

INFORMATION/ACTION ITEM: Parking Survey & Rate Change Notice

Max Clark, Parking & Facilities Director

Matt Edmond, Project Manager

Background

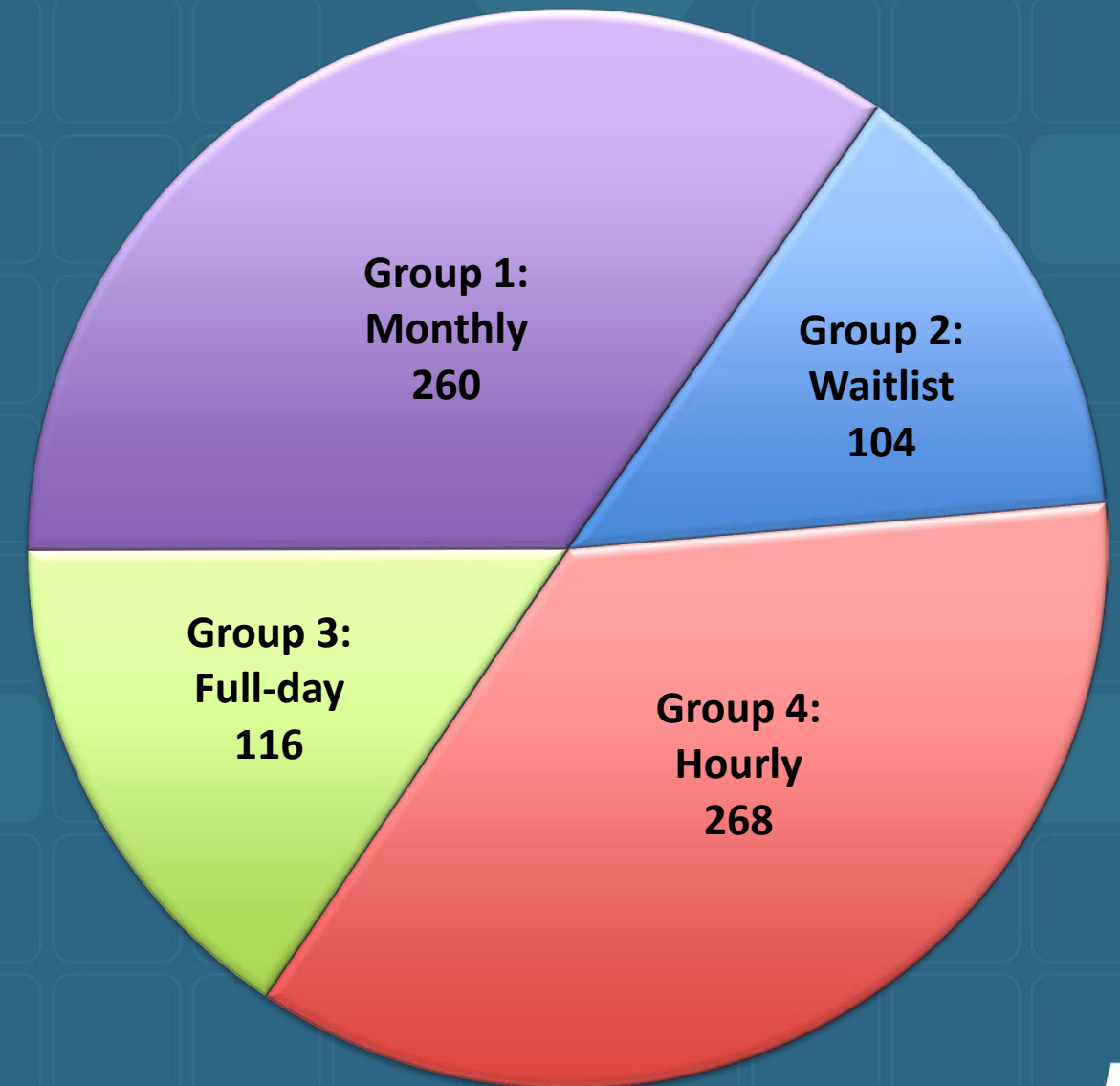
- Parking Strategic Plan
- Demand exceeds supply
- Board directed rate survey
- Development impacts
- Need to provide alternatives
- Help fund alternatives



