



DEMAND MANAGEMENT

DYNAMIC PARKING PRICING

Overview

Dynamic Parking Pricing creates easier customer access to businesses through increased parking availability and improved on-time performance for buses and trolleys. Dynamic Parking Pricing means adjusting parking meter rates based on actual parking demand with the goal of achieving one or two open spaces on a block at any given time.

Implementation in Philadelphia

A series of one year pilot projects would be evaluated annually and parking pricing adjusted in a given area once per year to ensure 1-2 open spots per block at a given time of day based on the annual evaluation. An initial pilot program location will be chosen in cooperation with businesses and residents.

Dynamic meter pricing will reduce the amount of time motorists spend circling for parking, reduce illegal double parking, and speed up SEPTA by ensuring consistently available parking.



Business Benefits

Less searching, more shopping.



Climate Benefits

Reduced emissions from less circling.



Congestion Benefits

Less double parking improves traffic flow.

Experiences in Other Cities

Washington, DC

Chinatown pilot project reduced motorist time spent finding a parking spot by 7 minutes per trip.

San Francisco, CA

Pilot reduced driver "cruising" by 50% and decreased double parking by 22%.

New York, NY

61% of drivers in Greenwich Village pilot found parking became easier or same as pre-pilot.

Seattle, WA

Pilot resulted in increased meter pricing in 4 districts, but price reductions in 11 districts.

Source: parkDC: Penn Quarter/Chinatown Parking Pricing Pilot January 2019; Donald Shoup, The High Cost of Free Parking

