



REGIONAL TRANSPORTATION DISTRICT

Parking Management Program

Report: FEBRUARY 2010

PARKING MANAGEMENT PROGRAM

- Under development since 2002
 - Establish parking fees for all patrons (eventually)
 - Parking dependent patrons require a substantial subsidy (+/- \$11,000 per space)...that other patrons do not
 - Reduce the “in/out” tax burden gap
 - Out-of-District patrons avoid substantial portions of RTD sales tax...yet they pay the same at the fare box
 - Capture the value of extended parking (DIA: \$6.00/day)
 - Average skyRide patrons (8 days) at Stapleton save;
 - In-District, 35%....Out-of-District, 17%
 - “Shift” patrons to under-used facilities
 - Avoid expansion costs and increased O&M

PARKING MANAGEMENT PROGRAM

- Central Parking selected by RFP in 2003
 - Cover expenses, collect revenue, remit 97% of net to RTD
- Authorization from Legislature was not required
- 2007 Legislature involved about confidentiality
 - placed restrictions
- 2008 Legislature modified restrictions
 - Use Motor vehicle data to classify license plates
 - Establish Reserved program
 - Daily charges for out-of-District vehicles
 - Extended Parking program after 24 hours

PARKING MANAGEMENT PROGRAM

- **Adopted by the Board August 2008**
 - Program designed within the legislated constraints
 - Only impacts about 17% of parking patrons
 - Implementation in 4 Phases
 - February/March/April/May 2009
 - Goals
 - Efficient use of parking facilities
 - Improved cost recovery from “out” & “extended”
 - Induce patrons to “shift” to less used facilities for discounted parking fees
 - Avoid subsidy from RTD general funds

PARKING MANAGEMENT PROGRAM

- What combination of criteria is used to select facilities for the Program?
 - Model developed to rank all 74 facilities annually:
 - Usage
 - % used.....% out-of-District
 - Paying patrons
 - # travelers.....# out-of-District.....# reserved spaces
 - Geographic/Cost factors
 - Miles from CBD.....patrons & spaces per corridor mile
 - Resource allocation
 - Combined corridor scores

