

Annual Benchmark Study

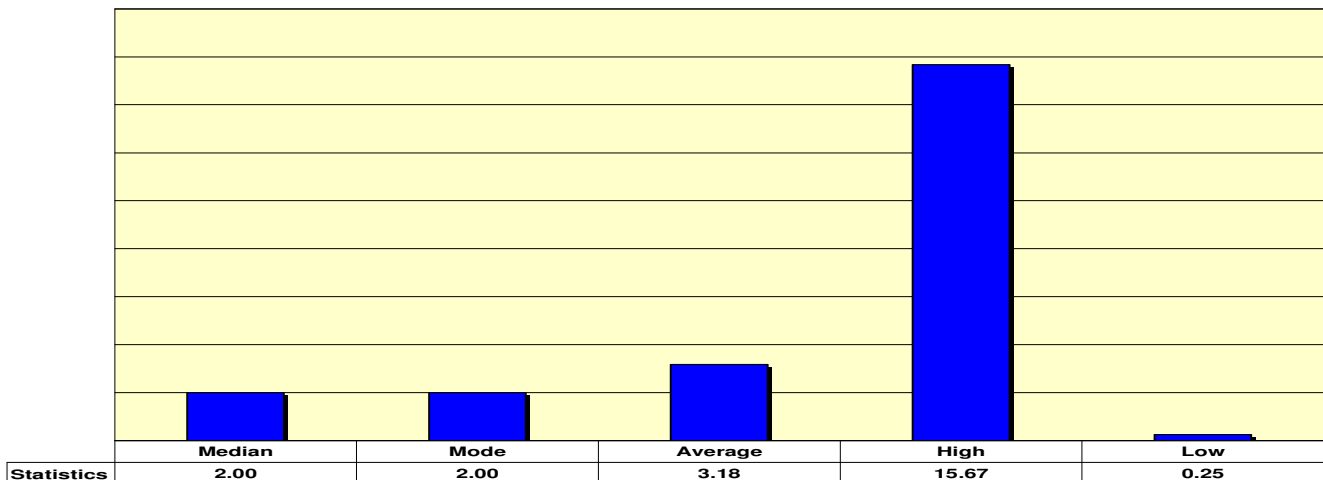
In 2008, The MCDOT Parking Planning division conducted the first parking benchmark study which showed MCDOT parking in comparison to jurisdictions nationwide. Since then, the National Parking Association (NPA) has conducted an annual survey which provides a comprehensive snapshot of the parking industry’s 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.

