

Research Summary

Boise Parking Garage Users' Views on Price and Other Options to Improve Parking

Presented to



Capital City Development Corporation and ParkBOI

Presented by



Background & Goal of Parker Opinion Study

Background. ParkBOI operates six public garages in Boise, but the demand for public parking is growing, and often exceeds the capacity. The garages are occasionally full and there's a waiting list for monthly passes used mostly by people who work downtown.

The creation of additional parking-structures is not economically feasible for private developers under the current parking fee schedule. Also, current prices may encourage demand that would otherwise be directed to such other alternatives as walking, biking, or carpooling. This study evaluated public opinion about ways to improve this situation for ParkBOI customers.

Goal. Identify a plan that is fair and acceptable to public parkers, and will:

- ensure sufficient, reasonably-priced downtown parking.
- encourage the use of alternatives to parking (e.g., walking, biking, carpooling).
- provide funding for the development of additional parking structures if supported.

Executive Summary

Background

Surveyed 748 Boise garage parkers, August, 2017, about parking experiences and advice.

Goal: to inform ParkBOI decisions about rates, and the development of new garages and other parking and transit options.

Key Findings

Most parkers were satisfied, though the plurality of Waitlist parkers were dissatisfied.

Parkers agreed - it's important to increase parking options and decrease shortages. Rate hikes were most acceptable if used to increase parking garages and public transit.

Strong agreement: Keep the 1st hour free and raise the hourly rate (after the 1st hour).

Waitlist & Full-day parkers were more open than Monthly parkers to rate increases and parking alternatives, e.g., weekdays-only pass, less convenient garages, park-and-ride.

Tolerable rate increases that maintain current garage levels are: \$35 monthly pass; \$18 full-day rate; \$4.00 for 2nd-and-later-hours. Waitlist and Full-day parkers will fill in where current, Monthly pass holders drop out.

Parkers will move first to less expensive, less convenient garages or other parking when choice garages become too costly.

Recommendations

Keep the 1st hour free, raise later hours' rate.

Raise long-term rates by 30%-50% but work to improve customer care and satisfaction.

Connect with parkers. Establish ongoing contact with Monthly, Waitlist, and Full-day parkers to improve customer care and tailor products to fit demand.

Work with employers to improve service, rate options, and product fit.

Background - Method

Online Surveys & Phone Interviews with Boise Public Garage Parkers

748 Completed Surveys: 480 Long-term parkers (260 Monthly Pass holders, 104 Waitlist, 116 Full Day), 268 Hourly parkers.*

3.6% overall margin of error – 4.5% for Long-term, 6.0% for Hourly.

13-minute online survey (16 minutes by phone), August 12–20, 2017.

Random calls to 2,200 area phones - 50% cell/50% landline.

Emails and phone calls to (a) 525 persons on CCDC's lists of Waitlist and Monthly pass holders, and to (b) 1,200 persons who gave permission and contact information during street intercepts near public garages in late July.

Street intercepts July 19 - August 8 near Boise public garages on five days and evenings to gather prospective respondent contact information for the survey.

Open-access link to survey posted on ParkBOI splash page and special survey web page.

Incentives given for participation in intercepts and surveys.

*People often belonged to multiple parker groups, e.g., Waitlist & Full-day. For the survey, they were classified in the highest group to which they fit, in this order:
1.Monthly, 2.Waitlist, 3.Full-day, 4.Hourly

Survey* Content & Structure

Screening – to insure that respondents were adults and Monthly or Waitlist or Full-day or Hourly parkers who park at least once monthly in Boise public garages.

Introduction – *We're surveying people who park in public parking garages in Boise to learn their experiences and advice.*

Experience Questions

- Parking experience, satisfaction, and importance of increasing parking options (ASKED of ALL respondents).
- Likelihood of purchasing new monthly pass options (ALL Monthly and Waitlist parkers, and interested Full-day parkers).

Parking Rate Questions

- Support rate increase if the revenue were used to increase garages, increase park-and-ride, increase public transit, increase bike and alternative transit options? (ALL).
- Which rate increase? (ALL)
- How much more would you pay? (ALL, with separate sections tailored to parker type and current monthly parking expenditure.)
- What would you do if the garage cost were too high? (ALL)

Demographic Questions (ALL)

*Appendix D, Slide 56 for full questionnaire.

Respondent Profiles

The average survey respondent: Lived in Boise or Meridian. Parked 6 times per month for work or for restaurant dining. Was 18-54. Spent \$20-\$100 per month to park. Had a household income of more than \$75,000. Completed the survey online.

The four parker segments differed markedly, but also overlapped.* Many Waitlist parkers paid Full-day fees and many Full-day parkers sometimes paid by the Hour. Waitlist parkers expect to hold a Monthly pass one day.

Hourly Parkers – Social Visitors:

(n=268) Youngest or oldest. Live in Boise. Park least frequently (\$19/month) - Mostly to dine.

Full-day Parkers – Travel for

Work: (116) Youngest. Park 6 days/month (\$72) to work. Least affluent. More men. 4 in 5 want a Monthly pass. 1 in 5 park & earn less.

Monthly Pass Holders – Middle-age Professionals:

(260) Second-oldest group. Park 17 days/month (\$81) to work. Most affluent. Biggest employer subsidy.

Waitlist Parkers – Younger Family

Providers: (104) Live farther away. Younger than pass holders. Pay full-day fees 8 times/month (\$101). Most stressed, least satisfied.

*Respondents who belonged to multiple groups were classified in the highest group to which they fit, in this order:

1. Monthly 2. Waitlist 3. Full-day 4. Hourly

The Garage Parking Experience

Satisfaction – 67% of all parkers were satisfied with their experience parking in Boise’s public garages. Hourly parkers were highly satisfied; but half of Waitlist parkers were dissatisfied.

Parking Difficulty - 41% said they “never” have difficulty finding parking in a downtown garage; 45% “sometimes” did. Waitlist parkers experienced the most frequent difficulties.

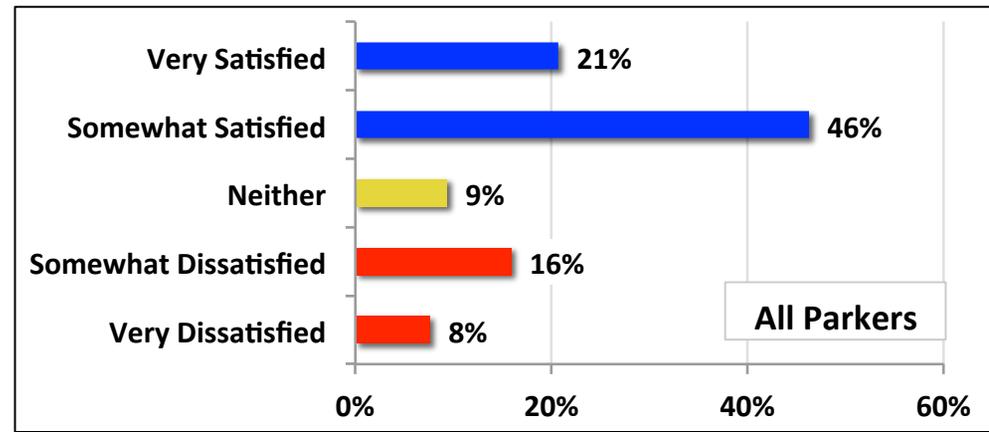
Resolution of Difficulty - Half (53%) of parkers sought alternate parking places off- or on-street, that might be less convenient or more expensive, when they had difficulty in a garage. One-quarter (26%) looked in another garage.

Amount Spent Monthly - Hourly parkers reported spending about \$20 per month on average; Monthly pass holders - \$80; Waitlist parkers \$100; and Full-day parkers \$70. Four in 10 of the Monthly pass holders were fully or partially subsidized by an employer.

Satisfaction with Parking Garage Experience

Overall, how satisfied or dissatisfied are you with your experience parking in public garages in Boise?

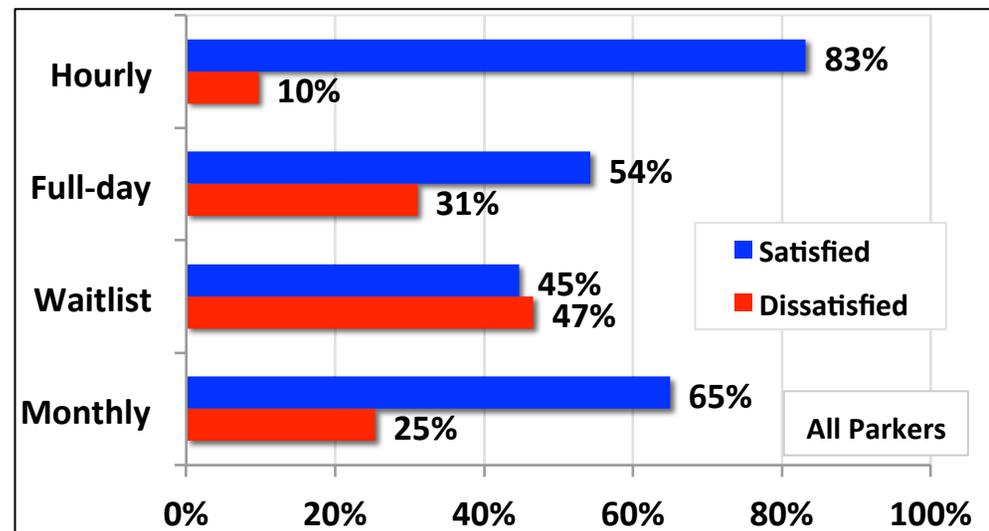
67% of parkers were “somewhat” or “very” satisfied with their parking experience. But one-quarter were dissatisfied.



83% of Hourly parkers were satisfied, compared to just 45% of Waitlist parkers.

More Waitlist parkers were dissatisfied than satisfied.

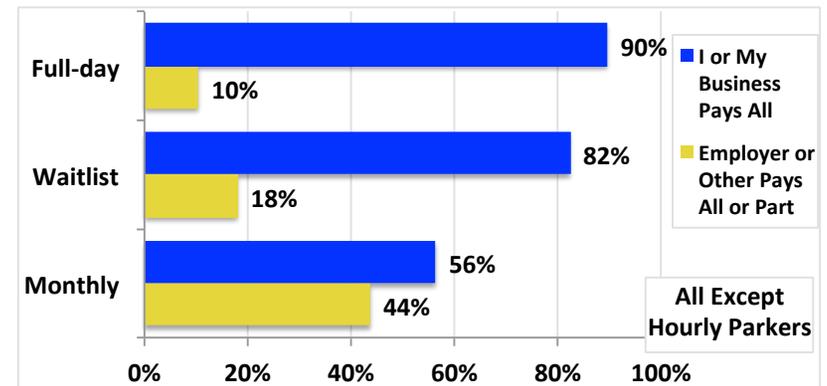
Monthly and Full-day parkers were in between.



Who Pays Your Parking & How Much Do You Personally Pay

Do you (will you) personally pay your monthly parking costs, or does (will) your employer, your own business, or someone else pay for it?

The majority of parkers without a monthly pass paid their full, monthly parking costs. By contrast, more than 4 in 10 of Monthly pass holders received a partial or full parking subsidy from their employer.



On average, how much do you personally spend per month for your own parking in downtown Boise garages? Do not include the amount that your employer or anyone outside your family might pay.

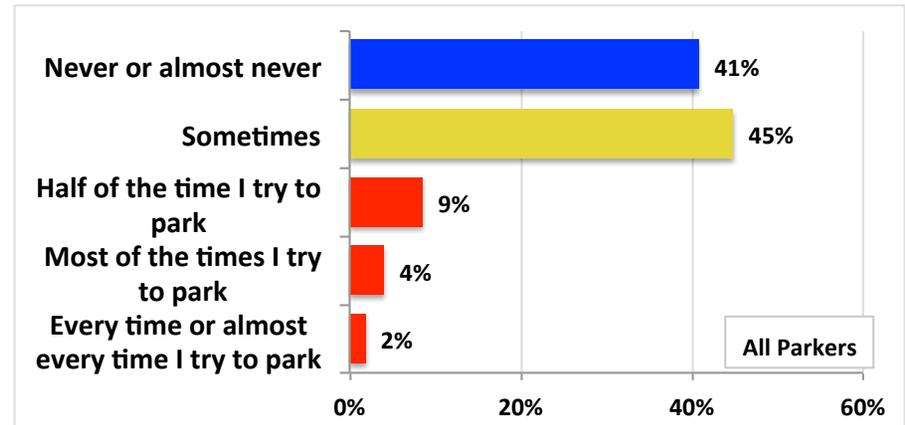
On average, Waitlist parkers paid the most per month for garage parking, with a range from \$0-\$375 per month: 6 in 10 pay full-day fees.



Most Parkers: Never to Sometimes Have Difficulties Finding Parking

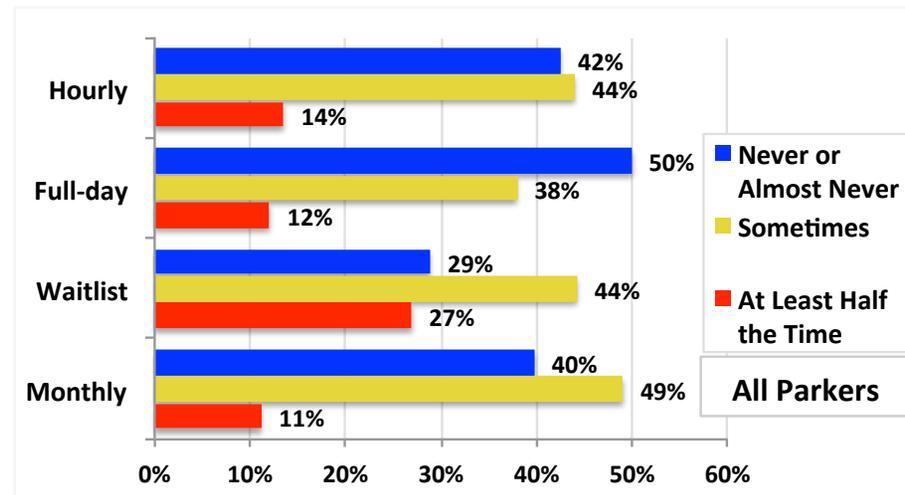
How often do you experience any difficulty in finding parking in a downtown garage?

41% of parkers “never” had difficulty finding parking in a downtown garage; 45% “sometimes” did.



Only Waitlist parkers had a high proportion (27%) experiencing difficulty at least half of the time, perhaps contributing to their high dissatisfaction.

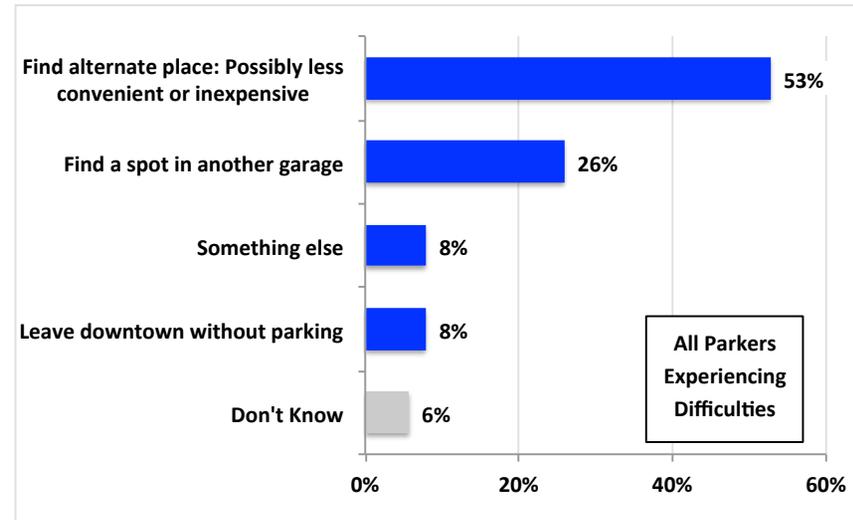
Half of Monthly parkers sometimes had difficulty.



Actions When You Have Difficulties Parking

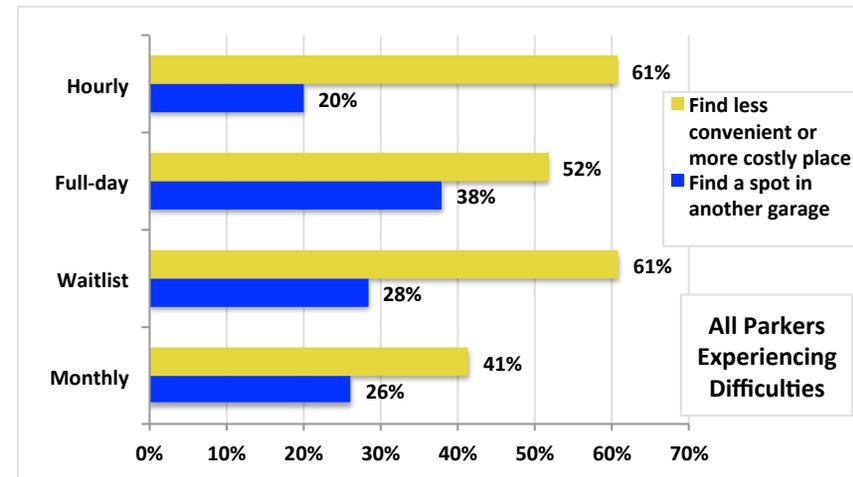
When you have difficulty finding parking in a downtown garage, how do you usually resolve that problem?

Most parkers said they seek alternate parking places off- or on-street that may be less convenient or more expensive.



Monthly parkers were less likely than others to seek non-garage parking.

61% of Hourly and Waitlist parkers looked outside garages on streets or in lots.



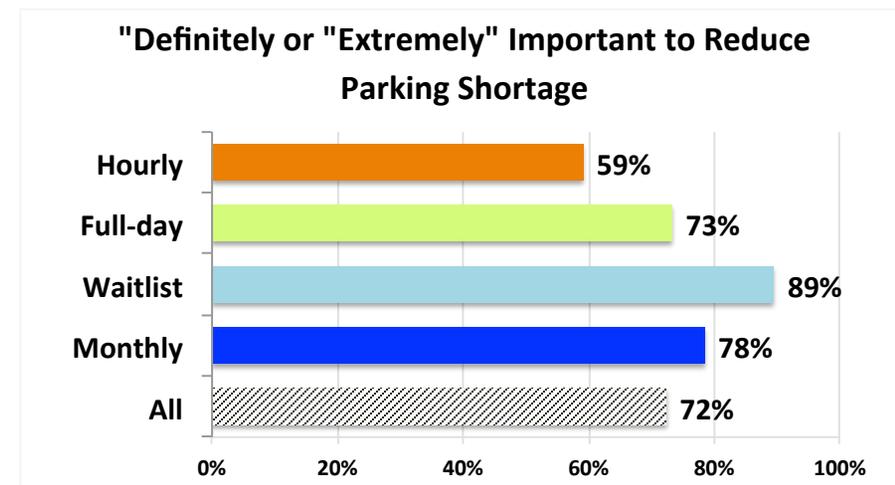
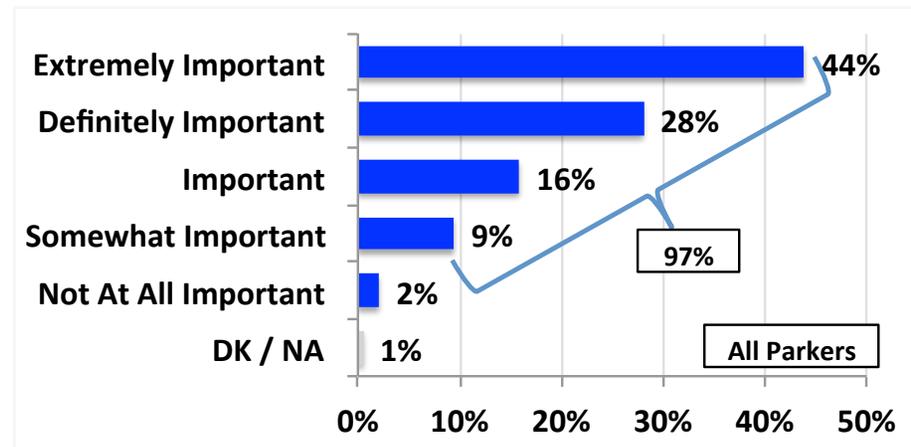
Nearly All Said It's Important to Expand Parking

How Important do you think it is to make changes that will increase the parking options and reduce the shortage of downtown garage parking?

Nearly $\frac{3}{4}$ of parkers said that it's "extremely" or "definitely" important to reduce the parking shortage.

97% said it was at least "somewhat important."

Waitlist parkers were the most likely to say the increase in parking options was definitely or extremely important, followed by Monthly and Full-day parkers.



