



**Board of Directors Meeting**

**Action Item IX-B**

**July 12, 2018**

**Approval of Parking Pilot Title VI Analysis and  
Authorization of Public Hearing for Parking Programs**

Washington Metropolitan Area Transit Authority

## Board Action/Information Summary

☒ Action ☐ Information

MEAD Number:  
202005

Resolution:  
☒ Yes ☐ No

### TITLE:

Compact Public Hearing for Parking Programs

### PRESENTATION SUMMARY:

Staff will present results of parking pricing pilots and request approval to conduct a Compact Public Hearing, accept Title VI analysis of the pilots, and continue the pilots' fees and hours through the end of 2018 and exempt the Non-Rider Fee policy for VRE and MARC riders.

### PURPOSE:

Seek board approval to:

- Authorize a Compact Public Hearing on the pilot proposals and related changes;
- Continue the hours of revenue collection and parking fees set forth in the parking pilots through December 2018;
- Accept the Title VI equity analysis of the three parking pilots; and,
- Exempt VRE and MARC riders from paying the Non-Rider Fee.

### DESCRIPTION:

Metro owns and operates approximately 62,000 parking spaces throughout the Washington region and aims to increase revenues to Metro without negatively impacting Metrorail and Metrobus riders. In July 2017, Metro staff proposed three parking pilots, for which Title VI equity analysis has been completed. The parking pilots were initiated on February 5, 2018 to conclude on July 31, 2018.

The pilots are:

1. Weekday hours of revenue collection starting at 7:30 am (instead of 9:30 am);
2. Weekend parking hours of revenue collection with a \$2 fee (implemented on Saturdays from 10am - 2am); and,
3. Lower weekday parking fees at under-utilized parking facilities (implemented at Landover and West Falls Church Metro stations).

The pilots provided revenue and utilization information, as well as identified areas for additional analysis. Staff now seeks Board authorization to conduct a Compact Public

Hearing to receive input on the pilots, and associated adjustments in fares, revenue collection hours and revenue collection technology. In addition, staff is requesting that the Board approve the extended hours of revenue collection and the fees applied during the parking pilots through the end of December 2018, rather than ending in July 31, 2018. The reason to continue the pilots' hours of revenue collection and fees is to avoid customer confusion while staff goes through the Compact Public Hearing process.

Lastly, staff is requesting to exempt VRE and MARC commuters from paying the Non-Rider Fee, which impacts VRE and MARC commuters who do not also ride Metrorail. In February 2018, staff extended imposition of the Non-Rider Fee to 10 additional Metrorail stations (for a total of 13 Metrorail stations), which has been successful in generating new parking revenue without impacting Metrorail riders. However, the Non-Rider Fee has also impacted an estimated 50-100 VRE riders who do not use the Metrorail system but who park at Metro parking facilities. VRE has requested that Metro find a solution for their commuters. Staff has identified a technological solution for exempting commuter rail riders from paying the Non-Rider Fee, but requires Board approval. The proposed board action would exempt both VRE and MARC riders from the fee.

All of the proposed actions support improved utilization of Metro's parking facilities and establish the framework for generating new parking revenue for Metro without impacting Metrorail customers.

### **Key Highlights:**

- Three parking pilots were initiated in February 2018. The data collected and public outreach was used in the Title VI equity analysis, which concluded that there are no disparate impacts on minority populations or a disproportionate burdens on low-income populations.
- Staff desires to conduct a Compact Public Hearing in Fall 2018 on the pilots' proposed changes to hours of revenue collection and fees. Staff recommends maintaining the hours of revenue collection and fees implemented in the pilots until the Compact Public Hearing is completed and the Board determines which changes to permanently adopt.
- The application of the Non-Rider Fee to 10 new stations has been successful in generating new revenue for Metro. However, the Non-Rider Fee has impacted VRE riders who do not ride Metrorail and staff recommends an exemption of the Non-Rider Fee for VRE (and MARC) riders.

### **Background and History:**

In FY2015, Metro's parking facilities averaged 75% utilization. In FY2018, Metro averaged 68% utilization. The drop in utilization correlates to transit ridership trends, overall changes in parking demand, and other factors. Despite recent changes in parking utilization, Metro has an on-going interest in preserving parking for its customers, as well as fully utilizing parking assets.

#### Weekday Hours of Revenue Collection

Weekday rush hour at Metro's Park & Ride garages and lots are very busy; Metro leaves the gates to the Park & Ride facilities up in the morning to facilitate commuters entering the station area to park (and relieve congestion and stacking on the streets). Historically, Metro has closed the Park & Ride gates at 9:30 am, after the morning peak, after which point parking customers are required to pay to leave the parking facility. Over time, staff has observed that non-transit riders park in Metro's Park & Ride facilities overnight and leave before 9:30 am, thereby parking for free. In July 2017, staff proposed a pilot to lower the gates at 7:30 am on the exit lane only (but to keep the parking entrance gates up) and determine if Metro could capture additional revenue from people parking overnight.

#### Weekend Hours of Revenue Collection

Metro has not historically charged for parking on weekends or on Federal holidays and does not have reliable utilization data for those periods. There are events and activities, such as the Women's March in January 2017, where charging for parking on weekends would have been financially beneficial for Metro. For example, staff estimates Metro would have earned \$296,000 in additional parking revenue on that one day alone. In July 2017, staff proposed a pilot to implement Saturday hours of revenue collection from 10 am to 2 am to determine weekend parking utilization and if Metro could capture additional revenue from parking on weekends without deterring ridership. A \$2 fee was implemented during the pilot. The Non-Rider Fee also applied on Saturdays.

#### Lowering Weekday Parking Fees

The daily parking fees by Metrorail station are set forth in Board resolutions and in Metro's Tariff; Metro's parking fees, which include the jurisdictions' parking surcharge fee, are between \$4.45 and \$5.20 per space per day. Certain Metrorail stations have low ridership and low parking utilization, to which Metro desires to attract more transit riders. Staff desired to determine if a lower price for parking could attract more transit riders and proposed a pilot in July 2017 to lower the daily parking fee at two Metrorail stations (Landover and West Falls Church) to \$3.00 per space per day. Staff noted that the lower parking fee might draw existing transit riders from New Carrollton and East Falls Church, respectively, rather than attract new riders to these stations.

#### Non-Rider Fee

Metro has had a Non-Rider Fee program for many years, which has been applied on a limited basis; the program is not a pilot. One component of the Non-Rider Fee is a higher daily parking fee for individuals who park at Metro parking facilities and do not ride the Metrorail system. The Non-Rider Fee is authorized up to \$15 per space per day, and has been implemented at three stations only (White Flint, New Carrollton and Twinbrook) at a rate of \$8.95 per space per day. As of February 2018, Metro implemented the Non-Rider Fee at 10 additional Metrorail stations (for a total of 13 stations) where credit card utilization was higher than average; credit card usage is the primary indicator

of non-rider activity. Since February 2018, Metro parking has earned \$867,000 in 4 months in non-rider transactions from the 10 stations where Metro added the Non-Rider Fee.

