

**CULVER CITY SPEAKER SERIES 4.25.19**

TAP/CLICK HERE  
FOR VIDEO



# DYNAMIC PARKING PRICING

Culver City is hosting a new Speaker Series! Building on the success of last year's GPU Prelude Series, the [Speaker Series of 2019](#) has been developed to further inform and educate, as well as to continue the dialogue around issues of importance to the community. Everyone who lives, works, plays, and/or learns in Culver City is invited to join in the discussion!

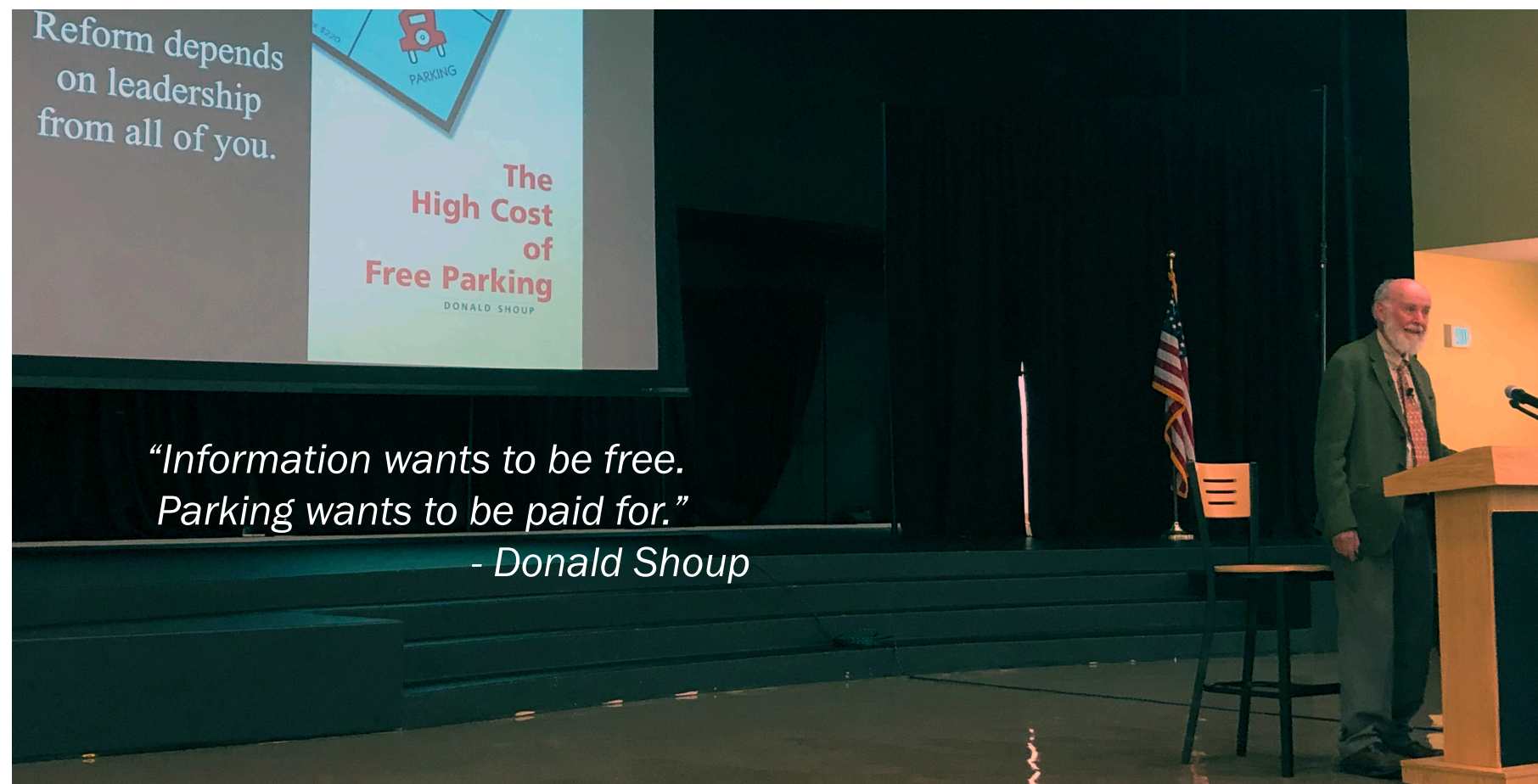
For the first event in the series, Culver City welcomed [Dr. Donald Shoup](#), Distinguished Research Professor in the Department of Urban Planning at UCLA. Referred to as a 'parking rock star' and the 'Yoda of urban planning' by the Wall Street Journal, Dr. Shoup is the author of such books as *The High Cost of Free Parking* and *Parking and the City*. His decades of research and writing have exposed the connection between parking policy and a multitude of urban problems – from congestion and pollution to affordability and sprawl. Two such policies detailed in Dr. Shoup's presentation include excessive off-street parking requirements and ineffective on-street parking pricing.

In his presentation, Dr. Shoup discussed how off-street parking minimums increase the demand for cars and gasoline and contribute to the development of cities that inhibit other modes of travel, such as walking. Shoup revealed that off-street parking minimums are often based on arbitrary rules of thumb and are not grounded in the actual needs of specific businesses. Further, he noted the hidden costs associated with such parking requirements – including the loss of space that could be used to meet other needs, such as housing.

The cost of parking is another factor that has a direct impact on our behavior and travel patterns. Dr. Shoup discussed the need to set the right price for parking to increase efficiency. He recommended the practice of demand-based parking pricing, in which the price of parking adjusts dynamically with demand. He provided the example of [SFpark](#), a smart parking management approach developed in San Francisco that utilizes the latest in parking technology to set the price of curbside parking with the goal of ensuring one or two open spaces on every block. According to Shoup, an evaluation of the program showed a decline in average meter prices as well as reduced emissions as greater availability of spaces led to fewer cars cruising to find a space. A study of sales tax revenue also revealed an increase in business within the pilot area.

Our next event, 'Emergency Preparedness,' takes place on Tuesday, May 7 at the Culver City Senior Center and features a panel led by Fire Chief David White.

The City would like to extend our appreciation to [Turning Point School](#) for their generosity in hosting, [Sprouts](#) for feeding everyone, and [Parks, Recreation & Community Services](#) staff for childcare!



Stay informed at  
[culvercity.org/speakerseries](http://culvercity.org/speakerseries)