

Surcharge event tickets at the Save Mart Center to cover the price of parking during major events

CURRENT CHALLENGE:

Traffic congestion during major campus events and its impact on event patrons, students, faculty, staff and surrounding community.

PROPOSED SOLUTION:

Surcharge event tickets to cover the price of parking during major events. At the very least, general event parking permits should be made available for purchase at the time event tickets go on sale. Assuming 12,000 in attendance for an SMC event. 12,000 patrons = approximately 1800 vehicles parked in North Lot general spaces. \$10.00 parking per vehicle = \$18,000. Instead, surcharge each of the 12,000 event tickets \$1.50 which = \$18,000 and don't charge for parking.

BENEFITS TO FRESNO STATE:

- Expedited traffic flow which reduces impact on campus community and surrounding areas.
- Enhanced visitor experience
- Reduction in operating costs
- Increased revenue
- Elimination of cash reconciliation procedures and cash handling security issues.

ADDITIONAL INFORMATION: