an extensive stakeholder engagement process to communicate model methodology and receive input regarding model parameters, City staff were able to develop defensible parking rate recommendations and the City Council members that they serve were able to approve them knowing that their constituents were engaged and informed in the process. Depoliticizing the parking rate-setting process enables the City to make more frequent adjustments which can better optimize not only the parking system, but the entire transportation system as a whole.

As part of achieving a more optimal parking supply/demand balance, parking pricing changes may result in transportation mode shifts. Such shifts would further improve the efficiency of the transportation system as price is used as a tool to allocate system capacity. And all transportation system users can benefit.



*2013 Best Practices Award
runner-up from the Institute
of Transportation Engineers
(ITE) Parking Council*

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