

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	
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



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. <https://weareparking.org/>

Powerful CAD Software for designing Parking Sites :

<https://www.transoftsolutions.com/civil-and-transportation/software/site-and-parking-design/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

<https://www.oneplan.io/traffic-management/>

One Plan general overview -= <https://vimeo.com/1056355693>

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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