

Park it Right, Hawai'i

Kathleen Rooney

Director of Transportation Policy & Programs





What brings you here?

The Parking Game

Q&A and Discussion

How can you Park it Right?

Airpod Raffle!

“The Parking Game”



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ROUND 01

Parking Prices

Structured Parking:	\$4
Open-Air Surface Parking:	\$2
Street / Curbside Parking:	Free
Enforcement:	\$100



ROUND 02

Parking Prices

Structured Parking: **\$4**

Open-Air Surface Parking: **\$2**

Street / Curbside Parking: **\$8**
(Free until 10 a.m.)

Enforcement: **\$100**



Thoughts?

Questions?

Ideation?

Do you want to know how to park it right?

TRANSPORTATION



WHAT TO SAY?

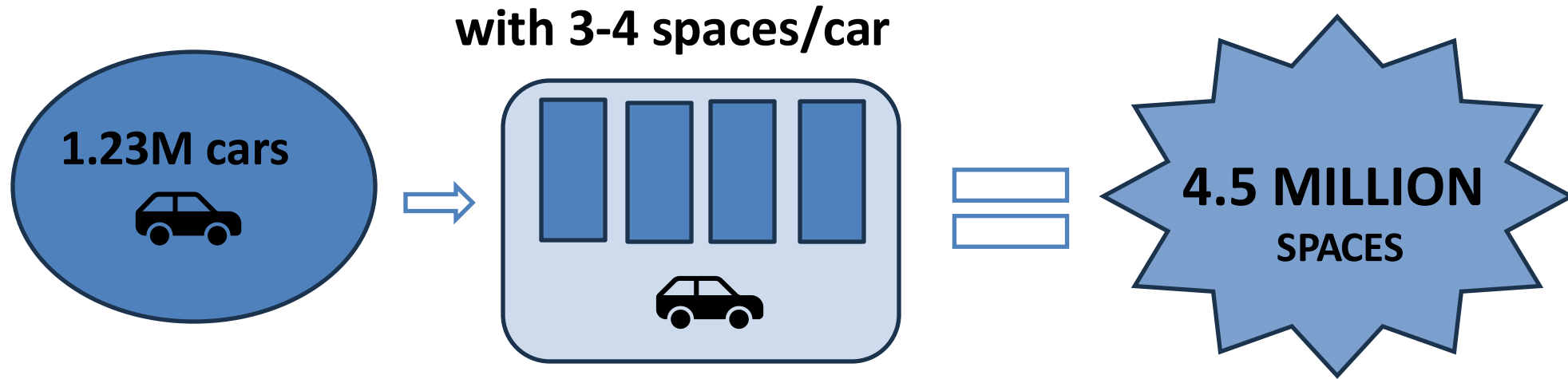


HOW TO SAY IT?



***WHERE HAS IT BEEN
SUCCESSFUL IN HAWAI'I?***

Prioritizing land for parking = less land for housing, jobs, schools, food, and more.



At an average 330 sq. ft. per space =

-1.498B sq. ft.



-34,000+ acres



-53 sq. miles

Prioritizing land for parking = less land for housing, jobs, schools, food, and more.

4.5 million parking spaces across the state, equal to 35 Waikīkīs, or the grey area on the map below.





Prioritizing parking makes it more expensive to live in Hawai'i

"New report shows alarming hidden costs of parking in Hawai'i" – KHON2

Up to \$60,000 per structured space

\$180-\$410/unit added to monthly rent

\$84,000 for someone looking to buy a 2-bedroom, or about 20% of the average condo purchase price in urban Honolulu

1-2% of gross sales for the retail storeowner



More expensive goods and services

Parking costs are equal to 1% of annual retail sales or a week's worth of groceries

Parking is expensive to build and maintain



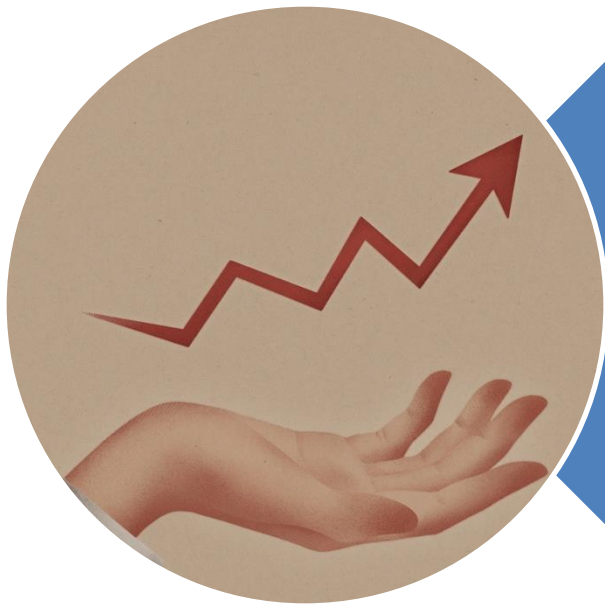
\$53,000

to

\$60,000

per space
initial construction cost
for structured parking

Prioritizing free or cheap means more parking and more driving.



Under-priced parking typically increases vehicle trips by **10 to 30%**, meaning that 1 to 3 cars around you are looking for parking.



