

Annual Benchmark Study  
Spring 2013 Report

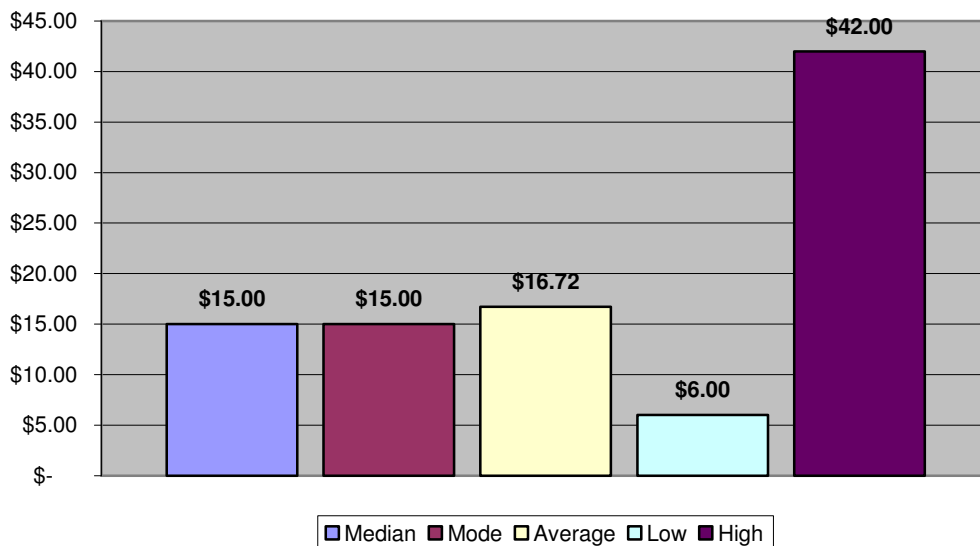
In 2008, The MCDOT Parking Planning division conducted the first parking benchmark study which showed MCDOT parking in comparison to jurisdictions nationwide. Since then, the National Parking Association (NPA) has conducted an annual survey which provides a comprehensive snapshot of the parking industry’s rates. The NPA has been serving the parking industry since 1951 and has been servicing public and private entities from valets to municipalities and from universities to restaurants.

In order to determine reasonable parking rates, MCDOT evaluates benchmarks on a national and local scale for surface parking lots and garages that are open to public parkers. The data presented is based on the average rate.

For the 2012 report, the Colliers International Parking rate survey was used to collect data. The Colliers International report for 2012 gathers the following data summarized below (which varies from year to year):

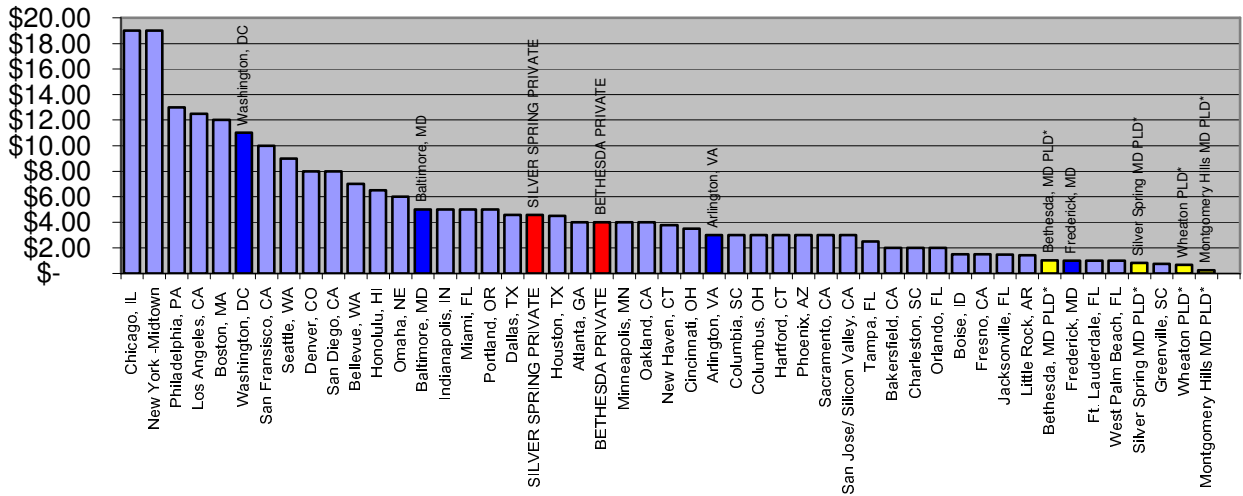
- Daily Parking Rate
- Hourly Parking Rate
- Monthly Parking Rate
- Monthly Rate for Unreserved Spaces