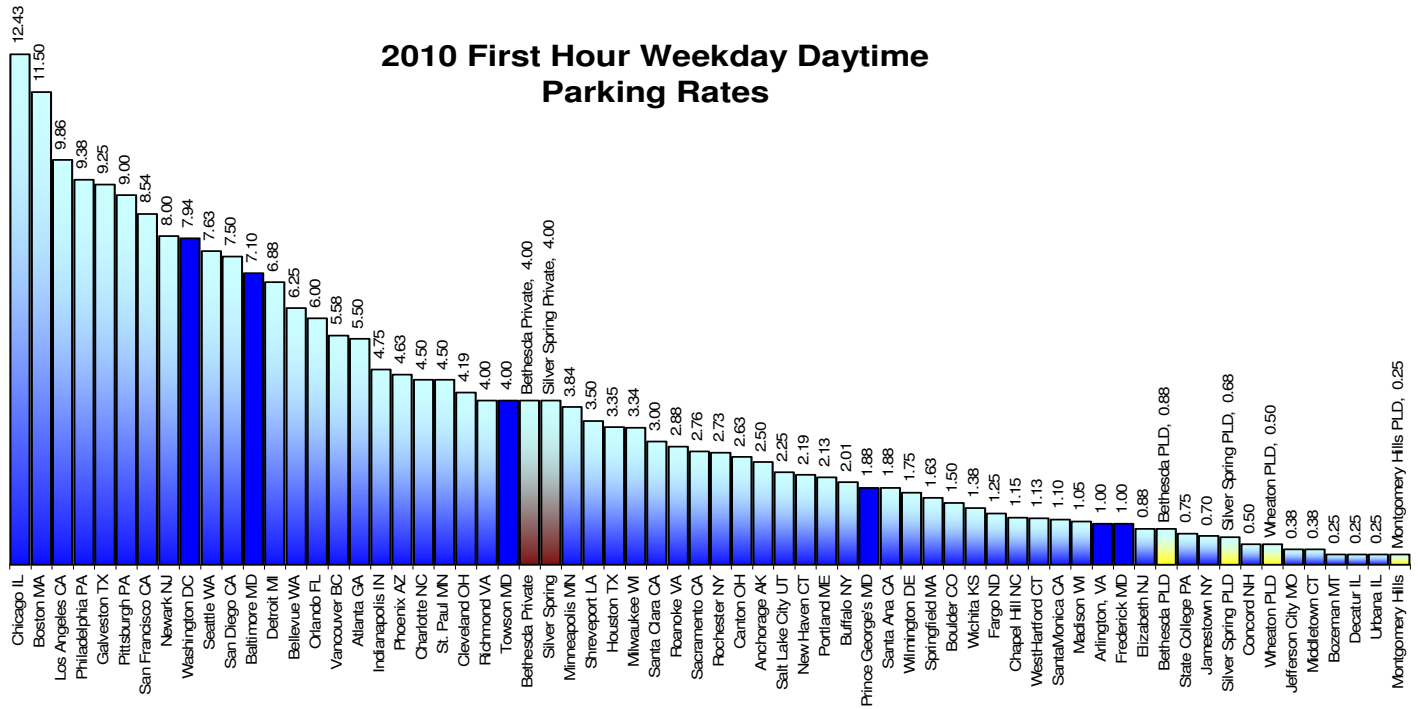
The 2010 NPA report gathers the following data summarized below (which may vary from year to year):

- First hour weekday daytime rate
- Maximum weekday rate up to 12 hours and 12-24 hours
- Maximum weekend rate
- Monthly rate for unreserved spaces

