

August, 2018
Constituent Input:

*Should the City Implement a Parking Fee
at the Columbia Regional Airport?*

YES:	60/86	=	70 %
NEUTRAL:	12/86	=	14 %
NO:	14/86	=	16 %

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With declining sales tax revenues, the city is looking at budget cuts and should be considering additional sources of revenue. **Implementing airport parking fees at the Columbia Regional airport is a glaringly obvious revenue source that deserves careful consideration.**

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Ian, thanks for the message about the budget. I am one who does not ride the buses but do occasionally use the airport. What would the airport users get for the \$5/day charge? **I believe you need to spell out the benefits of this charge** and not just space- or otherwise you will meet with a lot of unpleasantness. thanks,

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Skip the elasticity study & immediately impose \$5 per day parking. You cannot park anywhere, any commuter rail stop, certainly not any airport I know of, for less. This bargain to commuters yields good funds for ever growing community needs.

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I understand the funding needs for public transportation needs to come from somewhere but **I'm afraid imposing a parking fee at the airport is not the correct solution.** Recently, I took a trip to Utah. I had a choice to fly out of Columbia or STL/KC. I chose Columbia based on the parking expenses I would have to pay in STL/KC. The flight out of Columbia was more expensive but the fact I didn't have to pay to park influenced my decision to offset the extra cost.

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Maybe we should start off with a \$5.00 per day fee for parking less than 4 to 7 days and \$2.50 per day for stays of longer than 8 days. This would not prevent me from using the airport. My big issue with the Columbia flights are a matter of convenience in terms of departure and arrival times.

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I also drink coffee with several retired or nearly retired business man. **Most use the airport service and would not stop using if a 5.00 fee was imposed for parking** We were just talking about this a few weeks ago. Got to pay our way as we use services.

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I would be opposed to a parking fee at our regional airport.

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We are with you on the \$5 parking fee which can help both the airport and perhaps the public transit system until we start collecting taxes on internet purchases to better fund that.

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I have never flown from the Columbia airport but hope that at some point I will have that opportunity. **A \$5 parking fee per day would not at all deter me from using the airport. It makes sense that those who take advantage of this amenity help offset some of the costs associated with it.** And I agree that paying things like this with sales tax is not the best way to go.

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As far as paying for parking at the airport...I think there should be a charge. I think that's pretty much customary at most airports in this country.

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\$5 for parking would play no part in my decision to go out of CoMo versus STL or KC. Does local transit go to from airport, currently?

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I use the local airport on occasion. Most of the time it works out but a few times there have been significant delays or cancellations or luggage that doesn't get loaded. **Parking at \$5/day is fine.**

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Ian: Thanks for another excellent summary. We are supportive of continuing to subsidize public transportation, even if it means more taxes. **We are also supportive of starting to charge a parking fee for the Columbia airport for the reasons you have outlined.**

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I think that the free parking at CRA is a very attractive feature, and that by eliminating it you will drive a few users away. Also, there will be a cost involved in collecting the parking fee so that your estimate of the revenue generated might be optimistic. Finally, I do not think your proposal of using airport-generated funds to fund is a good idea.

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Hi Ian, Thanks for boiling it down. I am very much in favor of a very modest parking fee like \$5 at COU. This is still a minimal cost compared to using a taxi, or even more so driving to STL and parking there (gas and parking). The comparison is so lopsided I don't think a study is needed. I would very much favor using the revenue to support public transit. I think you put the rationale really well.

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Airport: I use Columbia Regional Airport an average of 7 - 8 times a year. The fares are reasonable with advance planning and not much more expensive than St. Louis or Kansas City. I support paying \$5 a day for parking. I don't think it would reduce use of the airport. The convenience of a 20 minute drive from home and the ease of making connections in Dallas and Chicago are the main selling points for me.

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Frankly, I don't think a \$5 parking fee would deter anyone from using the COL Regional Airport. It is the cost of the airline tickets from COL Regional that sometimes cause me to drive to KC or STL.

