Parking Policy in the overall context of TDM

Image Source: ITDP

Transportation Demand Management

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

"The adverse impacts of growth in motorization"

- in economic, environmental and social terms - are ruining the quality of life in our cities and our global climate.

Imagine China, 2010

Carlos Pardo,

If we focus on supply and traffic facilitation then congestion still remains

The predict-and-provide traffic-focused approach never seems to overcome congestion in big cities. Automobile traffic expands to fill the space.

Image Source: GIZ-SUTP

Challenges in developing cities

10-25% of urban areas are taken by **road** transportation infrastructure -
A lot of space for cars but…

Challenges in developing cities

…where is the **space for people?**

the **silent** pedestrian, the **invisible** cyclist must be **seen**…

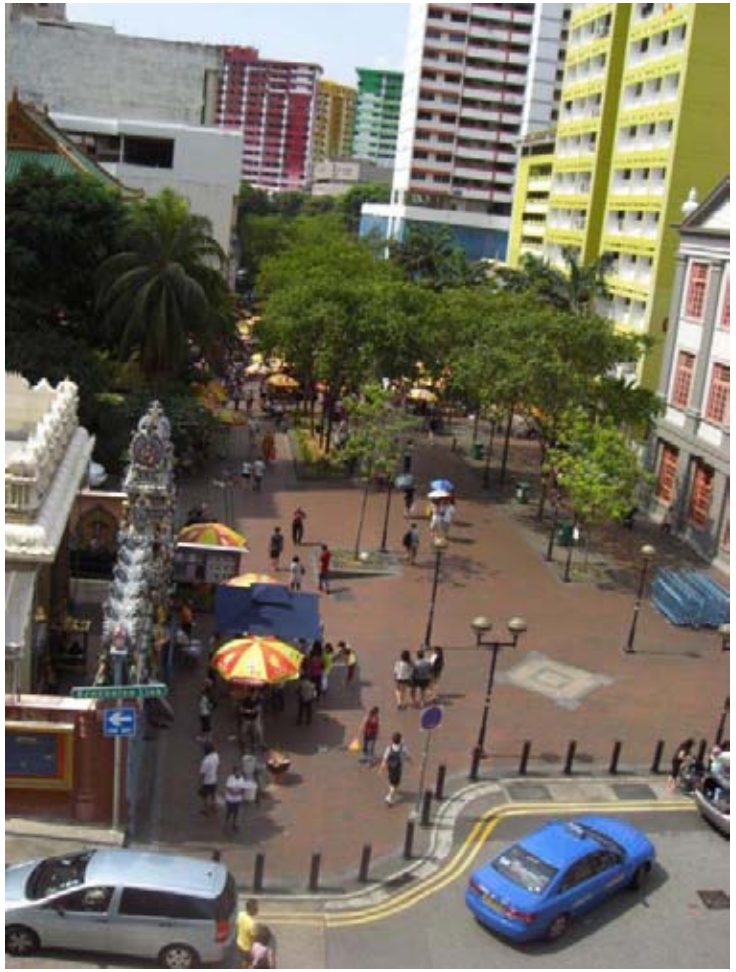
Does TDM seek a ban on cars (or anything like that)?

No…. It aims to enhance choice!

because it is car-dominated policies that reduce choice, allowing little space or funding for other options.

TDM aims to provide a level playing field to enable public transport systems to compete with car usage in terms of

- ✓ convenience and
- ✓ time efficiency



There is a need to shift to an alternative framework

Need to shift from policies that:

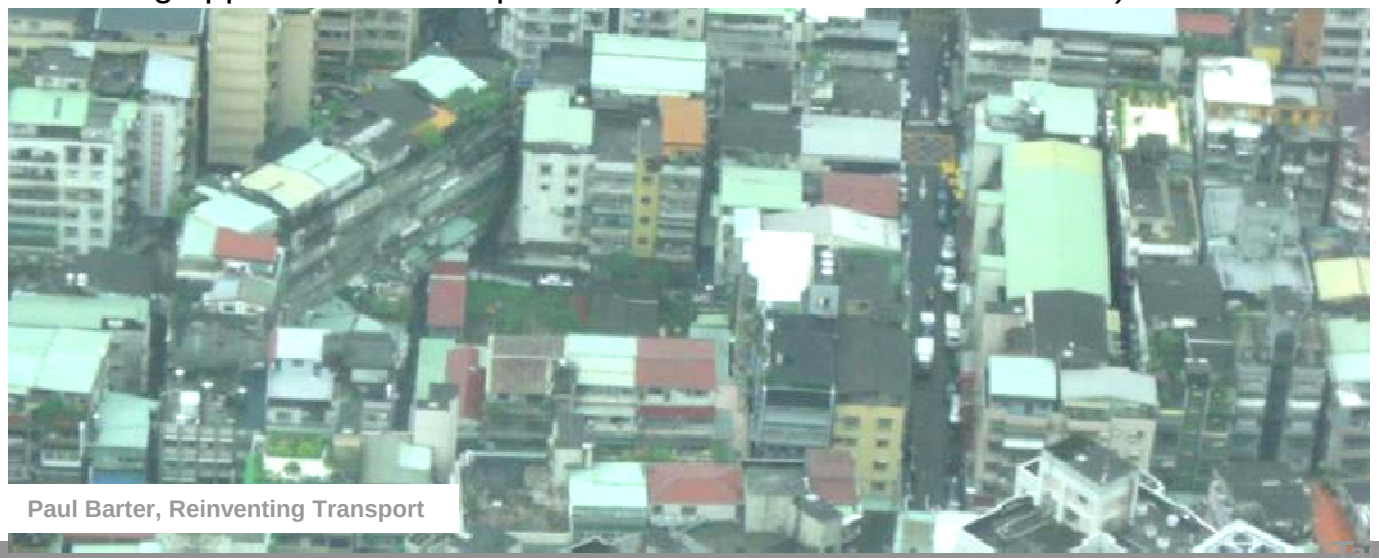
Focus on ‘Automobile Traffic Facilitation’
(focus on vehicle movement and traffic speed; congestion as main problem; ... Sounds OK to many people but prompts focus on road & parking expansion)

Towards

Focus on ‘Mobility’ is more efficient
(focus on efficient movement of **people** and **goods**)

Or better

Focus on ‘**Accessibility**’ (and ‘place value’) is even better! (focus on convenience of reaching opportunities AND policies that reduce the need to travel)



Paul Barter, Reinventing Transport

The challenges in urban transport and TDM

- **Urban areas require proper road networks**
- **New roads attract more traffic and reduce the viability of public transport**
- **Transport benefits will be offset by future congestion**

Transport Demand Management shall

- **reduce the total volume of traffic**
- **promote shifts towards more sustainable modes of transport**

with the objectives to

- **reduce traffic congestion**
- **reduce adverse effects on the environment or public health**
- **generate additional revenue to improve public transport and NMT by pricing mechanisms**

Transport Demand Management measures

Transport demand management measures (including fiscal policies)

- Land use development controls
- Public transport integration
- Parking controls and management
- Regulatory controls such as odd/even systems
- Physical measures such as bus and pedestrian priority
- Pricing & charges through fuels, annual taxes
- Congestion charging

TDM policies should never be implemented as isolated instruments, but – for being successful – have always to be embedded in a comprehensive framework of Transport Demand Management measures.

