談重要街道上路邊的停車收費

作者Donald Shoup

路邊停車如何能做出貢獻讓一條街交通更形便利？某城市可以(1) 為路邊停車收取以績效為根據的價格及(2) 將營收回饋停車碼錶計費區以給付所增加之公共服務。藉此兩項政策，路邊停車將協助創造便利的街道、改善交通、及增加城市之經濟活力。

績效停車價格

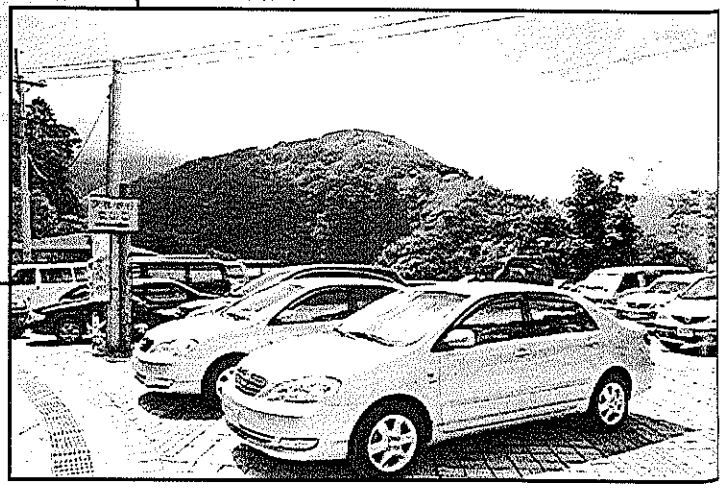
以績效為根據之價格可將有固定供給之路邊停車及對於停車之多種需求加以均衡。我們可稱此供給與需求間之均衡為停車價格之「剛好原理」：若很多車位空著則價格太高，若沒有車位可用則太低。當每個地方都只有幾個空車位可用，價格就剛好。在城市調整價格而在每一街區都產生一或兩個空車位之後(約85%佔滿率)，每個人都能見到路

邊停車隨時可用。此外，若幾乎所有路邊車位都被佔用，就沒有人能說績效停車價格會趕走顧客。

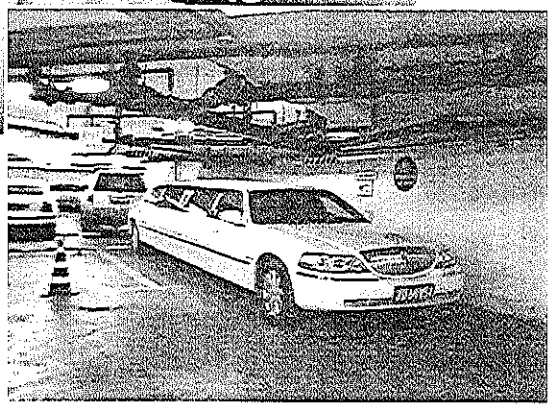
產生約85%佔用率之價格，可以因為三個理由而被稱為「以績效為根據的」。首先，路邊停車會有效率的運行。車位會被妥善運用但隨時都有。其次，交通系統會有效率的運行。不會再有繞圈尋找低價車位而壅塞交通、浪費油料、及污染空氣。其三，經濟會有效率的運行。當需求較高時停車之價格也會較高，而此一較高價格會鼓勵快速的停車輪轉。駕駛人會停車、買個東西、然後很快離去，好讓其他駕駛人能使用該車位。城市可以藉設立路邊停車價格以產生約85%的佔滿率而達成所有這些目標。

地方營收報酬

對路邊停車之績效價格可以產生大量公共營收。若城市將這些營收回流以給付在照錶停車街道之增加的公共支出，市民較有可能支持該績效價格。新增的資金可以給付來清潔及維護人行道、植樹、改善照明、將挑高電線埋入地下、清除塗鴉、及提供其他公共改善。



