To: Erika Paterson

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Subject: Proposal for Making Costco Parking More Efficient

**Introduction**

Since the first Costco Wholesale opened in 1983, hundreds of other locations opened in the United States and Canada. As the popularity and demand for Costco increased, the frequency of parking lot-related issues also increased. The average daily foot traffic of a popular Costco warehouse ranges between 5000-9000 shoppers. This average foot traffic reflects the demand and popularity of the membership-based wholesaler.

Costco’s high foot traffic continues to soar as cities build new developments and citizens move into central areas. This leads to brawls, car accidents, and lost time when customers search for parking. As consumers turn to wholesale goods, Costco’s foot traffic increases, thereby adding to pressure to parking lot space and turning several customers towards other wholesalers or retailers.

**Statement of Problem**

Costco warehouses located in high-density areas frequently experience parking lot space shortages and are prone to problems. Members are often involved in physical fights and minor car accidents as they search for available parking spaces. Weekends are particularly busy, making the shopping experience inefficient and stressful. This results in member dissatisfaction, loss of business memberships, along with unnecessary stress on Costco employees.

**Proposed Solution**

A potential solution for Costco Wholesale parking lot shortages would be the construction of a multi-level parkade. In addition to a parkade, Costco could install sensors that track available parking spaces on each level, in order to help simplify the overall parking and shopping experience. would increase parking space without sacrificing additional land. Another potential solution would be to employ traffic controllers during peak hours and days. This would help direct members to available parking spaces, making the experience efficient.

**Scope**

To determine the most effective solution, I will assess the following:

* 1. How many parking spaces are available, on average, at a Costco Wholesale warehouse?
  2. How large is the demand for additional parking spaces?
  3. What are the costs involved in employing peak hour traffic controllers?
  4. What are the costs involved in constructing a multi-level parkade and accessibility features?
  5. How long is the average parking stall turnover rate?
  6. Would an increase in parking space increase traffic?

**Methods**

My research will primarily focus on the Richmond, BC Costco Wholesale location. The data will include statistics from this warehouse. I will also consult the warehouse managers and employees to assess the effects of parking lot shortage. In addition to these methods, I will be researching the costs of parking lot upgrades and renovations.

**Qualifications**

I have been an in-warehouse product demonstrator and supervisor at the Richmond Costco for over a year. I work along Costco managers and staff daily. In addition, I am a regular shopper and experience the issues other shoppers face. My association with this Costco warehouse and its managers and staff allows me to research this problem in depth. Lastly, my experience as a university student will help me conduct and asses my research.

**Conclusion**

A shortage of parking space is undoubtedly an issue at hundreds of Costco locations. By addressing this issue, solutions for more time-efficient and simple parking plans may be further investigated and implemented by Costco Wholesale management.