Credit card usage has declined at these 10 stations because Metrorail riders are choosing to pay for parking by SmarTrip® card, rather than by credit card, to avoid the Non-Rider Fee. However, credit card usage at these 10 stations is still above 10 percent (and is as high as 84 percent at Minnesota Ave Metro Station), validating the application of the Non-Rider Fee at these locations.

### **Discussion:**

Before the pilots were initiated, Metro staff conducted a comprehensive public outreach and communications effort. More than 54,000 brochures were distributed in-person and at pop-up events. Staff posted signs and conducted in-person outreach at 35 stations, as well as sent email notices to multiple stakeholders, area businesses and organizations. Targeted media and social media generated 99,000 social media impressions and Metro's website had 5,800 unique viewers.

In addition, Metro conducted in-person surveys of approximately 1,000 parking customers at 12 Metrorail stations before and during the pilot to receive direct input on the proposed changes. The results from the first four months of the parking pilots (data from February 5 through May 31, 2018) are positive.

#### Pilot 1: Begin hours of revenue collection at 7:30 am

Since putting the gates down at 7:30 am, Metro processed 36,318 new transactions and collected \$185,973. When staff annualized the revenues collected over the last 4 months, the total new revenue to Metro is estimated at \$557,919 per year.

A customer survey was conducted before and during the pilot period, at stations with parking. According to the survey results, 1.3% of Metrorail riders leaving the rail system between 7:30am and 9:30am completed their trip by automobile. Therefore, almost all of the early morning parking transactions are non-riders.

There have been few, if any, customer concerns or complaints about the earlier parking hours. There were no operational issues identified as a result of the earlier morning collection hours.

#### Pilot 2: Weekend hours of revenue collection

For the pilot, Metro closed the parking gates on Saturdays, between 10am until 2am, and charged \$2.00 per day. This lower amount was charged rather than the regular daily parking fee in order to collect data without deterring Saturday ridership. Over the last 4 months (i.e. 16 Saturdays), 112,850 transactions were processed; 28,777 transactions (or 25%) were collected on the Saturday of the March for Our Lives event. The average number of Saturday parkers

(without counting the March for Our Lives numbers) is estimated to be 5,000 parkers. Assuming an average of 5,000 parkers, additional revenue of \$1.45 million annually is projected if the full daily fee is applied on Saturdays and no riders are lost due to the new parking fee.

Customer survey responses suggests that one third of Metro's Saturday riders would choose not to park and ride Metro if a new parking fee were imposed. By contrast, parking operations staff received few, if any, customer concerns or complaints once the Saturday parking hours were implemented.

If the Metro Board were to decide not to charge on weekends and Federal holidays, staff would recommend approving an exception for regional events such as a Presidential Inauguration, large festivals, marches and the like; Metro could potentially realize an additional \$500,000 per year, depending on the size and frequency of such events. For example, the Women's March in January 2017 would have generated \$390,000 and the March for Our Lives event in 2018 would have generated \$144,000 in new revenue if Metro charged the full daily parking fee on both of those Saturdays.

Staff will present both options for public input at a Compact Public Hearing - charging on all weekends and charging only during special events on weekends and federal holidays.

#### Pilot 3: Lowering Parking Fees

The pilot for lowering the daily parking fee to \$3.00 was applied at Landover and West Falls Church Metro stations, as both have low parking utilization and are near other stations that are highly utilized. The lower fees led to increased utilization at both stations. Landover utilization increased from 28 to 35 percent (an increase of 80 parkers) and West Falls Church utilization increased from 50 to 55 percent (an increase of 100 parkers).

Few, if any, customer concerns or complaints have been received about lower parking fees. There were no operational issues identified as a result of lower parking fees, however, staff is analyzing how many of these parkers are Metro riders who previously parked at nearby stations compared to new transit riders encouraged to ride Metro because of the lower price.

#### Title VI Equity Analysis

A Title VI Equity Analysis was done for each of the above pilots and each showed no Disparate Impact to minority customers or Disproportionate Burden to low income customers.

#### Exemption from Non-Rider Fee for VRE and MARC riders

While not a pilot program, the implementation of the Non-Rider Fee at 10 new stations caused VRE riders at Franconia-Springfield who do not use Metrorail as part of their commute to have to pay the new Non-Rider Fee or park at a different location. As a result, VRE requested that Metro exempt their riders from paying the Non-Rider Fee. Since this impacts a small number of VRE

riders (estimated between 50 to 100 total riders) and has a reasonably simple solution to implement, staff agrees with this request and recommends Board approval of this exemption. The solution and exemption are appropriate to extend to MARC riders as well.

#### **FUNDING IMPACT:**

All proposals are expected to generate additional net parking revenue for Metro. The FY2019 budget includes funds for implementation of the proposed action.	
Project Manager:	Belinda Barrett
Project Department/Office:	CFO/LAND

#### **TIMELINE:**

<b>Previous Actions</b>	<p>July 2017 - Board authorization for GM/CEO to implement Non-Rider Fee systemwide</p> <p>July 2017 - Board approval to implement three parking pilot programs</p>
<b>Anticipated actions after presentation</b>	<p>September 2018 - Compact Public Hearing</p> <p>October/November 2018 - Board review and approval of Compact Public Hearing Staff Report. Staff presentation of updated and restated parking fee programs for Board approval.</p> <p>January 2019 - Implementation of approved parking programs.</p>

#### **RECOMMENDATION:**

- Authorize a Compact Public Hearing on the pilot proposals and related changes;
- Continue the hours of revenue collection and parking fees set forth in the parking pilots through December 2018;
- Accept the Title VI equity analysis of the three parking pilots; and,
- Exempt VRE and MARC riders from paying the Non-Rider Fee.



**Washington Metropolitan Area Transit Authority**  
***Public Outreach & Input Report***

**Parking Pilots**

## Introduction

In order to better understand parking customer decision making and to increase parking revenue, Metro decided to pilot three different proposals for six months:

**1) Pilot Proposal #1: Expand weekday hours of operation**

Metro adjusted the hours when parking fees are collected two hours earlier on all weekdays and one hour later on Fridays.

**2) Pilot Proposal #2: Test Saturday hours of operation**

A Saturday daily parking fee of \$2.00 was charged for Metrorail riders. Parking remained free on Sundays and federal holidays.