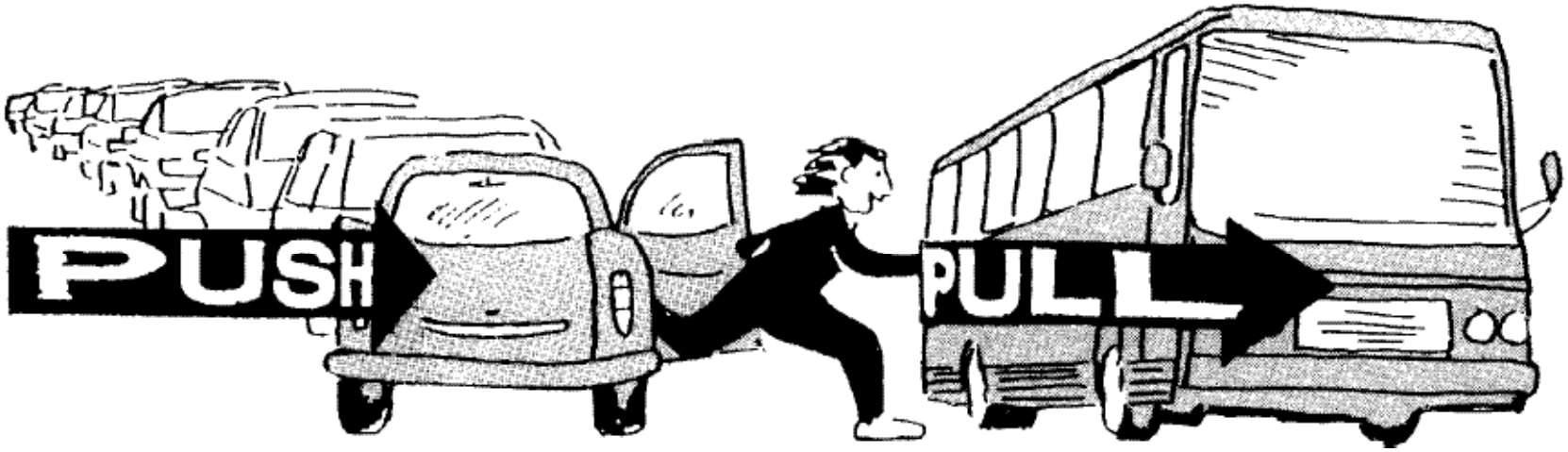
Classification of TDM based on three broad categories

Improve Transport Options	Economic Measures	Smart Growth and Land Use Policies
- Public transit improvements; - Walking and cycling improvements; - Mobility management marketing programs; - Rideshare/commute trip reduction programs; - HOV priority lanes; - Flexitime/telecommuting; - Car sharing services; - Taxi service improvements; - Guaranteed ride home program; - Shared bicycle services.	- Congestion pricing; - Distance-based fees; - Commuter financial incentives; - Parking pricing; - Parking regulations; - Fuel tax increases; - Cross-subsidies (such as from motoring towards public transport).	- Smart growth; Transit-oriented development; - Location-efficient development; - Parking management; - Car-free planning; - Traffic calming; - Transport planning reforms.

The “push and pull” perspective

Measures with push-effects
Area-wide parking management, parking space restrictions in zoning ordinances, car limited zones, permanent or time-of-day car bans, congestion management, speed reductions, road pricing...

Measures with pull-effects
Priority for buses and trams, high service frequency, passenger friendly stops and surroundings, more comfort, park-and-ride, bike-and-ride..., area-wide cycle-networks, attractive pedestrian connections...



Measures with push- and pull-effects
Redistribution of carriageway space to provide cycle lanes, broader sidewalks, planting strips, bus lanes..., redistribution of time-cycles at traffic lights in favour of public transport and non-motorized modes, public-awareness-concepts, citizens' participation and marketing, enforcement and penalizing...

Source: Müller, P., Schleicher-Jester, F., Schmidt, M.-P. & Topp, H.H. (1992): Konzepte flächenhafter Verkehrsberuhigung in 16 Städten”, Grüne Reihe des Fachgebiets Verkehrswesen der Universität Kaiserslautern No. 24.

Relevance for lower income developing cities

The so-called „push and pull strategy“ is the key for sustainable transport development, and when consequently followed may have significant influence on modal split

How much of the “push” (getting people out of their cars) and the “pull” (getting people into public transport and NMT) will be applied depends on the financial resources of a given city, but even the more on the dedication and leadership of the mayor and the city council.

With very limited financial resources, for example parking management and access restrictions (push) can be implemented, while on the other hand public bus transport can be made considerably more attractive by a bus regulation and concessioning scheme and a reallocation of public space (for example into cycle lanes and/or bus lanes/BRT systems).

Rapid motorization in Indian cities has resulted in:

- Decreasing road space and marginalisation of pedestrians
- High urban land prices has resulted in urban sprawl
- Social exclusion
- Dramatically increasing negative externalities

This is not what you want for your cities

Paul Barter: Reinventing Parking

Near Houston's city centre (Photo source?)

Why do we need parking management…lets talk about it today

Source: Wagner, GIZ Photo DVD

Source: Breithaupt, GIZ Photo DVD

SUTP Website (Engl.,CN, Span.)

New updated website since March 2012

- Active since 2002
- GIZ SUTP Publications
- Multimedia (gallery, videos)
- 35,000 visitors (per month)
- Approx. 30,000 downloads (per month)

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