Estimate of Impact of Change in POE Collection Start Time
(from 2 Hours before Event Start to *90 Minutes* before Event Start)

C:\Documents and Settings\tngep\Local Settings\Temp\[special events analysis - TPC 021406.xls]Summary

Background:

- Current # of Special Event Parkers, adjusted for elasticity 146,120 (unadjusted = 170,000), so an increase of $1 in the Special Event rate (with NO change to the Collection Start Time) would generate an additional **$146,120**

- Breakdown of Special Event Parkers (%) by Arrival Period -- **Current** vs **Expected** with change in the POE Collection Start Time

	Current	Expected		
	(ALL pay $3)	Remaining Parkers	"Lost" Parkers	
Arrive between Event Start and 30 Mins *into* Event	10.1%	10.1%		
Arrive between Event Start and 30 Mins *before* Event Start	26.2%	26.2%		
Arrive 30 - 60 Minutes before Event Start	26.3%	26.3%		
Arrive 60 - 90 Minutes before Event Start	19.9%	13.3%	6.6%	*
Arrive 90 - 120 Minutes before Event Start	17.5%	>>>	17.5%	
	100.0%	75.9%	24.1%	

* this shift for the 60-90 Minute Arrivals assumes that about **1/3** will shift their arrival time to avoid paying the $4 POE !

Calculation of Projected Revenues (based on the above information)

Extra $1 from **remaining** Special Event parkers (146,120 x **75.9%** = 110,905 pkrs x $1) ..... $ 110,905
(those still arriving within 90 Minutes of Event Start)

less revenue "Lost" to earlier Arrivals (146,120 x **24.1%** = 35,214 parkers x $3 'lost' revenue) ..... $ (105,642)
(those arriving **more than** 90 Minutes before Event, including 'shifters' !)

NET Special Event Revenue Increase ..... **$ 5,263**

... vs *Anticipated* Additional Revenues if NO CHANGE
in the Collection Start Time (**$146,120**) **3.6%**
(I.e., revenue LOSS of about $140,860)

... divided by **Remaining** Parkers (110,905) ..... **$ 0.047**
(translation: the $1 rate increase is only *netting 4.7 cents per {remaining} parker !)*