WALKER
PARKING CONSULTANTS

DOWNTOWN PARKING MASTER PLAN

BLOOMINGTON, INDIANA

Prepared for:

City of Bloomington, Indiana

FINAL REPORT

WALKER PARKING CONSULTANTS
6602 E. 75th Street, Suite 210
Indianapolis, Indiana 46250

Voice: 317.842.6890
Fax: 317.577.6500
www.walkerparking.com

April 26, 2007

Ms. Susie Johnson, Director
Public Works Department
City of Bloomington
401 N. Morton Street, Suite 130
Bloomington, Indiana 47402

Re: Downtown Parking Master Plan
Walker Project No. 13-2822.00

Dear Ms. Johnson:

Walker Parking Consultants is pleased to submit the attached final report of the 2007 Downtown Parking Master Plan Report for the City of Bloomington. This report summarizes our findings regarding the conceptual parking plan for the downtown area.

We appreciate the opportunity to be of service to you and the City of Bloomington. If you have any questions or comments, please call.

Sincerely,

WALKER PARKING CONSULTANTS

Jeffrey A. Colvin, AICP
Parking Consultant and Project Manager

John W. Dorsett, AICP
Senior Vice President

Enclosure

WALKER
PARKING CONSULTANTS

DOWNTOWN PARKING MASTER PLAN

BLOOMINGTON, INDIANA

Prepared for:
CITY OF BLOOMINGTON

PROJECT NO. 13-2822.00

FINAL REPORT

WALKER PARKING CONSULTANTS

TABLE OF CONTENTS

EXECUTIVE SUMMARY ii

INTRODUCTION
- Purpose of Study 1
- Scope of Services 1
- Study Methodology 4
- Definition of Terms 4
- Study Area 5

SUPPLY/DEMAND ANALYSIS
- Current Conditions 7
  - Parking Supply 7
  - Effective Parking Supply 9
  - Parking Demand 12
  - City-Owned Parking Structures 15
  - Parking Adequacy 17
- Future Parking Conditions 22
- License Plate Survey 28

ALTERNATIVES ANALYSIS
- General Observations 31
- Maximizing Existing Resources 31
- Parking Lot Analysis 32
- Wayfinding/Signage 32
- Sharing Small Private Lots 33
- Potential Parking Structure Sites 34
  - Minimum Parking Structure Dimensions 34
  - Walking Distance 35
  - 4th & Washington Streets Site 36
  - 11th & Rogers Streets Site 39
  - 6th & Lincoln Streets Site 41
- On-Street Parking Meters 45
- Managing Perceptions 48
- Exploring Opportunities for Valet Parking 49
- Residential Parking Program 50
- Boston, MA 50
- Chicago, IL 51
- Denver, CO 52
- San Jose, CA 53
- Parking Ambassador 54
  - Electronic Ticketwriters 55
  - Patrol Vehicles 56

PARKING SYSTEM ANALYSIS
- Transportation Demand Management (TDM) Measures 57

LIST OF TABLES AND FIGURES

Table 1: Parking Supply Summary Page 7
Table 2: Parking Supply Page 8
Table 3: Effective Supply Summary Page 10
Table 4: Effective Parking Supply Page 11
Table 5: Park Occup Summ - Wkdy Page 13
Table 6: Park Occup Summ - Wknd Page 13
Table 7: City-Owned Parking Facilities Page15
Table 8: Regester Garage Occup Page15
Table 9: 4th Street Garage Occup Page16
Table 10: Walnut St Garage Occup Page16
Table 11: Wkdy Peak Parking Adeq Page 17
Table 12: Peak Parking Adeq - Wkdy Page 18
Table 13: Study Area 5 Yr Scenario Page 22
Table 14: Study Area 10 Yr Scenario Page 23
Table 15: On-Street 5 Yr Scenario Page 23
Table 16: On-Street 10 Yr Scenario Page 23
Table 17: Public Off-Street 5 Year Page 24
Table 18: Public Off-Street 10 Year Page 24
Table 19: Private Off-Street 5 Year Page 24
Table 20: Private Off-Street 10 Year Page 24
Table 21: Future Adequacy By Block Page 26
Table 22: LPI Hourly Occupancy Page 29
Table 23: LPI Average Length of Stay Page 30
Table 24: Minimum Dimensions Page 35
Table 25: Level of Service Cond. Page 36
Table 26 Cities Reinstld Park Meters Page 47
Table 27: Service Luminance Ratings Page 49
Table 28: Sample Shuttle Costs Page 61
Table 29: Five-Year Pro Forma Page 82

Figure 1: Study Area Page 6
Figure 2: Current Park Adeq - Wkdy Page 20
Figure 3: Current Park Adeq - Wknd Page 21
Figure 4: Future Adequacy Page 27
Figure 5: LPI Area Page 28
Figure 6: LPI Hourly Occupancy Page 29
Figure 7: LPI Average Length of Stay Page 30
Figure 8: 4th & Washington Page 37
Figure 9: Walking Distances Page 38
Figure 10: 11th & Rogers Street Page 40
Figure 11: Walking Distances Page 41
Figure 12: 6th & Lincoln Page 42
Figure 13: Walking Distances Page 43
Figure 14: 6th & Lincoln Page 44
Figure 15: Typical Walk Distance Illus Page 64

Transit Promotions & Incentives 58
Guaranteed Ride Home Programs 58
Shared Vehicle Programs 58
Share-A-Ride 59
Telecommuting 59
Bike Racks 59
Shuttle System Costs and Funding Options 60
Parking Perceptions 61
Intelligent Information Signage 65

MARKETING ANALYSIS
Current Parking Marketing Strategies 66
Areas of Responsibility 66
Off-Street Parking Rates 66
On-Street Parking 67
Customer Contact 67
Signage & Lighting 68
Graduated Fine Schedule 68
Mission Statement 69
Identity Program 69
Market Pricing Strategy 71
Public Relations & Communication 72
Examples of Others' Marketing Initiatives 73

FINANCIAL ANALYSIS
Parking Garage Preliminary Financial Analysis 77
Parking Rate Analysis 77
Projected Operating Revenue 78
Projected Operating Expenses 78
Maintenance and Repair Fund 79
Five Year Pro Forma 80
Statement of Limiting Conditions 83
Alternative Financing Strategies 85

RECOMMENDATIONS
On-Street Recommendations 97
Off-Street Recommendations 98
Marketing Recommendations 99
Enforcement Recommendations 101

APPENDIX

EXECUTIVE SUMMARY

This executive summary is provided to assist the reader in understanding some of this report's key points. However, the executive summary should not be read in lieu of the entire report, rather, the report should be read in its entirety to more completely understand the assumptions, analysis, and conclusions contained within this document.

Walker Parking Consultants was retained to provide a professional parking study for the City of Bloomington. This includes a review of the current parking supply, evaluation of current and future parking demand, and provides an evaluation of alternatives to increase the future parking supply to meet any anticipated future parking space shortfall.

The study area consists of approximately 56 city blocks generally located in the central business district of Bloomington, Indiana. It is generally bordered by 11th Street to the North, Indiana Avenue to the East, 2nd Street to the South and Rogers Street to the West, has approximately 8,229± parking spaces, which is comprised of 911 public off-street spaces, 5,843± private off-street spaces and 1,475± on-street spaces.

The observed peak parking occupancy for the entire area was approximately 63 percent of the parking supply. While the occupancy level as a whole does not indicate a lack of parking supply, there are areas within the study area that experience high parking occupancy.

Based on a block-by-block survey of the study area, approximately 8 blocks experience public parking occupancy deficits. Approximately 24 of the public on-street blocks experienced parking deficits. Patrons in these blocks are likely to perceive parking as a problem.

Parking conditions will change as development occurs in the study area. Our analysis reviewed three growth scenarios in the area and what impact they will have on added parking demand and changes to the parking supply. Public on- and off-street spaces are projected to face a combined parking supply surplus of 51± spaces within five years, using the 3% growth rate. Over a 10-year period, the surplus will become a deficit, projected at approximately 272± spaces. Individual blocks will face parking deficits at differing times, depending on localized development pressure.

Our recommendations to improve parking in downtown Bloomington revolve around improving the management of the existing parking supply. Our analysis indicates parking is sufficient but has a few areas

experiencing parking adequacy issues. The following summarize our recommendations to improve the management of the existing and future parking supply:

ON-STREET RECOMMENDATIONS

1. Due to the high percentage of users utilizing on-street parking, increased and improved wayfinding (signage) is needed to direct patrons to other parking options (parking lots and garages). Signage may even be targeted to specific end users (long-term parkers) to utilize off-street parking. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking (garages and lots) to merchant/business locations.

2. No wholesale changes are recommended to the existing two-hour limits for on-street parking. The goal of the on-street supply is to make short-term parking readily available. Patrons should be encouraged to utilize off-street parking. Increased signage notifying patrons of the two-hour limit is recommended. However, some modifications to allow for shorter term parking may be needed in front of high turnover businesses, such as drycleaners (they may need more 15-minute parking spaces).

3. Reintroduce parking meters in the downtown core area. Keep parking revenue generated from meters in the downtown area, to be used only for downtown parking improvement/marketing projects.

4. Implement a Parking Ambassador program, emphasizing a hospitality approach to enforcement of parking regulations. (ticketing and enforcement will still occur)

5. Re-evaluate location of loading zones on College and Walnut Streets; consider placement of loading zones on perimeter streets that are less traveled.

6. On-Street spaces should be clearly marked on the pavement with paint. A simple T-design painting scheme would limit the amount of paint used, and thus maintenance and installation costs.

OFF-STREET RECOMMENDATIONS

1. As the city grows and develops its parking assets, an important step is to review the system and update the procedures as necessary. This may include conducting an outside audit of the new facilities or a review of the parking supply and demand. As with any developing system, continual improvement in the process is important for positive change.

2. Establish standard procedures for implementing Shared Parking, which specify how to calculate minimum parking requirements for different combinations of land uses, acceptable walking distances, and requirements for sharing agreements, verification and enforcement.

3. Educate planning officials and developers on the potential of Shared Parking and procedures for implementing it.

4. Explore a shuttle program downtown to include full-time regular routes between parking locations. This will help offset any parking deficit in isolated block areas.

5. Paint walls and ceilings in parking garages white to increase feel of safety and comfort for patrons.

6. Limit or eliminate the use of guaranteed reserved spaces. Parking permits should be "hunting" permits, where patrons may utilize any available spaces in the structures, instead of having a particular space reserved for their individual use.

7. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking (garages and lots) to merchant/business locations.

8. Evaluate current lighting resources, and update to new fixtures that are more energy efficient. Cost of update is usually paid for by energy savings over a short period of time.

9. Allow vending machines in parking structures to capture alternative revenue, which may be used to offset some capital improvements in the structures (such as painting or lighting).

10. If parking policies are not changed for the operation of the parking structures, the city could see a public parking deficit of up to 400 spaces within 10 years or sooner if unanticipated new development occurs.

MARKETING RECOMMENDATIONS

1. Develop a mission statement for Parking Services.

2. Implement an overall public relations and marketing campaign for Parking Services. Coordination of this effort with existing City departments is encouraged. Parking should be promoted in various media outlets and coordinated with known special events.

3. Establish dedicated funds for Parking Services marketing efforts. Promote parking operations by disseminating facts about parking downtown (number of spaces available, low crime rates, etc.).

4. Evaluate parking rates, based on demand and location. Keep rates current with market influences.

5. Increase the visibility of the parking operations in the city. This option may require relocating the offices of the parking operations to a more visible downtown storefront.

6. Current parking operations' office has inadequate waiting facilities for patrons. Expansion of waiting area or relocation of offices is recommended.

7. Improve current web site by incorporating intuitive commands. Incorporate the ability to search the web site by address, which will then give the user the closest parking available. Utilize mapping technology to have interactive maps, with clickable links to parking locations.

8. Incorporate pictures on the web site that will help patrons orient themselves from parking destinations. Pictures would show what is currently visible from each direction of the parking facility. This will aid the patron in determining where they should turn to reach their destination.

9. Implement a Parking Ambassador program, emphasizing a hospitality approach to enforcement of parking regulations (ticketing and enforcement will still occur).

10. Incorporate advertising in parking decks on walls, in elevators and on tickets and gate arms, as a means of raising funds to pay for improvements to decks (i.e. painting).

11. Allow businesses to "sponsor" levels in the parking decks. This will aid parking patrons in remembering where they park in the structure, and give merchants much needed exposure.

12. Consider a "first hour free" parking program in the parking structures as a way to entice parking patrons to utilize the parking structures.

ENFORCEMENT RECOMMENDATIONS

1. Implement a graduated fine to deter repeat violators and change parking behavior, thus freeing parking space in the study area for the intended users.

2. Utilize incentive-based fines, so that the maximum fine is listed as the penalty. However, if the violator pays the fine within a certain grace period, the fine is reduced somewhat.

3. Cross train enforcement officers in hospitality related issues. (Similar to ambassador program training).

INTRODUCTION

The City of Bloomington, Indiana, is currently evaluating the parking needs within the downtown central business district. The City has retained Walker Parking Consultants to conduct an analysis of the current and future parking supply and demand to determine the adequacy of the parking system. In addition to evaluating supply and demand, Walker reviewed several alternative sites for future expansion of the parking system within the study area.

PURPOSE OF STUDY

The purpose of this comprehensive parking study is to provide clarity and direction in regard to the development and management of existing and future parking resources for the downtown area. This study identifies the current supply and demand and analyzes the impact of future development, the current parking system and on-street parking turnover rates to determine the present parking behavior in downtown.

SCOPE OF SERVICES

In order to properly address the needs of the City, Walker performed the following Scope of Services:

TASK 1 – PARKING NEEDS ASSESSMENT

1. Met with representatives of the City to further clarify study's objectives, review the work plan, set work session dates and finalize the project schedule.
2. Obtained the following information from the City of Bloomington:
   - Building occupancy – The occupancy of major buildings and the City's best estimate for other buildings, or a list of building owners to contact to obtain such data.
   - Employment – The most recent and accurate data the City can provide for the central business district.
   - Future developments – This includes type of land use, square footage, seating capacity or number of rooms, expected completion date, location and whether any existing parking spaces will be displaced.

- Copies of any previous parking studies, community master plans or downtown market studies.
- Aerial photographs and AutoCAD drawings of the proposed study area.

3. Conducted an inventory of on- and off-street parking spaces in the study area. Inventory was tabulated and summarized on a block-by-block basis.

4. Performed a parking occupancy study to determine peak occupancy.

5. Performed parking turnover and duration analysis (license plate inventory) for 36 block faces to determine user characteristics and trends.

6. Compared the calculated parking demand to the existing parking supply to determine the existing parking surplus or deficit on a block-by-block basis in the study area.

7. Provided site analyses and feasibility to develop future parking structures at both Rogers & 10th Streets and 4th and Washington Streets so as to determine how they relate to parking deficiencies, pedestrian/vehicular traffic impact, etc.

8. Determined future parking surpluses and deficiencies (through 2011) by block within the study area based on available local data, national averages, Walker Parking Consultants' experience and shared-use methodology.

TASK 2 – PARKING POLICY AND SYSTEM REVIEW

1. Identified and analyzed existing parking management system.

2. Identified parking management strategies appropriate to the study area that will improve operations, specifically focusing on ways to better utilize parking supply and manage parking demand.

TASK 3 – FACILITATION OF TOWN HALL MEETING

1. Attended a parking task force meeting and led a discussion regarding parking concerns, solutions and perceptions, etc. in the downtown area.

TASK 4 – ALTERNATIVES ANALYSIS

1. Identified alternative on- and off-street solutions to meet the needs of the area within reasonable walking distance.
2. Reviewed existing vehicular and pedestrian access and circulation patterns for their relationship to existing and proposed parking generators and the parking supply.
3. Determined whether the opportunity for restriping and/or making efficiency improvements exists to increase usable parking supply.
4. Determined possibilities of expanding existing parking facilities to meet area parking needs identified in Task 1.
5. Developed options for expanding the parking supply through structured parking. Identified alternative locations for such a parking structure.
6. Determined conceptual construction and project costs for each of the alternatives including estimated operational expenses to enable a comparison of the costs of each alternative.

TASK 5 – PRELIMINARY FINANCIAL FEASIBILITY

Given the nature of parking in downtown Bloomington, a basic financial analysis detailing the annual operating and capital expenses and revenues was provided. Walker prepared a report detailing current and proposed parking revenues and expenses, along with a cost/benefit analysis of each proposed capital expenditure. Walker completed the following:

1. Provided a parking rate analysis.
2. Projected operating revenues and expenses, including assumptions.
3. Provided a Five-Year Pro Forma Operating Statement.

STUDY METHODOLOGY

In order to complete the objectives of this study, Walker conducted a physical inventory of all parking spaces in the study area. The inventory was tabulated by block and categorized by on-street vs. off-street, public or private and surface or garage. Occupancy counts were taken in the study area, resulting in a tabulation of the physical number of vehicles found utilizing parking spaces located within the study area. Counts were taken on December 6, 2006, at 7:00 a.m., 10:00 a.m., 1:00 p.m., 6:00 p.m. and 10:00 p.m. and on January 27, 2007, at 7:00 a.m., 10:00 a.m., 1:00 p.m., 6:00 p.m. and 12:00 a.m. These dates were selected to capture peak retail activity in the downtown area, and also to capture parking demand during a scheduled Indiana University men's basketball game. Other events, including a film festival, were being held in the downtown area during the counts. The 7:00 a.m. count was conducted to capture the pre-employee surge. Likewise, the midnight count was conducted to capture demand generated by the entertainment and bar scene downtown. By comparing the supply with the observed occupancy of the parking facilities on a block-by-block basis, Walker was able to determine the occupancy levels of each block in the study area and quantify specific demand for each block.

To calculate the projected future parking demand, Walker reviewed the planned future developments and applied parking demand ratios. The basis of these applied parking demand ratios is Walker Parking Consultants' research and the Urban Land Institute's recommended demand ratios. Additions and subtractions to the supply and demand, considering both the block and development type, show how the City's parking adequacy will be impacted in the future.

DEFINITION OF TERMS

Several terms are used in this report that might be considered parking jargon and thus not readily understood by the reader. Definitions of these terms are presented below.

- *Inventory* – The total number of parking spaces counted during survey day observations within the study area.

- *Effective Supply* – The inventory adjusted by the optimum utilization factor.

- *Optimum Utilization Factor* – The occupancy rate at which a parking facility operates at peak efficiency. This factor allows patrons to spend less time looking for the last available spaces and allows for the dynamics of vehicles moving in and out of spaces. It also allows for spaces lost to poor or improper parking, snow removal, derelict vehicles, and spaces lost for repair.

- *Demand* – The number of spaces required to satisfy visitor, employee and resident needs on a given day.

- *Occupancy (Counts)* – The number of vehicles observed parked on a survey day.

- *Parking Adequacy* – The difference between parking supply and demand.

- *Demand Generator* – Any building, structure, business or attraction that brings individuals into the study area, thereby increasing parking demand and occupancy.

- *Survey Day* – The day that the parking occupancy counts were conducted in the study area.

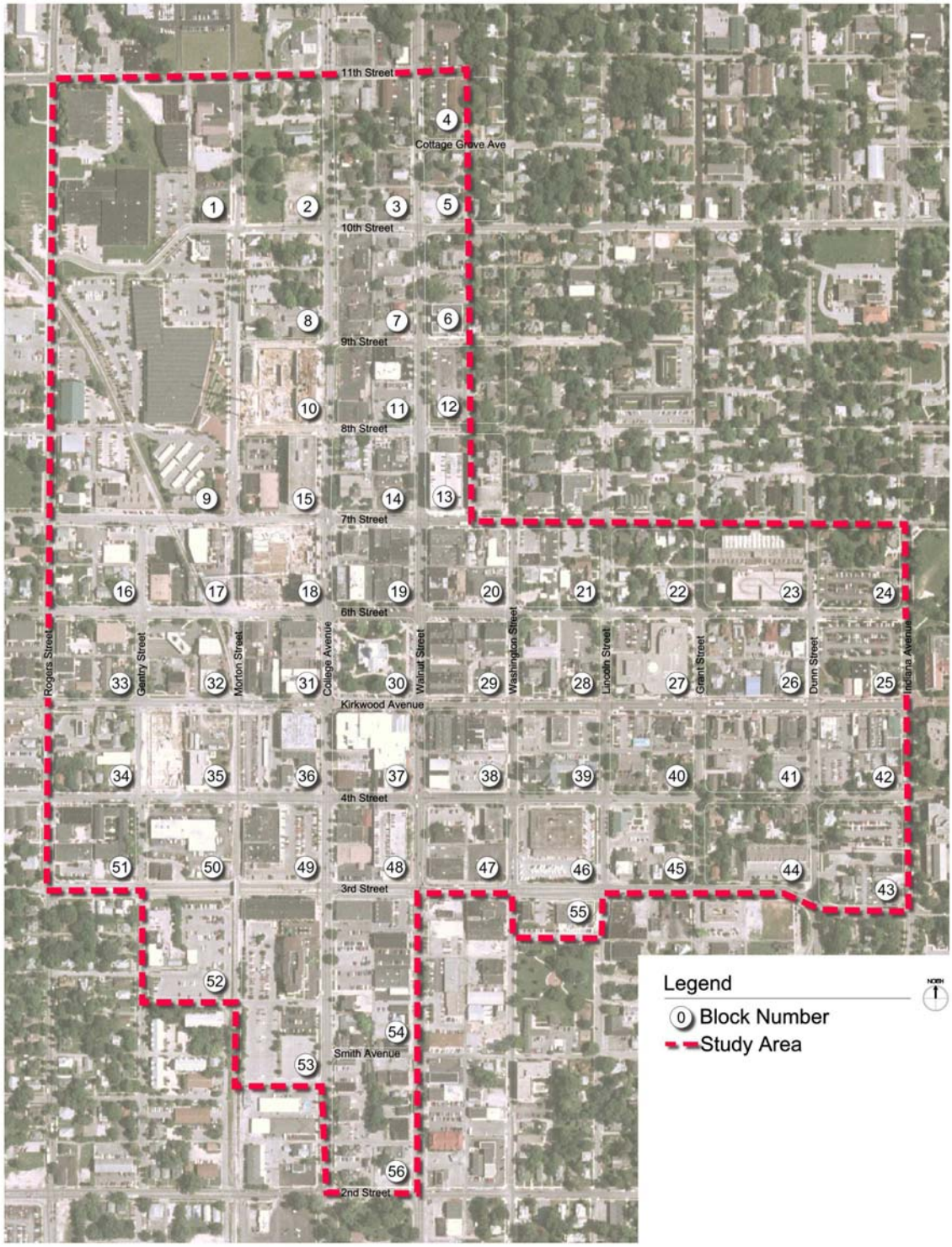
- *Shared Parking* - Shared parking is the use of a parking space by vehicles generated by more than one land use. The ability to share parking spaces is the result of two conditions:
    - Variations in the accumulation of vehicles by hour, by day or by season at the individual land uses.
    - Relationships among the land uses that result in visiting multiple land uses on the same auto trip.

STUDY AREA

The study area consists of approximately 56 city blocks generally located in the central business district of Bloomington, Indiana. It is generally bordered by 11th Street to the North, Indiana Avenue to the East, 2nd Street to the South and Rogers Street to the West.

A map of the complete study area is detailed in the following figure.

Figure 1: Study Area



Source: City of Bloomington

SUPPLY/DEMAND ANALYSIS

CURRENT CONDITIONS

This section of the report documents our understanding of the current parking characteristics of the study area. The information contained herein serves as the basis for analysis of the parking supply and needs of the study area. Included in this section is a discussion of parking supply, effective supply, observed parking occupancy, current parking demand and dynamics of the parking system.

PARKING SUPPLY

The foundation of a parking supply and demand study is an inventory of the existing parking supply. Parking in the study area is available in several forms. On-street parking, for the most part, is not metered and is offered at no-charge for mostly two-hour time limits. (on-street meters can be found around the City building). For the most part, on-street parking was signed and restrictions were clearly marked. Off-street parking is available to the public in lots and garages, which are both publicly and privately owned facilities. Private parking is available for specific user groups in both lots and garages and is often restricted for use by the individual businesses. Observations indicated that a majority of businesses offer free parking to their visitors.

The inventory is compared to the parking demand to quantify the existence of a parking surplus or deficit. A surplus exists when the supply exceeds the demand; a deficit exists when the supply is inadequate to meet the demand. We conducted this analysis on a block-by-block basis within the study area, segmenting the demand by block.

Based on the data Walker collected, there are a total of approximately 8,229± spaces in the study area. Following is a breakdown of these spaces: 1,475± are on-street and 6,754± are off-street. Of the off-street spaces, 890± are open to the public and 5,864± are private or restricted-use spaces. A complete block-by-block listing of the parking supply is listed in the table on the following page.

Table 1: Parking Supply Summary

Off-Street						
Public Lot	Public Garage	Private Lot	Private Garage	Subtotal	On-Street	Total Supply
104	807	4,537	1,306	6,754	1,475	8,229

Walker Parking Consultants, 2007

Table 2: Parking Supply

Block #	Public Lot	Public Garage	Private Lot	Private Garage	Off-Street Supply	On-Street Supply	Total Supply
1	0	0	208	0	208	35	243
2	0	0	35	73	108	31	139
3	0	0	99	0	99	24	123
4	0	0	57	0	57	0	57
5	0	0	11	0	11	5	16
6	0	0	45	25	70	2	72
7	0	0	155	0	155	15	170
8	0	0	123	0	123	20	143
9	0	0	569	0	569	86	655
10	0	40	0	209	249	46	295
11	0	0	76	0	76	18	94
12	0	0	25	0	25	4	29
13	0	90	12	293	395	9	404
14	0	0	45	0	45	22	67
15	0	0	57	0	57	50	107
16	0	0	62	0	62	30	92
17	0	0	62	0	62	37	99
18	0	154	0	383	537	39	576
19	0	0	9	0	9	37	46
20	0	0	28	0	28	38	66
21	0	0	90	0	90	34	124
22	0	0	10	0	10	50	60
23	0	424	12	0	436	37	473
24	0	0	89	0	89	31	120
25	14	0	101	0	115	27	142
26	0	0	88	0	88	26	114
27	0	0	37	0	37	33	70
28	21	0	29	0	50	36	86
29	0	0	27	0	27	41	68
30	0	0	0	0	0	70	70
31	0	0	36	0	36	42	78
32	0	0	61	0	61	21	82
33	0	0	75	0	75	17	92
34	0	0	18	0	18	21	39
35	0	0	108	0	108	30	138
36	0	0	5	30	35	21	56
37	0	0	10	0	10	46	56
38	0	48	29	0	77	24	101
39	0	0	60	0	60	31	91
40	0	0	116	0	116	29	145
41	54	0	66	0	120	27	147
42	0	0	116	0	116	35	151
43	0	0	197	0	197	31	228
44	0	0	56	0	56	15	71
45	0	0	75	0	75	19	94
46	0	0	96	0	96	8	104
47	0	0	113	0	113	12	125
48	0	51	12	293	356	20	376
49	0	0	121	0	121	4	125
50	0	0	60	0	60	8	68
51	0	0	58	0	58	12	70
52	0	0	241	0	241	9	250
53	0	0	284	0	284	0	284
54	0	0	196	0	196	23	219
55	15	0	56	0	71	15	86
56	0	0	111	0	111	22	133
Totals	104	807	4,537	1,306	6,754	1,475	8,229

EFFECTIVE PARKING SUPPLY

The inventory of parking within the study area is adjusted to allow for a cushion necessary for vehicles moving in and out of spaces, and to reduce the time necessary to find the last few remaining spaces when the parking supply is nearly full. We derive the effective supply by deducting this cushion from the total parking capacity. The cushion allows for vacancies created by restricting parking spaces to certain users (reserved spaces), misparked vehicles, minor construction and debris removal. A parking supply operates at peak efficiency when parking occupancy is 85 percent to 95 percent of the supply. When occupancy exceeds this level, patrons may experience delays and frustration while searching for a space. Therefore, the parking supply may be perceived as inadequate even though there are some spaces available in the parking system.

As a result, the effective supply is used in analyzing the adequacy of the parking system rather than the total supply or inventory of spaces. Following are some factors that affect the efficiency of the parking system:

- Capacity – Large, scattered surface lots operate less efficiently than a more compact facility, such as a double-threaded helix, which offers one-way traffic that passes each available parking space one time. Moreover, it is more difficult to find the available spaces in a widespread parking area than a centralized parking area.

- Type of users – Monthly or regular parking patrons can find the available spaces more efficiently than infrequent visitors because they are familiar with the layout of the parking facility and typically know where the spaces will be available when they are parking.

- On-street vs. off-street – On-street parking spaces are less efficient than off-street spaces due to the time it takes patrons to find the last few vacant spaces. In addition, patrons are typically limited to one side of the street at a time and often must parallel park in traffic to use the space. Many times on-street spaces are not striped or are signed in a confusing manner, thereby leading to lost spaces and frustrated parking patrons.

The study area's effective supply is determined to be 85 percent for all on-street spaces, 90 percent for all public off-street spaces, and 95 percent for all private off-street spaces. The study area contains a total of 8,229± spaces before any adjustments are made to account for an effective supply. After the effective supply factor is applied to the overall supply numbers, the study area's effective supply is 7,632± spaces.

Table 3: Effective Supply Summary

Off-Street Public Supply	Effective Supply Factor	Effective Supply	Off-Street Private Supply	Effective Supply Factor	Effective Supply	Total On-Street Supply	Effective Supply Factor	Effective Supply	Total Effective Supply
911	0.90	822	5,843	0.95	5,555	1,475	0.85	1,255	7,632

Walker Parking Consultants, 2007

Table 4: Effective Parking Supply

Block #	Off-Street Public Supply	Effective Supply Factor	Effective Supply	Off-Street Private Supply	Effective Supply Factor	Effective Supply	On-Street Supply	Effective Supply Factor	Effective Supply	Total Effective Supply
1	0	0.90	0	208	0.95	198	35	0.85	30	228
2	0	0.90	0	108	0.95	103	31	0.85	26	129
3	0	0.90	0	99	0.95	94	24	0.85	20	114
4	0	0.90	0	57	0.95	54	0	0.85	0	54
5	0	0.90	0	11	0.95	10	5	0.85	4	14
6	0	0.90	0	70	0.95	67	2	0.85	2	69
7	0	0.90	0	155	0.95	147	15	0.85	13	160
8	0	0.90	0	123	0.95	117	20	0.85	17	134
9	0	0.90	0	569	0.95	541	86	0.85	73	614
10	40	0.90	36	209	0.95	199	46	0.85	39	274
11	0	0.90	0	76	0.95	72	18	0.85	15	87
12	0	0.90	0	25	0.95	24	4	0.85	3	27
13	90	0.90	81	305	0.95	290	9	0.85	8	379
14	0	0.90	0	45	0.95	43	22	0.85	19	62
15	0	0.90	0	57	0.95	54	50	0.85	43	97
16	0	0.90	0	62	0.95	59	30	0.85	26	85
17	0	0.90	0	62	0.95	59	37	0.85	31	90
18	154	0.90	139	383	0.95	364	39	0.85	33	536
19	0	0.90	0	9	0.95	9	37	0.85	31	40
20	0	0.90	0	28	0.95	27	38	0.85	32	59
21	0	0.90	0	90	0.95	86	34	0.85	29	115
22	0	0.90	0	10	0.95	10	50	0.85	43	53
23	424	0.90	382	12	0.95	11	37	0.85	31	424
24	0	0.90	0	89	0.95	85	31	0.85	26	111
25	14	0.90	13	101	0.95	96	27	0.85	23	132
26	0	0.90	0	88	0.95	84	26	0.85	22	106
27	0	0.90	0	37	0.95	35	33	0.85	28	63
28	21	0.90	19	29	0.95	28	36	0.85	31	78
29	0	0.90	0	27	0.95	26	41	0.85	35	61
30	0	0.90	0	0	0.95	0	70	0.85	60	60
31	0	0.90	0	36	0.95	34	42	0.85	36	70
32	0	0.90	0	61	0.95	58	21	0.85	18	76
33	0	0.90	0	75	0.95	71	17	0.85	14	85
34	0	0.90	0	18	0.95	17	21	0.85	18	35
35	0	0.90	0	108	0.95	103	30	0.85	26	129
36	0	0.90	0	35	0.95	33	21	0.85	18	51
37	0	0.90	0	10	0.95	10	46	0.85	39	49
38	48	0.90	43	29	0.95	28	24	0.85	20	91
39	0	0.90	0	60	0.95	57	31	0.85	26	83
40	0	0.90	0	116	0.95	110	29	0.85	25	135
41	54	0.90	49	66	0.95	63	27	0.85	23	135
42	0	0.90	0	116	0.95	110	35	0.85	30	140
43	0	0.90	0	197	0.95	187	31	0.85	26	213
44	0	0.90	0	56	0.95	53	15	0.85	13	66
45	0	0.90	0	75	0.95	71	19	0.85	16	87
46	0	0.90	0	96	0.95	91	8	0.85	7	98
47	0	0.90	0	113	0.95	107	12	0.85	10	117
48	51	0.90	46	305	0.95	290	20	0.85	17	353
49	0	0.90	0	121	0.95	115	4	0.85	3	118
50	0	0.90	0	60	0.95	57	8	0.85	7	64
51	0	0.90	0	58	0.95	55	12	0.85	10	65
52	0	0.90	0	241	0.95	229	9	0.85	8	237
53	0	0.90	0	284	0.95	270	0	0.85	0	270
54	0	0.90	0	196	0.95	186	23	0.85	20	206
55	15	0.90	14	56	0.95	53	15	0.85	13	80
56	0	0.90	0	111	0.95	105	22	0.85	19	124
Totals	911	0.90	822	5,843	0.95	5,555	1,475	0.85	1,255	7,632

PARKING DEMAND

To determine the parking patterns of patrons in the study area, the usage of all parking facilities located in the study area was evaluated. An understanding of these parking patterns helps define both patron types and parking locations. Occupancy counts were taken for all on- and off-street parking spaces on December 6, 2006, and January 27, 2007. These dates were representative of a typical weekday and weekend in Bloomington.

Data collection was conducted on a weekday with counts at 7:00 a.m., 10:00 a.m., 1:00 p.m., 6:00 p.m., and 10:00 p.m. Weekend counts were conducted at 7:00 a.m., 10:00 a.m., 1:00 p.m., 6:00 p.m., and 12:00 a.m. The following tables summarize the observed occupancy rates for on-street and off-street parking by time of day and day of week. Specific occupancy numbers, on a block-by-block basis are listed in the Appendix.

Table 5: Parking Occupancy Summary – Weekday

Type	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	10:00	Percentage
On-Street	1,475	448	30%	951	64%	1,127	76%	1,095	74%	720	49%
Off-Street Public	911	301	33%	606	67%	620	68%	397	44%	268	29%
Off-Street Private	5,843	1,404	24%	3,324	57%	3,370	58%	1,585	27%	1,178	20%
Total	8,229	2,153	26%	4,881	59%	5,117	62%	3,077	37%	2,166	26%

Walker Parking Consultants, 2007

Table 6: Parking Occupancy Summary – Weekend

Type	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	12:00	Percentage
On-Street	1,475	393	27%	922	63%	1,045	71%	1,030	70%	1,104	75%
Off-Street Public	911	206	23%	340	37%	350	38%	313	34%	360	40%
Off-Street Private	5,843	1,211	21%	2,020	35%	2,055	35%	1,345	23%	1,433	25%
Total	8,229	1,810	22%	3,282	40%	3,450	42%	2,688	33%	2,897	35%

Walker Parking Consultants, 2007

The observed peak parking occupancy for the entire area was approximately 5,117± vehicles. This occurred during the weekday daytime counts and represented 62 percent of the parking supply.

