



Traffic Engineering and Parking Divisions

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To: City Transit and Parking Commission
From: Jo Easland, Parking Analyst
Subject: Ramp Shuttle – Methodology for Evaluating Results

The goal of the ramp shuttle project is to “redistribute demand among our facilities and help fill excess capacity.” For purposes of this write-up, I’m assuming that the first part of this goal would be accomplished by “Shifters”, and the second part by “Newbies”.

The cost of the shuttle is \$125,000; we estimate marketing will add about another \$15,000 to this amount. “Shifters” would represent an **additional** cost as parkers move from a more expensive ramp to a less expensive ramp (LESS parking revenue). Thus, “Newbies” (latent demand) provide the only means for recouping total costs.

We estimate the various Shifter scenarios could result in additional costs of between \$560 and \$1,300 per year each (depending on the various ‘to and from’ destinations), with the ‘most typical’ Shifter scenario costing about \$565 per year. We estimate the various Newbie scenarios could result in additional **revenue** of between \$1,200 (Monthly **Resident** at Capitol Square North) and \$1,950 per year (**hourly** parker at State Street Capitol Ramp), with the ‘most typical’ Newbie scenario generating about \$1,825 per year.

Thus, if we solely attracted Newbies, it would take about 77 Newbies to break even (\$140,000 / \$1825). If we also attract Shifters, however, then for every three Shifters we would need to attract an extra Newbie (as one Newbie equals about 3.2 Shifters >> \$1825 / \$565). In other words ...

Sample Breakeven Point for THREE Shifters ...

\$125,000 Shuttle + \$15,000 Marketing = \$140,000
\$140,000 (Cost before any Shifters) + 3 Shifters (@ \$565 ea) = \$141,700 Cost with THREE Shifters
\$141,700 / \$1,825 generated per Newbie = **78 Newbies required to breakeven**

So, come the end of the pilot in May, how do we ascertain the number of Shifters and/or Newbies brought into the system via the shuttle project? We have TWO methods available to help make this determination – one would provide VERY general “ballpark” results, the other *could* provide very precise results, depending on shuttle-user cooperation.

Method 1 – “Accumulated Parker/Occupancy” Charts – Monthly Averages for Weekdays Only (see sample at Attachment A).

The sample chart at Attach. A presents “accumulated parker” trend lines for January 2005 and 2006, as well as the *inherent shortcomings of using these charts to analyze pilot results*. Note the year-over-year DECLINE of about 100 parkers during the period of peak occupancy (10 am – 2 pm). This drop occurred BEFORE the rate increases took effect. As we know there are myriad factors that affect ramp usage (“parker habits”) – “draw”, availability and perceived convenience of *alternative* parking, weather, etc. While we can measure the net result of these factors, we cannot definitively identify which factors were in play any given moment. Thus, it would be impossible to quantify shuttle Shifters and Newbies who comprise these trendlines. However, these charts could provide “ballpark” results for consideration.

Method 2 – Shuttle User Survey

We believe more *useful* results could be obtained via surveying shuttle users (who present “proof of parking” to the shuttle driver). Preliminary ideas:

- VERY simple survey (perhaps online) consisting of only TWO questions – (1) What I’m doing today and (2) What I did Before -- see sample survey DRAFT at Attachment B.
- provide enough incentive to make completing the survey worthwhile – e.g., \$5 Off Parking coupon

(We’re working with the survey experts at Madison Metro on the exact process.)

The “Tally Sheet” sample at Attachment C shows how **dollars** could then be attached to the survey information. This sample tally sheet assumes the following ...

- 16 Completed Surveys, comprised of the following “mix” of shuttle users ...
 - o 6 Newbies
 - o 9 Shifters, and
 - o 1 “Convenience” User – NOT new to the parking system, but hopped on the shuttle because it was going by ...
- NEW revenue = \$2,177 for the month; revenue FORMERLY generated by these 16 riders was about \$1,570, **for a NET Revenue Gain of about \$610 for the survey month** (+\$7,310 if annualized over 12 months, +\$4,870 if annualized over the 8 shuttle months).

Pending Questions:

- re MONTHLY parkers:

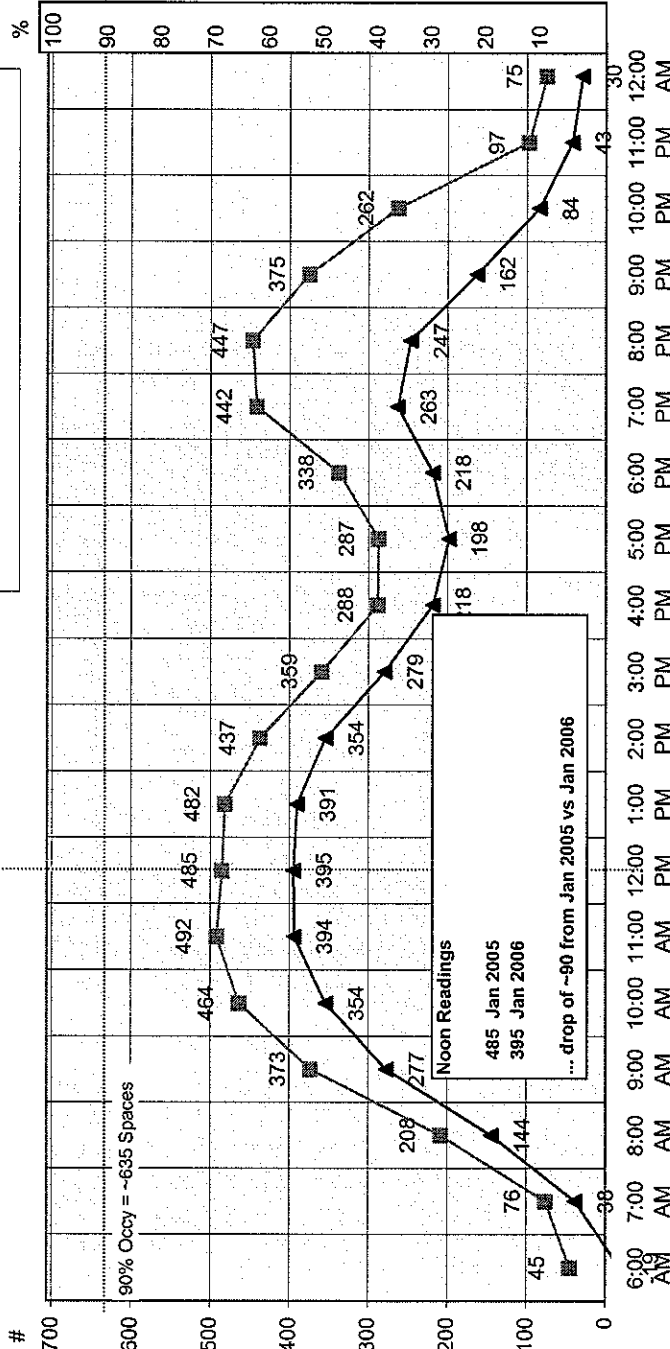
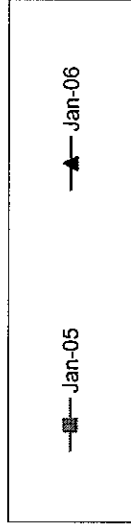
- what will they be required to show as “proof of parking” ? e.g., their ramp Access Card?
- upon cessation of the pilot project, what will happen to any Shifters? e.g., will they have the “right” to return to their former ramp (even though their ‘slot’ has now been filled by another monthly parker, thus exceeding typical Monthly capacity ...) OR will they have to go back to the bottom of the waiting list ??

Facility: STATE ST CAPITOL RAMP

ACCUMULATED PARKERS / % OCCUPANCY BY TIME OF DAY

Monthly Averages for WEEKDAYS ONLY
(unless otherwise specified)

706 \$'d Spaces (when all in service); 90% Occupancy = ~635 Spaces



Noon Readings
485 Jan 2005
395 Jan 2006
... drop of ~90 from Jan 2005 vs Jan 2006

F:\TNCOMMON\PARING\PARCS\occupancy\2006\SSCo\fac\jan06 sscoc FOR SHUTTLE PILOT.xls\Sample Chart for TPC



RAMP SHUTTLE SURVEY - working draft!

F:\TTC\COMM\PAR\KING\JO\RAMPS\Ramp Shuttle\lally sheet 1.xls\survey - portr, NO hours-days

Jo 10/17/06

Please help us measure the success and/or identify any shortcomings of this pilot project by completing this short survey as you ride to your destination ... Basically, we're looking for two things: (1) what you're doing today and (2) what you did before. Feel free to add any general comments/suggestions at the end!

Thank you for your input! Here's your ^{RS} off coupon!

WHAT I'M DOING TODAY!

Just using shuttle as convenience -- i.e., still parking in same 'ol place!

Parking at ...

Brayton Lot

Capitol Square North as ...

DAILY parker (pay hourly rate)

Monthly Resident

Monthly Non-Resident

County Ramp (Cap Square SOUTH)

Gov East as ...

DAILY parker (pay hourly rate)

Monthly Resident

Monthly Non-Resident

Overture Ramp as ...

DAILY parker (pay hourly rate)

Monthly Resident

Monthly Non-Resident

SS Campus Ramp (Lake/Frances)

SS Capitol Ramp as ...

DAILY parker (pay hourly rate)

Monthly Resident

Monthly Non-Resident

Check One

WHAT I DID BEFORE

New to the Parking Ramps

Just started working downtown ...
Used to take the bus ...
Used to bike/walk/scooter/etc but getting too cold ...
Thought I'd give this a try!
Other ...

Check One

OR Swiiched from a different ramp!

Used to park at ...

Brayton Lot

Capitol Square North as ...

