



PARKING ADVISORY COMMITTEE AGENDA
Wednesday, March 19, 2025 - 6:00 PM
Council Chambers, 169 SW Coast Hwy, Newport, Oregon 97365

All public meetings of the City of Newport will be held in the City Council Chambers of the Newport City Hall, 169 SW Coast Highway, Newport. The meeting location is accessible to persons with disabilities. A request for an interpreter, or for other accommodations, should be made at least 48 hours in advance of the meeting to the City Recorder at 541.574.0613, or cityrecorder@newportoregon.gov.

All meetings are live-streamed at <https://newportoregon.gov>, and broadcast on Charter Channel 190. Anyone wishing to provide written public comment should send the comment to publiccomment@newportoregon.gov. Public comment must be received four hours prior to a scheduled meeting. For example, if a meeting is to be held at 3:00 P.M., the deadline to submit written comment is 11:00 A.M. If a meeting is scheduled to occur before noon, the written comment must be submitted by 5:00 P.M. the previous day. To provide virtual public comment during a city meeting, a request must be made to the meeting staff at least 24 hours prior to the start of the meeting. This provision applies only to public comment and presenters outside the area and/or unable to physically attend an in person meeting.

The agenda may be amended during the meeting to add or delete items, change the order of agenda items, or discuss any other business deemed necessary at the time of the meeting.

1. WELCOME AND INTRODUCTIONS

1.1 Memorandum: [Memorandum](#)

2. ROLL CALL

3. APPROVAL OF MINUTES

- 3.1 February 19, 2025 Parking Advisory Committee Meeting.
[Draft Parking Advisory Comm Mtg Minutes 02-19-2025](#)
[02-19-2024 Parking Advisory Committee Meeting Video Link](#)

4. DISCUSSION ITEMS

- 4.1 Introduction of New Parking Enforcement Officer.
- 4.2 Nye Beach Outreach Update / Review Draft Parking Fee Resolution.
- 4.3 Questions for Bayfront Parking Survey.
- 4.4 Fiscal Year 2025-26 Goal Setting Discussion.

5. PUBLIC COMMENT

This is an opportunity for members of the audience to bring to the Work Group's attention any item not listed on the agenda. Comments will be limited to three (3) minutes per person with a maximum of 15 minutes for all items. Speakers may not yield their time to others.

6. ADJOURNMENT

HANDOUTS


Meeting Materials:

[Draft Nye Beach Parking Fee Resolution](#)
[Draft Parking Nye Beach Parking FAQ](#)
[Council Goals](#)
[Bruce Watanabe Letter and Article](#)

City of Newport

Community Development Department

Memorandum

To: Parking Advisory Committee
 From: Derrick Tokos, Community Development Director 
 Date: March 13, 2025
 Re: Topics for March 19th Parking Advisory Committee Meeting

For this meeting, we have identified four agenda items for the Parking Advisory Committee's consideration. The first item is an introduction to the City's new parking enforcement officer. This will be followed by an update on Nye Beach outreach and the review of a draft Nye Beach parking fee resolution. The third agenda item is a discussion about parking related questions the City should include in a survey to Bayfront stakeholders before the start of this second season of paid parking. The final agenda item is a carry-over item from the last meeting, related to goal setting for the upcoming year.

Staff has been meeting with individual businesses and organizations that will be impacted by the proposed parking changes, and potential adjustments coming out of those meetings are included in the draft fee resolution that the City Council would need to adopt to implement the parking changes. Please review the resolution and come prepared to discuss whether or not further refinements are needed. In short, the resolution establishes a meter rate of \$1.00 hour for the Nye Beach Turnaround. The meter fee would be payable between the hours of 9am and 6pm, seven days a week, from May to October. Meters would be in place on Saturdays and Sundays from November to April. The resolution also creates permits that would allow residents, business owners, employees and lodging guests to park in excess of existing 3-hour time limits that apply to portions of Beach, Coast, and 3rd Streets. Permit terms are as previously discussed, although we have received feedback from some businesses that the commercial fees should be lower, such as \$25 mo. or \$250 a year. It is a point that the Committee might want to talk through. With respect to the Visual Arts Center, the resolution includes a provision that would allow volunteers working at the building to park in the Turnaround for free with a coupon code. Further, the Visual Arts Center lot that serves the third floor of the building will be reserved for their use and would stay a 16-hour lot with no fee. While not in the resolution, Visual Arts Center staff have asked for a loading zone(s) to be established in the Nye Beach Turnaround. This is another issue the Committee should consider. The City Council will take up the resolution at an April 7th work session and could act on the resolution when they meet on April 21st. Staff is planning to conduct one more outreach session in Nye Beach, on April 2nd and we have updated the FAQ to pickup adjustments that we have made to date.

