

## **PARKING METERS**

### **EVENT PARKING UPDATE – August 26, 2016**

#### **History of Event Rates**

The City began event rate parking after implementing our new meter pay station technology and with the opening of Target Field. There are 4 event rate areas today – US Bank Stadium, Target Field, TCF Bank Stadium and Convention Center. The US Bank Stadium (previously Metrodome) event rate parking started 5 years ago. This was in response to the on-street metered spaces being filled before the ramps/lots were utilized.

The initial Metrodome event rate was \$3.00 per hour. Event attendees raised concerns of not being able to predict how long the event would take. Also there is a desire to have event attendees come early and stay late to further enjoy downtown. Thus a flat rate model was created for large Metrodome events. It was decided then that 5 hours X \$3.00 per hour = \$15 would be appropriate. The flat rate allowed someone to park in a 4 hour event window, pay the \$15, and stay for the entire day. It was observed that on-street meter parking was still priced lower than the \$20 to \$30 by the ramps and lots. This lower meter price still did not address the on-street parking being the first to fill.

#### **Recent Updates to US Bank Stadium Event Rates**

In preparation for the opening of US Bank Stadium, additional research was conducted. It was determined that many of the off-street parking facilities were going to charge \$30 to \$40. The decision was made to set the 2016 flat rate charge at \$25. Although the price is \$10 higher than 3 years ago, it was an appropriate increase when compared to the higher cost off-street ramps/lots. It was decided not to change the event rate area and is still the same as it was 5 years ago.

Some rationale behind the Stadium Event Parking includes:

- On-street metered parking is most convenient and most desirable near event venues.
- Without event rates this on-street metered parking would fill first and the on-street metered parking would then be unavailable to all other users.
- Event rates will only be charged for large sold out type of events. There are about 15 -20 events per year that would fall into this category.
- The event area has stayed the same as when the Vikings played their last season at the Metrodome.
- The flat event rate allows users to spend the entire day downtown (pay once until the next morning).
- Most event rate spaces are within a 10 minute walk (about a half mile or less, about 8 blocks) from the stadium. The new interactive meter map shows the boundaries for this zone. Choose the “Layer List” in the upper left and click on the “Event Zones”. <http://cityoflakes.maps.arcgis.com/apps/webappviewer/index.html?id=63b510e1f92b4ebdb7405d58bf46a2f5>
- Stadium event rate prices are comparable to other parking ramps/lots on event days. Meters are still cheaper than many of the nearby ramps. Some ramps may charge more for Vikings games than what they initially charged for the soccer game and the first two concerts.
- 4 Hour Event Window is 3 hours prior to 1 hour post event at the US Bank Stadium. (Example: 12 noon start, event window is from 9:00AM to 1:00PM. )

- The event rate is only charged if your start time is within the 4 hour window. (For the example... If you begin your session between 9:00AM and 1:00PM, you will pay the event rate. )
- Parking outside the 4 Hour Event Window are at regular parking rates. Thus, sessions that start before or after the window get charged hourly rates for the entire parking session. (For the example... if you pay for a two hour session starting at 8:15AM to 10:15AM, your entire paid time would be at the regular hourly rate. Or if you begin your session at 1:05PM you would be paying regular hourly rates.)

### **Parking Downtown and not attending the Event**

If you are not attending the event, but you want to park downtown there are two basic options:

- Park outside the event zone (approximate boundaries are Washington Ave on the north, 11<sup>th</sup> Street/Grant on the south, 35W on the east, and 2nd Avenue on the west).
- Park inside the event zone but start your parking before or after the 4 Hour Event Window.

### **Provide Feedback**

The City will continue to make observations and collected data before and after every events. In 2016 to date with the \$25 rate, we have noticed some meter availability after the event has started.

Most of my observations and interactions regarding the meters were positive. Granted these were mostly event goers that were very happy about paying \$25 to park on-street so close to the stadium. However, we have heard other comments the event rate and zone are confusing and the pricing is a challenge. We welcome more input or suggestions by calling 311 or at [http://www.minneapolismn.gov/parking/meters/parking\\_meter-issues](http://www.minneapolismn.gov/parking/meters/parking_meter-issues).