**3) Pilot Proposal #3: Lower daily parking rates at selected Park & Ride facilities to increase use**

Daily parking fees were decreased at Landover and West Falls Church Metrorail stations on weekdays to \$3.00 per day.



Following the guidelines established by WMATA's Board-approved Public Participation Plan, the following report is a summary of the public outreach for these pilots.

## Communications & Outreach to the Public

In order to notify customers about the upcoming pilot, as well as to fulfill Metro's Public Participation Plan, Metro designed a robust communications and outreach plan that focused on impacted parking customers.

Below is an overview of all the communications and outreach efforts that were conducted:

- Notification Pop-up Events
- Stakeholder Communication
- Targeted Marketing & Media

Metro also conducted intercept and email surveys prior to the pilots to understand the current behavior and customer profiles of current parking customers.

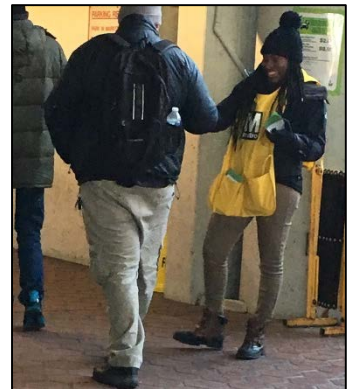
## Notification Pop-up Events and Brochure Distribution

As part of the notification plan, outreach teams traveled to multiple Park & Ride facilities at Metrorail stations during weekday evening rush hours to distribute brochures about the upcoming pilot and implementation of the non-rider fee. Team members wore Metro aprons and those who were bilingual wore large pins that identified them as speaking another language. Each team had a team member that was fluent in Spanish, and some teams also had Chinese speakers. Brochures were in English and Spanish and can be viewed on page 4.


NOTIFICATION POP-UP EVENTS		
Shift Location	Dates:	Total # of brochure distributed:
Dunn Loring	Tuesday, January 30, 2018	500
West Falls Church	Tuesday, January 30, 2018	720
Huntington	Tuesday, January 30, 2018	1,400
Franconia-Springfield	Tuesday, January 30, 2018	1,800
Branch Ave	Wednesday, January 31, 2018	1,900
Suitland	Wednesday, January 31, 2018	1,000
Minnesota Ave	Wednesday, January 31, 2018	250
Landover	Wednesday, January 31, 2018	500
Greenbelt	February 1, 2018	1,450
Largo Town Center	February 1, 2018	1,742
Rockville	February 1, 2018	200
Rhode Island Ave	February 1, 2018	320
<b>Total</b>		<b>11,782</b>

Brochures were also distributed through other channels, including placing them at 35 Metrorail stations with a Park & Ride (40,000) and the Metro Sales Office (500), Metro Information Persons (MIPs) distributed them at key Metrorail stations on weekends (400), and the Office of Treasury (2,000).

**Over 54,600 brochures were distributed during the outreach period.**



## Brochure panels



### Parking changes take effect Monday, February 5

**Beginning Monday, February 5, 2018, multiple parking changes take effect:**

- New Parking Fee Hours\***

Metro will adjust the hours when parking fees are collected two hours earlier on all weekdays and one hour later on Fridays. Fees will also be charged on Saturdays.

Monday – Thursday:	7:30 a.m. – 12:30 a.m.
Friday:	7:30 a.m. – 2:00 a.m.
Saturday:	10:00 a.m. – 2:00 a.m.

- Saturday Daily Fee\***

A Saturday daily parking fee of \$2.00 will be charged for Metrorail riders. Parking will remain free on Sundays and federal holidays unless there is a special event.


- Adjusted Weekday Daily Fees\***


Daily parking fees will decrease at Landover and West Falls Church on weekdays to \$3.00 per day.

- Non-Rider Fee (Monday-Saturday)**

Metrorail riders who use a credit card to pay for parking OR parking customers who are not Metrorail riders will be charged a non-rider fee Monday through Saturday at selected Park & Ride facilities. To receive the lower rider rate, customers must pay for parking with the same SmartTrip® card used to enter/exit Metrorail, and must exit the parking lot within two hours of the start of their last Metrorail trip.

See inside for specific fees for each station.





### A partir del lunes, 5 de febrero habrá cambios en las tarifas del estacionamiento

**A partir del lunes, 5 de febrero de 2018 habrán múltiples cambios en los estacionamientos de Metro.**

- Nuevas tarifas en el horario de estacionamiento**

Metro ajustará las tarifas de estacionamiento que se recolectarán dos horas más temprano de lunes a jueves y una hora más tarde los viernes. Los usuarios también tendrán que pagar el costo de estacionamiento los sábados.

Lunes-Jueves:	7:30 a.m. – 12:30 a.m.
Viernes:	7:30 a.m. – 2:00 a.m.
Sábado:	10:00 a.m. – 2:00 a.m.

- Nueva tarifa diaria para los sábados\***

Los sábados se implementará una nueva tarifa diaria de \$2.00. El estacionamiento seguirá siendo gratis los domingos, durante días feriados federales y a menos que haya un evento especial.


- Ajustes a la tarifa diaria de lunes a viernes\***

Las tarifas de estacionamiento diario, van a reducirse en Landover y West Falls Church.

- Tarifa de "Non-Rider" (usuario que no utiliza el sistema de Metrorail)**

Los usuarios de Metrorail que paguen con tarjeta de crédito o aquellas personas que se estacionen en las instalaciones Park & Ride y no utilicen el sistema de Metro de lunes a sábado pagarán una tarifa de estacionamiento de "Non-rider". Para recibir una tarifa más baja, los usuarios deben pagar el estacionamiento con la misma tarjeta de SmartTrip® que se usó para entrar y/o salir del Metrorail y deben salir del estacionamiento dentro de dos horas de haber realizado su viaje en Metrorail.

Para obtener más información sobre los precios vea adentro del folleto.



**I currently use a commuter benefits debit card to pay for my parking. Will I get charged a non-rider fee if I continue to use it?**

If your parking facility is one of the locations that has a non-rider fee: Yes, you will get charged the non-rider fee starting Monday, February 5, 2018. You must pay your parking with the same SmartTrip® card used to ride Metrorail to enjoy the rider rate. Talk to your employer about using SmartBenefits® to load benefits to your SmartTrip® card to cover both parking and transit.

**I typically use a credit card to pay for parking. How can I make sure I always have enough value on my SmartTrip® card?**

You can add value to your SmartTrip® card at any Metrorail station or online at [wmata.com/SmartTrip](http://wmata.com/SmartTrip). However, Auto Reload allows you to automatically reload value on your SmartTrip® card when your stored value runs low using a valid credit card on your account.