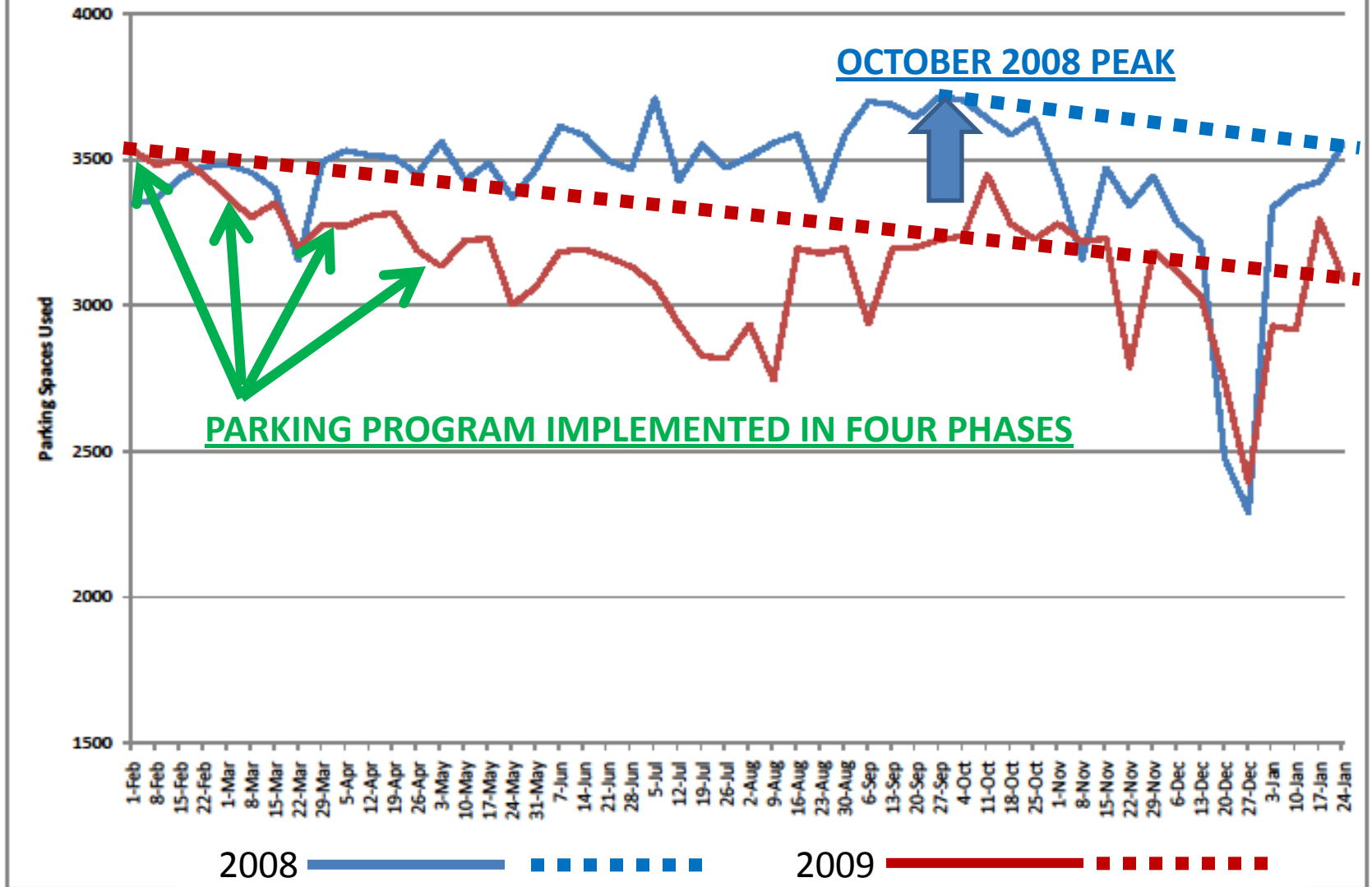
PARKING MANAGEMENT PROGRAM

- Original, 2007-8, data in model resulted in:
 - 33 facilities in 4 corridors plus Pine Junction at an isolated location
 - Lesson learned: do not included isolated facilities
- Current, 2009, data in model resulted in:
 - 33 facilities in 4 corridors plus El Rancho
 - Modification to Program: defer both Pine Junction and El Rancho until it is financially feasible do the entire corridor

