



SAN DIEGO COUNTY
REGIONAL AIRPORT AUTHORITY
STAFF REPORT

Item No.

9

Meeting Date: **FEBRUARY 9, 2012**

Subject:

Proposed Adoption of Public Parking Rate Increase

Recommendation:

Adopt Resolution No. 2012-0023, approving an increase to certain parking rates, beginning in February 2012.

Background/Justification:

Construction impacts have significantly affected parking revenue in FY2012. Total revenue through December 31, 2011 is approximately \$2.0 million (12%) under budget. As such, Finance and Ground Transportation engaged Walker Parking Consultants ("Walker") to perform a parking market assessment and functional design review to identify recommendations for parking rate strategies, product offerings, lot layout efficiencies, and access controls. These recommendations are intended to improve gross parking revenue and optimize the product portfolio.

The recommendations provided by Walker include:

- Certain parking rate increases
- Simplifying and standardizing parking product names (including a plan of communication)
- Lot layout design changes to maximize spaces
- Partitioning short-term and long-term areas within the T2 lot
- Parking patron surveys
- Parking loyalty programs, online reservations, online discounts, and corporate parking packages

Regarding the proposed rate increases, Board approval is necessary to proceed. Staff, therefore, recommends the following rate changes for approval by the Board:

000078

Location	Increment	Current Rate	New Rate
Terminal Lots*	0-30 minutes	\$ 2.00	No Change
	30-60 minutes	4.00	No Change
	1-1.5 hours	6.00	No Change
	1.5-2 hours	8.00	No Change
	2-2.5 hours	10.00	No Change
	2.5-3 hours	12.00	No Change
	3-3.5 hours	14.00	No Change
	3.5-4 hours	16.00	No Change
	4-4.5 hours	18.00	No Change
	4.5-5 hours	20.00	No Change
	5-7 hours	21.00	\$ 26.00
	7-24 hours	21.00	28.00
	Thereafter (per day)	26.00	28.00
SAN-Park Valet	Daily Rate	34.00	36.00
SAN-Park NTC2 (Apron)	Daily Rate	13.00	17.00
SAN-Park Harbor Drive	Daily Rate	13.00	No Change
SAN-Park Pacific Hwy	Daily Rate	11.00	No Change

*Effective February 15, 2012, the current NTC lot will charge terminal lot rates.

Fiscal Impact:

The impact to parking revenue due to construction has been substantial in FY 2012. The current forecast for FY 2012 parking revenue without the rate increases results in a projected \$3.5 million shortfall to the budget. If the recommended rate changes are implemented, the shortfall decreases from \$3.5 million to \$3.2 million.

For FY 2013, the approved conceptual budget substantially included the rate changes being proposed, therefore there is not a significant revenue increase vs. the budget. However, if the rate changes are not implemented, it would result in a projected \$2.4 million revenue loss vs. the FY 2013 budget.

Authority Strategies:

This item supports one or more of the Authority Strategies, as follows:

- Community Strategy
 Customer Strategy
 Employee Strategy
 Financial Strategy
 Operations Strategy

Environmental Review:

- A. This Board action, as an administrative action, is not a project that would have a significant effect on the environment as defined by the California Environmental Quality Act ("CEQA"), as amended. 14 Cal. Code Regs. §15378. This Board action is not a "project" subject to CEQA. Pub. Res. Code §21065.
- B. California Coastal Act Review: This Board action is not a "development" as defined by the California Coastal Act Pub. Res. Code Section 30106.

Equal Opportunity Program:

Not Applicable

Prepared by:

VERNON D. EVANS
VICE PRESIDENT, FINANCE/CHIEF FINANCIAL OFFICER/TREASURER

RESOLUTION NO. 2012-0023

A RESOLUTION OF THE BOARD OF THE
SAN DIEGO COUNTY REGIONAL AIRPORT
AUTHORITY APPROVING AN INCREASE TO
CERTAIN PARKING RATES BEGINNING IN
FEBRUARY 2012

WHEREAS, the San Diego County Regional Airport Authority (the "Authority") is committed to providing safe, convenient, and reasonably priced parking for users of San Diego International Airport, and

WHEREAS, the Authority's parking revenue for fiscal year 2012 is approximately \$2.0 million below budget, and

WHEREAS, the Authority engaged Walker Parking Consultants ("Walker") to recommend parking rates which will improve gross parking revenue, and

WHEREAS, Walker recommended certain rate increases which will effectively improve gross parking revenue, and

WHEREAS, the Authority desires to implement these recommendations and incrementally increase rates for terminal lots, long-term lots (SAN-Park lots) and valet parking services,

NOW, THEREFORE, BE IT RESOLVED that the Board hereby approves an increase to certain parking rates in February 2012 as depicted in the following schedule:

PUBLIC PARKING RATE SCHEDULE

Location	Increment	Current Rate	New Rate
Terminal Lots	0-30 minutes	\$ 2.00	No Change
	30-60 minutes	4.00	No Change
	1-1.5 hours	6.00	No Change
	1.5-2 hours	8.00	No Change
	2-2.5 hours	10.00	No Change
	2.5-3 hours	12.00	No Change
	3-3.5 hours	14.00	No Change
	3.5-4 hours	16.00	No Change
	4-4.5 hours	18.00	No Change
	4.5-5 hours	20.00	No Change
	5-7 hours	21.00	\$ 26.00
	7-24 hours	21.00	28.00
	Thereafter (per day)	26.00	28.00
SAN-Park Valet	Daily Rate	34.00	36.00
SAN-Park NTC2 (Apron)	Daily Rate	13.00	17.00
SAN-Park Harbor Drive	Daily Rate	13.00	No Change
SAN-Park Pacific Hwy	Daily Rate	11.00	No Change

BE IT FURTHER RESOLVED THAT the Board of the San Diego County Regional Airport Authority FINDS that this Board action is not a "project" as defined by the California Environmental Quality Act (CEQA), Pub. Res. Code §21065; and is not a "development" as defined by the California Coastal Act. Pub. Res. Code §30106.

PASSED, ADOPTED, AND APPROVED by the Board of the San Diego County Regional Airport Authority at a special meeting this 9th day of February, 2012, by the following vote:

AYES: Board Members:

NOES: Board Members:

ABSENT: Board Members:

ATTEST:

TONY R. RUSSELL
DIRECTOR, CORPORATE SERVICES/
AUTHORITY CLERK

APPROVED AS TO FORM:

BRETON K. LOBNER
GENERAL COUNSEL

000078.5