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I would happily pay \$5/day to park at the regional airport. It costs at least \$7/day to park in St. Louis, preceded by a two hour drive, and followed by a shuttle ride to the terminal. Getting through security is also much easier here, too. To me it is a no-brainer. Unfortunately, some of the people opposed to the fee fall into that "no brain" category.

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I would be relatively indifferent to a nominal daily parking fee at the airport. However, the idea of charging for parking and then taking that revenue (or an equal amount of "other" revenue) to subsidize something else is a real problem. We all know that there will be additional costs incurred to build and operate the new airport facility, It makes no sense whatsoever to begin siphoning off any potential new airport revenues to solve an unrelated problem. Then we're just left with future funding issues at the airport.

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I would just charge the \$5 fee to park, no study needed. Parking at KC or STL is more time consuming and expensive. The parking fee won't be the reason why people drive down I-70, it's the ticket prices!

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Implement a \$5/day parking fee

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I'm very much against a parking fee at the airport. I have heard many people comment that tickets from Columbia are higher but the free parking and convenience make it worth the higher charge. As the airport grows and has more flights and more passengers, ticket prices will come down and perhaps at that time a small fee (less than \$5.00) may be appropriate.

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I do support a \$5/day parking fee at the airport. And yes we do use the airport. The free parking is an incentive but \$5/day is still reasonable. I think it would slightly reduce parking pressure at the airport but I doubt it would have any measurable impact on number of passengers. The biggest obstacle to using our airport is making connections. It works out a bit more often now but that is still the limiting factor along with the price of flights. If a study is required to make a decision about the parking fee, I suppose I would support it.

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Although I enjoy the free parking like anyone else, I totally understand that it is only a temporary state of affairs. It just cannot logically last very long. I totally support levying a parking fee of \$5.00 a day and redirecting the city funds currently allocated to airport operations to transit operations. That is a very good and logical idea. Perhaps running a bus from City locations to the airport, scheduled with consideration of flights, would be profitable? The taxis are outrageously expensive.

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I agree with the airport parking fees. For most people it is an expected cost at airports and the convenience of flying out of Columbia instead of going to St. Louis or KC far outweighs a \$5 fee. People have to pay to park in St. Louis or KC on top of driving there. I usually Park at the Hilton across the highway for \$4.95/day. I would rather pay \$5 in Columbia and skip a long drive to another cities airport.

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Columbia Regional Airport - I do not use the airport at this point in life but a \$5 a day parking fee would not deter me from using it.
Transit - I support the idea of moving a greater percentage of the transportation tax funds to transit.

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Just thinking of the airport parking fee, I think \$5/day is reasonable. I only fly 2-3 X a year

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I believe a small parking fee at the airport would be beneficial, and should be used not only for airport maintenance, but also as a source of general transportation revenue for the city.

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Airport Parking: It should be free for the current parking lots, especially the overflow lots. See how wet your shoes get when it rains! Adding parking costs to the higher plane ticket costs makes MoX a better choice for us and gives us way more flight choices. Often times one can get thru flights to their destination instead of making transfers when flying from Columbia so MoX time on 70 really is not a factor. COST is a factor for retirees. We used the Columbia Airport several times this year but a parking charge could change that. If there was a parking garage connected to the terminal building then a parking fee would be appropriate.

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I feel the airport should charge for parking with automated machines (no labor) to keep costs low – but only after the new terminal is open. Right now, the airport has at least 3 distinct areas of parking. Securing each parking area and constructing “toll booths” would be very expensive and only temporary. In addition, parking lots and drive areas will be disrupted during construction of the new terminal. The City should not diminish the travelers’ experience any more than necessary during the terminal construction.

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Absolutely the \$5/day charge for parking at the Columbia airport should be implemented.

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I think an elasticity study certainly makes sense. I'd guess that if people were "rational" then \$5/day wouldn't affect most people's decision, but perhaps there's some psychological trigger that makes demand more price-elastic for zero to non-zero price changes than I'd guess? For me personally, the \$5/day parking wouldn't make a difference (at least 99% of the time), though, since usually the convenience difference is larger than that (though sometimes in favor of MCI or STL, which have nonstops to family in California). More often I use COU for business, but then take a taxi so my wife/kids aren't left carless or have to wake up to drive me at 5am.

