

Downtown Parking Shuttle

Parking & Traffic Safety Committee

March 3, 2016

Downtown Parking Shuttle

- In support of goal to improve access to and use of existing parking infrastructure
- Started as a pilot to run for an evaluation period
- Issued an RFP in 2014, re-bid in 2015
- Have run the shuttle for two seasons (2014 and 2015)

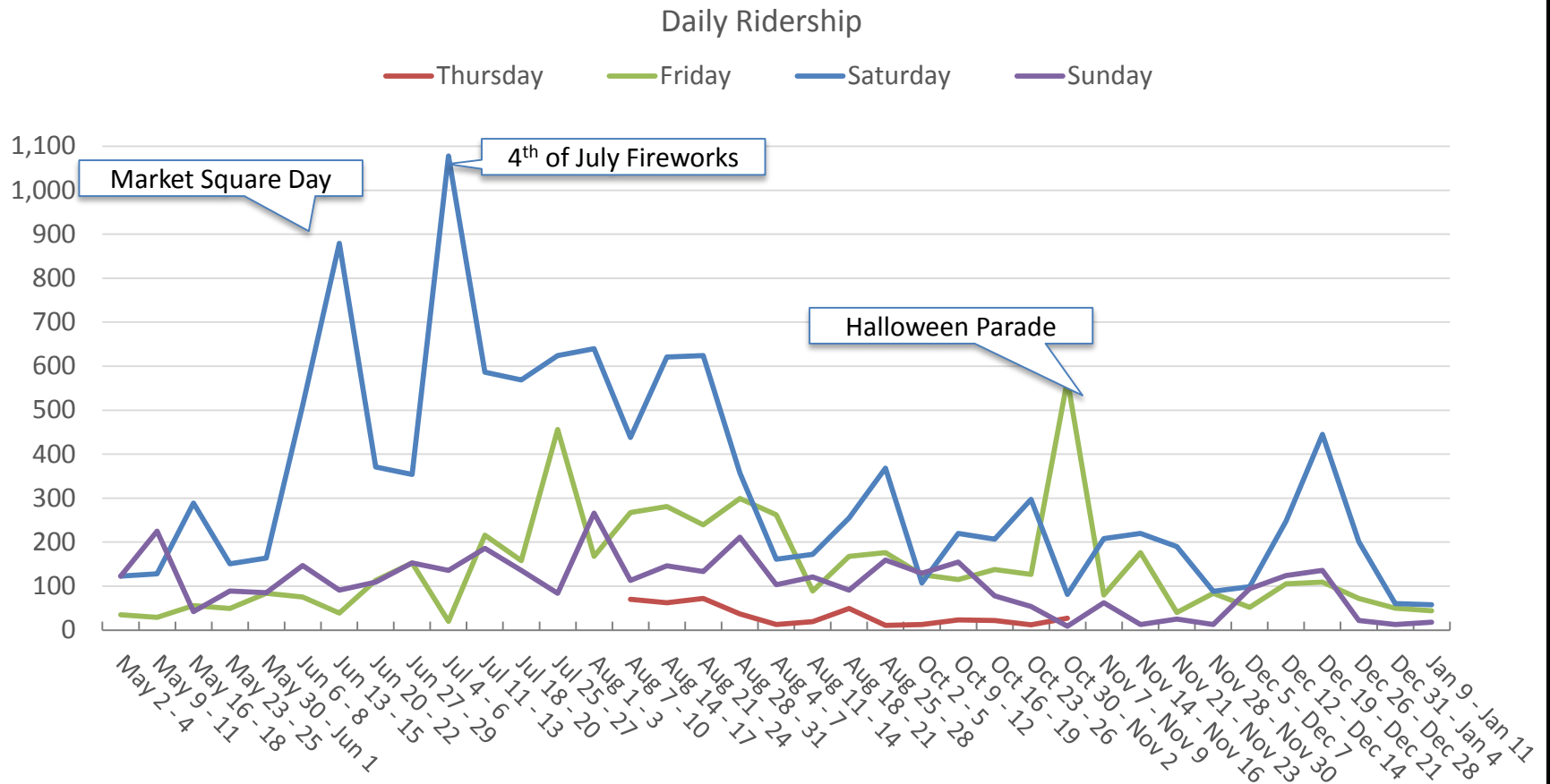
Downtown Parking Shuttle

2014 Season

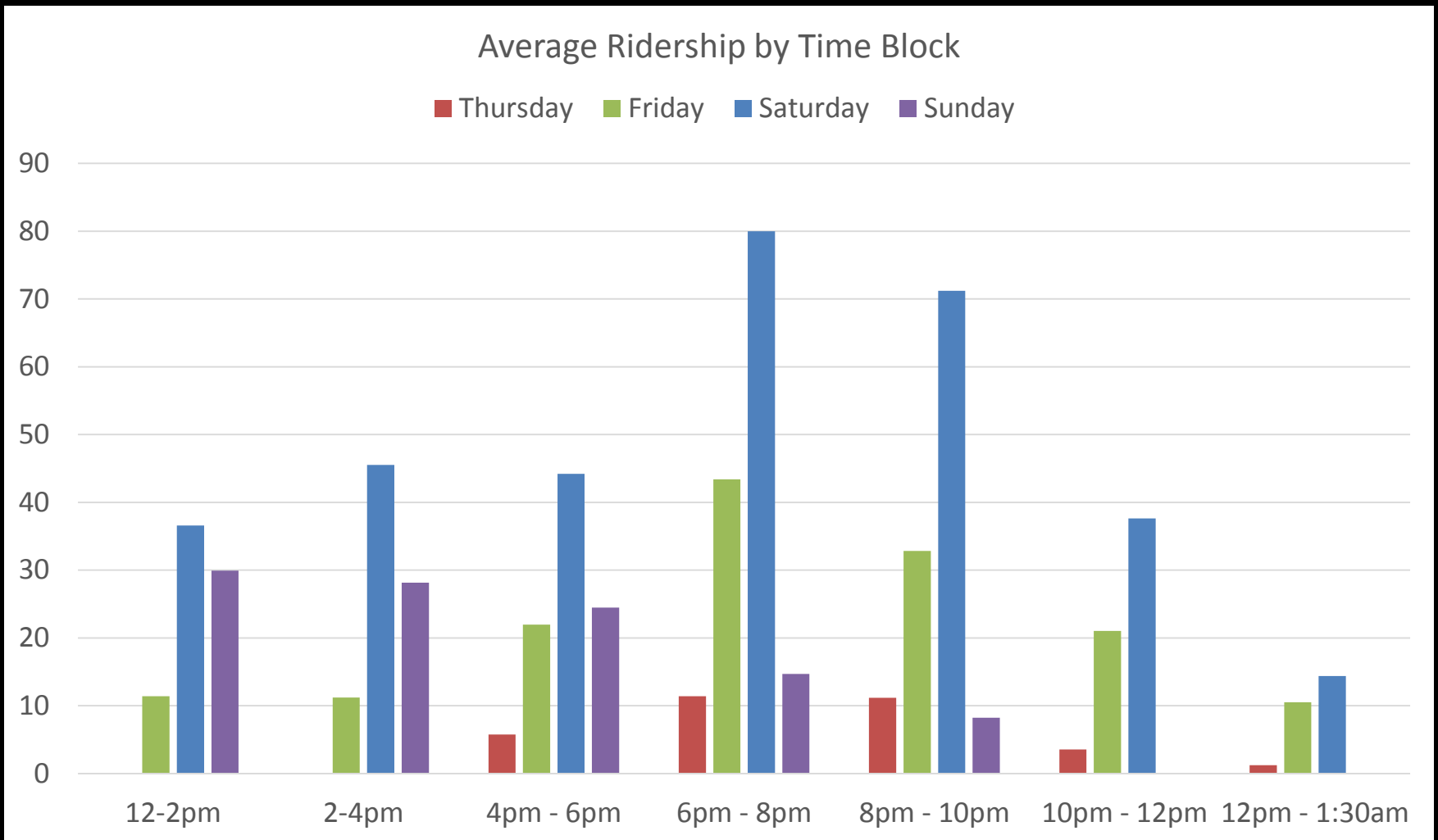
Service Period	Service Hours	Total Cost
5/2 – 8/3/2014 (14 weeks)	Friday 4pm-1:30am (9.5 hrs) Saturday 12pm-1:30am (13.5 hrs) Sunday 12pm-10pm (10 hrs)	\$26,491
8/7 – 11/2/2014 (13 weeks)	Thursday 4pm – 1:30am (9.5 hrs) Friday 12pm-1:30am (13.5 hrs) Saturday 12pm-1:30am (13.5 hrs) Sunday 12pm-10pm (10 hrs)	\$36,908
11/7/2014 – 2/1/2015 (13 weeks + New Year's Eve)	Friday 12pm-1:30am (13.5 hrs) Saturday 12pm-1:30am (13.5 hrs) Sunday 12pm-10pm (10 hrs)	\$32,719
Total Operating Cost		\$96,118
Total Marketing Costs		\$29,498
Total Security Costs		\$20,372
Total Parking Shuttle Costs		\$145,988