For the Bayfront survey, we are looking to target the questions to changes the City can make to improve the functionality of the paid parking program and the types of improvements stakeholders would like to see implemented using the parking revenue. As for goal setting, attached are goals the Council adopted for the coming year. This agenda item is an opportunity for the group to put some thought to how the Parking Committee's work compliments these goals. Diversifying funding streams was a theme, and probably the closest discussion item to the work the Parking Advisory Committee is involved with.

An article we received from Bruce Watanabe is also enclosed

Attachments: Draft Nye Beach Parking Fee Resolution, Draft Parking Nye Beach Parking FAQ, Council Goals, and Bruce Watanabe Letter and Article.

**City of Newport
Draft Parking Advisory Committee Minutes
February 19, 2025**

LOCATION: CITY COUNCIL CHAMBERS, NEWPORT CITY HALL, 169 SW COAST HIGHWAY, NEWPORT	
Time Start: 6:00 P.M.	Time End: 8:13 P.M.

ATTENDANCE LOG/ROLLCALL

COMMITTEE MEMBER	STAFF
Chair Janell Goplen	Derrick Tokos, Community Development Director
Aaron Bretz (absent, excused)	Sherri Marineau, Community Development Dept.
Gary Ripka	
Bill Branigan (by video)	PUBLIC
Doretta Smith (absent, excused)	Chasse Davidson
Lisa Emond	Brian Rose
Kevin Lewis	Carol Ackerman
Robert Emond	Sandy Blackman
	Stanley Morris
	Bonnee Good

AGENDA ITEM	ACTIONS
CALL TO ORDER AND ROLL CALL a. Roll Call	Tokos reported that Aracelly Guevara resigned and would no longer be on the committee.
APPROVAL OF THE MINUTES a. Meeting minutes of January 15, 2025	Motion by Branigan, seconded by Ripka to approve the minutes of January 15, 2025 as written. Motion carried unanimously with Goplen, Branigan, Ripka, Lewis and Emond all voting in favor.
Nye Neighbors Outreach Meeting (Debrief and Discuss Next Steps).	<p>Tokos gave an update on the Nye Neighborhood outreach meeting and presented the slideshow from the meeting.</p> <p>The Committee discussed questions concerning the no-parking parking zone being painted properly; the parking management boundary; parking permits and hourly limits for residential parking in Nye Beach; how to determine who was eligible for seasonal parking permits for residents; the VAC parking lot investment needs; ideas on types of validation and coupon codes for volunteer and business parking; adding an option for customers to call in to purchase parking; possibility of adding a loading zone near the VAC; 3 hour parking sign design and the timeline for implementation; costs for the project; and continued outreach to businesses.</p>

<p>FY 25/26 Parking Fund Budget and Capital Projects.</p>	<p>Tokos gave an update on the FY 25/26 Parking Fund Budget and Capital Projects.</p> <p>The Committee discussed options for off-season parking in Nye Beach; setting the meter pricing to \$1 an hour; and the capital funds budget and what is covered</p>
<p>Goal Setting.</p>	<p>This discussion was tabled in favor or opening up the public comment agenda item.</p>
<p>CITIZEN/PUBLIC COMMENT</p>	<p>Chasse Davidson, Director of the Visual Arts Center (VAC), spoke about her concerns about charging the public to park in their lot, and the financial barriers to charging to park. She expressed concerns that there was limited parking in the upper parking lot and the challenges of only being able to pay at the bottom level. She wanted to see a loading zone for their exhibit work that would be dropped off, which can take a day to deliver. Davidson asked the Committee to consider the impact of the parking program to community involvement. She noted her staff parked for 4 hours, not 3 hours. They had 60 events per year and was concerned about figuring these changes into this without discouraging anyone to participate with the VAC. Davidson was concerned that the public would expect the limited VAC staff to explain how the parking worked. She was also concerned there was no ADA parking there as well.</p> <p>Goplen wanted to see a different set of codes for events in Nye Beach. The committee discussed the challenges to having a validation code for customers at the VAC. Davidson wanted to see safety and maintenance of the turnaround addressed. She questioned if there would be permits for artists that would be painting murals in the turnaround area near the VAC, and thought there needed to be an ADA spot on the second level parking.</p> <p>Brian Rose, Newport, questioned why residents were being charged for parking in the area, and why they would be required to move their cars within 72 hours. He thought they should rethink this approach for full time residents in the Nye Beach area. Rose also thought they should look at the Don Davis parking lot because people parked there all day long. The Committee discussed ideas on how to address residents being able to park longer than 72 hours with parking permits.</p> <p>Carol Ackerman suggested that homeowners be issued stickers for their cars or a tag for their windshields to show they are residents. She noted she owned a private parking lot, and thought the parking program would take business away from her and would come at a cost. Ackerman questioned how the city would protect owners from people</p>

who didn't want to pay for parking from parking in their private parking lots.