讓你自己設身處地的為在路邊停車不用錢，而顧客抱怨停車位不夠的老舊商業區之商人著想。假使市政當局安裝停車碼錶，並開始收取能產生幾個空車位的價格。每個想要在該地區購物的人能很快停到車，然後城市用停車收費來清理人行道及提供安全性。這些新增的公共服務讓商業區變成人們想去的地方，而不僅是讓每個人能免費停車的地方，如果他們能找到車位的話。將該地區所產生之停車費營收回饋該地區供該地區本身所用，能協助說服商人及產物業主來支持對於路邊停車之績效價格。



再假設在其他地區內的路邊停車依舊免費。每個人抱怨停車位不足，而駕駛人在他們尋找路邊停車時壅塞交通及污染空氣。城市沒有停車費營收來清理人行道及提供其他設施。你想要在那個地區裡經營生意？

績效價格會藉產生少數空車位來改善路邊停車，新增之停車費營收可用來支付以改善公共服務，而這些新增的公共服務將產生對績效價格之政治上支持。

停車增額金融

大多數城市將他們的停車費營收放進城市之公積金中。城市要如何將停車費營收回饋到商業區，而不致虧空到公積金？城市只能回饋停車費營收中的後續增額現有停車費營收之上及超出的金額其為城市開始徵收績效價格後所增加者。我們可稱此一安排為停車增額金融。

停車增額金融近似課稅增額金融，在有需要新生地區中給付公共投資之一種常見方式。地方重新開發機構收到重新開發地區中源自增加之房地產價值所導致之房地產稅營收之增額。同樣的，商業區可以收到源自績效停車價格所導致之停車費營收增額。

更多的停車碼錶、更高費率、較長的經營時間會提供金錢來支付新增之公共服務。這些新增之公共服務將提昇在該地區中之商業活動，而對停車之增高的需求將進一步增加收費營收。

實務中的績效停車價格

有些城市已開始對路邊停車收取績效價

格，並回饋停車費營收。加州紅木市，設立停車碼錶費率來達成市中心路邊停車之85%滿佔率；費率依地點與每日之時段兩者而有別，視需求而定。該市將營收回饋至收費地區以給付公共停車建構、警察保護、及更乾淨人行道。

商家及房地產業主在他們發現到停車費營收會給付市中心商業區內新增之公共服務時，全都支持新政策，於是市議會無異議的採用之。績效價格產生少數路邊停車空位讓訪客能輕易找到車位，新增之停車費營收給付改善之公共服務，而這些新增的公共服務產生對績效價格之政治上支持。

大多數城市保持他們停車碼錶費率整天不變，並任憑滿佔率對應於需求而變化。做為替代，城市可以變動他們停車錶的價格來保持滿佔率經常在約85%。目標是在所有的時刻，都均衡每個地方的供給與需求。大多數城市也限制在停車碼錶處之停留時間，讓長期停車者不會獨佔低價的路邊車位。但在紅木市調整停車錶費率以保證路邊車位的可用性後，其撤除了停車碼錶之時限。

此一不限時間政策到頭來受到駕駛人歡迎，他們如今能依他們所願付出的金錢而儘量停。取決於需求之停車碼錶費率造成最方便之路邊車位的輪轉，而長期停車者傾向選擇路外停車場之較廉價車位。

其他的城市也開始調整他們的停車碼錶費率，以確保路邊停車之可用性。美國交通部已給予撥款至芝加哥、洛杉磯、及舊金山來測試路邊停車之績效價格，而華府也已經開始測試。巴沙迪那和聖地牙哥回饋停車費營收以加強在停車碼錶地區之公共服務。

任何城市都可用先驅計畫來測試對路邊停車之剛好停車價格。該城市所要做的只是讓任何要求一先驅計畫之商業區實施之。這不會花城市任何錢，因為停車錶會付錢給他們自身。髒亂和不安全的街道不可能重要，所以城市可以一開始用停車費營收來為清理及安全計畫付錢。

很多社區會高度珍惜清潔而安全的人行道，而非免費卻擁擠的路邊停車。在社區成為清潔而安全之後，停車費營收可支付都市設施諸如路樹、地下管線、及大眾運輸改善。在重要的街上停車可能不是免費的，但它是方便且價有所值的。

對於此一主題的其他讀物，請登錄到www.parkingtoday.com在「雜誌」上點選，搜尋文章，然後輸入「Shoup」。你將在我們的檔案資料中找到這篇文章。而且列出有無數的連結及參考資料。

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The Price of Parking on a Great Street

BY DONALD SHOUP

HOW CAN CURB PARKING CON -tribute to making a street great? A city can (1) charge perf-ormance -based prices for curb parking and (2) return the revenue to the metered distr-icts to pay for added public services. With these two policies, curb park -ing will help to create great streets,improve transporta-tion, and increase the economic vitality of cities.