**Actualmente uso mi tarjeta de débito de beneficios para utilizar Metrorail o Metrobus diariamente para ir al trabajo y a la casa y de la casa al trabajo ("commuter benefits") para pagar por estacionamiento. ¿Me cargarán una tarifa de "Non-rider" si la sigo usando?**

Si actualmente utiliza la tarjeta de débito de beneficio de transporte para cubrir el costo del estacionamiento, consulte con su empleador sobre los servicios de SmartBenefits® para añadir o utilizar una tarjeta SmartTrip® para cubrir el costo de estacionamiento y viaje en Metrorail al su trabajo. Consulte con su empleador sobre los servicios de SmartBenefits® para añadir beneficios a su tarjeta SmartTrip® y cubrir el costo de estacionamiento y el viaje.

**Usualmente uso mi tarjeta de crédito para pagar por estacionamiento. ¿Qué puedo hacer para asegurarme que tengo suficientes fondos en mi tarjeta de SmartTrip?**

Para añadir más fondos a su tarjeta de SmartTrip® visite [wmata.com/SmartTrip](http://wmata.com/SmartTrip). Pero la mejor solución para usted es la opción de "Auto Reload". La opción de "Auto Reload" le permite hacer una recarga automática a su tarjeta de SmartTrip® cuando sus fondos están bajos utilizando una tarjeta de crédito en su cuenta.

\* These changes are part of a WMATA Board-approved pilot program through July 2018 which may become permanent.

\* Estos cambios son parte de un programa piloto aprobado por la Junta Directiva de WMATA hasta julio de 2018, que podrán llegar a ser permanentes.

Daily Parking Fees / Tarifas de Estacionamiento Diarias					
NEW / NUEVO					
Metrorail Station Estación de Metrorail	Weekday Parking Fees Tarifa de estacionamiento diario (lunes a viernes)		Saturday Parking Fees Tarifa de estacionamiento para los sábados		
	Metrorail Rider Usuario de Metrorail	Non-Rider No usuario de Metrorail	Metrorail Rider Usuario de Metrorail	Non-Rider No usuario de Metrorail	
Addison Rd	\$4.70	\$4.70	\$2.00	\$2.00	
Anacostia	\$4.45	\$4.45	\$2.00	\$2.00	
Branch Ave	\$5.20	\$8.95	\$2.00	\$8.95	
Capitol Heights	\$5.20	\$5.20	\$2.00	\$2.00	
Cheverly	\$5.20	\$5.20	\$2.00	\$2.00	
College Park-U of Md	\$5.20	\$5.20	\$2.00	\$2.00	
Deenwood	\$4.70	\$4.70	\$2.00	\$2.00	
Dunn Loring	\$4.95	\$8.95	\$2.00	\$8.95	
East Falls Church	\$4.95	\$4.95	\$2.00	\$2.00	
Forest Glen	\$5.20	\$5.20	\$2.00	\$2.00	
Fort Totten	\$4.70	\$4.70	\$2.00	\$2.00	
Franconia-Springfield	\$4.95	\$8.95	\$2.00	\$8.95	
Glenmont	\$5.20	\$5.20	\$2.00	\$2.00	
Greenbelt	\$5.20	\$8.95	\$2.00	\$8.95	
Grosvenor-Strathmore	\$5.20	\$5.20	\$2.00	\$2.00	
Huntington	\$4.95	\$8.95	\$2.00	\$8.95	
Landover	\$3.00	\$3.00	\$2.00	\$2.00	
Largo Town Center	\$5.20	\$8.95	\$2.00	\$8.95	
Minnesota Ave	\$4.95	\$8.95	\$2.00	\$8.95	
Morgan Blvd	\$5.20	\$5.20	\$2.00	\$2.00	
Naylor Rd	\$5.20	\$5.20	\$2.00	\$2.00	
New Carrollton	\$5.20	\$8.95	\$2.00	\$8.95	
Prince George's Plaza	\$4.70	\$4.70	\$2.00	\$2.00	
Rhode Island Ave	\$4.95	\$10.00	\$2.00	\$10.00	
Rockville	\$5.20	\$8.95	\$2.00	\$8.95	
Shady Grove	\$5.20	\$5.20	\$2.00	\$2.00	
Southern Ave	\$5.20	\$5.20	\$2.00	\$2.00	
Suitland	\$5.20	\$8.95	\$2.00	\$8.95	
Twinbrook	\$5.20	\$8.70	\$2.00	\$8.70	
Van Dorn St	\$4.95	\$4.95	\$2.00	\$2.00	
Vienna	\$4.95	\$4.95	\$2.00	\$2.00	
West Falls Church	\$3.00	\$3.00	\$2.00	\$2.00	
West Hyattsville	\$5.20	\$5.20	\$2.00	\$2.00	
Wheaton	\$4.45	\$4.45	\$2.00	\$2.00	
White Flint	\$5.20	\$8.70	\$2.00	\$8.70	

## Stakeholder Communication

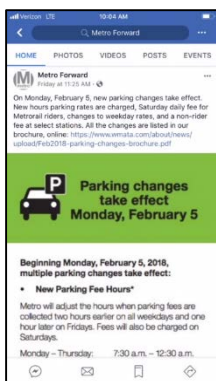
WMATA's extensive network was also used to distribute information.

- The Office of Government Relations provided information to local, state jurisdictional and Congressional staff. Staff addressed follow up questions to the plan to ensure elected officials and staff had a thorough understanding.
- The Office of External Relations notified 2,900+ stakeholders, which includes places of worship, event venues, business improvement districts, residences and apartments, schools, shopping areas and more around WMATA Metrorail stations. The list also includes more than 300 Community Based Organizations (CBOs).
- The Office of Equal Employment Opportunity (OEEO) systematically identified all Community Based Organizations (CBOs) being affected by the proposed Parking Pilot changes and sent a message, unique to each CBO about changes being proposed to all WMATA's Park & Ride facilities near their location. Each tailored message invited representatives to meet with Metro and to provide additional feedback. Using this approach, OEEO reached out to eight Community Based Organizations, sent out 15 emails, and distributed a total of 20 posters to be displayed prominently at these eight display sites.
- Employees were notified of the pilot through the General Manager's weekly email message and *Metro Weekly*, Metro's corporate internal newsletter.

## Targeted Marketing & Media

Metro used targeted marketing and media strategies to increase awareness about the pilot.

- Signs in English and Spanish were posted in all Metrorail stations with Park & Ride facilities.
- Signs were posted in all Park & Ride facilities and all entrance fare signs were updated with the new information.
- A press release was distributed on Friday, January 12, 2018.



