

T Transportation Committee
Meeting date: October 12, 2009

Metropolitan Council Meeting: October 28, 2009

ADVISORY INFORMATION

Date:	October 5, 2009
Subject:	ABC Ramps Flexible Parking Pricing Demonstration Program
District(s), Member(s):	District 7, Annette Meeks
Policy/Legal Reference:	Policy 3: Strategies 3e, Parking Pricing Availability and 3f, Promoting Alternatives
Staff Prepared/Presented:	Brian J. Lamb, General Manager, Metro Transit (612-349-7510) Bruce Howard, Director of Marketing, Metro Transit (612-349-7694)
Division/Department:	Metro Transit, Marketing Division

Proposed Action

That the Metropolitan Council authorize the regional administrator to enter into a joint powers agreement with the Minnesota Department of Transportation (Mn/DOT) to participate in a Flexible Parking Pricing Demonstration program during 2009-2011.

Background

The primary goal of the research and demonstration program is to investigate whether monthly parking contracts prevent downtown Minneapolis commuters from using transit and to test an innovative parking- transit pass pricing strategy to encourage monthly parkers to use transit when it fits their schedule.

The demonstration will be managed by the University of Minnesota Humphrey Institute and consist of offering one of three incentives to groups of monthly parkers from the ABC Ramps:

- 1) Buying Flexibility - a deeply discounted monthly transit pass (estimated at about \$20) may be purchased with a monthly parking contract
- 2) Disincentive Removal – a free transit pass is provided in addition to a monthly parking contract
- 3) Marginal Rebate – a free transit pass is provided and monthly parkers are refunded the difference of the marginal parking cost and transit fare on days when they use transit

Rationale

Metro Transit will benefit immediately from the increased revenue and ridership gained during the demonstration. Metro Transit is selling transit passes to Mn/DOT for use in the demonstration. Long term there is potential to develop a flexible parking-transit pass that encourage commuters who might otherwise never use transit to do so on days when it fits into their schedule.

Funding

Mn/DOT has received federal funding for the Flexible Parking Pricing Demonstration and will pay Metro Transit for the peak-period transit rides taken during the demonstration. (This is estimated to be about \$60,000.) Metro Transit will not contribute any funds to the demonstration, but will contribute the value of any off-peak rides taken during the demonstration and staff time to analyze the transit pass usage.

Known Support / Opposition

The research and demonstration pricing project is also supported by the FHWA and the City of Minneapolis.