

PARKING PRICES

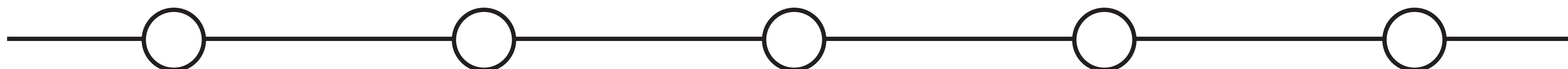
BACKGROUND

- ◆ Many people think free parking should be a constitutional guarantee, but studies have shown that underpricing parking creates excessive demand.
- ◆ Transportation researchers have found that pricing rather than time limits is a more cost-effective way to encourage turnover of parking spaces that are in high demand.
- ◆ In addition, numerous studies have shown that commercial shoppers care more about parking availability than the price of parking.

YOUR VOICE, YOUR CHOICE

To help the City develop appropriate General Plan policies, please place a dot where you think the right balance is to resolve the tradeoffs between:

**FREE PARKING
THAT MAY BE
HARD TO FIND**



**PRICED PARKING
TO INCREASE
AVAILABILITY**

COMMENTS?