- The webpage [wmata.com/parking](http://wmata.com/parking) was updated to include information about all of the changes and had over 5,800 unique viewers.
- Social media (Facebook, Twitter) was used to post information about the parking changes.
  - Facebook: over 3,466 people reached across one post
  - Twitter: over 99,000 impressions and over 2,600 engagements across 3 @wmata tweets



### Metro Weekly, Volume 21, Issue 3



#### Saturday Daily Fee for Metrorail Riders: \$2.00

Parking will remain free on Sundays and federal holidays unless there is a special event.

#### New Parking Fee Hours

Monday – Thursday:	7:30 a.m. – 12:30 a.m.
Friday:	7:30 a.m. – 2:00 a.m.
Saturday:	10:00 a.m. – 2:00 a.m.

These changes are part of a WMATA Board-approved pilot program through August 2018 which may become permanent. More details at [wmata.com](http://wmata.com).

#### Tarifa diaria para los sábados para Metrorail riders: \$2.00

El estacionamiento seguirá siendo gratis los domingos y durante días feriados federales a menos que haya un evento especial esos días.

#### Ajustes de las horas de operación:

Lunes a Jueves:	7:30 a.m. – 12:30 a.m.
Viernes:	7:30 a.m. – 2:00 a.m.
Sábado:	10:00 a.m. – 2:00 a.m.

Estos cambios son parte de un programa piloto aprobado por la Junta Directiva de WMATA hasta agosto de 2018, que podrían llegar a ser permanentes. Para obtener más información, visita [wmata.com](http://wmata.com).



Sample Sign

## Customer Surveys

In order to understand the behavior and profile of current parking customers for each pilot, Metro conducted two surveys via email and at facilities.

- **Email Survey for Pilot Proposal #1: Expand weekday hours of operation**

Metro sent survey invitations to registered SmarTrip® card holders who had exited a Metrorail station with a Park & Ride facility between 7:30-9:30 a.m. within the prior 30 days. The purpose of this survey was to gather an estimate of how many more Metrorail customers would pay parking fees if the operating hours changed and to collect demographic information necessary for the equity analysis.

Based on the 1,028 responses, the survey data indicated that Metro would gain additional parking fees from approximately 1.3% of Metrorail riders who regularly exited at the Metrorail stations with Park & Ride facilities between 7:30-9:30 a.m.

- **Email Survey for Pilot Proposal #3: Lower daily parking rates at selected Park & Ride facilities to increase use**

Metro sent survey invitations to registered SmarTrip® card holders who had parked on a weekday at Landover or West Falls Church within the prior 30 days. The survey was designed to determine if lowering the price at select stations would be effective at increasing parking and ridership from these two stations and to collect demographic information necessary for the equity analysis.

- *Landover:* Of the 189 respondents, 32% of Landover customers indicated that lowering the parking rate would prompt them to ride Metro more often, and 10% would park less frequently at other Park & Ride facilities at New Carrollton, Cheverly or Deanwood, and 71% would park at the Landover station more frequently.
- *West Falls Church:* Of the 673 respondents, 29% of West Falls Church customers indicated that lowering the parking rate would prompt them to ride Metro more often, and 11% would park less frequently at other Park & Ride facilities at Vienna, Dunn Loring or East Falls Church, and 66% would park at the West Falls Church station more frequently.

- **On-site Surveys for Pilot Proposal #2: Test Saturday hours of operation**

Bilingual street teams conducted intercept surveys at Park & Ride facilities on Saturdays (December 9, 16 and January 13). Locations were chosen based on Saturday ridership, demographics and jurisdictions. This survey was designed to learn the expected change in demand if a \$2.00 parking fee were charged on Saturdays and to collect demographic information necessary for the equity analysis.

The survey data indicated that 1/3 of the drivers who park at those stations on Saturday would stop doing so if Metro charged a \$2 fee.

		Will you continue to park at this station on Saturday if Metro charges a \$2.00 parking fee?		
<b><i>District of Columbia</i></b>	<b><i>Respondents</i></b>	<b><i>Yes</i></b>	<b><i>No</i></b>	<b><i>Not sure</i></b>
Fort Totten	60	50%	38%	12%
Rhode Island Avenue	26	62%	27%	12%
<b><i>Virginia</i></b>	<b><i>Respondents</i></b>	<b><i>Yes</i></b>	<b><i>No</i></b>	<b><i>Not sure</i></b>
East Falls Church	141	47%	35%	18%
Franconia-Springfield	135	69%	21%	10%
Huntington	136	49%	33%	18%
Wiehle-Reston East	146	60%	29%	10%
Vienna	149	56%	30%	14%
<b><i>Maryland</i></b>	<b><i>Respondents</i></b>	<b><i>Yes</i></b>	<b><i>No</i></b>	<b><i>Not sure</i></b>
Branch Ave	88	53%	38%	9%
College Park-U of Md	36	44%	42%	14%
Glenmont	62	52%	35%	13%
Greenbelt	127	51%	35%	13%
New Carrollton	87	36%	49%	15%
Shady Grove	168	56%	30%	14%
<b><i>All Stations Above</i></b>	<b><i>1,361</i></b>	<b><i>53%</i></b>	<b><i>33%</i></b>	<b><i>14%</i></b>

# Compact Public Hearing for Parking Programs

Nina M. Albert, Managing Director  
Office of Real Estate and Parking  
**July 12, 2018**



# Purpose

- Obtain Board authorization to conduct a Compact Public Hearing on changes to parking programs
- Confirm the continuation of parking hours and fees set in the parking pilots through 2018
- Obtain Board acceptance of Title VI Equity Analysis of three parking pilot proposals
- Obtain Board approval to exempt VRE and MARC riders from the Non-Rider Fee



# Background

July 2017

- Board approved system-wide Non-Rider Fee
- Board approved three parking pilots
- Board approved Compact Public Hearing

February 5

- Implementation of non-rider fee at 10 new stations

February 5 – July 31, 2018

- Parking pilot period

# Non-Rider Fee Program

Implemented February 5, 2018 at 10 additional stations

- Results to date
  - 56,465 Non-Rider transactions
  - Decrease of 23,760 transactions
  - Collected \$867,971 in four months
  - Potential revenue of \$2.6 million per year
- Non-Rider Fee impacts 50-100 VRE commuters
  - Currently working with VRE on solutions
  - All solutions require exemption for VRE and MARC users from the Non-Rider Fee

Stations with new Non-Rider Fee	% Non-Riders
1. Branch Ave	13.2
2. Dunn Loring	18.5
3. Franconia-Springfield	17.7
4. Huntington	11.1
5. Greenbelt	34.4
6. Largo	10.3
7. Minnesota Ave	84.4
8. Rhode Island Ave	14.6
9. Rockville	22.1
10. Suitland	14.5