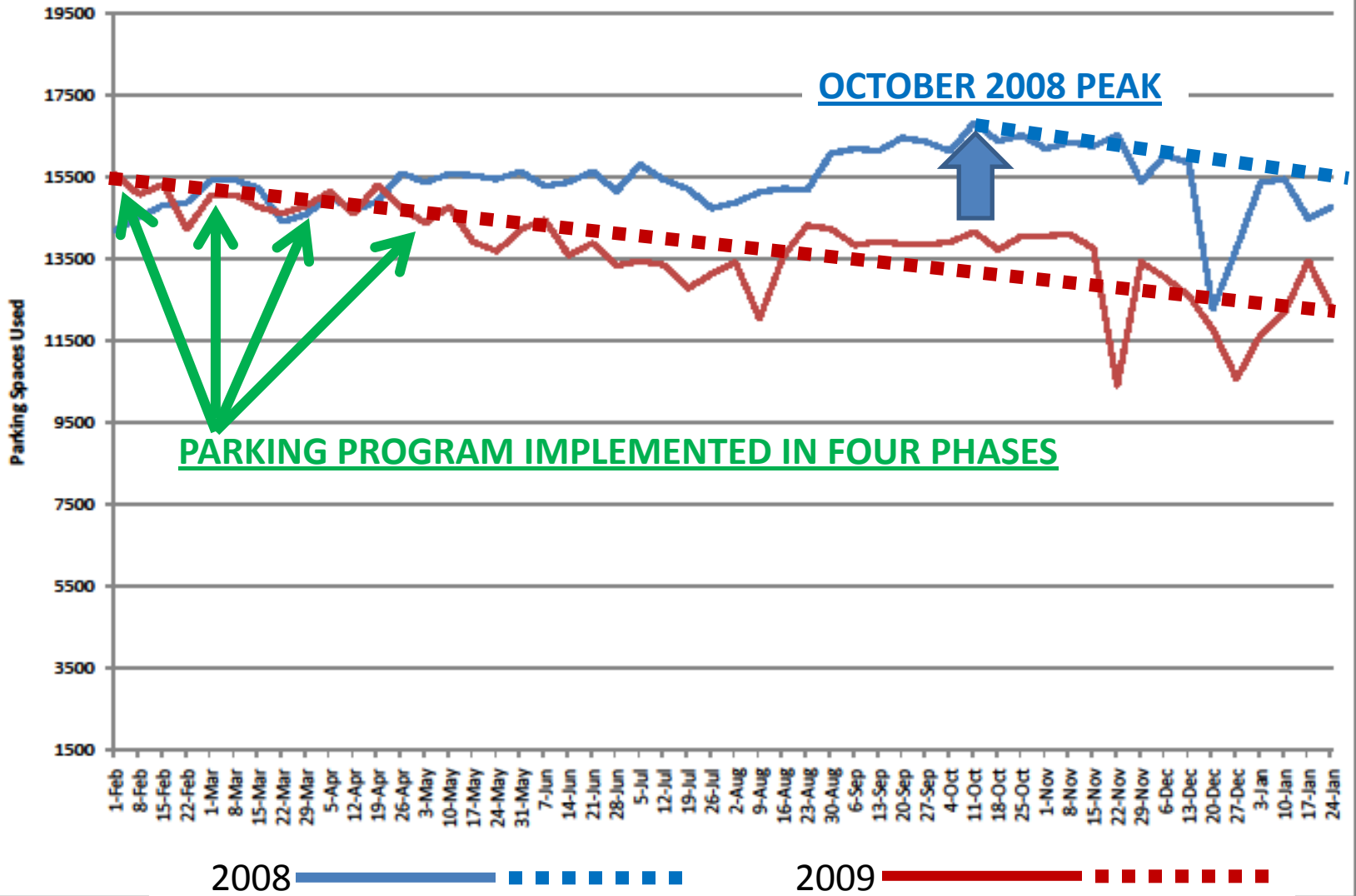
PARKING TRENDS

- Does the fee-based Parking Management have a negative impact on PARKING?
 - Total parking has declined about 24% since its peak in October 2008
 - In lots managed.....24%
 - In lots not managed23%
 - Does not suggest a significant negative impact on parking at managed facilities

