

# Parking Management

A smart parking management and pricing strategy is fundamental to becoming a TravelSmart organization. For example, investing in sustainable travel solutions while offering free, subsidized or monthly parking rates is a counterproductive practice. In terms of modern commuting practices, parking management is one of the top priorities for leading organizations. Have a look at the checklist below and consider how your organization can capitalize on a smarter parking management strategy.



**TravelSmart** is a program focused on empowering better travel choices. We provide access to a wide range of tools and resources – from cycling programs and parking management strategies, to strategic mobility partnerships – all with the goal of helping Metro Vancouver businesses and individuals be more... TravelSmart.

## Parking Management Checklist:

- First, coordinate with your parking management company or facility manager to examine your organization's current pricing structure, determine how many spaces are available and assess existing demand.
- Avoid monthly parking permits! Offer daily rather than weekly or monthly parking rates to employees to help reduce drive-alone rates.
- Cap daily parking rates at a price point that doesn't make it prohibitively expensive for employees who must drive to work every day.
- Set up a reservable daily parking system to ensure those that need to drive have a space when they arrive. Organizations should also consider adjusting daily parking rates based on demand.
- Parking cash out:** For organizations that lease their parking spaces, offer to pay out the cost of the monthly parking spot to employees through their payroll if they are willing to give it up. This benefits employees who need to drive to work while rewarding those who choose to travel sustainably.
- Invest in a commute management platform like [LUUM](#) to help better evaluate, manage and structure your parking prices and inventory. Commute management platforms can significantly reduce parking demand and instead divert unnecessary parking costs to employee benefits for sustainable commuting.
- Implement designated carshare and carpool spaces in the most desirable parking spots (e.g. right outside building entrance). This will reduce costs compared to leasing vehicles as well as drive-alone rates.

**Did You Know?** On average, privately owned cars are parked for 96% of their lives yet account for 85% of tax-payer funded transport expenditure. +

**Did You Know?** The cost to build parking spaces, not including maintenance, ranges from \$25,000 to \$75,000 per parking space in Metro Vancouver. These concrete jungles are paid for by developers with the costs ultimately passed down to employers, employees and customers. +





**+ Pro Tip:** Don't offer your employees free or subsidized car parking. If your organization wants to provide select employees with gifts, offer them in the form of vouchers or cash incentives to employees who walk, bike or take transit to work. **+**

## TransLink Park and Rides

Visit TransLink's [Park and Ride](#) page to find the most convenient location for you as well costs and availability, before you hop on transit. Leave your car at one of our designated lots before taking SkyTrain, bus or West Coast Express. TransLink has partnered with carshare providers Evo and Modo to provide designated spaces at select park and rides, as well as priority spaces for carpool groups.

## RESOURCES

[Download TransLink's Park and Go App for convenient payment \(Google Play and iOS App Store\)](#)

[Netlift \(optimize parking facility usage\)](#)

[Parkade \(share parking spots in your building when they're not in use\)](#)

[Parkopedia \(find the parking space closest to your destination\)](#)

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