# Three Pilot Programs

Goal of increasing utilization and revenue

- Pilot Period is February 5 – July 31
  1. Start hours of revenue collection at 7:30 a.m. on weekdays
  2. Weekend (Saturday) hours of operation
  3. Lowering of parking fees
- Customer surveys
- Title VI equity analysis

# Parking Pilot 1: Expanded Weekday Hours

- **Revenue collection at 7:30 a.m., one hour after station closure**
  - 36,318 new transactions between 7:30 a.m. - 9:30 a.m.
    - Customer survey found that 1.3% of the Metrorail riders exiting between 7:30am - 9:30am then drove to their destination
    - Majority of transactions in early morning are Non-Riders
  - \$185,973 in four months (includes Non-Rider Fees at select stations)
  - No operational issues identified
  - Minimal customer complaints
  - Permanent adoption requires Compact Public Hearing

# Parking Pilot 2: Weekend Hours

- **Gathered data on Saturdays, 10 a.m. – 2 a.m.**
  - First time WMATA has Saturday parking data
    - 112,850 transactions in four months
    - \$508,800 collected, at rate of \$2.00/day (Non-Rider Fee also applied)
    - 28,777 customers for March for Our Lives
  - Identified need to charge at Kiss & Rides if we apply weekend hours
  - Survey indicated that 1/3 of customers who park on Saturday would stop if Metro charged \$2.00
  - Minimal customer complaints
  - Permanent adoption requires Compact Public Hearing

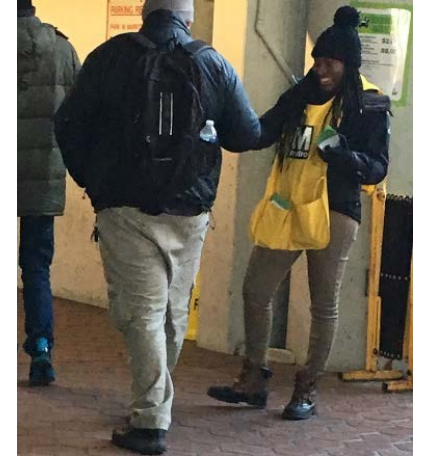
## Pilot 3: Lowering Parking Rates

- Lowered rate from \$4.70 and \$4.95 to \$3.00 at two stations
- Lowering rates can increase utilization, but diverts from other stations
  - 189 survey responses suggest 32% of Landover customers would ride more often, but 10% would park less frequently at other Park & Rides
  - 673 survey responses suggest 29% of West Falls Church customers would ride more often, but 11% would park less frequently at other Park & Rides

Station	% Utilization		Revenue		
	Feb-May 2017	Feb-May 2018	Feb-May 2017	Feb-May 2018	Change
Landover	28%	36%	\$200,003	\$167,246	\$(32,758)
West Falls Church	50%	55%	\$405,509	\$276,398	\$(129,111)

## Public Outreach

- Pop-Up events
  - 11,789 brochures distributed
- Stakeholder communication
  - In person outreach and signs at 35 stations
  - Emails and communication to organizations, businesses, other stakeholders
- Targeted marketing and media
  - 5,800 unique WMATA webpage viewers
  - 99,000 social media impressions
- Intercept and email surveys



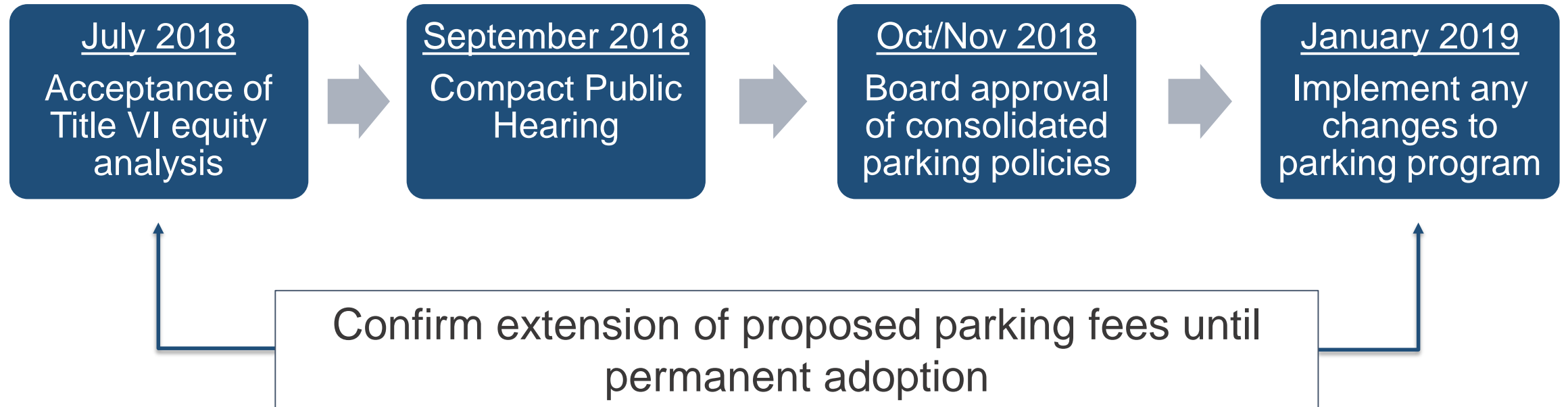
## Title VI Equity Analysis

- Analysis showed no Disparate Impact to minority customers or Disproportionate Burden to low income customers for any of the three proposals
- Title VI equity analysis required to continue three pilots beyond six months

# Topics for Compact Public Hearing

- Extended weekday hours of revenue collection
- Weekend hours of revenue collection
- Feedback on methods of payment

# Extend Pilot of Parking Fees and Hours



# Recommendation

- Authorization to conduct a Compact Public Hearing on changes to parking programs
- Confirm the continuation of parking hours and fees set in the parking pilots through 2018
- Acceptance of Title VI Equity Analysis of three parking pilot proposals
- Approval to exempt VRE and MARC riders from the Non-Rider Fee

SUBJECT: APPROVAL OF TITLE VI EQUITY ANALYSIS AND AUTHORIZATION TO CONDUCT PUBLIC HEARINGS ON AMENDMENTS TO PARKING RATES AND OPERATIONS

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

WHEREAS, The Federal Transit Administration (FTA) requires the Washington Metropolitan Area Transit Authority (WMATA) to conduct a Title VI equity analysis of fare and service changes and requires the WMATA Board of Directors to approve the analysis; and