Daily Ridership 2014

Total one-way riders = 23,022 Cost per one-way rider = \$6.34



Average Ridership by Time Block 2014



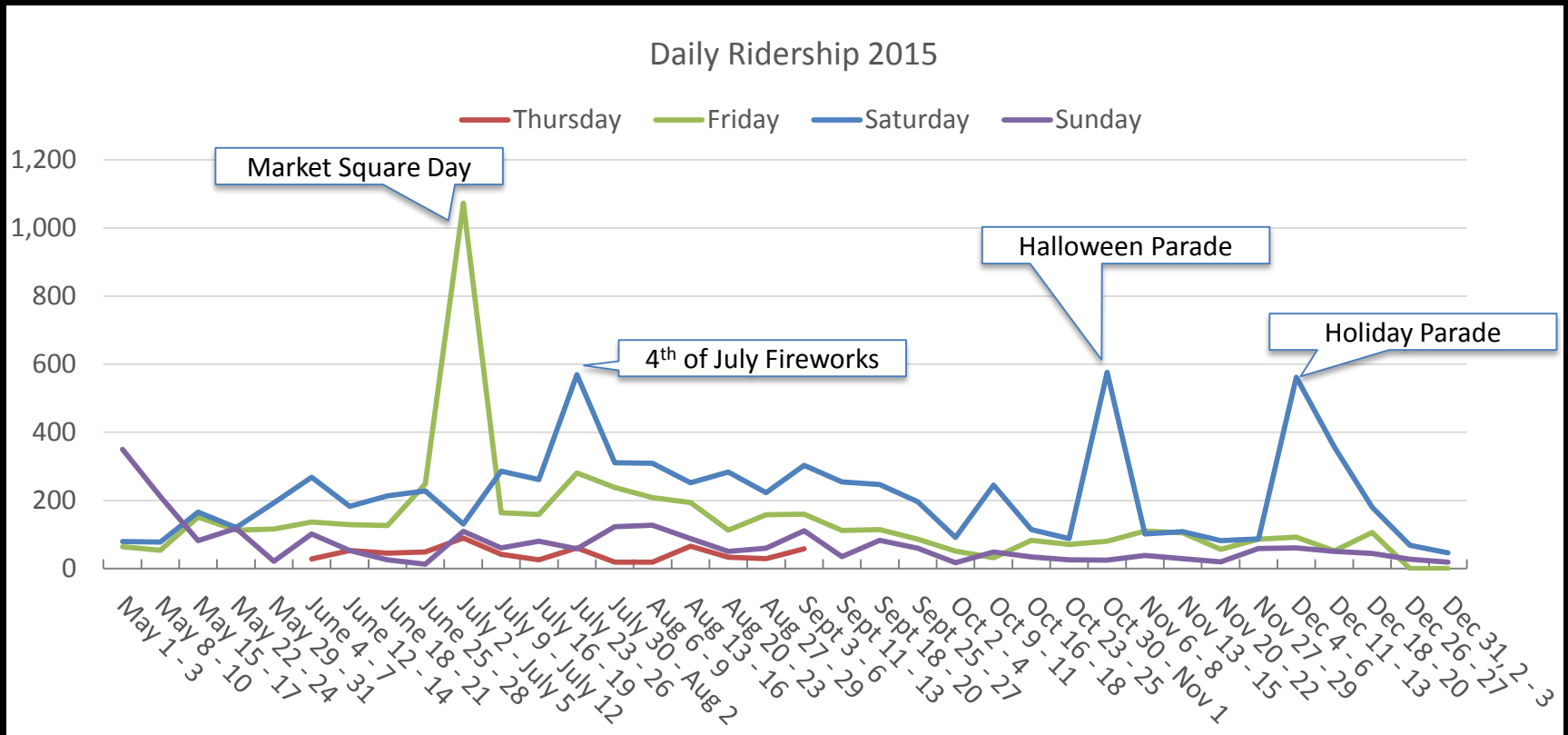
Downtown Parking Shuttle

2015 Season

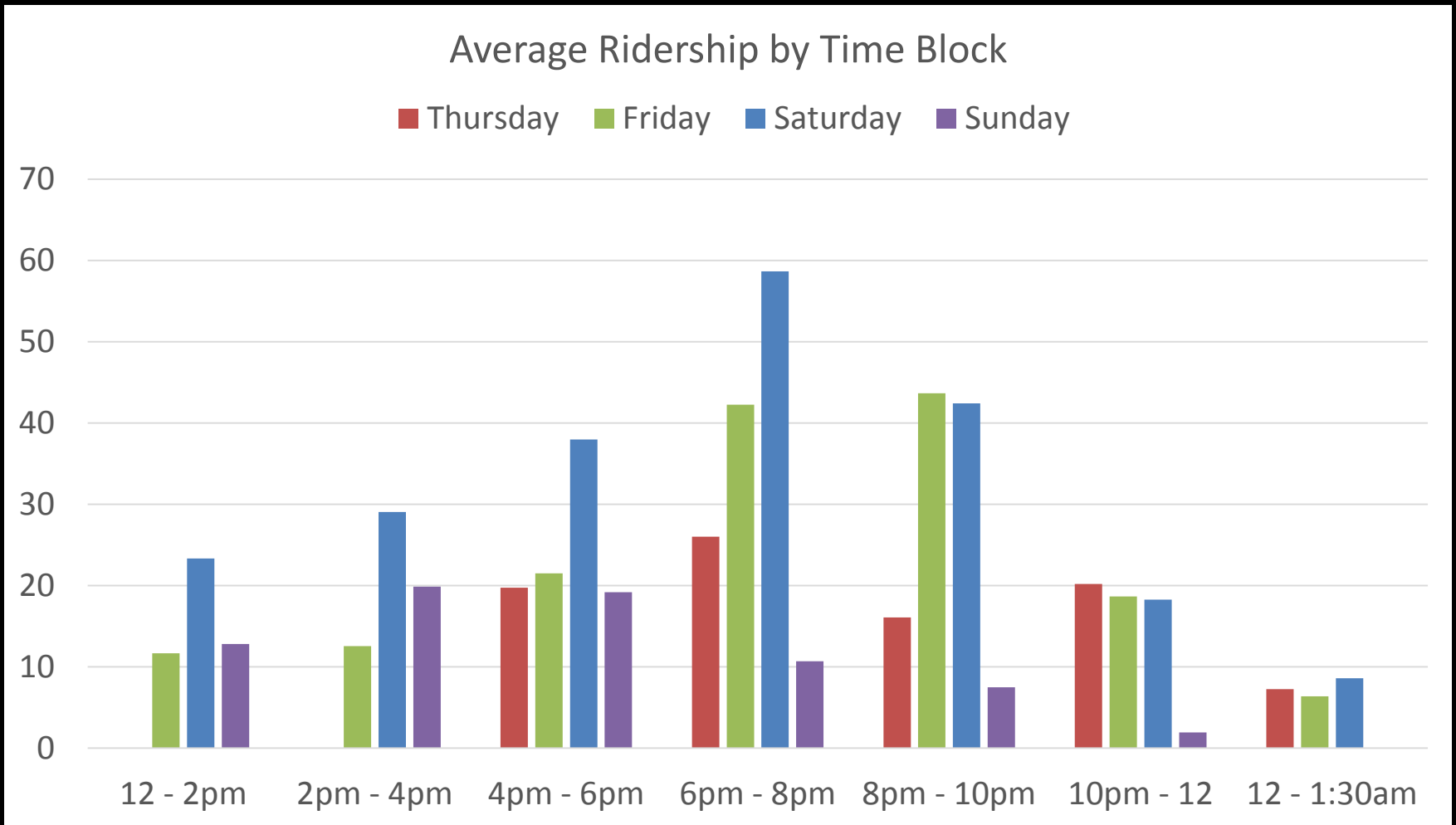
Service Period	Service Hours	Total Costs
5/2 – 5/31/2015 (5 weeks)	Friday 12pm-1:30am (13.5 hrs) Saturday 12pm-1:30am (13.5 hrs) Sunday 1pm-11pm (10 hrs)	\$14,040
6/4 – 9/6/2015 (14 weeks)	Thursday 4:30pm – 1:30am (9 hrs) Friday 12pm-1:30am (13.5 hrs) Saturday 12pm-1:30am (13.5 hrs) Sunday 1pm-11pm (10 hrs)	\$48,804
9/11/2015 – 1/3/2016* (17 weeks and additional service for holidays)	Thursday (12/31) 4:30pm-1:30am Friday 12pm-1:30am (13.5 hrs) Saturday 12pm-1:30am (13.5 hrs) Sunday 1pm-11pm (10 hrs)	\$47,255
Total TransAction Cost		\$110,099
Total Marketing Costs		\$1,444
Total Security Costs		\$11,800
Total Parking Shuttle Costs		\$123,343