DAILY parker (paid hourly rate)

Monthly Resident

Monthly Non-Resident

County Ramp (Cap Sq SOUTH)

Government East Ramp as ...

DAILY parker (paid hourly rate)

Monthly Resident

Monthly Non-Resident

Overture Ramp as ...

DAILY parker (paid hourly rate)

Monthly Resident

Monthly Non-Resident

SS Campus Ramp (Lake/Frances)

SS Capitol Ramp as ...

DAILY parker (paid hourly rate)

Monthly Resident

Monthly Non-Resident

COMMENTS/ SUGGESTIONS! Please use back side >>>>>>>

Date Completed

(B)

RAMP SHUTTLE -- SURVEY TALLY SHEET'

Jo 10/17/06

F:\TNCOMMON\PARKING\OUR\RAMP\SI\Ramp Shuttle(tally sheet 1.xls)tally sheet w sample results



WHAT I'M DOING TODAY !

	Count	# Pkg Hrs per Day	Hourly Rate	Daily Cost	# Pkg days per Month	Monthly Cost	Totals
Just using shuttle as convenience -- i.e., still parking in same 'ol place !	1						
Parking at ...							
Brayton Lot		9.5	\$ 1.00	\$ 9.50	20	\$ 190.00	\$ -
Capitol Square North as ...							
DAILY parker (pay hourly rate)	4	9.5	\$ 0.80	\$ 7.60	20	\$ 152.00	\$ 608
Monthly Resident	1					\$ 100.00	\$ 100
Monthly Non-Resident	2					\$ 117.00	\$ 234
County Ramp							no PU impact
Gov East as ...							
DAILY parker (pay hourly rate)		9.5	\$ 1.10	\$ 10.45	20	\$ 209.00	\$ -
Monthly Resident						\$ 133.00	\$ -
Monthly Non-Resident						\$ 156.00	\$ -
Overture Ramp as ...							
DAILY parker (pay hourly rate)	2	9.5	\$ 0.70	\$ 6.65	20	\$ 133.00	\$ 266
Monthly Resident						\$ 103.00	\$ -
Monthly Non-Resident						\$ 118.00	\$ -
SS Campus Ramp (Lake/Francis)		6.5	\$ 1.10	\$ 7.15	20	\$ 143.00	\$ -
SS Capitol Ramp as ...							
DAILY parker (pay hourly rate)	6	9.5	\$ 0.85	\$ 8.08	20	\$ 161.50	\$ 969
Monthly Resident						\$ 113.00	\$ -
Monthly Non-Resident						\$ 130.00	\$ -
Control Checks	16						\$ 2,177 NEW Mo'y Revenue

WHAT I DID BEFORE

a) New to the Parking Ramps !

Just started working downtown ...	1						New Rev Above !
Used to take the bus ...	2						New Rev Above !
Used to bike/walk/scooter/etc but getting too cold ...	1						New Rev Above !
Thought I'd give this a try !	1						New Rev Above !
Other ...	1						New Rev Above !

b) OR ... switched from a different ramp !

	Count	# Pkg Hrs per Day	Hourly Rate	Daily Cost	# Pkg days per Month	Monthly Cost	Totals
Used to park at ...							
Brayton Lot	2	9.5	\$ 1.00	\$ 9.50	20	\$ 190.00	\$ 380
Capitol Square North as ...							
DAILY parker (paid hourly rate)		9.5	\$ 0.80	\$ 7.60	20	\$ 152.00	\$ -
Monthly Resident						\$ 100.00	\$ -
Monthly Non-Resident						\$ 117.00	\$ -
County Ramp	1						no PU impact!
Government East Ramp as ...							
DAILY parker (paid hourly rate)	5	9.5	\$ 1.10	\$ 10.45	20	\$ 209.00	\$ 1,045
Monthly Resident						\$ 133.00	\$ -
Monthly Non-Resident						\$ 156.00	\$ -
Overture Ramp as ...							
DAILY parker (paid hourly rate)		9.5	\$ 0.70	\$ 6.65	20	\$ 133.00	\$ -
Monthly Resident						\$ 103.00	\$ -
Monthly Non-Resident						\$ 118.00	\$ -
SS Campus Ramp (Lake/Francis)	1	6.5	\$ 1.10	\$ 7.15	20	\$ 143.00	\$ 143
SS Capitol Ramp as ...							
DAILY parker (paid hourly rate)		9.5	\$ 0.85	\$ 8.08	20	\$ 161.50	\$ -
Monthly Resident						\$ 113.00	\$ -
Monthly Non-Resident						\$ 130.00	\$ -
Control Checks	15						\$ 1,568 FORMER Mo'y Revenue

Reconciled Total (with 'Conveniences')

16

Mo'y Revenue Gained / (Lost)
Annualized Rev Gained / (Lost)
8-Month Revenue Gain / (Loss)

\$ 609
 \$ 7,308 12-Month Total
 \$ 4,872 8-Month Total (Sept thru April)