WHEREAS, In Resolution 2017-31, the Board of Directors approved the implementation of Parking Pilots to: (a) expand the weekday hours of operation of all Metro parking facilities; (b) test the expansion of the hours of operation of all Metro parking facilities to Saturdays; and (c) test lowering parking rates at its Metro parking facilities that experience higher vacancies, ranging from a lower limit of the existing parking surcharge amount to an upper limit of the existing daily parking rate; and

WHEREAS, In Resolution 2017-31, the Board of Directors also directed the General Manager and Chief Executive Officer (GM/CEO) to collect demographic data in accordance with FTA guidance and to present findings, recommendations, and a Title VI equity analysis to the Board; and

WHEREAS, Staff completed the attached Title VI equity analysis, which determined that Parking Pilots will not have a disparate impact on minority populations or disproportionate burden on low-income populations; and

WHEREAS, During the implementation of the Parking Pilots, staff identified additional changes to rates and revenue collection hours that may be beneficial to WMATA, must be evaluated through a Compact Section 62 public hearing on proposed rate increases, and may also require a Title VI equity analysis; and

WHEREAS, During the implementation of the Parking Pilots, staff identified additional changes to methods of collection of parking fees that may be beneficial to WMATA, must be evaluated through a Compact Section 76 public hearing, and may also require a Title VI analysis; NOW, THEREFORE, be it

*RESOLVED*, That the Board of Directors has considered and approves the Title VI equity analysis on the Parking Pilots as shown in the attachment, and approves the continuation of the Parking Pilots through December 31, 2018; and be it further

*RESOLVED*, That the Board of Directors will conduct a Compact public hearing or hearings on establishing parking rates or a range of rates for daily, weekend, holiday, and regional event parking for riders; and be it further

*RESOLVED*, That the Board of Directors will conduct a Compact public hearing or hearings on establishing parking rates or a range of rates for daily, weekend, holiday, and special event parking for non-riders; and be it further

*RESOLVED*, That the Board of Directors will conduct a Compact public hearing or hearings on proposed changes to fare collection methods; and be it further

*RESOLVED*, That the Board of Directors delegates to the GM/CEO the authority to establish the docket for Compact public hearings consistent with this Resolution; and be it further

*RESOLVED*, That in accordance with FTA Title VI requirements, staff will report to the Board of Directors results of all applicable equity analyses; and be it further

*RESOLVED*, That the Maryland Rail Commuter (MARC) and the Virginia Railway Express (VRE) riders shall be afforded rider parking rates at WMATA parking facilities so long as WMATA's fare collection technology supports this practice; provided, however, that each of MARC and VRE shall reimburse WMATA for any incremental costs associated with revising WMATA practices or technology to implement this policy; and be it further

*RESOLVED*, That the Board of Directors directs the GM/CEO or his designee to propose updated and consolidated Metro parking policies based on the results of the Compact public hearing or hearings and applicable Title VI public participation plans and analyses that will govern WMATA parking services and facilities; and be it finally

*RESOLVED*, That in order to satisfy FTA Title VI requirements and continue to collect data on the Parking Pilots necessary to develop a comprehensive parking system policy, this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,

  
\_\_\_\_\_  
Patricia Y. Lee  
General Counsel

WMATA File Structure No.:  
12.8.2 Parking Fees and Collection

PROPOSED

# M E M O R A N D U M



SUBJECT: Parking Revenue Enhancements  
Title VI Equity Analysis

DATE: July 6, 2018

FROM: FAIR – Franklin Jones *FCJ*

THRU: IBOP – John Kuo *[Signature]*

*for* TO: GM/CEO – Paul J. Wiedefeld *[Signature]*

This memorandum serves as the Title VI analysis required for three parking proposals that will be presented at the July Board meeting.

## I. Conclusion

Based on the Title VI equity analysis, staff has determined that the proposed parking rate changes do not result in a disparate impact (DI) on minority populations or a disproportionate burden (DB) on low-income populations.

## II. Fare Change Proposals

In July of 2017, the Office of Real Estate & Parking (LAND) put forward a number of proposals aimed at increasing parking revenue. Three elements of the proposal would affect the rate that Metro customers pay for parking and are therefore subject to a Title VI equity analysis.

**Table One: Proposals Affecting the Parking Rate Paid by Metro Customers**

<b>Collect Revenue on Saturday</b>	Charge \$2.00 to park on Saturdays. Previously, there was no charge to park.
<b>Expand Weekday Hours</b>	Expand hours of revenue collection on weekdays. Charge the existing weekday rate for that station.
<b>Reduce Rate at Two Stations</b>	Decrease weekday rate at two stations: Landover and West Falls Church from \$4.70/ \$4.95 to \$3.00

The Title VI Circular allows transit agencies to implement fare changes lasting less than six months as a pilot without conducting an equity analysis. This process allows an agency to evaluate the viability of a given proposal, collect customer survey data, and conduct public outreach before implementation as a fare change. WMATA elected to do this for these three elements, with the pilots for each beginning in February of 2018.

Now that this six-month period is drawing to a close, staff is required to conduct an equity analysis in order for the fare proposals to continue. As outlined in the Board

Action/Information Summary (BAIS) staff will return to the Board following the completion of the public hearing process. Should the proposals change substantively from what has been analyzed in this report, staff will re-analyze the impacts, and submit a revised equity analysis for Board approval.

In accordance with the Title VI Circular, staff conducted public outreach on the proposed fare changes. The full Public Outreach report is attached to the BAIS.

### **III. Title VI Analysis**

When a transit agency proposes a permanent fare change or a major service change, the Federal Transit Administration (FTA), in its Title VI Circular 4702.1B, requires that the transit agency conduct an equity analysis to determine whether the service change will result in a DI on minority riders or a DB on low-income riders.

In conducting the equity analysis, Metro used the following survey and operations data to determine which populations would be affected by each element of the proposal:

- 2016 Travel Trends Rail Passenger Survey (spring 2016);
- Saturday Survey of Parking Customers at 13 Metrorail Stations (winter 2018)
- On-line surveys of parking customers (fall 2017)
- Rail ridership and revenue data (fall 2017)
- Parking revenue and ridership data (fall 2017 through spring 2018)

In Resolution 2013-27, the Board approved Metro's DI/DB thresholds. For fare changes, the DI/DB threshold is five percent, meaning that the average fare increase for minority and low-income riders cannot exceed the average fare increase for non-minority and non-low-income riders by more than five percent.

### **Collecting Parking Revenue on Saturdays**

Does charging for parking on Saturdays create a DI or a DB on Metrorail customers who use the system on Saturdays? To answer this, staff first calculated the average fare paid for rail customers including those who park in Metro-owned parking facilities by demographic cohort on a typical Saturday<sup>1</sup>. To do so, staff calculated the fare paid by customers for each origin and destination pair on rail, and divided that by the number of customers to create an average rail fare paid per rider. These data are then merged with survey data to create an average rail fare paid by demographic group (minority vs. non-minority, low income vs. non-low income).

