

MEMORANDUM

EVENT PARKING BEST PRACTICES



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SACPARK BEST PRACTICES

SacPark is the City of Sacramento's parking program. It incorporates City-owned on-street and off-street parking as well as space management of privately-owned off-street parking spaces. The management of privately-owned off-street spaces are primarily to provide parking for events at the Golden 1 Center Arena ("G1C"), but the service is expandable to service the needs of the facility. Certified participants in the SacPark program are required to meet a minimum set of standards in order to participate. These standards ensure that a high level of service will be provided to event parkers, specifically in the following areas:

- Offer a good customer experience from the point-of-sale to time of exit;
- Enhance ingress and egress for customers;
- Guarantee adequate access to the available inventory of spaces;
- Automate services whenever possible; and
- Provide consistent revenue and maintain or decrease associated operating expenditures.

For event parking, SacPark will utilize an online reservation system, whereby the customer reserves a space in advance and pre-pays with a credit card. This makes full use of the G1C parking supply and minimizes staffing and cash control/auditing challenges.

The following details some benefits associated with implementing online reservations for event parking:

- Integration with Ticketmaster to sell parking at point-of-sale at time of event purchase,
- Marketing power from major brands focused on bringing parking sales to certified partners,
- 24/7 reservation capability for customers to book from an internet connected device, with confidence that they will have a place to park;
- Mitigated street grid impacts, as event goers know their parking destination in advance;
- Marketing event parking supply in advance of arrival time at venue;
- Distribution of parkers across multiple facilities to reduce on-street congestion;
- Improved customer service by limiting ingress/egress problems;

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- Real-time tracking of sales and occupancy, which may allow for dynamic pricing;
- Opportunities to use historical data to inform subsequent operations and pricing; and
- Certainty regarding staffing requirements based upon pre-sale and event history.

The following are outlined under the sections Event Day Operations, Signage, Lighting and Security. The Event Day Operations section also includes some traffic control recommendations as part of ingress and egress recommendations. These apply for all event types (high, medium and low) where pre-paid reserved parking will be offered. In some cases, high event types are highlighted, as additional consideration is necessary.

EVENT DAY OPERATIONS

To develop these best practices, Walker used a “three-legged” stool approach that reflects the received wisdom and experience of the project team. This approach focused on the components of an effective parking operation, which are designated as customer service, financial integrity, and the continuous refinement of revenue streams.

Of the three components, customer service is first among equals. By providing excellent customer service, a parking operation differentiates itself from its competitors, which can result in enhanced customer loyalty. Without outstanding customer service, a parking system is less likely to retain existing customers or attract new parkers.

The financial integrity of a parking system is reflected by the efficiency with which payment is collected from motorists and how that payment is accounted for and deposited in the desired financial institution.

The continuous refinement of revenue streams centers around how a parking system’s supply of spaces is priced. The expectations of daytime transient parkers often differ starkly from monthly and special event end-users. These needs inform a motorist’s decision-making process when choosing where to park and deciding how much they are willing to pay to park.

The following best practices were developed with these goals in mind. These apply to all events, whether on weekday evenings, weekends or holidays.

WHEN TO COMMENCE EVENT PARKING OPERATION

Parking staff members should be stationed in each facility two hours prior to an event. Attendants will be staffed at entrances to process parkers with reservations or to collect payment from those paying at entry. Roving garage ambassadors or traffic management staff members will assist patrons with directions on where to park within the facility, as well as manage internal traffic flow and provide information on the G1C and preferred path of travel to the venue. In addition, the PARCS equipment can be programmed to only allow certain user groups to enter the facility on event dates (e.g. for a weekday event, only monthly parkers are granted access; transient parking is not allowed).



Understanding event traffic patterns is critical to properly staff and manage the system intended to serve event patrons. Table 1 shows the expected arrival times per event as a percentage by time segment of total parkers per garage. The percentages and totals depicted are based on current user based assumptions from previous vehicle arrival studies conducted for the Sleep Train Arena.

Table 1: Projected Arrival Time Percentages

Time of Day	% of Total
5:00 - 6:00 PM	14%
6:00 - 6:30 PM	23%
6:30 - 7:00 PM	44%
7:00 PM and after	19%

Source: Sacramento ESC Draft Transportation Management Plan

Assuming a 7:00 PM event start time, the largest percentage of attendees typically arrive in the 30-minute window prior to the event start time. Moreover, the staffing level should scale up prior to the start of an event, if required, as traffic increases. If the event start time changes, we assume that the same relationships hold true. For example, an event that starts at 8:00 PM would experience 44% of arrivals in the 7:30 to 8:00 PM period and 23% of arrivals in the 7:00 to 7:30 PM period.

