



Parking Program Changes & Enhancements



Market and San Pedro Square Garage Improvements

- **San Pedro Street Sidewalk and Streetscape Upgrade** – sidewalk repair project improves pedestrian access and curb side islands with new street trees enhances garage frontage
- **New Pay Stations to Speed Exiting** – installed northwest lobby, southwest lobby mid-Summer
- **Upgrade Customer Messaging, Signs and Appearance** – new facility and rate signage to more easily guide parkers and pedestrians through the parking process and to their destination

Enhanced Validation Offers More Free Parking (effective July 1, 2011)

- **FREE Evening Parking with Validation** – Customers entering the Market/San Pedro Square, 2nd/San Carlos, 3rd Street, and 4th/San Fernando Garages after 6 pm receive FREE parking for the entire evening with validated parking from participating businesses
- **FREE Weekend Parking** – Customers entering the above Garages after 6 am receive FREE parking for 24 hours with validation from participating businesses. FREE parking continues with NO validation required at Market/San Pedro Square Garage Saturday & Sunday from 6 am to 6 pm until July 2012. FREE parking continues with NO validation required at 2nd/San Carlos, 3rd Street, and 4th/San Fernando Sunday from 6 am to 6 pm until July 2012.
- **Simple Validation Coupon for Customers** – A single easily identifiable rose colored validation coupon simplifies FREE parking for customers and businesses. Weekdays until 6 pm good for two hours of FREE parking. Evenings after 6 pm and weekends makes parking FREE.
- **Automated Validation Machines** – High volume businesses are encouraged to use validation machines eliminating need for validation coupons for customers. Validation encoded on parking ticket, eliminating need for parking customers to use pay stations when fully validated.

New Parking Rates (effective July 1, 2011)

- **Weekday, Daytime Rate Adjustments Help Cover Enhanced FREE Validation** – From \$0.75 to \$1 per 20 minutes for weekday, daytime parking (6 am to 6 pm). Generates revenue to avoid impacts from Enhanced Evening/Weekend Validation. \$1 rate per 20 minute increment avoids need for coin change. All transactions in \$ increments. Major Credit Cards accepted.
- **Cost Reductions and Rate Adjustments Help Pay Garage Construction Bonds** – Significant cost reductions from trimming operation and administrative costs and rate adjustments: Flat \$4 rate to \$5 rate after 6 pm everyday. Flat \$5 rate to \$7 rate on major Arena event nights (e.g. Sharks and major concerts). Increased daily maximum weekdays from \$15 to \$20.