



Washington Metropolitan Area Transit Authority

SHORT-TERM PARKING IMPROVEMENT PROGRAM



Presented to the Board of Directors:
Planning & Development Committee

by

CCSV, Department of Customer Contract Services

December 1, 2005



SHORT-TERM PARKING PROGRAM ENHANCEMENTS

I. PURPOSE

To obtain the Planning and Development Committee's approval on three action items:

- System-wide time change for revenue collection at pay-on-exit stations
- Advertise and award a contract to supply electronic lot full signs in Virginia stations
- After successful testing of Limited Use (LU) SmarTrip® cards for parking enhancement, initiate a Pilot Program at four Metrorail stations to determine suitability of LU cards for occasional users and tourists



SHORT-TERM PARKING PROGRAM ENHANCEMENTS

II. BACKGROUND

- Cashierless parking system has experienced some customer complaints
 - Customers enter lots that are filled and are required to pay to exit
 - Entry gates at parking lots allow entry after lot is full
 - Customers must enter lots to search for parking spaces
 - While convenient and a good value to the majority of customers, the regular plastic SmarTrip® card is not customer-friendly to tourists or occasional users
 - These customers complain about the \$5 purchase price of a SmarTrip® card they will not use again
 - This issue is a major source of complaints about SmarTrip®
 - Limited Use (paper card body) SmarTrip® cards cost \$1 each, and can be used to pay parking fees utilizing existing equipment



SHORT-TERM PARKING PROGRAM ENHANCEMENTS

III. SHORT-TERM PARKING IMPROVEMENT PROGRAM

- Systemwide time change for revenue collection
 - 9:00 AM changed to 10:30 AM at pay-on-exit stations
 - This change will slightly decrease revenue collected (approx. \$360,000 annually), but will increase customer satisfaction, communication to our customers, and minimize the number of customers entering a facility to look for a parking space when there are none available
- PARK “Lot Full” Program
 - Propose automated Lot Full sign program using loop detectors
 - Each parking entrance will have an illuminated Lot Full sign and the PARK system will restrict entry into the lot until space is available
 - Program has funding for \$1M in Virginia pending transfer of CMAQ grant funds
 - Installation schedule for all Virginia sites expected to be completed in one year



SHORT-TERM PARKING PROGRAM ENHANCEMENTS

III. SHORT-TERM PARKING IMPROVEMENT PROGRAM (cont'd)

- Preliminary testing of Limited Use cards by staff (60 cards; 2,000 uses) indicates a card life of more than two weeks
 - Additional testing of newer, improved Limited Use cards is needed before purchase of 100,000 cards and release to public
- Limited Use cards could be sold from existing SmarTrip® Dispensers
 - Modifications would be required to accept the thinner Limited Use cards
 - Dispensed cards would be \$5.00 (\$4.00 value and \$1.00 per card charge)
 - Value on card would align more closely with daily parking fee
- Initiate six month Pilot Project in May 2006 at high tourist use stations: Shady Grove, Vienna, Greenbelt and Franconia-Springfield
 - Limited Use cards would be introduced as parking-only application
 - Signs and information to be developed to guide customers



SHORT-TERM PARKING PROGRAM ENHANCEMENTS

III. SHORT-TERM PARKING IMPROVEMENT PROGRAM, continued

- Summary of Costs
 - Lot Full Signs
 - \$880,000 proposed from Virginia CMAQ funds
 - 100,000 Limited Use SmarTrip® cards
 - not-to-exceed \$115,000 from SmarTrip® revolving fund
 - Modifications to existing Card Dispensers, Signage for Dispensers and Parking Lots, Customer Information Literature
 - \$50,000 from Fare Collection Equipment Conversion contract
- Total Cost of Short-Term Parking Improvement Program
 - \$1,045,000



SHORT-TERM PARKING PROGRAM ENHANCEMENTS

IV. RECOMMENDATIONS

- A. Approval of Resolution to implement systemwide time change for revenue collection
- B. Approval to initiate and award a contract to supply electronic lot full signs at Metrorail Station parking lots in Virginia
- C. Approval to proceed with testing of Limited Use SmarTrip® cards, and upon successful testing initiate modifications to existing contracts to procure cards, modify dispensers and develop customer information for a six-month pilot project for parking lots at four Metrorail Stations



SHORT-TERM PARKING PROGRAM ENHANCEMENTS

V. NEXT STEPS

- Assess impact of Lot Full sign program and report to Board in FY07 for direction on expansion to Maryland and District of Columbia parking lots, subject to identification of new sources of funding, like CMAQ
- Compile results of six month Limited Use SmarTrip® card pilot project and report to Board in September 2006 for direction on expansion to all Metrorail Stations with parking lots
- Perform analysis of existing parking and access conditions at Metrorail stations and present results to the P&D Committee in January 2006
- Consider long-term parking needs as part of a comprehensive assessment of station access requirements and development plans and report to the P&D Committee in March 2006

PRESENTED AND ADOPTED:

SUBJECT: RECOMMENDATION OF PARKING FACILITY COLLECTION TIME
CHANGE AT ALL PAY-ON-EXIT PARKING FACILITIES

PROPOSED
RESOLUTION
OF THE
BOARD OF DIRECTORS
OF THE
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, In Resolution No. 2004-13, the Board of Directors approved removing cashiering from parking lot operations and established a "cashier-less" parking lot operation with payment on exit from 9:00 A.M. to closing, Monday through Friday, effective June 27, 2004; and

WHEREAS, WMATA desires to change the collection period at all Pay-On-Exit Parking Facilities from 9:00 A.M. to closing, Monday through Friday to 10:30 A.M. to closing, Monday through Friday; now, therefore be it

RESOLVED, That the WMATA Board of Directors approves a change in the collection period at all Pay-On-Exit Parking Facilities from 9:00 A.M. to closing, Monday through Friday to 10:30 A.M. to closing, Monday through Friday; and be it finally

RESOLVED, That this Resolution shall be effective on Monday, January 2, 2006.

Reviewed as to Form and Legal Sufficiency:



Carol B. O'Keeffe
General Counsel