

So the “Parking Guru” supports parking policy as a remedy to congestion – just as in [Alternatives Approaches released](#) by Keep NYC Congestion Tax Free.

The following comment accompanies a clip for “StreetsFilm.Org, [“Illustrating Parking Reform with Dr. Shoup,”](#) that explains how higher on-street parking fee – as recommended by Keep NYC Congestion Tax Free – would significantly address congestion:

*Shoup concludes that charging more for curbside parking would free up more parking space, reduce congestion-causing cruising and generate funds for local street improvement projects.*

Dr. Donald Shoup is a Professor of Urban Planning at UCLA.

See the entire clip at:

<http://www.streetfilms.org/archives/illustrating-parking-reform-with-dr-shoup/>

As stated in the executive summary of [Alternatives Approaches](#), “Key elements of this alternative plan include:

- Value pricing for curbside parking in the Manhattan CBD. Sharply reducing the number of “free” on-street parking spaces in commercial areas of Midtown and Lower Manhattan and increasing the price of on-street parking.”