

Dynamic Parking Pricing Implementation Manual Available

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Traffic congestion is an increasing problem in many metropolitan areas that support large commuter populations. Dynamic Parking Pricing is one proposed strategy to control traffic congestion in these types of areas by providing commuters with financial incentives to change their traffic habits. This method would vary parking pricing by time of day, and it would provide incentives for drivers to commute in off-peak, shoulder times to better spread the peak of congestion.

For areas considering such a program, the *Dynamic Parking Pricing Implementation Manual (BC-353-9)* explains the various steps and procedures involved. It describes the methodology and demonstrates its application with the example of the “Dynamic Pricing Parking Project” in Tampa, Florida. While the project represented by the manual is replicable for other areas, a Dynamic Parking Program should not be implemented without first investigating whether it would benefit a proposed location.

For more information on this project, contact Elizabeth Stutts at (850) 414-4530, elizabeth.stutts@dot.state.fl.us.

[This article was adapted from the final report, *Dynamic Parking Pricing Implementation Manual (BC-353-9)*, co-authored by Francis Cleland and Philip Winters at the Center for Urban Transportation at the University of South Florida.]