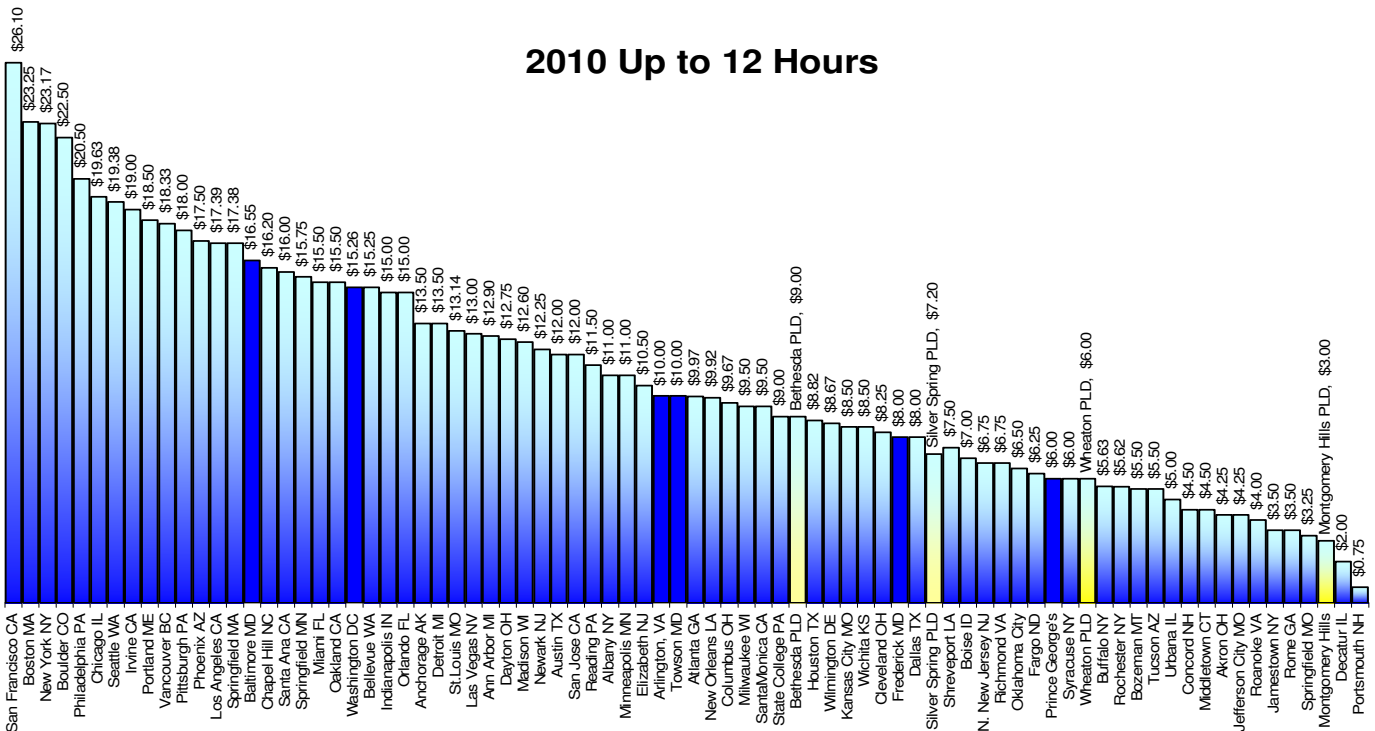
2010 First Hour National Benchmarks



For 2010, the highest and second highest average first hour weekday parking rate in was \$15.67 in New York City and \$12.43 in Chicago respectively. Several jurisdictions such as Rome, GA; Evanston, IL; Ithaca, NY and Modesto CA do not charge for the first hour of parking. Among Maryland area jurisdictions, parking rates within PLD’s are below the \$2.00 median for all jurisdictions surveyed.

