# Parking is....

...a four-letter word #%\*&@

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### 7 Areas of focus

Fee or FREE	Inventory & Assets / Barriers
Software, DIY, Professionals	Design Standards
Allocating for Different Users	Ingress and Egress – Traffic Flow
Shuttles, Carpooling, Bikes	Management & Personnel



## Whooo to charge or not to charge... *THAT* is the question





#### Current situation – gate fee and free parking

Either/or/both scenario			
Description		Value	
Total Attendance			10,000
Average Car Load			3
Price per Person	\$	10.00	
Price per Car	\$	-	
Attendance based on avg carload of 3	\$	3,333.33	
Revenue from Charging Per Person	\$	100,000.00	
Revenue from Charging Per Car	\$	-	
Difference in Revenue	N/A		



#### Retain gate fee – add parking fee

Either / or / both scenarios Description	Value	9
Total Attendance		10,000
Average # of people per car		3
Price per Person	\$	10.00
Price per Car	\$	20.00
Attendance based on avg carload of 3	\$	3,333.33
Revenue from Charging Per Person	\$	100,000.00
Revenue from Charging Per Car	\$	66,666.67
"Both Scenario"	\$	166,666.67



#### Change scenario to FREE Gate and charge higher fee to park

Description	Value
Total Attendance	10,000
Average Car Load	3
Price per Person	No charge
Price per Car	\$ 30.00
Attendance based on avg carload of 3	\$ 3,333.33
Revenue from Charging Per Person	\$ -
Revenue from Charging Per Car	\$ 100,000.00



#### Inventory, Assets, Barriers





### Identify different groups and needs





Volunteers & Staff Parking

Customer Parking

Entertainers, Performers & Contestant Parking

**Disabled Parking & Accessibility** 

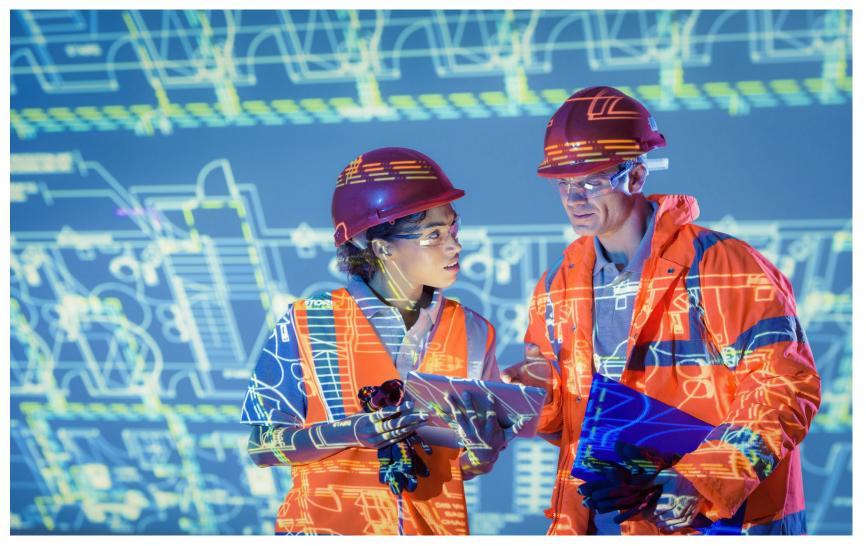


General Public

Sponsors, VIP & Dignitary Parking



#### Engineering, Layouts, and Design Standards





#### Ingress and Egress Challenges







## Sample Software Use

https://studio.oneplanevents.com/index.php/en-GB/site/login

Kinn Kounty Fest Grounds



### Incentives for Carpooling & Alternative Transport





#### So – How do we manage our parking?



### What did we miss?





#### **Resources and Links**

**National Parking Association** – focus mainly on large scale parking management systems and facilities – but webinars available at cost. What can you take from the big guys and make it manual DIY. <u>https://weareparking.org/</u>

#### Powerful CAD Software for designing Parking Sites :

https://www.transoftsolutions.com/civil-and-transportation/software/site-and-parkingdesign/parkcad/#:~:text=ParkCAD%C2%AE%20is%20an%20advanced,and%20increase%20your%20team's%20productivity

**OnePlan Traffic Management** software – affordable monthly payments, cancel anytime. Full service or DIY: DEMO <a href="https://www.oneplan.io/traffic-management/">https://www.oneplan.io/traffic-management/</a> One Plan general overview -= <a href="https://wimeo.com/1056355693">https://wimeo.com/1056355693</a>

AAA Parking Services https://www.aaaparking.com/sectors/events-venues/ Free Parking consultation – they say from weddings to the Super bowl.

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