Daily Ridership 2015

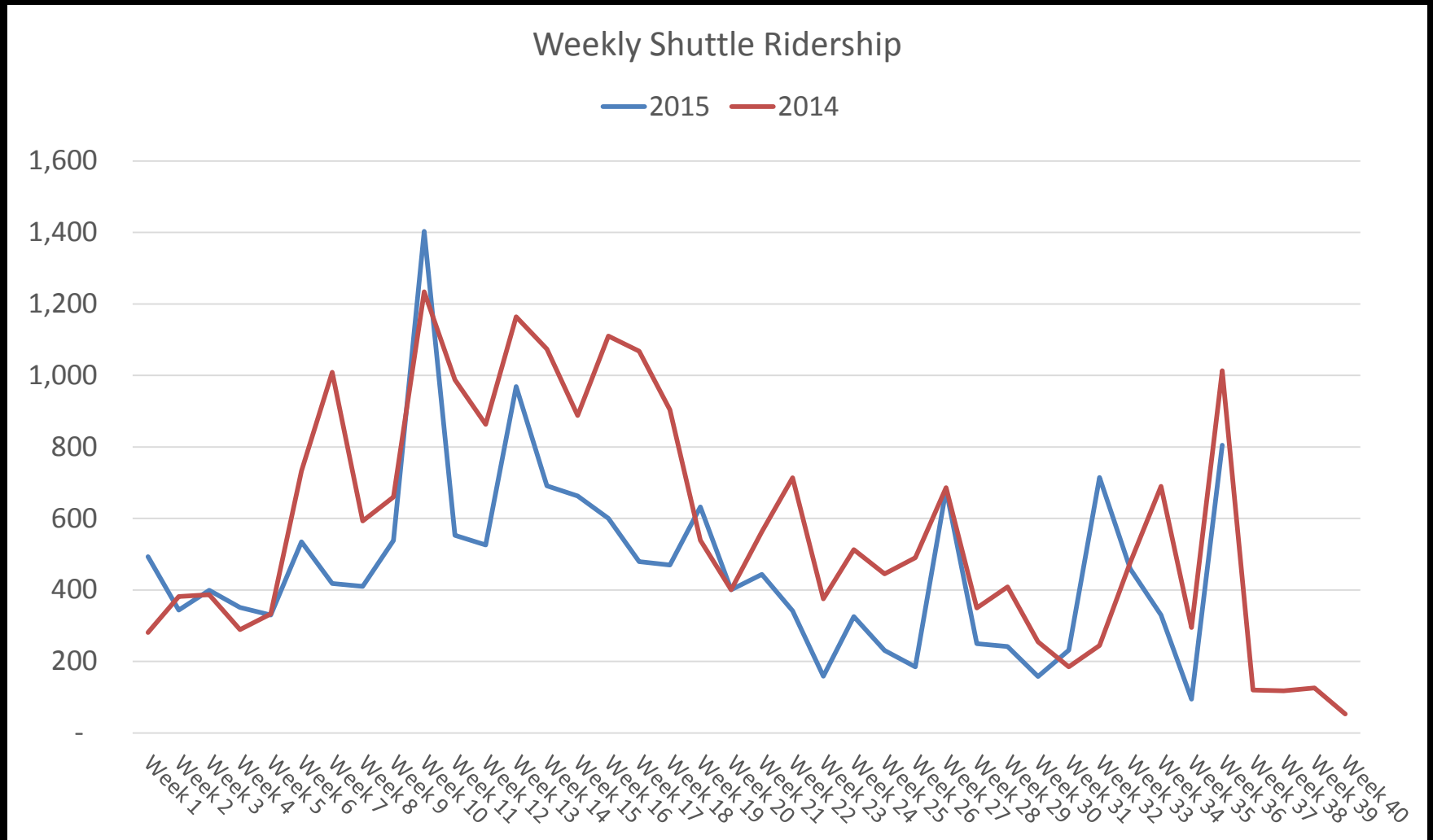
Total one-way riders = 16,859 Cost per one-way rider = \$7.32