Sandy Blackman, Surfside Community Coop, noted most of their population was on Social Security and had low income housing. She didn't want to see the pay for parking expand in their area, and reminded that not all people had technology to purchase parking. Blackman thought pay to park should be seasonal.

Stanley Morris, Newport, grew up in Nye Beach and gave some figures for the per capita and medium household incomes for Newport. He thought this felt like class warfare, and questioned where the money was being spent. Emond reviewed where the limited parking funds came from for the City of Newport. He reminded that the parking program was being done for a change in the behavior in parking and to balance the best solutions for parking in the area.

Bonnee Good, Newport, pointed out that all of the talk was about money. This idea wasn't simple and had a lot of obstacles. Good noted when coming into Newport the signs say "the friendliest" but this didn't feel friendly to the residents, businesses and visitors. She thought they needed to go back to the drawing board on this.

Submitted by: _____

Sherri Marineau, Executive Assistant

February 19, 2025 - Parking Advisory Committee Meeting Video Link:

https://thecityofnewport.granicus.com/player/clip/1403?view_id=44&redirect=true

CITY OF NEWPORT

RESOLUTION NO. _____

**A RESOLUTION SETTING FEES AND TERMS FOR USE
OF CERTAIN PUBLIC PARKING AREAS IN NYE BEACH**

WHEREAS, on March 2, 2020, the Newport City Council adopted Ordinance No. 2163, implementing recommendations of a 2018 Parking Study by Lancaster StreetLab, as amended by the City's Parking Advisory Committee; and

WHEREAS, among other things, Ordinance No. 2163 included policy direction to pursue public parking demand management strategies in Nye Beach in high use areas to increase vehicle turnover, reduce congestion, improve public safety, and generate sufficient funds to cover parking maintenance costs; and

WHEREAS, demand management options were considered by the Newport Parking Advisory Committee, and a concept was developed to meter the Nye Beach Turnaround, adjust the time parking limitations of the Visual Arts Center parking areas, and introduce paid parking permits as an option for exceeding parking time limits in areas where parking time limits are currently in place; and

WHEREAS, the parking demand management concept was refined as a result of public outreach that included a neighborhood meeting, direct engagement with affected organizations, and review by the Newport Parking Advisory Committee and Planning Commission; and

WHEREAS, Ordinance No. 2214, adopted provides that fees, time limits, and related terms of use in metered and paid permit areas are to be determined by resolution of the City Council with the proceeds being placed in the City of Newport Parking Fund; and

WHEREAS, this resolution puts in place the fees, time limits, and related terms of use for high demand public parking areas in Nye Beach so that the demand management concept can be implemented.

THE CITY OF NEWPORT RESOLVES AS FOLLOWS:

Section 1. Nye Beach Meter Parking Areas. Metered public parking areas in Nye Beach shall be limited to the Nye Beach Turnaround, as depicted on the attached Exhibit A.

Section 2. Location of Permit/Timed Zones. Areas subject to permit/timed limitations in Nye Beach are those areas currently subject to a 3-hour time limit, 9am-6pm and a portion of the Visual Arts Center parking lot, as illustrated on Exhibit A and more specifically defined below:

- a. Zone E. This permit/timed zone includes those portions of Coast Street between Olive Street and 6th Street, Beach Drive west of Coast Street, the north side of 3rd Street between Cliff Street and Hurbert Street, the south side of 3rd Street between the Pacific Ocean and Brook Street, and that portion of the Visual Arts Center parking area south of the building bordering the Pacific Ocean.

Section 3. Nye Beach Meter Fees and Dates of Operation. Meter pricing shall be \$1.00 an hour. Meters are to operate from 9am to 6pm, seven days a week from May to October. From November to April meters are to operate from 9am to 6pm on Saturdays and Sundays only.

Section 4. Length of Stay. Except as outlined in Section 5, the maximum length of stay in a parking stall located within a permit/timed zone is three hours. The maximum length of stay at the Nye Beach Turnaround and that portion of the Visual Arts Center that is not within a permit/timed zone shall be 16 hours.

Section 5. Permit Fees, Duration, and Availability. The cost, duration, and availability of permits shall be as follows:

- a. Zone E Residential Permit. \$35 annual fee. Residence must be adjacent to a permit/timed parking area. One permit to be made available for each license holder within a household. 72 hour maximum stay.
- b. Zone E Commercial Permit. \$35 a month or \$300 annually, with a 16 hour daily maximum stay, and a maximum number of permits being equivalent to the number of available parking stalls.
- c. Lodging Day Permit. \$10 fee. Available to guests of Nye Beach lodging establishments and short-term rentals. 16 hour daily maximum stay with no limit on the number of daily permits issued.