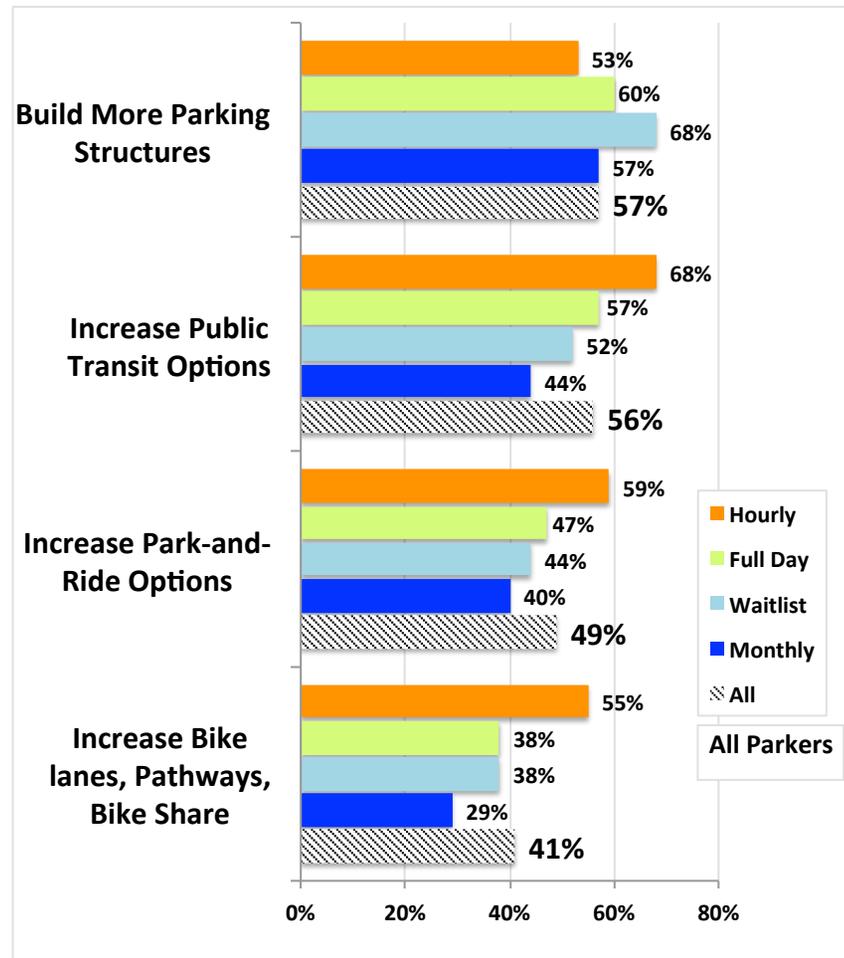
Only New Parking Structures Persuaded Monthly Parkers

Parkers would be most likely to support a parking rate increase if the revenue went to increase garage parking or public transit. But, parkers differed in how easily persuaded.

Nearly 6 in 10 of all parkers would support a rate increase if the money were used to build more garages or to increase public transit. Half were convinced by increasing park-and-ride options; 4 in 10 by increasing alternative transportation.

A majority of Hourly parkers would support a rate increase if the revenue were used for any of the four options presented.

The only option causing a majority of Monthly pass holders to support a rate increase was the building of more parking structures.

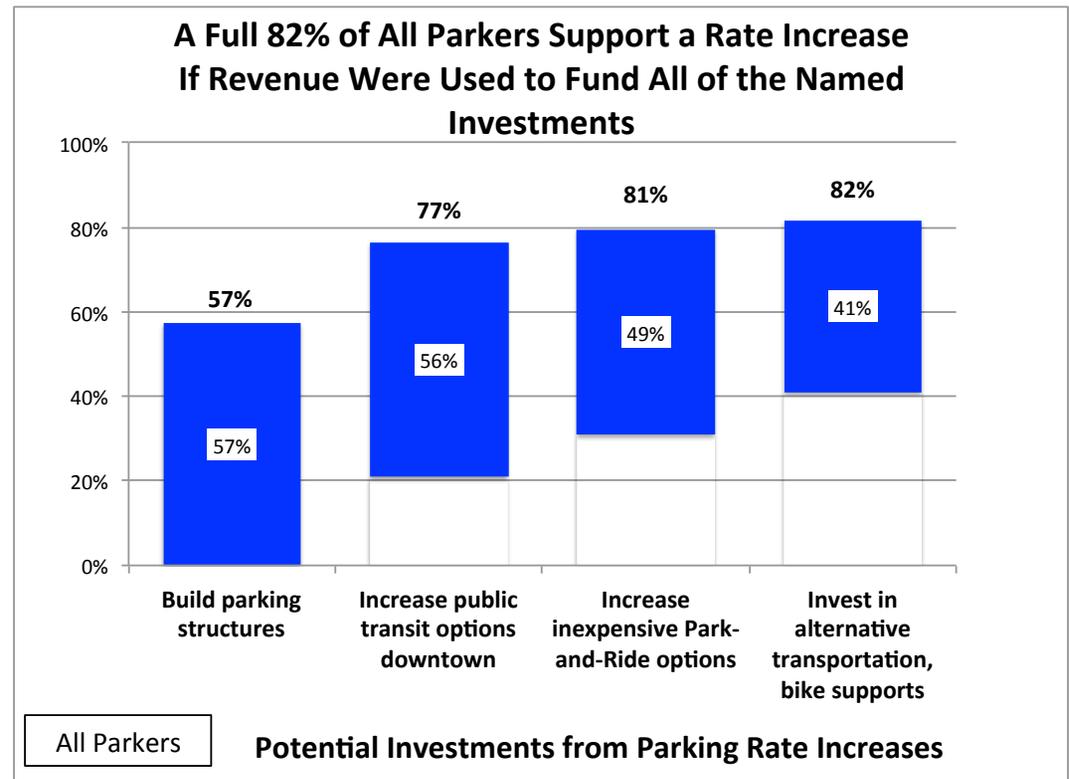


Add Garages, Public Transit to Justify Rate Hikes

Parkers would be most likely to support a parking rate increase if the revenue went to increase garage parking or public transit options.

Though any one of the three top-valued uses of the rate increase convinced half or more to support the increase, just 81% of parkers would be supportive if all three of the top efforts received the revenue. That's because the majority of those convinced by any one of the uses, was convinced by one or more of the others.

The first two – building more structures and increasing public transit – captured the vast majority of the potential supporters.



Rate Increase – Choose 1

Choose just one type of rate increase:

- Eliminate 1st hour free and change it to the current hourly rate of \$2.50 ... OR
- Keep 1st hour free and raise later hours to \$3.50 ... OR
- Raise monthly rates from \$130 to \$190

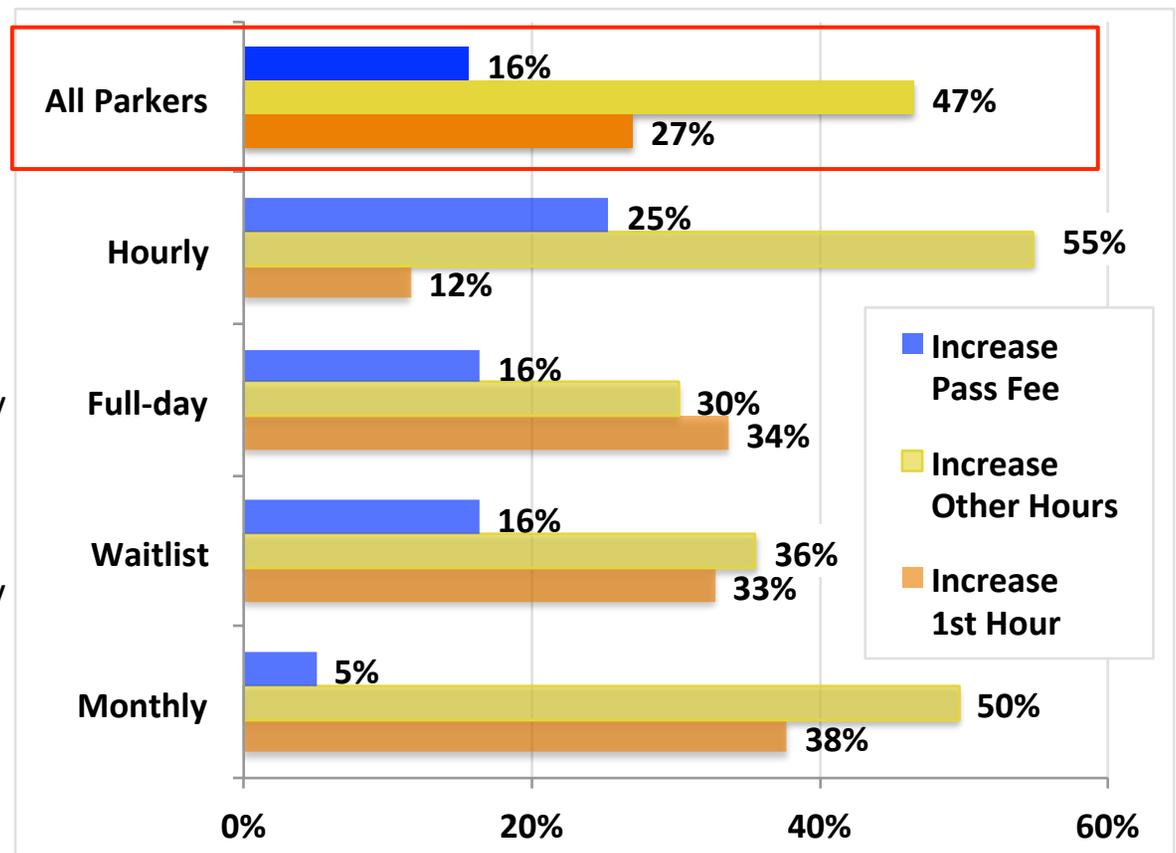
Preserve 1st-Hour-Free & Raise Hourly Rates

Nearly half of all respondents said to *keep the 1st hour free and raise the 2nd and later hourly rate to \$3.50*, when forced to choose among three alternatives - raising only 1st hour rate vs. raising only later hours' rates vs. raising monthly rates.

The most popular rate hike overall, with nearly half choosing it (47%) was to leave the 1st hour free and increase the cost of the remaining hours to \$350.

Only 16% overall said to raise monthly parking rates – even Hourly parkers favored raising hourly rates over monthly rates.

When given the option, the majority (57%) said the rate increases should be spread across two or all three pay types. The Rest wanted the cost increase to be for just one option – typically, the one that affected them least.

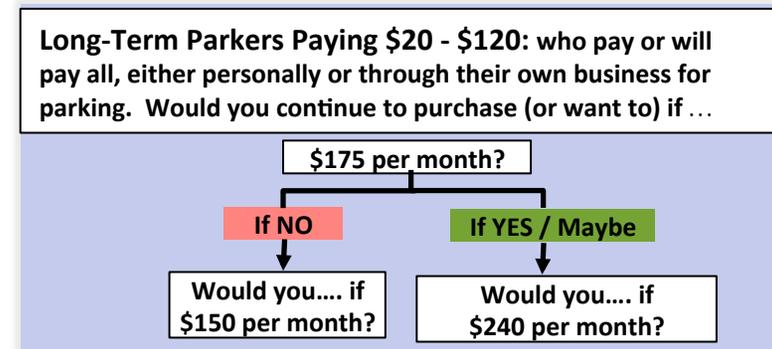
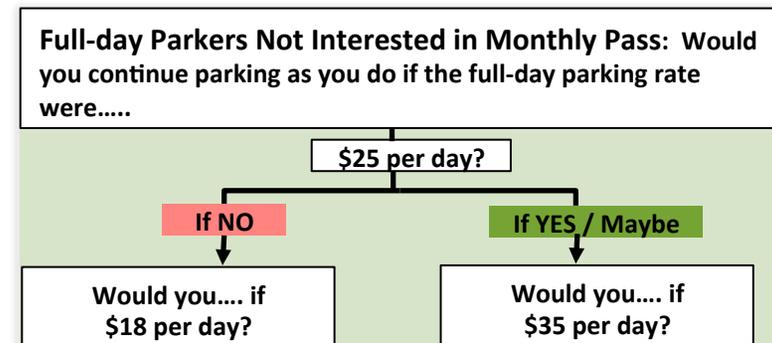
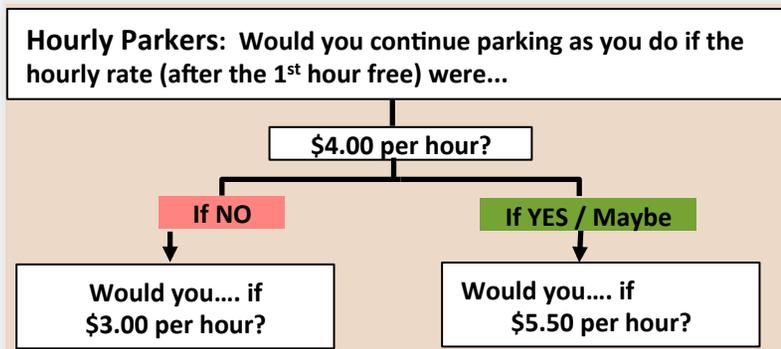


What Rate Increases Will Parkers Tolerate?

Parkers responded to rate challenge questions asking whether they would continue to park, or to purchase a pass, as they currently do, if the rates increased by certain amounts.

The first challenge amount was about 45% higher than they currently pay; the second was either higher or lower than that, depending on their answer.

These three flow charts illustrate the questions and amounts for the three parker types: Hourly; Full-day who were not interested in a monthly pass; and Long-Term (Monthly and other long-term parkers interested in a monthly pass). Details in Appendix C, Slides 52-54.

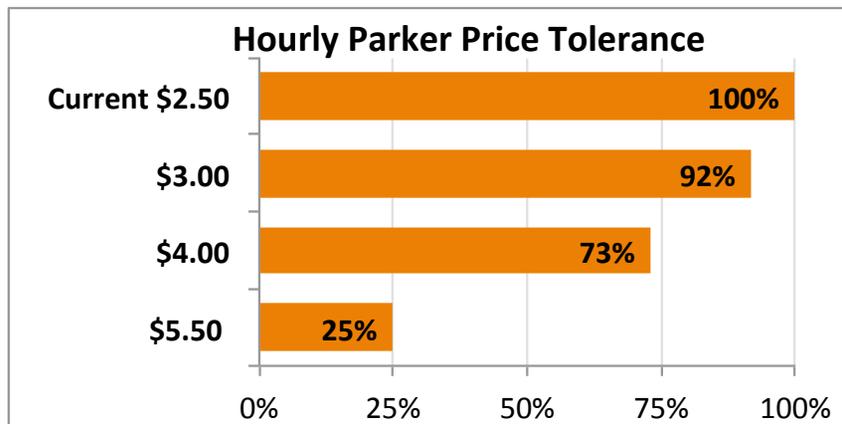


Full-day and Hourly Parkers Tolerate 50%-60% Rate Hike

Hourly Parkers

73% of Hourly parkers would pay up to \$4.00 (after the 1st free hour) – a 60% rate increase.

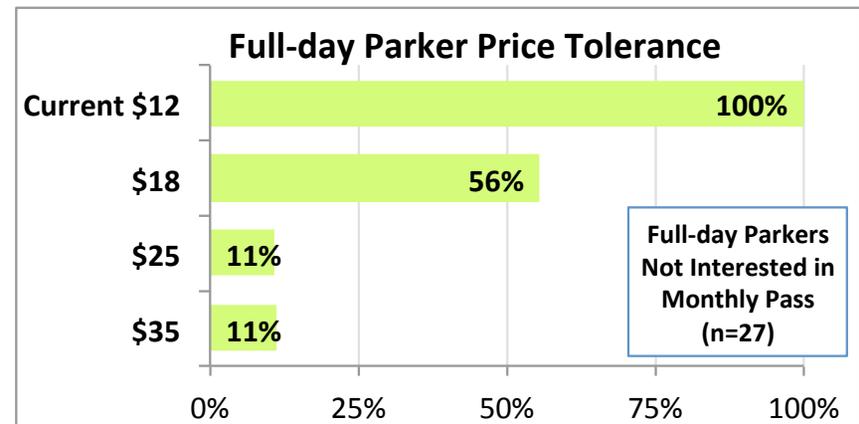
25% would pay up to \$5.50 per hour.



Full-day Parkers Not Wanting a Monthly Pass

56% would pay up to \$18 per day – a 50% rate increase.

11% would pay up to \$35.

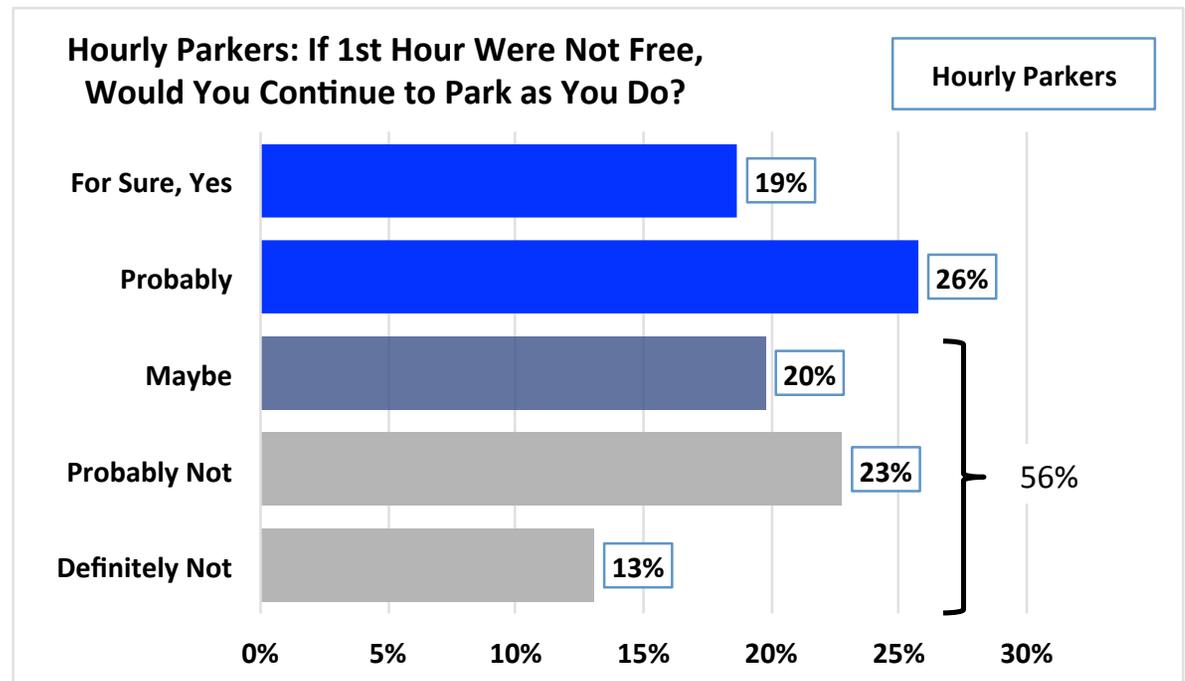


The 27 Full-day parkers (21% of all Full-day respondents) answering this question were not interested in a Monthly pass, presumably because they spent less on parking than those who wanted the pass (\$30 vs. \$85 per month. Details, Slides 38-39).

Hourly Parkers Reacted to 1st Hour Free Change

More than half (56%) of Hourly parkers might change their parking if the 1st hour were no longer free - 4 in 10 probably or definitely would change.

Only 1 in 5 (19%) is sure their parker behavior would remain the same.