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I think a five dollar per day parking fee is reasonable.

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I also want to comment on charging for parking at the airport. One of the reasons we fly out of Columbia is because it saves us so much money for parking when we take a long trip, (usually a week). If the parking is the same in Columbia as St. Louis, then that adds cost on top of the extra cost of flying out of Columbia already. It would result in us driving to and flying out of St. Louis more often. However, if the fee were significantly lower than St. Louis, say around \$3.00 a day, then I'd be willing to pay it. I strongly suggest that if you want to begin charging for parking that you start out very small, such as \$1.00 a day, then increase it annually, capping it at \$5.00 a day.

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Do you use Columbia Regional Airport? - Yes
and would a \$5/day fee discourage you? - Nope

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On the airport parking - I use the airport regularly because I hate having to drive 2 hours home after a tiring weeklong business trip so I value the service. I would be willing to pay up to \$7 a night (the cheapest tier at Kansas City) but with the caveat that they need to improve the parking lots at COU.

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Yes, \$5/day for parking at COU.

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I agree about imposing a \$5 parking fee at the airport. It does not look extreme at all to me, compared to other airports fees.

I agree, it is nice to have an airport that offers alternatives close to home. I like to avoid the 2 hour drive to St. Louis or 2+ hours to Kansas City,

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As to the posted question, I don't agree with charging for airport parking and using those proceeds for non-airport uses. My general perspective is that the airport is still nascent and requires more investment to continue its upward trajectory. If there were a charge for parking, my preference would be to see those dollars, if any, go toward 1) an innovative airport-based utility/service to help attract new/more flights (for instance, Springfield had a city-employed airport grounds service that helped them get to nearly 1M passengers a year), or 2) funding a higher density parking structure, or 3) given to airport management for their discretionary budget.

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The problem with charging \$5 dollar parking fee is that the city will likely have to hire someone to guard the gate or collect the money. Even a worker at minimum wage, the greatest cost of hiring someone is paying benefits. You almost have to charge \$10 dollars a day to be able to hire someone just to collect money for the parking.

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Ian: I think a reasonable fee for airport parking makes sense.

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In regard to the parking fee at the airport, it is long overdue. Five dollars a day would be modest.

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Your idea about using airport moneys to help sounds reasonable to me, as does the \$5/day parking fee. I have to be honest, I do not use the Columbia airport simply because the flights are too pricey (especially now that I would have to buy multiple tickets – I no longer travel solo), and I have family/friends in both StL and KC that I visit when I fly from one of those locations. That said, if I did fly from Columbia, a \$5 parking fee would in no way prohibit me from choosing to do so.

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I support the parking fee at the airport. Like you, I have found these flights to be increasingly convenient. I suspect that \$5/day would motivate some people to seek other transportation to the airport and might spark new business, MoEx style. Also I think it's a great idea to shift airport money to public transport.

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Ian, I do use the Columbia airport a lot, and the free parking is a perk that I really enjoy, and although small, it is a part of my decision to fly from here rather than STL or KC, where there would be more flexibility in the times you can travel, and a greater likelihood of making connections.

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I get that you see a revenue opportunity there by charging, but there will be costs associated with implementing them and for an airport that doesn't offer any services and people routinely miss flights, well maybe it's too soon??

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I agree that airport users should cover more of the cost of airport operations and maintenance wherever economically possible. Instead of an explicit "parking fee" paid separately, I wonder if an overall "facility fee" could be built into the ticket price. Airport users might better understand the purpose of a general fee and thus it might be more acceptable. Funds collected could still be used to free up sales tax revenue for transit needs.

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could we pass a Revenue Bond Issue to build a parking structure at the CoMO airport, to support the tremendous parking we need out there now. I would gladly pay \$5 a day.

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I am opposed to implementation of a \$5/day parking fee at the Columbia Regional Airport. I have been using the airport with increasing frequency over the past two-three years. The fares tend to be higher out of Columbia Regional Airport, and the way that it works from a cost-benefit perspective depends upon the no cost parking. It would reduce the use of COU just when it has started to become a viable option for air transportation.