Section 6. Visual Arts Center Lot. The parking lot south of the Visual Arts Center that provides access to the third floor of that facility is reserved for use by staff and guests of the Visual Arts Center and shall be signed accordingly.

Section 7. Coupons. As provided in NMC 6.20.050, the City Manager shall make available parking meter courtesy permits or coupon codes to volunteers at the Visual Arts Center, and may make them available for special events, City sponsored promotional events, or circumstances where parking meters malfunction or an error otherwise occurs in the application of the meter program.

Section 8. Periodic Fee Adjustments. The fees set forth herein are to be evaluated and may be adjusted on an annual basis. Inflationary adjustments to the fees shall be made at least

once every five years using the Bureau of Labor Statistics Consumer Price Index for Urban Consumers (CPI-U).

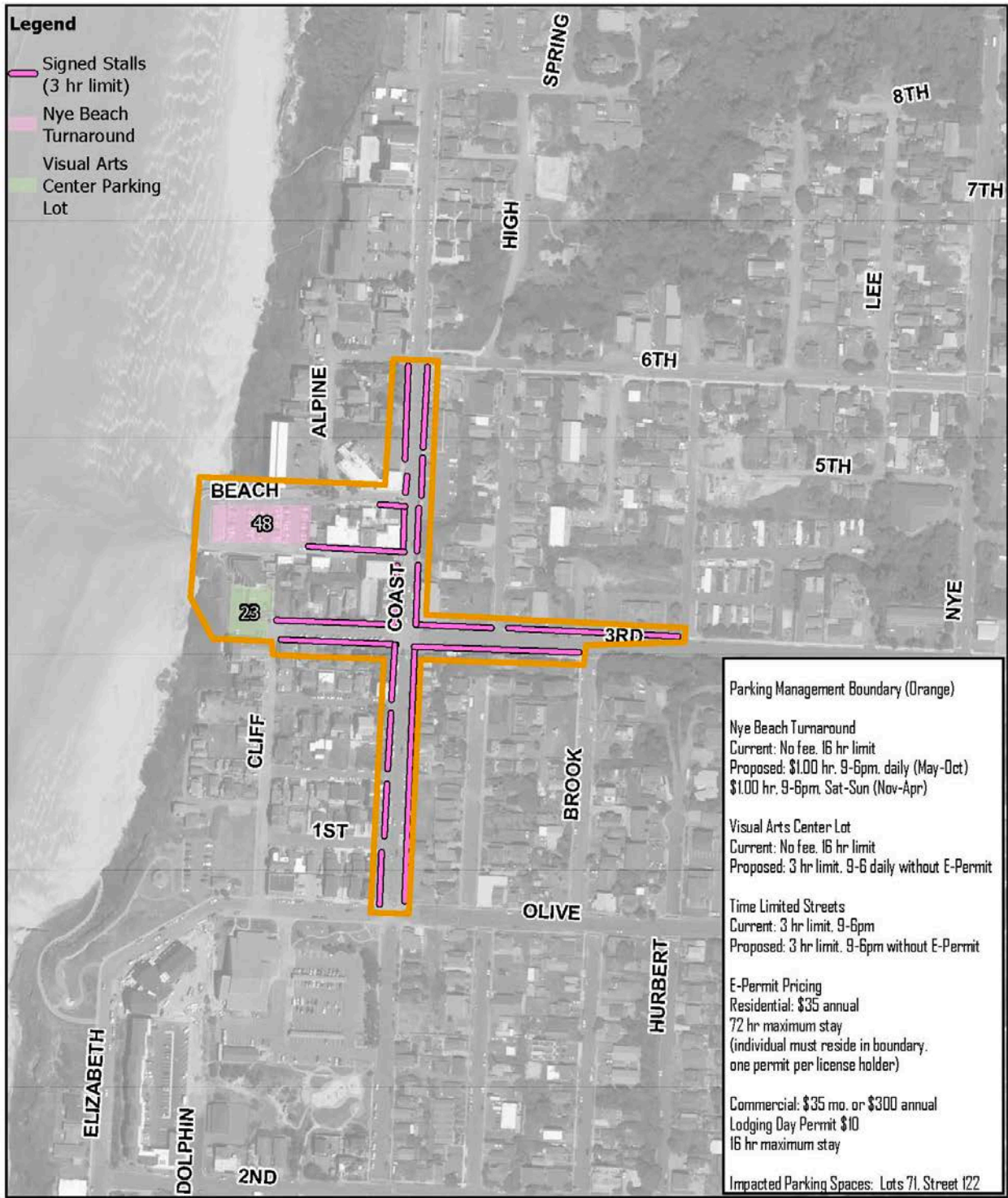
Adopted by the City Council of the City of Newport this ____ day of _____, 2025.