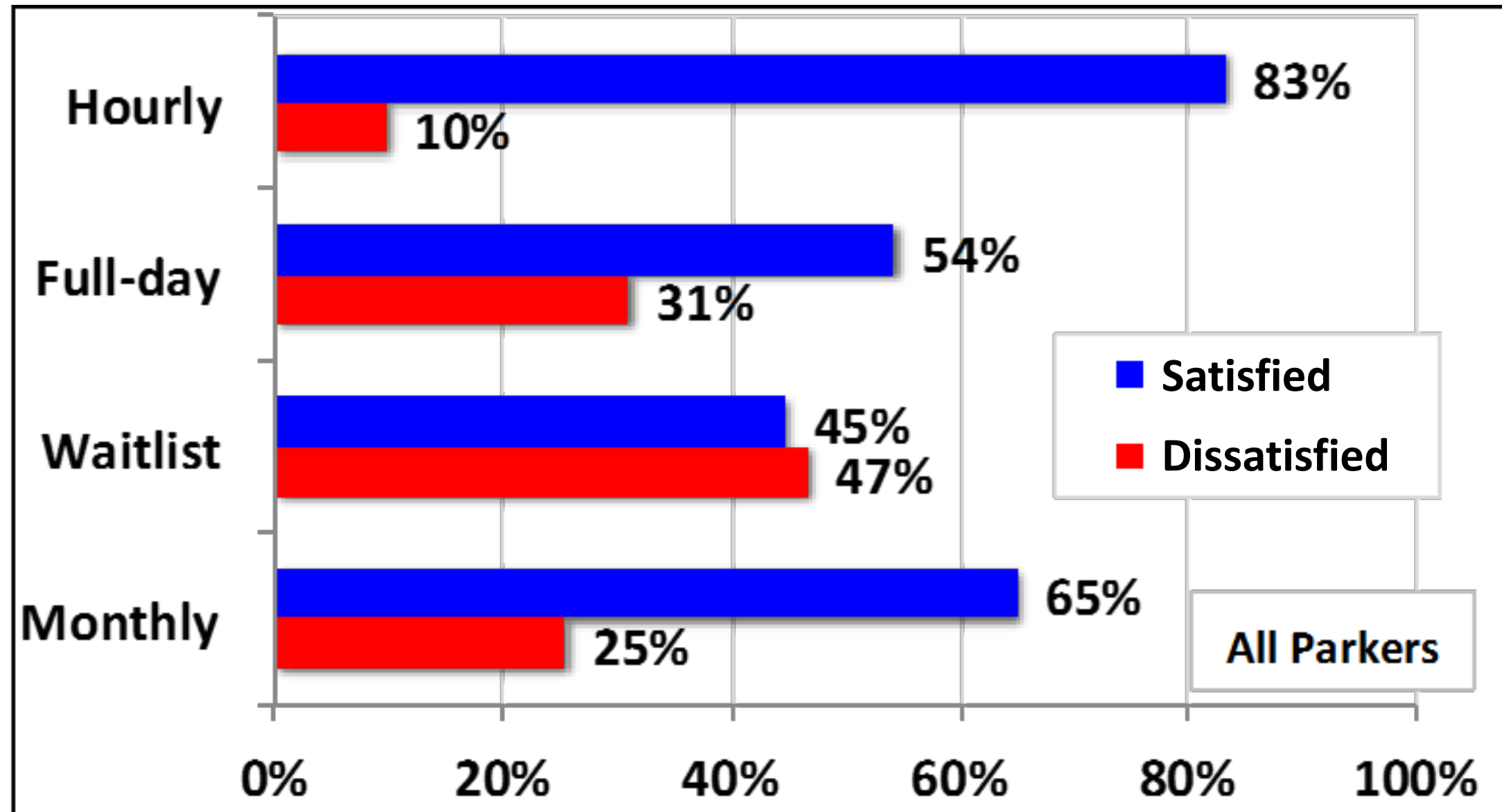
Methodology

- Phone and online
- Park minimum once/month
- High reliability +/-3.6% overall
- Asked about:
 - Use Frequency
 - Satisfaction
 - Out of Pocket Cost
 - Tolerance for rate increase
 - Alternatives

