Surrender Your Parking Permit

Ian Sacs, P.E.
Director of Transportation & Parking
City of Hoboken, NJ
Total # of on-street parking spaces in Hoboken = 9,000
Total # of residential parking permits issued in 2011 = 17,536
- 8,536 spaces available = PARKING PROBLEM!
Car Storage Theory: Vehicle Ownership vs. Journey-to-Work

Stacking Vehicle Ownership Over Walk/Transit Journey-to-Work Mode to Illustrate Vehicle "Storage"

WARNING: Totally unorthodox data manipulation below

Figure 1. In most locations nationwide, vehicle ownership by household is analogous to the motor vehicle portion of journey-to-work modal split data; however, in urban areas such as Manhattan and Hoboken, the motor vehicle ownership portion surpassing 100% when stacked over walk/transit journey-to-work data may be attributed to recreational use where the vehicle sits unused the majority of the time, a phenomenon I call "Storage".

Source data: U.S. Department of Transportation, Bureau of Transportation Statistics and Federal Highway Administration, 2001 National Household Travel Survey. Prepared by Ian Sacs, PE.
On-Street Car Sharing Improves Car Sharing Accessibility

Garage and Surface Lot Car Sharing in Hoboken

Corner Car Walking Proximities in Hoboken
Innovative Car Sharing Helps a Walkable City Clear Its Streets

Corner Cars offers greener transportation in Hoboken, New Jersey. Also see America’s 10 most walkable cities.

July 29, 2010 at 11:00am by Jim Motavalli | comment

(right) and Juan Malii with a Corner Car. (Jim Motavalli photo)

IN JERSEY—Fresh off the $1.75 PATH tubes from Manhattan, I am standing on a pleasant street with brownstones in downtown Hoboken, New Jersey, with the boyish Ian Sacks, head of operations and parking bureau. In front of me is a Toyota Prius, just like any other except for the green-lined space... and just about anyone in Hoboken could drive it.

Corner Cars, Hoboken's municipal car-sharing program, undertook in conjunction with the city's transportation department and Hertz Connect. Residents pay $25 to join, but they get a $75 credit which can be applied to the monthly or hourly basis. The program, just a few weeks old, has 200 members and 42 cars (the cheapest at $5 an hour) in the first wave. Corner Cars claims that three families own six cars (and four more have made inquiries about it), but as many as 750 could take that from estimates.
Total Corner Cars Members* (1/13/2012)

*Approximately 5% of Hoboken “driving-eligible” population
Monthly Average Utilization Rate (12/1/2011)

<table>
<thead>
<tr>
<th>Month</th>
<th>Utilization Rate</th>
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<tbody>
<tr>
<td>Aug'10</td>
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<tr>
<td>Nov'11</td>
<td>16%</td>
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</table>
You don’t use your car to commute to work everyday...

The high cost of car payments, gas & maintenance getting to you & your wallet....

Tired of dealing with parking in Hoboken...

**SURRENDER YOUR PERMIT**

And consider a greener alternative to owning a car in the city of Hoboken.

**LIVE CAR-FREE WITH THE FOLLOWING REWARDS VALUED AT OVER $500:**

- $100 CORNER CAR CREDIT
- plus a FREE 2-year Membership
- SPECIALIZED BIKE HELMET courtesy of Fix-it Wheels
- PREMIUM RENTAL CAR MEMBERSHIP DISCOUNTS courtesy of Enterprise & Hertz rental car agencies
- BIKE COMMUTER TRAINING SESSION includes riding safety lights & reflective strips courtesy of Hudson County 101
- HOBOoken BIKE LANE & RACK MAP LOCATOR
- THE HOP HOBOoken’s COMMUNITY SHUTTLE BUS 6-Month unlimited rides, map & schedules
- $20 ATHLETIC SHOE COUPON plus a Timex pedometer & technical running socks provided by Fleet Feet Sports
- TEMPORARY PARKING PERMIT PLACARD with special endorsement stamp for rental vehicles
- SMARTLINK CARD WALLET & OTHER PATH GIFTS

With so many convenient ways to get around, living car-free in Hoboken is as simple as surrendering your permit.

For more information visit our website @ hobokennj.org/surrenderyourpermit

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**HOBOKEN SURRENDER YOUR PERMIT PROGRAM VOUCHER**

**6 Month Hop Bus Pass ($210 Value)**
Provided by City of Hoboken

To redeem, bring this coupon voucher to the Hoboken Parking Utility located at 94 Washington Street, Hoboken, NJ.

**NOT VALID**

**HOBOKEN SURRENDER YOUR PERMIT PROGRAM VOUCHER**

**$20 Athletic Shoe Coupon**
(plus a Timex pedometer and technical running socks)
Provided by Fleet Feet Sports

To redeem, bring this coupon voucher to Fleet Feet Sports, located at 604 Washington Street, Hoboken, NJ.

**FLEET FEET Sports. NOT VALID**

**HOBOKEN SURRENDER YOUR PERMIT PROGRAM VOUCHER**

**$100 Corner Cars driving credit**
Provided by Connect by Hertz

To redeem, log on to www.connectbyhertz.com, select “join now”, then select a membership, enter information, then use the promo code below to receive a $100 driving credit.

Promo Code: **NOT VALID**
Hoboken Launches “Surrender Your Permit” Incentive Program To Encourage Car-Free Living

Hoboken, NJ – Wednesday, October 6th, 2010

And consider a greener alternative to owning a car in the city of Hoboken.

Residents who turn in a parking permit will receive incentives valued at more than $500.

The City of Hoboken, in conjunction with car rental and car sharing companies, regional transit agencies, and local businesses, is announcing the Surrender Your Permit program (http://hobokennj.org/surrenderyourpermit) to encourage residents to consider alternate modes of transportation. Those who surrender a parking permit at the Hoboken Parking Plaza will receive an incentive package valued at more than $500.
Total # of Parking Permits “Surrendered” (1/13/2012)
Program Evaluation: Two Approaches

**Empirical**
- 1 Surrender =
  - *Reduced* demand for 1 on-Street parking space
  - Hoboken currently at 100

**Theoretical**
- 1 Corner Car =
  - *Reduced* demand for 17.6 on-street parking spaces
  - *Prevented* demand for 20 on-street parking spaces
Calculating On-Street Parking Improvements

**Empirical** (based on Surrenders):

- 100 Surrenders (to date) = 100 vehicles removed from Hoboken streets

**Theoretical** (based on ZipCar survey):

- **Reduced** On-Street Parking Demand:
  - 17.6 x 2 cars in a pod = 35.2
  - \((35.2/500 \text{ spaces per 5 min walk radius})\)*100 = 7%

- **Prevented** Parking Demand:
  - 20 x 2 cars in a pod = 40
  - \((40/500 \text{ spaces per 5 min walk radius})\)*100 = 8%

**Total:** 15% **decrease** in on-street parking demand within 5 min. walking radius