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An AP parking fee would not discourage me. Yes, we could use some of that money to fund public transport.

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To maintain the airport and encourage its growth ,I support a parking fee.

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Re: the issue of parking charge, is it possible to have hourly rates when people go to the airport to pick up or drop someone off? My wish would be that we could continue to have no parking charge at the airport.

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\$5 overnight parking seems very reasonable. Consumers accustomed to free parking would want to feel some sense of "value" for their \$5/day. Perhaps security related? Perimeter security fencing around the lot, basic illumination at night, security cameras and a lift arm payment gate?

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I do support a airport parking fee \$5-10.

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I fly out of Regional to go visit my brother in Dallas, usually about once a year. I think a \$5.00 a day parking fee is very reasonable.

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We use Columbia Airport. We would not mind paying a parking fee. Just leave some free slots for those of us dropping off and picking up! If you need to do a study, fine, but I don't think it's necessary.

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Public transport is a responsibility of our forward-looking community. My suggestions follow yours, to reallocate airport funds to public transit and to examine whether a parking fee such as \$5 would influence patrons.

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Charging relatively high income folks a bit to park at the airport makes sense to free up funds for the bus system.

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First, I 100% support the \$5/day parking fee at the airport. Individuals who are fortunate enough to travel in/out of COU will not be affected by this MINOR charge on convenience and will still come out ahead of a 2 hr drive + \$7.50-\$9/day economy parking.

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Yes on parking fees for the airport, but the proceeds should go for airport maintenance.

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Charge a small fee for parking at the Airport.

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This sounds VERY reasonable to me. As long as 'drop-off only' and 'pick-up only' would not require parking (and the fee), I would support this.

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Good morning, Ian. Just to let you know I support charging for parking at the airport.

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I regularly use the Columbia Airport and love it. I have also loved not having to pay for parking and not having to deal with the hassle. However, I think \$5 a day is a small price to pay to support public transit for our lower-income neighbors. I support an airport parking fee for this purpose.

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Ian, parking in St Louis ranges from \$7 to \$23 a day depending on how close one is to the terminal. The \$5 a day fee suggestion for our airport parking is quite reasonable. I highly support the economic study that might reinforce this move. I also feel that there would be no impact on airport usage with a parking fee.

Our airport is a huge asset to Columbia and Jefferson City. We need to do what is necessary to help keep it reasonably financed.

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Yes, we need to support transit, and using a higher portion of the transportation sales taxes seems good. Parking fees for the airport also seem like a good idea.

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I'm not opposed to a parking fee. Heck, we all laughed when free parking was touted as a point in favor of flying out of Columbia, knowing it would be a short-lived perk, but I honestly did think we would wait until the new terminal opened to begin charging.

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I believe this is a bad time to charge for parking at the airport. I believe this take away from a major benefit of our airport a and drive people to other airports. Once we have a new terminal, more flight options, and possible cheaper flights, that might be the right time for a cheaper parking fee.

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As fossil fuel becomes less available, one doesn't want to depend on airplanes. Given the situation, I think the \$5 a day parking makes sense.

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Ian I feel parking fees at the airport should be considered after the airport improvements.

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I strongly oppose a general parking fee at COU! I also think the study you proposed would be a waste of money. I believe usage of the airport is very fragile and would not take much to kill it again. The cost comparison is not between COU parking and STL parking it is between MoX and COU parking. Charging for parking also involves considerable infrastructure just in itself. Perhaps we could develop a premium parking program for frequent fliers near the terminal with pass cards. If that goes well, we could expand it somewhat.

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Most everyone I know who uses the Columbia airport considers the free parking an important factor for flying out of CoMo. A parking fee is probably inevitable but what will be on everyone's mind is how fast will the fee start creeping up? If we consider a 10 day trip, \$5.00 a day will cost \$50.00. It costs \$100.00 to use MoX and flying out of St. Louis/KC can be cheaper and if you're lucky, nonstop.