Jan Kaplan, Mayor

ATTEST:

Allie Anderson, City Recorder

DRAFT



NEWPORT City of Newport
Community Development Department
189 SW Coast Highway
Newport, OR 97365
Phone 1.541.574.0629
Fax 1.541.574.0644

This map is for informational use only and has not been prepared for, nor is it suitable for legal, engineering, or surveying purposes. It includes data from multiple sources. The City of Newport assumes no responsibility for its completion or use and users of this information are cautioned to verify all information with the City of Newport Community Development Department.

**Draft Nye Beach
Parking Management Plan Concept v3**

Terrain Image Taken July 2024
4-Inch, 4-band Digital Orthophotos
GeoTerra, Inc. Eugene, OR

0 150 300 600 Feet





What is the City's Plan for Managing Parking in Nye Beach?

The City's plan for managing parking is to establish paid parking and permit/timed parking areas along streets and parking lots in the commercial core of Nye Beach. The plan is based upon a parking study that the City completed with stakeholder input in 2018, and which was formally adopted in 2020.

Which Parking Areas will this apply to?

The Nye Beach Turnaround, Visual Arts Center parking lot, NW Beach Drive, and those portions of NW 3rd and NW Coast Streets currently time limited to 3 hour parking between 9-6pm. It will not apply to private lots and parking areas.

So... What is the Parking Plan?

The Nye Beach Turnaround will be metered seasonally at a set hourly rate, with an eight hour maximum stay. Persons parking in this public parking lot will be able to pay by phone using a "text to pay" option or they can use one of the pay stations that the City will be installing. Pay stations include coin, credit card, and coupon code functionality. The Turnaround is the only location in Nye Beach that is to be metered.

Electronic permits will be offered to individuals that live or work in areas where 3 hour parking limitations apply, allowing them to park for longer periods of time. The permits will only be effective in Nye Beach. Each resident in the area with a valid driver's license will be eligible to obtain a discounted annual electronic permit. A limited number of electronic permits will be made available for persons that own businesses or work in the area. Daily lodging permits will be available to guests staying at area hotels or short-term rentals. Permits will be available to purchase online through the City of Newport website. A map attached to this FAQ shows the location and pricing of the paid and permit parking areas.

Why Install "Pay to Park" Pay Stations and Charge for Permits?

The purpose of the parking pay stations and electronic permits is to increase vehicle turnover in high demand areas so that more parking is available to Nye Beach users. This will reduce congestion and improve public safety.

When will the Changes go into Effect?

The new paid parking and permit/timed parking areas will go into effect on or after June 1, 2025. Electronic permits will be available for purchase at least 30 days in advance of the effective date.

Will the Parking Limitations Apply to Disabled Individuals?