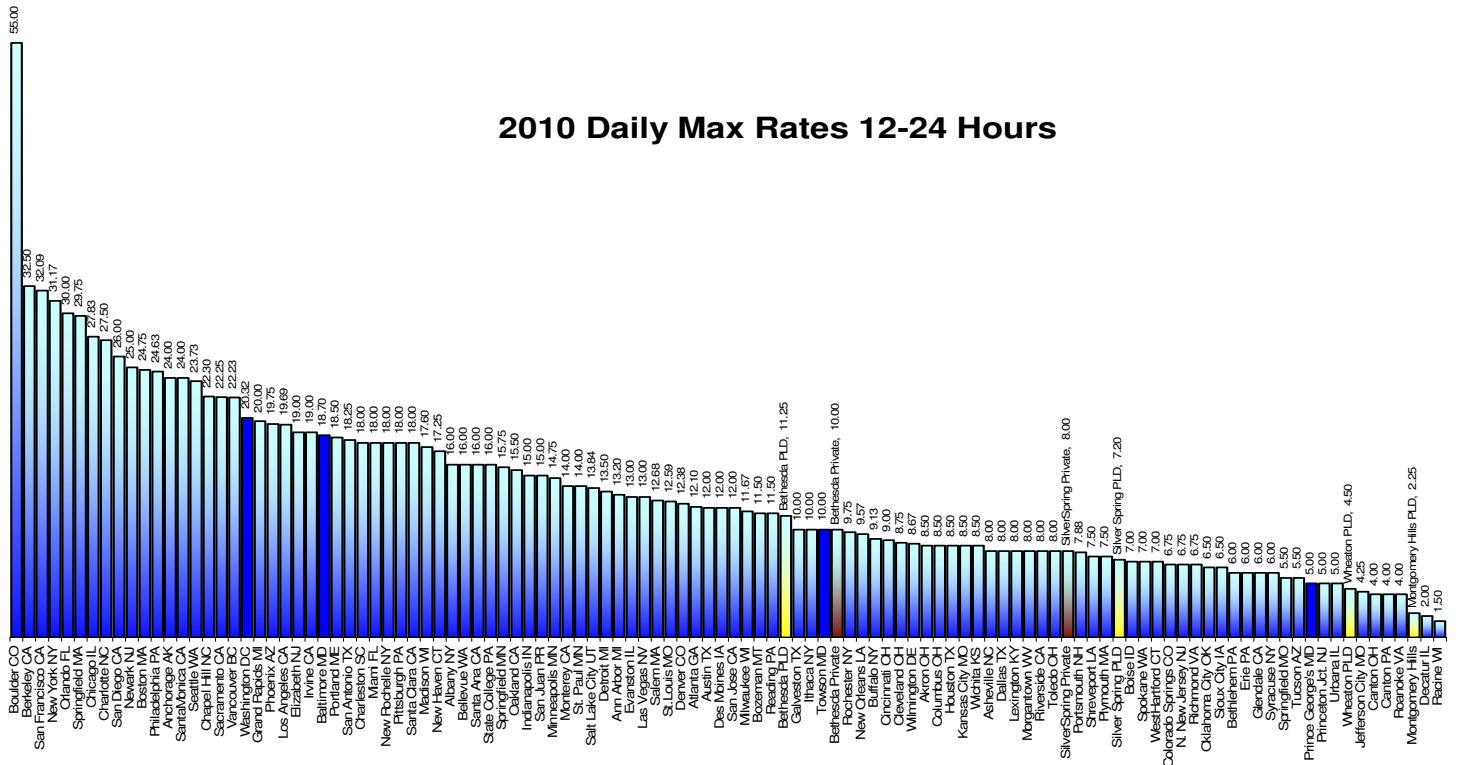


First hour parking rates range from \$.25 in Montgomery Hills to \$12.43 in Chicago. Among local comparisons, the PLD's charge less than 25% of the average rates charged by private facilities while charging approximately 7% of Chicago's \$12.43 and 11% of Washington DC's \$7.63.

