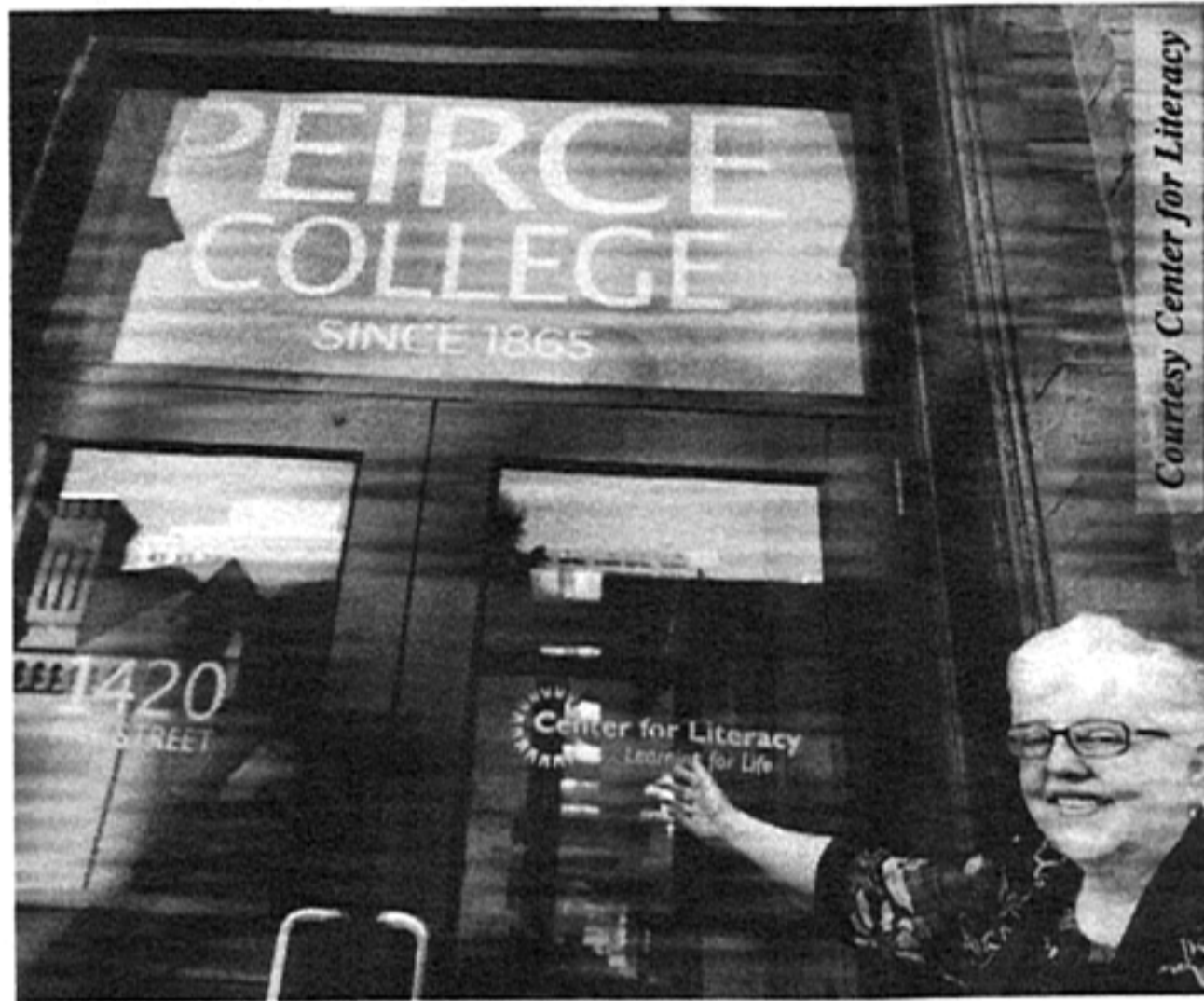


## Center for Literacy Moves to Peirce College

This past summer, the Center for Literacy (CFL) moved from its Old City headquarters into Peirce College campus at 1420 Pine Street; classes started the week of August 12. At this location, CFL offers daytime classes and student support services for its adult learners in English as a second language; individuals who have low levels of literacy or need a high school diploma; and college- and career-readiness classes.