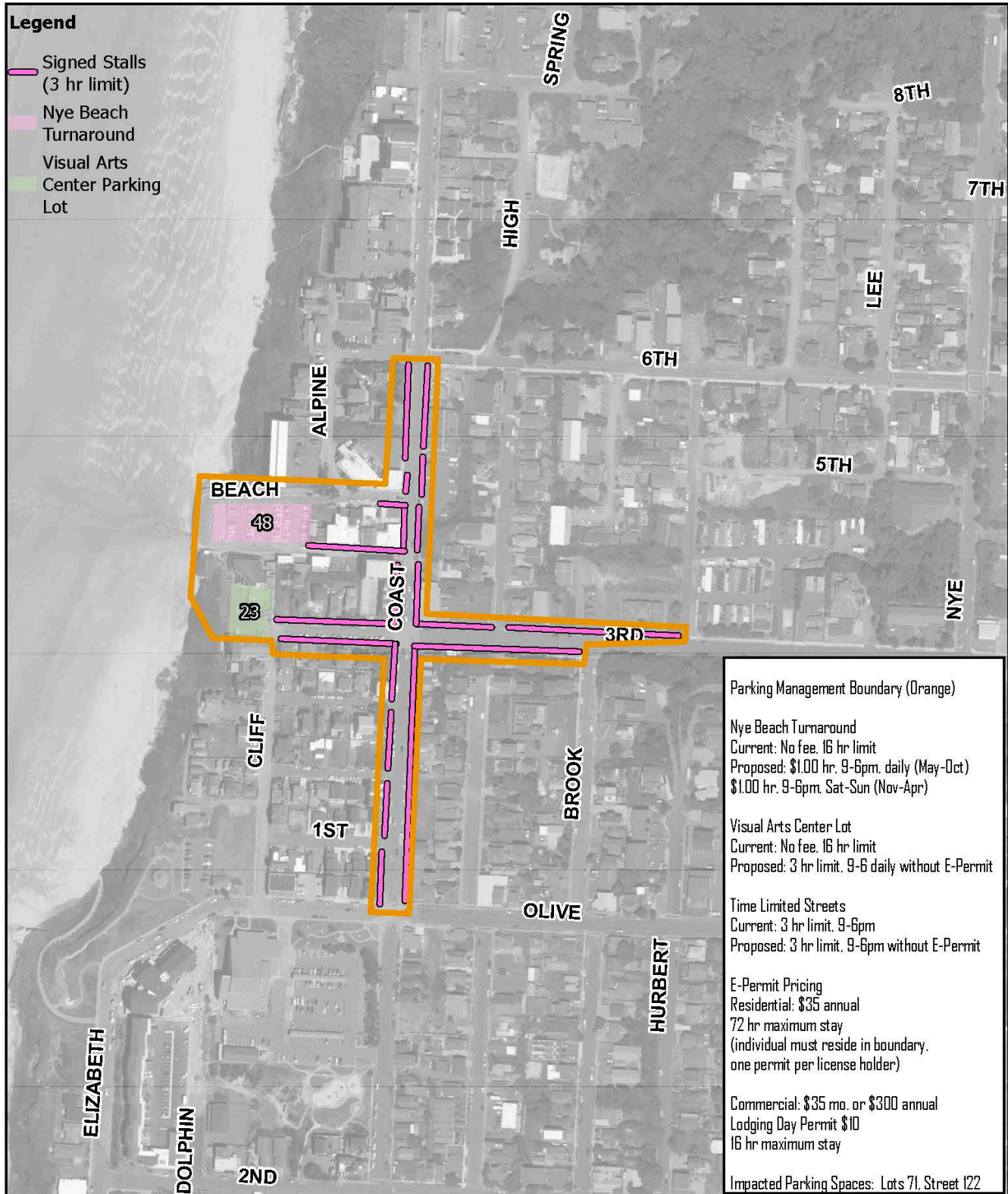
Vehicles with a state-issued disabled person registration or "wheelchair user" plate, placard, permit or decal will not be subject to posted time limits or payment requirements irrespective of whether or not they are parked in an ADA space.

How will this Impact Parking Enforcement?

The City will provide a break-in period of at least 30-days to help educate users about the new rules. They will only be issuing warnings during that time period. The City's parking enforcement officer who will be using License Plate Recognition (LPR) technology to efficiently identify vehicles parked in violation of the City's parking rules.

Who do I Contact to Learn More about Upcoming Changes?

For additional information, you can contact the City of Newport Community Development Department at 541-574-0629 or publiccomment@newportoregon.gov. You can also attend Parking Advisory Committee meetings, which are typically held on the third Wednesday of the month at Newport City Hall.



Draft Nye Beach Parking Management Plan Concept v3

Terrain Image Taken July 2024
 4-inch, 4-band Digital Orthophotos
 GeoTerra, Inc. Eugene, OR

0 150 300 600 Feet



City of Newport

City Council 2025-2026 Goals

Focus Area 1: Ensure the City's long-term financial sustainability and make critical, needed investments in the City's infrastructure

2025/2026 Fiscal Year Goals:

- 1) Finalize a 10-year Capital Improvement Plan
- 2) Complete the 7-Year Financial Strategy, incorporating new potential revenue streams, and begin implementing recommendations to:
 - a. make improvements to water and wastewater infrastructure
 - b. increase funding for road repair, striping, and ADA compliance
 - c. conduct preventative maintenance, and
 - d. complete upgrades to City facilities
 - e. conduct robust community engagement with stakeholders and community members on the results
- 3) Implement the Gravel Roads Paving Plan
- 4) Secure a financial strategist to assist with a funding plan for the Big Creek Dam Replacement Project

Focus Area 2: Build collaborative, interactive relationships with community members and stakeholders through robust and inclusive community engagement programs and communications

2025/2026 Fiscal Year Goals:

- 5) Develop strategies to strengthen transparency from City leadership, departments, and programs to the community through engagements and in-person interactions
- 6) Review, revise, and adapt the City's volunteer program across all departments to increase community participation
- 7) Partner with Newport school leadership programs to engage youth in local government, programs, and processes
- 8) Launch a bi-lingual community e-newsletter to keep the public informed on project updates, events, and meetings
- 9) Increase participation with minority groups through proactive outreach with community leaders and tailoring communications to specific cultural needs

Focus Area 3: Broaden the City’s technology infrastructure and online presence, providing transparent access to information and modern paths to community services provided by the City

2025/2026 Fiscal Year Goals:

- 10) Complete the transition to a new informative City website
- 11) Integrate coordinated technology to improve accessibility to information and ease-of-use for City services for staff and community
- 12) Implement a budget visualization tool on the City’s website for transparency of how tax dollars are spent

Focus Area 4: Enhance beautification efforts in the City’s streets, buildings, and green spaces with community partners through programs that add public arts and cleanliness to better support Newport as a tourist destination, increase community pride, and stimulate economic growth and development.