Performance Parking Prices

Performance-based prices can balan-ce the varying demand for parking with the fixed supply of curb spaces. We can call this balance between demand and supply the "Goldilocks principle"of parking prices: the price is too high if many spaces are vac-ant, and too low if no spaces are vacant. When a few vacant spaces are available everywhere, the prices are just right. After the city adjusts prices to yield one or two vacant spaces in every block (about 85 percent occupancy), everyone will see that curb parking is readily available. In addition, no one can say that performance parking prices will drive customers away if almost all curb spaces are occupied.

Prices that produce an occupancy rate of about 85 percent can be called "perform-ance-based" for three reasons. First, curb parking will perform efficiently. The spaces will be well used but readily available. Second, the transportation system will per-form efficiently. Cruising for underpriced curb parking will not congest traffic, waste fuel, and pollute the air. Third, the economy will perform efficiently. The price of parking will be higher when demand is higher, and this higher price will encourage rapid park-ingturnover. Drivers will park, buy someth-ing, and leave quickly so that other drivers can use the spaces. Cities can achieve all these goals by setting curb parking prices to yield about an 85 percent occupancy rate.

Local Revenue Return

Performance prices for curb parking can yield ample public revenue. If the city returns this revenue to pay for added public spending on the metered streets, citizens are more likely to support the performance prices. The added funds can pay to clean and maintain the sidewalks, plant trees, improve lighting, bury overhead utility wires, remove graffiti, and provide other public im-provements.

Put yourself in the shoes of a merchant in an older business district where curb parking is free and customers complain about a parking shortage. Suppose the city installs meters and begins to charge prices that produce a few vacancies. Everyone who wants to shop in the district can park quickly, and the city spends the meter mon-ey to clean the sidewalks and provide secu-rity. These added public services make the business district a place where people want to be, rather than merely a place where anyone can park free if they can find a space. Returning the meter revenue gener-ated by the district to the district for the district's own use can help to convince mer-chants and property owners to support per-formance prices for curb parking.

Suppose also that curb parking remains free in other business districts. Everyone complains about the shortage of parking, and drivers congest traffic and pollute the air while they search for curb parking. The city has no meter revenue to clean the sidewalks and provide other amenities. In which district would you want to have a business?

Performance prices will improve curb parking by creating a few vacancies, the added meter revenue will pay to improve public services, and these added public services will create political support for performance prices.

Parking Increment Finance

Most cities put their parking meter revenue into the city's general fund. How can a city return meter revenue to business districts without shortchanging the general fund? The city can return only the subsequent increment in meter revenue-the amount above and beyond the existing meter revenue-that arises after the city begins to charge performance prices. We can call this arrangement parking increment finance.

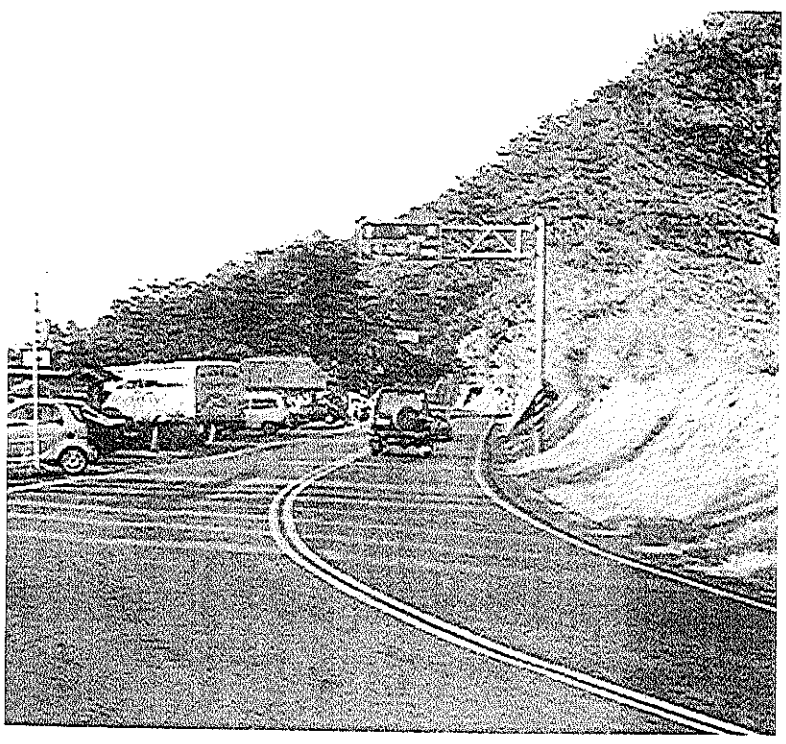
Parking increment finance closely resembles tax increment finance, a popular way to pay for public investment in districts in need of revitalization. Local redevelopment agencies receive the increment in property tax revenue that results from the increased property values in the redevelopment districts. Similarly, business districts can receive the increment in parking meter revenue that results from performance parking prices.

More meters, higher rates, and longer hours of operation will provide money to pay for added public services. These added public services will promote business activity in the district, and the increased demand for parking will further increase meter revenue.

We can call the balance between demand and supply the "Goldilocks principle" of parking prices.

Performance Parking Prices in Practice

Some cities have begun to charge performance prices for curb parking and return the meter revenue to its source. Redwood City, California, sets meter rates to achieve an 85 percent occupancy rate for curb parking downtown; the rates differ both by location and time of day, depending on demand. The city returns the evenue to the metered district to pay for public parking structures, police protection, and cleaner sidewalks.



Merchants and property owners all supported the new policy when they learned the meter revenue would pay for added public services in the downtown business rdistrict, and the city council adopted it unanimously. Performance

prices create a few curb vacancies so visitors can easily find a space, the added meter revenue pays to improve public services, and these added public services create political support for the performance prices.

Most cities keep their meter rates constant throughout the day and let occupancy rates vary in response to demand. Instead, cities can vary their meter prices to keep occupancy constant at about 85 percent. The goal is to balance supply and demand everywhere, all the time. Most

cities also limit the length of stay at meters so long-term parkers won't monopolize the underpriced curb spaces. But after Redwood City adjusted meter rates to guarantee the availability of curb spaces, it removed the time limits at meters.

This unlimited-time policy has turned out to be popular with drivers who can now park for as long as they are willing to pay. The demand-determined meterr ates create turnover at the most convenient curb spaces, and long-term parkers tend to choose the cheaper spaces in off-street lots.

Other cities have also begun to adjust their meter rates to ensure the availability of curb parking. The U.S. Department of Transportation has awarded grants to Chicago, Los Angeles, and San Francisco to test performance prices for curb parking, and Washington, D.C., has already started them. Pasadena and San Diego return meter revenues to enhance public services in the metered districts.

Any city can use a pilot program to test Goldilocks parking prices for curb parking. All the city has to do is allow any business district that requests a pilot program to have one. It won't cost the city anything, because the meters pay for themselves. Dirty and unsafe streets will never be great, so the city can initially use the meter revenue to pay for clean-and-safe programs.

Many communities may value clean and safe sidewalks more highly than free but overcrowded curb parking. After the community is clean and safe, the parking revenue can pay for urban amenities such as street trees, underground utilities, and public transit improvements. Parking on a great street may not be free, but it will be convenient and worth the price.

For additional reading on this topic log on to **www.parkingtoday.com** click on "magazine", search articles, and enter "Shoup" . You will find this article in our archives. Numerous links and veferences are listed.

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