Average Ridership by Time Block 2015

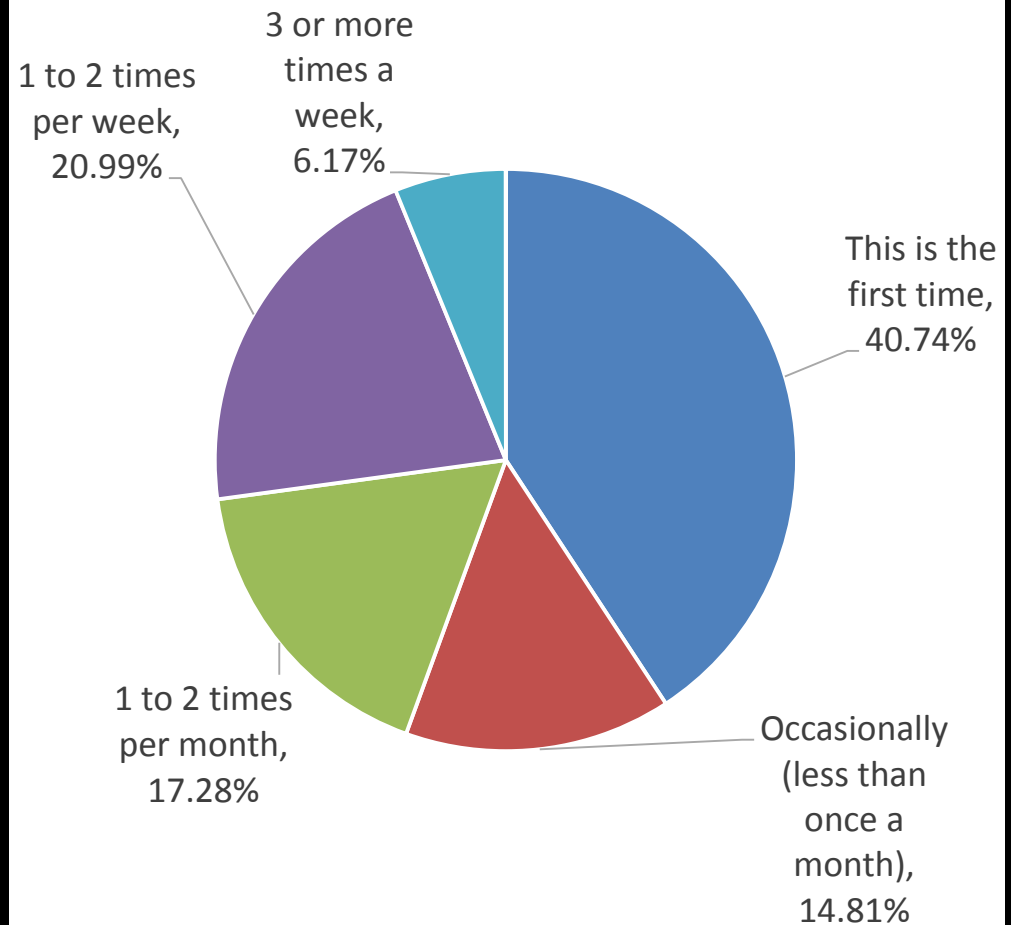


Weekly Ridership (2014 and 2015)



Ridership survey

- 164 surveys completed
- 66% reside in Portsmouth
- Frequency of use – 41% 1st time, 27% at least once a week



Ridership survey

- Destination / purpose of ride:
 - 68% of riders use the shuttle to go shopping or dining downtown
- Reasons they choose to ride the shuttle
 - 58% convenience
 - 24% cost of parking
 - 11% parking garage was full