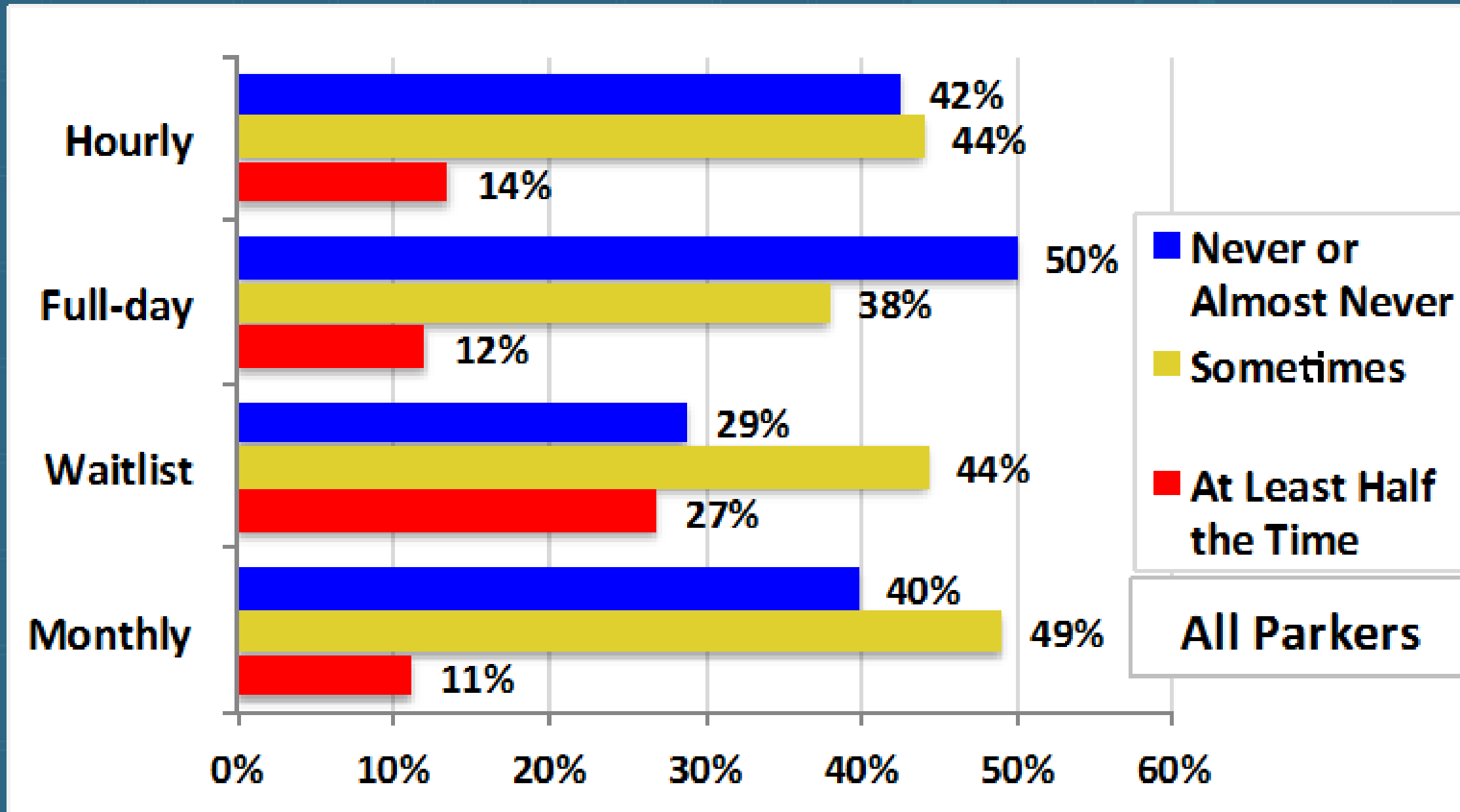
Total Surveyed: 748



Public Outreach: Customer Satisfaction

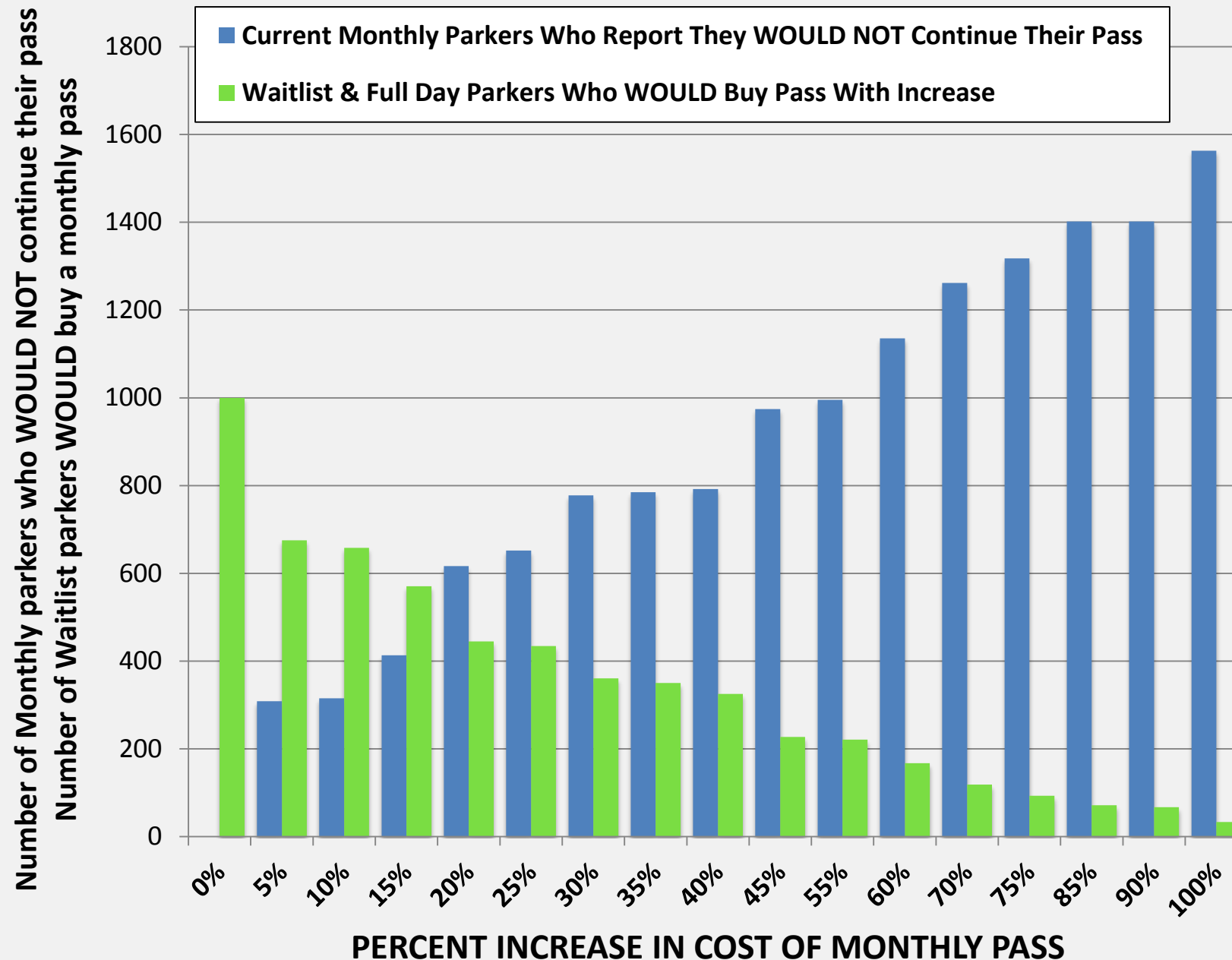


Feedback: Difficulty Finding Parking



Monthly Rate Change Feedback

Impact of Monthly Rate Increases: Loss of Current Pass