With the weekday daytime identified as the time experiencing the greatest parking demand, we further examined the dynamics of the study area in order to demonstrate the peak occupancy trends. During the peak period (1:00 p.m.), the on-street spaces are remaining occupied at approximately 76 percent of the daytime periods. Occupancy rates of on-street spaces maintained a 75 percent rate during the peak weekend period (midnight). The off-street public space occupancy rates do change a great deal, fluctuating from 56 percent during the weekday daytime to 74 percent for the weekend.

Occupancy rates as a whole do not indicate a shortage of parking. However, it is unreasonable to expect someone visiting a business establishment in the eastern area to park in the western area, and vice versa.

Overall, peak occupancy occurs during the weekday daytime count with 63 percent occupancy. On-street and public off-street spaces are occupied at higher percentages (mid 70s) than the overall rate. Most of the demand during the weekday daytime is generated from the high concentration of office and retail uses, as well as university students in the study area. There are several restaurants, nightclubs and evening entertainment venues in this area that account for a slight increase in the occupancy rates during the weekend evening count.

CITY-OWNED PARKING STRUCTURES

The City of Bloomington owns and operates three parking structures in the downtown study area: the Walnut Street garage on block 13, the Regester garage on block 18 and the 4th Street garage on block 48. The following table illustrates the approximate number of parking spaces in each facility, along with the user designation.

Table 7: City-Owned Parking Facilities

Supply	Regester	4th Street	Walnut	Totals
Public (metered)	154	51	90	295
Reserved	240	118	105	463
Gated/Permit	143	175	188	506
Total Supply	537	344	383	1,264

Walker Parking Consultants, 2007

Occupancy counts taken in the study area incorporated these parking facilities. A breakdown of the occupancy in each facility for the weekday and weekend counts is provided in the following tables.

Table 8: Regester Garage Occupancy

		Weekday Occupancy									
Regester Garage	Supply	7:00	Percent Occupied	10:00	Percent Occupied	1:00	Percent Occupied	6:00	Percent Occupied	10:00	Percent Occupied
Public (metered)	154	85	55%	119	77%	107	69%	94	61%	124	81%
Reserved	240	71	30%	102	43%	102	43%	48	20%	41	17%
Gated/Permit	143	140	98%	82	57%	75	52%	56	39%	72	50%
Total Supply	537	296	55%	303	56%	284	53%	198	37%	237	44%

		Weekend Occupancy									
Regester Garage	Supply	7:00	Percent Occupied	10:00	Percent Occupied	1:00	Percent Occupied	6:00	Percent Occupied	12:00	Percent Occupied
Public (metered)	154	138	90%	145	94%	76	49%	71	46%	98	64%
Reserved	240	79	33%	97	40%	77	32%	62	26%	86	36%
Gated/Permit	143	52	36%	48	34%	39	27%	36	25%	37	26%
Total Supply	537	269	50%	290	54%	192	36%	169	31%	221	41%

Walker Parking Consultants, 2007

Table 9: 4th Street Garage Occupancy

		Weekday Occupancy									
4th Street Garage	Supply	7:00	Percent Occupied	10:00	Percent Occupied	1:00	Percent Occupied	6:00	Percent Occupied	10:00	Percent Occupied
Public (metered)	51	2	4%	9	18%	15	29%	23	45%	7	14%
Reserved	118	1	1%	99	84%	89	75%	22	19%	3	3%
Gated/Permit	175	1	1%	90	51%	87	50%	33	19%	1	1%
Total Supply	344	4	1%	198	58%	191	56%	78	23%	11	3%

		Weekend Occupancy									
4th Street Garage	Supply	7:00	Percent Occupied	10:00	Percent Occupied	1:00	Percent Occupied	6:00	Percent Occupied	12:00	Percent Occupied
Public (metered)	51	0	0%	16	31%	21	41%	24	47%	7	14%
Reserved	118	7	6%	21	18%	25	21%	21	18%	14	12%
Gated/Permit	175	2	1%	21	12%	33	19%	8	5%	2	1%
Total Supply	344	9	3%	58	17%	79	23%	53	15%	23	7%

Walker Parking Consultants, 2007

Table 10: Walnut Street Garage Occupancy

		Weekday Occupancy									
Walnut Street Garage	Supply	7:00	Percent Occupied	10:00	Percent Occupied	1:00	Percent Occupied	6:00	Percent Occupied	10:00	Percent Occupied
Public (metered)	90	8	9%	20	22%	30	33%	43	48%	43	48%
Reserved	105	8	8%	39	37%	39	37%	4	4%	2	2%
Gated/Permit	188	50	27%	54	29%	51	27%	28	15%	36	19%
Total Supply	383	66	17%	113	30%	120	31%	75	20%	81	21%

		Weekend Occupancy									
Walnut Street Garage	Supply	7:00	Percent Occupied	10:00	Percent Occupied	1:00	Percent Occupied	6:00	Percent Occupied	12:00	Percent Occupied
Public (metered)	90	5	6%	7	8%	51	57%	47	52%	90	100%
Reserved	105	14	13%	9	9%	5	5%	5	5%	105	100%
Gated/Permit	188	42	22%	44	23%	40	21%	32	17%	28	15%
Total Supply	383	61	16%	60	16%	96	25%	84	22%	223	58%

Walker Parking Consultants, 2007

The Walnut Street garage experienced peak parking at the midnight count on the weekend, except the gated area. This is due to the nightclubs adjacent to the facility.

PARKING ADEQUACY

Parking adequacy is the ability of the parking supply to accommodate the parking demand. In the case of the study area, the demand was estimated based on the observed peak parking occupancy counts, and adjusted for seasonality. The peak observation occurred during the weekday daytime count. The observed occupancy was subtracted from the effective supply to determine the adequacy for the study area. The parking adequacy for the study area by type is summarized in the following table.

Table 11: Summary of Current Weekday Peak Parking Adequacy

Off-Street Public Effective Supply	Peak Occupancy	Adequacy	Off-Street Private Effective Supply	Peak Occupancy	Adequacy	On-Street Effective Supply	Peak Occupancy	Adequacy	Total Adequacy
822	620	202	5,555	3,370	2,185	1,255	1,127	128	2,515

Walker Parking Consultants, 2007

As a whole, the current parking system has a surplus of 2,515± spaces during peak occupancy, which occurs during a weekday daytime. However, several blocks experienced parking occupancy levels at or over capacity. The tables on the following pages provide a summary of the combined current parking adequacy by block. Blocks with inadequate parking are highlighted red.

Table 12: Current Peak Parking Adequacy - Weekday

Block #	Off-Street Public Effective Supply	Peak Occupancy	Adequacy	Off-Street Private Effective Supply	Peak Occupancy	Adequacy	On-Street Effective Supply	Peak Occupancy	Adequacy	Total Adequacy
1	0	0	0	198	93	105	30	10	20	125
2	0	0	0	103	69	34	26	8	18	52
3	0	0	0	94	31	63	20	9	11	74
4	0	0	0	54	0	54	0	0	0	54
5	0	0	0	10	4	6	4	1	3	9
6	0	0	0	67	26	41	2	0	2	43
7	0	0	0	147	54	93	13	6	7	100
8	0	0	0	117	62	55	17	12	5	60
9	0	0	0	541	383	158	73	20	53	211
10	36	10	26	199	93	106	39	27	12	144
11	0	0	0	72	50	22	15	12	3	25
12	0	0	0	24	14	10	3	4	(1)	9
13	81	30	51	290	96	194	8	7	1	246
14	0	0	0	43	21	22	19	18	1	23
15	0	0	0	54	47	7	43	39	4	11
16	0	0	0	59	48	11	26	14	12	23
17	0	0	0	59	56	3	31	36	(5)	(2)
18	139	107	32	364	177	187	33	35	(2)	217
19	0	0	0	9	8	1	31	36	(5)	(4)
20	0	0	0	27	15	12	32	41	(9)	3
21	0	0	0	86	41	45	29	44	(15)	30
22	0	0	0	10	8	2	43	35	8	10
23	382	348	34	11	8	3	31	29	2	39
24	0	0	0	85	89	(4)	26	28	(2)	(6)
25	13	9	4	96	101	(5)	23	27	(4)	(5)
26	0	0	0	84	64	20	22	26	(4)	16
27	0	0	0	35	34	1	28	30	(2)	(1)
28	19	11	8	28	23	5	31	34	(3)	10
29	0	0	0	26	14	12	35	39	(4)	8
30	0	0	0	0	0	0	60	65	(5)	(5)
31	0	0	0	34	17	17	36	41	(5)	12
32	0	0	0	58	35	23	18	10	8	31
33	0	0	0	71	53	18	14	12	2	20
34	0	0	0	17	5	12	18	8	10	22
35	0	0	0	103	94	9	26	34	(8)	1
36	0	0	0	33	22	11	18	20	(2)	9
37	0	0	0	10	8	2	39	41	(2)	0
38	43	42	1	28	16	12	20	20	0	13
39	0	0	0	57	34	23	26	23	3	26
40	0	0	0	110	70	40	25	27	(2)	38
41	49	40	9	63	56	7	23	25	(2)	14
42	0	0	0	110	111	(1)	30	32	(2)	(3)
43	0	0	0	187	177	10	26	31	(5)	5
44	0	0	0	53	54	(1)	13	12	1	0
45	0	0	0	71	54	17	16	19	(3)	14
46	0	0	0	91	52	39	7	7	0	39
47	0	0	0	107	50	57	10	5	5	62
48	46	15	31	290	179	111	17	11	6	148
49	0	0	0	115	76	39	3	1	2	41
50	0	0	0	57	21	36	7	4	3	39
51	0	0	0	55	35	20	10	14	(4)	16
52	0	0	0	229	102	127	8	7	1	128
53	0	0	0	270	148	122	0	0	0	122
54	0	0	0	186	54	132	20	7	13	145
55	14	8	6	53	42	11	13	21	(8)	9
56	0	0	0	105	76	29	19	3	16	45
Totals	822	620	202	5,555	3,370	2,185	1,255	1,127	128	2,515

Based on the block-by-block parking adequacy analysis, approximately eight blocks have a negative parking adequacy. Approximately 24 blocks have negative adequacy rates for the on-street spaces. Most of the blocks experiencing either shortages of parking or tight parking conditions are located within the central core of the downtown study area, and the eastern portions of the study area, near the Indiana University campus.

The following figure illustrates the current parking occupancy of the study area by color code.

Figure 2: Current Parking Adequacy -Weekday

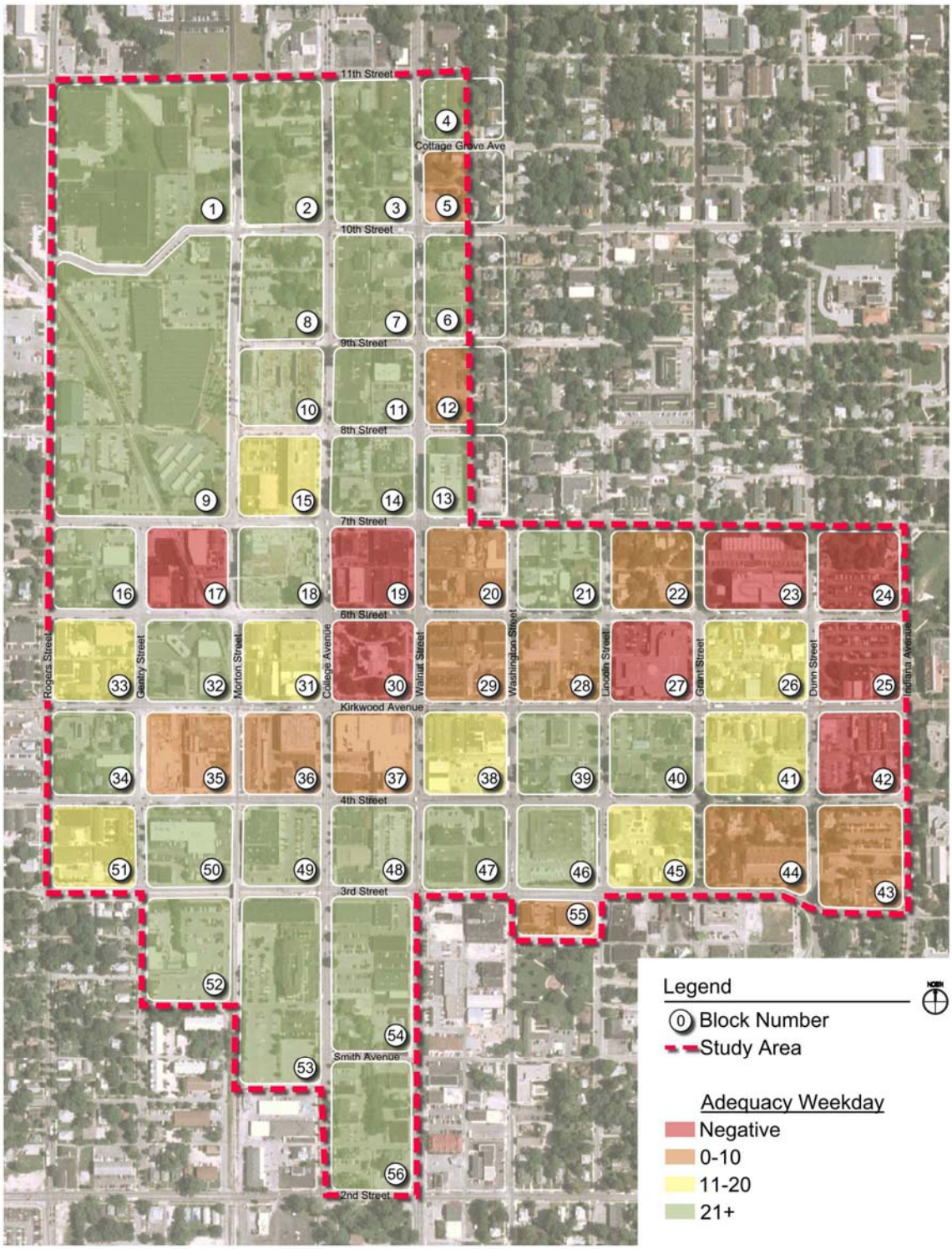
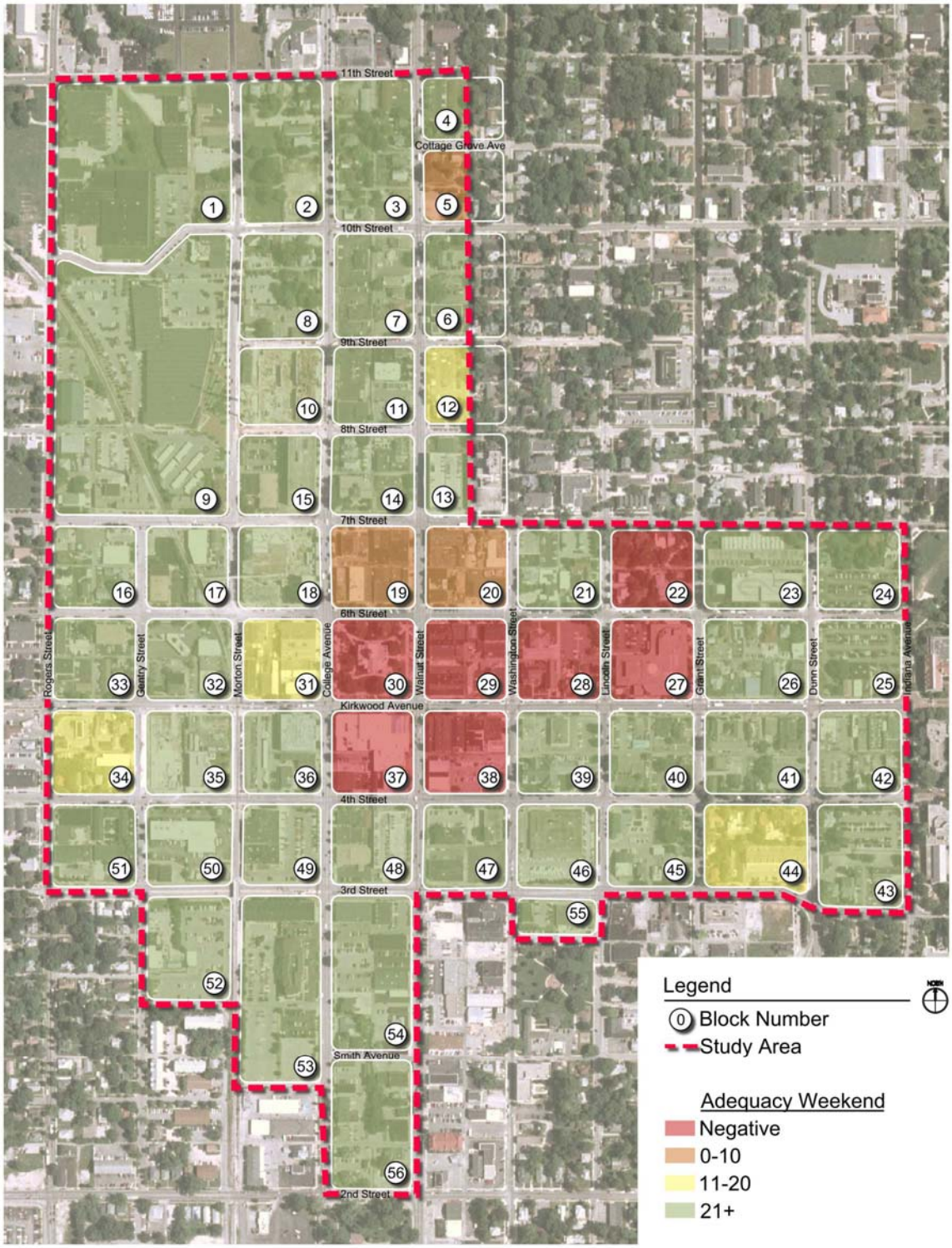


Figure 3: Current Parking Adequacy -Weekend



Walker Parking Consultants, 2007

FUTURE PARKING CONDITIONS

There are basically two different methods for projecting the future parking volumes. One method involves the use of historical growth rates. The other method involves the collection of information regarding the proposed development that is likely to occur in terms of land use and square footage changes. This information regarding future developments allows the projecting of vehicular volumes and parking demands for these new uses. However, as the planning horizon goes further and further into the future, the ability to predict these changes becomes more and more difficult. As such, the applicability of historical growth rates is probably the more realistic of the two methodologies.

The study area in general is expected to experience a steady growth rate due in part to the continued use and popularity of the retail and entertainment areas. In the absence of any particular identified development in the study area, Walker has projected future demand based on an overall growth rate factor. Three growth rate scenarios were analyzed: a 3% annual growth rate, a 5% annual growth rate, and a 7% annual growth rate.

The following tables provide the parking adequacy for the three growth rate scenarios over a five- and 10-year growth horizon. Adequacy is shown for the entire study area. Taken as a whole, even with a seven percent growth factor, parking is adequate. However, some blocks, particularly in the central core area, are projected to experience parking shortages.

Table 13: Study Area Future Parking Adequacy – Five Year Scenario

		Weekday Daytime Peak Demand			
	Effective Supply	Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
Study Area	7,632	5,117	6,047	6,531	7,176
Adequacy		2,515	1,585	1,101	456

Walker Parking Consultants, 2007

Table 14: Study Area Future Parking Adequacy – 10-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
Study Area	7,632	5,117	7,009	8,336	10,063
Adequacy		2,515	623	(704)	(2,431)

Walker Parking Consultants, 2007

The following tables show the parking adequacy divided by the type of parking (on-street, public off-street, and private off-street) by block. The change from current conditions is significant, with on-street and public off-street parking experiencing parking deficits in nearly every growth scenario.

Table 15: On-Street Future Parking Adequacy – Five-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
On-Street	1,255	1,127	1,307	1,437	1,580
Adequacy		128	(52)	(182)	(325)

Walker Parking Consultants, 2007

Table 16: On-Street Future Parking Adequacy – 10-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
On-Street	1,255	1,127	1,515	1,833	2,217
Adequacy		128	(260)	(578)	(962)

Walker Parking Consultants, 2007

Table 17: Public Off-Street Future Parking Adequacy – Five-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
Public Off-Street	822	620	719	792	869
Adequacy		202	103	30	(47)

Walker Parking Consultants, 2007

Table 18: Public Off-Street Future Parking Adequacy – 10-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
Public Off-Street	822	620	834	1,012	1,220
Adequacy		202	(12)	(190)	(398)

Walker Parking Consultants, 2007

Table 19: Private Off-Street Future Parking Adequacy – Five-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
Private Off-Street	5,555	3,370	3,906	4,302	4,726
Adequacy		2,185	1,649	1,253	829

Walker Parking Consultants, 2007

Table 20: Private Off-Street Future Parking Adequacy – 10-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative 3% *growth*	Moderate 5% *growth*	Aggressive 7% growth
Private Off-Street	5,555	3,370	4,528	5,490	6,629
Adequacy		2,185	1,027	65	(1,074)

Walker Parking Consultants, 2007

The study area as a whole has an adequate parking supply, when the sum of all the blocks is totaled. However, public on- and off-street spaces are projected to face a combined small parking supply surplus of 51± spaces within five years, using the 3% growth rate. Over a 10-year period, a deficit is projected at approximately 272± spaces. On-street spaces are projected to have very large deficits, which will necessitate placing that demand in the existing parking structures and lots.

Utilizing an effective supply factor provides a minimum parking cushion similar to the effective supply rates explained previously in this report. Displacement has not been calculated at this time, due to the fact that a specific location has not been determined for future development activity. Based on this information, the 272± space deficit would require the actual creation of 320± spaces (plus any displaced spaces). The addition of these spaces should be located within the same general area as the blocks experiencing the deficits.

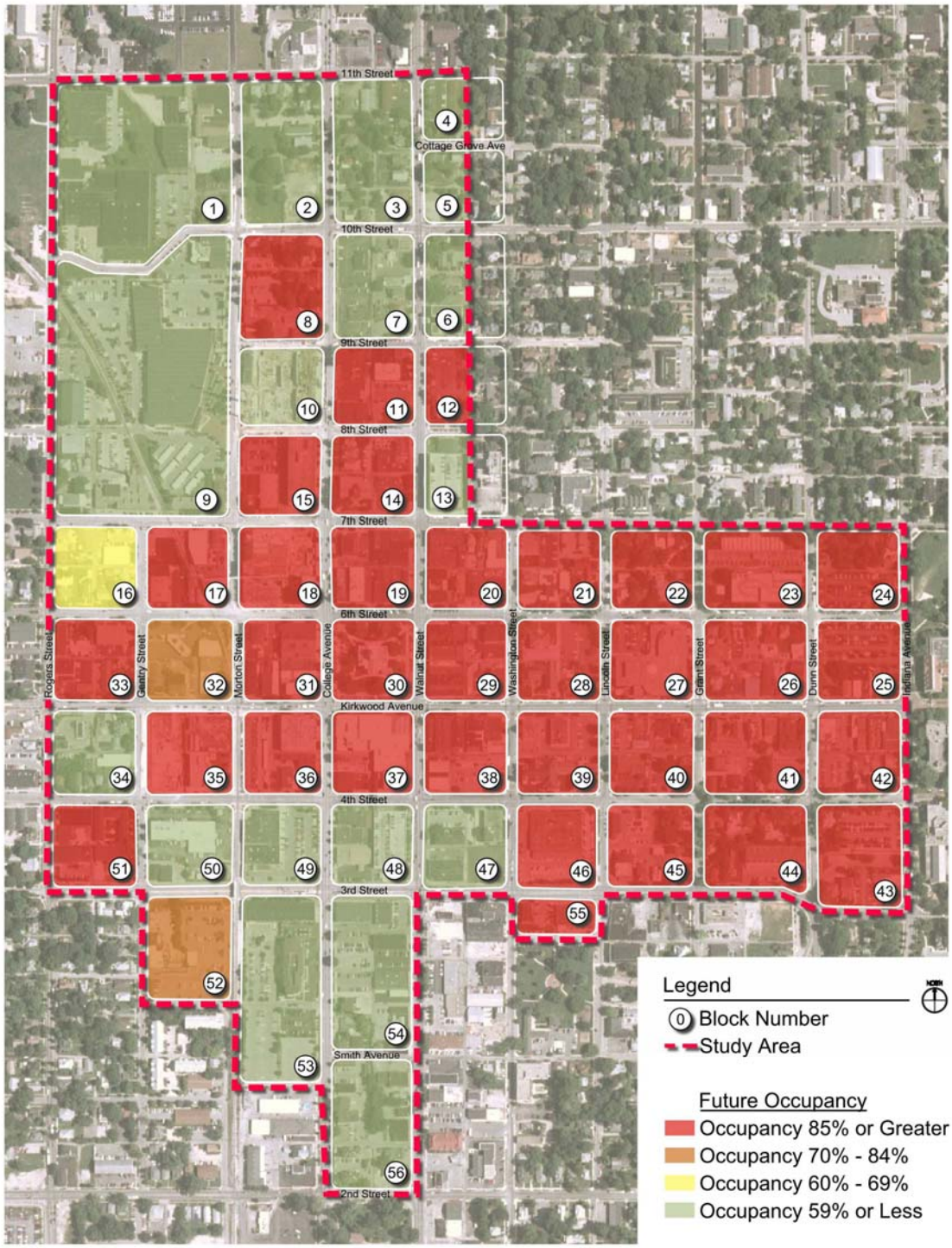
Design Capacity = Deficit ÷ Utilization Factor + Displacement

The following table and figure provides the block-by-block future adequacy on the study area map.

Table 21: Future Adequacy (Public On- & Off- Street Only) - by block

		Parking Occupancy			
		Current Peak		5-Year Projection (5% Growth Rate)	
Block #	Supply	1:00	Percentage	Demand	Percentage
1	35	10	29%	15	43%
2	31	8	26%	8	26%
3	24	9	38%	9	38%
4	0	0	0%	0	0%
5	5	1	20%	1	20%
6	2	0	0%	0	0%
7	15	6	40%	6	40%
8	20	12	60%	17	85%
9	86	20	23%	25	29%
10	86	37	43%	49	57%
11	18	12	67%	17	94%
12	4	4	100%	4	100%
13	99	37	37%	47	47%
14	22	18	82%	23	105%
15	50	39	78%	49	98%
16	30	14	47%	19	63%
17	37	36	97%	46	124%
18	193	142	74%	182	94%
19	37	36	97%	46	124%
20	38	41	108%	51	134%
21	34	44	129%	56	165%
22	50	35	70%	45	90%
23	461	377	82%	481	104%
24	31	28	90%	36	116%
25	41	36	88%	43	105%
26	26	26	100%	32	123%
27	33	30	91%	40	121%
28	57	45	79%	60	105%
29	41	39	95%	49	120%
30	70	65	93%	83	119%
31	42	41	98%	51	121%
32	21	10	48%	15	71%
33	17	12	71%	17	100%
34	21	8	38%	8	38%
35	30	34	113%	44	147%
36	21	20	95%	25	119%
37	46	41	89%	51	111%
38	72	62	86%	78	108%
39	31	23	74%	28	90%
40	29	27	93%	34	117%
41	81	65	80%	80	99%
42	35	32	91%	42	120%
43	31	31	100%	41	132%
44	15	12	80%	17	113%
45	19	19	100%	24	126%
46	8	7	88%	7	88%
47	12	5	42%	5	42%
48	71	26	37%	36	51%
49	4	1	25%	1	25%
50	8	4	50%	4	50%
51	12	14	117%	19	158%
52	9	7	78%	7	78%
53	0	0	0%	0	0%
54	23	7	30%	7	30%
55	30	29	97%	34	113%
56	22	3	14%	3	14%
Totals	2,386	1,747	73%	2,217	93%

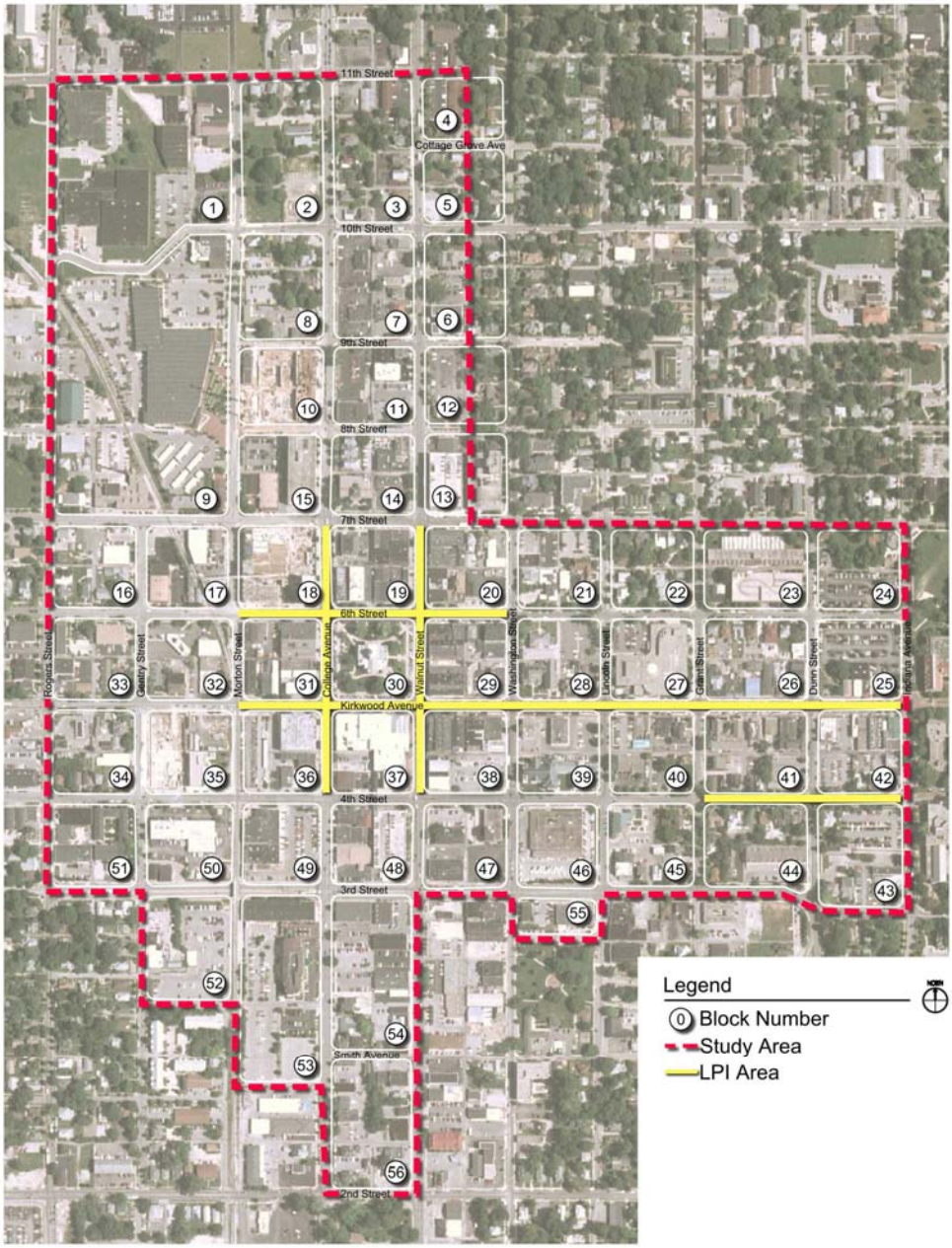
Figure 4: Future Adequacy, by block



LICENSE PLATE SURVEY

Walker conducted a site analysis of the on-street parking conditions on 38 blocks in the heart of the study area and on the east side of the study area on January 16, 2007. Approximately 420 parking spaces were surveyed every hour.

Figure 5: LPI Area



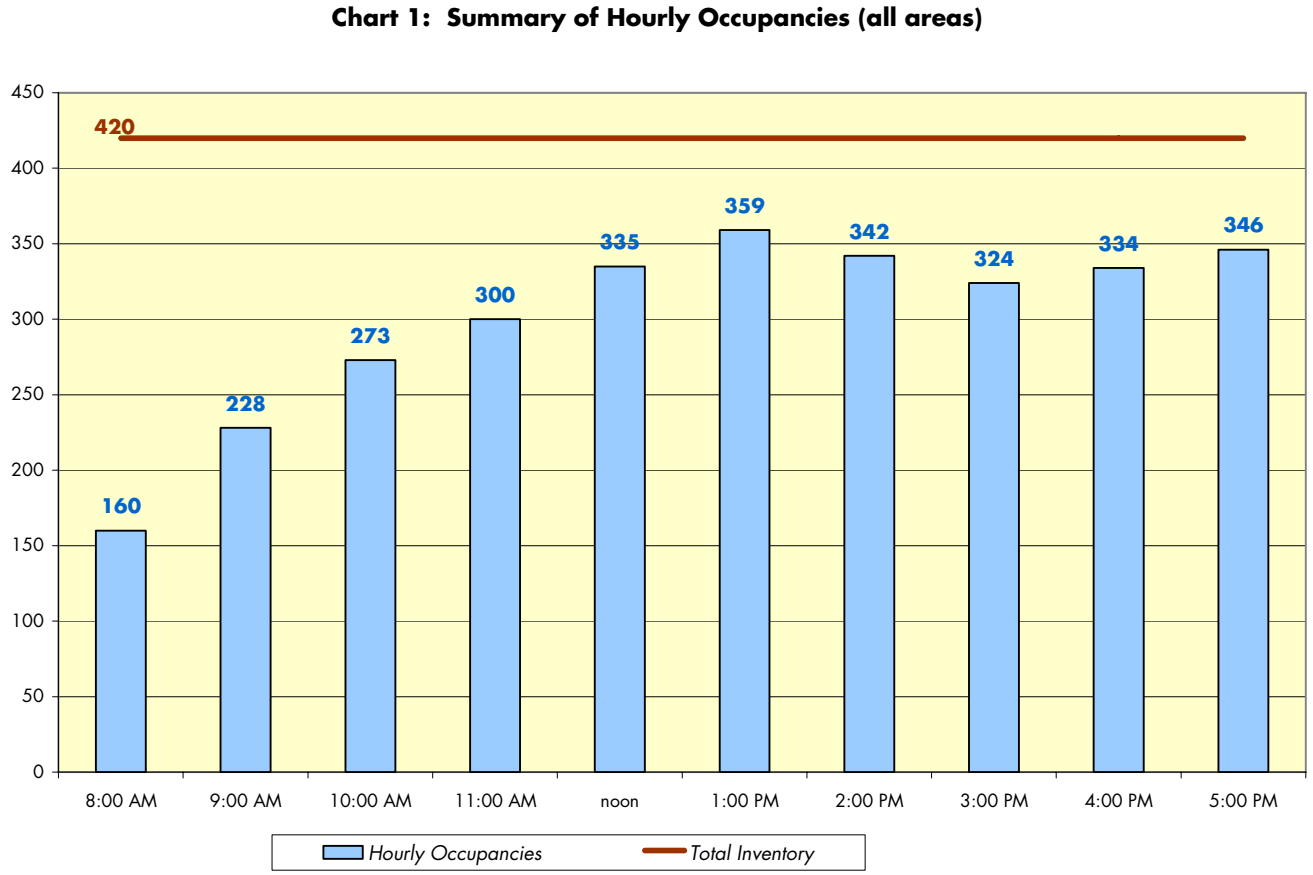
The license plate number was recorded, and that data was entered into a database that calculated the average stay and peak-hour use. The following table illustrates the hourly occupancy rate and peak hour of occupancy, which occurred at 1:00 PM.

