How do we avoid a future crisis?

Parking can’t be a transportation afterthought

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There is a global sustainability crisis and transportation is a core issue.
Need for **holistic** thinking
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- Parking (space) is **expensive**
- Parking is inextricably linked to **urban design and land use**
High street walking, cycling and public realm improvements can increase retail sales by up to 30%.

Source: Lawlor, 2013

Cycle parking delivers 5x the retail spend per square metre than the same area of car parking.

Source: Raje and Saffrey, 2016

People who walk and cycle take more trips to the high street over the course of a month:

- Average number of visits to local town centre each month, by mode:
  - Walking: 16 visits
  - Cycling: 12 visits
  - Driving: 8 visits

Source: TfL, 2014

Over a month, people who walk to the high street spend up to 40% more than people who drive to the high street.

Source: TfL, 2013
Dockless vehicles
Shoup’s prescriptions in “The High Cost of Free Parking”

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2. **Manage and right-price** on-street public parking; charge the minimum amount necessary to keep a few spaces open at all times
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3. Spend parking revenue hyper-locally to improve the streets that attract people to them
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- Traveller **information**
How many transportation apps do you have on your smartphone?
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Google Maps, Chrono, Transit, car2go, bixi, Uber, Teo, Communauto, P$ Mobile Service...
• We need **open APIs** to foster **competition** and let users find the best solution for them.
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• Cities can require open APIs as a prerequisite for getting a business permit (e.g. Washington D.C.)
“New” problem of vehicles that do not park and of access to the curb
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- Need for drop fees