

TP10	Price Parking
<b>Description</b>	Require Project employees and visitors to pay for automobile parking on-site. Charge hourly and/or daily parking at market rate or dynamically.
<b>CEQA</b> <sup>(1), (2)</sup>	<b><u>Commute-End Uses Only:</u></b> % VMT Reduction = % reduction based on parking fee and place type × % of total employees subject to priced parking
<b>TDM Program (1 – 2 Points)</b>	<b><u>Commute-End Uses (2 points), and Visit-End Uses (1 point) Only:</u></b> <ul style="list-style-type: none"> <li>▪ Price all available on-site automobile parking at hourly and/or daily rates. Parking prices must be set at market rate or dynamically based on demand throughout the day. Weekly, monthly, annual, or other long-term parking pass options must not be provided. Parking validation may be provided for invited guests only.</li> </ul>
<b>Proof of Implementation</b>	Property owners must submit copies of all informational materials about available parking options and current parking rates as attachments to their annual TDM Plan Compliance Forms.

Notes:

- (1) Cambridge Systematics, Inc. (2009). *Moving Cooler: An Analysis of Transportation Strategies for Reducing Greenhouse Gas Emissions* (Table 5.13 & Table D.3). Urban Land Institute. Washington, D.C.
- (2) Litman, T. (2017). *Understanding Transport Demands and Elasticities*. Victoria Transport Policy Institute.