

## We hear a lot about shared parking, especially in urban areas. How is it actually working?



**Brett Wood, PE, CAPP**  
**Parking and Transportation Consultant**  
*Kimley-Horn*

In Houston, churches, movie theaters, and shopping centers will lease parking spaces to the local transit agency for commute-based parking trips. The peak demand for that usage is 8 a.m. to about 4 p.m. weekdays. The double benefit for the shopping center or movie theater is that patrons come back to their cars with access to adjacent retail, restaurants, or entertainment, which draws some of them to spend money.



**Maria Irshad, CAPP, MPA**  
**Assistant Director**  
*ParkHouston*

The most creative use of shared parking I know of is a business that couldn't find any parking nearby for its employees. There was a gym with a large parking garage around the corner. The business paid for gym memberships for its employees and the employees were able to store their vehicles in the gym garage while at work. I'm not sure the gym knew it was sharing its parking, but it's creative!



**Dan Kupferman, CAPP**  
**Director of Car Park Management Systems**  
*Walker Parking Consultants*

On weekdays, the Longwood Medical area in Boston leases all of Fenway Park's parking for hospital employees, who can then walk or ride a shuttle less than a mile. Nights when there are no ball games and in the off-season, it's less busy, but there is still some demand for restaurant and nightclub parking. And during ball games, retail and residential facilities capitalize on overflow ball game parking.



**Vicki Pero, SPHR**  
**Principal**  
*Marlyn Group, LLC*

Big data is such a buzz term, and this is a prime case where operators are putting it to use. Operators now utilize the data available to predict where spaces within their portfolio will be available and the price they can charge to fill the spaces. The spaces are then sold through online reservation app providers.

**Roamy Valera, CAPP**  
**Senior Vice President, Municipal and Institutional Services**  
*SP+*



In many cities, shared parking is the key parking management strategy for economic development success. A church parking lot is a perfect example of a noncompeting use that can support daytime parking demand and activity. Many municipalities sign interlocal agreements with these entities to ensure proper share of revenues and enforcement.

Have a question for IPI's experts? Send it to [fernandez@parking.org](mailto:fernandez@parking.org) and watch this space for answers!

The opinions, beliefs, and thoughts expressed by the contributors do not necessarily reflect the opinions and viewpoints of the International Parking Institute or official policies of IPI.