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I think reallocating the tax money to the public transportation system from the airport sounds reasonable, but will the airport have another avenue for replacing that revenue? \$5/ day for parking would not disrupt my family's use of the airport (for one, we have not actually left a car parked there when we have flown from or picked up passengers at the airport). But, the free parking is a marketing gimmick that probably actually does draw some customers. Additionally, besides the folks that think they are getting a "deal" because of the free parking, state employees are required to use the lowest cost option. So when running a state "trip optimizer", that \$5 a day may actually make a difference in whether a state employee flies from COU or STL or MCI. Economy parking at STL is only \$7/day, not really much more expensive. I'm not sure if the University has a similar policy but it may be worth looking into. I do not know if the airport studies show how many passengers are government/university employees, but they should if they don't. But, \$5/day could lose the government employee flyers and depending on the percentage of that market, it could make a difference.

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Yes, my family and I (3 of us) do use COU and have done so with more and more frequency over the past few years. I have no problem with imposing a long term parking fee and \$5/day would not discourage me. It might make me think about having a friend/family member drop me off rather than leave a car long-term but it would not prohibit me from ever parking long term.

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I agree with instituting a parking fee at the airport and with your proposal to reallocate more of the funds from the airport to public transit. I would consider even a \$9/day parking fee to be fair-- even a bargain! I don't think it's likely to sway my decision either way as to whether I use STL, KCI, or COU. I would support an Economic Elasticity Study to learn more.

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If there were a way to get more money just to public transportation, like the \$5/day parking at the airport, I am definitely all for it.

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Regarding Airport Parking Fee \$5.00/day. Strongly recommend approval. We use the airport and would gladly pay the fee. Pleased that our paying the fee would redirect funds for city bus service. We are senior citizens whose driving days will eventually end and we plan to use the city bus at that time. Maintaining our bus system benefits all Columbians.

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In regard the airport, yes I also prefer 100% use that then go to MCI or STL. I do any time I can. I say yes for a parking fee, specially if goes to improve public bus transit. I think the idea of having a bus from downtown there will be great, so those that do not want to pay parking will have an option. The point of \$5/day is not much, the problem is when people stay for longer period of time, and that is what can have a negative impact. Maybe a cap, like max of \$25 if you stay longer than 5 days, might be an approach to not scary folks and pay \$50 for Mo-X. If people think \$5 is much, maybe implement \$3 for a period of time like 1 year and then increase to \$5 later.

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I agree with the parking fee for the airport.

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Do not begin charging airport parking fees. It is a differentiator which has helped create success at the airport. Really bad idea. Encourage people to use the airport, not discourage.

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I believe a fee for parking at the airport is reasonable and logical without the need for a study.

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I agree as a city we must have public transportation that is usable- not so limited in hours and routes that only the desperate with no other option will attempt using it. And I agree that airport should charge for parking and funds going to the airport now or the parking fees be allocated to the bus system. Columbia absolutely cannot be a city with a crappy bus system (which is where we are once again).

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I agree that we need to find additional revenue sources to fund some of the critical operations for the City. I think a minimal parking charge per day would be acceptable by most - even \$3/day. However, I think we need to keep in mind that airline tickets out of Columbia are often a bit more expensive than flying out of KC or STL.

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Re...airport parking fees. I have used the Columbia Airport, a five dollar daily price to park is fair; this is a user cost plain and simple. An elasticity study is not needed unless there is significant opposition.

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Ian- A \$5/day parking fee at the airport seems reasonable considering parking in STL/KC is almost double what we would charge.

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As someone who loves to fly out of COU, I hate to see a parking fee on the horizon. Free parking is a great feature for Columbia-based passengers. A fee would definitely alter the COU/STL cost calculation. Should a parking fee come to be, and with the exception of very short trips, I expect we would have friends or family take us to the airport and pick us up when we return. Surely better minds than mine are aware of that likely behavior change and will incorporate it into the income/expense equation.

That said, I like your proposal to reallocate transportation money currently being used to fund airport parking and using it for public transportation. Such a change would reflect what should be Columbia's overall community priorities. We would probably continue to fly out of Columbia even with a parking fee. What might change is our decision to park at the airport.