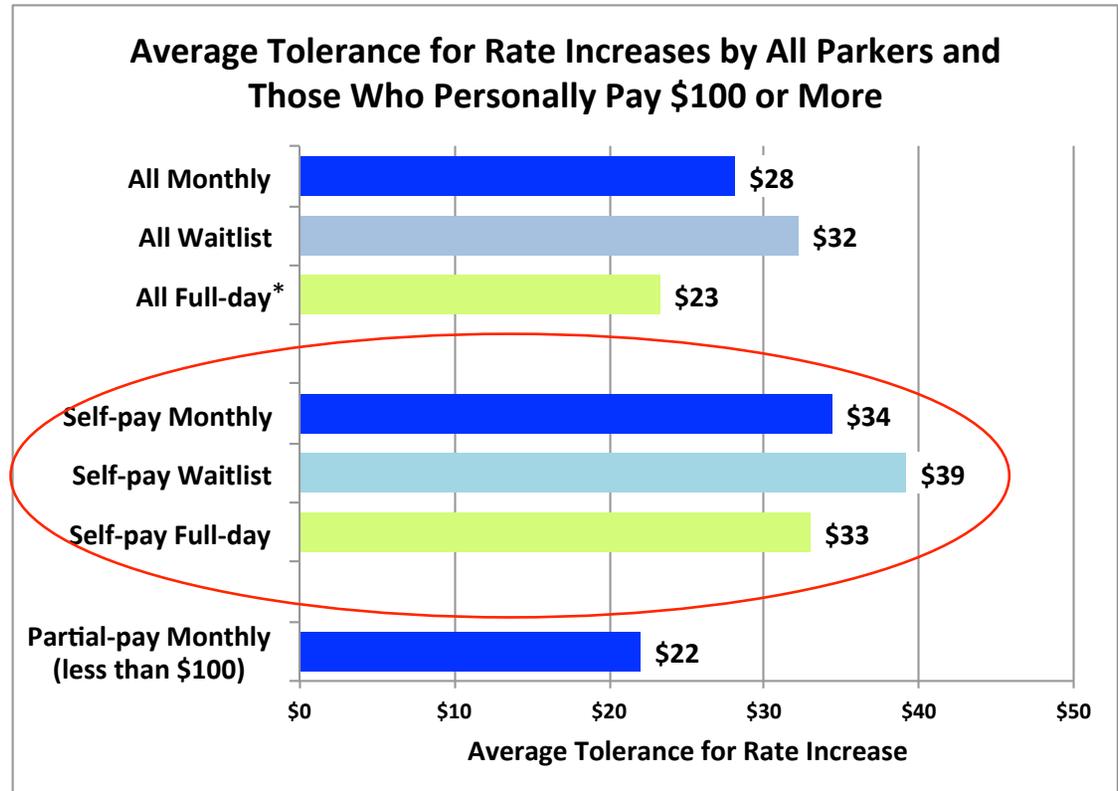
*Rounding causes percentages to not always sum to 100.

Tolerable Long-term Increase \$30-\$40 / Month

All Long-term Parkers - On average, long-term parkers would tolerate a 36% rate increase, or a personal increase of about \$30 per month: \$28 Monthly; \$32 Waitlist; \$23 Full-day.

Self-pay, Long-term Monthly Parkers - The vast majority of long-term parkers who responded pay the full fee themselves, and on average they would tolerate increases of: **\$34** Monthly; **\$39** Waitlist; **\$33** Full-day parkers.

Partial-pay Monthly Parkers - The cost-hike tolerance among monthly parkers who pay only a fraction of their monthly cost was about **\$22**.

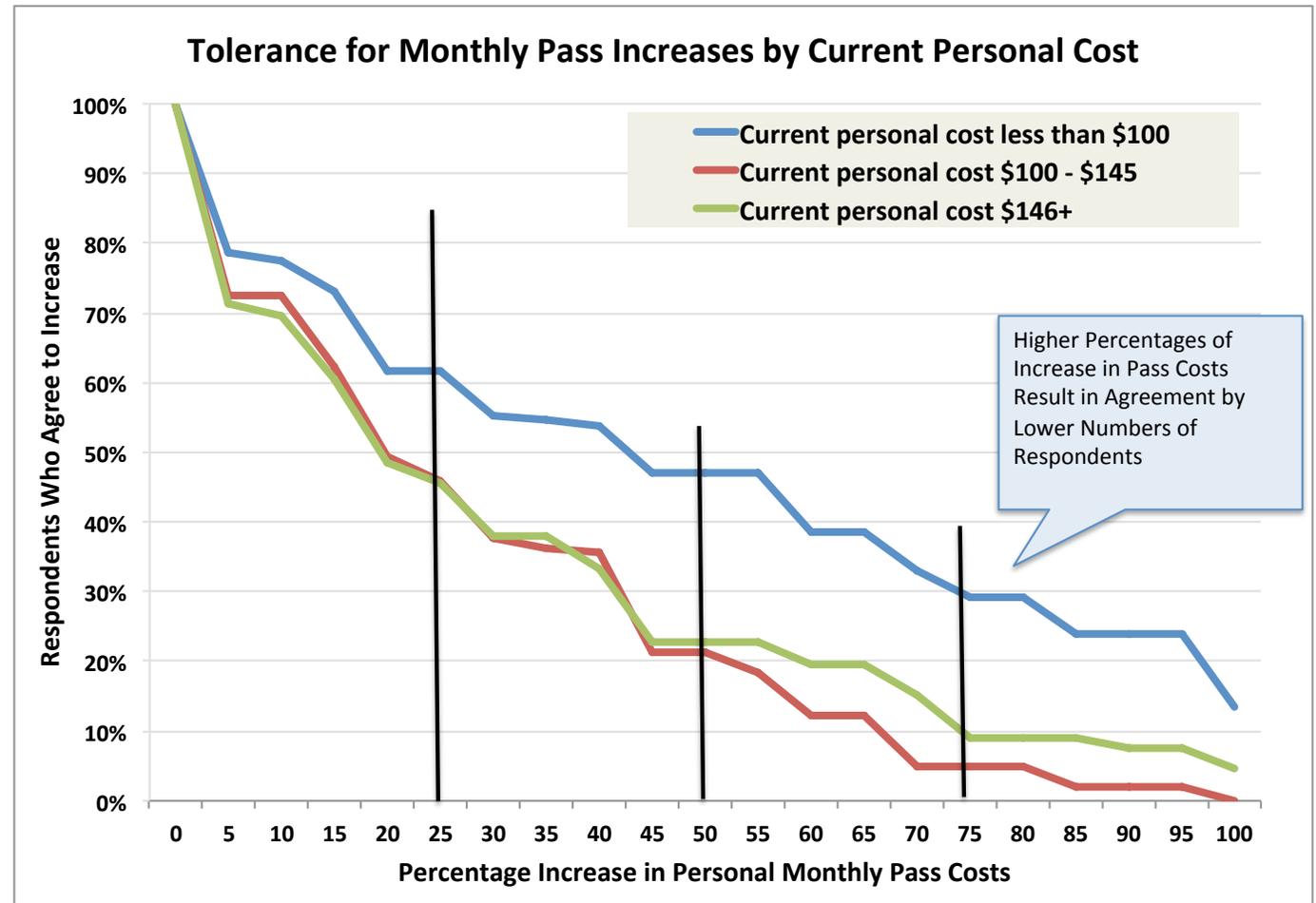


*The 89 Full-day parkers (79% of all Full-day respondents) who were interested in a Monthly pass, presumably because they spent an average of \$85 per month on parking (Slide 38-39 for details).

40%-55% Said “Will Not Buy” If Cost is 30% More

On average, a 25% increase is tolerated by: 62% of those currently paying less than \$100/month; and 46% of those paying more.

47% of those paying less than \$100/month tolerate a 50% rate hike, compared to just 20% of those currently paying more than \$100.



Replacement Sweet-spot: Current Monthly v. Other Parkers

Monthly pass holders reported they would discontinue their monthly passes when their personal costs became too great. Other buyers expressed interest in purchasing passes at the price current pass holders declined. They include:

Waitlist parkers. Six in 10 Waitlist parkers pay the full-day maximum – a much more costly parking option – and are waiting for one of 1,800 current monthly passes.

Full-day parkers. They are not on a monthly-pass waitlist, though 79% of them expressed interest in purchasing a monthly pass.

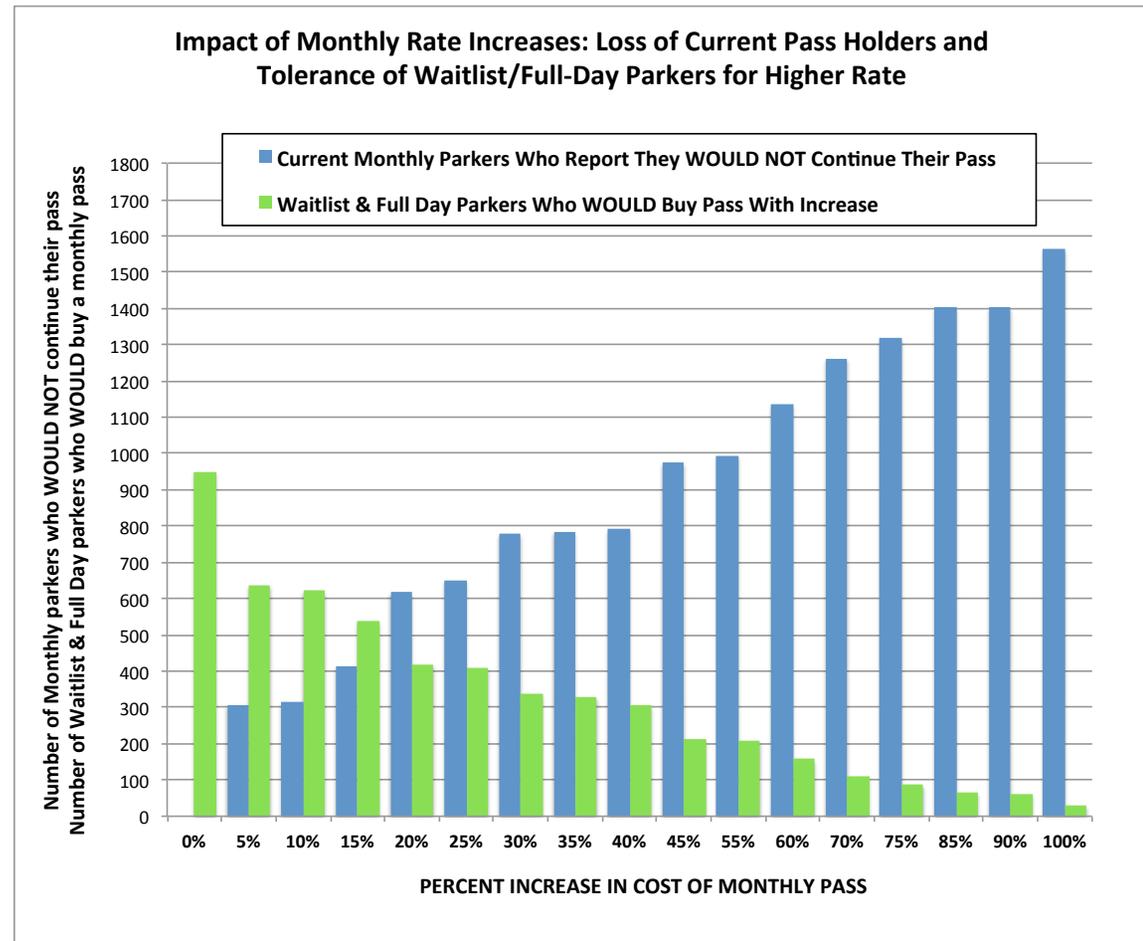
Other downtown parkers. A potential pool of parkers who currently use other parking facilities because there are no affordable alternatives in the ParkBOI parking structures.

The rate-increase “Sweet-spot” would balance the loss of current Monthly pass holders with an influx of parkers ready to purchase passes. For example, a 30% increase in pass costs was unacceptable to 44% of current Monthly pass holders. But at the new rate, 43% of Waitlist and 25% Full-day parkers would still be interested in purchasing passes.

Waitlist and Full-Day Parkers Replace Lost Monthly Pass Holders

When asked about increased fees, Monthly pass holders reported they would decline to renew their pass when fees became intolerable. Some Waitlist and Full-day parkers were interested in buying the more expensive passes.

As seen here, if rates were increased 15%, more than 400 current Monthly parkers would want to leave, but more than 500 Waitlist and Full-day parkers would want the available passes.

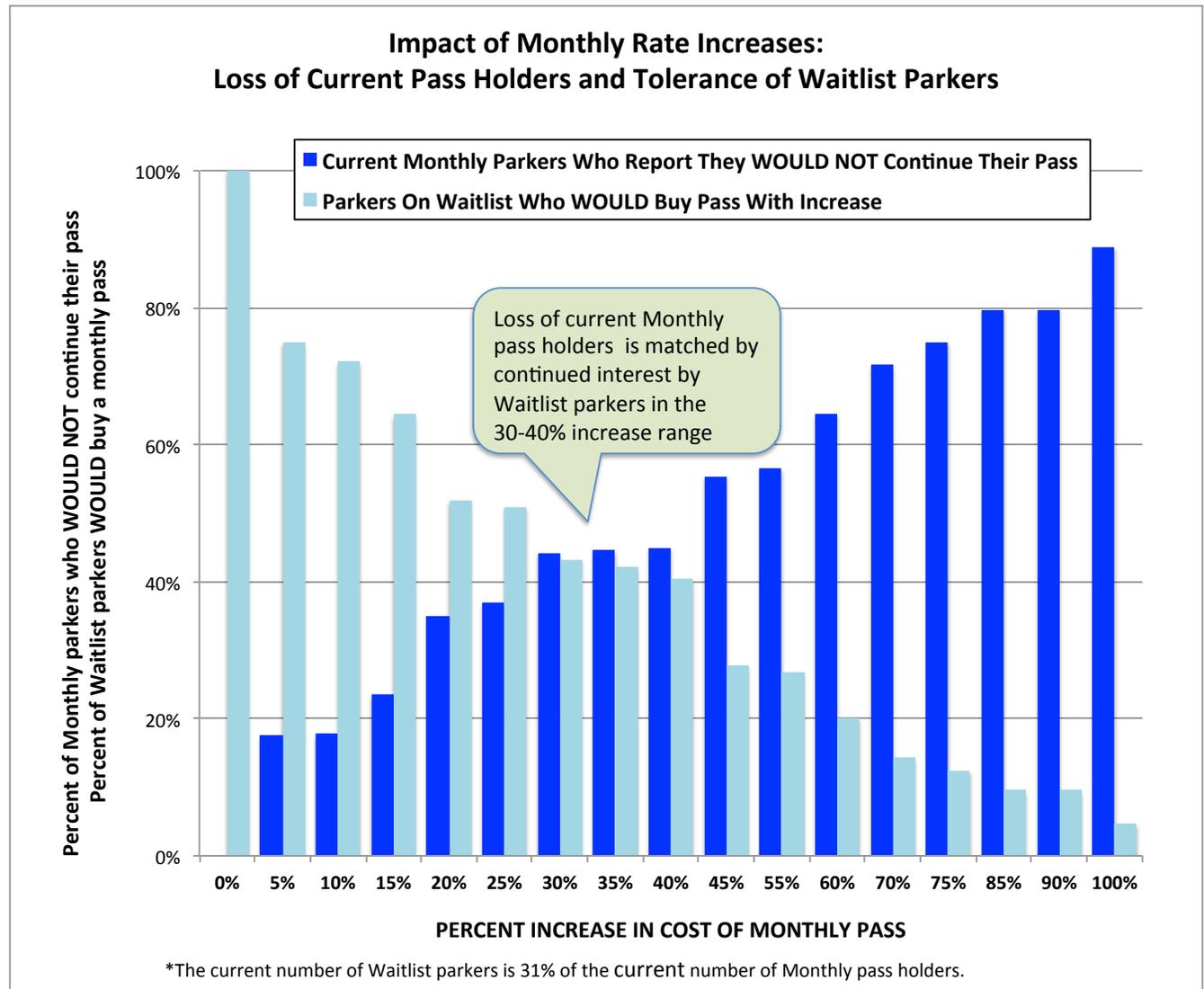


These estimates derive from findings in the following two slides, which show proportions of each group who would drop out at each level of rate increase. These estimates assume 1,759 Monthly parkers; 550 Waitlist parkers; and 400 Full-day parkers.

Waitlist Parkers Replace Lost Monthly Passholders At \$36-\$54 Increase

Monthly pass holders reported they would decline to renew their pass when fees became intolerable. This chart shows the proportion of Waitlist parkers interested in buying the more expensive passes declined by Monthly users.

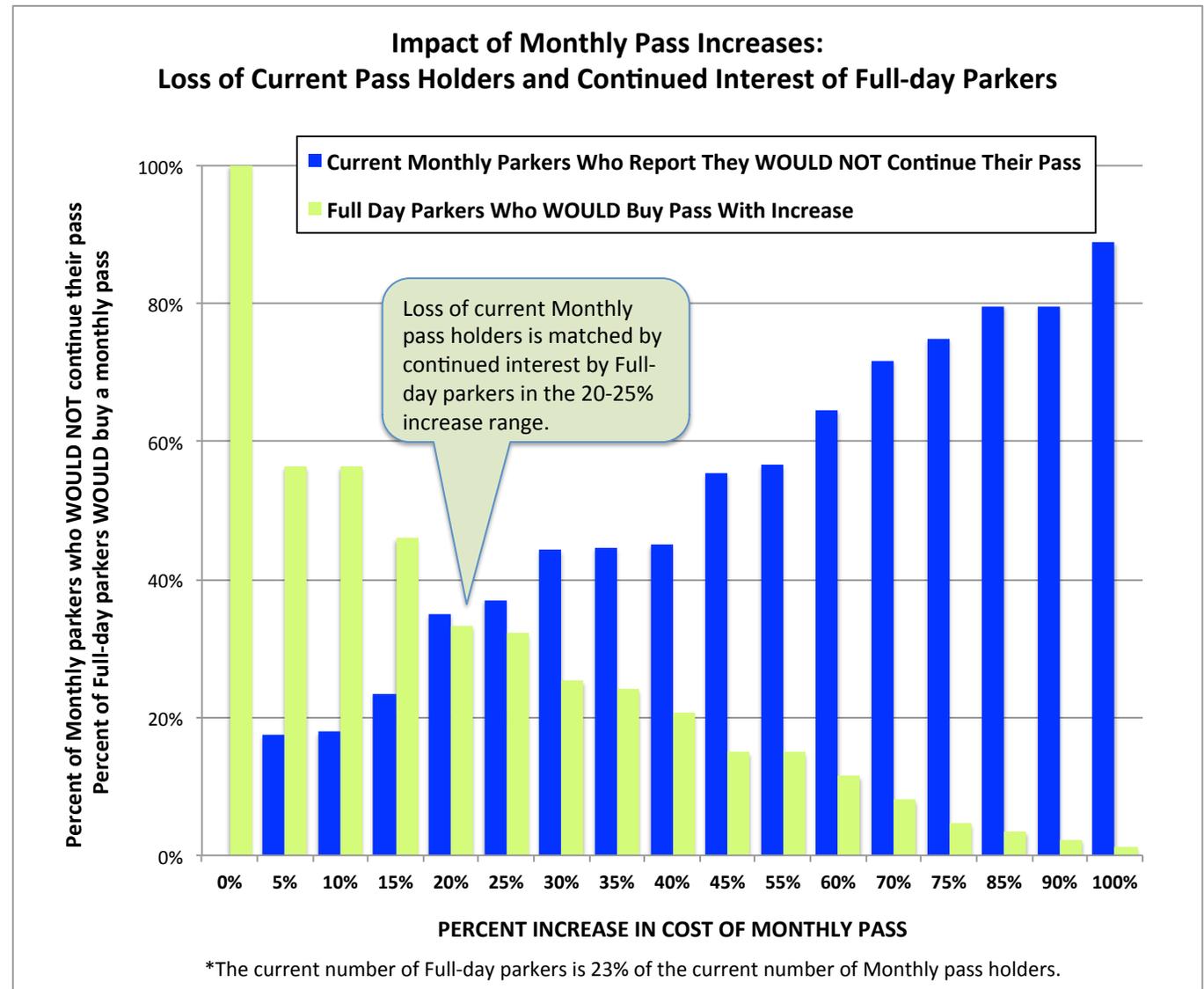
For example, 42% of current waitlist parkers reported they would still be interested in obtaining monthly passes if fees were increased by 35%.



Full Day Parkers Replace Lost Monthly Passholders At \$24-\$34 Increase

Likewise, 24% of Full-day parkers said they would be interested in obtaining passes, even if the fees increased by 35%.

This was the price at which 45% of current Monthly pass holders said they would not renew their pass.