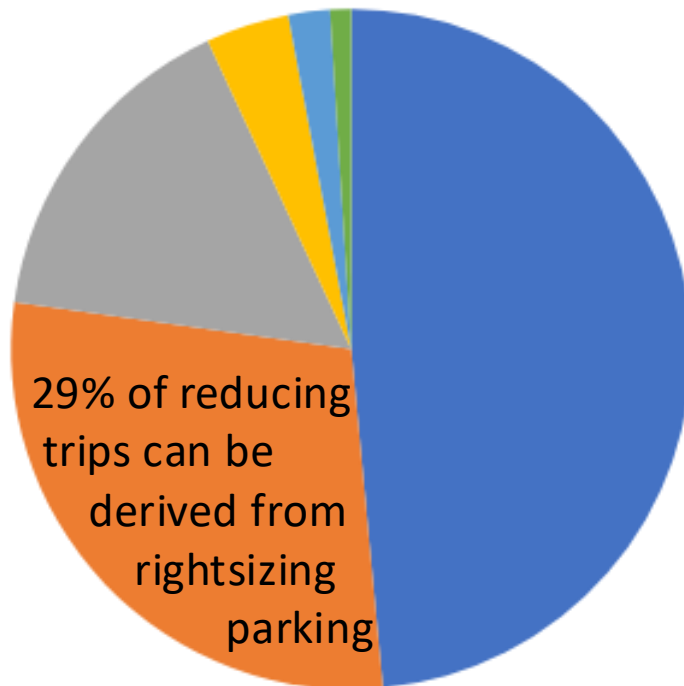
Urban streets with **on-street parking** often have **higher crash rates** since drivers may be paying attention to finding parking, rather than looking for pedestrians.

Over 100 people per year die on our roads and we are on track to exceed that in 2025.

Catalytic impact for counties

Local land & control

Untapped potential



Listen and then guide

- How can I park legally?
- How do I benefit now?
- How does it improve public access?
- How does it benefit all of us, both now and in the future?



Clear and crisp is best



Compelling arguments

- Convenience -
 - Time
 - Money
- Land utilization



Methods

- In-person for engagement
- Personal stories and data for persuasion
- Social to share practical updates



Avoid triggering language

- **Rates, not charge or price**
- **Benefits or amenities, not cost**
- **Mandates, not requirements or minimums**
- **Descriptive adjectives, not reform or management**



Kama'āina Considerations



Off-street mandates changed

- Honolulu City Ordinance 20-41

On-street

- Hā'ena State Park/the North Shore Shuttle (and others)
- Parking surcharges on state highways
- Restricted Parking Zone
- Park Maui

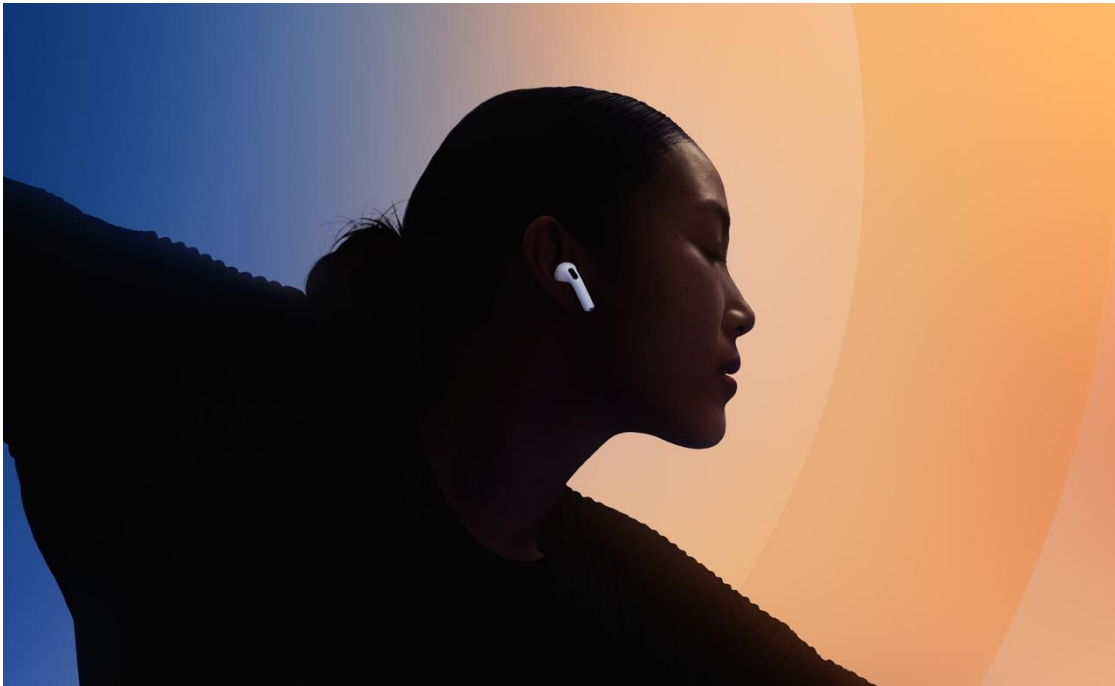
General

- More people willing to pay than expected in surveys
- Local parking app companies



Participation Prize!

TRANSPORTATION



Mahalo

Kathleen Rooney

krooney@ulupono.com