Holders and Tolerance of Waitlist/Full-Day Parkers for Higher Rate





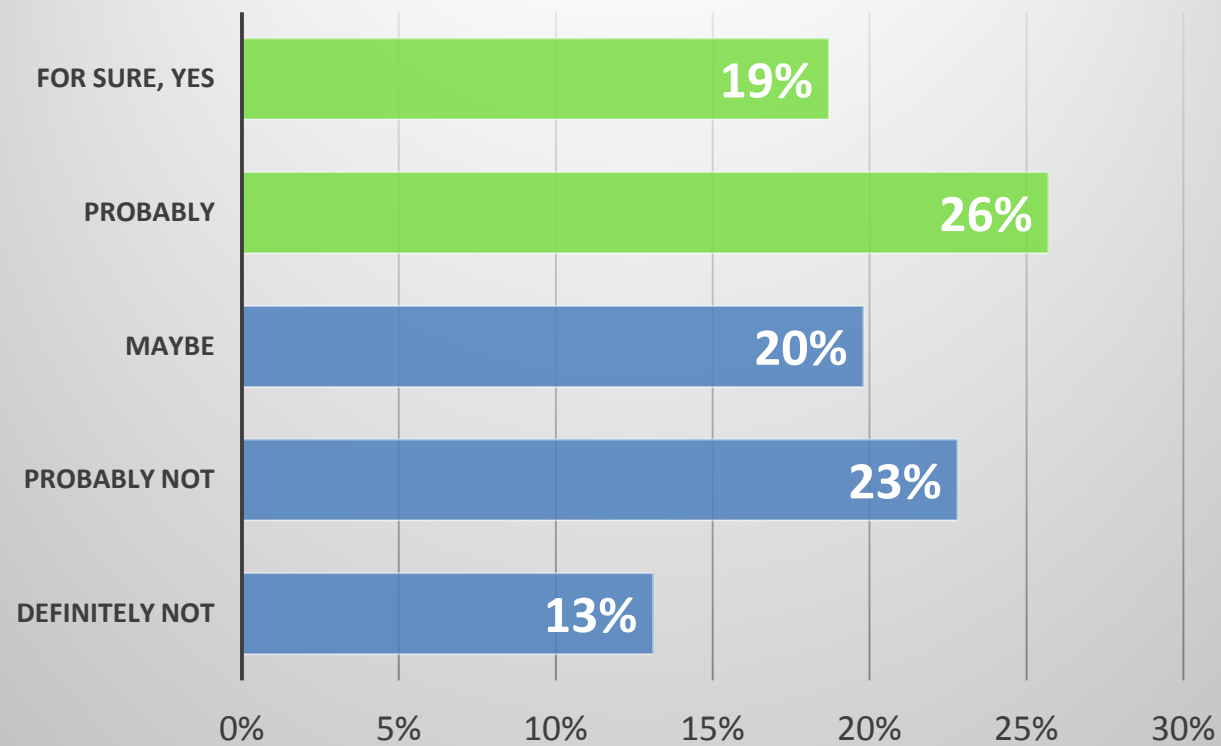
Recommendation for Monthly Rates

Garage	Monthly Spaces	Current Rate	Proposed Rate
11th & Front (Pioneer Crossing)	250 + 425	NA	\$100
5th & Broad (The Fowler)	20 + 20*	NA	\$175
9th & Front (City Centre)	318	\$120	\$140
10th & Front (Grove Street)	503	\$120	\$140
Capitol & Myrtle (Myrtle Street)	185	\$120	\$140
Capitol & Front (Boulevard)	129	\$120	\$140
Capitol & Main (Capitol Terrace)	285	\$135	\$175
9th & Main (Eastman)	275	\$135	\$175

