



Department of Community Development

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TO: Parking Advisory Board
FROM: Anna Gilligan
SUBJECT: Half-Price Saturdays
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Parking at a meter in Rapid City currently costs \$1.00 per hour between 7am and 6pm. On Saturdays, the rates are cut in half to \$0.50 per hour. This was done to encourage the public to come downtown on Saturdays to patronize our local businesses.

Upon analysis of data available for the parking meters, it appears the utilization rates remain consistent on weekdays and weekends.

The goal of the downtown parking system is to increase turnover in downtown parking. The reduced Saturday rate encourages vehicles that stay in the area longer (employees and residents) to park at a meter. In order to encourage these longer-term parkers to use the peripheral downtown parking, the rate on Saturdays should be increased to match the rate on weekdays.

The table on the following pages shows the percentage of time that a meter is paid. From this, we can assume occupancy. In the table, weekday and Saturday occupancy closely align. This shows that visitors are coming downtown on Saturdays just as much as they are on weekdays. The incentive to bring people downtown is no longer needed.

Last week, a survey was sent out to downtown business owners via Visit Rapid City to gauge reaction to this potential change. The survey also included questions on other potential upcoming changes to the downtown parking system.

Block	# Meters On Block	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday
		7		8		9		10		11		12		
400 Blk 6th	9	4%		20%		32%	4%	55%	23%	73%	36%	78%	54%	80%
400 Blk 7th	17	0%		3%		6%	5%	25%	13%	55%	26%	81%	59%	83%
400 Blk Main	4	0%		0%		5%	6%	11%	17%	22%	36%	33%	33%	31%
500 Blk 6th	22	65%		77%		89%	59%	87%	91%	85%	96%	86%	82%	83%
500 Blk 7th	28	14%		26%		45%	46%	62%	62%	67%	79%	76%	80%	75%
500 Blk 9th	29	7%		22%		31%	42%	49%	39%	56%	57%	68%	64%	63%
500 Blk Main	46	10%		21%		40%	35%	61%	75%	78%	96%	84%	88%	80%
500 Blk St Joe	33	36%		62%		79%	51%	79%	89%	84%	98%	87%	85%	82%
600 Blk 6th	27	11%		31%		63%	67%	77%	94%	80%	100%	79%	83%	77%
600 Blk 7th	19	2%		5%		14%	34%	34%	43%	48%	61%	63%	72%	68%
600 Blk 9th	44	8%		26%		32%	1%	33%	1%	28%	2%	22%	1%	22%
600 Blk St Joe	59	19%		32%		56%	47%	79%	85%	82%	95%	84%	92%	83%
700 Blk Main	61	0%		2%		11%	11%	13%	16%	24%	32%	37%	65%	42%
700 Blk St Joe	58	1%		5%		11%	12%	21%	22%	34%	37%	44%	54%	45%
800 Blk Main	52	1%		3%		6%	10%	11%	7%	28%	26%	55%	57%	47%
800 Blk St Joe	47	14%		20%		20%	7%	17%	6%	20%	10%	20%	11%	21%
900 Blk Main	4	21%		50%		73%	26%	71%	46%	61%	64%	55%	45%	51%
Average Paid		13%		24%		36%	27%	46%	43%	54%	56%	62%	60%	61%

Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
	2		3		4		5		6		Total Avg	
48%	76%	44%	69%	60%	68%	47%	52%	35%	24%		53%	39%
68%	76%	60%	69%	55%	73%	50%	51%	41%	40%		47%	42%
47%	31%	45%	24%	50%	26%	28%	32%	9%	14%		19%	30%
93%	77%	78%	79%	74%	76%	52%	54%	36%	44%		75%	73%
82%	73%	78%	70%	75%	69%	59%	54%	72%	73%		59%	70%
74%	55%	62%	46%	51%	56%	57%	49%	85%	47%		46%	59%
87%	75%	82%	72%	78%	71%	58%	55%	47%	35%		57%	72%
83%	67%	75%	61%	61%	62%	47%	48%	36%	30%		65%	69%
93%	67%	75%	60%	64%	61%	49%	46%	40%	52%		59%	74%
83%	63%	82%	63%	77%	71%	52%	56%	59%	59%		46%	63%
1%	20%	1%	17%	1%	12%	1%	7%	0%	8%		20%	1%
89%	76%	85%	73%	71%	75%	49%	55%	62%	43%		63%	75%
75%	37%	73%	32%	62%	39%	49%	42%	32%	21%		25%	46%
62%	38%	54%	37%	46%	43%	32%	40%	35%	35%		29%	39%
66%	33%	55%	30%	37%	38%	26%	38%	15%	19%		26%	33%
13%	19%	17%	18%	12%	17%	11%	13%	13%	12%		17%	11%
30%	39%	11%	17%	0%	10%	0%	12%	0%	14%		39%	25%
64%	54%	58%	49%	51%	51%	39%	41%	36%	34%		44%	48%