2025/2026 Fiscal Year Goals:

- 13) Create and finalize a Destination Management & Marketing Strategic Plan, and begin implementation in coordination with stakeholders
- 14) Identify beautification opportunities to strengthen the City’s appeal for community members and visitors
- 15) Support the launch of the Public Arts Advisory Committee in partnership and engagement with the OCCA
- 16) Partner with the OCCA on opportunities to embed arts in the City’s infrastructure
- 17) Complete the City Center Revitalization plan and begin implementing key recommendations, in partnership with stakeholders
- 18) Complete all pending South Beach Urban Renewal projects to include development and potential addition of community services and goods to the South Beach area
- 19) Identify, prioritize, and fund improvements to City streets, sidewalks, and rights-of-way that are rated below standard to enhance accessibility and usability of City infrastructure for motorists, cyclists, and pedestrians
- 20) Enforce the adopted updates to the City’s Nuisance Code to improve property maintenance standards
- 21) Initiate research and feasibility of a tourism-focused trolley
- 22) Partner with local organizations to introduce and support more multicultural education and events to support the diverse populations of the community

Focus Area 5: Strengthen recruitment and retention programs for City employees, City Council, and Committee members; creating a strong foundation for the future.

- 23) Identify and implement City employee incentives to strengthen and improve recruitment and retention programs
- 24) Enhance professional development opportunities for all City employees through training
- 25) Present final recommendations from the City Council Compensation Workgroup and implement City Council-approved recommendations
- 26) Increase community interest in City Council, committee, and workgroup roles through community engagement and communications

Focus Area 6: Enhance Newport's emergency preparedness programs to strengthen prevention methods and awareness for the community.

2025/2026 Fiscal Year Goals:

- 27) Strengthen wildfire mitigation methods and awareness through potential code changes, community outreach, social media channels and e-newsletters
- 28) Continue emergency preparedness education through City-coordinated events, school appearances, and representation at community events

Focus Area 7: Improve livability through increasing the supply of affordable and workforce housing and addressing homelessness.

2025/2026 Fiscal Year Goals:

- 29) Research and implement pathways to help increase supplies of affordable and workforce housing, including rentals for the community
- 30) Actively participate in the County's coordinated efforts regarding homelessness

March 1, 2025

Dear Mr Tokos,

As I sat reading the Newstimer article about parking in Nye Beach I pondered the negative comments from the "Business" owners.

When I opened the WST I found the enclosed article about Donald Shoup's life ("Parking Rock Star").

As a planner, you may be familiar w/ his work. As a layman, I was not. He makes some really good points in his the Summary of his opus that you could refer your naysayers to.

Regards,

Bruce Watanabe

REVIEW

OBITUARIES

DONALD SHOUP | 1938-2025



Above, Shoup feeds a UCLA parking meter in 2015. Below, he rides a bike on campus in an undated photo.

A 'Parking Rock Star' Who Reshaped City Planning

'Nothing is more pedestrian than parking,' joked the UCLA economist. But he showed why it shouldn't be given away for free.

By JON MOOALLEM

The UCLA economist Donald Shoup spent his career studying parking. Virtually alone in the dreary-seeming field, he studied parking with unflagging rigor and a kind of revolutionary zeal for 60 years. Eventually, his data and insights started to reshape the way cities function and feel.

Shoup, who died Feb. 6 in Los Angeles at age 86, was someone most people never heard of but whom certain people talk about all the time. His influence has been likened to that of Robert Moses and Jane Jacobs, two colossuses of American urban planning, but he's also been compared seriously to Pythagoras and Einstein and referred to as "a prophet" and "a parking rock star." His acolytes and evangelists, known as Shoupistas, call him "Shoup Dogg."

Shoup appreciated how funny this sounds. "Nothing is more pedestrian than parking," he often joked. Everyone else is focused on traffic, Shoup told the website Streetsblog. "I thought I could find something useful if I studied what cars do for 95% of the time, which is park."

Shoup was born on Aug. 24, 1938, in Long Beach, Calif., and spent much of his childhood in Hawaii, where his dad was stationed in the Navy. "My earliest memory was the attack on Pearl Harbor, so everything's been very calm since then," he told Henry Grabar, author of "Paved Paradise."