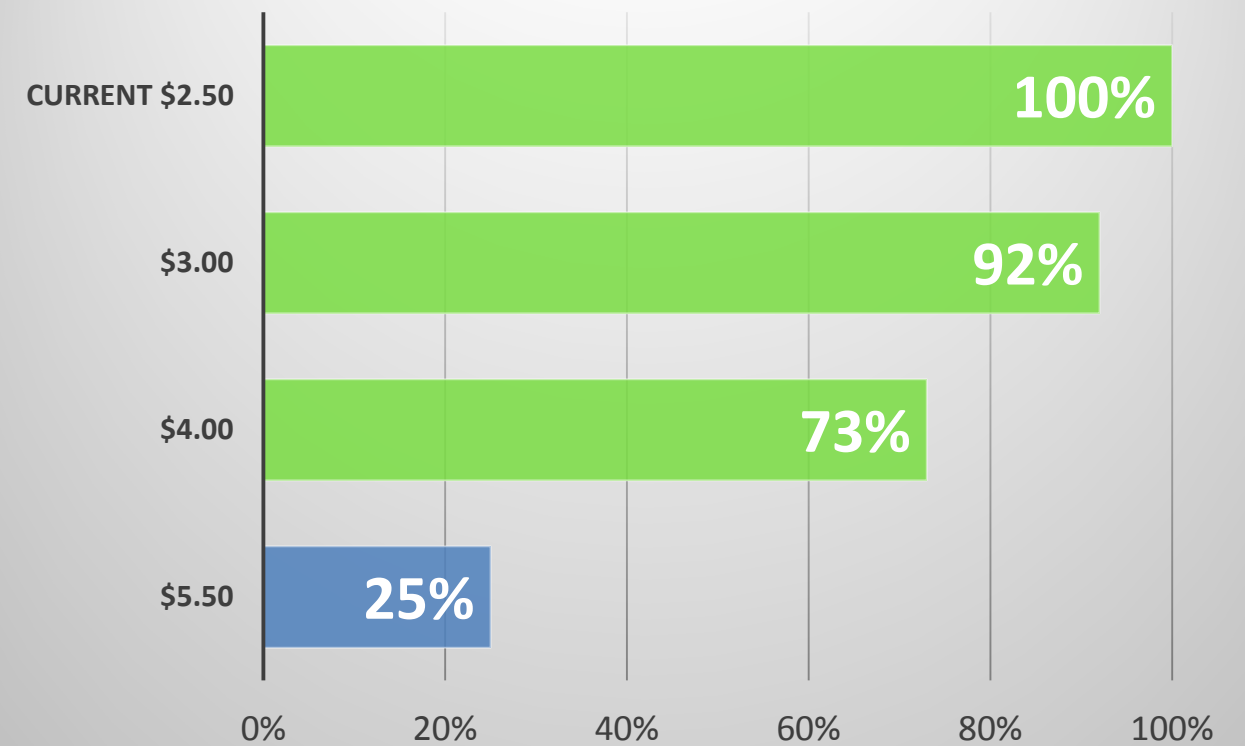
* 20 spaces each weekday/daytime and night/weekend

Hourly Rate Change Feedback

Hourly Parkers: If 1st Hour Were Not Free, Would You Continue to Park as You Do?