HOW AND WHEN TO SET ASIDE SPACES THAT HAVE BEEN RESERVED

On event day mornings, sign event parking areas (whether for pre-paid reserved or those who show up at the door) to notify non-event parkers that vehicles must vacate stalls by two hours prior to event start. Exceptions would be any monthly parkers who have a reserved parking space or those with 24/7 access.

All pre-paid reserved spaces should be available at least an hour prior to event start with at least 20% available two hours prior to event start for early arrivals. Based on our experience we believe a large majority of these parkers will show up in the hour prior to event start.

ABILITY TO SCAN PRE-PAID RESERVATION BAR CODES AT ENTRY

SacPark facilities must have an ability to scan and process bar codes of pre-paid parkers, whether the bar codes be presented on a smartphone or printed. This may be accomplished with handheld devices carried by attendants or bar code readers integrated into parking facility entry stations. We expect that pre-paid reservations will comprise the majority of event parkers at each facility as we recommend those who pay at the door be charged a small premium of 20-25%.

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CREDENTIAL FOR EXIT AFTER THE EVENT

Unlike the ingress, which is staggered, egress after an event can occur almost entirely at once at the conclusion of the event. There are myriad issues that can impact egress activity. However, assuming traffic on the street is able to accommodate all exiting event traffic, the goal is to have 85% of event parkers exit within 30 minutes post-event.

For exit, patrons would present a bar code, either from a pre-paid reservation (presented on a smartphone or printed) or on a ticket purchased at entry. The bar code would be scanned by an attendant or a bar code reader on an exit station.

MEANS OF COLLECTING REVENUE, IF SELLING PARKING AT THE DOOR

If parking will be sold at the door, then during the event load-in, we suggest that a flat parking fee is collected by an attendant stationed in each entry lane as vehicles enter the facility. Each patron will be issued a pre-paid, date-specific, ticket that allows one single exit for the date of the event. As mentioned previously, we recommend charging a small premium of 20-25% to those who pay at the door, in order to encourage parkers to reserve parking.

ADEQUATE STAFFING TO MINIMIZE QUEUES ON CITY STREETS AT INGRESS

On high event days we assume that additional staffing will be needed, above what is required during regular non-event operation, to assist with revenue collection, verify bar-coded passes, provide internal traffic management, and attend to any general service issues attributed to event parking.

A sufficient number of attendants will be needed to facilitate inbound revenue collection and cover the number of entry lanes at each facility. We recommend one attendant per every entry lane unless entry stations have bar code readers, in which case one per two entry lanes, with one lane signed for pre-paid reservations only and the other for payment at entry, if being offered. Depending on facility design, it may be necessary to lengthen vehicle queuing areas by raising entry lane barrier gates and positioning attendants a couple car lengths behind entry lane barrier gates. The attendants may scan pre-paid reservation barcodes with a handheld or collect payment and issue an exit credential at those positions.

Additionally, a sufficient number of roving ambassadors or traffic management staff members (predicated upon the size and complexity of functional traffic flow within each facility) is recommended for each facility to ensure effective customer service is provided at each location. We recommend at least one per every 200 cars parked. They may be positioned at key junction points where a driver must decide on a drive aisle to continue on.

Enough staff must be provided to prevent ingress backup queuing onto City streets and thus causing congestion via impact to non-event traffic.

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ADEQUATE STAFFING TO ASSIST EVENT PARKERS WITH EXIT FROM PARKING FACILITY IN A SAFE AND TIMELY MANNER

To exit the facility, parkers will present a bar code, either from a pre-paid ticket or on a ticket purchased at entry. The bar code would be scanned by an attendant or by a bar code reader on an exit station. Once verified by the system, the barrier gate will raise and the patron will exit the facility.

If peak exiting conditions occur, it may be necessary to raise the barrier gates manually and collect pre-paid event tickets from each patron as they exit the facility. Once peak exiting has subsided, the gates will be lowered and patrons will once again insert their pre-paid ticket to exit the facility.

