



Make Parking Work for You with a daily parking program

Why Daily Parking?

More parking for all

Monthly parking passes incentivize driving every day. In a daily parking pass model, commuters are empowered to skip the drive some days, leaving fewer parking spots filled unnecessarily.

If commuters don't feel that they must drive every day to get their money's worth, they simply won't.

Daily parking passes can assist with the transition to alternating work days, limiting the number of employees in office while keeping parking equitable.

Flexibility for everyday life

Every day is different and even the staunchest routines have exceptions. Daily parking gives the flexibility to change a commute to match the needs of the day.

Maybe it's a beautiful day to bike to work. Maybe your usual carpool needs to drive alone today. Maybe your car is in the shop and you're trying out the bus.

Parking should be just as flexible as our daily lives.

Encourage smart commutes

Daily parking pairs beautifully with smart commuting. When commuters can switch up their commuting styles and try carpool, transit, biking, walking, and more, they take up fewer parking spaces and help to reduce traffic and emissions in Tacoma.

Smart commute programs like reserved carpool parking and daily incentives for alternative commutes bolster parking programs and make commuters feel empowered.

Don't let your parking program keep you stuck in the lot.

The problem with parking is that it's not going anywhere

Parking management is critical for all businesses. Apart from those teleworking, all employees need to get to their worksite. Choosing to provide parking to employees can be an expensive and time-consuming venture for businesses that is often expected by employees. For many businesses, there is more demand for parking than parking spaces available causing parking to become a source of conflict between employees.

A daily parking program is effective for businesses of all sizes and can particularly help to lift a Commute Trip Reduction program to the next level.

We can help to...

- Collect information on your existing parking program
- Create objectives and goals which fit your organization
- Determine the scope and timeline of your program
- Develop complimentary programming to support smart commute choices