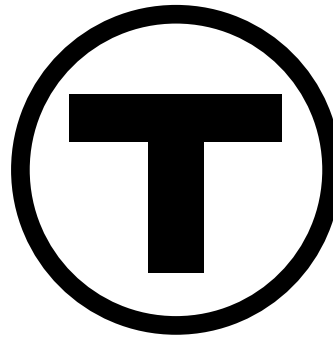

MBTA
Parking
Pricing
Policy



Policy on Management of Pricing at MBTA-Operated Parking Facilities

Adopted by the Fiscal and Management Control Board on June 18,
2018



MBTA Parking Pricing Policy

1. Purpose

The Massachusetts Bay Transportation Authority (“MBTA”) manages over 44,000 parking spaces across its stations. This policy states how the MBTA will price its managed parking in the vicinity of its transit stations.

Parking plays a multifaceted role within the MBTA system: providing park-and-ride access to transit, shaping station area design, and generating significant own-source revenue. Parking conditions and ease of access vary widely across the system’s stations, which are as diverse as the communities they serve. This policy seeks to balance the various demands on the parking system, while providing a transparent and fair structure for identifying, implementing, and monitoring rate increases and decreases.

2. Objectives

The primary goals of the MBTA parking system are to deliver customers to public transportation services, and to strategically manage facilities toward improving the customer experience and increasing financial sustainability. To better manage parking and station area assets, this policy is framed around six principles for parking management:

- Customer experience. MBTA parking facilities should be additive to customers’ journeys. This means they should be safe, clean, easy to use, and provide information to make customers’ journeys simpler and more predictable.
- Improving regional congestion. The MBTA service district covers the entire Greater Boston region. MBTA parking facilities are uniquely positioned to contribute toward addressing congestion at a regional level.
- Transparency and fairness. Station access and parking pricing decisions should be data-driven, transparent, and should not advantage residents of one town over another. Consistent guidelines for decision making are important to provide consistent, effective parking policies.
- Planning. Parking management should anticipate and reflect how MBTA service area and stations will grow and change over time, and respond to changing contexts in a nimble and transparent fashion.
- Civic value. Parking facilities are strategic assets which require continued investment to maintain a system of good repair. When possible, these assets may be leveraged for broader community goals, such as special event access, commercial vitality, neighborhood livability, or enhancing activity near station sites.
- Efficiency. Underutilized parking systems waste precious land and may cause unnecessary excess parking to be constructed in other locations. Demand-responsive pricing and

improved parking management can aim to get the most out of available resources, helping parking spaces serve a wide range of customers—while still prioritizing transit riders.

3. Parking Management Decisions

Parking pricing decisions should incorporate the following three principles:

1. Price parking according to demand.
 - MBTA parking facilities will be priced based on facility occupancy levels and demand for the parking spaces within each station area.
 - Demand-responsive pricing aims to ensure systematic customer access and fair pricing across the system, based on pre-established availability metrics.
2. Consider total trip cost (daily parking and round-trip fare costs together).
3. Monitor parking policies to ensure they support ridership goals.

Additionally, at all times, the MBTA will maintain group parking rates and charges at levels adequate to provide revenues and other moneys to meet coverage required under the Authority's 2011 Systemwide Parking Revenue Bond Resolution, as well as to meet budgetary objectives as adopted in the Authority's annual budgets.

4. Pricing System Design

To implement the above direction, the MBTA will set occupancy goals to track the performance of each facility. Procedures for changing prices will be transparently documented and published, as will the rationale for any future rate adjustments. Staff will oversee and approve routine implementation in line with system goals and make pricing adjustments as necessary.

Prices may be adjusted to reflect:

- Proximity and convenience. Further, less convenient parking spaces should cost less, with the exception of ADA accessible spaces, for which proximate, affordable parking is essential. Premium or reserved spaces should reflect higher rates, according to demand, to create diversity of affordable parking options.
- Time of day pricing. Demand peaks and decreases at different times of day, depending on station context. For example, low-demand locations and periods should have decreased rates to attract riders.
- Day-of-week pricing. For example, weekend usage is often lower, and rates could be lowered at some stations on weekends to maximize utilization of station area assets.

