

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
12	07/26/10	Open	Action	07/20/10

Subject: Report on Park Pay and Ride Pilot Program

ISSUE

Report on the Park Pay and Ride Pilot Program

RECOMMENDED ACTION

None

DISCUSSION

This report covers the initial six months for the Park, Pay and Ride Pilot Program from January 1, 2010 (inception) through June 30, 2010. As a part of the initial pilot program, three lots were included in the program: Roseville Road, Watt West and Watt/I-80 Light Rail Stations. Attachment 1 shows details for each month during the period and shows monthly pass sales, daily pass sales, citations data and parking lot counts. The revenue from parking passes has been \$93,487 for this period. At end of June, citations have generated \$2,389 with 45 still in the noticed status and none in delinquent status.

Sales of monthly parking passes have exceeded the original projections for the pilot program. Estimates were based upon fare media sales, comparing monthly pass sales versus all other media. We expected 50% of riders would buy the monthly parking pass, whereas, actual use has been over 80%. The high use of the monthly parking pass has reduced administrative time and expense; but also, lowered revenue proportional to the discount on the monthly pass.

Although, staff made extensive efforts to implement on line and telephone sales, the sales methods table show a trend toward Outlet Sales over all other choices. Telephone and on line sales remain small in volume and revenue at a higher cost than other sales methods.

Citations for failure to pay the parking fee have steadily declined, demonstrating a high rate of compliance with the pilot program. Although administrative hearings to contest a citation are available, no hearings have been requested.

Staff continues to track daily parking use of our other lots. Initially during the first months of the Pilot, parking lot counts reflected a small migration from the pay lots to the Marconi light rail park and ride lot. However, over the course of the pilot program the parking lot count data indicates a return of these riders to Roseville Road light rail park and ride. By the end of the June, no migration from these pay lots was noted, indicating that the Pilot Program has no impact on ridership from these locations based on historic lot usage.

Approved:

Presented:

FINAL 7/21/10

General Manager/CEO

Chief of Facilities and Business Support Services

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Statistics from the Parking Pilot Program from 1 January to 30 June 2010

Sales	January	February	March	April	May	June	
Monthly Pass Sales Revenue	\$ 12,735.00	\$ 12,495.00	\$ 12,480.00	\$ 12,135.00	\$ 12,615.00	\$ 12,675.00	\$ 75,135.00
Daily Pass Sales Revenue	\$ 2,942.50	\$ 2,830.11	\$ 2,858.40	\$ 2,738.76	\$ 3,050.95	\$ 3,931.66	\$ 18,352.38
							\$ 93,487.38
QTY of monthly passes sold	849	833	832	809	841	845	
Total Paid Daily Avg Parked	1,012	990	991	961	1,010	1,063	

Sales Methods

Daily Pass	January	February	March	April	May	June	
TVM Sales	\$ 2,907.40	\$ 2,781.51	\$ 2,789.55	\$ 2,649.66	\$ 2,975.35	\$ 3,849.31	\$ 17,952.78
Telephone Sales	\$ 35.10	\$ 48.60	\$ 68.85	\$ 89.10	\$ 75.60	\$ 82.35	\$ 399.60
							\$ 18,352.38

Monthly Pass	January	February	March	April	May	June	
Outlet Sales	\$ 4,140.00	\$ 7,365.00	\$ 8,205.00	\$ 8,535.00	\$ 8,745.00	\$ 9,825.00	\$ 46,815.00
On Line Sales	\$ 1,545.00	\$ 1,590.00	\$ 1,560.00	\$ 1,365.00	\$ 1,245.00	\$ 1,125.00	\$ 8,430.00
RT Sales (MTO)	\$ 60.00	\$ 75.00	\$ 90.00	\$ 105.00	\$ 135.00	\$ 135.00	\$ 600.00
RT Sales (CUS)	\$ 6,990.00	\$ 3,465.00	\$ 2,625.00	\$ 2,130.00	\$ 2,490.00	\$ 1,590.00	\$ 19,290.00
							\$ 75,135.00

Citations	January	February	March	April	May	June	
Written	0	75	75	58	50	36	294
Paid	0	11	19	19	15	17	81 \$ 2,389.50
Noticed	0	0	0	0	0	45	45
Delinquent	0	0	0	0	0	0	

Daily High Average

Parking Counts	January	February	March	April	May	June
Watt/I-80	21	23	21	25	25	25
Watt West	143	130	132	138	129	124
Roseville Road	757	702	668	700	635	616
	921	855	821	863	789	765