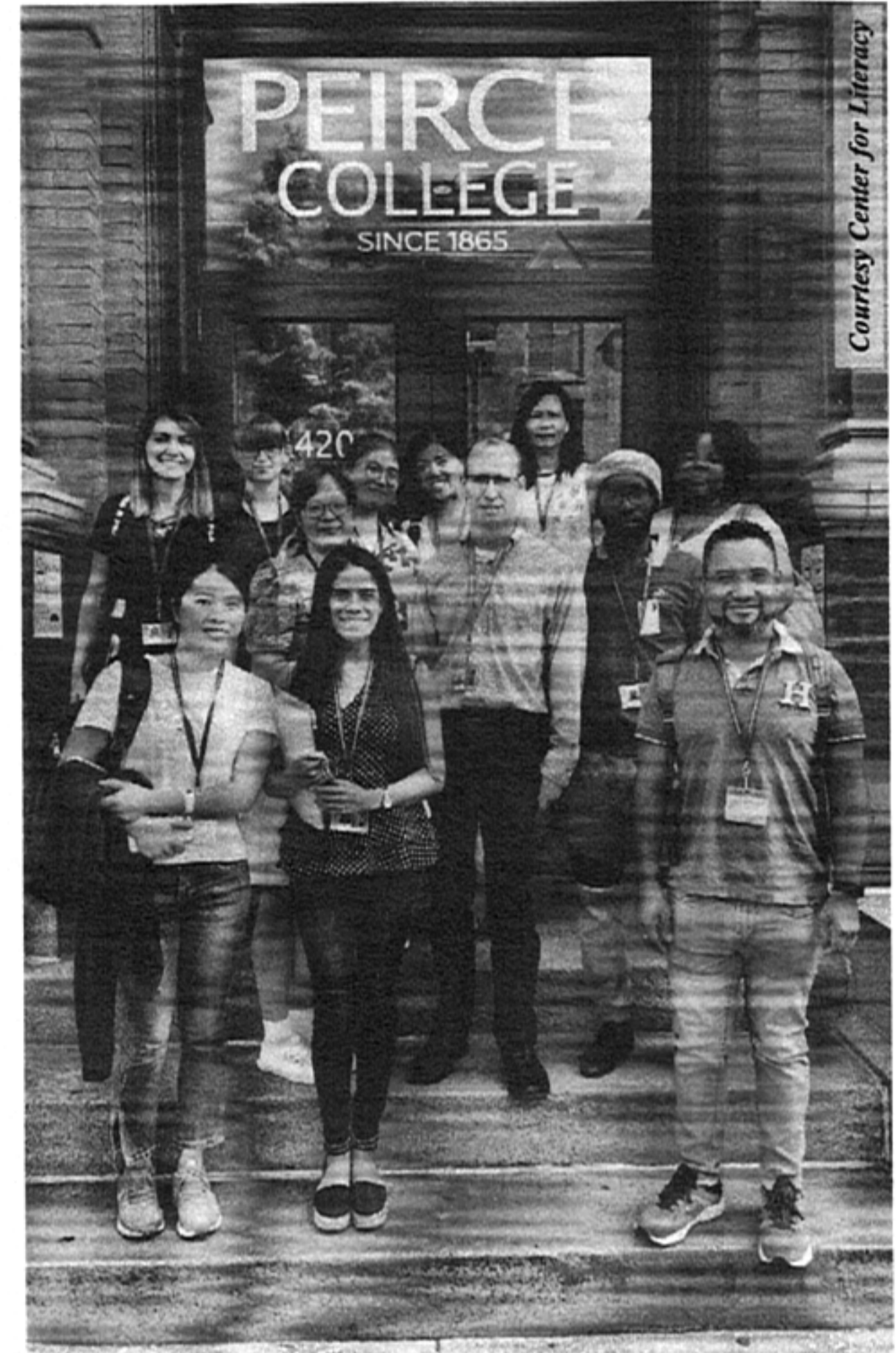


Vicki Lynam, Chief Administrative Officer, at the front entrance.

With state-of-the-art classrooms, the move allows for blended learning (using both online and in-person learning experiences). The new facilities also provide touchdown spaces for instructors, and offices for Student Support Services and administrative staff. Plus, the move substantially reduced the rent.

CFL believes the move to Peirce will inspire adult students to think more about the opportunities for post-secondary education and careers.

CFL continues to provide additional classes, including family literacy, in schools and libraries in low-income communities throughout Philadelphia. Through a new partnership with Philadelphia Technician Training Institute (formerly Berean Institute), CFL now holds classes at that location, 7446 Ogontz Ave. Classes are also held at 17 neighborhood locations across Philadelphia.



ESL instructor, Song Han (back right), with her students.

## CCStreetwise

### Uniform Price Auctions: How to Price Parking Permits

By Bill West

A few years ago, Donald Shoup had a look at Boston's Beacon Hill neighborhood and found there were 983 on-street parking spaces. Only residents with city-issued parking permits could park in these spots. Shoup looked a little further and found that there were 3,933 permits in force. That's roughly four permits for every spot. (Donald Shoup, *The High Cost of Free Parking*, 2011 edition, p. 516; footnotes 31 and 32, p. 552.)

As Shoup points out in his more recent *Parking and the City*, "A district with more on-street parking permits than on-street parking spaces would be like a theater that sells more tickets than it has seats." (Shoup, ed., *Parking and the City*, 2018, p. 484.)

I live in the Rittenhouse area, which is part of Philadelphia's Residential Parking Permit Zone 1. This zone is quite large, with a total of 3,687 zoned parking spaces. (It's so big there's a proposal to split it in two; I agree, but that's another story.)

So, how many Zone 1 parking permits in force? When I looked into it in 2015, there were 6,957, or roughly two permits for every Zone 1 spot.

I agree with Professor Shoup that this is a bad outcome, although my analogy is to an overstuffed trash can. But how do you fix it?

The obvious answer is to charge more for the permit. Currently the Philadelphia permit costs \$35 a year, uniform across the whole city. Every permit costs the same, regardless of the demographics or congestion of the zone. The current process for setting the price is essentially political, and it is not doing the job it should be doing.

Over the ensuing years I have kept coming back to this problem. Fairly early on, I decided that each zone needed to be assigned its own price. The neighborhoods of this city are way too varied for a single price to fit all.



Auctioneer, central Ohio, Ben Shahn/FSA, 1938

But how to determine those prices? For several years, I thought the best idea would be to simply float the price up, a little bit each year, until the number of permits in the zone was in rough equilibrium with the number of spaces.

Then, last year, I was reading Shoup's new book, and on page 484 I discovered the uniform-price auction:

"Consider how a uniform-price auction would work on a block with

Continued p. 13