2012 Daily Rates



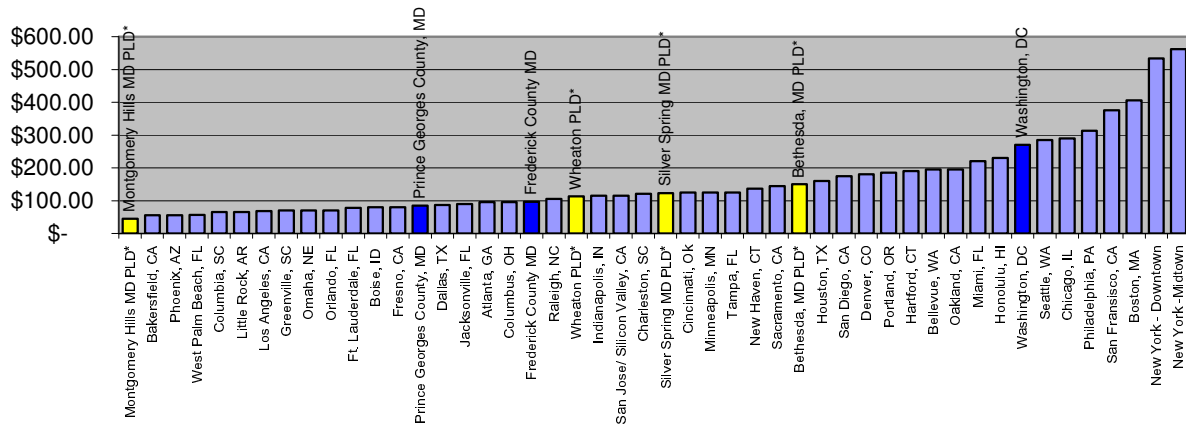
For 2012, the highest and second highest average daily parking rate in was \$42.00 in Honolulu, HI and \$38.00 in New York (Midtown) respectively. Among the highest parking rates were Boston and Chicago with rates that exceeded \$30 per day. In Maryland area jurisdictions, parking rates within PLDs remain among the bottom rates for survey respondents.

### 2012 Hourly Parking Rates

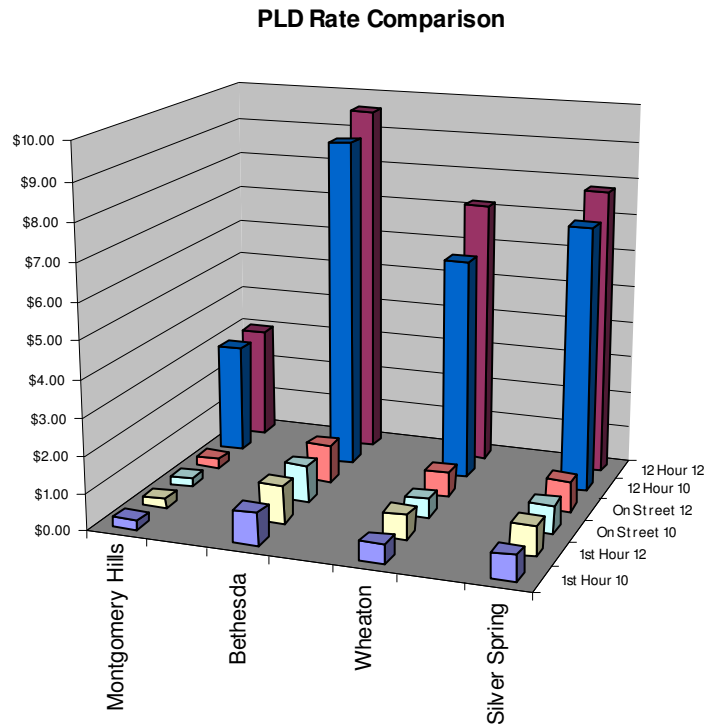


Hourly parking rates range from \$.25 in Montgomery Hills to \$20 in New York (downtown). Among local comparisons, the PLDs charge less than average rate from survey respondents. Of the ten lowest rates reported, Montgomery County PLDs account for four of lowest rates between \$.25 and \$1.03.

### Monthly Parking Rate



Monthly Parking rates reach \$562.00 in Midtown New York. Included in the Top 5 were New York Downtown at \$533, Boston at \$405, San Francisco \$375 and Philadelphia at \$313. The highest rates for monthly parking in Montgomery County are less than half of that charged by Philadelphia. Bethesda's \$150 per month rate is 3.75 times less than the highest monthly rate.



The most notable rate changes occurring from 2010 to 2012 were those in Bethesda. The average 1<sup>st</sup> hour rates 12 hour and highest on street rates were increased. When compared to the national scale, these rates remain in the bottom 50% of all jurisdictions who responded to the annual survey.