



STRATEGIC PARKING MANAGEMENT FOR SUSTAINABLE DEVELOPMENT (TE-55)

COURSE OUTLINE

DAY ONE

1:30 – 2:00 p.m. MODULE 1: Parking's Role in Land Use and Transportation Systems

Learning objective:

Understand the potential of parking management to address land use and transportation objectives.

- 1.A THE EVOLUTION OF PARKING
 - 1.A.1 Role of parking in accessibility
 - 1.A.2 Review the evolution oversupply/unmanaged to the smart growth approach
 - 1.A.3 Key problems: oversupply, thwarting economic development, preventing affordable housing, congestion

2:00 – 2:30 p.m. MODULE 2: Relationship of Parking Requirements and Parking Management

Learning objective:

Recognize and be able to articulate how parking requirements and parking management are interrelated.

- 2.A ROLES OF PARKING REQUIREMENTS AND PARKING MANAGEMENT
 - 2.A.1 How parking functions in mobility and access systems
 - 2.A.2 Impacts of excessive minimum parking requirements
 - 2.A.3 Reasons for status quo parking requirements
- 2.B PARKING REQUIREMENT REFORM TOOLKIT
 - 2.B.1 Review 12-step parking reform toolkit
 - 2.B.2 How reduced parking supply requires active parking management

2:30 – 3:15 p.m. MODULE 3: Core Principles of Parking Management

Learning objective:

Understand the theory of efficient parking utilization.

- 3.A PARKING SQUARE FOOTAGE VERSUS USE VALUE
 - 3.A.1 Parking as a service versus parking as a thing
 - 3.A.2 The intensity of use curve
 - 3.A.3 Benefits of parking management



2:30 – 3:15 p.m. MODULE 3: Core Principles of Parking Management (cont.)

Learning objective:

Understand the theory of efficient parking utilization.

- 3.B INTRODUCTION TO PARKING MANAGEMENT TECHNIQUES
 - 3.B.1 Types of parking management
 - 3.B.2 The problem with ad hoc implementation
 - 3.B.3 The logic of parking management: quantity used and space use efficiency

3:15 – 3:30 p.m. QUESTIONS

DAY TWO

1:30 – 2:00 p.m. MODULE 4: Parking Management Toolkit

Learning objective:

Understand the range of parking management tools.

- 4.A OVERVIEW
 - 4.A.1 Comprehensiveness and coordination
 - 4.A.2 Shared parking
 - 4.A.3 Pricing

2:00 – 3:15 p.m. MODULE 5: Process for Strategic Parking Management

Learning objective:

Identify the steps in creating a strategic parking plan

- 5.A ROLES OF PARKING REQUIREMENTS AND PARKING MANAGEMENT
 - 5.A.1 Organizational assessment
 - 5.A.2 Data collection, analysis, and engagement
 - 5.A.3 Vision, goals and outcome metrics
 - 5.A.4 Set game plan and negotiate implementation
 - 5.A.5 Oversight, coordination, and monitoring

3:15 – 3:30 p.m. QUESTIONS



DAY THREE

1:30 – 2:30 p.m. MODULE 6: Detailed Review of Parking Management Tools

Learning objective:

Understand how parking management tools are associated with different professional approaches.

- 6.A MATRIX OF PARKING MANAGEMENT TECHNIQUES
- 6.A.1 Direct/indirect, monetary/non-monetary framework
- 6.A.2 Strategies for each cell in the framework
- 6.A.3 Examples from practice

2:30 – 3:15 p.m. MODULE 7: Application of the Toolkit

Learning objective:

Apply methods and processes to practical parking situations

- 7.A PARKING MANAGEMENT FOR TYPES OF DISTRICTS AND SETTINGS
- 7.A.1 Small downtown
- 7.A.2 Big city downtown

3:15 – 3:30 p.m. QUESTIONS

DAY FOUR

1:30 – 2:30 p.m. MODULE 8: Application of the Toolkit (continued)

Learning objective:

Apply methods and processes to practical parking situations.

- 8.A PARKING MANAGEMENT FOR TYPES OF DISTRICTS AND SETTINGS
- 8.A.1 Suburban shopping mall
- 8.A.2 Business park
- 8.A.3 Residential neighborhood

2:30 – 3:00 p.m. MODULE 9: Community Engagement and Politics

Learning objective:

Learn how to management community engagement and politics.

- 9.A COMMUNITY ENGAGEMENT AND POLITICS
- 9.A.1 Community plans
- 9.A.2 Education
- 9.A.3 Self interest
- 9.A.4 Allies



3:00 – 3:15 p.m. MODULE 10: The Future of Parking

Learning objective:

Learn how parking demand, technology, and management will evolve.

- 10.A ECONOMIC, SOCIAL, AND TECHNOLOGICAL CONTEXT FOR FUTURE PARKING
 - 10.A.1 Use versus ownership
 - 10.A.2 Demographic changes
 - 10.A.3 Technology
 - 10.A.4 Land use patterns

3:15 – 3:30 p.m. COURSE REVIEW AND QUESTIONS