For high events, enough staff must be provided at egress to ensure smooth and safe traffic conditions for vehicles and pedestrians alike. We recommend at least one attendant per pair of exit lanes to assist with safe exiting from the parking facility on to the street. Roving ambassadors or traffic management staff members need to be available to assist with egress. Again, they may be positioned at key junction points to ensure that exit lanes are equally balanced to minimize average wait time to exit for all parkers.

While we expect the majority of parkers to exit shortly after the event, some may linger at the G1C or patronize restaurants, bars and other entertainment venues post-event. SacPark facilities must take this into consideration when setting operating hours and when staffing for event parking. While the garage is open, parkers must have an ability to retrieve their vehicles, whether the facility still has parking staff working or not. Hours of operation must be clearly communicated to parkers so that no vehicles are unintentionally locked in the facility overnight.

SIGNAGE

In order to assist with event parking operation, SacPark facilities must have the following signage:

- Entry point(s) into the parking facility
- Hours of operation
- Entry lane-specific indicating if the lane is for pre-paid reservations only or all parkers (pre-paid reservations or those paying at entry)
- Directing parkers to parking areas and specifically if there is a designated area for event parkers
- Directing parkers to exit lane(s) and indicating the street on to which parkers will exit
- Way finding to the G1C

These may be portable signs such as an MDI WindMaster® sign, rollaway portable sign or an A-frame sign. Figure 1 and Figure 2 provide some real-life examples of what these signs may look like at entry and internally.

Figure 1: Examples of Entry Signage



Source: Walker Parking Consultants

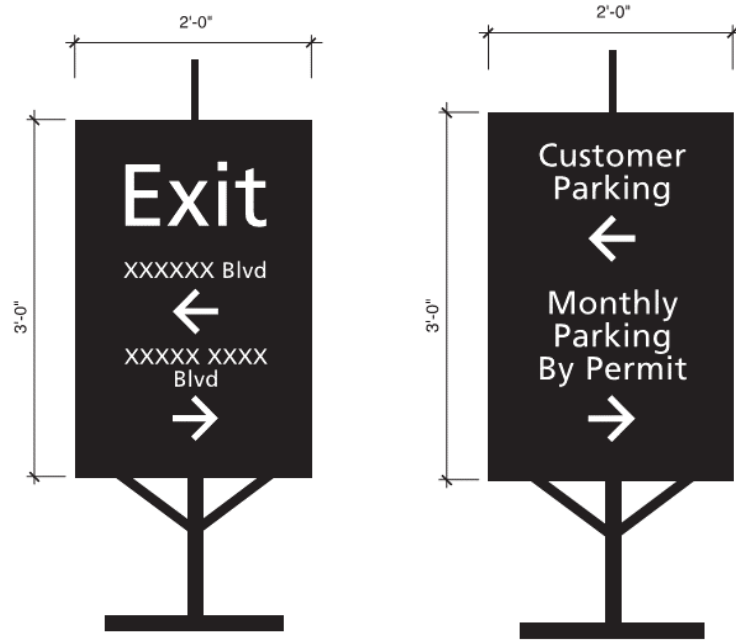
Figure 2: Example of Internal Signage



Source: Walker Parking Consultants

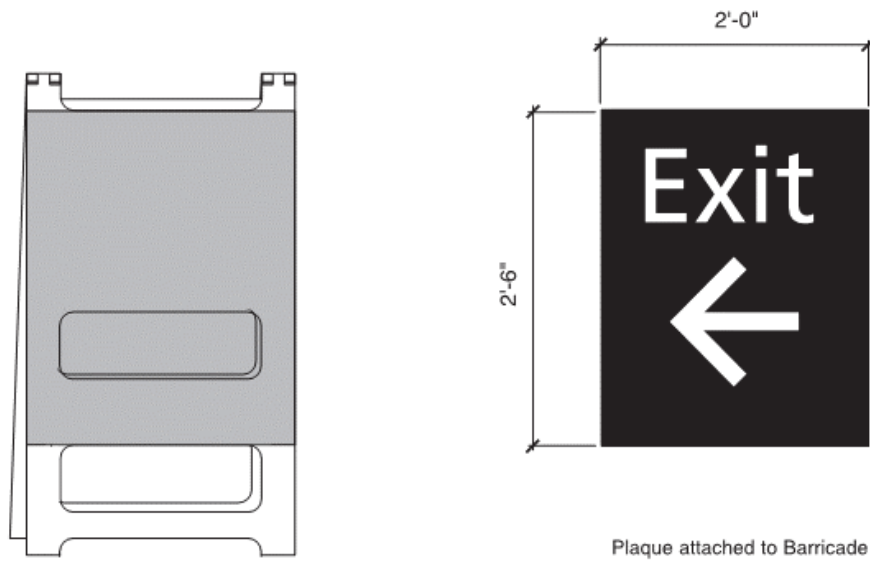
Figure 3, Figure 4 and Figure 5 are examples of illustrative internal signage to direct parkers to parking areas within the facility, parking exits and to the G1C.