Shoup studied electrical engineering at Yale University, then transitioned into economics. In the mid-1960s, he was working in midtown Manhattan while completing a Ph.D. at Yale and noticed a paradox that everyone else took for granted. "Almost all cars

were parking for free on some of the most valuable land on earth," Shoup recalled on the podcast "Curb Enthusiasm."

In 2005, Shoup published his 700-plus page opus, "The High Cost of Free Parking," based on four decades of research, most of it at UCLA. The book methodically dismantled unexamined beliefs of urban planners and drivers. Its core insight was simple, Shoup said: "The cost of parking doesn't go away just because the driver doesn't pay for it. Somebody has to pay for it. And that somebody is everybody."

Seven spaces for every car

There are, by some estimates, two billion parking spots in America—about seven for every car, a total area equivalent to West Virginia. Most car trips in the U.S. result in parking free in one of those spots—a subsidy whose total value Shoup estimated as between 1% and 4% of the nation's GDP—"in the range of what we spend for Medicare or national defense," he said in 2013. Parking, he said, was "maybe the most mismanaged of all our resources."

Shoup took special aim at municipal codes compelling developers to provide a minimum number of spots dictated by their building's use, laid out in meticulous tables. In a 1999 paper, he scoffed at the notion that planners know the right parking required "for bingo parlors, junkyards, pet cemeteries, rifle ranges, slaughterhouses and every other land use."

More important, the space for parking pushed buildings apart, decreasing density, making neighborhoods less hospitable and walkable. And it was phenomenally expensive to build, on average \$20,000 per space or more. The cost of that "free" parking rippled through a city, raising the costs of rent and shopping.

"We have expensive housing for people and free parking for cars!" he cried out as a cartoon version of himself, appearing in an episode of the TV series "Adam Ruins Everything" in 2016.

'Parking' behaves like a gas

Mandates for free or cheap parking stemmed from fears that people wouldn't live or shop in an area that didn't have enough. But Shoup demonstrated that fear was based on a misapprehension. "Most people think parking behaves like a liquid," he wrote. "If the parking supply is squeezed in one place, cars will park somewhere else. But parking behaves more like a gas. The number of cars expands to fill the available space, and more parking leads to more cars."

When parking spots were free, people knocked themselves out trying to claim one. In one study, Shoup and his students made 248 car trips into Los Angeles's Westwood Village and found they had to circle around 2.5 times on average to find parking. Extrapolating, this meant that Angelenos were driving an extra 950,000 miles a year within just that area, enough to make 36 trips around the Earth. (Emulating his work, the nonprofit Transportation Alternatives found that 45% of drivers they stopped in Brooklyn's Park Slope were circling for a place to park.)

'I thought I could find something useful if I studied what cars do for 95% of the time.'

"A surprising amount of traffic isn't caused by people who are on their way somewhere," Shoup concluded in 2007 column. "Rather, it is caused by those who have already arrived."

His prescriptions: End minimum parking requirements, raise on-street parking prices in line with demand, and funnel the added revenue into upkeep and other public services for the immediate area as a "parking benefit district."

Pasadena, Calif., had already found that reinstalling parking meters was key to revitalizing a historic shopping district, but change elsewhere was slow, to Shoup's surprise. "I don't think he realized how long those changes would take, or how un-obvious they would be to other people," said William Fulton, a former student of Shoup's who, as mayor of Ventura, Calif., reintroduced parking meters downtown in 2010 after a 40-year absence.

But Shoup, then in his 70s, continued to build a quasi-cult following among urban planners, municipal officials and transportation and housing advocates. His work was esoteric and nerdy, and its implications could be incendiary, but his tone was always chatty, witty and charming.

'I'm With Shoup'

With self-proclaimed Shoupistas making "I'm With Shoup" buttons and even Shoup-themed Valentine's Day cards, Shoup's celebrity in the field outpaced his impact for many years. But as former students dispersed through local governments and climbed the ranks, more Shoupian reforms took hold, particularly in the past 10 years.

The Parking Reform Network, a nonprofit associated with Shoup, says that more than 3,000 cities have adopted at least some of his prescriptions and has mapped 99 places where minimum parking requirements have been utterly abandoned.

Meanwhile, changes have swept across U.S. curbsides, as new technology in meters and kiosks allows municipalities to track local demand and retool rates to pursue Shoup's ideal of one or two vacant spots on every block.

"Because of Don Shoup, there's now an army of people who are out there trying to put that work into practice—and also

his academic disciples who are teaching it to the next generation," Ryan Russo, executive director of the National Association of City Transportation Officials, said in an interview.

Then he began reading some of his favorite lines from a Shoup paper over the phone.



FROM TOP: MAX HIMMELRICH FOR THE DAILY BROOK; UCLA LOSKIN SCHOOL OF PUBLIC AFFAIRS