

**RESERVED PARKING SPACES AT A PUBLIC INSTITUTION?
CONSIDERING THE USE OF AN AUCTION MODEL FOR PRICING
RESERVED PARKING**

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ABSTRACT

Parking Management Units (PMUs) face the challenge of having to simultaneously serve the needs of a diverse customer group while managing what some perceive as a public service good. Many campuses use permit systems to control access to parking and gain revenue to defray the costs of parking access and management. Many institutions use a tiered permit system to maximize revenue, there may be another method to increase revenue. Using data gathered at a state-funded institution in the Inland Northwest, we explore price sensitivity to investigating the demand function of different users. Our results indicate that some users had inelastic demand, indicating that demand might not decline significantly if permit prices increased.