

Park|Shop|FLY at Mall of America®

December 2025

AGENDA

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Introductions

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City of Bloomington Update

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Mall of America Update

GOALS AND OBJECTIVES

The goal of implementing a paid parking system at Mall of America is centered around enhancing customer convenience, generate revenue and manage parking demand effectively.

Our objective is to implement a fully integrated paid parking system at MOA, starting with P7 East. This system will include payment terminals, automated gates, and a seamless mobile platform for advanced reservations, allowing guests to pay on-site or in advance.

PARKING SHORTAGE

The Metropolitan Airports Commission (MAC) 2040 Long-Term Plan (LTCP) outlined parking projections for MSP Airport, addressing public and employee parking needs.

Total parking demand grows from **29,410 spaces in 2025** to **36,100 spaces in 2040**.

Three parking scenarios were analyzed to estimate surplus or deficit compared to existing conditions. The scenarios considered various factors like the opening of existing facilities, conversion of ramps for public parking, and loss of parking due to construction. Under the three scenarios:

- Scenario 1 assumes all existing parking facilities are open and not impacted by any development. It estimates a deficit of 2,880 at 2040.
- Scenario 2 assumes off-airport developments have reduced private operator parking and some on-airport ramp levels are converted to public parking. It a deficit of 2,180 at PAL 3.
- Scenario 3 assumes that in addition to scenario 2 impacts, Valet Ramp and Green and Gold Ramps are demolished, with loss of Park 'N Go surface lot and Park 'N Fly ramp. It projects deficits of 5,540, 7,690, and 12,230 spaces at PAL 1, PAL 2 and PAL 3, respectively, after accounting for the loss of existing parking facilities and ramps.

Table 1: Existing and Future Public and Employee Parking Requirements

	Base Year (2019)	2025	2030	2040
On-Airport	18,800	21,090	22,640	25,900
Off-Airport	5,700	6,370	6,840	7,820
Employee	1,900	1,950	2,080	2,380
Total	26,400	29,410	31,560	36,100

Table 2 below shows the surplus/(deficit) in each stage.

Table 2: Different Scenarios' Parking Surplus/Deficit

	Base Year (2019)	2025	2030	2040
Scenario 1	6,820	3,810	1,660	(2,880)
Scenario 2	N/A	4,510	2,360	(2,180)
Scenario 3	N/A	(5,540)	(7,690)	(12,230)