Table 22: LPI Hourly Occupancy

		Hourly Occupancies										Peak Hour
	Total Inventory	8:00 AM	9:00 AM	10:00 AM	11:00 AM	noon	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	1:00 PM
Total Occupancies	420	160	228	273	300	335	359	342	324	334	346	359
% Occupied		38%	54%	65%	71%	80%	85%	81%	77%	80%	82%	85%

Walker Parking Consultants, 2007

Figure 6: LPI Hourly Occupancy



Walker Parking Consultants, 2007

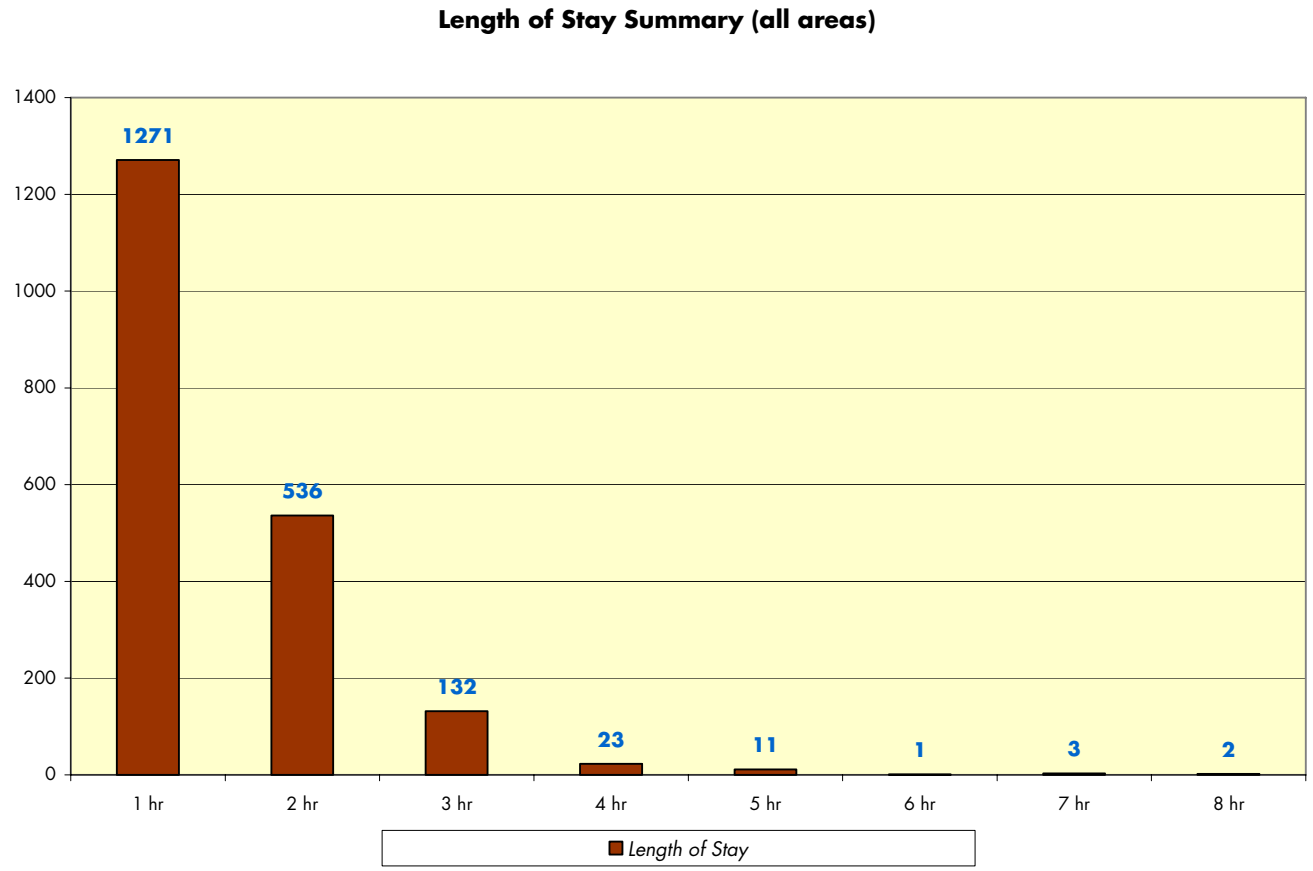
Through a detailed license plate survey, conducted from 8 a.m. to 5 p.m., we have concluded that the average length of stay of all vehicles is 1.5 hours.

Table 23: LPI Average Length of Stay

	Length of Stay								
Total Inventory	1 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	Average
420	1271	536	132	23	11	1	3	2	1.5

Walker Parking Consultants, 2007

Figure 7: LPI Average Length of Stay



Walker Parking Consultants, 2007

Some violations of the two-hour limit were observed, as outlined in the above graph. Overall, most vehicles observed the legal time limits.

As a whole, the current perception of inadequate parking is not supported by the observed occupancy counts. This may be because on-street parking is so user-friendly that people tend to use these spaces first and only use the off-street parking lots as a last resort. The result is constant traffic congestion on-street, which creates the illusion of a parking shortage; while in fact, there is an overall surplus of parking available off-street that may not be visible to the average person driving in the district.

Future parking demand projections in the study area indicate that parking will likely be inadequate on at least 18 blocks during peak periods. The following section of the report provides recommendations to improve the existing parking supply's adequacy and perceived adequacy.

GENERAL OBSERVATIONS

As the CBD district grows and adds developments to its core, it is imperative to grow the parking system as well. Currently patrons are offered very low cost parking options. Parking rates are directly affected by supply/demand. In order to continue the low rate trend, parking should be studied as each new development is proposed.

MAXIMIZING EXISTING RESOURCES

There are 8,229± total spaces in the study area. Of these, 5,843± have user restrictions posted, limiting usage of the lot to a particular business. The remaining 2,386± spaces of on- and off-street public spaces are available to the general public for parking. Regulating, organizing and improving the parking supply requires a collective effort of the property and business owners and the City.

Our observations and brief discussions with a few business owners uncovered the problem that the few available privately owned public spaces are both hard to find and not clearly defined as to who is allowed to park. Additionally, we found many small private lots separated by physical boundaries erected by individual property owners, making a less efficient layout for the space provided.

PARKING LOT ANALYSIS

Most of the blocks in the study area include off-street parking lots. Most of the lots are private, as the use of the lots is restricted to the patrons and/or employees of the business that own the lot. Some of the lots in the study area were created by "default" after buildings that once occupied those areas were demolished. This gives the landscape an appearance of "missing teeth". A long range goal should be to fill in the "missing teeth" with buildings, as development occurs. Parking areas are better served when located off the main corridor streets.

If shared parking becomes a viable option for the city, issues over liability, maintenance, operation and revenue collection will need to be addressed with the individual lot owners. This coordination of parking operations would most likely be best handled by the City. Third-party parking operators could be utilized to assist in the operation.

The general conditions of the lots in the study area range from very good to poor. Some of the private lots are in need of resurfacing and/or restriping.

WAYFINDING / SIGNAGE

We recommend implementing a comprehensive signage program to maximize visitor awareness to public parking locations. The signage improvements should be prepared in conjunction with any enhancements to the parking resources, in addition to any streetscape improvements along the corridor roadways. As is true with any good communications medium, signs should be brief, precise and appropriate, such as "Public Parking" or "Two Hour Parking." Further, the signage should guide the driver from the main thoroughfares into the parking lots.

At present, there appears to be no consistent parking signage for off-street parking areas or along the primary thoroughfares, particularly with respect to enforcement signs. While many business owners have private parking signs posted on the sides of buildings, sign posts and fences, they all vary in content and visual appearance.

Each parking area has its own set of wayfinding/signage requirements. These requirements present specific questions

concerning the needs and concerns of the users to be answered during the design of the signs, including:

- What are the points at which information is needed?
- What information is needed?
- How should this information be presented?
- Will there be a high percentage of first-time visitors to the district, or is the parking supply used by the same people every day?
- Are there special sign requirements for accessible parking or bilingual patrons?
- Are there choices in traffic patterns that must be presented to drivers such as directions to parking near the entrance to an anchor tenant or exits to different streets?

It is also important that general rules for sign design and placement be followed when planning the streetscape improvements.

- All signage should have a general organizing principle consistently evident in the system.
- Direction signage for both pedestrians and vehicles must be continuous (i.e., repeated at each point of choice) until the destination is reached. Very minimal signage exists at the point of parking that directs patrons back to the merchants.
- Signs should be placed in consistent and therefore predictable locations.

SHARING SMALL PRIVATE LOTS

One option that may be considered in the area is sharing the smaller restricted private lots. In essence, all of the private lots would be used as public parking areas, allowing patrons to park in the lesser used lots. The lots would still be owned by the individual property owners; however the operation of the lots would be regulated by Parking Services. This option would greatly improve parking conditions during the previously identified peak parking demand period and evening off-peak times.

Issues concerning liability insurance, maintenance and operation need to be addressed with the individual lot owners and the City. Possible solutions to resolving the issues are:

- Form a partnership between the business and the City to share the lot.
- Assemble the properties and have the City operate the lot.
- Provide liability coverage by the City, listing each individual property owner as an additional insured.
- Sign the lot indicating it is operated and managed by the City or partnership.
- Maintain the parking lot – utilities, monitoring, and trash control - with City funds.

POTENTIAL PARKING STRUCTURE SITES

The study area was evaluated to determine the optimum locations for a parking structure based on the current parking surplus. As the city grows and parking demand increases, it is important to plan the parking to grow with the expansion, in order to continue to meet the growing parking demands, if warranted. Increases in demand may cause some blocks to experience shortages, but those shortage may be overcome with a combination of shuttles, pricing strategies, etc. However, if unexpected major development occurs, the parking supply in the area of the development may need to be re-evaluated. Parking shortages in public supply are a real possibility in the study area. To this end, Walker was scoped to provided site analyses and feasibility to develop future parking structures at both Rogers & 10th Streets and 4th and Washington Streets so as to determine how they relate to parking deficiencies, pedestrian/vehicular traffic impact, etc.

MINIMUM PARKING STRUCTURE DIMENSIONS

The most effective way to concentrate a parking supply is through a parking structure. There are several variables and options to consider when selecting the type of structure. Options include the desired traffic flow (one way or two way), additional use within the structure (such as retail on the bottom level), the Level of Service (LOS) and height restrictions.

Generally, the larger the potential site the greater the options for the design of the structure. The following table provides the minimum dimensions for two types of structures, as well as a variation on the level of service (LOS). A single threaded helix is basically one ramp, with either all sloped parking or one bay flat and one bay sloped. A double threaded helix provides a continuous one-way travel path into and out of the structure. These are examples only and do not represent a specific site or design. The dimensions do not include required set-backs or green space, thus each site would likely need to be five to 10 feet wider.

Table 24: Minimum Parking Structure Dimensions

Garage Type	Traffic	Space	LOS D Dimensions	LOS A Dimensions
Single Threaded Helix	Two Way	90°	120' x 135'	120' x 187'
Double Helix	One Way	75°	112' x 188'	112' x 282'

Walker Parking Consultants

The minimum parking structure dimensions may be useful when considering sites for adding a parking structure. We recommend building a structure with at least 300 spaces in order to reduce the overall cost per added space. Smaller garages result in fewer spaces per square foot and higher construction costs per space.

WALKING DISTANCE

Pedestrian Safety: This criterion involves two factors: the ability of vehicles to move to and from the area without pedestrian/vehicle conflict and, the ease of use by pedestrians with consideration of the walking path and distances to/from the facility.

Walking distance varies based on the patron user group as well as the environment of the surrounding area in which the patron must walk. To aid in estimating the appropriate walking distance, a Level of Service (LOS) rating system is used for evaluating appropriate walking distances based on specific criteria. Several factors impact the walking distance that a typical person will consider reasonable. These include climate, perceived security, lighting, and whether it is through a surface lot or inside a parking structure. LOS "A" is considered the

best or ideal, LOS "B" is good, LOS "C" is average and LOS "D" is below average but minimally acceptable.

A break down of the LOS conditions is provided in the following table.

Table 25: Level of Service Conditions

Level of Service Conditions	A	B	C	D
Climate Controlled	1,000 ft.	2,400 ft.	3,800 ft.	5,200 ft.
Outdoor/Covered	500	1,000	1,500	2,000
Outdoor/Uncovered	400	800	1,200	1,600
Through Surface Lot	350	700	1,050	1,400
Inside Parking Facility	300	600	900	1,200

Source: "How Far Should Parkers Have to Walker?", by Mary S. Smith and Thomas A. Butcher, Parking September 1994

We recommend striving to provide adequate parking to specific user groups using the following LOS guidelines.

Visitors: Because visitors are most likely unfamiliar with the area and/or are short-term parkers, we recommend providing walking distance LOS A to all visitors.

Employees: We recommend striving to provide LOS C and/or D to employees, which park for longer periods and may not require the use their vehicle throughout the day.

4TH AND WASHINGTON STREETS SITE

Description: This alternative proposes the construction of a new parking structure on the northwest corner of the intersection of 4th and Washington Streets. This site is at the same elevation as the surrounding properties. Its development potential is enhanced by its proximity to the main sources of demand downtown.

Current Land Use: Surface Parking. This site overlays an existing paved surface lot.

Site Constraints: No zoning issues are anticipated. The removal of all existing structures within the building footprint is assumed (this does not include buildings facing Walnut or Kirkwood). The north right-of-way line of the alley may need to be relocated to allow for construction of a two bay parking structure.

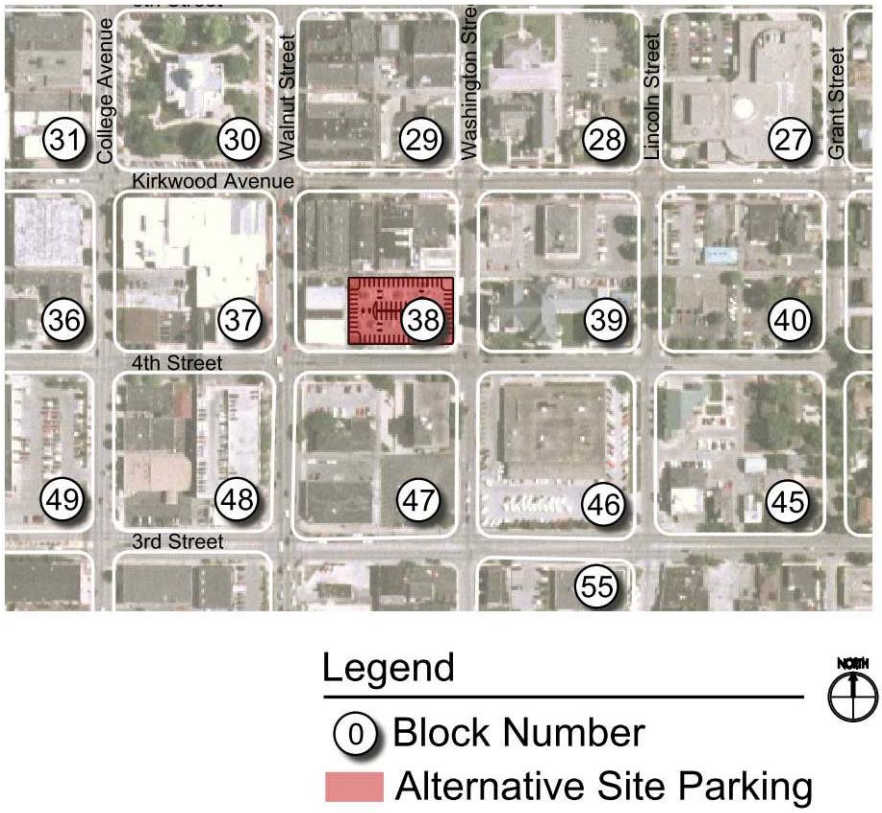
Design Capacity:

- Assumes site of approximately 130' x 200'
- Estimated potential capacity = 300± spaces
- Total capacity assumes 4-level parking structure

Relative Cost:

Opinion of Construction Cost Per Space: $15,000
Opinion of Total Construction Cost: $4,500,000

Figure 8: 4th & Washington Streets Site Typical Tier Plan



Traffic Impact/Vehicular Access:

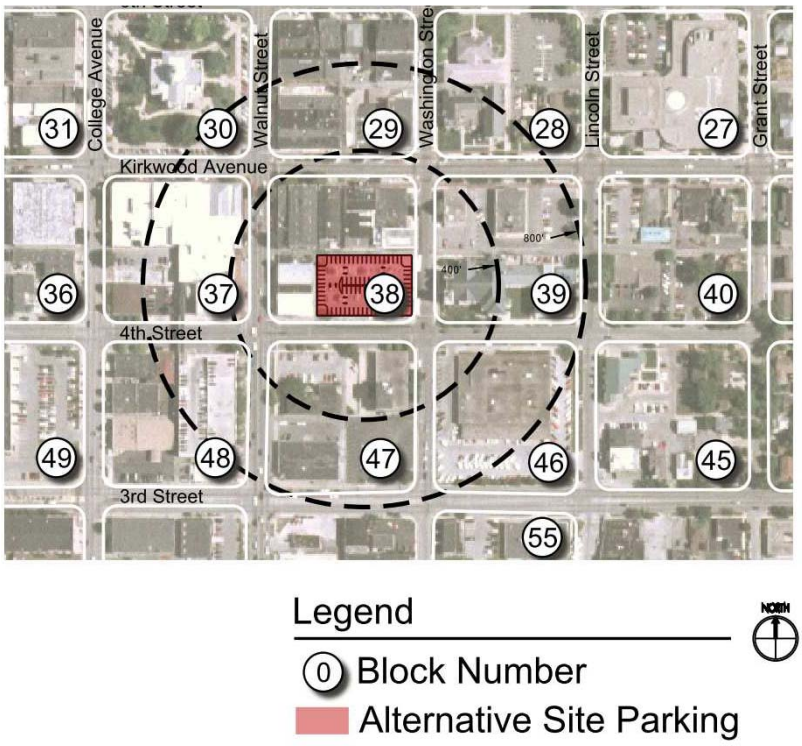
Vehicular access to the parking structure is proposed off Washington Street, which is a one-way south street. An additional access point could be provided off of 4th street, depending on the final design. Cross traffic, heading east and west from this proposed location would utilize 4th and Kirkwood streets.

With vehicular entry and exit located on Washington Street, the parking structure on this site has the internal capacity to move vehicles to and from the entry and exit points. Entering and exiting traffic will not cross, creating a safer vehicular traffic pattern. It appears that this site will be able to accommodate vehicular traffic for everyday parking and occasional event parking that may occur in the area, with the implementation of minor traffic control measures.

Walking Distance:

The following map illustrates LOS walking distance from 400' to 1,200' walking distance from the parking structure stair and elevator towers and walking distance to surrounding areas. The goal should be to keep walking distances within the appropriate LOS depending on the user group the parking is designed to satisfy.

Figure 9: Walking Distances



For visitors and staff, the only pedestrian/vehicular point of conflict for this site would be the crossing Washington and 4th streets. The

presence of marked crosswalks and sidewalk improvements improve safety at these crossings. Also, the limited elevation changes from the entry/exit point of the parking structure to the surrounding area are minimal. The walking distance from this site to the downtown area is provided at a Level of Service A.

11TH AND ROGERS STREETS SITE

Description: This alternative proposes the construction of a new parking structure on the southwest corner of the intersection of 11th and Rogers Streets. This site is at the same elevation as the surrounding properties. Its development potential is not near the main sources of demand downtown.

Current Land Use: Surface Parking/Open Space/Residential. This site is primarily open space, with a small surface lot to the south and two small residential structures on the north end.

Site Constraints: No zoning issues are anticipated. The removal of all existing structures within the building footprint is assumed.

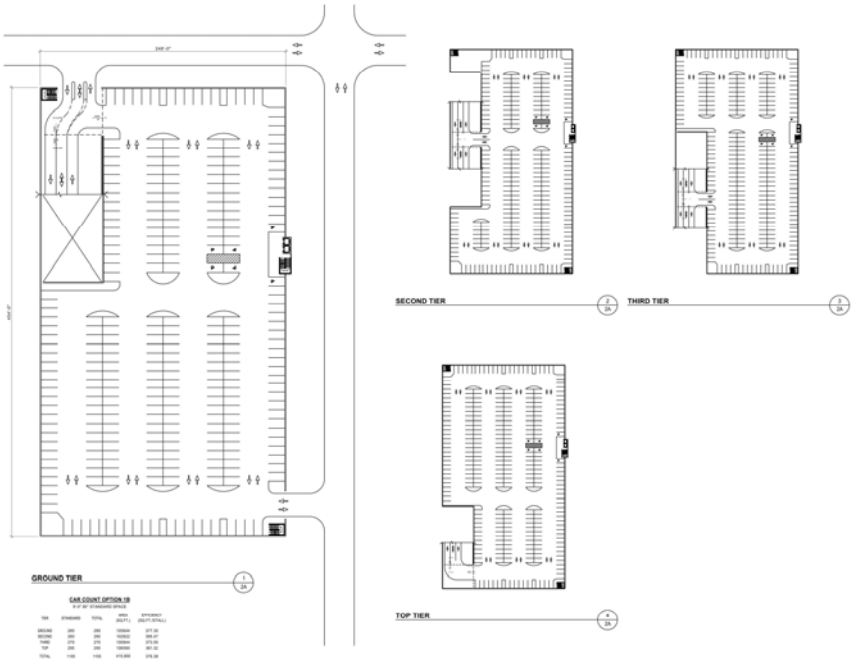
Design Capacity:

- Assumes site of approximately 285' x 475'
- Estimated potential capacity = 1,105± spaces
- Total capacity assumes 4-level parking structure

Relative Cost:

Opinion of Construction Cost Per Space: $16,000
Opinion of Total Construction Cost: $17,680,000

Figure 10: 11th & Rogers Streets Site Typical Tier Plan



Traffic Impact/Vehicular Access:

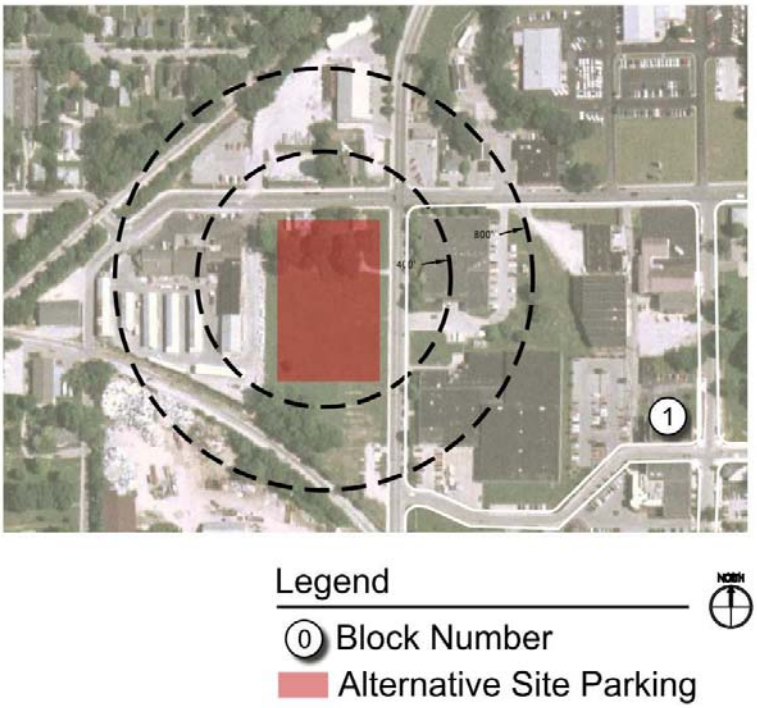
Vehicular access to the parking structure is proposed off 11th Street, a two-way east/west street and Rogers Street which is a two-way north/south street.

It appears that this site will be able to accommodate vehicular traffic for everyday parking that may occur in the area.

Walking Distance:

The following map illustrates LOS walking distance from 400' to 1,200' walking distance from the parking structure stair and elevator towers and walking distance to surrounding areas. The goal should be to keep walking distances within the appropriate LOS depending on the user group the parking is designed to satisfy.

Figure 11: Walking Distances



For visitors and staff, the only pedestrian/vehicular point of conflict for this site would be the crossing Rogers and 11th streets. The presence of marked crosswalks and sidewalk improvements improve safety at these crossings. Also, the limited elevation changes from the entry/exit point of the parking structure to the surrounding area are minimal.

6TH AND LINCOLN STREETS SITE A-1

Description: This alternative proposes the construction of a new parking structure on the southwest corner of the intersection of 6th and Lincoln Streets. This site is at the same elevation as the surrounding properties. Its development potential is near the main sources of demand downtown and near a major parking generator, the library.

Current Land Use: Surface Parking. This site contains a small surface lot with approximately 52 spaces.

Site Constraints: No zoning issues are anticipated.

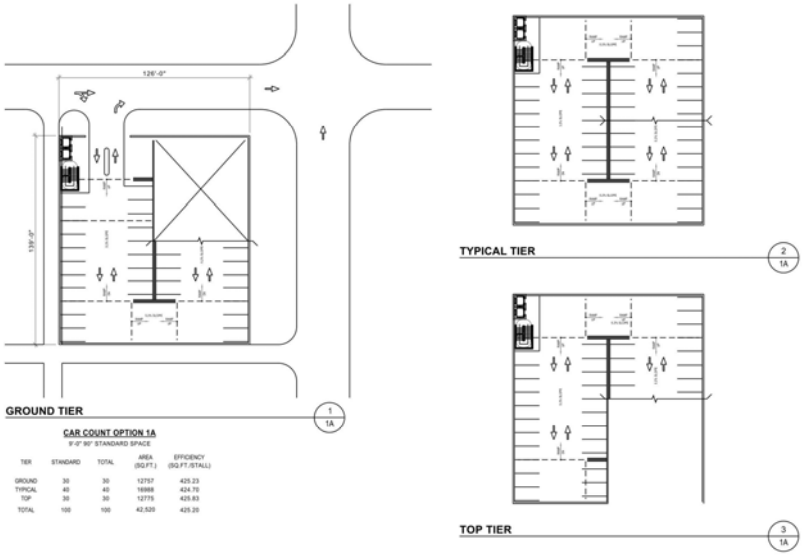
Design Capacity:

- Assumes site of approximately 126′ x 139′
- Estimated potential capacity = 100± spaces
- Total capacity assumes 3-level parking structure

Relative Cost:

Opinion of Construction Cost Per Space: $18,000
Opinion of Total Construction Cost: $1,800,000

Figure12: 6th & Lincoln Streets Site A-1 Typical Tier Plan



Traffic Impact/Vehicular Access:

Vehicular access to the parking structure is proposed off 6th Street, which is a one-way east street.

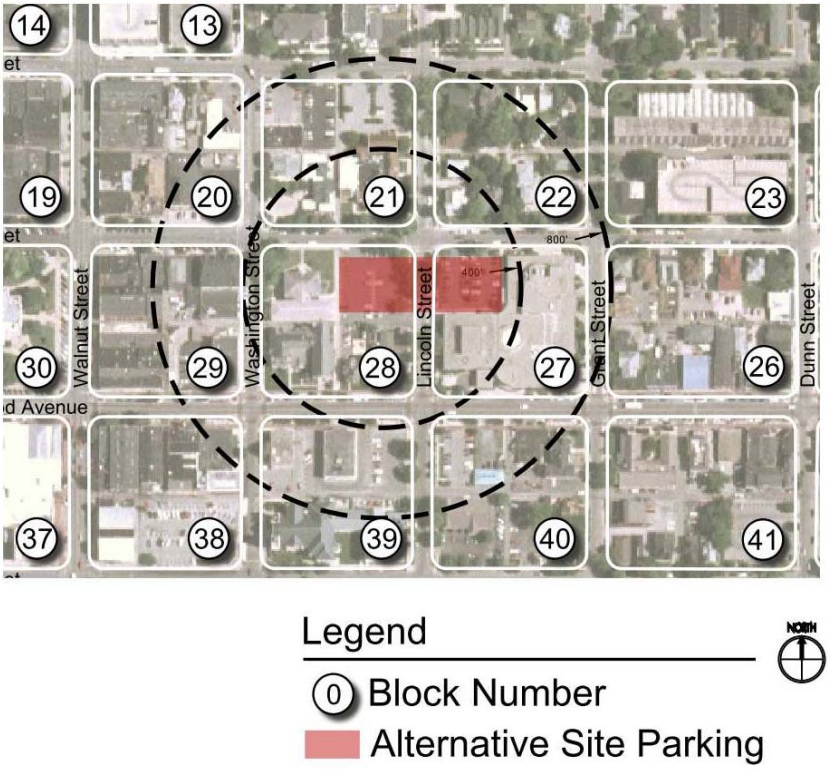
It appears that this site will be able to accommodate vehicular traffic for everyday parking that may occur in the area.

Walking Distance:

The following map illustrates LOS walking distance from 400′ to 1,200′ walking distance from the parking structure stair and elevator

towers and walking distance to surrounding areas. The goal should be to keep walking distances within the appropriate LOS depending on the user group the parking is designed to satisfy.

Figure 13: Walking Distances



For visitors and staff, the only pedestrian/vehicular point of conflict for this site would be the crossing Lincoln and 6th streets. The presence of marked crosswalks and sidewalk improvements improve safety at these crossings. Also, the limited elevation changes from the entry/exit point of the parking structure to the surrounding area are minimal.

6TH AND LINCOLN STREETS SITE A-2

Description: This alternative proposes the construction of a new parking structure on the southwest corner of the intersection of 6th and Lincoln Streets, bridging Lincoln Street and connecting to the library parking lot. This site is at the same elevation as the surrounding properties. Its development potential is near the main sources of demand downtown.

Current Land Use: Surface Parking. This site contains two small surface lots with approximately 90 spaces.

Site Constraints: No zoning issues are anticipated.

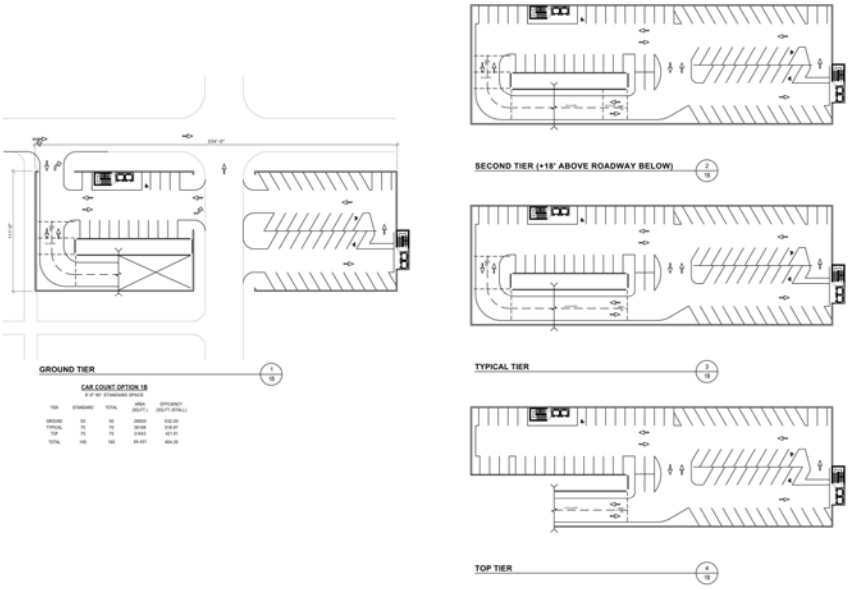
Design Capacity:

- Assumes site of approximately 111′ x 334′
- Estimated potential capacity = 195± spaces
- Total capacity assumes 3-level parking structure

Relative Cost:

Opinion of Construction Cost Per Space: $21,000
Opinion of Total Construction Cost: $4,095,000

Figure 14 6th & Lincoln Streets Site A-2 Typical Tier Plan



Traffic Impact/Vehicular Access:

Vehicular access to the parking structure is proposed off 6th Street, which is a one-way east street.

It appears that this site will be able to accommodate vehicular traffic for everyday parking that may occur in the area.

Walking Distance:

Walking distance would be nearly the same as alternate A-1.

ON-STREET PARKING METERS

In the 1970s and 1980s, paid parking was perceived as a negative competitive element impacting business activity in comparison to suburban developments, where parking is generally provided for free. In response to this inequity, many cities revised their municipal ordinances and removed on-street parking meters within the downtown. In its place, metered parking spaces were converted to time-limited spaces designated by signage and enforced. Individual on-street parking spaces are signed for varying amounts of free parking, with some spaces reserved for special uses, police use, or as "no parking."

The intention of the conversion from on-street metered spaces to time-limited spaces was to remove the financial disincentive to the public to visit the business district, and to remove a disincentive to businesses to locate in the area. There are various pros and cons to this strategy. Specifically, this policy has the following positive aspects.

1. This policy does reduce the cost of parking for most short-term and errand parkers.
2. It creates the impression of increased activity due to high occupancy of on-street parking spaces.
3. Free short-term parking improves the viability of some ground floor retail and some commercial office storerooms.
4. This policy partially balances the competitive position of retail uses and some office uses in the area that need but cannot (or do not) provide sufficient short-term parking.
5. In the area, many properties are not large enough to provide sufficient on-site parking. Free short-term parking reduces the cost of ownership for some property owners and some tenants by relieving them of the responsibility to provide sufficient short-term parking, effectively reducing the cost of ownership or effectively subsidizing tenant rent.
6. It provides evidence that political bodies are responding to the perceived interests of stakeholders to reduce parking costs.

However, this decision has a number of unintended consequences. The majority of these unintended consequences are negative.

The primary purpose of charging a fee for parking convenience is not the collection of revenue, although this is important, but rather to allow the market participants to properly value the parking asset and thereby efficiently allocate a scarce resource. Most highly valued commodities in limited supply are most fairly rationed by price.

The relative value of parking to the typical user declines from high to low as follows:

1. Proximity to destination
2. Visibility from the destination
3. Simplicity to complexity (surface parking to structured parking)
4. Perceived safety (light to darkness, above to below ground)

With these criteria in mind, most parkers perceive the relative desirability of parking from high to low as follows:

1. On-street parking
2. Surface lot parking
3. Structured parking (above grade)
4. Structured parking (below grade)
5. Remote parking

Thus, the most valuable asset in the parking system is on-street parking.

Under the current policy, many on-street parking spaces in the study area continue to be occupied by long-term parkers. One or two hours of free parking may be extended effectively to two or almost three hours by the circulation time of enforcement officers. Some long-term parkers may actually arrive late and leave early or periodically throughout the day. Some may arrive by 9:00 am and leave by 11:30 am for lunch or an appointment, and repeat this behavior in the afternoon. Some users re-park at two-hour intervals.

Some business owners or managers are frequent violators, who rationalize their occupancy of the closest spaces to their businesses by their frequent errands, banking needs, etc. This behavior is exaggerated because many parkers do not have an appropriate method of making a relative decision of the value of on-street parking. The penalty is a fine that is not significantly greater than the cost of parking. In fact, if a citation is avoided with any regularity, the penalty is less than the cost of parking.

Even though this most convenient of parking may be provided for free, it is not without significant cost. Because of higher land cost, greater density of development, higher development costs of structured parking, and the higher property tax burden, the real cost of providing adequate parking is far higher than in comparable suburban markets. As most building sites are fully developed, a significant portion of the parking requirement must be satisfied off-site. Paid parking provides the revenue to finance these improvements. Providing free on-street parking damages the profitability of private parking investments by depriving the downtown parking system of this important revenue stream.

Thus, providing free short-term parking spaces puts the City of Bloomington in the position of being the ultimate provider of parking for the foreseeable future. As parking revenue is not sufficient to amortize the costs of constructing parking at today's parking rates, free parking increases the required subsidy of the cost of parking, which in turn increases the property tax burden on all city property owners.

The current policy also damages the ability of the parking system to accommodate future growth. The existing supply of on-street parking is finite. This supply appears to be fully utilized at the current level of activity. As growth occurs, the current supply of on-street parking will not be sufficient to provide the convenience of short-term and errand parking. A number of cities have removed parking meters in the past and have since decided to reinstall them, including the following:

Table 26: Cities that have Reinstalled Parking Meters

Myrtle Beach, SC	Charlotte, SC
Wilmington, NC	Isle of Palms, SC
Martinsville, IN	Burlington, VT
Stanley, IN	Georgetown, SC
Mt. Vernon, IN	Richmond, VA
Flint, MI	St. Petersburg, FL
Mt. Clemens, MI	Pittsfield, MA
Quincey, IL	Hackettstown, NJ
Ashland, KY	Princeton, NJ
Lancaster, KY	Schenectady, NY
Murray, KY	Genette, PA
El Dorado, AK	York, PA

It is Walker's opinion that the City of Bloomington should consider the reinstallation of on-street parking meters. A number of manufacturers now offer meters that allow a programmable amount of free time. The "free time" or "free spin meters" allow a person to park and activate the meter (button or spin) for a set amount of free time. Free-time meters allow those errand parkers that are picking up a package, paying a bill, or dropping off something at a store (like a dry cleaner, for example) to obtain a limited amount of free parking. This requires the installation of programmable electronic parking meters. Such meter mechanisms are available from several meter manufacturers for approximately $200 each, can be installed in existing meter casings, and result in an installed cost that is similar to standard electronic meters ($500 to $600 each). One use per customer should be allowed by ordinance. Enforcement requires issuing citations to repeat abusers.

MANAGING PERCEPTIONS

As identified in the Supply/Demand section of this report, not all parking resources are maximized during a typical weekday or weekend. Rather, some localized areas experience higher levels of demand than do others during specific times of day and days of the week. To help redistribute the demand, a community map should be prepared that identifies land uses and available parking options within study area. The map could be distributed to property owners, business owners, employees, visitors, residents, the Chamber of Commerce, and real estate agents. In addition, the map could be placed in marketing materials, newsletters and local restaurant and shopping guides.

In addition, we recommended that special attention be given to the lighting requirements in each lot and garage, security presence during peak hour conditions, frequent collection and removal of trash, and the elimination of physical pedestrian barriers. All of these mentioned factors have the ability to influence the perception that an individual may have on parking in the study area.

It is worth noting that during our evening observations lighting in general appeared to be somewhat limited in the off-street parking areas. The following table provides a level of service rating for surface parking lighting.

Table 27: Level of Service Luminance Ratings

LOS	Minimum Illuminance[1]	Average Illuminance[1]
A	4	10
B	3	8
C	2	6
D	1	4

[1] Measured in Foot Candles

Parking Structures, Third Edition, Walker Parking Consultants, 2001

Good lighting not only helps identify the off-street parking areas, it is more inviting to patrons, it reduces the risk of liability claims due to slip and fall type injuries, and increases the security level.

EXPLORING OPPORTUNITIES FOR VALET PARKING

The opportunity may exist for some business owners along the corridor to offer seasonal valet parking to their restaurant/retail/entertainment customers. This alternative may increase the level of service provided by the local businesses and may increase the utilization of less desirable, unused parking spaces. For example, a church, office or grocery store parking lot or City garage may serve as a seasonal valet lot.

Valet operations should be regulated by the City. Walker recommends the City adopt written guidelines addressing the valet operations. Items outlined in the guidelines should include, but are not limited to: signage, hours of operation, enforcement, application, fees and agreements/lease of public spaces in garages (if used by valet). Signage is critical, especially when dealing with on-street spaces that change designation from public spaces to valet zone. Administration and enforcement would be predominately handled by the City parking enforcement officers, however during off hours; the City police department would supplement this effort.

RESIDENTIAL PARKING PROGRAM

Residential parking programs have been established in various cities across the U.S. The goal of these programs is to make more parking spaces available to residents and to discourage long-term parking by people who do not live in the respective neighborhoods. Residential parking programs are needed to restrict access by nonresidents to street parking. The presence of nonresident vehicles parked in neighborhoods may increase noise and air pollution and create unsafe traffic conditions. Residential parking zones seem to be most commonly found in university communities, tourist and resort communities such as beach and ski towns, locations near major transit hubs - such as ferries or other mass transit stops and residential areas near major employers, including businesses or major institutions[1]. Residential parking programs have been utilized in other parts of Bloomington, according to Parking Services officials. The following are case study summaries of different communities that have implemented said programs.

Residential parking programs limit on-street parking by non-residents.

BOSTON, MA

POPULATION:

569,165[2]

PROGRAM DESCRIPTION:

Boston residents may participate in a Resident Permit Parking Program (RPP) and request the restrictions that they feel will accommodate the parking needs of their respective neighborhoods. Residents must submit a notification to City Hall requesting that the Commissioner of the Boston Transportation Department (BTD) participate in an informational community meeting consisting of residents of the surrounding streets in the RPP area. After evaluating advantages and disadvantages of the RPP program explained in the meeting, residents are then asked to make an informed decision regarding the applicability of the RPP program to their needs. If the community decides to move forward with the action, each street within the RPP area must submit at least 50% of residents' signatures to be considered for the RPP program. After the petitions are collected, a BTD representative may perform a license plate inventory to determine if

Parking permits in Boston are neighborhood specific.

[1] http://www.mrsc.org/askmrsc/parking.aspx
[2] 2004 U.S. Census Bureau Population Estimates

vehicles parked in the proposed area are registered from outside of the neighborhood. If deemed appropriate, the BTD will implement the RPP program in the designated area and will inform residents of the appropriate time limitations for parking. (Note: Submission of petitions does not guarantee RPP approval).

ADMINISTRATIVE BODY:

A representative of the BTD manages and administers the process.

PROOF OF RESIDENCY REQUIREMENTS:

A resident must provide vehicle registration and a second proof of residency. Previous parking tickets must be paid in order to receive a residential parking permit.

OTHER FEATURES:

Residential permit parkers cannot park on the street in the event of a snow emergency. Parking is banned on alternating sides of the street during street cleaning. All vehicles in violation of street cleaning regulations will be towed.

CHICAGO, IL

POPULATION:
2,862,244[3]

PROGRAM DESCRIPTION:

A community must be classified by specific conditions in order to receive a Residential Permit Parking (RPP) designation. The street(s) under consideration must be zoned within R1 and R5. A traffic survey must be conducted to confirm that 45% of existing vehicles on the proposed street are not owned by the residents. If an ordinance is passed, the Chicago Department of Transportation posts signs restricting use to residential vehicles during specific dates and times.

ADMINISTRATIVE BODY:

The Chicago City Council manages and administers the process.

The RPP program in Chicago is designed to ensure that residents in densely populated areas have access to parking near their residences.

[3] 2004 U.S. Census Bureau Population Estimates

PROOF OF RESIDENCY REQUIREMENTS:

A resident must provide vehicle registration and a second proof of residency, i.e. driver's license, utility bill, voter registration, etc. Previous parking tickets must be paid in order to receive a residential parking permit.

OTHER FEATURES:

Licensed, not-for-profit organizations qualify to acquire visitor parking permits to park in the adjacent Residential Permit Parking Zone if the organization is located within the Residential Permit Parking Zone or on either side of a business or commercial block immediately adjacent to the zone. This provision applies only in those wards where the Alderman has introduced and passed a not-for-profit Permit Parking Ordinance.

DENVER, CO

POPULATION:

556,835[4]

PROGRAM DESCRIPTION:

A residential parking permit exempts the resident's vehicle from posted on-street parking time limit restrictions at the street of residence. The limit on vehicles for any household is one vehicle for each licensed driver of the household, plus one vehicle for household use. Permits are valid for three years and do not allow you to park in violation of parking meters, loading zones, no parking anytime zones, 72-hour parking rules, street sweeping restrictions, or any other restrictive parking ordinances.

Residential permit parking is an integral part of the Denver Municipal Zoning Plan.

ADMINISTRATIVE BODY:

The Parking Cashiers Office for the City of Denver administers the process.

PROOF OF RESIDENCY REQUIREMENTS:

[4] 2004 U.S. Census Bureau Population Estimates

In order to be eligible for the permit, the applicant's name and address should match the information of the current vehicle registration and utility, phone or cable bill.

SAN JOSE, CA

POPULATION:

904,522[5]

PROGRAM DESCRIPTION:

The City of San Jose has established the following guidelines for evaluation of a potential residential permit parking (RPP) program:

- The area is primarily residential.
- Majority of residences are owner occupied.
- Permit area is sufficient in size to eliminate rather than relocate the problem.
- Peak on-street occupancy is at least 75%.
- At least 50% of peak occupancy are nonresident parkers.

There are five types of parking permits: resident, employee, and guest, single-use, and special-use. One residential permit is issued per currently registered vehicle. A maximum of 2 guest permits per address can be issued. A single-use permit may only be used for a maximum of14 days and a special-use permit is only valid for a maximum of 90 days.

ADMINISTRATIVE BODY:

The San Jose Department of Transportation administers the applications.

PROOF OF RESIDENCY REQUIREMENTS:

Vehicle registration and either a telephone bill, property tax bill or rental contract are needed.

The Downtown Residential Parking Program provides a discounted monthly rate of $50 for qualified residents.

[5] 2004 U.S. Census Bureau Population Estimates

OTHER FEATURES:

Discounted parking spaces are available to downtown residents at specific parking garages. The Downtown Residential Parking Program provides a discounted monthly rate of $50 for qualified downtown residents.

PARKING AMBASSADOR

The perception of on-street parking ordinance enforcement is often negative. The manner in which enforcement is presented to the public is often the reason. Enforcement is seen as punitive, which in many cases it is. For this reason, Walker recommends that the City of Bloomington adopt the "Ambassador Program" model for the downtown CBD area as used successfully in Wichita, KS. In addition to the hospitality oriented nature of the program, Ambassadors are still required to enforce parking regulations.

The mission of a Downtown Bloomington Ambassador Program would be to provide hospitality, tourism and public safety services to local citizens, businesses and visitors, in addition to enforcing parking regulations. The Ambassadors would be required to complete a multi-faceted training program in hospitality and customer service, emergency response and first aid, public transportation and City services. They should work directly with transportation and parking departments of the City, local businesses, and professional agencies.

The primary goals of an Ambassador program are to promote the area, resolve concerns and deter criminal activity, and help make the downtown area a better, safer and friendlier place to live, visit, shop and conduct business. Ambassadors should initiate personal contacts with the parking public (known as "touches"), issue more warnings and slightly fewer citations, and interact with visitors and citizens in a positive manner. The vision of the program is to help promote a progressive, dynamic downtown experience. The Ambassadors may accomplish these goals while providing parking management by monitoring public safety, extending a helping hand in emergency situations, and calling on area merchants on a regular basis. Beyond enforcing parking regulations, examples of appropriate behaviors of Ambassadors are:

- To greet visitors and offer customer service.
- To give a friendly face to many people's initial interaction with the City.

- To give accurate directions to visitors and direct visitors to destinations.
- To provide information and explain local traffic and parking regulations to seek voluntary compliance.
- To distribute City brochures and maps.
- To deter criminal activity by their presence.

Ambassadors should be assigned to quadrants as defined within the district on a rotating basis. The Ambassador Program is envisioned to operate with four to six full-time Ambassadors working 6 days per week (10:00 am to 10:00 pm, Monday – Saturday) and as needed for special events in the evenings.

ELECTRONIC TICKETWRITERS

Walker recommends that Ambassadors use an electronic ticketwriter system that allows electronic tire chalking and maintains electronic records of enforcement activity. On-street parking enforcement officers in Bloomington use an electronic ticketwriter system that is working well for the city.

Some systems are available that provide the enforcement officer with information on a "live" basis while in the field via cellular technology, but most require that base data information must be downloaded to the handheld units from an IBM compatible PC base unit before departure, and are not networked again until docked. Citation data is then transferred to the base unit. Handhelds may network through radio, cellular, cradle, cable or by infrared systems with the base unit.

Systems are typically networked to a service provider's central server computer, which is networked to the DMV and/or telephone directory license lookup services. These services supply addresses, facilitating follow-up letters, collection, etc. Some service providers perform all of the processing between the citation and the money collection. Each transaction typically takes from 20 to 30 seconds to process.

The most significant advantages over the old handwritten system is that (1) information is automatically downloaded directly to the system avoiding data entry errors and transcription errors from sometimes-illegible handwritten citations, (2) most systems are programmed or modified specifically for the client, and (3) options such as scofflaw programs are included with a permit database, so no citations will be written on permitted vehicles. Handhelds can record occupancy data with special time intervals so the handheld keeps track of warning time

(like chalk marks on tires). Some systems also use bar code reading of licenses with an attached adapter. Barcode readers are not universally available, but are an emerging technology.

PATROL VEHICLES

Ambassadors should patrol the area in distinctive patrol vehicles (i.e.: GEM, Cushman, Go-4, E-Z-Go, etc.). Dedicated enforcement vehicles increase enforcement visibility by clearly standing out from all other vehicles in the area. Enforcement officers are more visible and are considered easier to approach when using a vehicle with a "non-threatening" appearance.

TRANSPORTATION DEMAND MANAGEMENT (TDM) MEASURES

As population growth continues to place greater demand on transportation systems, strategies that focus on operations rather than increased capacity will become more and more a part of the solution to future problems. With this realization, many cities have begun to employ Transportation Demand Management (TDM) Programs to improve operations. The general idea of these programs is to reduce the number of automobile trips in a given area by offering incentives and by providing alternatives to driving alone.

In order to develop and market successful TDM Programs, defined areas, such as central business districts, create Transportation Management Associations (TMA). These public-private partnerships provide the institutional structure to develop and employ the strategies best suited for a particular area.

Another funding strategy, utilized by a majority of TMAs is the collection of membership dues. These annual dues, based on the number of individuals a participating member employs, typically account for an average of one third of a TMAs revenue.[6]

Many of the various TDM strategies implemented by TMAs, focus on reducing work-related trips. These strategies provide incentives for individuals to choose different modes of transportation such as transit, carpooling, bicycles or walking when traveling to work. According to the FHWA and FTA National Transportation Library[7] with the right mix of TDM alternatives and strategies, an individual employment site can reduce vehicle trips by as much as 30 to 40 percent in relation to background conditions. These strategies include:

[6] "Opportunities for Sustainable TMA Funding" December 2004

[7] Overview of Transportation Demand Management Measures" is one of several planning reports on Transportation Demand Management (TDM) provided by the Federal Highway Administration and the Federal Transit Administration. Other reports include "Implementing Effective Transportation Demand Management Measures: Inventory of Measures and Synthesis of Experience," and "A Guidance Manual for Implementing Effective Employer-based Transportation Demand Management Programs."

TRANSIT PROMOTIONS AND INCENTIVES

This category of TDM offers a broad range of opportunities to encourage individuals to ride transit to work. Various marketing techniques such as distributing free transit maps, offering "free transit days" and putting up promotional posters can help attract more riders. TMAs can also encourage ridership by offering monetary incentives to employees who ride transit to work such as:

- [8]The Parking Cash Out – Employers who subsidize parking also provide equivalent amount to those choosing alternative modes of transportation. This amount can either be added to the individual's taxable income or can be applied, tax-free, to other methods of transportation.

- Employer-Paid Benefits – Employers pay up to $100/month for transit or vanpool expenses of their employees. They receive in return a large tax deduction while employees receive a tax-free transportation benefit.

- Employee-Paid Benefits – Employees can set aside up to $100/month of pre-tax income. Using this strategy, employees save by receiving a tax break on the set-aside amount and employers save on payroll taxes because that amount is not subject to payroll taxes.

GUARANTEED RIDE HOME PROGRAMS

This strategy provides the option for a quick ride home in the event of an emergency to those who do not drive to work. The ride is often provided by a taxi, but could also be supplied by a company fleet car, rental or some other alternative. This strategy has proven to work in many areas by reducing the feeling of anxiety surrounding the choice to ride transit, which stems from the fear of being stranded in the event of an emergency. Costs for implementing this strategy are relatively low and studies have found that this program is not typically abused.

SHARED VEHICLE PROGRAMS

Carsharing is a program that has been very successful in Europe and has begun to make its way into a great number of North American

[8] Information on monetary incentives came from CommuterChoice.com

cities. The basic concept of this strategy is to provide an option for convenient vehicular travel without owning a car. It provides a medium between having no vehicle and personal vehicle ownership. These member-based programs offer access to a fleet of cars that can be used on an hourly basis. After signing up online and reserving a car, customers simply show up at the lot and drive off with a car.

SHARE-A-RIDE

This strategy provides interested employees with carpooling options by analyzing individuals' daily origins, destinations and time of day travel characteristics and matching those with similar trip patterns. In some cases, employees are matched up with their co-workers. Since downtown Bloomington is home to many small and medium-sized businesses, the matches would need to be made on an area-wide basis, rather than by individual employers in order to present enough viable carpooling matches. Offering monetary incentives for ridesharing can also help increase its popularity.

TELECOMMUTING

With advances in technology, many employers are beginning to offer employees the opportunity to work from home. Though some employers are hesitant to initiate such programs due to productivity concerns, they provide many benefits. In addition to the transportation advantage of reducing the number of work-related trips on the roads, telecommuting often improves employee morale and reduces business costs.

BIKE RACKS

By providing bicycle racks either on-street or at employment centers, employers can encourage individuals who live in close proximity to their places of work to bike or walk.

Though downtown Bloomington's parking system currently provides a sufficient number of spaces for those who work in the area, these strategies, in conjunction with others that target other parking problems, will help improve the parking situation while providing transportation choices for commuters and visitors. As illustrated by the input from the stakeholders, present concerns in this area focus more on special event parking. Therefore, the downtown area would greatly benefit from the implementation of strategies that improve the operation of the parking system during such events. Remote parking lots, at such locations as

the city building or the convention center, lend themselves to be utilized for tour bus parking.

One common TDM strategy used to mitigate the strain placed on parking systems by special events is to provide remote parking lots with shuttles to desired destinations. This would keep event parking from overflowing into "monthly" parking spaces as some noted to be a current problem. A shuttle system with remote parking could also provide a less expensive or even free parking option for those who work downtown.

Presently in the downtown Bloomington area there is little incentive to choose any other option besides driving alone. In order to successfully implement the discussed TDM strategies, viable alternatives to driving must exist. Therefore, changes to the current transit system may be needed. When transit is sufficient, it can be part of a successful strategy. The formation of a Transportation Management Association would also help to facilitate the implementation and marketing of various TDM strategies.

SHUTTLE SYSTEM COSTS AND FUNDING OPTIONS

The cost of implementing and operating a shuttle system depends on many variables including proposed capacity, hours of operation, type of vehicle, and limits of the existing transportation system. Depending on the characteristics of the system, costs can begin in the $100,000 per year range and can easily reach the multimillion-dollar per year range. Though these systems can incur great costs, many funding opportunities exist for transit and for shuttle systems in particular.

The projected volume that a shuttle system plans to accommodate is the main factor that will drive cost of implementation and operation. Depending on potential ridership, vehicular choices can range from ten-passenger vans to shuttle buses that hold up to 50 riders or even more. The number of vehicles circulating the system, and thereby the number of operators required, also depends on the predicted capacity of the system. The table below illustrates the annual costs of typical shuttle systems of varying sizes.

Table 28: Sample Shuttle Costs

Shuttle Programs	Annual Riders	Period	Total Annual Cost	Cost Per Rider
Caltrain	1,000,000	2003	$3,200,000	$3.20
Samtrans	375,000	2003	$1,200,000	$3.20
VTA/ACE	240,000	2002	$1,450,000	$6.04
VTA Light Rail	360,000	2002	$1,400,000	$3.89
San Carlos SCOOT	170,000	2004	$938,000	$5.52
San Leandro	160,000	2004	$345,000	$2.16
Emery-Go	850,000	2003	$1,600,000	$1.88
Menlo Park	26,620	2003	$123,000	$4.62
Totals	3,181,620		$10,256,000	$3.22

Source: "Palo Alto Shuttle Program Status Report and Evaluation." Gayle Likens

Funding opportunities for transit services such as this do exist and are currently being utilized by the City. The Federal Transit Authority (FTA) Section 5303 and the State Mass Transit Fund Planning Program provide funding through their "Metropolitan Planning Organization (MPO) Transit Planning and Technical Studies Program." This program awards funds to designated MPO's to pay for public transportation projects. Applicants are eligible to receive up to 80% of the total project cost with a local match of the remaining 20%. The FTA also provides funding for the planning costs and for capital investment in transit through Section 5307 Urbanized Area Formula Program.

PARKING PERCEPTIONS

Much of the negative connotation surrounding the topic of parking in downtown Bloomington can be attributed to a lack of knowledge about the existing system. Motorists may form negative opinions of the parking system simply because they do not know enough about their

alternatives. Though Bloomington has made great efforts to inform the public about all of their parking options, several additional promotional opportunities still exist.

Currently, Bloomington provides maps on its web site of most of the parking areas in the downtown area. The map provides the location, and physical characteristics of each of these facilities. For frequent visitors of the downtown area, this map can serve as a useful tool in gaining a better understanding of all of the available parking opportunities.

Bloomington's parking map provides great information on the lots and decks in the downtown area, but it does have room for improvement. For instance, no information is provided about parking rates or availability. Also, privately owned parking lots are not included on this map. By adding information about these two topics to the existing map, the city of Bloomington could help mitigate much of the confusion and negative perceptions of the parking system by informing motorists of parking choices previously unknown to them. In addition to informing the public of all of their parking options, this map could also help direct individuals into these lots and decks by providing the location of the access points for each of these facilities.

Another important aspect of public education efforts regarding parking options is the method used to disseminate the information. While posting the map on Bloomington's web site is an efficient way to reach most of the population, it should not be the only effort to distribute this tool. Other options include offering it to merchants and companies in the downtown area to link to their web sites, distributing it at workplaces, and including it with any special event information whether it is in the newspaper, on a web site or on a poster.

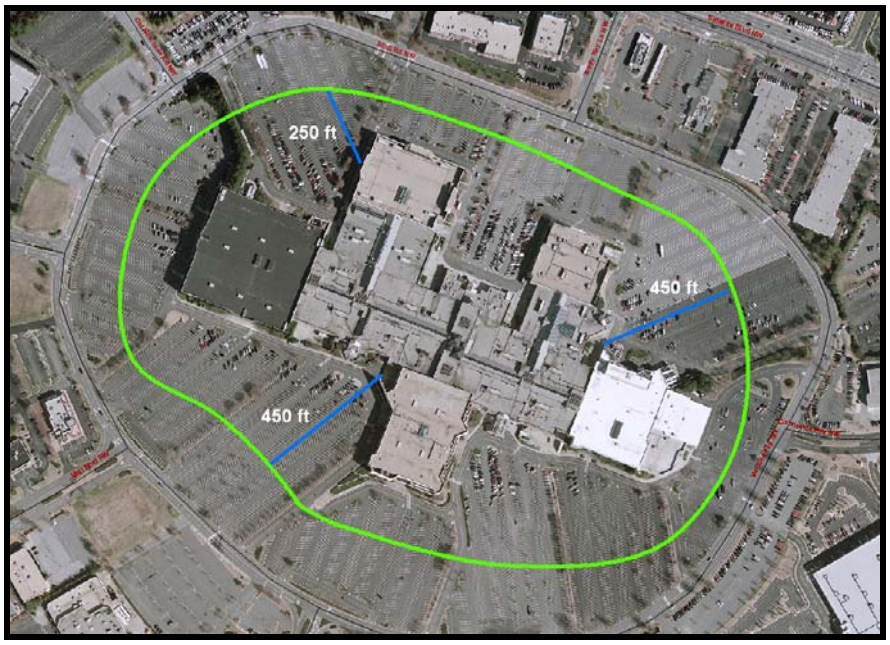
Many individuals have preconceived negative perceptions of the parking system that may or may not be justified. Overcoming these attitudes might require a more specific level of information. Depending on the individual circumstance, whether it is a general fear of parking decks, a perception that walking distances are too long or the desire for convenience that controls an individual's view of parking, more specialized educational efforts can be developed.

From the public involvement process that was performed for this study, results show that many individuals in Bloomington avoid parking decks because they believe them to be dangerous. Even though, in reality, the crime in these facilities does not typically exceed the overall crime rate, the public will continue avoiding these structures until their fears

are calmed. In order to do this, Bloomington can develop a marketing strategy to dispel any rumors while publicizing their security efforts. Some methods to encourage cynics to use the decks include offering free or reduced parking days, and handing out free parking tokens to merchants to distribute to their customers.

Another negative view of the downtown parking system that Bloomington can combat with simple marketing and educational efforts is the misconception that individuals have to park great distances from its destinations. One solution to this problem would be to develop individualized parking maps, detailing parking options and their associated costs and walking distances, to different businesses, event locations, restaurants and other downtown attractions. This strategy would illustrate to visitors, both frequent and occasional, that many opportunities exist for parking within a short distance of any downtown destination. By offering a comparison between these downtown walking distances and typical distances walked by patrons of suburban malls and grocery stores, simply to reach the front door of these expansive buildings (shown in Figure 7), these maps can further combat the misconception that parking downtown requires more walking.

Figure 15: Typical Walking Distances Illustration



Street Smarts, 2006

For those who view convenience as their highest priority, several steps can be taken to improve their opinion of the downtown parking system. One aspect of parking that can frustrate motorists is the search for a spot. By marketing underutilized decks, the City of Bloomington can help satisfy those who may not care about finding the closest spot to their destination, simply the most convenient. These decks can provide a "guaranteed" spot to those who just want to avoid circuitous trips made in the effort to find somewhere to park within a short walking distance of their destination.

Signage can also help inform parkers about and direct them to convenient parking locations. By providing accurate, informative signage pointing motorists to available parking, the City of Bloomington can help visitors find parking quickly. In order for these signs to improve parking perceptions, they must display accurate information. Several stakeholders complained about existing signs, displayed at all times, which directed motorists to lots and decks that were not always open to the public.

INTELLIGENT INFORMATION SIGNAGE

Public relations and customer communications may be enhanced by the use of automated parking availability displays (APED). Most parking facility management systems have occupancy counting capabilities. These capabilities can be used to inform patrons of the number of available parking spaces in a particular parking facility, and may even be used to direct patrons to those areas with the most vacant spaces. Rather than have a patron search through a large facility with only a few spaces available, dynamic sign(s) indicate the number of spaces available. Most systems rely on loop counting systems, which activate a "full" sign when there are only a set number of vacant parking spaces remaining.

Similar technology may be employed to provide automated parking guidance systems for the downtown. Strategically placed signs on the street with changeable messages automatically direct less-familiar users to the nearest parking facility with available spaces. Although more common in Europe, several U.S. cities either already have them or are in the process of installing them.

These systems promote parking space availability, reduce pollution and congestion, and give advance warning to parkers prior to arrival. Intelligent information parking signage has the potential to help maximize occupancy by facility, level, zone or individual parking space. Moving the access control equipment to the entry and exit portals of the existing Bloomington parking structures would allow the equipment and vehicle detection loops to be used to monitor the entire garage and to transmit counting pulses to a facility counter and garage "full" sign or space count display (the nominal additional cost to relocate the PARCS equipment is estimated at about $10.00 to $15.00 per parking space).

Signs can display a message or an actual space count.

CURRENT PARKING MARKETING STRATEGIES

The following descriptions represent Walker's understanding of the current marketing strategies utilized for City-owned parking assets.

AREAS OF RESPONSIBILITY

The City self-operates its parking facilities, through the City department of Parking Services. Parking Services is primarily responsible for marketing the City-owned parking structures and lots, and controls such items as hours of operation, parking rates, signage, discounted parking, free parking, and special event parking rates are determined and approved by the City. Parking Services manages most public and customer relations and most complaint resolutions regarding structured parking and also manages on-street parking enforcement.

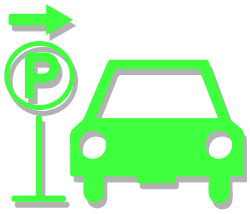
Parking Services distributes general downtown parking information via its web site and parking-related brochures. Parking Services also promotes parking availability as part of its economic development promotion efforts.

OFF-STREET PARKING RATES

Parking fees within the downtown area range from free to $0.50/hour for off-street. On-street parking is mostly free. Municipal parking rates are set by the City and administered by Parking Services. Lease rates at the City-owned parking lots are $400.00 per year for a non-reserved space, and range from $550.00 to 675.00 per year for reserved parking garage locations.

Marketing of the municipal garage and lot spaces is conducted by Parking Services. Other than signage and some direct telephone calls to potential tenants to fill vacancies, Parking Services does not appear to have a direct marketing program or advertising program in place.

ON-STREET PARKING



Significant numbers of on-street parking spaces are utilized during normal business hours. The occupancy of selected on-street parking spaces is regulated by signage. Most on–street parking in downtown Bloomington is free for up to a maximum of two hours (or as otherwise marked).

Municipal parking signs along curbs in the downtown define parking zones, occupancy durations allowed and specific hours of enforcement. Individual on-street parking spaces are designated as one of the following zones:

- No Parking
- 15-Minute Loading Zones
- ½-Hour Free Parking
- 1-Hour Free Parking
- 2-Hour Free Parking
- 4-Hour Free H-C Accessible Parking (Disabled Permit Required)
- Some on-street parking spaces are reserved for specific special uses or for police use, only.

Parking Services enforces on-street parking regulations.

CUSTOMER CONTACT

For daily parking customers, the daily parking fee is collected upon exit by either an in-lane automatic collection machine or manned cashier booth.

An emergency/assistance intercom is located on the collection unit. This intercom is answered through the base unit in the Parking Services office. The automatic exit gate arm may be operated electronically from this remote location. (this service is only available at the 7th and College garage)

The City Building contains the Parking Services office. The presence of the office on the main level does lend itself to a feeling of customer service and security.

Parking Services monitors and enforces the parking in the parking structures in the same manner as on-street parking enforcement – by issuing municipal parking citations. For some customers, a telephone call to initiate a monthly account, mailed invoices, citations, and

intercom interactions may be a customer's only contact with parking management.

SIGNAGE AND LIGHTING

Interior signage and lighting impact the marketability of the municipal parking facilities. The City has aesthetic control over these elements.

Most informational signage in the garages is adequate. Signs at each garage entrance provide the basic parking guidelines and limits.

Lighting is adequate at most public parking and pedestrian areas within the facilities, but inadequate lighting is a liability concern. Lighting levels, especially transitional lighting levels at entrances and in staircases, may be inadequate. Some lighting conditions create dark drive aisles. Interior walls and ceilings within the facilities coated with white paint or a light concrete stain can enhance the perception of security and the marketability of parking facilities.

GRADUATED FINE SCHEDULE

The goal of fining violators is not to increase revenues or fill city coffers; it is to keep parking available for short-term parking. Current parking fines, if too low, will encourage abuse by members of the community. Walker recommends a graduated fine schedule based on the number of violations within a specific time frame (30-60 days). The following fines are recommended as a way of transforming the behavior of the current repeat violators.

- 1st Violation $50.00
- 2nd Violation $75.00
- 3rd Violation $100.00
- 4th Violation $150.00 plus vehicle booting or towing

The idea behind the graduated fines is to deter repeat violators and change the behavior, thus freeing parking space in the study area for the intended users. The current fine system operates under a penalty clause, in that if a fine is paid late, a late fee is assessed. Consideration should be given to an incentive system, in which the fine might be set higher, but if the violator pays the fine within a certain period of time, a discount is applied to the fine. For example, under the current system, someone might receive a $50 fine, and if paid late would be assessed a late charge. Under the incentive system, the initial fine is set higher ($60), incorporating the late fee. However, if the fine is paid within a given period of time, a discount ($10) is applied.

MISSION STATEMENT

In support of Parking Services and this marketing plan, the following "Mission Statement" is recommended.

> "Our mission is to contribute to the success of downtown Bloomington by providing and marketing affordable parking services to the citizens and visitors to the city."

The objectives of Parking Services and this marketing plan are:

- To simplify and coordinate public communications and public relations regarding the availability and pricing of public parking.
- Maintain safe, adequate and affordable parking while planning for, and to the extent that it is not satisfied by private enterprises, build additional facilities in a cost-effective manner.
- Maximize the use of municipal parking assets in order to enhance revenue in the long-term pursuit of a self-supporting and self-financing municipal parking system.

To accomplish the objectives of this marketing plan, it is necessary to develop a number of marketing plan elements. The appropriate tools or components of this marketing plan include:

1. An identity program.
2. A market pricing plan for each facility.
3. A communications plan, including a city parking web site and improved signage.
4. The implementation of the "Ambassador" program.
5. The implementation of promotional parking programs.

IDENTITY PROGRAM

Why is product identity important? When similar, competing products or services are offered in a market, a brand helps customers make decisions. Customers tend to choose a brand they feel comfortable with, know, and trust. Some decisions are based on prior experience with a particular product or service, advertisement or simply word of

mouth. Some people make purchases based solely on the brand name. A common identity extends this experience across the entire asset base. Identity, or branding, is an important asset. Some companies even put a price tag on their brand. For example, a brand like Coke (Coca-Cola) values this asset at $40 billion.

The three recognition elements of a well defined identity are:

1. Verbal
2. Visual
3. Audio

Verbal elements include the name, style and taglines. Visual elements include fonts, colors, shapes, and graphic elements (including logo). Auditory elements include a recognizable voice, sounds or music.

Best practices for building a brand identity are:

1. Consistency
2. Ubiquity
3. Frequency
4. Partnering

Consistency requires using the elements and standards of the program in a consistent manner is achieved by using a full range of appropriate media is necessary to enhance the effectiveness of marketing, advertising and promotions creates opportunities for synergy.

With these elements in mind, Walker recommends that Bloomington create a single public identity for the municipal parking marketing plan.

Examples include the "Five Seasons" Transportation and Parking Department Cedar Rapids, Iowa, and the "Central City Parking" program of downtown Kalamazoo, Michigan.

As part of the effort to train customers to use a new pay-on-foot pre-cashiering system, the Indianapolis International Airport parking system uses the name "Easy Exit" with a logo and two characters, "Ed" the Turtle and "Fred" the Rabbit, for short term parking. The Indianapolis Airport parking has also branded the name "Corporate Connection" for its premium parking, "Economy Parking" for its less expensive remote parking system and "Tiger Parking" for its shuttle service.

Indianapolis Int'l. Airport Parking program logos and characters.

Cedar Rapids, Iowa Transportation and Parking program logo.

Downtown Kalamazoo, MI parking program logo.

An initial launch program to kickoff the marketing plan would be a downtown area or city-wide "Name the Parking System" and/or "Name the Parking System Character" contest.

Sparkie *

* Placeholder character for illustrative purposes, only. Not recommended.

MARKET PRICING STRATEGY

Current parking rates are based on approved maximum parking rates as established by City ordinance. These rates are posted near the maximum in most facilities. Walker recommends that the City review these rates and make adjustments based on rates charged and occupancies of competing facilities located within the central business district.

The balance of supply and demand is achieved through market rent. Excess vacancy indicates those situations where parking rates are too high. Conversely, high occupancy rates may indicate that parking rates are too low in a give location. Evaluation of the parking rates in the CBD should improve the competitive position of the City owned off-street parking facilities and result in higher utilization and higher overall revenue.

PUBLIC RELATIONS & COMMUNICATION

The public relations and communications plan would provide information on key events impacting downtown parking access issues, and should be responsible for increasing public awareness of downtown parking through events, activities, publications, press releases, maps and other literature.

The Public Relations and Communications program should:

- Include a comprehensive "Downtown Parking" City web site.
- Respond to questions and requests from the general public for locations of parking facilities, pricing and availability.
- Maintain the integrity of downtown parking promotional materials, and provide parking maps, business development packets, and fact sheets.
- Provide day-to-day media relations, and generate press releases as needed.
- Provide public relations assistance to other downtown events as needed.

This information should be disseminated by means of

(1) A more comprehensive "Downtown Parking" City web site.

(2) A quarterly newsletter for the downtown parking community with news of economic developments in parking, development and construction projects, upcoming downtown events and profiles of downtown newsmakers.

(3) Newspaper items or articles and media releases.

(4) Brochures and maps, both distributed and posted.

(5) Direct mailings when needed.

(6) Downtown meetings and presentations by the city parking manager about downtown parking to city business and civic groups upon request.

EXAMPLES OF OTHERS' MARKETING INITIATIVES

A reasonable use of specific parking marketing initiatives may be productively applied toward supporting the downtown as a whole. A representative list of such initiatives, including a short analysis of each, is presented as follows:

1. Establishment of a parking website and parking information program. A parking web site should be linked with City government and local web sites, such as:

   www.ci.south-bend.in.us/
   www.southbendtribune.com/
   www.livethelegends.org/
   www.digitalcity.com/southbend/ -
   www.discoverourtown.com/TownPage.php?Town=641

   as well as other local and national city guides.

   The City parking web site should provide accurate and timely data of parking availability, rates and maps. A web site may also be used to conduct an online interactive survey of the perceptions and concerns of citizens and stakeholders. The cost of such a web site may be shared with private parking operators, or provided as a service to the entire market. Set-up cost is estimated at $10,000 to $20,000, or more, depending on the complexity of the site and number of pages. Some examples of parking web pages are shown in the list on this page.

2. Parking Guide: Design, publish and distribute a downtown parking guide, including a downtown parking map and brochure describing the locations and availability of parking, simplicity of access, rules and fees for parking for errand, short-term, and employee parking patrons. The cost to establish this program is estimated at $20,000 to $50,000.

3. Use of "Free Spin" Meters: Kalamazoo and Cincinnati use meters that allow a programmable amount of free time at parking meters in key locations throughout the CBD. They have installed "free spin meters" that allow a person to park and activate the meter (button or spin) for a set amount of free time. Free-time meters allow those errand parkers that are picking up a package, paying a bill, or dropping off something at a store (like a shoe store, for example) to obtain a limited amount of free parking. This requires the installation of programmable electronic parking meters. Such meters are available from several meter

Examples of
Municipal Parking Web Pages

www.downtownlincoln.org
Lincoln, NE

www.okc.gov
Oklahoma City, OK

www1.umn.edu/pts/
Univ. of Minnesota

www.city.pittsburgh.pa.us/pghparkingauthority/
Pittsburgh, PA

www.miamiparking.com
Miami, FL

www.parkspa.com
Springfield, MA

www.ci.baltimore.md.us/government/parking
Baltimore, MD

www.hartfordparking.com
Hartford, CT

www.norfolk.va.us/parking
Norfolk, VA

www.crbus-parking.org/
Cedar Rapids, IO

www.cityofboise.org/customer_and_support_services/parking_control/default.asp
Boise, ID

www.central-city.net/parking.php
Kalamazoo, MI

www.downtownstreets.com
Houston, TX

manufacturers for approximately $500 to $600 each, installed). One use per customer is allowed by ordinance. Enforcement is required to issue citations to repeat abusers.

4. Sticker Programs: Sticker programs offer effective techniques to add flexibility to the off-street parking system for particular users. These users include those who park for less than five days a week or for less than 4 hours a day, convenience parkers visiting CBD retailers who compete with free suburban parking, and students. For example, the City Parking Office of Lincoln, Nebraska administers the following four sticker parking programs, which can provide parking solutions to customers, employers, employees, and students – Park Smart, Park & Shop, Park & Learn, and Star Park.

5. Token Programs: As an alternative to a stamp, the City can create a parking validation program with tokens that are accepted at public and private garages. One-dollar tokens may be sold to merchants for 50 cents and the City can subsidize the price difference. Hamilton AutoCashier machines can be configured to accept tokens.

   The Cedar Rapids Easy Park/Easy Ride token program allows businesses to offer customers an incentive to shop downtown by giving them tokens useable for either parking meters or City bus fare boxes.

   Park Smart - The Park Smart program is designed to serve downtown Lincoln, Nebraska visitors, customers and employees who need parking for less than five days a week or for less than 4 hours a day. Booklets of ten stickers or tokens can be purchased for $22.00. Each can be used to cover up to 4 hours of parking and two stickers will cover the cost of parking for any 24 hour time period. They have no expiration date and are valid during the regular business hours at all City-owned garages.

   Park & Shop - The Park & Shop program is designed to serve downtown businesses and their customers. Booklets of fifty stickers or tokens can be purchased by downtown businesses for $15.00. Each covers the cost of 1 hour of parking with a maximum use of three stickers per ticket. Park & Shop stickers or tokens are commonly offered by businesses to their visiting customers for parking in any Lincoln parking garage and are valid during regular business hours.

   Park & Learn - Park & Learn is available to those students attending the downtown campus of Southeast Community College (Lincoln, Neb.). Booklets of stickers can be purchased for $20.00. Each

Kalamazoo, Cincinnati, and other cities have recently installed "***free time meters***" at selected spaces. This meter upgrade allows errand parkers to obtain a preprogrammed amount of free parking (usually 10 to 15 minutes). This meter upgrade may be a reasonable alternative to the existing time-restricted on-street parking spaces.

covers the cost of 3 hours of parking with a maximum use of two stickers per ticket. The stickers are valid at Center Park Garage from 4:00 p.m.-10:00 p.m. and at Carriage Park Garage from 8:00 a.m. to 12:00 a.m. Valid student identification and class schedule are required at time of purchase. Other validation programs are available for the Lincoln Public School Technology Focus Program and the College of Hair Design.

Star Park - Star Park allows businesses to validate their customer's parking for between 1-8 hours and receive a 50% discount off the first hour of parking. Each additional hour of parking is charged at the regular rate. The cost to a business to establish this validation program is $60.00. Merchants are invoiced for the total dollar amount of all redeemed tickets bearing their stamp, less a 50% discount on the first hour of parking on each ticket. Star Park stamps are valid at all City-owned garages during regular business hours.

6. Free & Easy Parking for the first two hours is offered in the Birmingham, AL Parking Authority decks. To take advantage of this service simply have the city center business or retail establishment you are visiting validate your parking stub. This two-hour service is provided as a free service from the Authority and there is no cost to the business or the driver.

7. The "Parking Angel." IDI, Indianapolis Downtown Inc., has offered a parking special at parking garages located in retail areas in past years during the holiday shopping season, called the "Parking Angel." In this program, as tickets were cashiered, the ticket register would spit out a "free parking" receipt about 10 times per day. At $5.00 per ticket, this program would cost about $300 per week, plus promotion and programming costs. In fact, the parking operator absorbed the parking cost in Indianapolis.

8. Drawings: Downtown employee public relations may be improved by conducting monthly drawings to pay for one year of employee parking at a public garage. At $50 per parking pass per month, the cost of this program would be approximately $600 per parker. If this drawing were conducted each month, the cost for 12 winners would be $7,200 per year, plus promotional costs.

9. Economic Development Parking Incentives: In conjunction with other CBD economic development incentives, the City could assist the relocation of a business to the downtown by paying for one month of parking for a number of parking spaces. At $50 per parking pass per month, the cost to subsidize 100 new employee parkers for one year would be $50,000.

10. Internal Advertising. The Bethlehem Parking Authority rents wall space to merchants in two Bethlehem, Pennsylvania parking garages to advertise their goods, services and events. Eight frames, measuring 8 ½ inches by 11 inches, are hung in each elevator in the garages, and selected local businesses can display their store hours, special sales or menus. One frame is reserved for the Authority to promote events. The Authority could eventually put a sign as big as 4' by 8' along a wall, or smaller frames in the stairwells. Some space could be used for downtown maps, the sort of "you are here" displays commonly found in shopping malls. The Bethlehem Parking Authority estimates this program can bring in an extra $7,200 per year.

PARKING GARAGE PRELIMINARY FINANCIAL ANALYSIS

It is important to understand the surrounding study area and the various economic indices that provide added clarity and historical evidence which in turn support the strength or weakness of the marketplace. Therefore, the existing conditions within the market area were analyzed in order to understand the parking market of the project site and the influencing factors.

Trends in occupied commercial space are among the most reliable indicators of parking demand in urban settings, because commercial tenants who occupy leased space often exhibit a strong propensity to generate and retain parking patrons. As a result, trends that cause changes in vacancy rates may have a proportional impact on the demand for public parking. Of particular importance to this parking analysis are the historical and forecasted demand trends exhibited by the primary demand generators in the market area.

The market area includes many smaller companies that complement the office, government, banking and retail community. The dominant source of demand for parking in the market area is derived from the banks, offices and retail institutions located in the study area.

The following description sets forth the basis for the projection of revenue and expense. We anticipate that it will take three calendar years for the subject property to reach a stabilized level of operation. Each revenue and expense item has been projected based on the integration of information derived from comparable operating statements and a project specific revenue model developed by Walker. The following financial projection is based upon calendar years beginning 2007 and extends through calendar year 2011. Where applicable, our financial projections are expressed in inflated dollars for each year.

Operating revenues generated by the parking facility will come from monthly patrons. In order to make a recommendation for a parking rate schedule, a rate survey was conducted within the general market area.

PARKING RATE ANALYSIS

One of the most important considerations in projecting operating revenue for a proposed parking facility is a supportable forecast of its attainable average rate, which is more formally defined as the average parking rate per vehicle. To determine the average parking rate per vehicle, the study team conducted a field survey of parking

rates in the market area. The monthly rate reported for parking ranged from a low of $45.00 per space per month to a high of $56.00 per space per month.

Parking rates are a function of the open market system. As such, the rates being charged are generally in line with the principles of supply and demand. Due to political and economic pressures, some cities keep rates artificially low to encourage economic development or to provide an incentive to lure patrons to the downtown area.

The rates in Bloomington do appear to be on the low side. However, raising rates substantially may not be palatable to the public. We recommend the city consider annual reviews of parking rates, and establish a reasonable rate increase schedule, tied to the standard cost of living increases. For the purpose of this preliminary financial analysis, a parking rate schedule that is reflective of the current market rates exhibited within the market area was conservatively applied.

PROJECTED OPERATING REVENUE

Monthly lease revenue is determined by two variables. These are projected leases sold and the lease-parking rate (fee). Two lease categories have been established due to the conceptual layout of the subject facility. These are reserved and nonreserved (regular) leases. Typically, it is in the best interest for a parking facility owner to maximize the available parking spaces and not reserve or dedicate spaces that cannot be sold more than once.

Inflation will have an impact on the revenue to be collected. In this analysis, parking rates were increased by 3.0 percent annually, commencing in the third year of operation, to account for inflationary adjustments in the market.

PROJECTED OPERATING EXPENSES

The calculation of annual operating expenses for the proposed parking structure is based upon local market research in the Bloomington area and Walker's database of parking facilities. Operating expenses included salaries and benefits, management costs, security, utilities, insurance, auto damage, supplies, routine maintenance, elevator/parking equipment maintenance and miscellaneous expenses.

The operating expenses are based on the assumption of a proposed free-standing parking facility with 400 parking spaces. It is also assumed that the structure will have one entry and exit that is outfitted

with automated revenue and access control equipment. This facility is assumed to be unmanned. The operating expenses are based on daily operations from 6 a.m. to midnight.

MAINTENANCE AND REPAIR FUND

In addition to operating expenses, it is highly recommended that funds be allocated on a regular basis to cover structural maintenance costs. A minimum of $65 per structured space annually should be placed in a sinking fund. Once a sinking fund is established, contributions to this fund accumulate over time and are available to cover structural maintenance and structural repairs. Even the best designed and constructed parking facility requires structural maintenance. For example, expansion joints need to be replaced and concrete invariably deteriorates over time and needs to be repaired to ensure safety and to prevent further deterioration. The structural maintenance cost typically represents the largest portion of the total maintenance budget. Facility owners tend to grossly underestimate the structural maintenance cost and budget inadequately for timely corrective actions that must be performed in order to extend the service life of the facility. Also, the adverse impact of ineffective structural maintenance is deferred. Therefore, it is difficult for most owners to recognize or realize the long-term benefits of timely corrective and preventive maintenance actions. The cost of structural maintenance is relatively small considering the potential liability associated with the neglect to properly maintain the facility.

The age and the geographic location of a parking facility will impact maintenance costs. Older facilities require more maintenance than a new facility. The cost of maintaining the structure will also increase as the structure ages.

Additionally, the structural system of the parking facility will influence maintenance costs. However, it is important to realize that the true cost over the life of the structure consists of two components. These are the initial cost to construct the facility and the maintenance cost. Structural systems that initially cost less may eventually turn out to be more expensive considering the higher cost of maintaining the structure over the entire service life of the facility.

The periodic structural maintenance includes items such as patching concrete spalls and delaminations in floor slabs, beams, columns, walls, etc. In many instances there are maintenance costs associated with the topping membranes, the routing and sealing of joints and

cracks, and the expansion/construction joint repairs. The cost of these repairs can vary significantly from one structure to another. The factors that will impact the maintenance cost include, but are not limited to, the value the owner places on the maintenance of the facility, the local climate, and the age of the structure.

A review by a restoration specialist is usually necessary to identify the preventive maintenance needs of a facility. In addition to the annual or other periodic inspections, material testing and examinations may also be necessary to determine and recommend maintenance measures. The results of the periodic inspections may also indicate the need for other material examinations and laboratory testing.

Note that the recommended repair and maintenance fund is often considered a capital expense and is not included as an operating expense for a parking facility. However, for the purpose of our preliminary analysis we have included with our financial projections the recommended repair and maintenance fund contribution.

FIVE-YEAR PRO FORMA

A five year pro forma was prepared for the proposed parking garage. The following assumptions were utilized in calculations of the pro forma.

1. Stabilization of the proposed structure is assumed in year three of operation.
2. Facility ramp-up assumes 75 percent in year one, 85 percent in year two, and 90 percent in years 3-5.
3. Reserved and nonreserved lease demand for the 400-space structure is assumed at 300 vehicles per month by the stabilized year (year three). This analysis does not account for any oversell of monthly leases.
4. Transient demand for the 400-space structure is projected to represent an average of 100 vehicles per day in year three of operation.
5. Monthly lease rates are assumed at $50 per month for non-reserved leases (200 spaces), $75 per month for reserved leases (100 spaces).
6. Transient (daily) rates are assumed at $0.50/hour.

7. The assumed parking rates are effective 24 hours per day, 7 days a week, 365 day a year. No weekend, evening or holiday rates are applied in this analysis.

8. Parking rates are increased by 3 percent annually commencing at the beginning of the third projected year.

9. Where applicable, operating expenses are increased by three percent annually commencing in year one of operation.

10. Our projections exclude any potential revenue generated by special events.

11. The proposed parking structure capacity is 400-above grade parking spaces.

12. No labor assumptions for the 400-space structure are assumed.

13. Twenty-four hour security, provided by the City police department, is assumed at the subject facility.

14. Lease parking demand was determined based on existing lease demand in the market area and information obtained from the city of Bloomington.

15. Project team is not under contract to provide detailed construction costs or land costs. Therefore, development costs and the debt service schedule are excluded from this report.

The pro forma reflects the gross operating revenues based on the calculated demand and assumed rate schedule for the proposed garage. Operating expenses represent estimated costs for operation of a 400-space structure with daily operation from 6 a.m. to midnight. The pro forma concludes with a computation of the proposed project's annual net operating income (NOI). The NOI represents the available cash flow that can be applied to the debt service. Calculation of the estimated debt service was not a part of this contract, therefore the pro forma shown in Table 23 concludes with the projected NOI and not the projected debt service coverage.

Table 29 Five-Year Pro Forma

	Capacity	spaces	400				
	Inflation Rate	Inflation	3%				
	Ramp-up		75%	85%	90%	90%	90%
1	**Operating Revenues**		**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
	Transient (Short-Term) Revenue		$ 90,000	$ 101,000	$ 107,000	$ 111,000	$ 114,000
	Transient (All Day) Revenue		$ 52,000	$ 59,000	$ 63,000	$ 65,000	$ 67,000
2	Monthly Lease Revenue - Unreserved		$ 90,000	$ 102,000	$ 108,000	$ 111,000	$ 114,000
	Monthly Lease Revenue - Reserved		$ 90,000	$ 93,000	$ 96,000	$ 99,000	$ 102,000
	Total Gross Revenue		**$ 322,000**	**$ 355,000**	**$ 374,000**	**$ 386,000**	**$ 397,000**
	Total Gross Revenue / Space		$ 805	$ 888	$ 935	$ 965	$ 993
	Operating Expenses						
	Salaries & Benefits		$ -	$ -	$ -	$ -	$ -
	Utilities		$ 13,000	$ 13,000	$ 13,000	$ 13,000	$ 13,000
	Insurance		$ 4,000	$ 4,000	$ 4,000	$ 4,000	$ 4,000
	Auto Damage		$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000
	Supplies		$ 4,000	$ 4,000	$ 4,000	$ 4,000	$ 4,000
	Routine Maintenance		$ 5,000	$ 5,000	$ 5,000	$ 5,000	$ 5,000
	Structural Maintenance		$ 26,000	$ 27,000	$ 28,000	$ 29,000	$ 30,000
	Snow Removal/Sweeping		$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000
	Elevator/Parking Equip. Maint.		$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000
	Miscellaneous Expenses		$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000
	Total Operating Expenses		**$ 69,000**	**$ 70,000**	**$ 71,000**	**$ 72,000**	**$ 73,000**
	Total Operating Expense / Space		$ 173	$ 175	$ 178	$ 180	$ 183
3	**Projected NOI**		**$ 253,000**	**$ 285,000**	**$ 303,000**	**$ 314,000**	**$ 324,000**
	Projected NOI / Space		$ 633	$ 713	$ 758	$ 785	$ 810

Notes:
1 Operating Revenues are adjusted to reflect the following ramp-up schedule: 75% in year one, 85% in year two, 90% in years three through five. It is assumed that it will take three calendar years for the proposed garage to reach a stabilized level of operation.
2 Monthly Lease Revenue-unreserved = vehicles x monthly lease rate x months
3 NOI excludes debt service related to the project financing.
* Expenses are increased by 3% annually starting in year one.
* Revenues are increased by 3% annually starting in year four of operation.
* All projections are rounded to the nearest thousandth.

STATEMENT OF LIMITING CONDITIONS

This report is subject to the following limiting conditions:

1. This report is based on assumptions outside the control of Walker Parking Consultants/Engineers, Inc. ("Walker") and/or our client. Therefore, Walker cannot guarantee the results.
2. The results and conclusions presented in this report may be dependent on future assumptions regarding the local, national, or international economy. These assumptions and resultant conclusions may be invalid in the event of war, terrorism, economic recession, rationing or other events that may cause a significant change in economic conditions.
3. Walker assumes no responsibility for any events or circumstances that take place or change subsequent to the date of our field inspections.
4. Walker is not qualified to detect hazardous substances, has not considered such, and therefore urges the client to retain an expert in this field, if relevant to this study.
5. Sketches, photographs, maps and other exhibits included herein may not be of engineering quality or to a consistent scale, and should not be relied upon as such.
6. All information, estimates, and opinions obtained from parties not employed by Walker, are assumed to be accurate. We assume no liability resulting from information presented by the client or client's representatives, or received from third-party sources.
7. All mortgages, liens, encumbrances, leases and servitudes have been disregarded unless specified otherwise. Unless noted, we assume that there are no encroachments, zoning violations, or building violations encumbering the subject property.
8. This report is to be used in whole and not in part. None of the contents of this report may be reproduced or disseminated in any form for external use by anyone other than our client without our written permission.
9. The projections presented in the analysis assume responsible ownership and competent management. Any departure from this assumption may have a negative impact on the conclusions.
10. Computer models that use and generate precise numbers generate some of the figures and conclusions presented in this report. The use of seemingly exact numbers is not intended to suggest a level of accuracy that may not exist. A reasonable

margin of error may be assumed regarding most numerical conclusions. Conversely, some numbers are rounded and as a result some conclusions may be subject to small rounding errors.

11. This report was prepared by Walker Parking Consultants, Inc. All opinions, recommendations, and conclusions expressed during the course of this assignment are rendered by the staff of Walker Parking Consultants as employees, rather than as individuals.
12. This report is not an appraisal report.

ALTERNATIVE FINANCING STRATEGIES

The purpose of this section is to provide an overview of the most commonly used strategies for financing parking facilities. The following strategies are addressed:

- Federal Grants
- Tax-Increment Financing
- Business Improvement Districts
- Development and Lease Agreements
- Creation of an Auxiliary Enterprise Fund
- Creation of a Parking Authority

FEDERAL GRANTS

At least two potential funding sources are available at the federal level. Location, intended use of the facility and availability of grant money are the variables that typically govern whether a project receives federal grant money. The U.S. Department of Transportation offers two types of grants that may be applicable to a parking project: Federal Transit Capital Investment Grants and Federal Transit Formula Grants.

Administered under the Federal Transit Administration (Department of Transportation) under authorization of the 49 USC 5309, Federal Transit Capital Investment Grants exist "to assist in financing the acquisition, construction, reconstruction and improvement of facilities, rolling stock and equipment for use, by operation, lease, or otherwise, in mass public transportation service and in coordinating service with highways and other transportation in such areas."

This capital grant can be applied to virtually any infrastructure improvement pertaining to the establishment or improvement of mass transit systems. Eligible projects include: fixed guide-way systems, rolling stock for transit systems, establishing or improving mass transit facilities, and any other development or capital cost associated with establishing or improving mass transit service. Consideration may also be given to projects which enhance urban economic development; establish new or enhanced coordination between transit and other transportation; enhance the effectiveness of a transit project; or other non-vehicular capital improvements that the Secretary of Transportation may decide would result in increased transit usage in the corridor.

Qualified applicants include: public agencies, states, municipalities, public corporations, boards and commissions, and private agencies

through contractual agreements with a public agency grantee. Qualifying parties must submit an application in which the following documentation is included:

- Proof of the project's inclusion in the local transportation improvement program (TIP);
- Proof of the project's inclusion in the state transportation improvement program (STIP);
- Approval of the project by the Federal Transit Administration (FTA) and Federal Highway Administration (FHWA);
- A statement of labor and relocation pertaining to the project;
- An environmental impact statement on the effect of the project;
- A legal opinion on the validity of the project;
- Proof of the project's inclusion in the coordinated regional plan;
- A valid maintenance certification; and
- An affidavit of certifications and assurances as compiled in the FTA's Annual List of Certifications and Assurances.

The basic grant rate may be up to 80 percent of the total project cost, with the applicant being responsible for the remaining 20 percent. In FY 2000, the distribution of capital grants ranged from $9,450 to $1,636,000,000, with an average value of approximately $7,000,000. Previously awarded projects include:

- 13 CNG buses in St. Louis;
- Gateway Intermodal Center in Los Angeles;
- Constructed Portsmouth, Virginia ferry docking facility (Norfolk-Portsmouth);
- LRT security system and power substation in Sacramento; and
- Dallas North Central Light Rail.

FTA Formula Grants, also administered under the Federal Transit Administration (Department of Transportation) under authorization of the 49 USC 5307, exist "to assist in financing the acquisition, construction, cost-effective leasing, maintenance, planning, and improvement of facilities and equipment for use by operation, lease, contract, or otherwise in mass transportation service, and for urbanized areas with populations under 200,000, to assist with the payment of operating expenses to improve or to continue such service by operation, lease, contract or otherwise."

This formula grant can be applied to virtually any infrastructure improvement pertaining to the establishment, operation or improvement of mass transit systems. The Secretary of Transportation may make grants under this section for capital projects to finance the planning, acquisition, construction, lease, improvement, and maintenance of equipment and facilities for use in transit subject to regulations. One percent of the funds apportioned to urbanized areas with a population of at least 200,000 shall be made available for transit enhancements. For urbanized areas with populations under 200,000, the Secretary may also make grants under this section to finance transit-operating costs. Recipients of these grants are required to make information available to the public and to publish a program of projects to afford affected citizens opportunities through public hearings to submit comments on the proposed program and the performance of the recipient.

Qualified applicants include publicly owned operating companies of mass transportation services. Funds are made available to urbanized areas (as defined by the Bureau of the Census) through designated recipients which must be public entities and legally capable of receiving and dispensing Federal funds. The state governor, responsible local officials, and publicly owned operators of mass transportation services must jointly designate the recipient(s) for urbanized areas of 200,000 or more in population. Recipients must submit a program of projects to the FTA; submit a program application to the FTA; enter into formal agreements with the FTA; and certify that public notification has been conducted.

Qualifying parties must submit an application in which the following documentation is included:

- Proof of the project's inclusion in the local transportation improvement program (TIP);
- Proof of the project's inclusion in the state transportation improvement program (STIP);
- Approval of the project by the FTA and FHWA;
- A statement of labor and relocation pertaining to the project;
- An environmental impact statement on the effect of the project;
- A legal opinion on the validity of the project;
- Proof of the project's inclusion in the coordinated regional plan;
- A valid maintenance certification; and
- An affidavit of certifications and assurances as compiled in the FTA's Annual List of Certifications and Assurances.

Funding is apportioned on the basis of legislative formulas. For urbanized areas with a population of 200,000 and greater, the formula is based on a combination of bus revenue vehicle miles, bus passenger miles, fixed guide-way revenue miles, and fixed guide-way route miles as well as population and population density. The basic grant rate may be up to 80 percent of the total project cost, with the remaining 20 percent being the responsibility of the applicant. In FY 2000, the FTA issued $3.2 billion in formula grants. Previously awarded projects include:

- Construction of the Kansas City Union Station Intermodal Facility;
- Renovation and expansion of bus maintenance facilities for the Flint (MI) Mass Transportation Authority;
- Replacement of 48 buses and purchase of a ferry vessel on behalf of the Golden Gate Bridge, Highway, and Transportation District;
- Creation of park-and-ride lots for Southwest Ohio Regional Transit Authority; and
- Construction of rail lines, terminals and facilities for the Southeastern Pennsylvania Transportation Authority.

The FTA grants described above are apportioned to each state and specific departments and agencies within each state. These funds are applied to specific programs that the departments and agencies oversee. The role of these departments and agencies is to determine the ability of the proposed project to meet the requirements of a specific program and the portion of the project that will be funded. If a specific program will not supply the entire 80 percent of funds for the project, other programs may be applied for to satisfy the 80 percent. Keep in mind that each will be treated as a separate project and will require 20 percent local funding. Applications for the several types of programs must be completed by the local government and submitted to the proper governmental departments and agencies. These departments and agencies generally have a specific time window for the submission of applications, or a "Call for Proposals."

Often there are timing issues that a municipality will wish to circumvent. In general, the application and approval process takes over six months, with projects being approved for a budget that may be several years away. This may cause problems if studies and conceptual drawings are done prior to application and approval. Current demand and projected demand are often time specific and determine

when the funds are needed. Physical changes to abutting property or roadways over time may affect the accuracy and usefulness of conceptual drawings. With this particular issue in mind, a municipality may issue bonds specifically based on the approval of an application for federal funds. These bonds are known as Grant Anticipation Notes ("GAN"). These bonds are backed by the approved funds from the Federal Government. The Federal Register recently recorded the following discussion in regards to GANs:

> Public transportation grantees are reminded that with interest rates at currently low levels it may be cost-effective to leverage their projected grant receipts, and thereby accelerate the acquisition of needed rolling stock or completion of essential infrastructure. FTA encourages grant recipients to examine all leveraging options at their disposal, including the use of grant anticipation notes (GAN) secured with Formula Capital, Fixed Guideway Modernization, and New Starts funds. To date, over $1.7 billion in grant anticipation notes have been issued, allowing major projects to be completed early and at lower cost. FTA will provide information and other assistance to grantees that wish to examine financing options during their project development process. For additional information, contact Paul L. Marx, Office of Policy Development, at (202) 366-1675.

TAX-INCREMENT FINANCING

Another common financing mechanism employed by municipalities is the implementation of a tax increment finance ("TIF") district. Tax increment financing is a way to use tax revenue growth produced by an increase in the tax base of a specified area to repay the costs of investing in the area. While many cities rely on general tax revenue to fund improvements, tax increment financing, or TIF, is an increasingly viable solution to funding the development of needed infrastructure, including structured parking. Tax increment financing legislation enables a local government to finance redevelopment projects through an anticipated increase in the area's property tax revenues. TIF districts do not generate tax revenues by increasing tax rates. Rather the TIF district generates revenues by permitting the municipality to temporarily capture the tax revenues generated by the enhanced valuation of properties resulting from the various redevelopment

projects. In a TIF-funded project, the local government permits the developer to use a portion of these new taxes to support financing for the proposed parking project. Since a portion of the financing is repaid solely from the dedicated taxes, TIF effectively functions like a grant from the standpoint of the developer.

The premise of TIF is that real estate development generates new real estate and sales taxes above and beyond the taxes generated by land in its undeveloped state. The TIF system relies on the appreciation in value of the land and buildings in a TIF district. If a development is profitable, then the costs will be paid for in the growth of property tax revenue. If the property fails to increase in value, the improvement costs fall back on the general taxpayer. This risk makes some governments wary of employing TIFs. Such concern, while important, must be weighed against the alternative.

BUSINESS IMPROVEMENT DISTRICTS

Some municipalities and county governments use business improvement districts ("BIDs") and parking tax districts as a means to generate income to fund parking facility capital improvements and operating expenses. Both business improvement districts and parking tax districts can be used to finance the acquisition of land; the construction, operation, and maintenance of surface parking lots and parking structures; as well as the costs of engineers, attorneys and other professionals needed to complete the project.

BIDs number over 1,200 in the U.S. and are much more common than parking tax districts. BIDs, which are most often formed at the request of their member businesses, typically address a wide variety of issues not all related to parking. Common issues addressed include marketing, transit, beautification, signage, lighting, parking, street and public space maintenance, unarmed security patrols, "customer service representatives" or "ambassadors" to provide information and assistance to tourists and shoppers, etc. The collection of assessments tend to be applied uniformly on a square foot, gross receipts, or assessed value basis because benefits are universally recognized by all property owners. Typically, no exemptions or tax credits are provided to property owners who provide all or a portion of their required parking.

The Bayside District, located in Santa Monica, California, is an example of a BID. This BID was established in 1986 and has allowed the BID to secure the bonded indebtedness associated with various improvements in 1989. Improvements included a transformation of the

old Santa Monica Mall into the Third Street Promenade and surrounding Bayside District. Specifically, this provided for additional parking and certain alley, signage, and circulation improvements.

The Santa Monica BID has three zones, each with its own tax rate: Zone 1 - $0.8096 per building square foot; Zone 2 - $0.3346 per building square foot; and Zone 3 - $0.2342 per building square foot.[9] Tax bills appear on property owner's tax bills and are collected through the County Assessor's Office. The Treasurer of the City of Santa Monica administers the BID fund.

At the same time this BID was created, an ordinance was passed requiring a parking developer fee; this fee creates a fund for additional parking improvements as new square footage is added (if the developer does not provide parking to meet the demand of the new development). The formula for this parking developer fee is equal to $1.50 per square foot per year for each new square foot of building space added since 1986 for which parking is not provided.

DEVELOPMENT AND LEASE AGREEMENTS

Municipal and corporate leaders are increasingly faced with the issue of whether or not they should enter into the parking business by constructing, financing, and operating their own parking facilities. In most cases, the capital required to develop and operate a parking facility is the prevailing barrier to entry. The financial paradox faced by decision-makers is the need to allocate funds for core operation improvements to sustain and grow demand, while at the same time, fund parking expansion projects that are needed to operate. More often than not, funding a parking expansion project is determined to be subordinate to core operation improvements.

Faced with parking issues, many industry leaders are recognizing the advantages of eliminating parking from their balance sheets and focusing on their core business. This is accomplished through a development leaseback agreement that provides an alternative method of ownership, investment, financing and risk allocation to organizations that need parking, but face financial limitations. It is a financial tool that can allow a business or agency to expand parking operations, reduce long-term risk, and redirect capital funds from parking to core operations.

[9] Rates shown are for the 1999 Property Tax Year

When a local agency enters into a development leaseback arrangement (thereby becoming the leasee), it may lease a facility from another public agency, a nonprofit corporation set up for that purpose, a bank or private leasing company or a joint powers authority. This lessor assigns all its rights in the leased parking facility to the lessee or trustee and acts as an intermediary between the local agency and the investors. The trick to leasing is finding someone who is willing to invest in the return from the agency's lease payments. This may be a single investor or, more frequently, a group of investors who have purchased undivided shares of the lease obligation (these shares are called "certificates of participation"). The lessee is given use of the property as though he owned it, without having capital invested in it.

The lease is typically a long-term "net" lease[10], with the leasee having the option of repurchasing the parking facility at a later time. The tenant, who previously owned the property, normally has the right at any time during the lease to buy back the parking facility, based upon a predetermined value or method of valuation. However, it is most advantageous to do so at the end of the lease, when the purchase price could be a nominal amount. Terms usually are for 15 to 20 years with options to include up to four five-year renewal periods.

Development leaseback agreements offer several advantages over other financing methods. First, an agency can obtain a parking facility without a large initial investment. Second, a lease can be used to spread the cost of a parking facility over a long period of time. Third, lease agreements do not add to agency debt. Fourth, in many cases voter approval is not a requirement as it would be with special taxes and some types of bonds. Fifth, leaseback deals can also provide the leasee with additional tax deductions, if applicable. The leasor benefits in that they will receive stable payments for a specified period of time.

Using lease financing is not without its drawbacks. The agreements necessary to finance public and private parking facilities are complicated, and involve numerous players such as bond counsel, underwriter, and trustee. Leasing, because of the uncertainties of the market and annual allocation of payments, may require higher debt payment than bonds to attract investors. Additionally, because leases are designed to be tax-exempt investments, their popularity and marketability is susceptible to changes in federal or state tax law. Also, it may be difficult to find creditworthy investors for some leases. Unlike

[10] A property lease in which the lessee agrees to pay all expenses which are normally associated with ownership, such as utilities, repairs, insurance and taxes. Also called a closed-end lease.

special assessments or taxes, a lease by itself does not generate funds on its own and requires another source of income, such as user fees, to retire any debt.

CREATION OF AN AUXILIARY ENTERPRISE FUND

Municipalities often create auxiliary enterprise funds. These resources are then used to fund parking project capital improvements. By definition, an auxiliary enterprise fund is self-sustaining. This means that the auxiliary enterprise fund generates a revenue stream that is sufficient to cover ongoing operating expenses and outstanding debt service obligations.

Auxiliary enterprise funds have their own operating budgets. This operating budget is separate from the municipality's general fund. These operating budgets include a stream of revenues collected from a variety of sources, including the following:

Municipalities

- Monthly leases
- Parking meter revenues
- Parking violation revenues
- Transient revenues

Although revenues generated by a new structured parking facility may not be sufficient to fund both the operating expenses and debt service of that particular improvement, revenues from other facilities and sources are pooled together. This revenue pool is often sufficient to generate an income stream that permits the solvency of the auxiliary enterprise.

Budgeted expenses include the operating costs associated with ongoing parking operations. This may include the labor costs associated with maintenance, security, parking enforcement, revenue collection, management and administration. Other operating costs may include utilities, supplies and equipment.

The lifespan of a parking structure can often range from 40-50 years or more. However, because the development costs for such a structure are capitalized over a 20-30-year period, there is significant useful life remaining after all debt is retired. This remaining life means that revenues may still be generated by this debt-free facility and that these revenues may be available to offset any new debt service payments that are required to fund new parking projects.

There are many parking system auxiliary enterprise funds in operation throughout the U.S. Following are some of these funds:

Municipalities

- City of Cedar Rapids, Iowa
- City of Lincoln, Nebraska
- City of Detroit, Michigan
- City of Tampa, Florida
- City of Denver, Colorado

CREATION OF A PARKING AUTHORITY

Parking authorities offer similar advantages gained through the creation of an auxiliary enterprise funds. One similarity is that parking authorities are self-supporting, meaning they generate operating revenues sufficient to cover both operating expenses and the debt service associated with any capital improvements. Parking authorities have many of the same responsibilities similar to a municipal or a university parking and transportation department. Following are some of the responsibilities of a parking authority:

- To hire and compensate staff and manage authority-owned facilities.
- To set parking rates and collect revenues from authority-owned facilities.
- To establish and manage a budget.
- To acquire property through negotiations and if necessary, through eminent domain.
- To acquire existing parking facilities.
- To contract with third parties for services and the sale of real property.
- To sue and be sued.
- To fund parking facility capital improvements.
- To design, construct and renovate parking facilities.
- To demolish and rebuild parking facilities.
- To develop and implement master plans for municipal parking.
- To define and implement parking management strategies aimed at improving traffic flow and parking conditions.
- To issue and retire debt.

Many states have enabling legislation that provides for the creation of a parking authority. Some states have legalized the formation of a parking authority in any city, regardless of size. Other states permit the establishment of a parking authority only in specific classes of cities. Following are some states that have parking authorities: Alabama, Alaska, California, Connecticut, Delaware, Florida, Maine, Maryland, Massachusetts, New Jersey, New York, Oklahoma, Pennsylvania, Tennessee, Virginia, Washington and West Virginia. New York and Pennsylvania are the states with the greatest number of parking authorities.

To create a parking authority, first, enabling legislation must be in place legalizing the formation. In most cases, this enabling legislation allows a city to create a parking authority. Once the parking authority is created, most laws provide for the municipality's mayor to appoint board members. The board of directors then governs a parking authority.

Parking authorities have several distinguishing characteristics that make them different from municipal and university parking departments, including the following:

- Parking authorities are empowered to issue their own debt.
- Parking authority debt does not count toward the debt capacity of the municipality or university.
- Parking authorities can take action without approval from city government; they can be completely independent and autonomous of city government.

Following are some of the most significant advantages and disadvantages of a parking authority:

Advantages

- Can issue own debt and not count against bonding capacity of city.
- Provides a structure with a sole focus on parking-related issues.
- Significantly reduced political pressures compared to city parking department.
- Not subject to annual budget considerations of city government or politics.
- Self-sustaining.

Disadvantages

- Redundant costs of management and administration.
- Higher rates of borrowing than a city issuing general obligation bonds.
- Authority has power that is beyond the immediate control of the citizens.

RECOMMENDATIONS

As the downtown CBD grows and adds developments to its core, it must grow its parking system as well. Currently most of the study area has generous quantities of parking both on and off street. To ensure that future developments do not negatively affect parking conditions, we recommend the City analyze each potential development to ensure adequate parking will be available upon its completion. This analysis includes taking into account any displaced or added parking, as well as new parking demand to the area.

The goal of these recommendations is to improve the current system to increase the level of customer satisfaction as well as to begin the process of adding value to the parking supply. To improve the overall parking operations of the city, Walker makes the following recommendations that are separated into on-street, off-street, marketing and enforcement:

ON-STREET RECOMMENDATIONS

1. Due to the high percentage of users utilizing on-street parking, increased and improved wayfinding (signage) is needed to direct patrons to other parking options (parking lots and garages). Signage may even be targeted to specific end users (long-term parkers) to utilize off-street parking. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking (garages and lots) to merchant/business locations.

2. No wholesale changes are recommended to the existing two-hour limits for on-street parking. The goal of the on-street supply is to make short-term parking readily available. Patrons should be encouraged to utilize off-street parking. Increased signage notifying patrons of the two-hour limit is recommended. However, some modifications to allow for shorter term parking may be needed in front of high turnover businesses, such as drycleaners (they may need more 15-minute parking spaces).

3. Re-introduce parking meters in the downtown core area. Keep parking revenue generated from meters in the downtown area, to be used only for downtown parking improvement/marketing projects.

4. Implement a Parking Ambassador program, emphasizing a hospitality approach to enforcement of parking regulations. (ticketing and enforcement will still occur)

5. Re-evaluate location of loading zones on College and Walnut Streets; consider placement of loading zones on perimeter streets that are less traveled.

6. On-Street spaces should be clearly marked on the pavement with paint. A simple T-design painting scheme would limit the amount of paint used, and thus maintenance and installation costs.

OFF-STREET RECOMMENDATIONS

1. As the City grows and develops its parking assets, an important step is to review the system and update the procedures as necessary. This may include conducting an outside audit of the new facilities or a review of the parking supply and demand. As with any developing system, continual improvement in the process is important for positive change.

2. Establish standard procedures for implementing Shared Parking which specify how to calculate minimum parking requirements for different combinations of land uses, acceptable walking distances, and requirements for sharing agreements, verification and enforcement.

3. Educate planning officials and developers on the potential for Shared Parking and procedures for implementing it.

4. Explore a shuttle program downtown to include full-time regular routes between parking locations. This will help offset any parking deficit in isolated block areas.

5. Paint walls and ceilings in parking garages white to increase feel of safety and comfort for patrons.

6. Limit or eliminate the use of guaranteed reserved spaces. Parking permits should be "hunting" permits, where patrons may utilize any available spaces in the structures, instead of having a particular space reserved for their individual use.

7. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking (garages and lots) to merchant/business locations.

8. Evaluate current lighting resources, and update to new fixtures that are more energy efficient. Cost of update is usually paid for by energy savings over a short period of time.

9. Allow vending machines in parking structures to capture alternative revenue, that may be used to off-set some capital improvements in the structures (such as painting or lighting).

10. If parking policies are not changed for the operation of the parking structures, the city could see a public parking deficit of up to 400 spaces within ten years or sooner if unanticipated new development occurs.

MARKETING RECOMMENDATIONS

1. Implement an overall public relations and marketing campaign for Parking Services. Coordination of this effort with existing city departments is encouraged. Parking should be promoted in various media outlets and coordinated with known special events.

2. Establish dedicated funds for Parking Services marketing efforts. Promote parking operations by disseminating facts about parking downtown (number of spaces available, low crime rates, etc.).

3. Develop a mission statement for Parking Services.

4. Evaluate parking rates, based on demand and location. Keep rates current with market influences.

5. Increase the visibility of the parking operations in the city. This option may require relocating the offices of the parking operations to a more visible downtown storefront.

6. Current parking operations office has inadequate waiting facilities for patrons. Expansion of waiting area or relocation of offices is recommended.

7. Improve current web site by incorporating intuitive commands. Incorporate the ability to search the web site by address, which will then give the user the closest parking available. Utilize mapping technology to have interactive maps, with clickable links to parking locations.

8. Incorporate pictures on the web site that will help patrons orient themselves from parking destinations. Pictures would show what is currently visible from each direction of the parking facility. This will aid the patron in determining where they should turn to reach their destination.

9. Implementation of a Parking Ambassador program, emphasizing a hospitality approach to enforcement of parking regulations (ticketing and enforcement will still occur).

10. Incorporate advertising in parking decks on walls, in elevators and on tickets and gate arms, as a means of raising funds to pay for improvements to decks (i.e. painting).

11. Allow businesses to "sponsor" levels in the parking decks. This will aid the parking patron in remembering where they park in the structure, and give merchants much needed exposure.

12. Consider a "first hour free" parking program in the parking structures as a way to entice parking patrons to utilize the parking structures.

ENFORCEMENT RECOMMENDATIONS

1. Implement a graduated fine to deter repeat violators and change parking behavior, thus freeing parking space in the study area for the intended users.

2. Utilize incentive based fines, whereas the maximum fine is listed as the penalty, however if the violator pays the fine within a certain grace period, the fine is reduced somewhat.

3. Cross train enforcement officers in hospitality related issues. (Similar to ambassador program training).

APPENDIX

		Weekday On-Street Occupancy (Wednesday December 6, 2006)									
Block #	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	10:00	Percentage
1	35	1	3%	10	29%	10	29%	15	43%	10	29%
2	31	4	13%	3	10%	8	26%	15	48%	15	48%
3	24	7	29%	10	42%	9	38%	10	42%	6	25%
4	0	0	0%	0	0%	0	0%	0	0%	0	0%
5	5	4	80%	2	40%	1	20%	4	80%	4	80%
6	2	1	50%	0	0%	0	0%	2	100%	0	0%
7	15	2	13%	7	47%	6	40%	7	47%	3	20%
8	20	7	35%	12	60%	12	60%	16	80%	2	10%
9	86	4	5%	30	35%	20	23%	41	48%	6	7%
10	46	14	30%	30	65%	27	59%	32	70%	33	72%
11	18	2	11%	7	39%	12	67%	15	83%	15	83%
12	4	1	25%	4	100%	4	100%	3	75%	1	25%
13	9	1	11%	5	56%	7	78%	6	67%	6	67%
14	22	8	36%	18	82%	18	82%	16	73%	20	91%
15	50	33	66%	45	90%	39	78%	42	84%	26	52%
16	30	3	10%	7	23%	14	47%	14	47%	3	10%
17	37	15	41%	18	49%	36	97%	22	59%	12	32%
18	39	19	49%	34	87%	35	90%	34	87%	15	38%
19	37	22	59%	31	84%	36	97%	37	100%	38	103%
20	38	13	34%	16	42%	41	108%	36	95%	40	105%
21	34	36	106%	29	85%	44	129%	37	109%	28	82%
22	50	31	62%	44	88%	35	70%	30	60%	30	60%
23	37	17	46%	30	81%	29	78%	28	76%	13	35%
24	31	6	19%	31	100%	28	90%	26	84%	23	74%
25	27	8	30%	27	100%	27	100%	24	89%	13	48%
26	26	20	77%	26	100%	26	100%	25	96%	21	81%
27	33	1	3%	22	67%	30	91%	33	100%	6	18%
28	36	7	19%	19	53%	34	94%	36	100%	8	22%
29	41	13	32%	19	46%	39	95%	39	95%	23	56%
30	70	5	7%	54	77%	65	93%	67	96%	41	59%
31	42	6	14%	30	71%	41	98%	47	112%	40	95%
32	21	3	14%	8	38%	10	48%	17	81%	5	24%
33	17	1	6%	11	65%	12	71%	9	53%	1	6%
34	21	5	24%	9	43%	8	38%	8	38%	6	29%
35	30	8	27%	28	93%	34	113%	28	93%	30	100%
36	21	4	19%	12	57%	20	95%	31	148%	11	52%
37	46	4	9%	27	59%	41	89%	45	98%	5	11%
38	24	22	92%	17	71%	20	83%	24	100%	11	46%
39	31	2	6%	25	81%	23	74%	26	84%	3	10%
40	29	3	10%	18	62%	27	93%	23	79%	15	52%
41	27	16	59%	24	89%	25	93%	22	81%	20	74%
42	35	6	17%	28	80%	32	91%	0	0%	27	77%
43	31	18	58%	33	106%	31	100%	0	0%	25	81%
44	15	1	7%	10	67%	12	80%	15	100%	12	80%
45	19	9	47%	15	79%	19	100%	16	84%	9	47%
46	8	3	38%	7	88%	7	88%	3	38%	0	0%
47	12	1	8%	5	42%	5	42%	8	67%	2	17%
48	20	1	5%	6	30%	11	55%	19	95%	0	0%
49	4	0	0%	1	25%	1	25%	3	75%	0	0%
50	8	1	13%	3	38%	4	50%	3	38%	3	38%
51	12	8	67%	17	142%	14	117%	9	75%	16	133%
52	9	8	89%	6	67%	7	78%	4	44%	7	78%
53	0	0	0%	0	0%	0	0%	0	0%	0	0%
54	23	5	22%	7	30%	7	30%	6	26%	5	22%
55	15	7	47%	12	80%	21	140%	9	60%	5	33%
56	22	1	5%	2	9%	3	14%	8	36%	1	5%
Totals	1,475	448	30%	951	64%	1,127	76%	1,095	74%	720	49%

		Weekend On-Street Occupancy (Saturday January 27, 2007)									
Block #	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	12:00	Percentage
1	35	0	0%	1	3%	12	34%	13	37%	8	23%
2	31	7	23%	9	29%	10	32%	16	52%	11	35%
3	24	8	33%	4	17%	4	17%	8	33%	6	25%
4	0	0	0%	0	0%	0	0%	0	0%	0	0%
5	5	4	80%	4	80%	5	100%	3	60%	5	100%
6	2	2	100%	2	100%	2	100%	2	100%	2	100%
7	15	3	20%	4	27%	8	53%	8	53%	12	80%
8	20	3	15%	4	20%	9	45%	13	65%	18	90%
9	86	8	9%	15	17%	13	15%	4	5%	18	21%
10	46	18	39%	19	41%	23	50%	40	87%	57	124%
11	18	3	17%	5	28%	7	39%	7	39%	79	439%
12	4	1	25%	2	50%	4	100%	4	100%	5	125%
13	9	3	33%	7	78%	7	78%	9	100%	10	111%
14	22	4	18%	10	45%	11	50%	16	73%	27	123%
15	50	18	36%	25	50%	26	52%	33	66%	39	78%
16	30	4	13%	10	33%	4	13%	1	3%	1	3%
17	37	7	19%	11	30%	22	59%	29	78%	12	32%
18	39	13	33%	25	64%	29	74%	38	97%	30	77%
19	37	11	30%	29	78%	29	78%	26	70%	40	108%
20	38	11	29%	13	34%	36	95%	42	111%	41	108%
21	34	40	118%	41	121%	44	129%	21	62%	40	118%
22	50	24	48%	36	72%	48	96%	30	60%	36	72%
23	37	13	35%	22	59%	24	65%	13	35%	14	38%
24	31	8	26%	35	113%	19	61%	17	55%	22	71%
25	27	7	26%	20	74%	26	96%	18	67%	25	93%
26	26	10	38%	24	92%	26	100%	23	88%	21	81%
27	33	4	12%	28	85%	30	91%	23	70%	21	64%
28	36	11	31%	33	92%	37	103%	37	103%	24	67%
29	41	7	17%	30	73%	42	102%	42	102%	41	100%
30	70	7	10%	64	91%	64	91%	70	100%	61	87%
31	42	15	36%	34	81%	35	83%	45	107%	28	67%
32	21	4	19%	2	10%	3	14%	22	105%	12	57%
33	17	4	24%	5	29%	3	18%	3	18%	1	6%
34	21	8	38%	10	48%	15	71%	4	19%	16	76%
35	30	11	37%	37	123%	49	163%	46	153%	43	143%
36	21	8	38%	19	90%	17	81%	22	105%	16	76%
37	46	5	11%	41	89%	43	93%	35	76%	25	54%
38	24	8	33%	21	88%	23	96%	23	96%	21	88%
39	31	1	3%	20	65%	23	74%	26	84%	19	61%
40	29	4	14%	27	93%	29	100%	27	93%	26	90%
41	27	7	26%	22	81%	25	93%	24	89%	28	104%
42	35	8	23%	33	94%	33	94%	31	89%	36	103%
43	31	9	29%	25	81%	30	97%	28	90%	25	81%
44	15	2	13%	10	67%	13	87%	15	100%	16	107%
45	19	7	37%	9	47%	14	74%	15	79%	10	53%
46	8	2	25%	6	75%	1	13%	4	50%	3	38%
47	12	0	0%	5	42%	6	50%	5	42%	12	100%
48	20	0	0%	10	50%	19	95%	15	75%	6	30%
49	4	0	0%	4	100%	2	50%	0	0%	1	25%
50	8	0	0%	8	100%	7	88%	2	25%	4	50%
51	12	14	117%	14	117%	15	125%	12	100%	13	108%
52	9	7	78%	6	67%	4	44%	6	67%	4	44%
53	0	0	0%	0	0%	0	0%	0	0%	0	0%
54	23	5	22%	11	48%	7	30%	4	17%	3	13%
55	15	5	33%	9	60%	7	47%	4	27%	5	33%
56	22	0	0%	2	9%	1	5%	6	27%	5	23%
Totals	1,475	393	27%	922	63%	1,045	71%	1,030	70%	1,104	75%

		Weekday Private Off-Street Occupancy (Wednesday December 6, 2006)									
Block #	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	10:00	Percentage
1	208	60	29%	117	56%	93	45%	44	21%	25	12%
2	108	65	60%	61	56%	69	64%	59	55%	52	48%
3	99	10	10%	30	30%	31	31%	21	21%	12	12%
4	57	1	2%	10	18%	0	0%	4	7%	0	0%
5	11	4	36%	2	18%	4	36%	0	0%	0	0%
6	70	16	23%	37	53%	26	37%	15	21%	12	17%
7	155	36	23%	49	32%	54	35%	37	24%	30	19%
8	123	11	9%	57	46%	62	50%	19	15%	20	16%
9	569	92	16%	348	61%	383	67%	117	21%	90	16%
10	209	140	67%	106	51%	93	44%	132	63%	110	53%
11	76	19	25%	46	61%	50	66%	35	46%	33	43%
12	25	4	16%	11	44%	14	56%	25	100%	3	12%
13	305	58	19%	93	30%	96	31%	42	14%	44	14%
14	45	6	13%	20	44%	21	47%	21	47%	18	40%
15	57	17	30%	46	81%	47	82%	19	33%	12	21%
16	62	19	31%	45	73%	48	77%	10	16%	10	16%
17	62	19	31%	54	87%	56	90%	5	8%	2	3%
18	383	211	55%	184	48%	177	46%	104	27%	113	30%
19	9	5	56%	7	78%	8	89%	2	22%	0	0%
20	28	22	79%	32	114%	15	54%	10	36%	22	79%
21	90	22	24%	39	43%	41	46%	56	62%	22	24%
22	10	4	40%	10	100%	8	80%	7	70%	5	50%
23	12	2	17%	12	100%	8	67%	1	8%	1	8%
24	89	16	18%	87	98%	89	100%	23	26%	18	20%
25	101	32	32%	101	100%	101	100%	46	46%	12	12%
26	88	32	36%	47	53%	64	73%	40	45%	21	24%
27	37	0	0%	35	95%	34	92%	34	92%	1	3%
28	29	2	7%	28	97%	23	79%	26	90%	2	7%
29	27	4	15%	19	70%	14	52%	30	111%	12	44%
30	0	0	0%	0	0%	0	0%	0	0%	0	0%
31	36	17	47%	16	44%	17	47%	28	78%	15	42%
32	61	1	2%	39	64%	35	57%	7	11%	1	2%
33	75	21	28%	39	52%	53	71%	22	29%	17	23%
34	18	5	28%	7	39%	5	28%	3	17%	4	22%
35	108	25	23%	90	83%	94	87%	53	49%	10	9%
36	35	4	11%	15	43%	22	63%	5	14%	5	14%
37	10	4	40%	6	60%	8	80%	7	70%	2	20%
38	29	13	45%	18	62%	16	55%	15	52%	8	28%
39	60	3	5%	36	60%	34	57%	37	62%	6	10%
40	116	6	5%	88	76%	70	60%	29	25%	8	7%
41	66	18	27%	37	56%	56	85%	24	36%	25	38%
42	116	19	16%	104	90%	111	96%	0	0%	44	38%
43	197	44	22%	184	93%	177	90%	0	0%	46	23%
44	56	1	2%	40	71%	54	96%	45	80%	15	27%
45	75	41	55%	45	60%	54	72%	52	69%	46	61%
46	96	35	36%	51	53%	52	54%	10	10%	2	2%
47	113	12	11%	46	41%	50	44%	7	6%	9	8%
48	305	3	1%	193	63%	179	59%	61	20%	5	2%
49	121	10	8%	70	58%	76	63%	9	7%	5	4%
50	60	6	10%	22	37%	21	35%	10	17%	6	10%
51	58	1	2%	29	50%	35	60%	27	47%	22	38%
52	241	29	12%	103	43%	102	42%	28	12%	27	11%
53	284	97	34%	153	54%	148	52%	48	17%	87	31%
54	196	17	9%	57	29%	54	28%	26	13%	16	8%
55	56	29	52%	38	68%	42	75%	31	55%	29	52%
56	111	14	13%	65	59%	76	68%	17	15%	16	14%
Totals	5,843	1,404	24%	3,324	57%	3,370	58%	1,585	27%	1,178	20%

		Weekend Private Off-Street Occupancy (Saturday January 27, 2007)									
Block #	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	12:00	Percentage
1	208	38	18%	48	23%	47	23%	34	16%	34	16%
2	108	65	60%	64	59%	69	64%	60	56%	55	51%
3	99	14	14%	14	14%	12	12%	17	17%	15	15%
4	57	0	0%	1	2%	2	4%	1	2%	1	2%
5	11	4	36%	5	45%	7	64%	4	36%	3	27%
6	70	15	21%	16	23%	13	19%	12	17%	15	21%
7	155	28	18%	77	50%	71	46%	36	23%	31	20%
8	123	51	41%	48	39%	43	35%	46	37%	51	41%
9	569	80	14%	109	19%	89	16%	78	14%	72	13%
10	209	155	74%	157	75%	141	67%	117	56%	94	45%
11	76	16	21%	22	29%	31	41%	34	45%	49	64%
12	25	3	12%	9	36%	8	32%	8	32%	1	4%
13	305	56	18%	53	17%	45	15%	47	15%	144	47%
14	45	10	22%	12	27%	21	47%	13	29%	17	38%
15	57	15	26%	22	39%	18	32%	12	21%	23	40%
16	62	14	23%	12	19%	19	31%	8	13%	7	11%
17	62	11	18%	20	32%	25	40%	3	5%	2	3%
18	383	132	34%	149	39%	117	31%	108	28%	127	33%
19	9	1	11%	4	44%	1	11%	1	11%	2	22%
20	28	19	68%	10	36%	20	71%	22	79%	8	29%
21	90	30	33%	28	31%	25	28%	16	18%	13	14%
22	10	8	80%	8	80%	7	70%	4	40%	10	100%
23	12	0	0%	0	0%	1	8%	0	0%	0	0%
24	89	5	6%	9	10%	18	20%	11	12%	32	36%
25	101	26	26%	77	76%	63	62%	35	35%	85	84%
26	88	22	25%	50	57%	54	61%	32	36%	17	19%
27	37	0	0%	35	95%	38	103%	2	5%	3	8%
28	29	6	21%	26	90%	28	97%	27	93%	3	10%
29	27	7	26%	11	41%	26	96%	32	119%	15	56%
30	0	0	0%	0	0%	0	0%	0	0%	0	0%
31	36	21	58%	26	72%	24	67%	28	78%	15	42%
32	61	7	11%	11	18%	12	20%	4	7%	3	5%
33	75	20	27%	29	39%	18	24%	10	13%	10	13%
34	18	6	33%	9	50%	5	28%	7	39%	7	39%
35	108	17	16%	50	46%	35	32%	41	38%	34	31%
36	35	4	11%	9	26%	5	14%	3	9%	5	14%
37	10	2	20%	5	50%	8	80%	2	20%	1	10%
38	29	0	0%	0	0%	0	0%	0	0%	0	0%
39	60	2	3%	15	25%	26	43%	13	22%	7	12%
40	116	8	7%	26	22%	54	47%	28	24%	8	7%
41	66	11	17%	32	48%	34	52%	26	39%	30	45%
42	116	24	21%	37	32%	57	49%	69	59%	77	66%
43	197	5	3%	15	8%	49	25%	22	11%	23	12%
44	56	10	18%	27	48%	34	61%	8	14%	6	11%
45	75	32	43%	37	49%	42	56%	36	48%	29	39%
46	96	33	34%	62	65%	40	42%	28	29%	29	30%
47	113	4	4%	13	12%	17	15%	7	6%	11	10%
48	305	9	3%	48	16%	65	21%	33	11%	22	7%
49	121	16	13%	13	11%	19	16%	10	8%	4	3%
50	60	8	13%	13	22%	13	22%	7	12%	10	17%
51	58	7	12%	35	60%	27	47%	14	24%	20	34%
52	241	28	12%	115	48%	129	54%	31	13%	32	13%
53	284	57	20%	195	69%	198	70%	44	15%	66	23%
54	196	13	7%	42	21%	38	19%	10	5%	13	7%
55	56	32	57%	30	54%	36	64%	29	52%	28	50%
56	111	4	4%	30	27%	11	10%	15	14%	14	13%
Totals	5,843	1,211	21%	2,020	35%	2,055	35%	1,345	23%	1,433	25%

		Weekday Public Off-Street Occupancy (Wednesday December 6, 2006)									
Block #	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	10:00	Percentage
1	0	0	0%	0	0%	0	0%	0	0%	0	0%
2	0	0	0%	0	0%	0	0%	0	0%	0	0%
3	0	0	0%	0	0%	0	0%	0	0%	0	0%
4	0	0	0%	0	0%	0	0%	0	0%	0	0%
5	0	0	0%	0	0%	0	0%	0	0%	0	0%
6	0	0	0%	0	0%	0	0%	0	0%	0	0%
7	0	0	0%	0	0%	0	0%	0	0%	0	0%
8	0	0	0%	0	0%	0	0%	0	0%	0	0%
9	0	0	0%	0	0%	0	0%	0	0%	0	0%
10	40	5	13%	11	28%	10	25%	22	55%	2	5%
11	0	0	0%	0	0%	0	0%	0	0%	0	0%
12	0	0	0%	0	0%	0	0%	0	0%	0	0%
13	90	8	9%	20	22%	30	33%	43	48%	43	48%
14	0	0	0%	0	0%	0	0%	0	0%	0	0%
15	0	0	0%	0	0%	0	0%	0	0%	0	0%
16	0	0	0%	0	0%	0	0%	0	0%	0	0%
17	0	0	0%	0	0%	0	0%	0	0%	0	0%
18	154	85	55%	119	77%	107	69%	94	61%	124	81%
19	0	0	0%	0	0%	0	0%	0	0%	0	0%
20	0	0	0%	0	0%	0	0%	0	0%	0	0%
21	0	0	0%	0	0%	0	0%	0	0%	0	0%
22	0	0	0%	0	0%	0	0%	0	0%	0	0%
23	424	181	43%	386	91%	348	82%	103	24%	23	5%
24	0	0	0%	0	0%	0	0%	0	0%	0	0%
25	14	1	7%	9	64%	9	64%	4	29%	1	7%
26	0	0	0%	0	0%	0	0%	0	0%	0	0%
27	0	0	0%	0	0%	0	0%	0	0%	0	0%
28	21	2	10%	6	29%	11	52%	30	143%	0	0%
29	0	0	0%	0	0%	0	0%	0	0%	0	0%
30	0	0	0%	0	0%	0	0%	0	0%	0	0%
31	0	0	0%	0	0%	0	0%	0	0%	0	0%
32	0	0	0%	0	0%	0	0%	0	0%	0	0%
33	0	0	0%	0	0%	0	0%	0	0%	0	0%
34	0	0	0%	0	0%	0	0%	0	0%	0	0%
35	0	0	0%	0	0%	0	0%	0	0%	0	0%
36	0	0	0%	0	0%	0	0%	0	0%	0	0%
37	0	0	0%	0	0%	0	0%	0	0%	0	0%
38	48	14	29%	21	44%	42	88%	28	58%	30	63%
39	0	0	0%	0	0%	0	0%	0	0%	0	0%
40	0	0	0%	0	0%	0	0%	0	0%	0	0%
41	54	1	2%	17	31%	40	74%	45	83%	32	59%
42	0	0	0%	0	0%	0	0%	0	0%	0	0%
43	0	0	0%	0	0%	0	0%	0	0%	0	0%
44	0	0	0%	0	0%	0	0%	0	0%	0	0%
45	0	0	0%	0	0%	0	0%	0	0%	0	0%
46	0	0	0%	0	0%	0	0%	0	0%	0	0%
47	0	0	0%	0	0%	0	0%	0	0%	0	0%
48	51	2	4%	9	18%	15	29%	23	45%	7	14%
49	0	0	0%	0	0%	0	0%	0	0%	0	0%
50	0	0	0%	0	0%	0	0%	0	0%	0	0%
51	0	0	0%	0	0%	0	0%	0	0%	0	0%
52	0	0	0%	0	0%	0	0%	0	0%	0	0%
53	0	0	0%	0	0%	0	0%	0	0%	0	0%
54	0	0	0%	0	0%	0	0%	0	0%	0	0%
55	15	2	13%	8	53%	8	53%	5	33%	6	40%
56	0	0	0%	0	0%	0	0%	0	0%	0	0%
Totals	911	301	33%	606	67%	620	68%	397	44%	268	29%

		Weekend Public Off-Street Occupancy (Saturday January 27, 2007)									
Block #	Supply	7:00	Percentage	10:00	Percentage	1:00	Percentage	6:00	Percentage	10:00	Percentage
1	0	0	0%	0	0%	0	0%	0	0%	0	0%
2	0	0	0%	0	0%	0	0%	0	0%	0	0%
3	0	0	0%	0	0%	0	0%	0	0%	0	0%
4	0	0	0%	0	0%	0	0%	0	0%	0	0%
5	0	0	0%	0	0%	0	0%	0	0%	0	0%
6	0	0	0%	0	0%	0	0%	0	0%	0	0%
7	0	0	0%	0	0%	0	0%	0	0%	0	0%
8	0	0	0%	0	0%	0	0%	0	0%	0	0%
9	0	0	0%	0	0%	0	0%	0	0%	0	0%
10	40	1	3%	11	28%	13	33%	3	8%	0	0%
11	0	0	0%	0	0%	0	0%	0	0%	0	0%
12	0	0	0%	0	0%	0	0%	0	0%	0	0%
13	90	5	6%	7	8%	51	57%	47	52%	93	103%
14	0	0	0%	0	0%	0	0%	0	0%	0	0%
15	0	0	0%	0	0%	0	0%	0	0%	0	0%
16	0	0	0%	0	0%	0	0%	0	0%	0	0%
17	0	0	0%	0	0%	0	0%	0	0%	0	0%
18	154	138	90%	145	94%	76	49%	71	46%	98	64%
19	0	0	0%	0	0%	0	0%	0	0%	0	0%
20	0	0	0%	0	0%	0	0%	0	0%	0	0%
21	0	0	0%	0	0%	0	0%	0	0%	0	0%
22	0	0	0%	0	0%	0	0%	0	0%	0	0%
23	424	13	3%	35	8%	34	8%	22	5%	19	4%
24	0	0	0%	0	0%	0	0%	0	0%	0	0%
25	14	0	0%	7	50%	5	36%	6	43%	7	50%
26	0	0	0%	0	0%	0	0%	0	0%	0	0%
27	0	0	0%	0	0%	0	0%	0	0%	0	0%
28	21	13	62%	19	90%	20	95%	19	90%	11	52%
29	0	0	0%	0	0%	0	0%	0	0%	0	0%
30	0	0	0%	0	0%	0	0%	0	0%	0	0%
31	0	0	0%	0	0%	0	0%	0	0%	0	0%
32	0	0	0%	0	0%	0	0%	0	0%	0	0%
33	0	0	0%	0	0%	0	0%	0	0%	0	0%
34	0	0	0%	0	0%	0	0%	0	0%	0	0%
35	0	0	0%	0	0%	0	0%	0	0%	0	0%
36	0	0	0%	0	0%	0	0%	0	0%	0	0%
37	0	0	0%	0	0%	0	0%	0	0%	0	0%
38	48	26	54%	60	125%	74	154%	65	135%	68	142%
39	0	0	0%	0	0%	0	0%	0	0%	0	0%
40	0	0	0%	0	0%	0	0%	0	0%	0	0%
41	54	7	13%	38	70%	51	94%	49	91%	51	94%
42	0	0	0%	0	0%	0	0%	0	0%	0	0%
43	0	0	0%	0	0%	0	0%	0	0%	0	0%
44	0	0	0%	0	0%	0	0%	0	0%	0	0%
45	0	0	0%	0	0%	0	0%	0	0%	0	0%
46	0	0	0%	0	0%	0	0%	0	0%	0	0%
47	0	0	0%	0	0%	0	0%	0	0%	0	0%
48	51	0	0%	16	31%	21	41%	24	47%	7	14%
49	0	0	0%	0	0%	0	0%	0	0%	0	0%
50	0	0	0%	0	0%	0	0%	0	0%	0	0%
51	0	0	0%	0	0%	0	0%	0	0%	0	0%
52	0	0	0%	0	0%	0	0%	0	0%	0	0%
53	0	0	0%	0	0%	0	0%	0	0%	0	0%
54	0	0	0%	0	0%	0	0%	0	0%	0	0%
55	15	3	20%	2	13%	5	33%	7	47%	6	40%
56	0	0	0%	0	0%	0	0%	0	0%	0	0%
Totals	911	206	23%	340	37%	350	38%	313	34%	360	40%

Parking Study Public Input Meeting
January 25, 2007

Susie Johnson, Director of Public Works introduced herself to the public and explained that Walker Parking Consultants had been hired to work with the City to give an in depth study of what the current parking situation is in the downtown, and to give recommendations on how to move forward to best utilize the parking that is already downtown. Part of tonight's process in this study is to get public input, what citizens have to say, impressions, wishes, dreams about parking in the downtown. Guidance from the public is very important.

Susie introduced Jeff Colvin, the lead consultant from Walker Parking, who will briefly review the scope of services he has been hired to fulfill. The meeting will then be turned over for public comment. The meeting will last until everyone has given their input. Also, if citizens felt more comfortable they could submit their thoughts in writing in a comment form which also lists Susie Johnson's email address in case citizens would like to comment via e-mail.