Hourly Rate Tolerance





PARKBOI

CAPITOL & MYRTLE

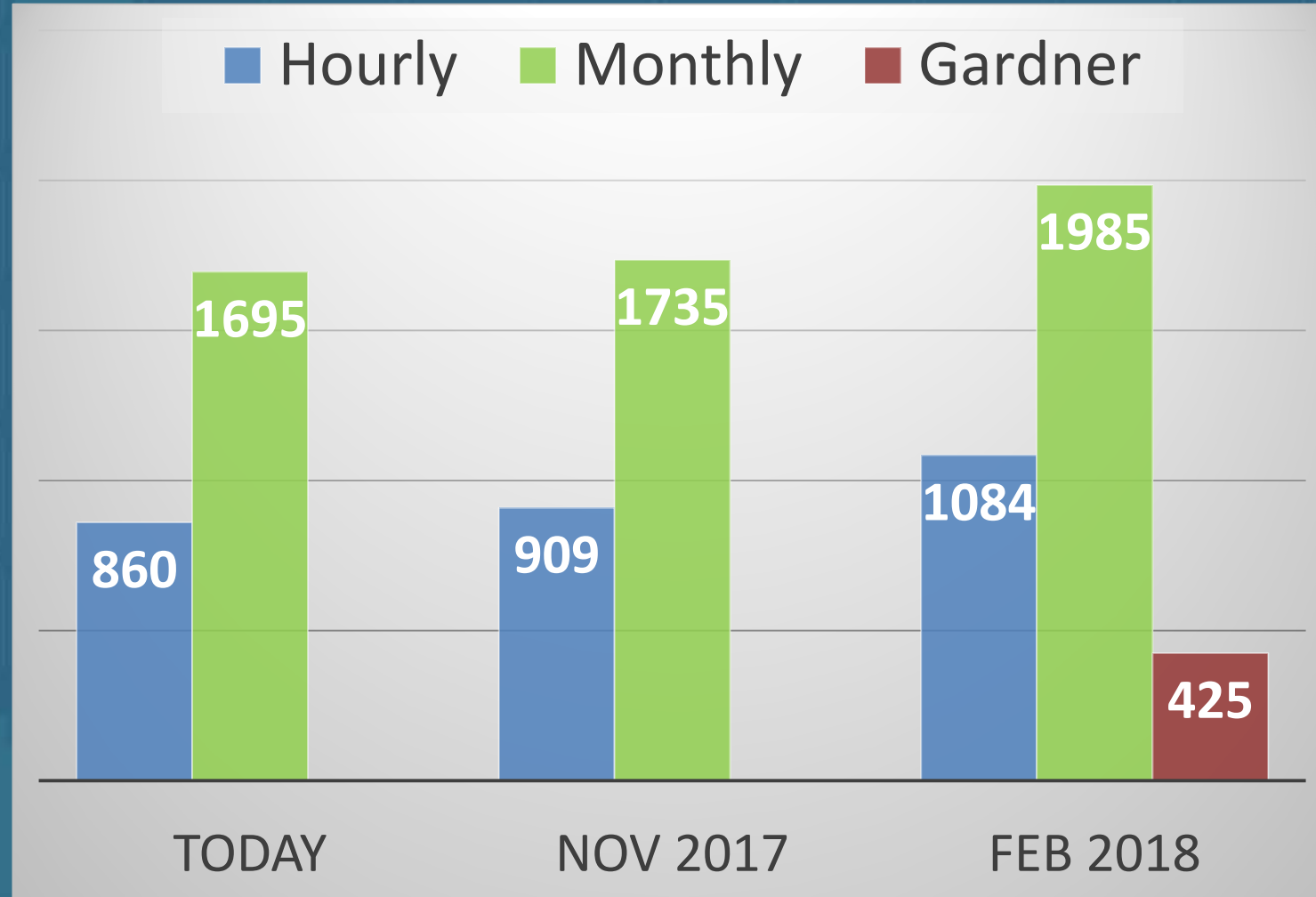
**SPACES
AVAILABLE**



Recommendation for Hourly Rates

Garage	Length	Current Rate	Proposed Rate
All Garages	First Hour	Free	Free
All Garages	1-2 hours	\$2.50	\$3.00
All Garages	2-3 hours	\$5.00	\$6.00
All Garages	3-4 hours	\$7.50	\$9.00
All Garages	4-5 hours	\$10.00	\$12.00
All Garages	5-6 hours	\$12.00	\$15.00
All Garages	6+ hours (Weekday Max)	\$12.00	\$15.00
All Garages	Weekend Max	\$5.00	\$6.00