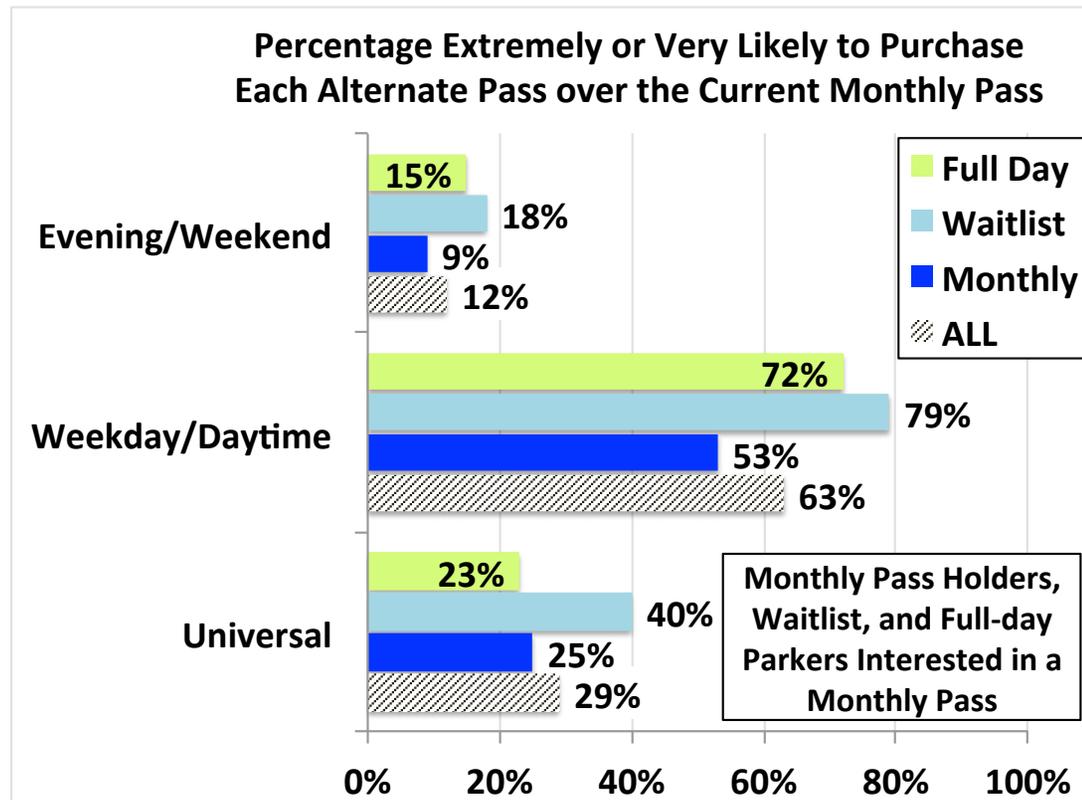
Weekday Pass – Most Appealing Alternative

6 in 10 Long-term parkers said they would buy a Weekday/Daytime pass at a 10% discount, instead of the standard, 24/7 pass.

63% were “somewhat” or “extremely” likely to buy a “A **Weekday/Daytime Pass** for use Monday through Friday, 7am-7pm, for 10% less than the standard pass.”

The Waitlist parkers were more likely than other long-term parkers to choose each of the monthly pass alternatives.

They appear anxious for any solution to their current wait.

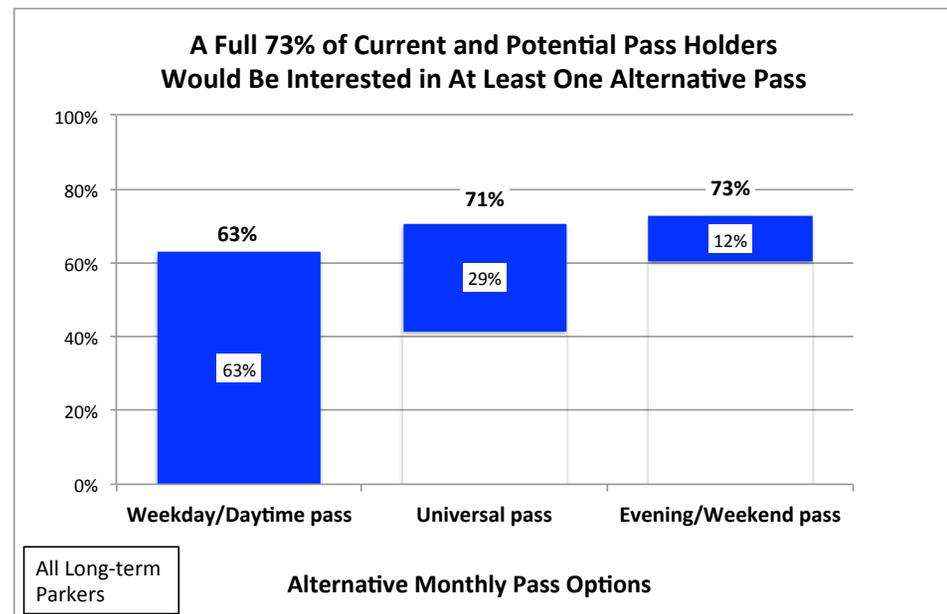


High Interest in Monthly Pass Alternatives

Monthly, Waitlist, and “Interested” Full-day parkers were likely to purchase the new monthly pass options over the current pass – the Weekly/Daytime pass was most popular.

63% would buy a **Weekday/Daytime Pass**, 29% for a **Universal Pass**, and 12% an **Evenings/Weekends Pass**.

If all three options were offered, a **total of 73% of all Long-term parkers, and 88% of Waitlist parkers**, would purchase one of the alternatives over the current monthly pass. As seen in the figure, most of those who would purchase a Universal would also be willing to purchase and Evening/Weekend pass; nearly all who would purchase a Universal would purchase a Universal. In other words, adding the Evening/Weekend option to the other two gains almost no additional buyers.

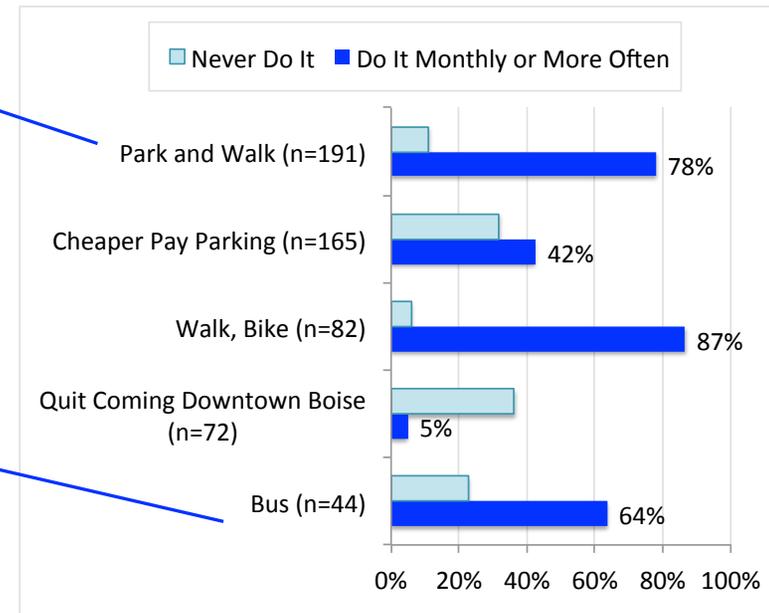
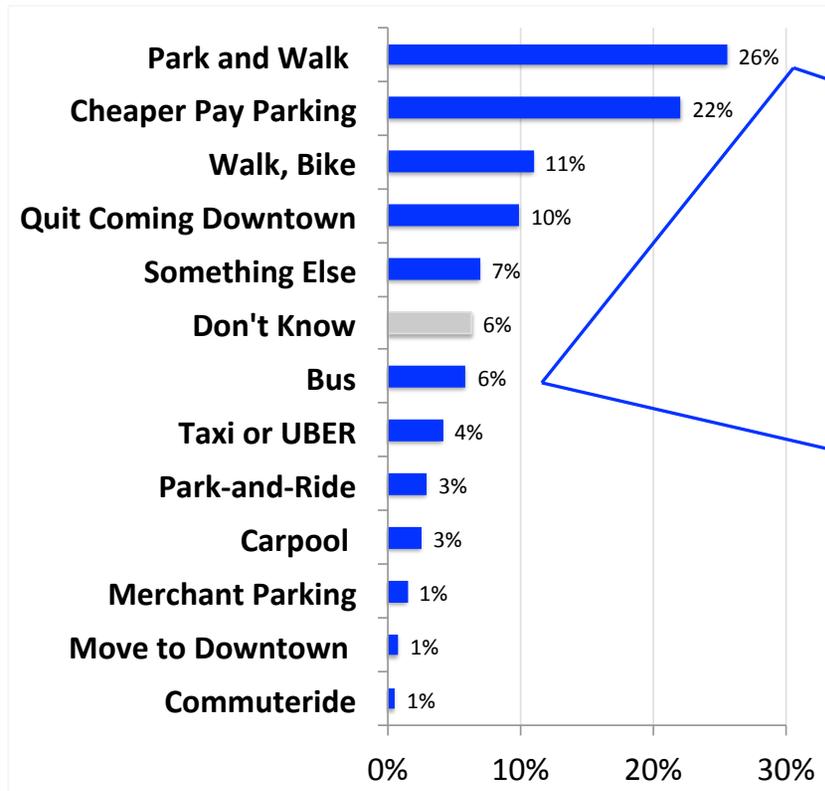


When Rates Are Too High

Respondents said

- What they would do;
- How often they already do those things; and
- How likely they were to do three specific alternatives to parking.

Too Expensive? Park Cheaper & Walk Farther

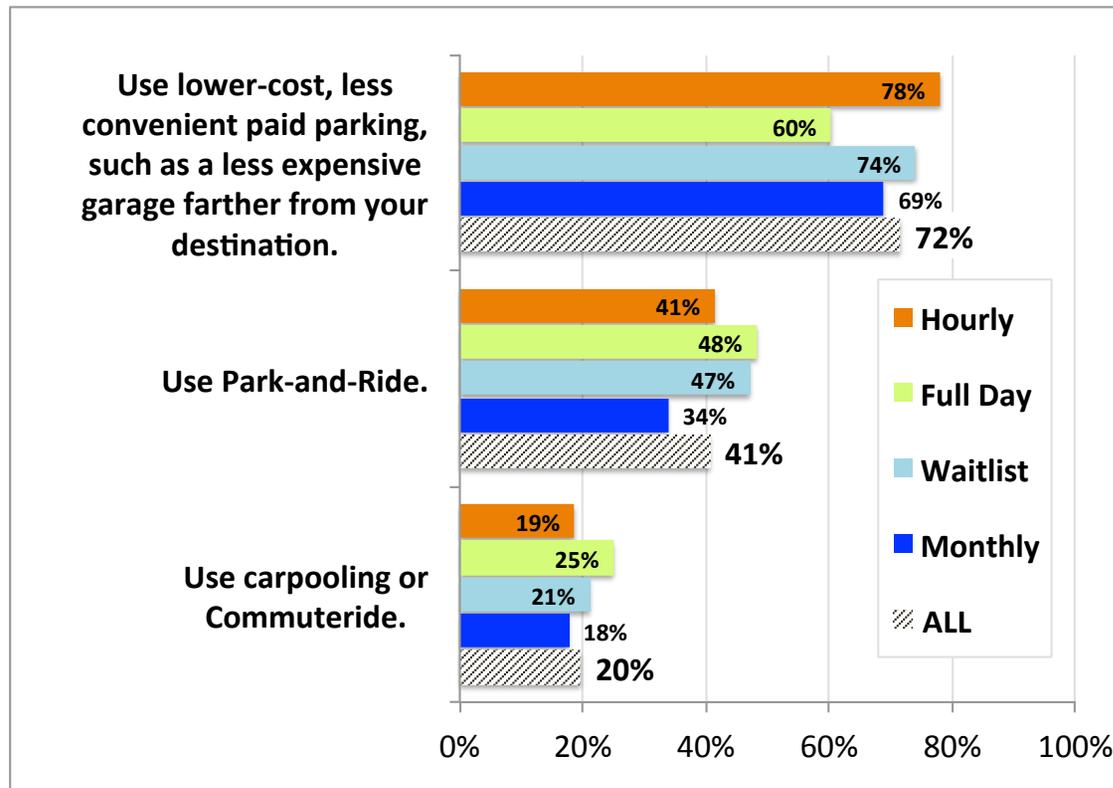


People who chose the most common options generally already did them once per month or more often – except for discontinuing downtown visits.

Across parker types, the most popular solutions to unaffordable parking were to park farther away or to park in less expensive places, and walk.

Too Expensive - Would You Do This?

When asked directly about three options:



A full 81% would use one or more of the three alternatives.*

Nearly $\frac{3}{4}$ of parkers would use lower-cost, paid parking in lieu of unaffordable parking.

4 in 10 would use Park-and-Ride, most notably Full-day and Waitlist parkers.

1 in 5 said they would carpool or use Commuteride.

*Slide 46 for details.

Findings Summary

Satisfaction varied by parker group. 8 in 10 Hourly parkers were satisfied versus 5 in 10 Waitlist parkers.

Parkers support expansion. Nearly all said it's important to increase parking options and reduce shortages - Waitlist parkers were most emphatic.

Increase rates to build garages and public transit. Parkers supported parking rate increases that would be used to build more parking structures or increase public transit options.

Keep 1st hour free; raise 2nd and later hours. Parkers most often supported keeping the first hour free and raising later hours' rates - nearly $\frac{3}{4}$ of Hourly parkers

would tolerate a \$4/hour rate (60% rise). Most Full-day parkers not interested in a Monthly pass would pay \$18 (50% rise).

Raise monthly fees \$35 or more. The number of Monthly pass holders will remain at current levels even with a rate increase of \$35. Current pass holders who opt out because of the rate hike will be replaced by those waiting for a pass.

Offer lower-cost parking alternatives. If garage parking were too expensive, many parkers would seek less expensive garages or other parking. 20% would carpool or use Commuteride. The less expensive, weekdays-only pass was the most popular monthly pass alternative: 63% would choose it, including 79% of Waitlist parkers.

Analysis, Recommendations

Waitlist and Full-day parkers are pivotal. Waitlist parkers are the least satisfied with their parking experience: They spend the most on parking; have the most parking difficulties; and are interested in parking alternatives. Similarly, many Full-day parkers would like a monthly pass. These groups will replace current pass holders who opt out because of price hikes. They are ready to consider parking and transit alternatives.

Balancing Rate Increases: Hourly, Full-day-Max, and Monthly. The greater parkers' costs are, the lower their tolerance for rate increases: Hourly respondents in this study – selected because they park at least once per month, which is more than Boise's many out-of-town visitors and other infrequent parkers - spend about \$20 per month, as do many monthly parkers whose employers subsidize their passes. Those people would tolerate 60%-100% increases in parking rates. Similarly, the Full-day parkers who don't want an monthly pass because they park infrequently would tolerate a

50% rate hike in their \$30 monthly costs. By contrast, most of the long-term parkers who pay the full parking cost themselves would not tolerate a 30% increase in monthly fees (to \$160). All four parker groups were most supportive of changing the 2nd hour rate.

CCDC's Opportunity – Raise Rates, Increase Options, Improve Satisfaction. CCDC has evidence of public support for exploring changes to expand parking options, and of parker tolerance for 30%-60% rate increases. These findings suggest it also has likely users of parking and transit alternatives among those who opt out of unaffordable garages. But many will not change willingly, which threatens satisfaction. CCDC may improve customer satisfaction through increased, ongoing contact with Monthly, Waitlist, and Full-day parkers and employers to improve customer care and tailor products to fit demand. Communicate regularly about garage status, parking alternatives, waitlist position. Offer upgrades and new-product testing. Seek feedback.

Boise Parkers' Experiences & Opinions

For more information contact

Capital City Development Corporation



Valerie Steffen, Ph.D.
vsteffen@Strategic-IQ.com



Appendices: Respondents, Method, Findings

The appendices contain additional details on these topics

- A. Respondent Profiles... 35-43
- B. Detailed Findings ... 44-47
- C. Survey Method ... 48-54
- D. Questionnaire ... 55-77

Appendix A: Respondent Profiles

The average survey respondent:

Lived in Boise or Meridian.

Parked 6 times per month for work or restaurant dining.

Age 18-54.

Spent \$20-\$100 per month to park.

Annual household income > \$75,000.

The four parker segments differed markedly, but also overlapped.

Four Respondent Profiles

Hourly Parkers – Social Visitors:

(n=268) Youngest or oldest. Live in Boise. Park least frequently (\$19/month)
- Mostly to dine.

Full-day Parkers – Travel for

Work: (116) Youngest. Park 6 days/month (\$72) to work. Least affluent. More men. 4 in 5 want a Monthly pass. 1 in 5 park & earn less.

Monthly Pass Holders – Middle-age Professionals:

(260) Second-oldest group. Park 17 days/month (\$81) to work. Most affluent. Biggest employer subsidy.

Waitlist Parkers – Younger Family Providers:

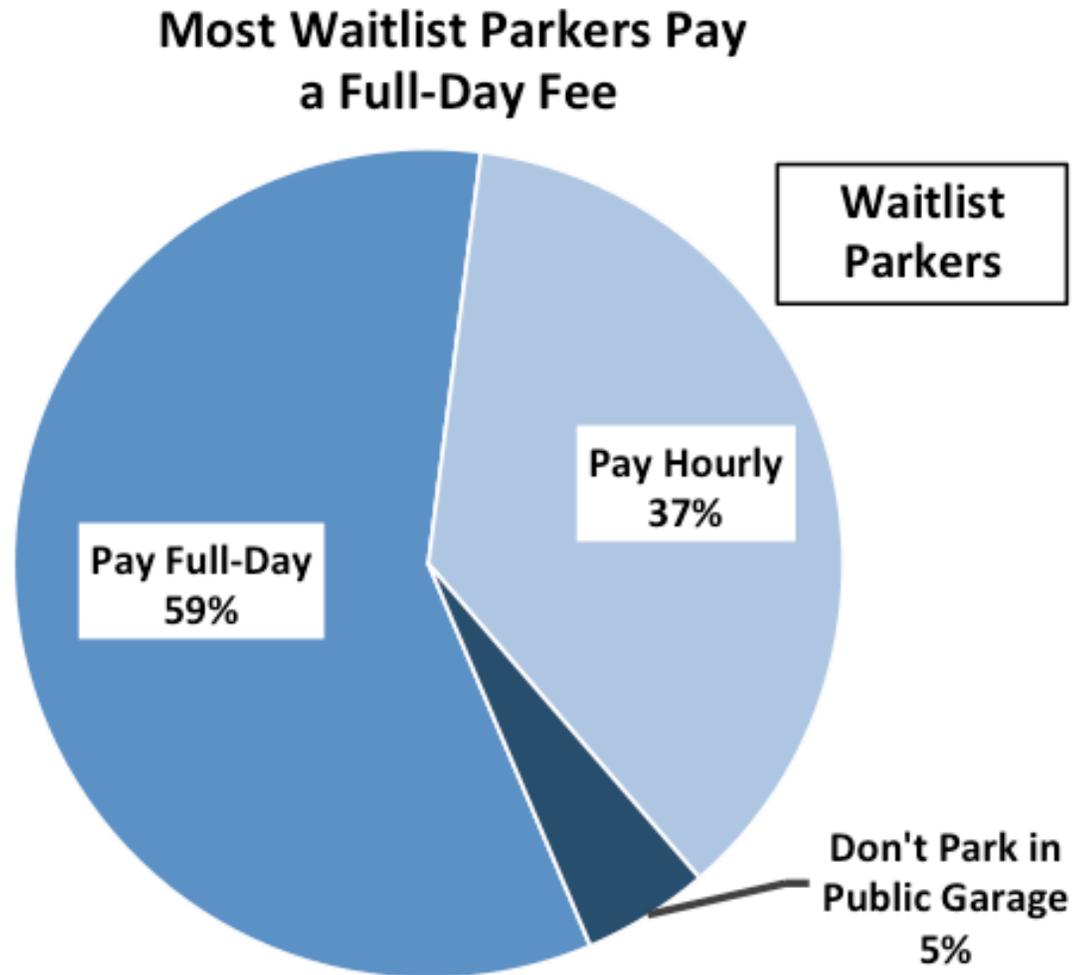
(104) Live farther away. Younger than pass holders. Pay full-day fees 8 times/month (\$101). Most stressed, least satisfied.

*Respondents who belonged to multiple groups were classified in the highest group to which they fit, in this order:
1. Monthly 2. Waitlist 3. Full-day 4. Hourly

Waitlisters Mostly Pay Full-day Fee

6 in 10 (59%) Waitlist parkers usually pay a full-day fee, but nearly 4 in 10 (37%) pay for parking by the hourly.