Jeff Colvin thanked the public for coming to this meeting. He explained the public input received is very vital to long range planning. He commended the City for recognizing there are parking issues downtown and wants to take a comprehensive approach to those parking issues and come up with some solutions. He explained there is a defined scope of services and items are divided into tasks which will be used to prepare a master plan. Those tasks are:

Task #1 - parking needs assessment (information gathering)
Task #2 - parking policies and systems review (gaps in parking policies, what should be adjusted)
Task #3 – facilitation of townhall meeting
Task #4 – alternatives analysis (take all information gathered in first 3 tasks and look at what is available, alternatives for the city)
Task #5 – preliminary financial analysis (how much do alternatives cost, what is the true cost of parking)

Mr. Colvin explained this would be a one way presentation, the public to him. He wants to hear comments regarding parking, what is liked, what is not liked, experiences in parking downtown, etc. The meeting is being recorded and there will be minutes available. Each and every comment will be considered in developing recommendations. Tonight is not a debate and issues will not be debated. He reiterated that it is very early in the project. Tonight is information gathering, no policies have been formulated and no recommendations have been formulated. Mr. Colvin stated he hoped there would be a report to the City in February.

Jeanie Walters, office address, 107 East 6th Street. Her office has 7 parking spots behind the business (private parking) but so often those spots cannot be utilized because the alley from Walnut is blocked by people not wanting to drive an extra block to park, and also by delivery trucks (beer trucks). Walnut is a three lane street and she thinks those trucks could park in the right lane and not block the alley. She has spoken to the drivers who state they would then block the street, but instead they block access to her parking spaces. She would like merchants to ask trucks not to block the alley. The alley is very many times blocked by residents of the apartments who know they will not get a ticket for parking in the alley. In summation when the alley is blocked she must use a public spot, along with 6 others, and not use her private parking lot that she owns and pays taxes on.

Greg Harvey – Would like the city to think about parking for bicycles.

Jim Murphy – CFC His comments come from being both a property owner downtown, landlord, and from a survey CFC did which was non-scientific. He stated CFC houses both retail and office space in downtown. One question asked on their survey was "what type of parking best meets your needs for your clients?" What was found were tenants who have office space have their needs met by the parking garages, some by on street parking. All retailers primarily for their employees are met, but parking for customers is not being met. Another question was "do you anticipate future growth in your business that will increase your need for additional parking?" 50% of the respondents stated they did anticipate future growth. He added from the landlord's perspective they are currently maxed to their parking capacity. CFC is lucky that it does own some surface parking, if it was not owned, then CFC would be over 100% occupied with parking currently available. There are vacancies downtown, but if equated that vacancy to the parking demand, if it were to be leased, there would be no more available parking downtown. Some tenants stated the 27/7 was vital to them, but then others stated the 12/5 was sufficient for them. He further stated they are all important, but the mix needs to be considered. He stated he personally sees the most valuable parking being in the most dense place in the downtown which is around the courthouse square and it is given away free. He felt there is no incentive to use the parking garage if people are allowed to park free around the courthouse square. He stated he will follow up with more written information.

Buff Brown - President of a group called BTOP, Bloomington Transportation Options for People. The group's mission is dedicated to improving transit, bike and pedestrian travel options. In Bloomington the group has decided to focus on parking because parking has a large influence on the walkability of a community, its car dependence and on people's choices as to what mode of transportation they use. In the last few months the group has produced a number of documents that have been distributed to decision makers. The document he would like to focus on is the 2006 Downtown Parking Garage Survey that was done in October '06. See power point presentation.

Tom Gallagher - downtown property owner and business is downtown. He has served on parking committees and has thought about the parking situation a lot during the last 20 years or so. He stated the BTOP report mentions more permits, and that is what is known of as a Red permit and made the spaces more active with more turnover. More of these types of permits can be sold because they are not all being used at the same time which means more use out of existing spaces. In the central area turnover is needed, more short term parking is needed. The needs of all the visitors downtown are not being addressed. The stores are destination oriented which means people are coming in just for that store, or just stopping at the courthouse to retrieve a record. He states this will require more short-term parking zones with a lot of walking around and policing, or going to centralized meters in the middle of the blocks.

Security issues for the garages need to be addressed quickly.

It is his hope that the City is thinking about parking lots on the trail. It is his feeling there are many people who live several miles out that would just love to park a mile south and then get on their bicycle and head to the downtown area.

The City needs to think of 24/7 spaces for visitors so parents can visit their kid who lives in one of the apartments without the fear of being towed or ticketed.

He agreed with Buff Brown's assessment of the garages, there do seem to be many empty spaces a lot of the time. If the garages were full right now then there would be a different type of problem.

Marge Favor – residence is seven miles out. She stated that in the forty years she has lived in the area she has never had trouble finding a parking place within walking distance and most of her shopping is done

downtown. She finds it interesting that most people want to park in front of where they are going, she doesn't feel that is necessary, and she really doesn't feel we need anymore parking garages in the near future.

Steve Volan – He wears several hats, a council member, but today he speaks as both a downtown resident and as someone who, thanks to his role as council member, has gathered some data from the Controller's office on the cost of the structured parking in Bloomington. He asked for the slide from Mr. Brown's presentation where the costs of parking garages were listed. How much are we paying for garages? average cost of operating each structured parking space in the City of Bloomington every year is just under $200. Operating costs include security, cleaning, and other kinds of maintenance, and insurance. What is the actual cost of constructing each garage, how much is being paid in interest over time and over 30 years? The Fourth Street garage is paid for, but $550 per space and the other garages it was close to $900 per space. According to Mr. Volan's figures the City is paying approximately $950 to $1100 per space per year when all costs are considered together. The annual revenue is approximately $650 per space. In summation, the City has been subsidizing structured parking for as long as the City has had it; this does not make economic sense.

Mr. Volan stated he is also a downtown resident living at the corner of 6th & Walnut. There are times when he does have access to a car, and times when he does not. He affirmed what Ms. Walters had to say about the alley being blocked by people parking. The reason people park in the alleys is because every spot on Walnut, every spot on 6th, east or west of Walnut, and every spot on Walnut, south or north of 6th Street is full. If it is not full then it is luck finding a space. When he needs a quick place to park he pulls into a space that is halfway between the last parking space in front of the Art Gallery on 6th Street and the alley next to it because he knows there is enough space for a car to get past in the alley, and his car will not get taken away. He says he knows that each block radiating from Walnut to 6th Street up until about midnight is full.

Jim Favor – husband of Marge Favor – they live outside the city on the north west side off of Maple Grove Road. Coming from that area if you could park in Westbury and take a transit to come downtown it would be very beneficial. If various parts of town, on the edges of town, where there are a lot of empty places, people could park and use a transit system to bring them to the downtown area. He comes into downtown for lunches, and luckily, can always find a space if you don't mind walking a block or two.

Isabel Piedmont – 819 S. Washington Street Isabel stated she mostly walks or bicycles downtown. She would like to stress the negative environmental impact of increasing parking. If parking is increased, either through surface parking or a new garage this creates more impervious surfaces and leads to a greater quantity of storm water runoff and less filtration of that storm water, potentially damaging our water quality, and potentially overload our storm water systems. Additionally, impervious surfaces contribute to the heat island effect causing greater heat in the city center in the summer or when the sun is bright which is another negative impact of increasing parking structures. Thinking a bit more globally, increasing parking, facilitating and subsidizing parking to the degree currently done in our city is not a way to fulfill the goal of trying to reduce greenhouse gas emissions, which has been a stated goal of the City Council and the Mayor. We as a city need to put parking in context of our other stated goals. If our goal is to reduce green house emissions and a good chunk of that comes from transportation and car emissions, we need to look at reducing automobile use and not continue to facilitate and make that use easier by building more parking. I support what Mr. Favor just outlined, having a shuttle or transit service. I also agree with Greg Harvey and hope that more bicycle parking will be a priority; there is currently no covered parking for bicycles.

Lucille Bertuccio – 815 South Rose Avenue Lucille does not own a car and walks everywhere. She walks further than most people would want to park and walk everyday. The point is she is not being subsidized for her walking, but yet we subsidize parking lots to the tune of approximately $900 a year (per space). She

believes the walkers should get a subsidy too. Walkers are doing a service for the city. The city should be helping people to walk more rather than allowing them to park a car in a building that is built specifically for that purpose. Her hope is that there is no new parking garage in a town that has sufficient parking, as BTOP has stated.

Jim Rosenbarger – member of the Bike & Ped Safety Commission and Traffic Commission – he thanked BTOP for what he feels is one of the finest reports/investigations of citizen efforts.

SIDE A OF TAPE RAN OUT

Female (unknown) – She does not feel parking is the problem, it is getting people downtown and back again. Cars are one way, but buses are a terrific way to move a lot of people in only one vehicle. Approximately 60 years ago when her grandmother would come to visit she would walk downtown and get the bus home and it would stop on the opposite corner and only had a quarter of a block to walk. The bus no longer comes close to her house although she lives on an intersection of two arterial streets. 1st & Henderson. She would expect a bus to go on either one of those streets every 15 or 20 minutes; however, she stated she never sees a bus unless it says "OUT OF SERVICE." She also stated the bus stops at 8:00 p.m. She goes to meetings where everyone all of a sudden gets up so they can catch a bus home. She advocates bicycling and sees no bike racks to speak of downtown. The city needs to start worrying about the climate and look at alternative modes of transportation.

Bill Bowest – near westside - stated his neighborhood is already being impacted by overflow parking from the downtown area. The eastern portion of the neighborhood is considering parking zones because there are people who live/work in this part of town who cannot find a parking space and flow over into his neighborhood. The parking spaces as described in the parking garages are not parking spaces if they are 50% empty. He is a bicycler, though he owns a car.

Regarding impervious surfaces he stated building parking garages not does affect impervious surfaces; paving small parking lots like the city requires creates impervious surfaces. He states in some circumstances buses are very good; however, in Bloomington they are inefficient and not cost effective. He stated according to a study he did on the eastern edge of town the average occupancy is two people, not counting the driving. Lastly, it was his opinion; if downtown is encouraged to go green by restricting downtown parking it would be counterproductive. That would encourage people to go out to Wal-Mart and more stores would be built on the edges of town where you have to drive to them and more impervious surface lots built.

Greg Harvey - asked if the Poplars Garage was being considered. Consultant stated it would be.

Iris Kiesling, County Commissioner – southeast of town in the city - She stated because of her job she comes and goes a lot. The County has many customers. She stated she has been adamant that employees not park around the courthouse. The court system does have some spots in the 7th & Walnut garage for the jury and thanked the city for providing the parking to those folks. She added she is very unhappy about the lot at 4th & Washington behind the BT facility. She stated she does not know how many 24/7 spaces are there, and sometimes there are many of them empty when events are going on downtown. The County provides employee parking behind the Convention Center and the ride the shuttle bus. Her request is that spaces on 8th Street between Morton & College be marked for county police vehicles as they were once marked. She added she has come across different ways to pay for meters, for example she noticed in Pittsburg that citizens can pay with a credit card. She also wanted to thank IU for offering passes to their professional staff to ride buses; she has noticed a significant change in her neighborhood.

Louis Robinson – representing 2nd Baptist Church at 321 North Rogers - He has asked several times if anything would be going on in the neighborhood. Mr. Cook has graciously allowed the congregation to park in his lot on Sunday. He also has Wednesday services, as well as missionary work and there is a great need for some parking spaces. He would appreciate being advised of any changes in parking for that area.

Cindy Gray – Monroe County Public Library Director - The library has over a million visitors a year. She stated she would like to see some long term economic solution to their parking expenses. They spend over $30,000 a year of the budget for staff parking. The philosophy has always been if staff is removed from the street then there would be more parking for customers. The number one complaint of customers is what the library is going to do about the parking situation. She does believe improvements need to be made to the city's service level parking. The lot at 6th & Lincoln, often referred to as the Library's lot, needs lighting and a crosswalk between the lot and the Library's main entrance. There is a problem with skateboarders in that lot as patrons leave in the evening. The library is adding additional bicycle racks around the perimeter.

I would once again like to reiterate my concerns with the recommendation to do away with reserved parking and open the lots up to more of a "permit to hunt" environment. This will create more of a parking issue as MCPL currently purchases annual reserved spaces for all full-time staff. This keeps them off of the street and, thus, provides more public parking as a result.

I agree that all City lots should be upgraded – repaved and lighted – for safe use.

If the City sees the need for additional garages, MCPL would respectfully request that serious consideration be given to building a garage at the 6th and Lincoln as it is heavily used, is already City property, and the Library might be willing to contribute towards its construction in order to guarantee reserved spaces for its staff and eliminate the annual costs associated with renting reserved spaces for staff.

Additional surface level lots should be part of this plan…garages several blocks from destinations are not always viewed as safe or feasible for elderly and those with children, especially in bad weather.

The Library is willing to explore the possibility of purchasing off-site parking for its Outreach Services Department and/or administrative staff, but the current City zoning rules requiring office/building on the same property restrict this as a viable option.

Jack Baker – chair of one of the transportation committees in town – Bloomington needs more mass transportation which is one of the answers to the parking problem. He advocates satellite parking at the edges of the city at some point. More bus service with more frequency of buses. He disagrees with people that say the bus system is not efficient.

Mylo Rose – lives downtown, has never had or maintained a vehicle –he is glad the buses have the bike racks now. He stated he has begun a new organization BBOP, "Big Business off the Pork" directed at opposing any type of taxpayer subsidy, particularly for the FineLight Marketing Garage scenario. He would like to see more bike racks, covered. Has started a petition against the Finelight Garage through BBOP.

Avery Thatcher – lives and works downtown, 6th & Walnut Street area – He also would like to add his comment about alleys being blocked by delivery trucks. He stated more enforcement in the evenings, stating parking enforcement virtually ends in the downtown at 3:00 p.m.

Caso Mundro – lives in rural Monroe County but is the Associate Director of the Monroe County Library. One million visitors a year breaks down to about 3000 visitors every day of the week who come to the public library. Complaints to the library about parking are rampant and people say they cannot find a place to park. She stated many of her customers come with small children and with heavy packages which makes it difficult for them to come from a great distance. Because the library is open 7 days a week this is a 7 day a week problem. The library has approximately 200 employees which brings about an employee parking problem as well. Those employees do not park in the library lot or in the street as much as possible to keep those spots open for customers. The parking garages are out of the customers' comfort zone. The surface parking lots are at more than 50% capacity.

Jenny Southern – 2nd & Woodlawn – She is a frequent user of the sidewalks and parking downtown. She does not have a lot of trouble finding parking downtown, though sometimes she does have to pay. Does not agree with building a parking garage for a business, also when a residential building is built the builder should provide the parking.

Michael Cassady – owner of the Uptown Café on Kirkwood – He has been in business for 30 years. The vitality of downtown is so important. He has 65 employees. Parking for his customers for the last 30 years has been a big issue. If the garages have empty spaces then that needs to be addressed. Employees downtown run out every two hours to feed meters, or move cars from one block to another block. The surface lot at 4th & Washington has a lot of reserve spaces. Those spaces would be better utilized if they were in the garage. The big buses sitting at 4th & Washington needs to be addressed as it doesn't seem to be the best use of that space. He appreciates Finelight and the vitality of that business, 150 employees who make a good wage and who shop and eat downtown.

J.R. Stallsmith – Retailer in Fountain Square Building (Kirkwood & Walnut) resident of space #52 in the 4th & Walnut Street Garage. He buys three 12/5 permits for himself, assistant, and tailor. These spots were bought so if he had to leave for the day he did not have to fight for a place to park when he returned and this is why he continues to do it today. This is also why the folks at Finelight pay for a good many, and theirs are probably empty a lot of the time with people coming and going at all different times. It is very important to have those spots available. With regard to street parking, he has had his business in Fountain Square for 13 years, prior to that he worked where the Malibu Grill is located. In 1980 there was metered parking on the square and there were still parking issues. He doesn't feel that changing that is necessarily the answer as it was like that before and is not a major problem. He believes that businesses need to address the parking with their employees and let them know there is a place to park and it is not in our customer parking lot. Downtown is a business center and it has to compete with the eastside and westside where there is ample free parking and that is the mentality that we have to keep in mind as the parking issue is addressed. Consumers can go anywhere and if they come down here and have to pay for a parking spot there has to be a big benefit for them to do so.

Jeff McKim – The last thing we should do in an attempt to be progressive is discourage people from wanting to come downtown. We need to make it more convenient to use other forms of transportation, such as safer bike lanes, good places to lock the bikes, and park & rides from gateway areas. There also needs to be a fostering of goodwill between motorists and bicyclists. He has a reserved space in the 7th & Walnut garage and does not use the space as often as he could and will agree that garage is less than 50% full most of the time. His needs, as someone who works on the square, would be well met with a "hunting style" permit system rather than an individual reserved space.

George Brooks – He realizes there is a parking lot dilemma. Does not believe a garage should be built for Finelight out of the public's pocket.

Chris Sturbaum – City Council Member – long time neighbor of the westside – He stated a lot of small towns' downtowns are struggling. Burlington, Vermont, where he visited recently, is one of the most walkable downtowns and attracts people from all over the country. He said he parked in one of the garages and realized that these were big cabinets converting automobiles into pedestrians on the street. He said there is a role for parking garages and when Bloomington built its parking garages it was "priming the pump" to help downtown live and survive and to help the businesses who did not have places for people to park. He says the City knew they were supplementing parking garages and it was done to save downtown. He knows that some people don't come downtown because they cannot park in a garage and walk a great distance, and these are people with dollars to spend in their pocket. He and Steve Volan have had the idea of small trolleys, fun trolleys to take people from the garages to destinations and the Council is working on these issues. Is it time to build another garage? He does not know and that is why the experts are here.

Bill Hayden – he owns a car, a truck and about five bicycles – he stated he seldom has a problem parking downtown because he generally rides a bicycle or walks. He identified himself as the person that counted the cars in the parking garages at 2:00 p.m. every day for a week and was amazed at how many empty spots there were. He believes parking garages probably have a place but feels three of them is more than needed. There is probably not as much on street parking as people would like, but he doesn't feel there is a good solution to that because more of these spaces cannot be made. When it is made more expensive to park on the street all day than it is to ride the bus or park in the parking garage, or walk, then, he thinks, there would be plenty of parking downtown. He feels the parking rates on the street should escalate the longer the space is used, so not to penalize a person that is only going to park long enough to eat or pay a bill. He does not feel that the bus service fits the needs sufficiently and we need a Metropolitan Bus Service. Also, begin thinking about bus service from Ellettsville and it would be nice if there was a way for people to bicycle in safely from Ellettsville. City buses cannot service Ivy Tech because it is out of the city limits. Rural Transit is not great. Re-think the managing of the parking garages. Metered parking is needed so people that are presently going out and moving their car every two hours have a severe financial incentive not to do it.

Eve Corigan – Member of BTOP – She is another person that took time walking through the parking garages for a week. There are a lot of spaces available. The way the garages are managed absolutely needs to change so all these spaces are not reserved and should be changed to a permit system. She does not feel the free parking policy works and thinks it makes more sense to price parking on the streets. There should be no limit but let the person pay for how long they want to stay. She does not think going back to the coin fed meters is a great idea, but there are many new technologies that could be used. If you want an 85 percent occupancy it would have to be priced and then see if it is achieved. If every space is full then the parking is too cheap. If not many spaces are full then the parking is too expensive. It needs to be adjusted to an 85 percent occupancy, which means you would get one space available on each block, thus no one is circling the downtown six times in a row waiting for a space to open up. She added that a friend employed by a restaurant on the square, estimates that 80 percent of the spaces are taken up by downtown employees and business owners, but she has no proof of that. She talked about parking cash out, the idea, business or entity allocates a certain amount of money to each employee for the parking they will have to pay for, and they can either use that money for parking or they can choose another mode of transportation and keep that money. We should not be subsidizing parking but taking the money and putting it toward comprehensive efficient transit. Currently the city does not allocate much money to transit and she feels that is wrong. People moving cars every two hours are not environmentally friendly because of the cold start emissions. The parking should be priced and people should be allowed to stay in that spot. She believes the idea of making patrons pay to park will send them out to the Westside or eastside is a ridiculous idea. She feels strongly that other modes of transportation need to be addressed.

Rica Clay – Feels we must give up our car culture for the future. Unless we take drastic measures to cut down on our greenhouse gas emissions we will not have an earth and so the economy will not matter. Encourages thinking about the big picture and the future of the children.

Mark Hoffman – family run business that has been in Bloomington for nearly 40 years mainly providing student housing – He states that a lot of cars come with their students and tenants. His business has built garages to house their students and has also paved thousands of square feet of fields to take care of our customers in other locations. He, as a life long resident of Bloomington, has noticed there is a very strong correlation between the price of parking and who is using the parking and when. Currently the current parking rate for a parking garage is $654 for a year, whether you're a business a owner paying for employees, or an employee downtown paying for it, or a tenant downtown, or a person who owns property downtown, that is very expensive, compared to the alternative, free parking. If you increase the amount citizens pay on the street then the amount paid in the garages must be decreased. It is not cost effective for a small business to come in and pay for their employees parking.

Unknown speaker – feels the city has it figured it, exchanging parking for cars for parking for bicycles. Two parking spaces can hold 30 bicycles at a cost of 1/1000 of what a parking garage costs. He suggested looking at Portland, Oregon.

Consultant Jeff Colvin thanked everyone for their comments and said they could still comment via e-mail or comment form. He explained the next steps in the process.

APPENDIX

Parking Study Public Emails

Michael Cassady, Owner Uptown Café - After being in business in downtown Bloomington for 30 years here are my feelings on the parking situation. Let me start by saying that I want to see Downtown and Bloomington to continue to flourish as it has been. We have a very beautiful and economically viable downtown economy. I have 65 employees who can actually make a decent living working downtown. I remember not too many years ago when this was not the case. It is my intention that this continues, growth and prosperity.

As to parking, let me say that from my customer feedback, we have serious parking issues, many people do not come downtown because they believe they cannot park. I feel all surface parking probably should be metered, no 2 hour parking, no free parking around the courthouse, no reserved spaces on any surface lots or streetside. People can park for hours if they pay. The garages should be cheaper than the surface parking to promote garage parking. If garages are not full, we need to demand that all downtown employees park in the top levels of the garages, make it REAL Affordable for them or employers, REAL affordable. Reserved apartment parking should be in the garages, we need to free up street parking. I also feel very strongly we need to get Finelight's office built downtown, if they need a garage we should build it, This would be a great asset for downtown Bloomington, job creation, good jobs, lots of indirect effects, growth positive !! I also see nothing wrong with subsidizing garages if necessary, or subsidizing the Buskirk Chumler Theater, sometimes business needs a kickstart, this leads directly to more economy downtown for decades to come. I don't believe Portland Oregon is a good comparison to Bloomington, that is a city of 2million people, mass transit etc… is a much different option for city of that magnitude. I also do not feel this is a forum for world global anti-auto feelings, we need to deal with the reality of today and our parking problems, we all still drive, at least those of us trying to make a living and feed our families. Lastly, I feel the Bussing situation needs to be dealt with, they take up too much space sitting and waiting on 4th street and Washington Street. A better local for the bus seems to be needed, I also think the busses are too big for our infrastructure. Any way, my thoughts, Michael Cassady, Owner, Uptown Cafe

Jim Murphy – President CFC, Inc - First, I want to thank you and the City for allowing us to participate in the parking discussions and giving us an opportunity to provide you with information that of some benefit to you while you consider all the information you received in regards the current and future parking policies. I have a few observations as to how parking influences our residents and commercial tenants located in the downtown area.

General Comments:

Recently, a 17 year downtown business relocates out of the downtown and the specific reason they gave of the relocation was the "lack" of parking for themselves and their clients.

CFC's parking status is at a maximum when considering the vacant tenant space currently available, we may or may not have enough parking to fill the tenants needs; however this is accomplished only because we own property in the downtown which is currently used for parking, without this inventory, we would be short of available parking now, thus limiting our ability to fill the vacancies.

The downtown is many things, tourist attraction, merchandising, a plethora of restaurants, housing, entertainment center and an employment center. Each of these categories will only continue to attract more visitors to the downtown. We did a survey of our downtown tenants and their response confirms continued growth and therefore more demand for parking.

The survey also identifies how they currently use parking for themselves and their clients as well as a few commentaries. In summary, I feel we need additional parking and to manage it differently.

I have attached the survey and responses for your review and consideration.

I am more than happy to have additional conversations about this should you and/or Walker wishes to do so. CFC is probably the largest private land owner in the downtown and therefore other than the City/County, we deal with the largest number of costumers and clients on a daily basis.

Our goal is to sustain a livable, vigorous and successful town center; anything we can do to assist in this will only benefit the community at large.

CFC, Inc.
Downtown Parking Tenant Survey "SUMMARY"

1. Business name: downtown businesses
2. Business Type: Please check one:
Retail : 36%
Office : 64%

3. Are your parking needs being met for your employees?
. Yes : 79%
. No : 21%
4. Are your parking needs being met for your clients/customers?
. Yes : 43%
. No: 57%
5. What type of parking best meets your needs for your employees:
. Parking Garage Non – reserved 6%
. Parking Garage Reserved 12/5 (12 hours a day 5 days a week) 71%
. Parking Garage Reserved 24/7 (24 hours a day 7 days a week) 6%
. Parking Garage Metered Parking 0
. On-Street Parking 6%
Other_____ 11%
6. What type of parking best meets your needs for your clients/customers?
. Parking Garage Non – reserved 38%
. Parking Garage Reserved 12/5 (12 hours a day 5 days a week) 0
. Parking Garage Reserved 24/7 (24 hours a day 7 days a week) 0
. Parking Garage Metered Parking 25%
. On-Street Parking 37%
. Other_____ 0
7. Do you anticipate future growth in your business that will increase your need for additional parking? If yes,
Yes: 50% No: 50%
how many additional parking spaces will you need & what type of parking will you need?
8. Would you favor Metered Street Parking in the downtown area? Yes: 23% No: 77%
9. Please rate the importance of reserved parking to your business? (5 being most important)
1= 0 2= 8% 3=14% 4=14% 5=64%

10. Please rate how you feel downtown parking is being managed? (5 being managed well)

1=7% 2=21% 3=29% 4=36% 5=7%

11. How do think parking in downtown Bloomington could be better managed?
12. General Comments:

Parking Survey

How do you think parking in downtown Bloomington could be better managed?

Free parking to encourage more business.

With all the events on the weekends – would be nice to have FREE parking. This would help the small business. People would spend more time shopping. So many visitors would also appreciate it I am sure.

Have garage or surface lot parking for downtown employees, leaving more customer space.

I have no idea how you could please everyone, but pay parking isn't it.

First hour free, then hourly charge.

Remove meters from garage and have a parking attendant. This gives shoppers the chance to have lunch and linger downtown without having to run back to the garage or look for change. An attendant also offers a sense of security for many women shoppers.

More space/another garage.

Better utilization of existing garages, additional garages if warranted.

Reduced metered spots in garage. Cater more to the annual pass holders who utilize spaces daily.

Need to make meters more affordable too. Promote garages more – customers are not aware.

Parking garage non-reserved annual pass. Also, for improved all-ages pedestrian traffic. I believe the Courthouse … needs to be vehicle-free, handi-cap parking could be at all corners just off the square, and all other vehicle traffic to the parking garages. While, with that idea in place, I'd be among the first to groan for the inconvenience if I come downtown just to shop or eat – but, I'd get used to it and plan accordingly.

Add option mentioned above for garage "after hours … permit." Increase unreserved spots in garage.

General Comments:

Currently it is difficult to provide our customers with parking. They are typically here for more than 2 hours.

Customer parking is of little concern to us because we have very little customers visiting our office.

Go back to meters.

I don't know why but people will not park in the Garage. They don't want to pay. They complain about not enough spaces. And many complain that two hours is enough time.

Our main concern is the availability of 24/7 reserved parking. We need to obtain a spot and are unable to do so. Perhaps more parking available elsewhere would allow the city to make more spots available to be reserved?

Bird guano on level 3 of garage could be cleaned more frequently; it's nasty.

The concern I have is when all the available lease space (office space and tenant retail) is taken downtown what does the picture look like for parking. I really feel parking will be inadequate at that time, so maybe now they need to be thinking about putting in another garage in a good location downtown. Also I had a problem with Hilton guest parking in my space but I think that has been taken care of because it's been longer than 6 months ago the last time. Also when I went inside the Hilton I got brushed off by their staff when I had one of their guests in my space. Then I got inside the car and got the rental car contact and took it inside the second time…I really though they would do something. 24 hours later the car was still there. Then the guy came out who had the rental car and I told him he was in a reserved 24/7 spot just like the sign says and he told me that Hilton told him he could park there. I told him not to park there again and he got a little hostile with me. I really feel that if somebody is in a 24/7 spot they need to be towed, rather I have to park somewhere else and the City collects the $50. I would also like to say the City has been really good to me anytime my key card doesn't work or if I have anything they take care of it on the spot.

7th and College garage appears to be under utilized but additional leased spaces are not available. Achieving higher routine occupancy should be a priority.

CACI has been paying for employee parking in Bloomington since the late 1980's, and though our number of employees has decreased and we have paid for less parking in recent years, we still continue to be a solid tenant in Fountain Square. Our funding comes mainly from the East Coast and there in nothing more than loyalty that keeps us in this area.
Our feeling is that covered parking should be for the annual pass holders. Metered parking could be moved to the top uncovered levels of the garage.
The cleanliness of the stairwells and elevators is deplorable; there is constantly urine and vomit, as well as bird feces in the parking garage.
There is also a safety issue with the standing water than becomes ice in areas that are not draining properly.

When county employees have the day off – or when courthouse is closed, there are plenty of available street spaces open. (Holidays and Sundays)

I do believe in Bloomingtonians/Monroe Countians need to be seriously thinking of ways to cut our own vehicle use – more transit, make mass transit more convenient to the courthouse square, i.e. Have downtown bus "station" just off the square at each…

County office should not allow employees to move vehicles every 2 hours.

Jaime Sweany, Owner Wandering Turtle Art Gallery & Gifts - We need increased security in garages! I hear quite frequently from my female customers that they are afraid to park in the garages. I am personally terrified on a nightly basis when I go up to my 3rd floor parking-permit spot at 8:00 PM after I close my shop, so I understand their feelings. The entire floor is empty except for the occasional car or truck that drive by me as I walk to my car. This feels extremely unsafe as a woman walking alone in the dark.

Perhaps cameras or a greater security presence in the garages would lessen the vulnerability (BTW, I do NOT think we need security cameras on the streets!).

I also think a lower cost, non-reserved "hunting" permit would be fine. I think Downtown business owners should have some incentives for buying spaces (perhaps price breaks as they purchase more spaces to have their employees park in garages, rather than on the streets). I feel that the "pay-up-front" annual policy was way too difficult for small business owners such as myself. I am glad you have gone to a 6 month payment schedule, but would ideally like to see you offer downtown merchants a monthly payment plan to help us budget parking into our monthly considerations. I think business owners should be given some sort of special consideration since there is nowhere else for us to park and since we are essentially the building blocks of the downtown community. I personally work 10 hour days generally, and need to be able to park only once and then forget about my car.

As far as parking meters go...with all the free parking at the malls, I'm afraid that if ONLY metered parking is available on Downtown streets, this could hurt business more than help it. People just don't want to pay to park if their intention is to go shopping. If they plan to shop leisurely, they really don't know how long they'll be. I also don't want to be constantly asked for change. I already have some people ask me for change for various reasons and I feel I should not have to act as a bank. So I am opposed to coin-fed meters. The other very serious consideration with meters, is that we need to figure out how to get more people to SHOP Downtown during the DAY. Meters usually are only enforced until 5:00 PM. If we charge money to park Downtown during the day but not at night, then we are only deterring daytime shoppers even more intently, not encouraging them. Downtown will become even more of a "night-only" scene (which it currently is) and even less attractive to daytime shoppers. This could be a really hurtful approach to improving the Downtown retail environment, which really needs help from the City. This need for City promotion and assistance is obvious since so many retailers are struggling. Just look at the number of recent retail business closings. Something needs to be done to promote retail shopping Downtown, NOT discourage it, and parking strategies are crucial to this equation.

Bloomington Transit needs to be improved through longer hours, and seven days-a-week bus service. Most of my employees ride the bus but constantly have problems with the bus schedule, especially on week-ends. Wandering Turtle is trying to contribute to a more viable Downtown, plus serve the needs of the Hilton Garden Inn guests by being open on Sundays (my one personal day off!). But I have a difficult time scheduling employees on week-ends because the bus doesn't run late on Saturdays or at all on Sundays. This is ridicules. Many restaurants are open past the time the buses quit running and employees can get TO work, but not back home after wards. If people are forced to figure out a non-mass-transit solution to get home after work, they will most likely come up with a non-mass-transit solution to get TO work as well. This is a REAL problem, I know from personal experience.

My daughter took the bus to IU in the mornings and then worked at Laughing Planet after school for the past few years. She had no way to get home when she got finished working at 9:30 or 10:00 PM. Sometimes I would have to pick her up or sometimes she would make a very long, dangerous bicycle ride in the DARK at 10:00 PM!! This worried me no end. Lots and lots of low-income people work evenings and the bus system is not adequately supporting their work schedules. The buses not only keep vehicles off the streets, but for many people, it is the only safe form of transportation at their disposal. Several of my employees do not own cars. Improving the Bloomington Transit system would make a HUGE difference to Downtown.

Better bicycle paths would be very beneficial to those who do chose to ride bicycles. It is not currently safe to ride bicycles in this town, especially at night. The few paths we do have are merely after-thoughts to wide streets, and were not built into the original plans. After being in Seattle and seeing how a "real" bicycle-friendly

city looks, I am ashamed that Bloomington, a college town, has not addressed this safety issue in the manner it deserves. Alternate transportation should definitely be taken seriously, although I am NOT anti-car like many advocates for alternative transportation seem to be.

I also have an individual parking consideration request. My business would benefit greatly from having a 15 minute parking space directly in front of it's front door. Since Wandering Turtle is the largest outlet for greeting cards downtown, people often want to just stop by for a quick birthday or special occasion card. I feel I lose a lot of potential business and the community is under served by not having a spot available for quick stops. The Hilton has them, Black's Mercantile has one, I think Wandering Turtle should have one too. Usually the spot in front of my shop is taken by the apartment tenants who live upstairs. They also use it constantly for loading and unloading, which isn't so bad as long as they move their car after wards. A 15 minute designation would help both the tenants upstairs and my business too.

I guess my bottom line is better security in garages, better mass-transit and better incentives for employers to keep their employees from parking on the streets (as well as Downtown residents). We need to find a solution to the parking problem that ENCOURAGES Downtown DAY-TIME business, and that doesn't reinforce the "night-time-only" scene that is currently in place.

These comments come from staff at the Bloomington Area Arts Council and John Waldron Arts Center…

Thanks for the opportunity to comment - our proximity to the Walnut St.
Garage has focused our comments to that space and the area immediately adjacent…

Better signage directing new and current residents to parking garages and parking lots

Put parking information on directionals

Better signage at entrance - more welcoming, more consistent (some signs say permit parking ends at 5, some say it ends at 6)

Better lighting in garage, cleanliness (urine odor is pronounced). Looks and feels unsafe

Parking maps

When the garage was staffed, it was much better maintained

What's up with all the new 24 hour leased spaces???

Offer a reduced non-profit permit rate - would get a lot of cars off the deck

Offer flex-permits - for instructors, etc. who are only here a limited time

How about some colorful murals or public art in the garages?

