Appendix N.
Park-and-Ride Demand Estimation Methodology

Described below is the regional methodology for estimating park-and-ride demand. This methodology must be used for estimating facility need for all proposals submitted to the Metropolitan Council for funding consideration.

Five Step Process

1. Document the utilization of each existing park-and-ride facility within a 5-mile radius of the proposed site. Contact Metropolitan Council staff for the most recent annual park-and-ride utilization survey. If the survey was conducted prior to a significant recent change, such as the closure or opening of a nearby park-and-ride facility, or the reduction or addition of transit service to a nearby park-and-ride facility, then a follow-up survey of affected facilities should be conducted by the applicant in coordination with Council staff.

2. Map the market area of each of the existing park-and-ride facilities within a 2.5-mile radius of the proposed site. Contact Metropolitan Council staff for the most recent park-and-ride user license plate survey information. Council staff will either be able to provide the applicant with a map of the market areas of the facilities requested (non-governmental organizations) or the actual user home origin data files (governmental organizations only). If the survey was conducted prior to a significant recent change, such as the closure or opening of a nearby park-and-ride facility, or the reduction or addition of transit service to a nearby park-and-ride facility, then the applicant should conduct a follow-up survey of affected facilities in coordination with Council staff. The applicant will need to collect the license plates. Council staff will run the license plates and either provide a map (non-governmental organizations) or data files (governmental organizations).

3. Using pre-calculated tables (see below), develop near-term (2010), mid-term (2020) and long-term (2030) park-and-ride demand estimates by identifying and selecting TAZs within a 2.5-mile radius of the proposed site (primary market area). Nationally accepted research indicates that within a 2.5-mile radius of a given site, 50 percent of the total demand for the site can be found. (Note: The demand within this defined area is not equally distributed and is heavily oriented upstream from the site with typically single digit percentages backtracking from downstream to the site.) Because there is no standard shape for the 100 percent market area of a site, for purposes of estimating total demand, the demand estimates for the 2.5-mile radius should be doubled to get a total demand estimate for the proposed site. In addition to this approach, applicants can attempt to define and make a case for a custom market area for a proposed site.

   Contact Metropolitan Council staff to obtain pre-calculated tables containing demand estimates for Years 2000, 2010, 2020, and 2030 at the TAZ-level. The tables were generated from a regional model that generates park-and-ride demand estimates as a function of employable population, home-based transit work trips to the two central business districts, park-and-ride mode split, and programmed capacity.

4. If the proposal does not include the closure of nearby competing facilities, then develop near-term, mid-term and long-term demand estimates that would be attracted from those facilities' primary market areas (2.5-mile radius) which overlap with the proposed facility's primary market area (2.5-mile radius) using the pre-calculated tables described above.

    - If the new facility will be relatively more attractive (better access, better service, more capacity) than the nearby competing facilities, then assume that the new facility will attract 100 percent of the potential park-and-ride users from the overlap area(s).

    - If the new facility will be relatively as attractive (comparable access, comparable service, comparable capacity) as the nearby competing facilities, then assume that the new facility will attract 50 percent of the potential park-and-ride users from the overlap area(s).

5. Subtract the corresponding near-term, mid-term and long-term competing facilities' demand estimates that would be attracted to the proposed facility from the proposed facility's corresponding near-term, mid-term and long-term total demand estimates to get the proposed facility's corresponding near-term, mid-term and long-term net demand estimates.