

AWV Parking Mitigation Program - Potential Strategy Packages

January 24, 2012

Actions	One-Time Cost	Annual Cost	# Spaces
Strategies for All Packages (Base)			
1 Provide temporary parking along waterfront (e.g., trolley tracks)	\$100,000		80
2 Continue marketing program		\$314,000	
3 Install e-Park at 10 more garages	\$150,000	\$200,000	200
4 Provide operator incentive to secure short-term parking - 7 facilities + Pier 48	\$45,000	\$950,000	360
5 Make improvements to garages to improve experience	\$1,000,000		
6 Create a smart phone app to track available parking	\$180,000		
7 Install wayfinding signs to parking	\$40,000		
8 Planning and Monitoring		\$100,000	
Total (Assume 7 years for marketing + garage incentive, 5 years for e-Park)			640
Package A - Added to Base (Shuttle + Additional Strategies to Use Existing Garages)			
A1 Operate shuttles to parking and neighborhood destinations	\$500,000	\$1,200,000	300
A2 Marketing program for shuttle		\$250,000	
A3 Increase operator incentive to secure short-term parking (double program)		\$950,000	200
A4 Expand garage improvement program	\$1,000,000		
A5 Implement other programs for special events (e.g., valet or validation, 30 days)		\$100,000	
Added Cost of Package			500
Total (Package plus Base)			1,140
Package B - Added to Base (Shuttle Light plus Equity to Build Garage)			
B1 Operate shuttles to parking and neighborhood destinations	\$500,000	\$800,000	300
B2 Marketing program for shuttle		\$250,000	
B3 Buy surface parking lot for future garage & operate for short-term parking	\$10,000,000	\$0	130
Added Cost of Package			430
Total (Package plus Base)			1,070
Package C - Added to Base (Buy Existing Garage)			
C1 Buy an existing garage (and remove spaces from base)	\$18,000,000	\$0	300
Added Cost of Package			300
Total (Package plus Base)			940

ANNUAL COSTS

2011	2012	2013	2014	2015	2016	2017	2018	Total
	\$100,000							\$100,000
\$350,000	\$350,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000		\$2,200,000
	\$150,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000		\$1,150,000
\$45,000	\$950,000	\$950,000	\$950,000	\$950,000	\$950,000	\$950,000	\$950,000	\$6,695,000
	\$500,000	\$500,000						\$1,000,000
		\$180,000						\$180,000
\$20,000	\$20,000							
\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000		\$700,000
\$515,000	\$2,170,000	\$2,230,000	\$1,550,000	\$1,550,000	\$1,550,000	\$1,550,000	\$950,000	\$12,025,000
	\$1,700,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$8,900,000
	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$1,750,000
			\$950,000	\$950,000	\$950,000	\$950,000	\$950,000	\$4,750,000
		\$1,000,000						\$1,000,000
	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$700,000
\$0	\$2,050,000	\$2,550,000	\$2,500,000	\$2,500,000	\$2,500,000	\$2,500,000	\$2,500,000	\$17,100,000
\$515,000	\$4,220,000	\$4,780,000	\$4,050,000	\$4,050,000	\$4,050,000	\$4,050,000	\$3,450,000	\$29,125,000
	\$1,300,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$6,100,000
	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$1,750,000
			\$10,000,000					\$10,000,000
\$0	\$1,550,000	\$1,050,000	\$11,050,000	\$1,050,000	\$1,050,000	\$1,050,000	\$1,050,000	\$17,850,000
\$515,000	\$3,720,000	\$3,280,000	\$12,600,000	\$2,600,000	\$2,600,000	\$2,600,000	\$2,000,000	\$29,875,000
		\$18,000,000						\$18,000,000
\$0	\$0	\$18,000,000	\$0	\$0	\$0	\$0	\$0	\$18,000,000
\$515,000	\$2,170,000	\$20,230,000	\$1,550,000	\$1,550,000	\$1,550,000	\$1,550,000	\$950,000	\$30,025,000