Figure 3: Illustrative Internal Rollaway Signs



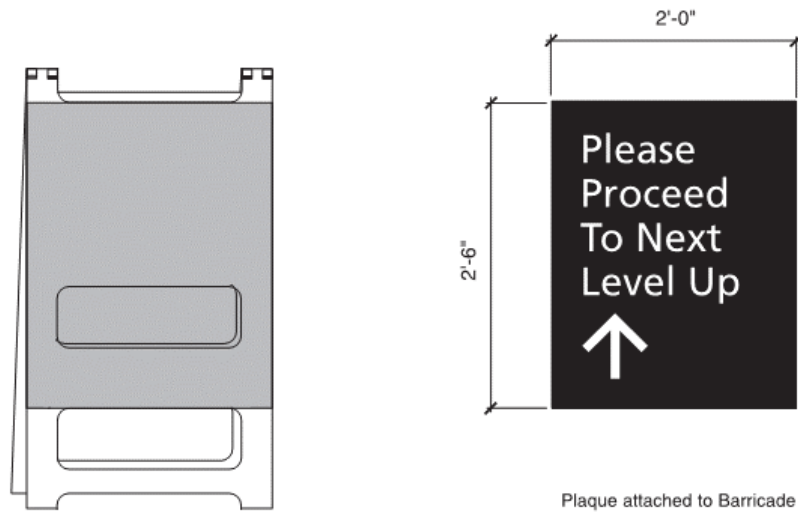
Source: Simon Design, Inc.

Figure 4: Illustrative A-Frame Sign Pointing to an Exit



Source: Simon Design, Inc.

Figure 5: Illustrative A-Frame Sign Directing Parkers to Next Level



Source: Simon Design, Inc.

Additionally, there should be signage to remind parkers of the facility location and where they are parked within the facility. Refer to Figure 6 as an example that may be mounted on a portable sign frame.

Figure 6: Illustrative Signage to Remind Parkers of Parking Location



Source: City of Sacramento

LIGHTING

The objective of any lighting design is to meet or exceed the minimum visibility requirements for security and safety, while creating an environment that will make patrons feel at ease. The psychological perception of the user as to whether the space is brightly lit is often more important to user comfort than the light levels alone. Lighting is universally considered to be the most important security feature in a parking facility. Good lighting deters crime and presents a more secure atmosphere to parkers.

In many ways, good lighting is more critical in parking facilities than in other building types. Vehicles and pedestrians use the same circulation, and drivers must be able to see pedestrians walking suddenly from between parked cars into drive aisles. Drivers must be more alert to potential hazards, with less time to see, recognize and react to objects entering the field of vision (central 120 degrees in front of both eyes) than is necessary for pedestrians.

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How much lighting is enough? The industry standards recommend minimum illuminance criteria for the safe movement of vehicle traffic and pedestrians while recognizing the need to deter criminal activity and meet energy constraints.

Figure 7, Figure 8 and Figure 9 are examples of recommended lighting levels.

[Figure 7: Recommended Lighting Level – Example 1](#)



Source: Walker Parking Consultants

Figure 8: Recommended Lighting Level – Example 2



Source: Walker Parking Consultants

Figure 9: Recommended Lighting Level – Example 3



Source: Walker Parking Consultants

SECURITY

The visible presence of uniformed security officers is one of the best deterrents to crime and needs to be present in SacPark parking facilities. We recommend one uniformed security guard to patrol each facility before, during and after events. The key to good security is visibility of security during all event ingress and egress periods. Patrols should be unscheduled with varied routes taken throughout the event shift.

In very high-risk facilities (those with previous incidents of personal injury or a pattern of thefts that might escalate to personal injury), check-in stations should be provided at key locations to monitor and record the frequency of patrols. Medical certification training for security personnel is also highly recommended, particularly CPR and first aid training. All personnel charged with any security responsibility must be trained to monitor, operate, and respond to all security equipment provided in the facility, no matter what the risk level.