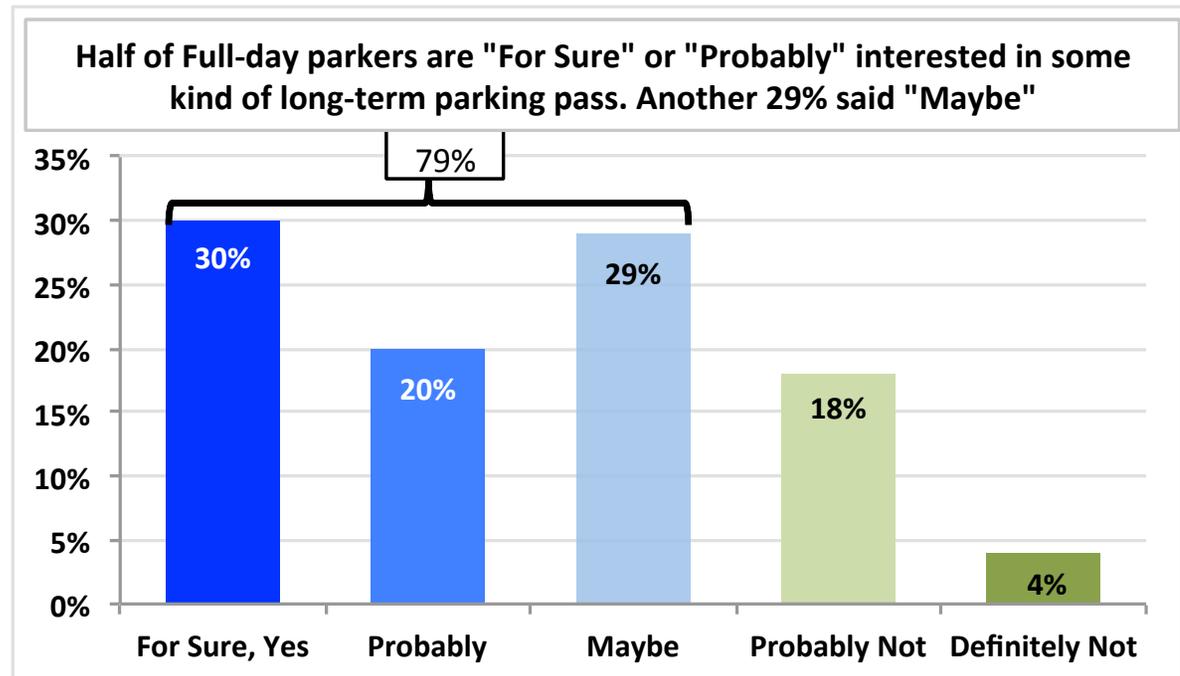
A handful of Waitlisters (5%) do not park in a public garage while awaiting a pass.



Full-Day Parkers Interested in Monthly Passes

Even though they were not on a waiting list for a monthly pass, half of the Full-day parkers were “for sure” or “probably” interested in some kind of a long-term monthly pass. Another 29% said they were “maybe” interested.

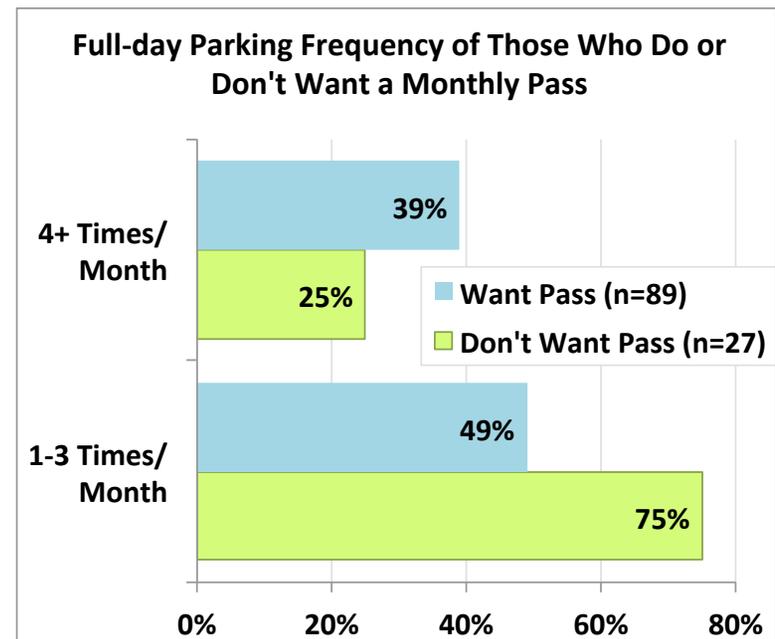
The 79% expressing interest in the pass then answered questions about Monthly pass alternatives (Slides 26-27) and Monthly pass rate increases. In these, they said whether they would continue to be interested in a Monthly pass if the rate were increased to specific, higher amounts (see Slides 21-25 and 52-53 for rate-tolerance questions).



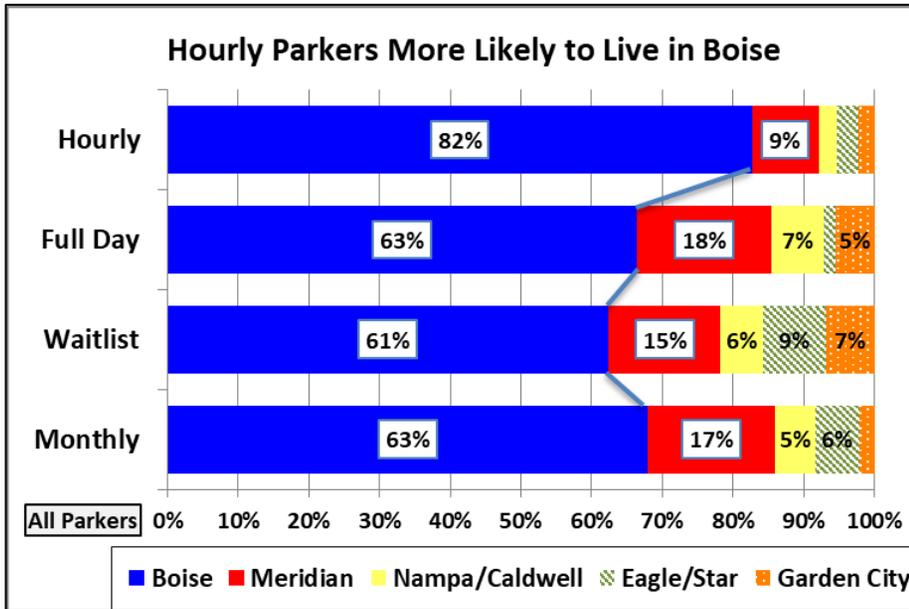
Why Full-Day Parkers Want a Monthly Pass

Parking Costs Higher among Full-day Parkers Wanting a Monthly Pass

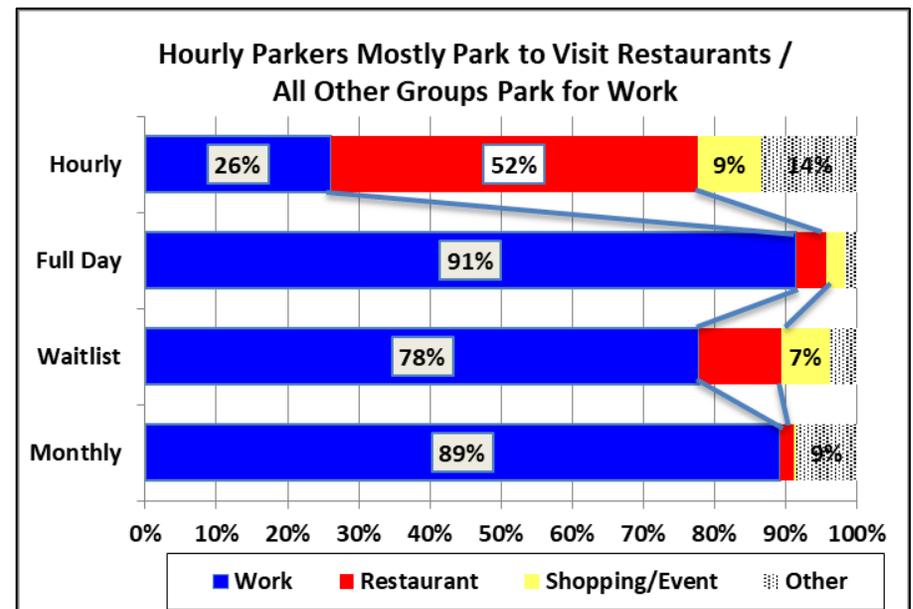
The 79% of Full-day parkers who were interested in a monthly pass parked far more often, and spent about three times as much on monthly parking (\$85) as those who did not want a pass (\$30).



Hourly Parkers Differ from Long-term Parkers



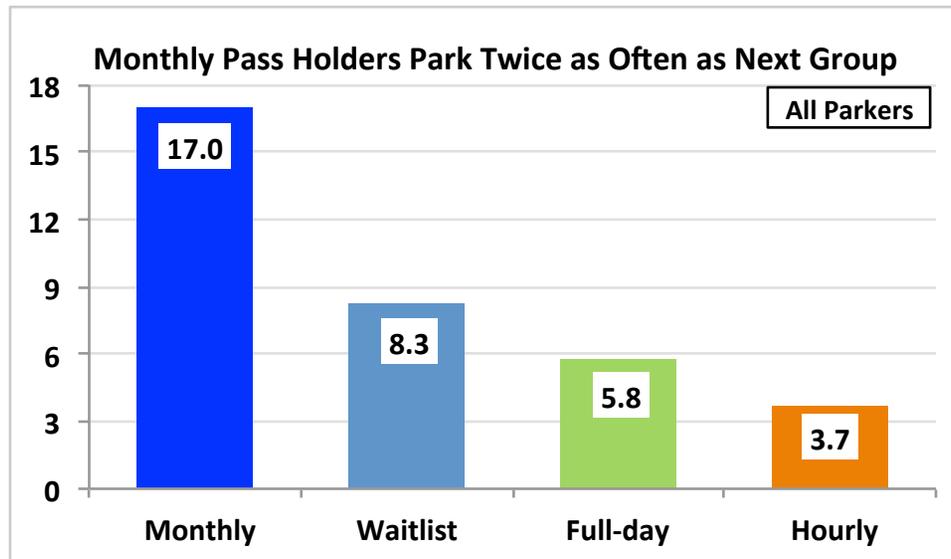
More than 80% of Hourly parkers live in the Boise area, compared to 60% - 65% of the other groups.



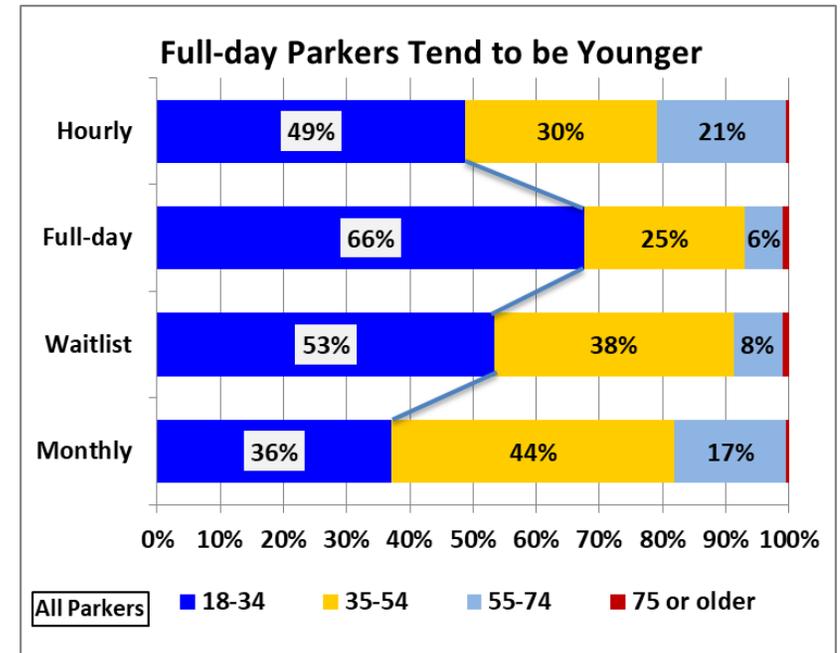
Most Hourly parkers are visiting a restaurant or going to work.

Most Long-term parkers work downtown.

Parkers Vary by Frequency of Parking and Age



On average, the Monthly parkers reported parking 17 times per month; Waitlist parkers 8 times; Full-day 6 times, and Hourly almost 4 times per month. This Hourly-parker average is probably higher than is true of all ParkBOI hourly parkers, because the study included only people who park at least once per month in the study (unless they were on a wait list).



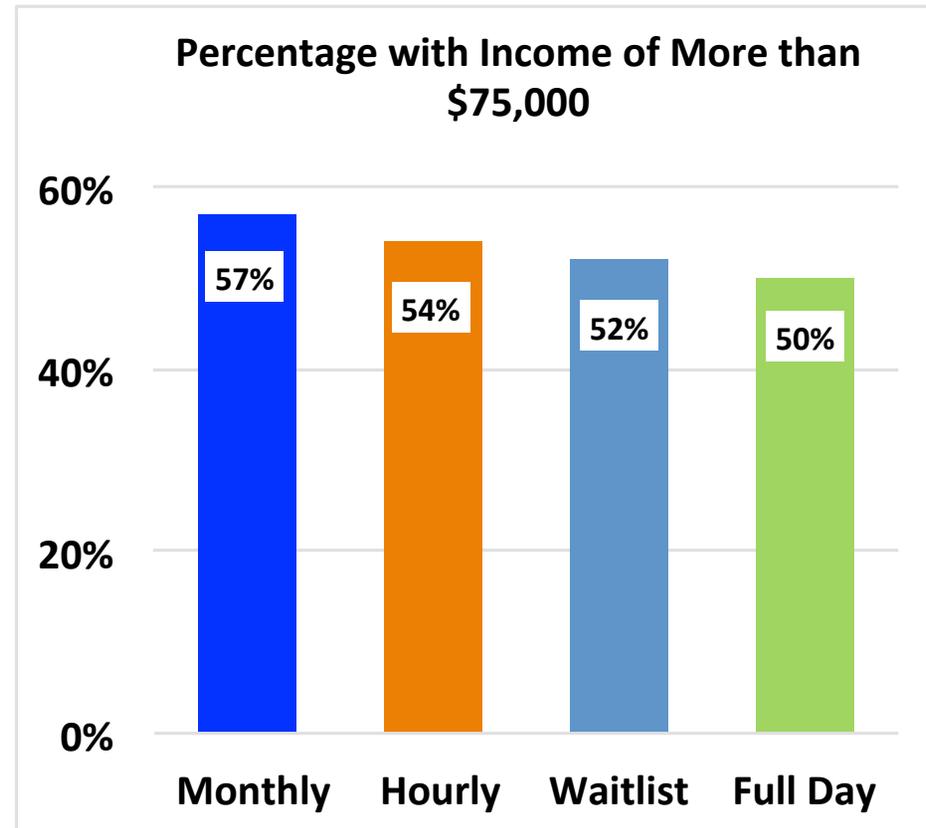
Full-day parkers were the youngest: Nearly 2/3 were ages 18-34; Monthly and Hourly parkers were the oldest with the largest proportions older than 34.

Monthly and Hourly Parkers the Most Affluent

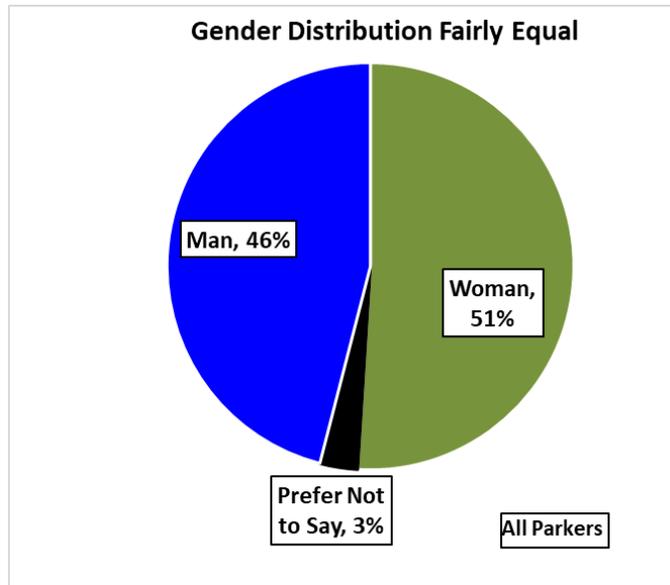
Respondents were asked if their annual household income was more or less than \$75,000.

57% of the Monthly pass holders had income above \$75,000, compared to half of the Full-day parkers.

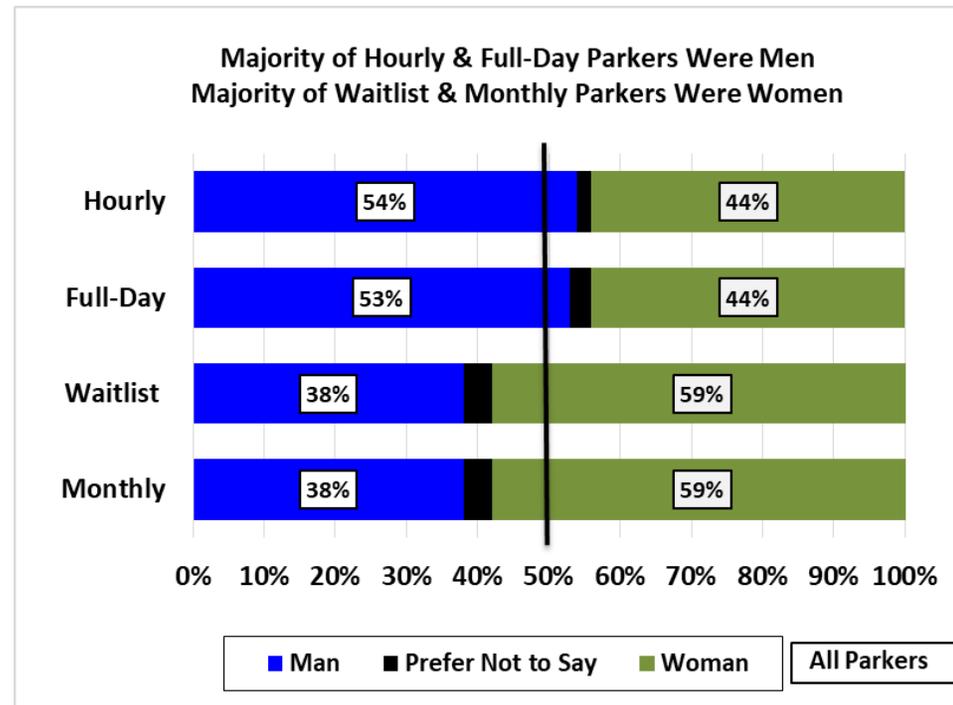
The median annual household income in Ada County is \$57,500.



Gender Distribution Fairly Equal



Overall, the gender distribution among respondents was roughly equal: 46% were men, 51% women (3% opted not to say).



The Hourly and Full-day parkers were slightly more likely to be men than women, with 54% and 53% men versus 44% women. The Waitlist parkers and Monthly pass holder groups were 38% men. This gender imbalance may reflect women's greater likelihood to cooperate in surveys, and a possible pay difference that makes a rate increase more personally relevant.