ALL PARKING FACILITIES NOT MANAGED



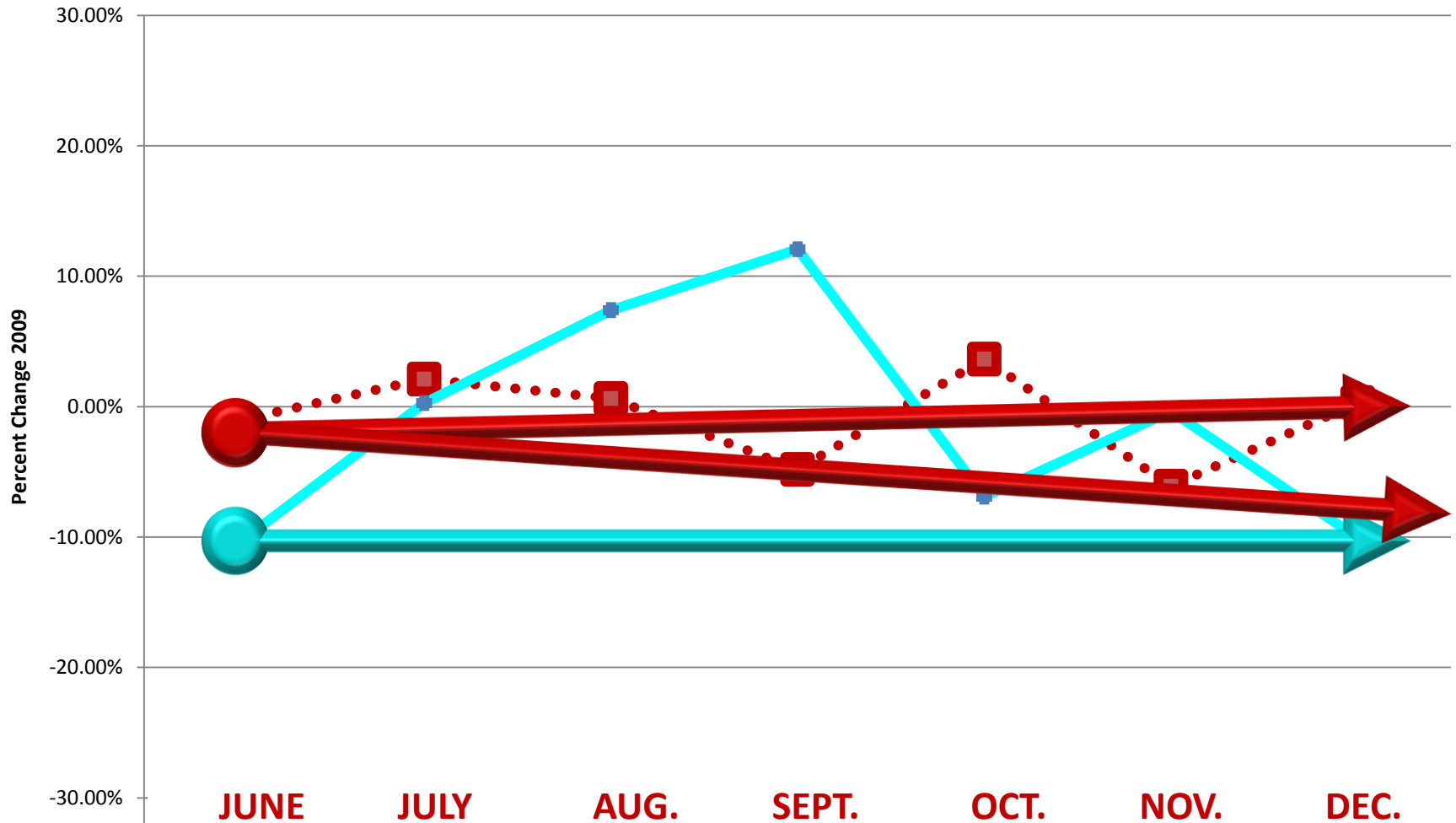
ALL MANAGED PARKING FACILITIES



PARKING RELATED RIDERSHIP TRENDS

- Does the fee-based Parking Management have a negative impact on RIDERSHIP at managed facilities?
 - Side by side comparison of:
 - ridership system-wide
 - ridership on routes that serve managed facilities
 - Does not suggest a significant negative impact on ridership at managed facilities

RIDERSHIP: System-wide vs. In Program



Route Ridership	-1.06%	2.11%	0.63%	-4.81%	3.64%	-6.10%	0.31%
System-Wide Ridership	-10.54%	0.27%	7.40%	12.06%	-6.90%	-0.36%	-10.07%

Month

EXPENSE AND COST RECOVERY TRENDS

- Expenses are running about 54% of projections
- Cost recovery is running about 33% of projections
 - Reserved Parking producing only 6% of projections
 - Littleton Downtown is sold out (54 spaces)
 - Out-of-District producing 35% of projections
 - Extended Parking producing 60% of projections

CURRENT ISSUES

- **Pay Stations:**
 - Credit card certification has been achieved
 - Installation in the field
 - Several enhancements are necessary to be fully functional
 - Installation in the field
- **2010 Yield Analysis warrants deferral of Pine Junction from the Program at this time**

PARKING MANAGEMENT PROGRAM

- How did the 39 facilities in the Program fit the criteria? (52% of all parking facilities)
 - 96% of all skyRide served facilities
 - 95% of all reserved spaces
 - 91% of all patrons (subject to parking fees)
 - 88% of all parking usage
 - 84% of all out-of-District patrons (subject to parking fees)
 - 79% of the high demand facilities
 - 38 were in compact geographical areas (4 corridors)
 - Pine Junction had both the highest percentage (84%) out-of-District vehicles among all facilities...and the highest number (65) outside the 4 corridors