



THE RISE OF THE SHARED ECONOMY AND FUTURE OF PARKING ASSETS

Transportation Demand Management is a popular buzz phrase among those in the parking industry. With the increased use of bikes, transportation network companies, mass transit and the advent of autonomous vehicles, parking professionals are buzzing about how best to manage the shifting landscape.

Included in this new parking landscape are dynamic pricing, information sharing, apps communicating with other apps and improved accessibility.

Managers want to know how those issues will impact their businesses, and above all, they want to know how best to prepare for the future.

Impact Will Vary by Location

Parking professionals everywhere need to plan for the future. If you are a long-term parking operator, you need to have a revenue stream.

Be sure you are informed about what is going on around you, right where you are, and then make decisions based on fact, not hunches or industry rumors.

Changing demographics and a variety of technological innovations have led to an industry-wide

drop in parking demand since the 1980s.

Evolving urban planning trends have also had an impact. For example, millennials have demonstrated a preference for living in urban settings that are more densely developed, walkable and bikeable and many don't even own cars.

There has also been a "packing in" effect in urban downtowns; developers and urban planners are creating even more densely developed communities, and shared parking is on the rise.

Developers are putting more thought and resources into amenities (restaurants, studios, residential/office mixes) rather than parking.

And "neighborhood vehicles"—large vehicles designed to transport people in a community back and forth to local destinations—have become more popular.

Smart Cities Are Imminent

As more cities ramp up their technology infrastructure, parking will be increasingly impacted.

Parking owners currently operating or considering lots in smart cities (or those on the way to becoming smart cities) should keep the following in mind:

- Public-private partnerships (P3s) can help owners achieve their highest potential
- 5G networks are necessary for smooth operations
- Owners and clients should be aware that "big brother" is watching. Personal data is open and continues to be collected whenever drivers pay for anything, including parking.

Smart cities and those aspiring to become smart

cities have one thing in common: the importance of curbside management. More people are getting picked up and dropped off, which necessitates more effective Transportation Demand Management (TDM) approaches.

Look to such cities as Boulder and Vancouver, which have very good TDM programs. Contrast that with cities without large curbside programs, like Los Angeles and other Sunbelt cities where life and transportation revolve around a car. Such reliance on the car won't last.

Beat the Transportation Network Company Curve

While there's no denying that transportation network companies are changing the landscape, it isn't just parking professionals who are feeling the pinch. Other transportation professionals are also impacted.

The good news is that this does not mean we are seeing the end of the road for parking. Study, plan, get informed and get creative; find ways to work with the trend rather than against it.



Trends from TDM, to ride-sharing services like Uber and Lyft, are driving down parking revenue for airports, hotels and restaurant valet. In fact, there has been a 22 percent decline in short-term parking in recent years, and taxi rides are also down. And it's not just at special times of the year; the decline is week-to-week and month-to-month.

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If you were a homeowner who wanted to make money by renting rooms,

but all your bedrooms were rented, the question wouldn't be "how do I make my garage [or space] relevant 50 or 75 years from now?" The question would be "how can I make my garage relevant to what's happening right now and what I see coming?"

Retain Relevance Through Expansion

Two ways that parking operators and consultants can maintain relevancy for parking facilities is through vertical and ancillary expansion.

Vertical expansion involves planning on upper levels being a "heavy" space that can be

used for events, gardens or parking heavy-duty vehicles.

With ancillary expansion, owners and their consultants can set aside a certain segment of the space for future demolition to make room for incoming retail, office or residential. Don't get stuck in the rut of thinking that a parking garage will always be solely a parking garage.

Smart Cities Provide Choices

Superior urban mobility is a combination of enhancing the transit, parking and pedestrian experience. Lower parking requirements mean better uses for

shared parking, more capital for developer amenities and fostering multiple modalities of mobility.

For reserving, locating and accessing parking now and in the future, the connected car means significant investment in infrastructure and 5G networks that may require public-private partnerships to take full advantage of connectivity.

Be excited about the present dynamic shift and what's ahead.

The future of parking is exciting and opportunistic. It's going to constantly change and evolve; look at the dynamic as find how you can influence that change. ■



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