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**To:** [emnrd-parkscomments, EMNRD](#)  
**Subject:** [EXTERNAL] Fee Study Feedback  
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I attended the Fee Study Informational Study meeting on March 11<sup>th</sup> at Navajo Lake. I would like to thank you for your efforts in not only preparing the study but in meeting with us.

There is no question that the fees need to be updated. However, there are several assumptions that I believe are incorrect.

It is perfectly reasonable to use park fees in nearby states for comparison. However, what is not clear is the parity between the parks. That is, is the general appeal, amenities, location, etc. between the parks comparable? Having stayed at a few different parks in NM and several other states, there is a large differentiation on a park-by-park basis. This is true both intra and inter-state.

The elimination of the day use fee is based on two assumptions: That increased visitation is desirable and that there are many people who are not visiting due to the day use fee. Increased visitation is desirable only if a parks capacity can support it. The capacity must also include all support personal, services, etc. that are required to support the increased load.

As to the day use fee, the current rate is \$5.00 per vehicle. I point out that it is difficult eat at McDonalds for \$5.00! Given that one must drive to the park (gas is now some \$3.00 per gallon) and that a vehicle can generally hold at least two people, the current fee can hardly be viewed as a barrier to use.

The final assumption I wish to address is that dynamic pricing is an excessive burden to the administrative staff (as was expressed at the meeting). In this time of computer “everything”, I simply don’t understand this. Since the parks are expected to be 75% self-sufficient, I suggest that the parks apply standard supply and demand reasoning to fees. Some parks clearly have much higher demand than others. There is certainly different demand per season, day of week, and holiday usage.

Dynamic pricing gives a very effective solution to all the problems mentioned above. Parks in less demand can have lower fees than parks in high demand. Parks with better facilities can be priced higher than primitive parks. Holiday weekends can be priced higher to decrease demand. Off season can be priced differently than in season. Further, given appropriate changes to the regulations, dynamic pricing can be adjusted to respond to changes in supply and demand.

Thank you for your consideration.