These core considerations will shape the system's pricing policies, favoring an easy-to-understand pricing approach and routine but predictable adjustments over time. Rate adjustments will occur not more than four times per year, however are expected to occur less frequently.

Secondary considerations for parking pricing design include:

- Event pricing. MBTA parking facilities may use event-based pricing to charge rates above or below the general daily rate for special events or similar conditions that cause major fluctuations in available spaces. At facilities located close to an event, pricing should be made competitive with adjacent private parking facilities. At other facilities, pricing should be lowered to encourage transit ridership to events. Event parking policies may reflect specific station locations as parking areas at multiple stations, depending on the scope of event impacts. Event prices will be established within pre-defined parameters, posted in advance of an event, and tied to overall communications about event access through the MBTA transit system.
- Overnight parking. Allowing overnight parking at some locations may provide greater flexibility for MBTA customers. Selling overnight parking permits with daytime access restrictions may also provide additional options for local residents, while generating additional revenue from new demand.

5. Maximizing Station Parking Resources

The general programming and management of station area assets, including parking spaces, should reflect the overarching goals toward increasing ridership and enhancing the customer experience. Managing parking facilities appropriately based on demand will maximize the usefulness of MBTA-managed assets and help ensure the highest-and-best use of MBTA-owned land.

Station parking resource management will vary based on station typology and should reflect the following possible options:

- Shared parking arrangements. Sharing arrangements ensure that parking assets do not go unused if and when they can support nearby communities and can improve the overall efficiency of local parking supplies.
- Transit-oriented communities and multimodal access. Living near and having easy walking, biking, and transit connections to MBTA stations is essential to increasing both system ridership and the region's environmental sustainability. Introducing demand-responsive pricing helps make the most of available parking supply, while not over-supplying parking spaces at a cost to multimodal access or transit-oriented development goals.

6. Technology Investments

Greater operational and technology control can often unlock improved policy opportunities and new customer interfaces. Increasing convenient, fast ways for customers to pay for parking can help improve the customer experience and should be an ongoing priority for the system. By making it easier to pay and follow parking management rules, the system can make it easy to avoid parking citations and other frustrating experiences.

The pricing and access improvements defined above may require additional investment in parking payment and access control products. The MBTA will consider investments in new monitoring infrastructure to enable new parking products when and where such investments meet the parking system goals described in this policy. In particular, investments will be considered when they can maximize usefulness of station areas, boost revenue that supports transit investment, or improve customer access and convenience.

MBTA parking assets are managed for the public good (of MBTA customers as well as partner communities). Innovations and partnerships may increasingly become useful in maximizing parking and station area resources as emerging mobility product options increase and create new management tools and challenges – and should be considered to the extent they meet system goals described in this policy. Technology improvements may range from improving access control, ease of payment, real-time parking availability information, implementation of demand-responsive pricing, improved data accuracy, and shared or flexible parking arrangements.

7. Implementation and Monitoring

The General Manager or designee is authorized to implement this policy without further approval from the Fiscal and Management Control Board. At no less than annually and no more than quarterly, MBTA staff will review data and update parking pricing across the MBTA system. Staff will update the Fiscal and Management Control Board prior to any major changes in pricing.

MBTA's parking policy prioritizes full transparency and fairness in adjustment analysis, ensuring pricing decisions are data-driven and that key success factors are appropriately reflected in price adjustments. The primary data-driven consideration for adjusting rates will be parking demand and availability at each facility. Other key considerations will be factored into pricing decisions, including: impact on overall trip cost, comparative rates at nearby stations, comparative rates at adjacent non-MBTA parking facilities, impact on system ridership, and impact on system fiscal stability.

8. Communications

Parking policy adjustments require ongoing communications. All rate adjustments will be noticed in advance of implementation, posted online as well as in the relevant parking facilities. Detailed parking policy documents and any ongoing monitoring reports of the program will similarly be posted online and available for review. MBTA will promote broad awareness of parking policies among driving customers, initiating additional flyering or outreach methods ahead of implementation of major policy changes.