Appendix B: Findings Detail

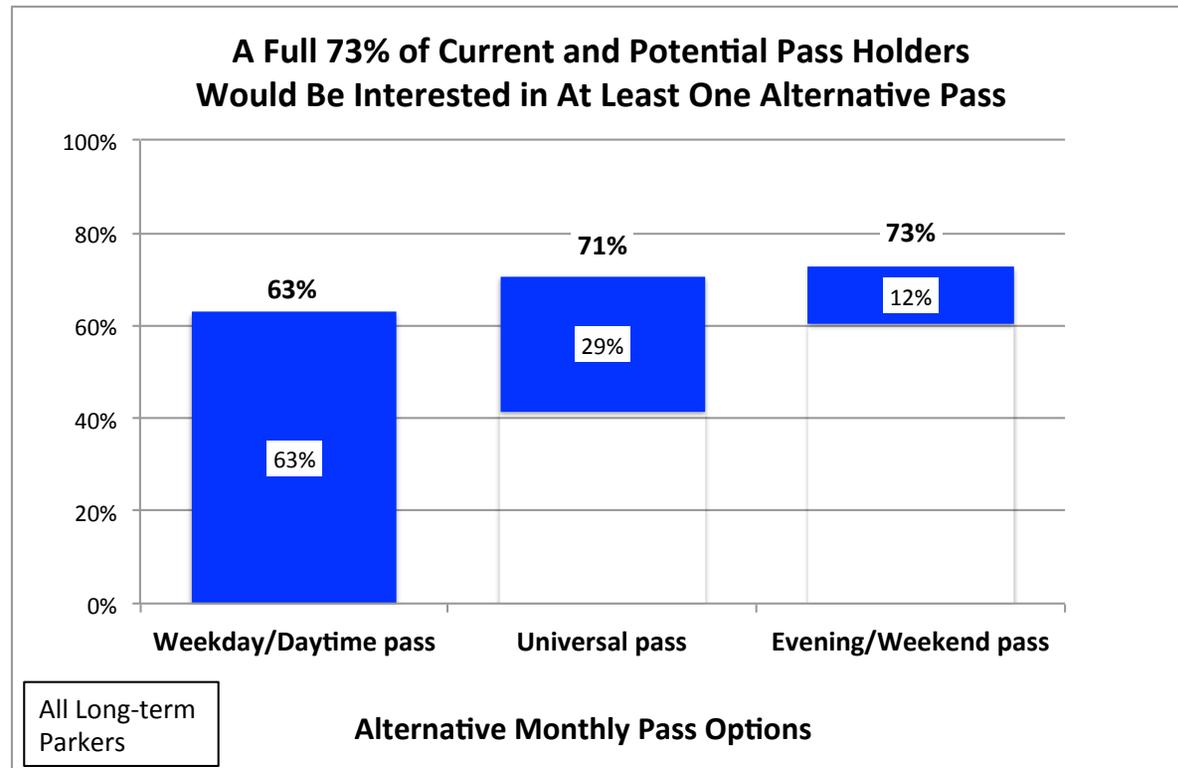
This section provides further detail about

Alternatives to Standard Monthly Pass	... 45
Actions When Garages are Too Expensive	... 46
Spread the Cost or Concentrate in 1 Sector	... 47

Weekday Pass – Most Appealing Alternative

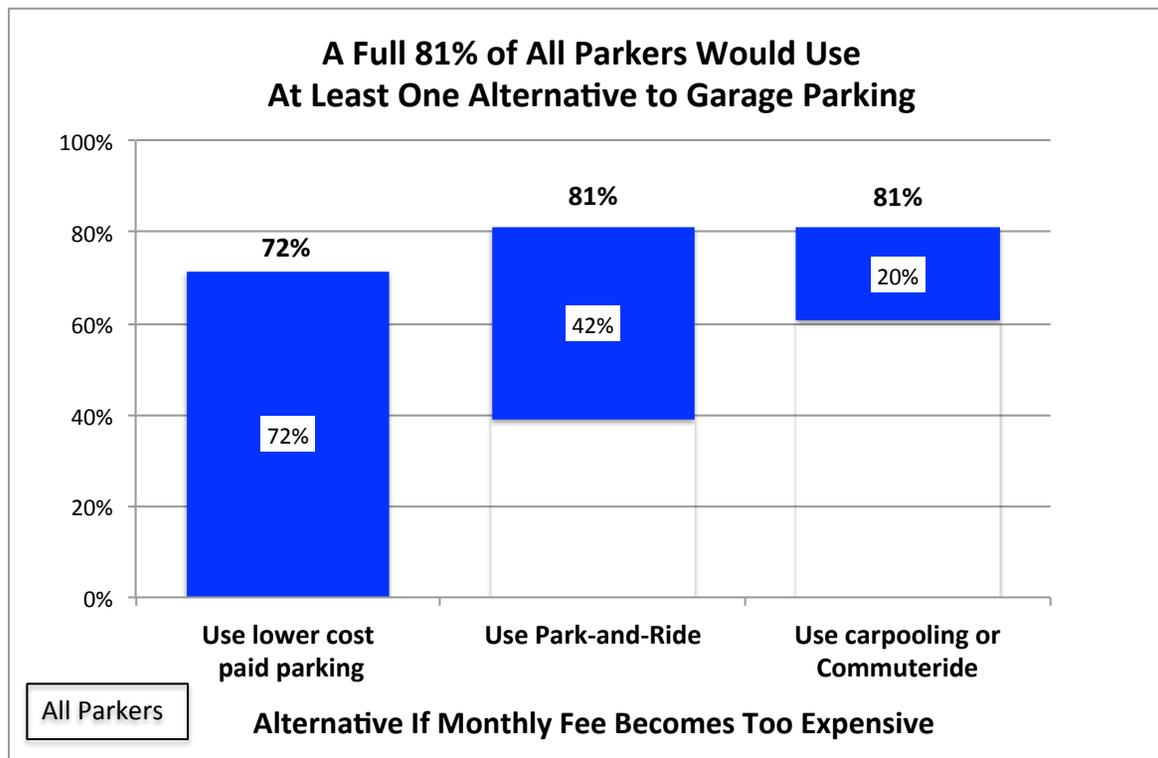
A majority of Long-term parkers said they would buy a Weekday-Daytime pass at a 10% discount, instead of the standard, 24/7 pass.

Overall, 73% of long-term parkers were interested in one or more alternative passes.



Too Expensive - Would You Do This?

When asked directly about three options:



Most parkers (81%) said they would use at least one of the three specified alternatives to garage parking if it became too expensive.

Nearly $\frac{3}{4}$ of parkers would use lower-cost, paid parking in lieu of unaffordable parking.

Rates If Allowed to Spread the Increase

A statistical analysis of respondents' answers about whether, and to which fees, to spread the possible rate increases treated their distribution choices as weighted votes: Each respondent's answers represented 6 votes. If she chose to

change the rate of just one kind of fee (e.g., 1st Hour), all 6 votes went to that change. If two changes, then 3 votes went to each of the two; if three changes, then 2 votes to each.

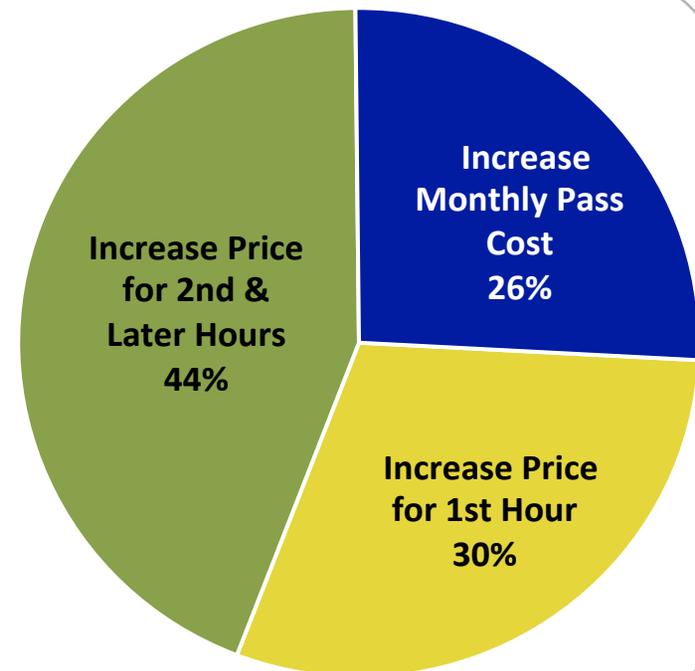
Analysis of Spread v. Concentrate Choices Confirmed: Parkers Said *"Increase 2nd and Later Hours' Rate but Keep the 1st Hour Free"*

By this method:

No option received a full majority, suggesting support for distribution of the increases.

More parkers of all four types supported increasing 2nd hour and later rates than other options.

Overall, parkers showed least support for changing monthly pass fees, a preference driven most strongly by opposition from Monthly parkers.



Appendix C: Survey Method

This section provides further detail about aspects of the study’s method:

How data were collected:

Online v. Phone	...49
Source of Respondents	...50
Intercept & Incentive Details	...51

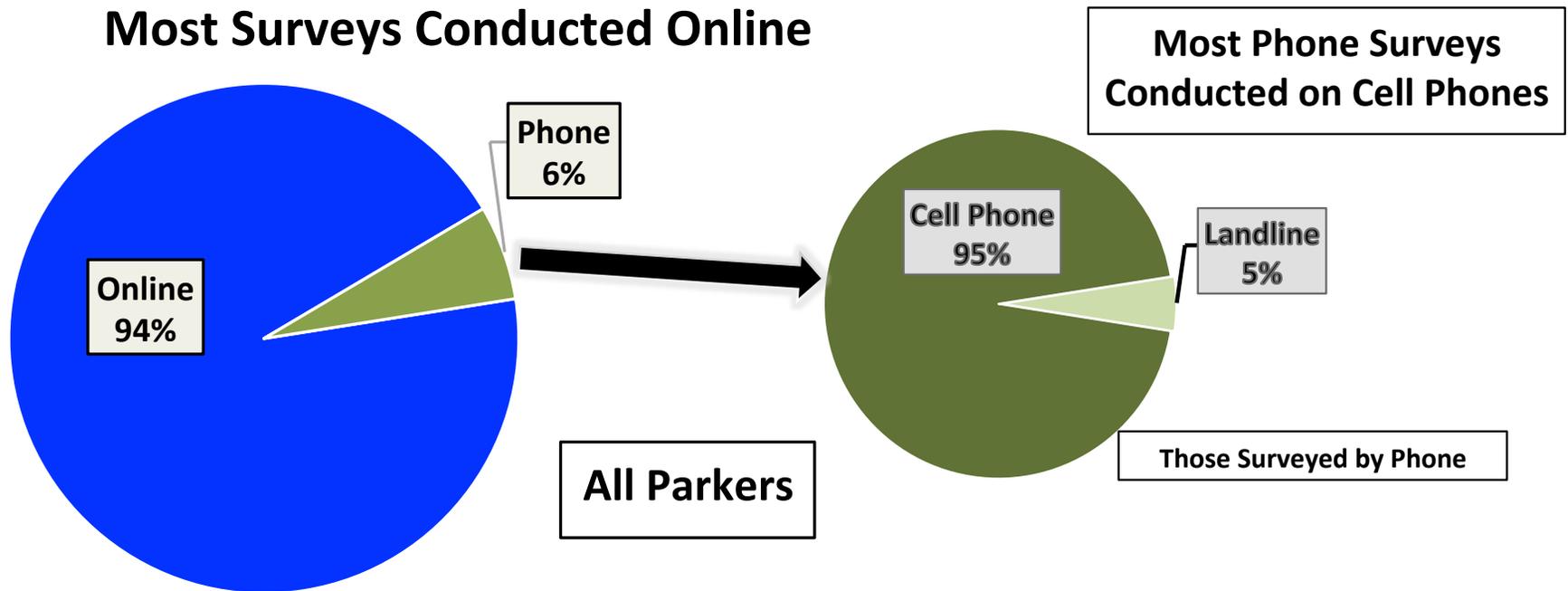
How the questions designed to determine rate-increase tolerance were structured:

Hourly Parkers & Full-day Parkers...	52
Long-term Parkers	... 53-54

Most Surveys Were Collected Online

Most of the 748 surveys were conducted online.

Those conducted by phone were mostly on cell phones.

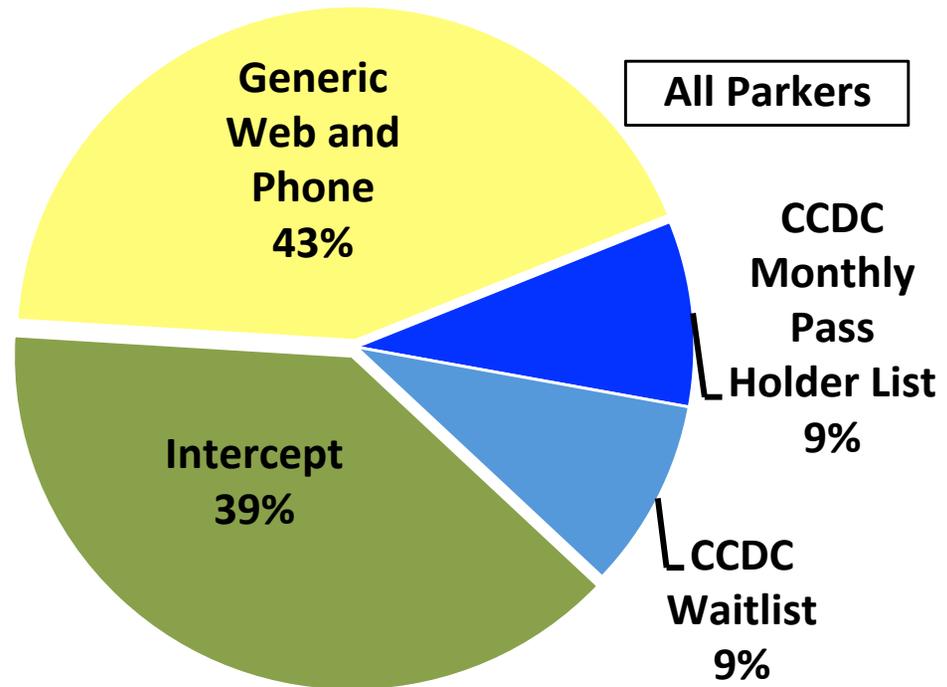


Source of Respondents

43% of the respondents were not linked to the CCDC lists or data collected through intercepts. These could be people who saw posters or mailers, or people researchers contacted, but who had listed a different email address from the one researchers had.

39% of the respondents were intercepted in downtown Boise and gave researchers their contact information.

18% (135) were on CCDC lists.



Intercept and Incentive Details

Intercepts. Prior to the survey launch, survey participants were recruited by interviewers positioned at CCDC parking structure entry and exit points at strategic times on five different days. In exchange for contact information, parkers were offered vouchers for free coffee at Flying M or Dawson Taylor, or 1-hour parking vouchers. Coffee v. parking vouchers were chosen about equally often (51% / 665 v. 49% / 632).

- 1,234 parkers were recruited, and 291 eventually participated in the survey.
- More than half of the Hourly respondents (56%) were recruited by intercepts.

Intercept Dates	Times	Staff	Parkers
Wed, July 19	4:30 - 8:30pm	3	309
Thurs., July 20	6:30am - 1:30pm	5	202
Thurs, August 3	3pm - 7pm	9	420
Mon., August 7	4:30 - 6:30pm	1	47
Tues., August 8	4pm - 8pm	5	256

Incentives. All 748 survey participants were offered either a free full-day parking voucher or participation in a lottery for one of three \$200 gift certificates honored at many downtown Boise locations.

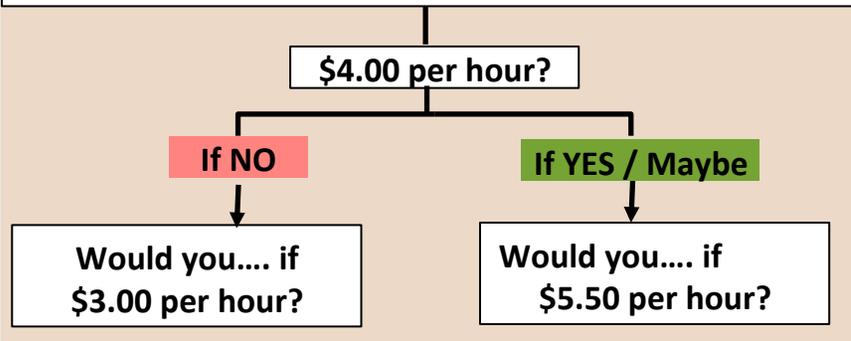
- 517 chose to participate in the lottery.
- 196 chose the full-day parking voucher.
- 35 declined any thank-you gift.

Details: Rate-increase Tolerance Questions

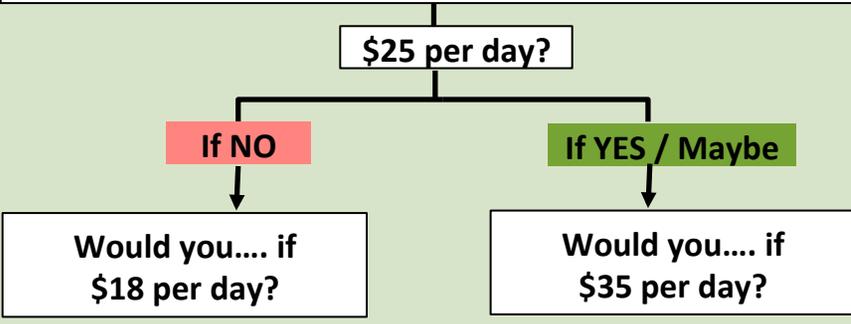
Hourly parkers were first asked if they would continue to park in the public garage as they currently do if the first hour were no longer free. Then they were asked two additional cost challenge questions – depending on their answers, either \$4 and \$3, or \$4 and \$5.50.

Full-day parkers were asked if they were interested in purchasing a monthly parking pass. Those not interested were asked two cost challenge questions – depending on their answers, either \$25 and \$18 per day, or \$25 and \$35 per day.

Hourly Parkers: Would you continue parking as you do if the hourly rate (after the 1st hour free) were...



Full-day Parkers Not Interested in Monthly Pass: Would you continue parking as you do if the full-day parking rate were.....



Cost Challenge Questions for Monthly Passes

Current Monthly pass holders, those on a Waitlist for a monthly pass, and Full-day parkers who said they were interested in purchasing a monthly pass (79% of all Full-day parkers) were asked two cost challenge questions. The amounts for the cost challenge questions depended on how much they were currently paying and whether they were paying for parking themselves, or their employer or business paid for their parking.

Cascade of Cost Challenge. In general, respondents were first presented with challenge amounts 45% higher than their current monthly cost. The second question reduced the amount to 25% or raised it to 100% more than their current cost, depending on their answers in the first question.

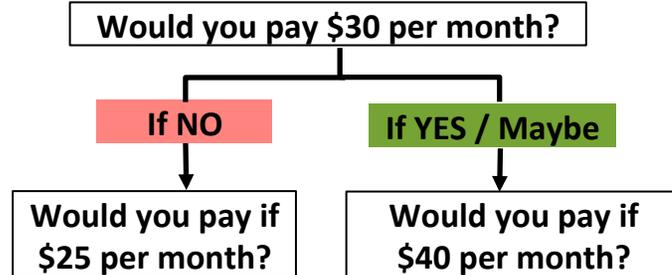
Low Base. If the amount they currently paid for parking each month was less than \$20, their base value was set to \$20, and their cost challenges were \$30 and \$25 per month, or \$30 and \$40 per month.

Mid Base. If the amount they currently paid for monthly parking was between \$20 and \$120, and the respondent or the respondent's own business paid or would pay for the pass, the base value was set to \$120, and challenges were \$175, and either \$150 or \$240.

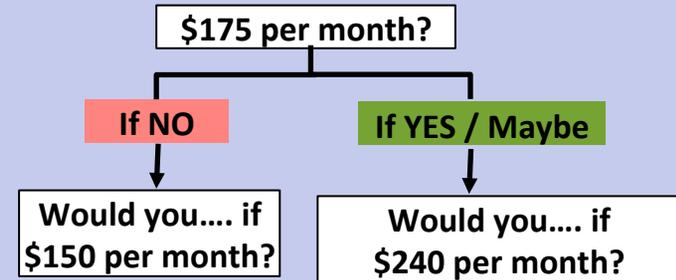
High Base. Those currently paying more than \$160 per month were assigned a base value of \$160 and were presented with cost challenges of \$230, and either \$200 or \$320.

Cost Challenge Questions for Monthly Passes

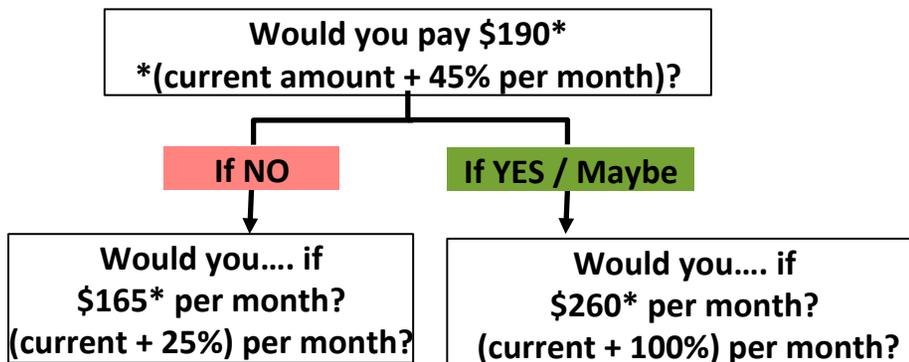
Long-Term Parkers Paying \$0-\$20: who personally pay for the cost of monthly parking:



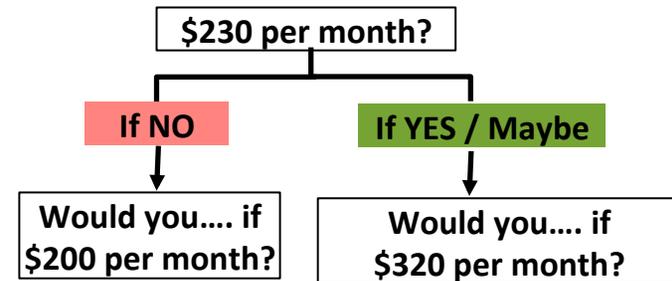
Long-Term Parkers Paying \$20 - \$120: who pay or will pay all, either personally or through their own business for parking.



Long-Term Parkers Paying \$20 - \$160: whose employers may or may not help pay or will pay for the cost of monthly parking. (In this example, paying \$130):



Long-Term Parkers: who pay or will pay, either personally or through their own business \$160 or more per month for parking.



Appendix D: Questionnaire

This section contains the questionnaire ... 56-77

CATI and Online. The following questionnaire was programmed in a Computer Assisted Telephone Interviewing (CATI) system to guide telephone interviewers and receive typed answers, and as an online survey for online respondents. The versions differed slightly to accommodate the different delivery media.

