

# 2015 FALL METRANS RESEARCH SEMINAR

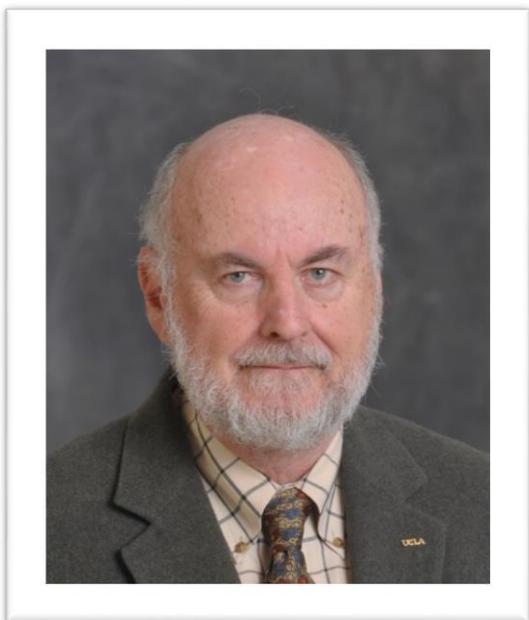
**Wednesday, November 11, 2015  
12:00 PM to 1:30 PM  
USC – Ralph and Goldy Lewis Hall (RGL) 101**

**RSVP to Janet Kleinman at  
[janetkle@usc.edu](mailto:janetkle@usc.edu)**

## ***Politically Popular Parking Meters - A Progress Report on Parking Reforms***

Most people view parking meters as a necessary evil, or perhaps just evil. Meters can manage curb parking efficiently and provide public revenue, but they are a tough sell to voters. To change the politics of parking, cities can give price discounts at parking meters for their own residents, spend the meter revenue to improve local public services, and use the meters to provide free wi-fi to everyone on metered streets. People who live, work, shop, and own property in the metered neighborhoods will see that parking meters are working for them rather than against them. By changing the politics of parking, cities can meter more of their valuable curb space, producing more money, less traffic, cleaner air, and a cooler planet. Parking meters can then do a world of good.

### ***Donald Shoup***



Donald Shoup is Distinguished Research Professor in the Department of Urban Planning at UCLA. His recent research has focused on how parking policies affect cities, the economy, and the environment. His research on employer-paid parking led to the passage of California's parking cash-out law, and to changes in the Internal Revenue Code to encourage parking cash out. In his book, *The High Cost of Free Parking*, Shoup argues that cities should charge fair market prices for on-street parking, use the meter revenue to finance added public services in the metered neighborhoods, and remove off-street parking requirements.

Shoup is a Fellow of the American Institute of Certified Planners, an Honorary Professor at Beijing Transportation Research Center, Editor of *ACCESS*, and in 2015 received the APA's highest honor, the National Excellence Award for a Planning Pioneer.

**This METRANS Seminar is Jointly Sponsored by  
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