MOA OPERATIONAL PLAN

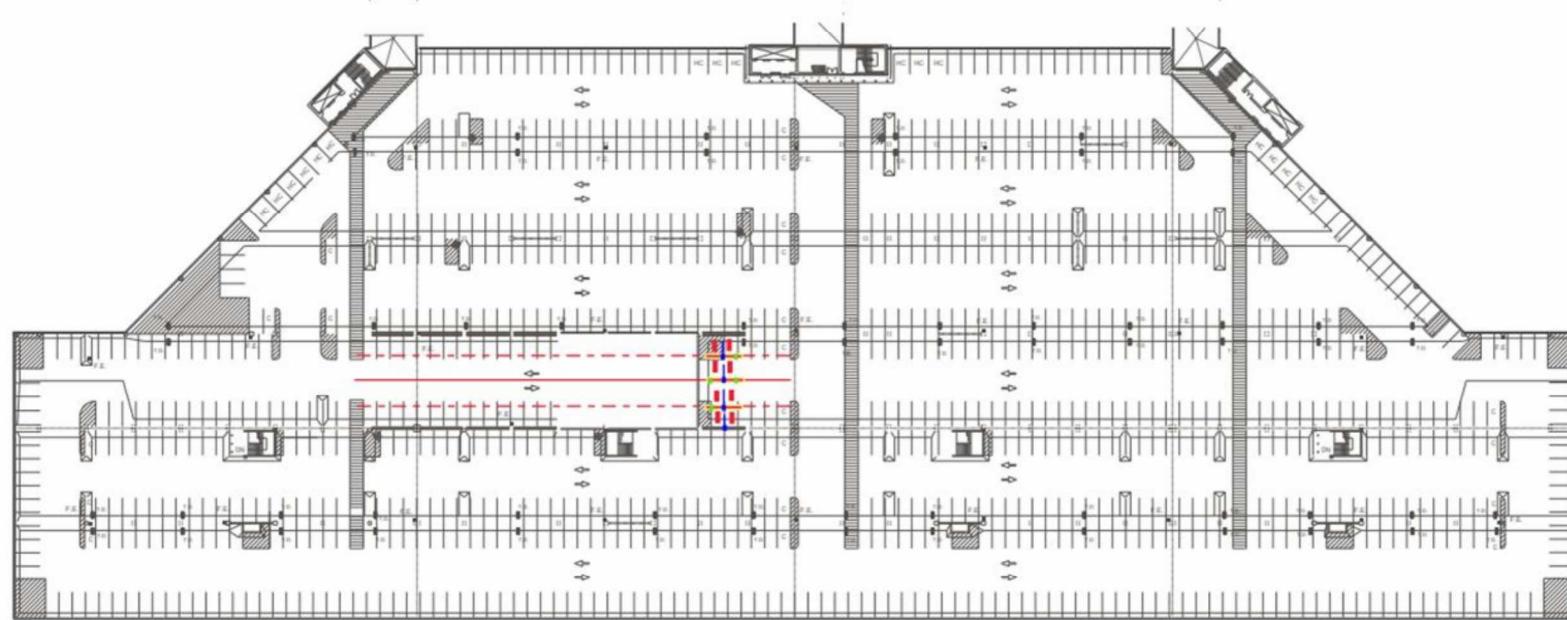
Advanced Reservation System – A user-friendly online platform tied to mallofamerica.com allowing guests to reserve parking in advance.

On-Demand Parking & Mobile Payment – A seamless, mobile-enabled solution for on-the-spot parking availability and payment, ensuring a smooth guest experience.

Comprehensive Signage Package – Strategically placed signs guiding guests to P7 East, ensuring clear and efficient navigation throughout the parking areas.

Ride Share + Transit - We will provide the guests with options for transportation to the airport via Rider Share and Transit.

P7 EAST PARKING



907 parking spots in P7 East will be designated for paid parking.

Signage will be strategically placed throughout the east ramp to guide guests effortlessly to designated paid parking areas.

USER EXPERIENCE: ONSITE PAYMENT



Arrival: Guest drives up to the parking entrance.



Payment Station: Guest approaches the payment station and selects the option to purchase a parking ticket.



Ticket Issuance: A ticket is dispensed with a barcode.



Payment Options:

1

Option 1: Scan the barcode with your phone and enter payment information (Apple Pay, Google Pay, PayPal, or credit card).

2

Option 2: Pay when leaving by inserting your credit card at the exit gate.



Exit: Guest leaves the parking area by scanning the ticket barcode at the exit gate.

USER EXPERIENCE: ONLINE PAYMENT



Website Access: Visit mallofamerica.com/parking on mobile or desktop. Navigate to parking reservation site:



Reservation: Reserve a parking spot and receive a barcode.



Payment: Enter payment information on the website during the reservation process: Credit Card

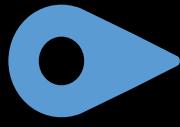


Arrival: Drive to the parking entrance and scan the barcode to enter.



Exit: Scan the same barcode at the exit gate to leave.

Transportation to Airport: User Experience



Uber + Lyft

P7 East Central Elevator(s)

- Sign on Central Tower Above Access Point
- Update Signs in Elevators
- Direct Access to P1 East Ramp
- Existing Rideshare Operation
- Located directly adjacent to elevator

P7 East Central Elevator(s)

- Sign on Central Tower Above Access Point
- Update Signs in Elevators
- Direct Access to P0 East (Transit Area)
- Existing Transit Operation
- Blue Line Has Direct Access to MSP Airport
- Both Terminal 1 and Terminal 2

Transit (Blue Line)