Chiara Francesca Galimberti-Winners – I was not able to attend the city meeting about the parking space developments and i would like to add my input to the dialogue. I think in a city like Bloomington , which is still geographically dense, it would be a great mistake to add more parking spaces, especially downtown. the city needs a real public transportation that is efficient and covers more ground. investing in a dying car culture will not render the city more livable or sustainable. The proposed park and ride idea is valid, though i think we

need more imagination on how to make Bloomington a truly sustainable environment, and serve everyone , not only a marginal part of the population (namely students and upper middle class citizens), and create alternatives to the single passenger car culture, instead of perpetuating it.

Donna G. Harbstreit, Bloomington Antique Mall President - I would like to say, on behalf of Bloomington Antique Mall dealers and our patrons, that we would welcome consideration of different parking regulations in front of our building. Metered parking would be a better solution than what is now implemented, as the 2 hour limit is confining, especially when The Greenbrier Room was in operation.

Geoffrey Hing - Parking is an important issue in our community because, as we can see in the present, it has huge implications for how the downtown is used, how the downtown will grow, and whether Bloomington moves in a direction towards a more sustainable, ecologically conscious community, or in a more consumptive, less beautiful and livable direction.

Since moving to Bloomington 3 years ago, I have already seen a number of parking garages and other parking facilities created. I am disappointed at the trend towards building these structures as it not only changes the visual character of the downtown, but it also encourages irresponsible automobile use in a city which has its small size and the easy pedestrian access that such smallness affords as one of its greatest assets. What is the point of making the downtown more accessible if the result is the more beautiful and historic buildings being overshadowed by new construction, or the enjoyment of walking around downtown Bloomington, dining at outdoor restaurants, or enjoying the many downtown public spaces is tarnished by increased automobile traffic. I think that new parking construction should be seen as a failure in the imagination of our community to seek solutions to an accessible downtown, especially when many alternative visions exist.

First, I think it is important to understand whether parking scarcity is a physical reality, or a perception. If it is largely an issue of public perception, then even if more spaces are created, the public may not actually feel an improvement in their downtown parking experience.
So, regardless of the final parking solutions developed by the city, education of people using our downtown must be a primary component.

I recently attended a workshop in downtown Bloomington at the city center building on 7th St. Parking was a concern for many of the attendants as nearly all of them drove, and most of them were somewhat unfamiliar with parking in the downtown area. All were able to find parking eventually, but the stressfulness and confusion of finding parking was mostly due to lack of knowledge as to the location of parking (garages, metered street parking, parking lots) being unclear and the regulations regarding parking (for instance, time limits, street sweeping days). Many of the perceptions about parking in downtown could be addressed through really simply measures like making less ambiguous signage designating no-parking zones and regulations on street parking.

Also, parking maps locating and describing downtown parking options, their restrictions, and pricing, could be erected in downtown Bloomington, especially at high-usage areas such as the Monroe County Public Library. Such signs would help users of the downtown more easily find parking options. This knowledge would easily be spread through word of mouth, making a fast and dramatic change in how people perceive the difficulty in finding parking downtown.

Growth in the city of Bloomington is happening, inevitable, and, as some would argue, desirable. This growth, however, demands solutions that are scaleable and sustainable with future growth. Considering car-centered solutions to downtown use puts the city in a dangerous cycle. As it becomes possible to have more

cars in the downtown, it becomes more difficult, less pleasant, and less desirable for people to use non-automobile transportation in the downtown. More car traffic undeniably effects the experience that cyclists, walkers, and public-transportation riders have in their travel. If these transportation options become less desirable, or possible, these transportation users will have to resort to driving, thereby increasing any parking crunch that is felt by the city. The city must seriously pursue efforts which will reduce the number of cars in the downtown.

Bicycle parking is not a huge issue, but the accessibility of downtown streets to bicycles remains a challenge, and a deterrent for many who would otherwise consider it as an alternative to driving downtown.
More bicycle lanes and other efforts to make cyclists more visible, safe, and comfortable riding downtown would be one way to reduce the load on existing parking infrastructure. BT ridership is at an all-time high, but still restricted to certain segments of the population. Keeping parking space limited, but expanding bus services would be a good way of directing transportation users towards more sustainable transportation options. Forcing and enabling Bloomingtonians to challenge their perceptions and prejudices about public transportation is important for building a community-wide, diverse transportation infrastructure. Finally, the city could encourage car-sharing businesses to start operation in Bloomington. This would allow an increasing number of downtown residents to have access to cars, but in proportion to their actual usage needs. Alleviating parking issues has been one of the documented effects of car-sharing availability with one study showing that each shared car eliminated 14.9 privately owned cars! As downtown residence becomes more prevalent in Bloomington, this becomes a necessary factor to address.

With so many options for improving access to downtown Bloomington available beyond new parking construction, it would be irresponsible for the city to choose to implement only construction-based solutions. These solutions would be less costly, have environmental benefits or lessened environmental impact, and preserve the character of our downtown. Pursuing such options should be our transportation priority.

Carol Dick - I used to do quite a bit of shopping downtown–now I very seldom go unless it is to cross from one side of town to the other. The lack of parking is one of the biggest reasons (the over-abundance of rude, etc. college students is the other reason). The east side of Walnut Street is parked solid at 7:00 a.m. when I drive through town. The parking spaces during the day are none existent. The unlimited parking (sorry, but the ticketing process is laughed at) has created a situation that actually encourages people to park in the same place all day. Put the parking meters back in and it would make parking more available. The other problem that needs to be addressed is the amount of on street parking, especially overnight and on weekends that is allowed by downtown apartment renters. The developers of the new apartments and also the existing over-business apartments should be required to provide off-street parking. They should be the ones to pay the cost for any shuttle buses, etc. Enough parking was never required of them.

I will not use the parking garages because of the following: 1. poorly lit 2. no security 3. stink of vomit and urine 4. littered with condoms and needles 5. generally filthy. I would be willing to pay for street parking or garage parking if it meant they were safe and secure places to park. A shuttle service will not work until the parking garages are cleaned up and some type of security is provided. Thank you for taking my comments.

Catherine Olmer, Executive Director - I wanted you to know that WonderLab has submitted to Susie Johnson our concerns and priorities regarding downtown parking, and I want to be sure that you know them as well.

As you know, WonderLab is a key downtown destination, perhaps second only to the Bloomington Convention Center, and is a particular attraction for tourists. Last year the museum was visited by almost 73,000 people, approximately half of whom came from outside Monroe County. While we appreciate that some people will be able to walk or bike the B-Line Trail to come to the museum, we know that virtually all of

WonderLab[1]s visitors, and in particular those who represent tourist dollars, get to the museum by private automobile. Therefore, we hope the City, which gave land specifically to keep WonderLab downtown, will address the parking needs of these visitors to ensure WonderLab[1]s future viability.

First, it is important to understand that the WonderLab visitor is very different from the individual who is commuting to work downtown. Tourists do not use the bus system, and parents with young children (and strollers, diaper bags, etc.) cannot safely bicycle to the museum. The availability of clean, plentiful and accessible parking is essential. The present system is simply not adequate, and we are continually receiving complaints about parking from visitors.

We further note that the City[1]s goal in keeping WonderLab downtown was based, in part, on WonderLab[1]s potential as an economic catalyst. The City administration predicted that visitors attracted to the museum would also shop in downtown stores and eat in downtown restaurants. In fact, this has occurred. WonderLab visitors pumped an estimated $250,000 into other downtown establishments during 2005 alone. The extent to which these people cannot find parking that they perceive to be safe and convenient may result in their decision to not visit the museum. This jeopardizes not only WonderLab[1]s health but also the economic health of the downtown.

Accordingly, our first priority is for the City[1]s plan to locate any new public parking facility adjacent to WonderLab, where the Chase lots and drive-through are located. A safe, convenient public parking facility in this location would greatly enhance WonderLab[1]s ability to attract tourists and families. With the opening of the B-Line Trail, it would provide convenient overflow parking for the Bloomington Convention Center, as well as [3]trailhead[2] parking for trail users.

Barring this solution, our second choice is for the City[1]s plan to recommend upgrades to the existing Fourth Street public parking facility and downtown sidewalks. At present, it is simply not an attractive option for WonderLab visitors to park in the Fourth Street Garage because they must remember to bring quarters to [3]feed the meter,[2] and they must make an accurate estimate of the amount of time they will spend at the museum, or risk getting a parking ticket. Visitors who do park at the Fourth Street Garage and decide to stay longer than they anticipated at WonderLab have the unpleasant task of dragging their children out of the museum to go [3]feed the meter[2] in the parking garage. At the very least, the meter system should be replaced with the more flexible system available in the Regester Parking Garage.

Unfortunately, this is not the only barrier to use of the Fourth Street Garage by WonderLab visitors. There also is the physical barrier presented by downtown sidewalks between the Fourth Street Garage and WonderLab. Several intersections are impassable for strollers and wheelchairs. Furthermore, each busy intersection that a parent with one or more young children has to cross poses a potential safety hazard. In particular, parents find the intersection of College Avenue and Fourth Street to be a serious problem.

Finally, there is the condition of the Fourth Street Garage itself. I know that you have taken some steps to make it more presentable, but tourists continue to tell us that they find it somewhat threatening, given the graffiti that sometimes appears, as well as the condition of the elevator and stairwells. This poor condition does not reflect well on Bloomington, and we suspect that these factors may have influenced the number of empty parking spaces that the consultants have found there.

The last concern that we wish to bring to your attention is on-street parking in the vicinity of WonderLab. Given the lack of a convenient and safe parking facility adjacent to WonderLab, the museum[1]s visitors tend to seek nearby on-street parking. The current two-hour time limit ensures a turnover of spaces and discourages [3]storage[2] parking by downtown apartment residents. It is especially important to have these spaces turn over

on Saturdays, typically WonderLab[1]s biggest attendance day of the week. We endorse continuation of the current restrictions. However, we also think it may be time to revisit the lack of on-street parking restrictions on Madison Street between Third and Fourth Streets and on Fourth Street west of Madison Street. The area west of WonderLab is continuing to develop with new retail establishments and restaurants. As this development continues, it will be in the interest of WonderLab and these new businesses to eliminate [3]storage[2] parking in these blocks.

These are WonderLab[1]s top priorities for downtown parking. We would like to continue to participate in discussions about parking and other transportation solutions for downtown Bloomington, as these issues have a tremendous impact on WonderLab[1]s future.

David L. Ferguson, Ferguson & Ferguson, Attorneys - 1. Street parking enforcement beginning at 5 am. I have asked many folks who, like me, live and work downtown and none of us can think of any rationale for this expanded enforcement. At one time, the City had adopted the philosophy that we wanted people to live downtown. Also, we wanted to encourage shared parking. The upstairs of many downtown buildings were renovated and converted to residential uses. The residents of these buildings parked on the street at night, and moved their cars in the morning. Downtown businesses generally don't open early - many are not open until 10 or 11 a.m. Enforcement used to begin at 8 a.m., thus folks had to move their cars by 10 a.m. This worked well for the residents who knew they had to move their cars by 10 a.m. Now, these brave souls, who are dealing with 2nd and 3rd story walk-up apartments in old buildings have to deal with parking enforcement starting at 5 a.m. and ticketing starting at 7 a.m.

Who does this benefit? We are making sure the street parking is clear and available at the exact time that the county employees roll in, allowing this group of users free reign over the on-street parking. This is contrary to our (previously stated) goal of keeping downtown employees from monopolizing the parking, and playing musical spots every 2 hours while they hunt for a new space. My wife worked for the County for a time and remembers meetings where everyone jumped up to move their cars (she either walked or parked in a garage spot we paid for).

I can only imagine that this early enforcement encourages students downtown to visit the bars to not leave their car overnight but to drive it home. That seems like a negative effect as well.

I encourage either returning to the original enforcement time or moving to some modern meters that allow you to do some innovative pricing schemes (rapidly increasing prices as the length of time increases) to encourage turnover of these spots.

2. Bloomington needs to decide what it wants. Does it want more folks to come and live and shop downtown? Then we need more parking. The City had come to a consensus on that goal 6 or more years ago when I chaired the downtown parking commission and study. However, when you look at the actions we take as a community, you can see that there is no shared goal.

At one point the Bus corporation complained or somehow the issue was raised that the buses had trouble negotiating turns downtown, so we painted yellow curbs at the end of every block, costing us at least 2 spaces in every blockface (one on each end to the inner side of the turn). At the cost of providing elevated parking to replace these spaces of $20,000 each, I would think we could have trained the bus drivers or focused on whether we have the appropriate size bus, rather than take out $200,000+ of parking spaces.

I have since seen several yellow curbs that do not need to be painted that cost us parking. Recently I was parked a little over the yellow at a location where there is a bump-out curb protecting the parking spaces. As

the parking enforcement official was looking at my car we struck up a conversation that the curb there didn't need to be painted yellow, as the spaces were protected by the bump-out, and a car parked there would not hinder an auto making the turn. He promised to report that to the City, and I wrote to Parking Enforcement as well, and very shortly after that the yellow was painted over and we had a new parking spot in Bloomington! I feel as if that common sense conversation that day saved the City $20,000 and provided a great new space right in front of Soma (5th and Grant) and near the public library - a very high traffic/parking area. One wonders how many more of these opportunities can we take advantage of, if we focused on providing more parking rather than keeping folks from parking.

I would aggressively eliminate yellow curbs to provide more parking. Only paint the yellow where you really need it.

3. Loading zones are another example of wasted spaces. These loading zones are for the benefit of one business. They do not pay for them. They only use them once a day if that. Many are legacy. The sign is up, the business closes or changes, and no one uses the loading zone, but no one can park there, as the signs don't have time limitations on them. If the business is closed, why can't I park in the loading zone? On 7th Street in front of Max's pizza and near the old post office/county health building, there is a loading zone - who is that for? Let's just let the delivery trucks double park - they do it anyway. And at that location they could just pull into the alley and park there for a while. Nobody uses that alley anyway. More free parking spaces in great locations.

4. Back to the failure to have a consistent plan or message: Last summer I spoke with the Smallwood folks who mentioned they had just let 99 of their parking spaces at the 7th and Walnut garage go back to the City. At the same time, a plan was in front of the BZA for 6th and Washington Street for 25 apartments, and Planning was ecstatic the project was going to have on-site parking, and Planning was letting the developer omit otherwise required retail space at street level for the trade-off of having on-site parking. This makes no sense. I asked the Planner about the 99 new spaces that the City would have to fill up, and why didn't he try to have the developer utilize those for his project, and keep the retail space that is required by the zoning code? He said he didn't know about the parking availability there, and that really wasn't his job. If the City is trying to utilize its garages, it should try to utilize its garages with all its employees in City Hall.

5. Shared parking-active management: When the parking commission reviewed our parking needs and availability downtown, we realized we were going to need structured elevated parking in many locations. We wanted to encourage development of empty spaces to increase the property tax base, especially downtown where we had a TIF zone that could reinvest tax funds for downtown improvements. Our old strategy for leasing these spaces worked to reduce the work for the City parking department. They collected one fee for the year and did no monitoring or enforcement. This worked for a time in a downtown in which no one lived, but only worked or shopped. Now, however, we have lots of folks with different agendas and timetables for using these parking spaces. We need more active management of the parking. Our garages could easily accommodate sales to 3x the users we have now. Especially where the time periods of use are different times of day such as experienced at the Regester Garage, where the users are hotel overnight, lunch, weekday business, residential overnight, etc. The same space could be sold 3-5 times in one day. This level of sales might not be able to be achieved at the 4th street lot where a large % of the clientele are day workers, but one could hope for some oversell to allow some residential overnight parking.

Moreover, our current system does not require annual permit parkers at the Regester garage to park in their spaces on the upper floors; they can pull into the hourly spots and remove/hide their hangtags, thus, looking just like an hourly parker. This fills up the hourly spaces and leaves the annual permit spaces empty.

6. Better utilization of the City Building parking lots and street parking surrounding City Building: The City provides parking to its employees and has now taken over the street parking in front of the City Bldg for its purposes. I hope we are monitoring use and managing these spots. Does the City charge its employees to park? Would encourage ride-sharing. Maybe the City could use parking spaces as perks for employee of month. The City should not take over street parking without a real showing of need. Similarly, the County Commissioners have spaces reserved for the three of them 24 hours a day, seven days a week. What possible purpose is served by keeping folks from parking in those spaces at night?

7. Saturday parking enforcement 5 a.m. to 5 p.m.? I know they enforce parking limits on the street until 5 p.m. This makes it somewhat tough downtown - the 1 hour spaces in front of the Courthouse, which make some sense during the week, if you are doing county business don't make sense on Saturday when the County offices are closed, and I think we want folks to meander and shop. Maybe this is fixed by signage.

8. New garage at 4th and Washington City lot: This is a great idea. The current lot, which was always small for that high demand location has been shrunk by the City selling a bunch of 24 hour permits. Now, on Saturday, folks want to park to go to Michael's Uptown Cafe but can't because 40% of the spaces are enforced by the City to remain empty. Put a garage here, oversell it and we've got more parking for this part of downtown and it's pretty close to the Monroe County Public Library, which needs some parking. Side benefit is all the new tax revenue (TIF) and there other benefits with not losing Finelight's downtown salaries and purchasing power.

9. Bicycle parking: when we built the new Regester Garage we provided a bunch of bicycle parking - not sure how much is being used - there are two hanging racks inside that I thought would be popular, as protected from the elements, but have never seen a bicycle there. Maybe we need to post some instructions for folks? In any event, I think some of this is not driven by demand, but wishful thinking. Again, aggressive management of the parking, including statistics on use (of bicycle parking as well) would give us some feedback about what's working and what's not working.

Steve Brown - I live 6 miles outside the city of Bloomington. I go to downtown Bloomington about 3 times a week to eat lunch. I always look for free on-street parking. I'm not willing to pay 10% (.50) of my lunch cost for parking. If you "re-introduce parking meters in the downtown core area". I will need to reevaluate my lunch destinations. I'm sure you are aware, not one mall around Bloomington, charges people to park their cars. There are many fine restaurants in or near the malls that I might find to eat lunch.

Spiro Athanas - It is interesting that because the mayor apparently disagrees with the conclusions of the "draft" report, he appears to be seeking a so-called "final" report with different conclusions. It puts one in mind of the Bush administration's "selective" use of intelligence to justify the war in Iraq.

I have lived in Bloomington for 30 years, and downtown at 363 S. Madison since 2001. The Walker study is right on target. If the people who work or otherwise spend more than one or two hours downtown (as defined in the study) would park in the garages now available, we would have no problem. Given the occupancy of the existing garages included in the Walker report, the Finelight project employees who drive would find plenty of room in the existing garages.

Since I live downtown, I usually walk to most of the places I visit in the core city. But when I do drive, I am *always* able to find a place on the street or in a surface lot within one or two blocks of my destination any time, day or night.

Unfortunately it appears that many citizens who work downtown are lazy and/or spoiled. Because parking in a garage is slightly inconvenient, they don't want to do it. In my opinion, parking garages and surface lots are a blight on the cityscape, no matter how well designed or landscaped. Let's fully use the ones we have before we add to that blight.

Anabel Hopkins, Nashville, IN - I have not been to the forums. I now live in Brown County but still do most of my business in Bloomington, including working at Gallery North on occasion. My main complaint from earlier days was when I was a Township Trustee and spent lots of time at the County courthouse. I noticed how the county employees left every 2 hours to move their cars. What a waste of time and parking. I think since then a shuttle has been instituted - I hope for sure it is still running and USED. When I lived in the Philippines they had a jitney system where cars or vans ran around and stopped wherever there was a customer. If we had some sort of shuttle like that, people would be more willing to park further out. Or maybe there could be a shuttle on a schedule every few minutes. I know when I work at the gallery, I try to park close because I often am bringing paintings. Perhaps the parking garages should be free, or at least accessible to a shuttle.

Hi! Is it true – or are my sources wrong – that downtown parking is regularly at 60 % or below capacity? And that the amount of parked cars, as I deduce, simply do not go to more than 70 % of the capacity of the downtown parking resources . . . .OK, by *looking*, do these places seem to be more than 2/3 full? Will be watching for results of the upcoming Thursday afternoon meeting.

Lorie Robinson, Michelle Pritchard and Lisa Abraham - I won't be able to attend the 'Downtown Parking' meeting tonight but I just wanted to let you know what my co-workers and myself would like to see happen. I work for Monroe County, and my office is in the Curry Building. Many times I park in the lot provided to us at the Convention Center and ride the shuttle to avoid the hassle of having to move my car every two hours or parking 4-5 blocks away in a residential area. The shuttle is very much appreciated, but very inconvenient if I want to take a lunch and run errands or simply go eat somewhere. Once I wait on the shuttle to pick me up at my office and wait again at the lot to return me to the Curry Building, I'm left with about thirty minutes to do what I need to do. If the shuttle service were to be terminated we would once again be required to make the hike from the Convention Center to the County buildings in sometimes inclement weather with slick or snow covered sidewalks, and leaving less then 20 minutes for a lunch'hour'.
A few years ago there were parking permits available for purchase from the City for $2.00 per year which allowed us to park on a few streets around the Justice Building. There was no guarantee we would get one of those spaces, but well worth it when we did. The parking garages in town are very nice, but simply not practical for my income and many of those I work with. Until last August I paid a local businessman $30 per month to park in his lot, but once Smallwood was filled and overflowing with vehicles, he raised his rate to an unbelievable $750 per year payable in advance!

I'm not sure if all the spaces in the garages are sold out, but if there were some available to our employees at a <u>discounted</u> rate that could be reserved on the top floor (uncovered) or for limited time frames (i.e.: M-F…7 AM - 5 PM) I'm sure it would be well received as well as create additional revenue to the City. If that's not possible, it would be nice if the City would make available 'Day Permits' that could be used for the two hour parking areas at least one block away from the main thoroughfare (College/Walnut) on the nearby side streets from 7am-5pm M-F. We believe $25-$30 per month would be a fare and reasonable rate since there is still no guarantee of finding a space near our building.

Thank you for attention to this matter and your consideration of our concerns.

Rick Nagy - The parking situation for non-government employees of downtown Bloomington is both unfair and ineffective:

1) Parking in metered spaces costs a minimum of $4 for an eight hour day. If an hourly employee works on average 5 days a week, 50 weeks per year, that's $1000 – more than most hourly-paid workers downtown should have to pay simply to come to work.

2) A parking permit at almost $600 is more than most hourly workers have at one time.

3) Employees moving their vehicles every two hours does not alter the NET amount of parking spaces, it only shuffles where those vehicles are. If the goal of 2 hour parking spaces is to create openings, simply moving one's vehicle doesn't help.

As to point three – I work in a customer service position; I'm not going to leave a customer because my time is up in a space. Almost all parking tickets I've received have been because I've simply been doing my job. Would the mayor leave a meeting to move his car or drop more change in the meter? I ask those of you who have nearby, free parking spaces to consider how much it would alter your day if you had to move your vehicle every two hours, or how it would alter your income if you had to pay approximately 3 to 5% of it to park (the cost of a space or meters yearly for those who make $20,000 a year – the percentage is of course higher the less one makes).

Parking enforcement, when asked, has offered solutions that simply don't suffice. "Free," non-residential parking spaces west of Rogers or South of downtown are harder and harder to find, and inconvenient in inclement weather, when one has to carry something, or simply because it is pleasant to park near one's workplace. As stated in points 1) and 2), "paid" spaces are too economically taxing for most hourly employees. We downtown employees can plan to do the "parking shuffle" every two hours, but if doing our job keeps us from it, we are penalized with a ticket that costs quite a bit more than most of us make per hour. Again, for those who have chosen to work downtown, who add to the character that we all hope brings in people to eat and shop here, the parking system is unfair and inefficient.

The message to those who have chosen to work downtown is that we are not valued by the city, and in fact, are penalized in the form of parking tickets and the cost of parking.

I propose a four-hour limit for those who work downtown and are not already provided with a space. Rear-view-mirror-hung permits could be issued with proof of employment. That way, we would have to move the car only once a day, which is more easily planned and executed. Of course, mis-use of the permits would carry a penalty. But it would ease the lives of those who add so much to the character and economic vitality of Bloomington considerably.

Thank You

David Baas - As the owner of a business (Roadworthy Guitar and Amp) beginning it's 11th year as a downtown business, I have much experience with the parking situation in downtown Bloomington.

In short, it has been obvious for years that there is an abundance of unused permitted parking downtown. Anyone driving around the lots or garages looking for a parking space can see that.

One solution would be to permit the cars, not the spaces, so a driver can park with their permit anywhere on the city lots for the designated time period (12 or 24 hours).

I do not believe we need another parking garage, especially if the taxpayers have to foot the bill for the benefit of Finelight, or any other corporation.

What we need is a more efficient way of managing the existing parking, especially as it pertains to permitted parking.

No name, just wanted to say we should look at the Los Angeles Mini-Bus system.

Dawna Miller - This email is concerning the assessment of the downtown parking that is going to be done. I have a few comments concerning the parking. I have worked at the Sheriff's Department for the last 18 years and the parking situation is the worst it has ever been. In past years the employees of the Justice Building were allowed to buy, for a few small fee, a parking sticker so we could park out on the road. That was changed a couple of years ago of course as well as making everything 2 hour parking. County employees are now forced to park down at the Convention Center and be shuttled back and forth or move their car every two hours. I feel that County employees should be allowed special parking privileges and be able to purchase a parking sticker (at a reasonable fee) and be allowed to parked around the Justice Building all day without having to move their vehicle every 2 hours. Parking at the Convention Center is not feasible for some employees.

Allison Lendman cannot attend Thursday's parking meeting but would like to pass along a suggestion. She volunteers many hours at the Monroe County Historical Society and has noticed along the 200 block of 6th street the parallel parking spots have no lines painted. Because the spots are not marked properly the first person that parks can cause two to four spaces in that area to be wasted. She says it is also like this along the Eastside of Washington. She would like the parking spots painted with lines.

Jodie Friend - I work in an art gallery downtown and have never had a problem finding a parking space in one of the existing parking garages. My only suggestion would be to allow the purchase of a permit for the garage. It would be much easier than coming up with the appropriate change, or running out to add to the parking meter if I end up staying longer than intended. Thanks for the opportunity to give input.

Elizabeth Venstra - I don't think I will make it to the meeting on Thursday evening about the parking study to be conducted by Walker Parking Consultants. So here is my input.

It is well known anecdotally that some employees of the downtown area park in the free 2-hour on-street parking spots and get around the time regulation (meant, I assume, to reserve those spots primarily for (customers) by moving their cars to different blocks every two hours. It would be helpful if Walker could document this phenomenon by cross-referencing license plate numbers for at least the whole nine-block area around the courthouse throughout a given day. (Perhaps this data is already available through the parking

enforcement people?)
However, it is important that the data they gather reflect what really happens on an ordinary day, which means that it's important that employees aren't "spooked" into temporarily changing their behavior.

Other than that, I assume that Walker, being professionals, will conduct a thorough study which assesses parking usage at various times throughout the day in all the different types of parking that exist in the downtown area (free, permit, metered, garage, reserved, etc). It is my impression that there is a great deal of parking capacity in the downtown area, taken collectively; it's just that it's not always easy to know where the available parking is and take advantage of it. The downtown is a nice compact area, and it wouldn't be that hard to park a block or so away and walk to one's destination. But that's getting beyond the study and into policy opinions.

Thanks for passing along my comments!

Hello and happy new year. I can't make it to the meeting, but I do have a comment. I don't understand why Parking Enforcement starts at dawn - unless the idea is to keep people who live downtown from parking on the street overnight, which seems to me counterproductive to the goal of keeping people living downtown. (Of course, I'm not too crazy about the people we're encouraging to live downtown. Maybe it would be a good idea to drive them back onto campus.) Anyway, 7AM seems more reasonable for those of us who decide to walk home from work and back in in the morning. That would give us until 9AM to get there. And, that's another thing we want to encourage, I think, as less driving would be consistent with the Kyoto Accords. There's probably something I don't get about the change to 5:30AM. Also, please don't let them take our restricted parking area away. I'd like even more, but I'm afraid to ask. It really has cut down on the stalking behavior.

William Ellis - Unfortunately, due a family emergency, I was not able to attend the meeting last night. I'm not sure what the scope was of the meeting but thing I would really like enacted is equal access for handicap employee parking for the courthouse. I may have spoken to you in the past but to refresh, my wife, Christina Ellis is an employee of the Auditor's Office. Unfortunately, she has Osteoarthritis in both knees and is unable to walk very short distances. The current set up on employee parking for the county will not work for her for two reasons. Number one, due to her knees, there is no way she can walk up the steps of the bus and number two, if there were ever a family emergency, she would be unable to get to her vehicle. I am not requesting more handicap spots as that would lessen the overall amount of parking spaces available to the general public. What I am suggesting, is revenue neutral and a "common sense" solution. I suggest that anyone with a handicap plate or window/mirror tag, have a 4 hour parking space – no matter where they park. I think this is a simple solution that would give any handicap customers and employees, that are unable to use the shuttle, a feeling of "normalcy" because they would have the freedom to park where they are able to find a space but not have to "rush" to move their vehicle or leave. It also prevents having to walk up stairs when both "non-stair" handicap spots are taken. Please let me know of any reason why this wouldn't work or any alternatives because the status quo sends a message to any employee with mobility issues. The message it sends, however, is "we aren't willing to make any accommodations so you can still be productive."

Linda Simon - Much of the public discussion on developing a parking plan for downtown Bloomington seems to be centered on the needs of residents and retail merchants in the downtown. Clearly these are important users of parking. However, I would like to add some information on the parking problems faced by professional service businesses. Thirty years ago, the downtown was home to physician, legal, banking, insurance, and accounting businesses. Unfortunately, many have now migrated to the outskirts of town. Professionals add vitality to the downtown, and their clients and employees are good customers for downtown

restaurants, arts, and retail operations. Parking played a role in this migration, and further impairment of parking would likely continue the trend.

Professional businesses require parking for employees and for customers. The different professions have somewhat different needs. I am most familiar with accounting offices. Stampfli Associates needs short term spaces for clients who come to the office for a few minutes to drop off or pick up confidential material. Some of these clients are at the office frequently, some only occasionally. Parking is also needed for clients attending a meeting which may last as long as several hours. Finally, employees work 5 days, 8 – 5 during part of the year, and 6 days extended hours January through April. Our clients are often "suit" people, some are elderly and somewhat infirm, many have very hectic schedules and want easy access. Very few of our clients arrive on bikes. More than half our employees live outside the city. None live in the downtown. For our business, street parking is not a solution. Parking garages can be part of the solution, particularly for employees and for those customers attending a meeting. However, there remains the problem of clients dropping off or picking up material, and needing a space for only a few minutes allowing quick access to our office.

Stampfli Associates moved to the downtown about 12 years ago. Our first location was One City Center. The Company purchased parking at Register, used off-street slots behind the building and street parking for employees and clients. When neighborhood parking restrictions began in the area east of Walnut, street parking disappeared, and the office was forced to move. Our present location at 200 South College Avenue includes a parking lot, and enables us to stay in the downtown. I am not asking for parking changes for my business, but hope that the parking plan will allow other businesses to remain located downtown, encourage more to move downtown and avoid the continuing sprawl to the suburbs. As an environmentalist, my preference is for compact urban form for the downtown. As a long term resident of Bloomington, my wish is for our vibrant downtown to continue to prosper.

Penelope Mathiesen - I can suggest one reason why the downtown parking garages are only half-full. I used the garage on Fourth St. all the time in the days when it had an attendant. I could go about my business and simply pay the attendant when I left the garage. It was much more convenient than remembering to have a bunch of quarters with me and estimating in advance how long it would take to run my errands.

For the same reason, I oppose turning the "free" spaces on the downtown streets into metered spaces. Knowing you can park for free (even if it's only for two hours) is a real incentive to patronize downtown Bloomington's shops and restaurants. As things are today, I rarely use the parking garages, and I spend less time downtown than when there was a garage with an attendant. If the "free" spaces become metered, that's likely to reduce the time and money I spend downtown even further.

I hope the parking study will take into account the fact that many would-be downtown visitors don't live within walking distance from downtown. Others may not have the physical ability to walk or carry packages for long distances. Adequate and appealing parking options are absolutely needed if downtown Bloomington is to remain viable.

From: The Chamber Parking team

1. The parking garages need to be gated and equipped with auto vending machines to pay tolls. They should also be branded (color coded) and signage should be placed prominently around town directing traffic to each garage. Also, there should be maps of downtown posted at the exits.
2. High value and high visibility spaces at the core of downtown should be metered with meters that provide for cash or credit payment. Beyond two hours, rates should spike.

3. The city should investigate allowing a valet company to operate on the downtown square. This would allow the high value downtown customers to relieve themselves of their cars quickly. Those cars would be taken to lower value spaces, further relieving congestion.
4. Finally, each color coded garage should have it's own district of downtown and a corresponding trolley to move people to their destinations.
5. Page 55, subhead "Customer Contact," Paragraph 1.
   "For daily parking customers, the daily parking fee is collected upon exit by either an in-lane automatic collection machine or manned cashier booth."
   This is incorrect. It does not describe the Fourth Street Parking Facility, which does not have an automatic collection machine (as pictured on the page) or a manned cashier booth. The error is significant because the current draft text implies that all public parking facilities are of equal attraction to potential customers. In fact, the Fourth Street Public Parking Facility is LESS desirable to shoppers, diners, theater audiences, and museum visitors because the coin meter collection system in that garage does not allow for flexibility in length of stay or method of payment.
6. Page 97 "Parking Study Input Meeting"
   In January, the public was encouraged to submit written comments and/or attend the public meeting on January 25, 2007, but the draft merely documents comments from the public meeting. As this is a master plan for downtown parking as a whole, we believe that it is a serious omission to exclude the written comments of major stakeholders from the plan.
   a. A brief summary of the written points WonderLab submitted to the City are: WonderLab drew 73,000 visitors to downtown last year, approximately half from outside Monroe County. Virtually all of these visitors, and certainly those from outside the community, arrived by car or school bus. Even local residents arrived mostly by car because the adult(s) were accompanied by one or more children, and had "baggage" (e.g., strollers, diaper bags, backpacks, etc.) – none of which is conducive to walking long distances, crossing busy downtown streets, or riding bicycles.
   b. The number one complaint from WonderLab visitors is about what they perceive to be the lack of clean, convenient, accessible car parking in the vicinity of the museum. Lack of attention to WonderLab visitors' parking needs would be illogical, as the City's original goal in encouraging WonderLab to be downtown was based, in part, on WonderLab's potential as an economic catalyst.
   c. WonderLab asks that if the City's plan is to build a new public parking facility, the City give strong consideration to negotiating for the Chase lots east of the museum. A public parking facility here not only would serve WonderLab, but could serve B-Line Trail users, near westside businesses, and as overflow parking for an expanding Convention Center.
   d. WonderLab asks that if the City does not plan to build a new public parking facility, the City make it a priority to upgrade the Fourth Street Public Parking Facility, especially keeping in mind its use by customers of downtown destinations. Most important, WonderLab asks the City to replace the rigid, inconvenient "feed the meter" system with a more flexible system, such as the automated one installed in the new Register Public Parking Facility. Furthermore, WonderLab asks the City to address the several physical barriers presented by the condition of the sidewalks between the Fourth Street Public Parking Facility and WonderLab.
   e. WonderLab asks the City to revisit the lack of two-hour on-street parking restrictions just west of the museum on Madison Street between Third and Fourth Streets and on Fourth Street west of Madison Street. Fourth Street west of Madison continues to develop with new retail establishments and restaurants. As this development continues, it will be in the interest of WonderLab and these businesses to eliminate "storage" parking by downtown apartment dwellers and others, especially on weekends.