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<sup>1</sup> Using a fall of 2017 ridership base

The proposed fares are calculated in the same way, except those that park at a Metro-owned parking facility are charged \$2.00 in addition to their rail fare. This new average fare is compared with the original fare to calculate the percentage change in fare by demographic group shown in Table Two. In other words, to determine the total percentage increase, Metro calculated the amount of revenue (rail and parking) collected for each demographic group. Metro then took that number and divided it by the number of customers in each demographic group. This average fare for the proposal is then compared to the current (rail only) average fare for these same groups. The percentages shown in Table Two are the differences in these two values. For example, an increase of \$0.05 on average from a base fare of \$2.45 to \$2.50 would be 2.00 percent.

**Table Two: DI/DB Test, Percentage Fare Increase by Demographic Group, Saturday Parking Fares**

	Minority	Non-Minority	Low-Income	Non-Low-Income
Total	2.79%	2.73%	2.09%	2.96%
Difference		0.06%		-0.87%
Board Adopted Threshold		5.00%		5.00%
DI/ DB		No		No

As shown in Table Two, the proposal passes Metro's DI/DB test. The difference in the average fare paid by minority riders and non-minority riders is almost the same, at 2.79 percent vs. 2.73 percent. The average fare increase for low-income customers is actually lower by 0.87 percent than that for non-low-income customers.

On average, the proportion of minority customers who park at Metro facilities matches that of the Metrorail system on Saturdays, coming in at approximately 47.2 percent minority compared to 48 percent of the system. However, the proportion of low-income customers is somewhat lower, with an average of 17.6 percent compared to a system average of approximately 23 percent. This fact helps explain why there is little difference in the fare change experienced by minority and non-minority customers, but some difference in the fare change experienced by non-low-income customers compared to low-income customers.

Note that the analysis only includes the effect of the parking rate change on rail customers. Title VI equity analysis does not apply to non-riders.

### Expansion of Weekday Revenue Collection Hours

In order to gauge the impact of expanding the weekday hours of parking revenue collection from a 9:30 AM start back two hours to a 7:30 AM start, staff first had to understand the number of customers that this would impact, and their demographic make-up. In order to do, staff surveyed over 1,000 Metrorail customers who exited the Metrorail system at one of the 36 stations that has a Park and Ride facility before 9:30 AM during the month of November 2017.

Out of the over 1,000 survey respondents, only 13 or 1.26 percent said that they leave the system between the hours of 7:30 AM and 9:30 AM, and that they drive to their destination upon leaving that station. The majority walk or take a bus, therefore, because they do not park at the station during these hours, they are not affected by this change. This survey finding was confirmed by revenue data collected during the pilot. On a typical weekday, approximately 200 Metrorail customers exited a parking facility during the expanded hours. This amounts to approximately 0.03 of the 640,000 riders who use Metrorail on a given day, or only 0.47 percent of more than 43,000 daily parking transactions. Therefore, the impact of this element of the proposal is de minimis. Furthermore, when analyzed, this element of the proposal does not present a DI or a DB. As shown in Table Three, the difference in average fare paid between each group falls within the five percent threshold.

**Table Three: DI/DB Test, Percentage Fare Increase by Demographic Group, Change in Hours of Weekday Revenue Collection**

	Minority	Non-Minority	Low-Income	Non-Low-Income
Total	0.51%	0.40%	1.87%	0.43%
Difference		0.10%		1.45%
Board Adopted Threshold		5.00%		5.00%
DI/ DB		No		No

Note that as with the Saturday analysis, this analysis only includes the effect of this parking rate change on rail customers. There is revenue collected from non-riders who are using Metro's parking facilities for overnight parking. However, this revenue is not considered in this analysis, as non-riders are not subject to a Title VI equity analysis.

### Reduction of Weekday Rate at Two Stations

The reduction of rates is meant to increase rail ridership and overall revenue collected at two stations with a relatively low number of park and ride customers. To determine whether this change would result in a DI or DB, staff calculated the average weekday parking rate paid (at all stations with parking facilities) by four different groups: minority and low-income customers, and non-minority and non-low-income customers using parking revenue and customer survey data. Staff then lowered the rate at the two stations (Landover and West Falls Church) and recalculated the average rates for each of the four groups (minority, non-minority, low income, non-low-income). Table Four shows the results.

**Table Four: DI/DB Test, Percentage Fare Decrease by Demographic Group, Reduction in Parking Rate at Two Stations**

	Minority	Non-Minority	Low-Income	Non-Low-Income
Total	-1.12%	-1.47%	-3.20%	-1.27%
Difference		-0.36%		1.94%
Board Adopted Threshold		-5.00%		-5.00%
DI/ DB		No		No

As shown in Table Four, the proposal passes Metro's DI/DB test. The difference in the change in average weekday parking fee paid by minority riders and non-minority riders is 0.36 percent. Both groups are benefiting from the proposal by paying less. Non-minorities will see a little more benefit on average, with a 1.47 percent reduction vs. the 1.12 percent for minorities; however, this difference (of 0.36 percent) is well within the 5.0 percent threshold. Low-income customers benefit more from the proposal. On average, they will see a 3.2 percent reduction, compared to a 1.27 percent average reduction for their non-low-income counterparts.

In total, approximately 1,600 customers parked at one of the two stations on an average weekday in October of 2017, with about 1,000 at West Falls Church and another 600 at Landover. Minorities comprise 43 percent and low income customers comprise five percent of the park and ride ridership at these stations.

### Cumulative Impact

Consistent with other equity analyses of fare proposals, staff also analyzed the cumulative impact of the three proposals on fare equity overall, measured by the annualized revenue collected under each proposal. Table Five shows the results of this analysis.

**Table Five: DI/DB Test, Percentage Fare Decrease by Demographic Group,  
Cumulative Impact of All Proposals**

	Minority	Non-Minority	Low-Income	Non-Low-Income
Total	<b>0.09%</b>	<b>0.04%</b>	<b>0.21%</b>	<b>0.04%</b>
Difference		<b>0.05%</b>		<b>0.16%</b>
Board Adopted Threshold		<b>5.00%</b>		<b>5.00%</b>
DI/ DB		<b>No</b>		<b>No</b>

As shown, the three proposals when combined do not result in a DI or a DB in terms of the overall amount of annual revenue collected from Metrorail and Parking customers. They raise the overall fare paid by minority customers by 0.05 percent more than that of non-minorities, and 0.16 percent more for low-income customers than that of non-low-income customers. These relative differences are well within the five percent threshold.