



ACTION 1:

Pay-As-You-Go Parking

Adopt a daily parking system for OSU Corvallis that is easy to use and supports flexibility and choice.

Opportunity

Paying for parking by the day gives people the flexibility to choose the transportation option that works best for them on *each* day.

Current State

Today’s annual parking permits cost the same amount no matter how much or how little they are used. This type of pricing is known to increase consumption: the more you drive, the cheaper each trip gets. But, when driving and parking is a daily choice, other sustainable transportation choices become more viable options on any given day. To promote greater flexibility and freedom of choice for commuters, OSU will develop a simple and affordable daily parking system.

Discussion

Leading Along with Our Peers

The shift to daily parking permits is an emerging trend on campuses across the nation. By shifting the Corvallis Campus from an annual parking permit system to a daily parking model, OSU is following an innovative and growing parking management trend. Organizations in Seattle, including Seattle Children’s Hospital (See Case Study, pp. 24-25) and the Gates Foundation pioneered daily parking over the last decade. In higher education, campuses around the country including Oregon Health Sciences University, University of California Davis, Vanderbilt University, Arizona State University, and many others are in the process of adopting daily parking models.

While the concept would be new to the Corvallis campus, a daily parking program has already been successfully implemented at the OSU-Cascades campus in Bend. There, commuters have been purchasing daily permits since the campus opened in 2016 (See Case Study, pp. 22-23).

Pay When You Park. Save When You Don’t.

Initially, many people encounter the idea of daily parking rates with consternation, assuming that the price over the course of a year will be unaffordable, or that the daily act of purchasing a permit will be unwieldy. These concerns are based on an understanding of today’s parking management, but a daily parking system would look very different. Modern parking systems can be configured to make daily parking easy to use. And by setting prices correctly, annual parking costs would be similar to annual permit rates for most users.

Framing the proposition with complete information can go a long way in managing people’s anxiety. In reality, a daily parking program gives commuters more control over their costs. No one has to pay for parking while on vacation, or when they take transit or ride a bike.



Cost
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Timeline
Short

Lead
OSU Transportation Services

Complementary Actions
Commuter Platform (Action 2)
Commuter Incentives (Action 3)
Flexible Carpooling (Action 4)

Partners
N/A

Implementation

Selecting fair and sustainable daily parking rates will take considerable thought, and many factors must be taken into account. However, as a starting point, daily parking should not be more expensive than annual parking for most customers.

In the past, technologies for parking access and revenue control constrained the range of parking permitting options available to institutions. Today's technologies, however, make more sophisticated parking permitting and pricing possible.

Logistics Decisions

As OSU moves to implement a daily parking model, Transportation Services will need to consider which method (or methods) it uses for permit sales and permit validation. Selections must balance the need for a simple customer experience with the need for a sustainable, balanced budget.

In OSU's current virtual parking permit system, license plates serve as each customer's virtual permit, allowing individuals to pay for parking remotely without the need to collect and display a physical permit. The virtual permit associates the license plate with parking permissions that can be validated through a number of strategies (see Figure 8). Currently, mobile License Plate Readers (LPR) validate parking permissions by scanning license plates. If a reader scans a license plate that has no permit or is not permitted to park in that area, the enforcement representative issues a citation.

Another method to validate parking permissions is to place fixed license plate readers at parking lot entrances, or without fixed license plate readers, permissions could be recorded on RFID cards or phones for validation at parking lot gates. Such physical gates would only grant access after validating permissions. While gate controls offer assurance that only permitted vehicles will be allowed to park, the sheer number of lots on the OSU Corvallis campus limits the widespread application of this method. Their use might be employed, however, as part of a hybrid strategy alongside a mobile LPR system.

The OSU Corvallis campus uses vehicle-mounted license plate recognition (LPR) technology to enforce a virtual permit system, which could play an important role in supporting a shift to daily parking.

Figure 8: Payment and Validation Sources

