1.963, A Sustainable Transportation Plan for MIT
John Attanucci, Larry Brutti
Session 12: Preliminary Conclusions

Are there $2 spaces in east campus? Equity issue – the secretaries on that part of campus, for instance.
Should there be a guarantee on both $6 and $10 lots? (Same daily rate, plus annual fee for the lot guarantee)
This doesn't sound like something many people would choose, since it's significantly higher than current pricing.
There's no way to really differentiate the east lots.
Only the furthest-west lots are currently unpopular / underutilized.
"We tried pretty hard here to give people options." Not just a matter of concentric circles from the center of campus.
A later option: offer Westgate at $1 just to fill it up.

Financial overhead to setting this up wouldn't be too awful, but would take 2 years to implement.
Still, we should suggest something as bold as this is turning out to be.

Can do two tiers already, with current infrastructure: garages vs. lots (all the garages are gated)
There are infinite alternatives here.
We just need to be prepared to respond to these questions.
We will get a lot of questions / thoughts / push-back, but the overall effect will be to decrease parking and increase transit, make all these numbers go in the right directions.

Lots of faculty are on 9-month appointments. But everyone else is on 4 weeks vacation and 10 holidays, so 46 weeks is a good assumption.
Assumption: 10% of parkers are willing to pay for guaranteed spot.
Perceived driving time is much longer than model driving time.

Number of switches was figured out for transit-quicker, 10 and 20 minute difference (number of people willing to switch to transit). Results range from 300-1600.
10% of people who drive to campus could take transit in less or equal time – sanity check suggests this is reasonable.
Average group size is 850 or so, for potential switchers.

So out of 4000 people, only 800 are affected by the price difference. These are the numbers that need to be in the presentation – the methodology doesn't have to be.
This seems very conservative.

What about park and ride? Parking at Alewife is $4.50/day. Not many people are currently doing this – they must not be, since it's $3/day on campus. This is difficult to model. Survey says that 5% did parking and transit on a Tuesday.

How will the T handle the increased ridership?

Even the 11% increase will be met with reluctance, so anything more drastic will be difficult.