Skip patterns, branching, and calculations, referred to in the script occurred automatically, based on respondent answers.

2017 Public Opinion about ParkBOI Rate Restructuring

Screening for Qualified Respondent

Online survey only

Thank you for participating in the following brief survey to gather opinions about Boise’s public parking garages, managed by CCDC / ParkBOI. We value your opinions!

We are not selling anything but rather looking for parking garage users’ input and advice.

Depending on your answers, it should take around 10 minutes to complete, and at the end of the survey, you can choose to receive a full-day parking pass or to be entered in a drawing for a chance to win one of three \$200 gift cards, which can be used at most downtown Boise merchants.

01	CONTINUE	SKIP TO ParkPublicParkingGarage
----	----------	---------------------------------

Telephone Intro

Hello, my name is ***, and I’m calling from <xxx>, a national opinion research firm on behalf of CCDC and ParkBOI, Boise’s public parking garages. I’m conducting a brief survey to learn people’s views of parking in downtown Boise. We’re not selling anything – we just want your advice. It will last about 10 minutes depending on your answers. For completing the survey, you can choose to receive a free full-day parking voucher, or you can choose to be entered in a drawing for one of three \$200 gift cards to the Downtown Boise Association which can be used in most retail locations downtown.

NOTE TO INTERVIEWER: ParkBOI is pronounced “Park-boy” or “Park-B. O. I.”

INTERVIEWER NOTE: Public garages are located between Myrtle and Idaho Streets. They are along Capitol Boulevard, 9th Street, 10th Street, and in Bodo. They are open to the public, and offer the first hour free to hourly parkers. They do not include any employer parking garages, or any Boise State University garages, or any surface parking lots.

In order to conduct a scientific survey, we need to talk with an adult <man> age <18 or older>, who parks in a downtown Boise public parking garage at least once per month. Are you that person?

01	NO, NOT AVAILABLE	ALLOW A WOMAN IF NO MAN AVAILABLE SET CALLBACK IF NEITHER IS AVAILABLE
02	NO, GETTING THAT PERSON	REPEAT INTRO ABOVE
03	NO, NOT INTERESTED	TERMINATE – REFUSE PARTICIPATION
04	YES	CONTINUE TO ParkPublicParkingGarage
96	DON’T PARK IN BOISE GARAGE ONCE PER MONTH	TERMINATE – DOES NOT QUALIFY – NOT A GARAGE USER
99	dk/na/refuse	TERMINATE – REFUSE PARTICIPATION

ParkPublicParkingGarage: ASK ALL

Q08 How often do you personally park in a public parking garage downtown? (Public garages are located between Myrtle and Idaho Streets. They are along Capitol Boulevard, 9th Street, 10th Street, and in Bodo. They are open to the public, and offer the first hour free to hourly parkers. They do not include any employer parking garages, or any Boise State University garages, or any surface parking lots.)

INTERVIEWER: You may pause and wait for an answer, or read the categories if it seems faster.

- | | | |
|----|----------------------------|----------|
| 01 | Less than once per month | CONTINUE |
| 02 | Once per month | CONTINUE |
| 03 | 2-3 times per month | CONTINUE |
| 04 | Once per week | CONTINUE |
| 05 | 2-3 times per week | CONTINUE |
| 06 | 4-5 or more times per week | CONTINUE |
| 07 | More than 5 times per week | |
| 99 | Don't know | CONTINUE |

StillWantPass: ASK IF SAMPLE IS WAITLIST

Q09 Our records indicate that you are on a CCDC/ ParkBOI waitlist. Do you still want to be on the list for a monthly pass?

- | | | |
|----|--------------|--|
| 01 | YES | SKIP TO CODEParkType |
| 02 | NO | CODE NOT WAITLIST
IF ParkPublicParkingGarage IS NOT 01 (PARK IN GARAGES LESS THAN 1/MONTH) SKIP TO CODEParkType
IF ParkPublicParkingGarage IS 01, TERMINATE - DQ NOT A PARKER |
| 99 | DK/NA/REFUSE | SKIP TO CODEParkType – CODE NOT WAITLIST |

OnWaitList: ASK IF SAMPLE NOT WAITLIST

Q10 Are you on the CCDC/ParkBOI waitlist for a monthly pass in a public parking garage?

- | | | |
|----|-----------------------------|---|
| 01 | NO | CONTINUE IF ParkPublicParkingGarage IS NOT 01 (PARK IN GARAGES LESS THAN 1/MONTH), BUT IF PARK LESS THAN 1/MONTH AND NOT ON WAITLIST, TERMINATE |
| 02 | YES | CONTINUE |
| 99 | Don't know / Not Applicable | CONTINUE |

CODEParkType: ASK All

Q11 When you park in a downtown Boise public parking garage, are you USUALLY using a monthly parking pass, or do you pay by the hour for a short stay, or do you pay the full 1-day fee?

INTERVIEWER / PROGRAMMER NOTE: IF MORE THAN ONE IS NAMED, MARK THE ONE LISTED HIGHEST ON THE LIST.

- | | | |
|--|---|---|
| 01 | MONTHLY PASS | SKIP TO CellLandline – (CODE AS PASS HOLDER) |
| 02 | FULL DAY | CONTINUE – (CODE AS FULL DAY.UNLESS StillWaiting or OnWaitList is “Yes” then code as WAITLIST FOLLOW QUOTA) |
| IF DON’T KNOW WHETHER FULL DAY OR HOURLY, CODE AS FULL DAY. | | |
| 04 | HOURLY | CONTINUE – (CODE AS HOURLY UNLESS OnWaitList is “Yes” then code as WAITLIST FOLLOW QUOTA)) |
| 96 | DON’T PARK IN BOISE GARAGE ONCE / MONTH | TERMINATE UNLESS (ON WAITLIST AND IS STILLWAITING) OR (Q08 = 02 through 07) |
| 97 | DON’T PARK IN BOISE/ DON’T DRIVE IN BOISE | TERMINATE UNLESS (ON WAITLIST AND IS STILLWAITING) OR (Q08 = 02 through 07) |
| 99 | Don’t know / Not Applicable | TERMINATE – DQ BUSINESS, OR DQ PARKER DEPENDING ON PRIOR QUESTION STREAM |

ASK ALL: Age

Q12 How old did you turn on your last birthday?

INTV: READ CATEGORIES ONLY IF NECESSARY

- | | | |
|----|---|-------------------------------|
| 01 | Younger than 18 | DISQUALIFY – TOO YOUNG |
| 02 | 18-34 | |
| 03 | 35-54 | |
| 04 | 55-74 | |
| 05 | 75 or older | |
| 99 | Prefer not to answer, but older than 18 years | |

This is now a **QUALIFIED RESPONDENT.**

QUOTAS ASSIGNED AS FOLLOWS:

MONTHLY PASS	
Park once a month or more	ParkPublicParkingGarage <> 01 and <> 99
AND	
Usually park using a monthly pass	CODEParkType = 01
WAIT LIST	
Originally listed on the waitlist AND still wants a monthly pass OR Says they are on the waiting list	SAMPLE RECORD WAS FROM WAIT LIST AND StillWaiting = 01 OR OnWaitList Q10=02
AND	
Does not usually park using a monthly pass	CODEParkType <> 01
OR	
Says they are on the waitlist and usually parks hourly or full day and doesn't park at least once per month	(OnWaitList = 02 AND CODEParkType = 2 or 3 or 96, 97, 99) and/or ParkPublicParkingGarage = 01 or 99
FULL DAY	
Park once a month or more	ParkPublicParkingGarage <> 01 and <> 99
AND	
Usually park for a full day	CODEParkType = 02
AND	
Is not on the Waiting List or doesn't want to be on it anymore	OnWaitList = 01 or 99 StillWantPass = 02 or 99
HOURLY	
Park once a month or more	ParkPublicParkingGarage <> 01 and <> 99
AND	
Usually park by the hour	CODEParkType = 03
AND	
Is not on the Waiting List OR No longer wants to be on it	OnWaitList = 01 or 99 OR StillWantPass = 02 or 99

ERRORCHECK:

**ASK IF NOT WAITLIST QUOTA AND
(IF Q08 = 02 through 07 AND Q11 = 96 or 97)**

You mentioned that you park in the Boise public parking garages

[INSERT ANSWER FROM Q08]

But you also said that you

[INSERT ANSWER FROM Q11].

Which one is correct?

- 01 Number of times I park in garages per month – SKIP BACK TO Q11
- 02 Don't park in garages once per month / Don't park in Boise – SKIP BACK TO Q08

Insure Respondent Safety

CellLandline:

ASK IF CellLandline = CELL AND

ASK ALL TELEPHONE RESPONDENTS (NOT ONLINE SURVEYS)

Q13 Have I reached you on a landline or a cell phone?

- 01 LANDLINE SKIP TO **Attention**
- 02 CELL PHONE CONTINUE
- 99 Don't know / Not Applicable TERMINATE – REFUSE **CellLandline**

CellDanger:

ASK IF CellLandline = CELL AND

ASK ALL TELEPHONE RESPONDENTS (NOT ONLINE SURVEYS)

Q14 We want to insure your safety. Are you driving or doing anything else that could make talking on your cell phone dangerous?

- 01 NO CONTINUE
- 02 YES SET CALLBACK
- 99 Don't know / Not Applicable TERMINATE – REFUSE **CellDanger**

Attention:

ASK IF CellLandline = CELL AND

ASK ALL TELEPHONE RESPONDENTS (NOT ONLINE SURVEYS)

Q15 Are you able to give your attention to this interview for the next few minutes without distractions?

- 01 NO SET CALLBACK
- 02 YES CONTINUE
- 99 Don't know / Not Applicable SET CALLBACK OR TERMINATE - REFUSE **Attention**

Parking Experience – Ask ALL

ASK ALL TELEPHONE

INTRO-01

IF TELEPHONE SHOW: As I mentioned, we’re surveying people who park in public parking garages in Boise to learn their experiences and advice. First, a little about your own parking experience.

ParkingSatisfaction: ASK ALL

IF ONLINE SHOW TITLE: Your Parking Experience

Q16 Overall, how satisfied or dissatisfied are you with your experience parking in public garages in Boise? TELEPHONE FOLLOW-UP PROBE: Is that “very” or “somewhat”?

- | | | |
|----|-----------------------------|----------|
| 05 | Very Satisfied | CONTINUE |
| 04 | Somewhat Satisfied | CONTINUE |
| 03 | Neither | CONTINUE |
| 02 | Somewhat Dissatisfied | CONTINUE |
| 01 | Very Dissatisfied | CONTINUE |
| 99 | Don’t know / Not Applicable | CONTINUE |

CostPerMonth: ASK All

Q17 On average, about how much do you **PERSONALLY** spend per month for **your own parking** in downtown Boise garages? Do not include the amount that your employer or anyone outside your family might pay. Your best guess is fine.

ENTER AMOUNT IN WHOLE DOLLARS:

RESTRICT AMOUNTS TO WHOLE DOLLARS BETWEEN \$0 AND \$375

ExperiencedParkingDifficulties: ASK ALL

Q18 How often do you experience any difficulty in finding **parking in a downtown garage**?

- | | | |
|----|---|--------------------------|
| 01 | Never or almost never | SKIP TO InterestedInPass |
| 02 | Sometimes | CONTINUE |
| 03 | Half of the time I try to park | CONTINUE |
| 04 | Most of the times I try to park | CONTINUE |
| 05 | Every time or Almost every time I try to park | CONTINUE |
| 99 | Don’t Know | CONTINUE |

SolutionToParkingDifficulties: ASK IF ExperiencedParkingDifficulties is SOMETIMES or more often

Q19 When you have difficulty finding parking in a downtown garage, how do you usually resolve that problem? Do you...

- | | | |
|----|--|----------|
| 01 | Find a spot in another garage | CONTINUE |
| 02 | Find another place to park, either on street or off street that may be more expensive or less convenient | CONTINUE |
| 03 | Leave downtown without parking | CONTINUE |
| 03 | Something else – specify | CONTINUE |
| 99 | Don’t Know | CONTINUE |

Interest in New Parking Products

InterestedInPass: ASK IF FULL-DAY PARKER AND NOT MONTHLY PASS AND NOT WAITLIST

Q20 You currently park for full days in Boise parking garages. Are you interested in some kind of monthly or long-term parking pass for a Boise downtown garage?

- | | | |
|----|----------------|------------------|
| 05 | For Sure, Yes | CONTINUE |
| 04 | Probably | CONTINUE |
| 03 | Maybe | CONTINUE |
| 02 | Probably Not | SKIP TO Intro-08 |
| 01 | Definitely Not | SKIP TO Intro-08 |
| 99 | Don't Know | SKIP TO Intro-08 |

ASK IF FULL-DAY PARKER AND "MAYBE" or more InterestedInPass (interested in GETTING A MONTHLY PASS)

INTRO-02

ParkBOI is considering several new options to increase affordability and access of monthly passes. The current monthly parking pass costs \$120-\$135 per month, depending on the garage, and it allows users 24/7 access to the one parking garage linked to the pass. For each of the alternative options, please tell me how likely or unlikely you would be to purchase that alternative monthly pass, over the current standard.

ASK IF PASS HOLDER OR WAITLIST PARKER

INTRO-03

You indicated that you use a monthly parking pass or are waiting for one. The current monthly parking pass costs \$120-\$135 per month, depending on the garage, and it allows users 24/7 access to the one parking garage linked to the pass. ParkBOI is considering several new options to increase affordability and access. For each of the alternative options, please [telephone: “tell me” / [online: “indicate”] how likely or unlikely you would be to purchase that alternative monthly pass, over the current standard.

ASK IF:

- **IN THE MONTHLY PASS QUOTA GROUP**
- **IN THE WAITLIST QUOTA GROUP**
- **IN THE FULL-DAY PARKER AND INTERESTED IN GETTING A MONTHLY PASS (InterestedinPass = 05, 04, or 03)**

PROGRAMMER: PRESENT LIST IN RANDOMIZED ORDER)

- Q21** **A Universal Pass**, allowing 24/7 access to any and all public parking garages at a 20% premium above the standard pass cost
- Q22** **A Weekday/Daytime Pass** for use Monday through Friday, 7am-7pm, for 10% less than the standard pass
- Q23** **An Evenings/Weekends Pass**, allowing access from 4pm-8am on weekdays and all day on weekends for 30% less than the standard pass cost

“The current monthly parking pass costs \$120-\$135 per month, depending on the garage, and it allows users 24/7 access to the one parking garage linked to the pass.”

How likely or unlikely would you be to choose that monthly parking pass option, over the current standard?

- | | | |
|----|-------------------------------|----------|
| 05 | Extremely Likely | CONTINUE |
| 04 | Somewhat Likely | CONTINUE |
| 03 | NEITHER / (ONLINE: “Neither”) | CONTINUE |
| 02 | Somewhat Unlikely | CONTINUE |
| 01 | Extremely Unlikely | CONTINUE |
| 99 | Don’t Know | CONTINUE |

Parking Rates - Ask ALL

ASK ALL

INTRO-04

IF TELEPHONE SHOW: Now we'll shift gears a little, and ask about parking fees. But first, a little background.

IF ONLINE SHOW TITLE: Parking Fees and Background about ParkBOI

ParkBOI operates six public garages in Boise, but the demand for public parking is growing, and often exceeds the capacity. The garages are occasionally full and there's a waiting list for monthly passes used mostly by people who work downtown. ParkBOI wants your input about ways to improve this situation for its customers.

ImportantToChange: ASK ALL

Q24 How important do you think it is to make changes that will increase the parking options and reduce the shortage of downtown garage parking? Is it...

05	Extremely important	CONTINUE
04	Definitely important	CONTINUE
03	Important	CONTINUE
02	Somewhat important	CONTINUE
01	Not at all important	CONTINUE
99	Don't know / Not Applicable	CONTINUE

Uses of New Revenue - Ask ALL

ASK ALL

INTRO-05

FOR TELEPHONE SURVEY SHOW: One way to address the shortage is to raise parking fees. I'm going to describe several ways to use the new revenue from a possible increase in parking rates, and I want you to tell me how it affects your view of a rate increase.

FOR ONLINE SURVEY SHOW: One way to address the shortage is to raise parking fees. There are several ways to use the new revenue from a possible increase in parking rates. For each of the following, please rate how it affects your view of a rate increase.

Specifically, would you support or oppose a parking rate increase if the revenue were used to...

ASK ALL: BuildMore, IncreaseAlternatives, IncreaseParkRide, Invest

PROGRAMMER NOTE: RANDOMIZE THE ORDER OF THIS BLOCK OF 4 QUESTIONS

- Q25** Build more parking structures
- Q26** Increase the convenience and availability of public transit options downtown
- Q27** Increase inexpensive park-and-ride options, allowing people to commute to a peripheral location and catch a ride into downtown
- Q28** Invest in alternative transportation options such as bike lanes, pathways, bike-share facilities, and bike racks for lock-up?

- 05 Strongly support
- 04 Somewhat support
- 03 NEITHER / (online: "Neither")
- 02 Somewhat oppose
- 01 Strongly oppose
- 99 Don't know / Not Applicable

Parking Rates Overall – Ask ALL

ASK ALL

INTRO-06

TELEPHONE – SHOW: Now to explore rate increases in greater detail.

ONLINE – SHOW TITLE:

/opt/cfmc/8.6/	/opt/cfmc/8.6/ipcfi	w33005	/var/www/studies/
----------------	---------------------	--------	-------------------

w33005	OPEN	OPEN		respondent	QBMCBW
EN	0	24	16943	10580	25580
9901	Parking Rate Increases - Background				

Parking rates for hourly parkers haven’t changed since 2008, and monthly rates have been the same since 2016. The following rate-change possibilities all increase revenue by about the same amount, and each would help improve parking and other mobility alternatives in downtown Boise.

RankSINGLEIncreases: ASK ALL

Q29 If you could make only one change to parking fees, which **one** of the following three changes would you make?

- 01 Eliminate the first hour free, and charge the current hourly rate of \$2.50 for the first hour. This will affect about 20,000 people.
- 02 Leave the first hour free, but increase the remaining hourly rate from \$2.50 to \$3.50 per hour. This will affect about 15,000 people.
- 03 Increase the monthly parking pass fee from \$130 per month to \$190 per month. This will affect about 2,000 people who work downtown.
- 99 Don't know / Not Applicable

SpreadtheCost: ASK ALL

Q30 Another approach is to spread cost increases across the different types of parker. Do you prefer to increase the cost for just one of these three kinds of parking as described – the one you chose :

[PIPE Q29 ANSWER IN HERE]-

or do you think it’s better to share the rate increase across two, or even across all three kinds of parking?

- 01 JUST ONE – same as chosen above SKIP TO LATER INTRO... DEPENDING ON RESPONDENT
- 02 TWO CONTINUE
- 03 ALL THREE SKIP TO LATER INTRO... DEPENDING ON RESPONDENT
- 99 Don't know / Not Applicable SKIP TO LATER INTRO... DEPENDING ON RESPONDENT

WhichTwo: ASK IF SpreadtheCost = TWO

Q31 Which two do you think should share the rate increase? **[[CHOOSE TWO]]**

PROGRAMMER NOTE: IF “99 Don't know / Not Applicable” selected first, take just that answer and CONTINUE.

- 01 First Hour Increase CONTINUE
- 02 Hourly Rate Increase for 2nd & Later Hours CONTINUE
- 03 Monthly Pass Increase CONTINUE
- 99 Don't know / Not Applicable CONTINUE

Parking Experience: Who Pays – ASK MONTHLY, WAITLIST, FULL DAY

WhoPaysMonthly: ASK IF IN MONTHLY PASS QUOTA GROUP

Q32 You indicated that you use a monthly parking pass. Do you PERSONALLY pay for your monthly pass, or does your employer, your own business or someone else pay for it all, or do you share the cost? [TELEPHONE VERSION -- IF NEEDED: If your employer does not pay all or part, then who pays?]

INTERVIEWER NOTE: UNAIDED, BUT CONFIRM CODING

06	I pay it all	CONTINUE
05	Employer pays it all	CONTINUE
04	My business pays / I'm the owner	CONTINUE
03	Both employer and I pay part	CONTINUE
02	SOMEONE OTHER THAN EMPLOYER PAYS ALL	CONTINUE
01	SOMEONE OTHER THAN EMPLOYER PAYS PART	CONTINUE
99	Don't know / Not Applicable	CONTINUE

WhoWillPayMonthly: ASK IF WAITLIST QUOTA GROUP

Q33 You indicated that you are on a waitlist for a monthly pass. Will you PERSONALLY pay for your monthly pass, or will your employer, your own business or someone else pay for it all, or will you share the cost? [TELEPHONE VERSION -- IF NEEDED: If your employer does not pay all or part, then who pays?]