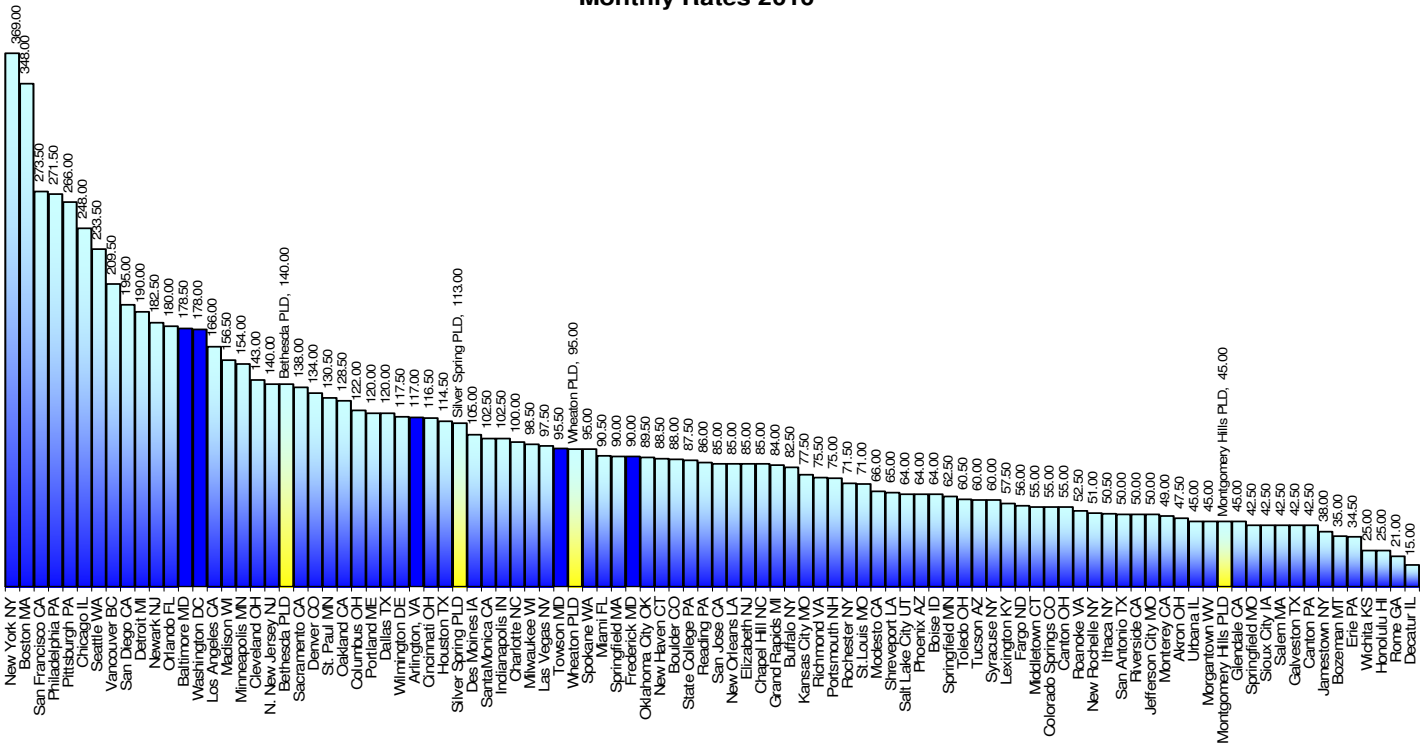


Parking rates for up to 12 hours reach \$26.10 San Francisco, while Boston, New York, Boulder round out the higher rates at \$23.25, \$23.17, and \$22.50 respectively. Regionally, Baltimore charges \$16.55 while Washington DC costs are \$15.26. The Bethesda 12 hour rates are roughly 56.5% less than the combined average of DC and Baltimore at \$9.00. In Silver Spring, the rate is \$7.20 or 27.59% of the rates in San Francisco. The maximum daily rates in the nationwide survey range from \$1.50 to \$55. Bethesda charges a maximum of \$11.25 per day. In Silver Spring the maximum per day charge is \$8.

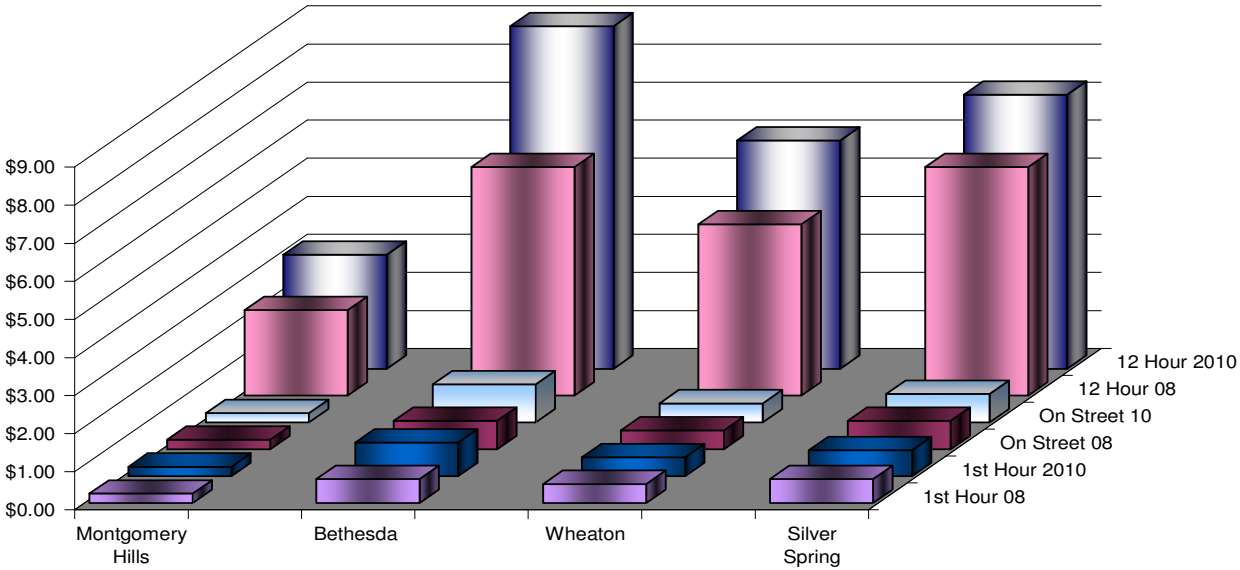
2010 Daily Max Rates 12-24 Hours



Monthly Rates 2010



1st Hour, On Street, and 12 Hour Rate Comparison



The most notable rate changes occurring from 2008 to 2010 were those in Bethesda. The average 1st 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 surveyed.