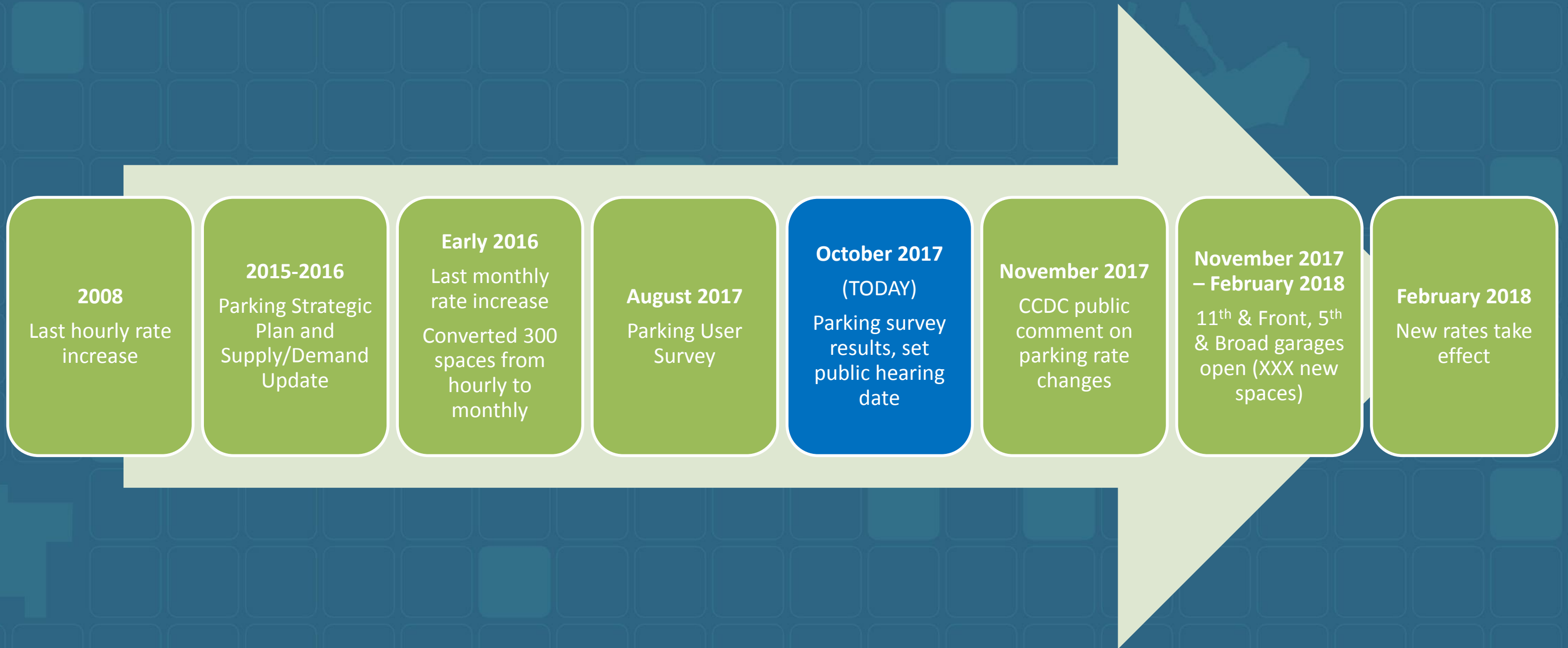
ParkBOI Inventory



What Our Customers Want for Higher Rates



Timeline



Suggested Motion

I move to accept the survey findings and to schedule a public comment date for the Board meeting of November 13, 2017 to consider adjusting parking rates in early 2018.