INTERVIEWER NOTE: UNAIDED, BUT CONFIRM CODING

Q34

06	I will pay it all	CONTINUE
05	Employer will pay it all	CONTINUE
04	My business will pay / I'm the owner	CONTINUE
03	Both employer and I will pay part	CONTINUE
02	SOMEONE OTHER THAN EMPLOYER WILL PAY ALL	CONTINUE
01	SOMEONE OTHER THAN EMPLOYER WILL PAY PART	CONTINUE
99	Don't know / Not Applicable	CONTINUE

WhoPaysDayLong: ASK IF FULL-DAY QUOTA GROUP

Q35 You indicated that you often park for a full day, paying the daily maximum. Do you PERSONALLY pay for your full day of parking, or does your employer, your own business or someone else pay for it all, or do you share the cost? [TELEPHONE VERSION -- IF NEEDED: If your employer does not pay all or part, then who pays?]

INTERVIEWER NOTE: UNAIDED, BUT CONFIRM CODING

06	I pay it all	CONTINUE
05	Employer pays it all	CONTINUE
04	My business pays / I'm the owner	CONTINUE
03	Both employer and I pay part	CONTINUE
02	SOMEONE OTHER THAN EMPLOYER PAYS ALL	CONTINUE
01	SOMEONE OTHER THAN EMPLOYER PAYS PART	CONTINUE
99	Don't know / Not Applicable	CONTINUE

Personal Cost Challenges, Parking Alternatives – ASK ALL

ASK ALL TELEPHONE FOR ONLINE VERSION SKIP AND SHOW TITLE IN THE NEXT INTRO:

INTRO-07

Now about how rate changes might affect you personally.

Cost Challenge – MONTHLY PASS / WAITLIST

ASK IF MONTHLY PASS QUOTA

INTRO-08

TELEPHONE VERSION SHOW: For each of the following conditions, please tell us if you would continue your monthly pass.

ONLINE VERSION SHOW TITLE: How Rate Changes Might Affect You Personally

ASK WAITLIST QUOTA GROUP and THOSE IN FULL-DAY QUOTA GROUP AND INTERESTED IN MONTHLY PASS

INTRO-09

ONLINE VERSION SHOW TITLE: How Rate Changes Might Affect You Personally

TELEPHONE VERSION SHOW: For each of the following conditions, please tell us if you would buy the monthly pass you're waiting for or are interested in, when it becomes available.

FirstCostChallenge: ASK IF THESE GROUPS:

- MONTHLY PASS QUOTA,
- WAITLIST QUOTA, or
- FULL-DAY QUOTA PEOPLE WHO INTERESTED IN MONTHLY PASS (InterestedInPass = 05, 04 OR 03)

Challenge values were calculated as follows:

- Calculated amounts were rounded to the nearest \$5.
- If the amount that the person was currently paying (recorded CostPerMonth-Q17) was \$0 - \$20, \$20 was the basis for calculating the cost challenge questions.
- If the amount that the person was currently paying (recorded CostPerMonth-Q17) was greater than \$160, \$160 was the basis for calculating the cost challenge questions.
- If the person is a MONTHLY PASS parker who pays for the pass personally or through their own business (WhoPaysMonthly-Q32 = 06 or 04) the base value was \$120, if they currently pay that or less (Q17).
- If the person is on a WAITLIST and will be paying for the pass personally or through their own business (WhoWillPayMonthly-Q34 = 06 or 04), the base value was \$120, if they currently pay that or less (Q17).
- If the person is a FULL-DAY parker who is interested in a parking pass (InterestedInPass Q20 = 03, 04, or 05), and pays for full-day parking personally or through their own business (WhoPaysDayLong-Q35 = 06 or 04), the base value was \$120, if they currently pay that or less (Q17).



Q36 If your own cost that you pay personally for the pass were \$ _XXX_ per month.

[PROGRAMMER: SHOW AMOUNT EQUAL TO CURRENT MONTHLY COST OR BASE VALUE (SEE ABOVE) + 45%]

(If necessary: Would you continue to hold a monthly pass?)

05	For Sure, Yes	SKIP TO ThirdCostChallenge
04	Probably	SKIP TO ThirdCostChallenge
03	Maybe	SKIP TO ThirdCostChallenge
02	Probably Not	CONTINUE
01	Definitely Not	CONTINUE
99	Don't know / Not Applicable	CONTINUE

SecondCostChallenge: ASK IF THESE GROUPS:

- MONTHLY PASS QUOTA,
- WAITLIST QUOTA, or
- FULL-DAY QUOTA PEOPLE WHO INTERESTED IN MONTHLY PASS (InterestedInPass = 05, 04 OR 03)

AND IF

- FirstCostChallenge is "01 Definitely Not" or "02 Probably Not" or "99 Don't know / Not Applicable"

Q37 If your own cost that you pay personally for the pass were \$ _XXX_ per month,

[PROGRAMMER: SHOW AMOUNT EQUAL TO CURRENT MONTHLY COST OR BASE VALUE (SEE ABOVE) + 25%]

would you continue to hold a monthly pass?

05	For Sure, Yes	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
04	Probably	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
03	Maybe	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
02	Probably Not	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
01	Definitely Not	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
99	Don't Know	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP

ThirdCostChallenge: ASK IF THESE GROUPS:

- MONTHLY PASS QUOTA,
- WAITLIST QUOTA, or
- FULL-DAY QUOTA PEOPLE WHO INTERESTED IN MONTHLY PASS (InterestedInPass = 05, 04 OR 03)

AND IF

- FirstCostChallenge is "05 For Sure, Yes" or "04 Probably" or "03 Maybe"

Q38 If your own cost that you pay personally for the pass were \$ _XXX_ per month, would you continue to hold a monthly pass?

[PROGRAMMER: SHOW AMOUNT EQUAL TO CURRENT MONTHLY COST OR BASE VALUE (SEE ABOVE) + 100%]

05	For Sure, Yes	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
04	Probably	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
03	Maybe	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
02	Probably Not	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
01	Definitely Not	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP
99	Don't Know	SKIP TO APPROPRIATE PERSONAL CHOICE SECTION FOR QUOTA GROUP

Personal Choices: ASK FULL-DAY PARKERS

ASK IF FULL-DAY QUOTA GROUP Unless (InterestedInPass = 05, 04 or 03)

INTRO-10

ONLINE VERSION SHOW TITLE: How Rate Changes Might Affect You Personally

You indicated that when you park in downtown parking garages, you usually pay the full-day rate.

Whatif25: ASK IF

- **FULL-DAY QUOTA GROUP and**
- **who ARE NOT INTERESTED IN MONTHLY PASS (InterestedInPass = 01, 02 or 99)**

Q39 If the full-day garage parking rate were \$25.00, would you continue to park in the garages as you currently do?

05	For Sure, Yes	SKIP TO WHATIF35
04	Probably	SKIP TO WHATIF35
03	Maybe	SKIP TO WHATIF35
02	Probably Not	CONTINUE
01	Definitely Not	CONTINUE
99	Don't know / Not Applicable	CONTINUE

Whatif18: ASK IF

- **FULL-DAY QUOTA GROUP**
- **AND ARE NOT INTERESTED IN MONTHLY PASS (InterestedInPass = 01, 02 or 99)**
- **AND IF WHATIF25 is "01 Definitely Not" OR "02 Probably Not" or "99 Don't know / Not Applicable":**

Q40 If the full-day garage parking rate were \$18.00, would you continue to park in the garages as you currently do?

05	For Sure, Yes	SKIP TO LowerCostAlternatives
04	Probably	SKIP TO LowerCostAlternatives
03	Maybe	SKIP TO LowerCostAlternatives
02	Probably Not	SKIP TO LowerCostAlternatives
01	Definitely Not	SKIP TO LowerCostAlternatives
99	Don't know / Not Applicable	SKIP TO LowerCostAlternatives

Whatif35: ASK IF

- **FULL-DAY QUOTA GROUP and**
- **AND ARE NOT INTERESTED IN MONTHLY PASS (InterestedInPass = 01, 02 or 99)**
- **AND IF WHATIF25 is "05 For Sure, Yes" or "04 Probably" or "03 Maybe"**

Q41 If the full-day garage parking rate were \$35.00, would you continue to park in the garages as you currently do?

05	For Sure, Yes	SKIP TO LowerCostAlternatives
04	Probably	SKIP TO LowerCostAlternatives
03	Maybe	SKIP TO LowerCostAlternatives
02	Probably Not	SKIP TO LowerCostAlternatives
01	Definitely Not	SKIP TO LowerCostAlternatives
99	Don't know / Not Applicable	SKIP TO LowerCostAlternatives

Personal Choices: ASK HOURLY PARKERS

INTRO-11

ASK HOURLY PARKERS

You indicated that you use downtown parking garages mostly to park for just a few hours. Now, we would like to ask you about how rate changes might affect you personally. For the following pricing changes, would you continue to park in the public garage?

FirstHourImportant: ASK HOURLY

Q42 If the first hour were no longer free, would you continue to use the parking garages as you currently do?

- | | | |
|----|-----------------------------|----------|
| 05 | For Sure, Yes | CONTINUE |
| 04 | Probably | CONTINUE |
| 03 | Maybe | CONTINUE |
| 02 | Probably Not | CONTINUE |
| 01 | Definitely Not | CONTINUE |
| 99 | Don't know / Not Applicable | CONTINUE |

Whatif4: ASK HOURLY QUOTA

Q43 If the first hour continued to be free, but each additional hour cost \$4. Would you continue to park in a public garage as you currently do?

- | | | |
|----|-----------------------------|-------------------|
| 05 | For Sure, Yes | SKIP TO WHATIF550 |
| 04 | Probably | SKIP TO WHATIF550 |
| 03 | Maybe | SKIP TO WHATIF550 |
| 02 | Probably Not | CONTINUE |
| 01 | Definitely Not | CONTINUE |
| 99 | Don't know / Not Applicable | CONTINUE |

Whatif3: ASK HOURLY QUOTA AND Whatif4 is "02 Probably Not" or "01 Definitely Not" or "99 Don't know / Not Applicable"

Q44 If the first hour continued to be free, but each additional hour cost \$3. Would you continue to park in a public garage as you currently do?

- | | | |
|----|-----------------------------|-------------------------------|
| 05 | For Sure, Yes | SKIP TO LowerCostAlternatives |
| 04 | Probably | SKIP TO LowerCostAlternatives |
| 03 | Maybe | SKIP TO LowerCostAlternatives |
| 02 | Probably Not | SKIP TO LowerCostAlternatives |
| 01 | Definitely Not | SKIP TO LowerCostAlternatives |
| 99 | Don't know / Not Applicable | SKIP TO LowerCostAlternatives |

HourlyCostLevel3: ASK HOURLY QUOTA AND Whatif4 IS “05 For Sure, Yes”, “04 Probably” OR “03 Maybe”

Q45 If the first hour continued to be free, but each additional hour cost \$5.50. Would you continue to park in a public garage as you currently do?

- | | | |
|----|-----------------------------|-------------------------------|
| 05 | For Sure, Yes | SKIP TO LowerCostAlternatives |
| 04 | Probably | SKIP TO LowerCostAlternatives |
| 03 | Maybe | SKIP TO LowerCostAlternatives |
| 02 | Probably Not | SKIP TO LowerCostAlternatives |
| 01 | Definitely Not | SKIP TO LowerCostAlternatives |
| 99 | Don't know / Not Applicable | SKIP TO LowerCostAlternatives |

Personal Choices about Lower-cost Alternatives: ASK ALL

LowerCostAlternatives: ASK ALL

Q46 If the cost for parking in a public garage became too expensive, what would you do as an alternative?

TELEPHONE INTERVIEWER NOTE: UNAIDED RESPONSE -- PLEASE CODE AND CONFIRM THE CODING WITH THE RESPONDENT.

PROGRAMMER: SHOW ENTIRE LIST – DISPLAY OPTIONS 01-11 IN RANDOMIZED ORDER.

- 01 CARPOOL with someone to split the parking fee
- 02 PARK-AND-RIDE: That is, park in a lot a few miles from downtown and ride to the destination – in vans that circulate frequently from 6am to 9am and 4pm-7pm on weekdays.
- 03 PARK-AND-WALK: Park in a peripheral location and walk minutes to the destination
- 04 BUS: Take the bus
- 05 CHEAPER PAY PARKING: Use lower-cost, less convenient parking options, such as surface pay lots or cheaper garages
- 06 WALK, BIKE: Walk or ride a bicycle downtown
- 07 COMMUTERIDE: – which is a ride-match service that matches commuters with van pooling services; one of the commuters is also the van driver..
- 08 TAXI or UBER
- 09 MOVE: Move your residence closer to downtown so you could bicycle, walk, or take the bus to your destination
- 10 QUIT COMING DOWNTOWN BOISE
- 11 MERCHANT PARKING: Visit only downtown locations that have available parking
- 12 SOMETHING ELSE – Specify
- 98 DON'T KNOW

AlternativesAlready: ASK IF LowerCostAlternatives NOT “Don't Know” or “Refuse”

Q47 You mentioned what you would do if parking became too expensive:
 [SHOW ANSWER FROM Q46]
 How often do you already do this alternative, if at all?

- | | | |
|----|---------------------|----------|
| 01 | Never | CONTINUE |
| 02 | 1-5 times per year | CONTINUE |
| 03 | 6-11 times per year | CONTINUE |
| 04 | 1-3 times per month | CONTINUE |
| 05 | 1-5 times per week | CONTINUE |

99 Don't know / Not Applicable CONTINUE

Alternatives: ASK IF LowerCostAlternatives NOT "Don't Know" or "Not Applicable"

INTRO-12

Now please tell us more specifically how likely you would be to do each of three separate alternatives on a regular basis, possibly including the one you already named, if parking became too expensive. The first is...

PRESENT THE NEXT THREE QUESTIONS (Q47-Q49) IN RANDOM ORDER

Alternatives: ASK IF LowerCostAlternatives IS "Don't Know" or "Not Applicable"

INTRO-13

Now among the following three separate alternatives to parking, please tell us how likely you would be to do each one, if parking became too expensive. The first is...

PRESENT THE NEXT THREE QUESTIONS (Q47-Q49) IN RANDOM ORDER

ASK ALL: TargetAlternative1

Q48 Use Park-and-ride: That is, park in a free lot a few miles from downtown and ride in a free shuttle about 10-15 minutes to downtown Boise – The shuttles would circulate frequently during regular commuting hours, and would include a guaranteed ride home in the event you are not able to make the final shuttle."

(INTERVIEWER NOTE: IF NECESSARY: Would you be likely or unlikely to do this? FOLLOW UP PROBE: Is that extremely or somewhat?)

- 05 Extremely Likely CONTINUE
- 04 Somewhat Likely CONTINUE
- 03 NEITHER / (online: "Neither") CONTINUE
- 02 Somewhat Unlikely CONTINUE
- 01 Extremely Unlikely CONTINUE
- 99 Don't know / Not Applicable CONTINUE

ASK ALL: TargetAlternative2

Q49 Use carpooling or Commuteride? (Commuteride is a ride-match service that matches commuters with van pooling services; one of the commuters is also the van driver, and the vehicle parks free.)

(INTERVIEWER NOTE: IF NECESSARY: Would you be likely or unlikely to do this? FOLLOW UP PROBE: Is that extremely or somewhat?)

- 05 Extremely Likely CONTINUE
- 04 Somewhat Likely CONTINUE
- 03 NEITHER / (online: "Neither") CONTINUE
- 02 Somewhat Unlikely CONTINUE
- 01 Extremely Unlikely CONTINUE
- 99 Don't know / Not Applicable CONTINUE

ASK ALL: TargetAlternative3

Q50 Use lower-cost, less convenient paid parking, such as a less expensive garage farther from your destination?

(INTERVIEWER NOTE: IF NECESSARY: Would you be likely or unlikely to do this? FOLLOW UP PROBE: Is that extremely or somewhat?)

- | | | |
|----|-------------------------------|----------|
| 05 | Extremely Likely | CONTINUE |
| 04 | Somewhat Likely | CONTINUE |
| 03 | NEITHER / (online: "Neither") | CONTINUE |
| 02 | Somewhat Unlikely | CONTINUE |
| 01 | Extremely Unlikely | CONTINUE |
| 99 | Don't know / Not Applicable | CONTINUE |

Socio-demographics – ASK ALL

ASK ALL

INTRO-14

Now a few questions about you to help us understand our findings.

WhyDowntown: ASK ALL

Q51 When you park in a parking garage downtown, why are you downtown? If there's more than one reason, what's the most common reason you come downtown?

UNAIDED LIST

- 01 Work
- 02 Restaurant / Dining
- 03 Visit Friends
- 04 Shopping
- 05 Sporting, Performance, Or Other Special Event
- 06 Alive After Five, First Thursday
- 07 OTHER - Specify
- 99 Don't Know / Not Applicable

Gender: ASK ALL

Q52 TELEPHONE INTERVIEWER: It might sound silly, but I'm required to ask:
Are you a woman or a man?

- 01 Woman
- 02 Man
- 99 Prefer not to say

City: ASK ALL

Q53 What is the city or town you live in or closest to?

UNAIDED LIST

- Boise
- Caldwell
- Eagle
- Garden City
- Kuna
- Meridian
- Nampa
- Star
- OTHER, SPECIFY

ASK IF CITY = BOISE: BoiseResident

Q54 Do you live in DOWNTOWN Boise?

- 01 NO
- 02 YES
- 99 Don't know / Not Applicable

ASK ALL: Income

Q55 Is your total household income before taxes more or less than \$75,000?

- 01 LESS
- 02 MORE
- 99 Don't know / Not Applicable

ASK ALL:

Q56 Are there any other adults living in your household who park in public garages downtown?

- 01 NO CONTINUE
- 02 YES SPECIFY: Could I have that person's first name in case we need to conduct additional surveys?
- 99 Don't know / Not Applicable

ASK IF: ONLINE and YES to “Other Adults Live in Household”

Q56B Please encourage other adults in your household who park in public garages downtown to go to ParkBOI and complete a survey about their parking experience.

ASK IF COMPLETED SURVEY: THANK and Termination

IF TELEPHONE SURVEY: Those are all our questions.

IF ONLINE SURVEY: You will have the opportunity to enter additional comments at the very end if you'd like, but first --

SHOW FOR ALL: CCDC would like to thank you very much for your time, and as you know, you may choose one of two thank you gifts. Because you completed the survey, you may choose to be entered into a drawing for a chance to win one of three \$200 gift cards to Downtown Boise Association, which can be used in most retail locations downtown, or you may choose to receive a Full Day Parking validation, valued at \$12.

ASK IF COMPLETED SURVEY: Which Incentive

Q57 Which one of these would you like?

- | | | |
|----|-----------------|--|
| 01 | DRAWING | CONTINUE
SPECIFY: Could I confirm your full name and your mailing address so that we can send it to you? Please be assured that this information will be kept completely separate from your survey answers CCDC will use this contact information strictly and solely to send your gift, and for no other purpose. Please expect it in the mail within three weeks. |
| 02 | FULL-DAY PASS | THANK, GOODBYE |
| 99 | NEITHER /refuse | THANK, GOODBYE |

ASK IF Which Incentive is “DRAWING”

Q58 TELEPHONE INTERVIEW: Could I please confirm your first name and the phone number I should call to inform you if you win the drawing? CCDC will use this contact information strictly and solely to send your gift, and for no other purpose.

ONLINE SURVEY: Please provide the name and phone number that you would like us to use to inform you if you've won the drawing. CCDC will use this contact information strictly and solely to send your gift, and for no other purpose.

FIRST NAME

CONTINUE

Q59 PHONE NUMBER

CONFIRM CURRENT NUMBER OR CAPTURE NEW ONE. CONTINUE -

ASK ALL: Comments

Q60 As a final question, we'd like your own words about your parking experience. You described earlier how satisfied you are with your parking experience. Please describe what is particularly satisfying or dissatisfying about this experience.

RECORD OPEN-END

FINALGOODBYE: ASK IF COMPLETE SURVEY

IF TELEPHONE: Thank you again, and have a great evening.

IF ONLINE: Thank you for completing the survey.

IF DRAWING SELECTED: You have been entered in the drawing and will be notified if you are selected.

IF FULL-DAY PASS SELECTED: You should receive your full-day pass in the mail within the next 4-6 weeks.

ASK IF DISQUALIFY: DQThankandTerminate

Those are all our questions. Thank you very much for your time. Your parking experiences and needs do not fit our survey requirements at this time. Have a very nice evening. Good-bye.

Boise Parkers' Experiences & Opinions

For more information contact

Capital City Development Corporation



Valerie Steffen, Ph.D.
vsteffen@Strategic-IQ.com

