



## **Reduce Congestion, Improve Air Quality and Increase Local Business Through Smarter Parking Policies**

Nelson\Nygaard specializes in developing parking plans and management programs that go beyond single-issue parking studies and instead focus on creating livable environments through efficient, fiscally responsible use of parking resources. We are highly experienced in drafting policies, regulatory language and practical implementation plans that set forth successful parking management strategies while understanding the specific needs of a city's administration, advocacy groups, businesses and residential neighborhoods. Nelson\Nygaard is skilled in helping clients understand the real costs of parking and developing strategies for balancing parking demand with financially feasible levels of supply.

Nelson\Nygaard's innovative approach to parking management has produced creative solutions for a wide variety of places, from major downtowns to national parks, and for clients ranging from public agencies and universities to major private employers. We have crafted integrated parking and transportation demand management plans for downtowns ranging from California's small and medium-size cities, such as Glendale,

Petaluma, Ventura and Walnut Creek, to major cities, including San Francisco, and Seattle. Our advanced on-street parking management plans have been the cornerstone for a number of successful downtown and neighborhood plans that have helped cement community support for new approaches to parking. In doing so, we have been able to help these communities achieve their larger goals for transportation, economic development and quality of life.