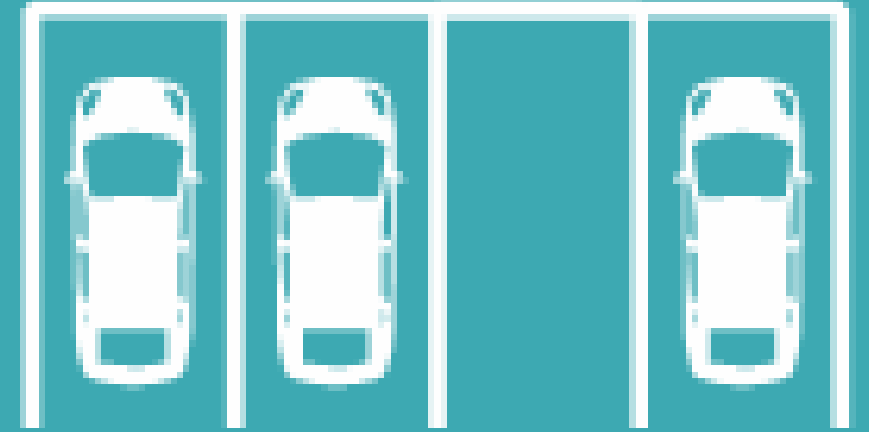


Bloomington Parking Study

Midpoint Check-In

2025



WALKER
CONSULTANTS

Tasks Completed

Survey / Stakeholder Engagement

- Created by Walker in collaboration with Bloomington Parking Services
 - 32 Question Survey
 - 1,505 Responses
 - 483 Open Comments
-
- A total of nineteen stakeholders were involved, 18 in person and one via telephone.

Benchmarking

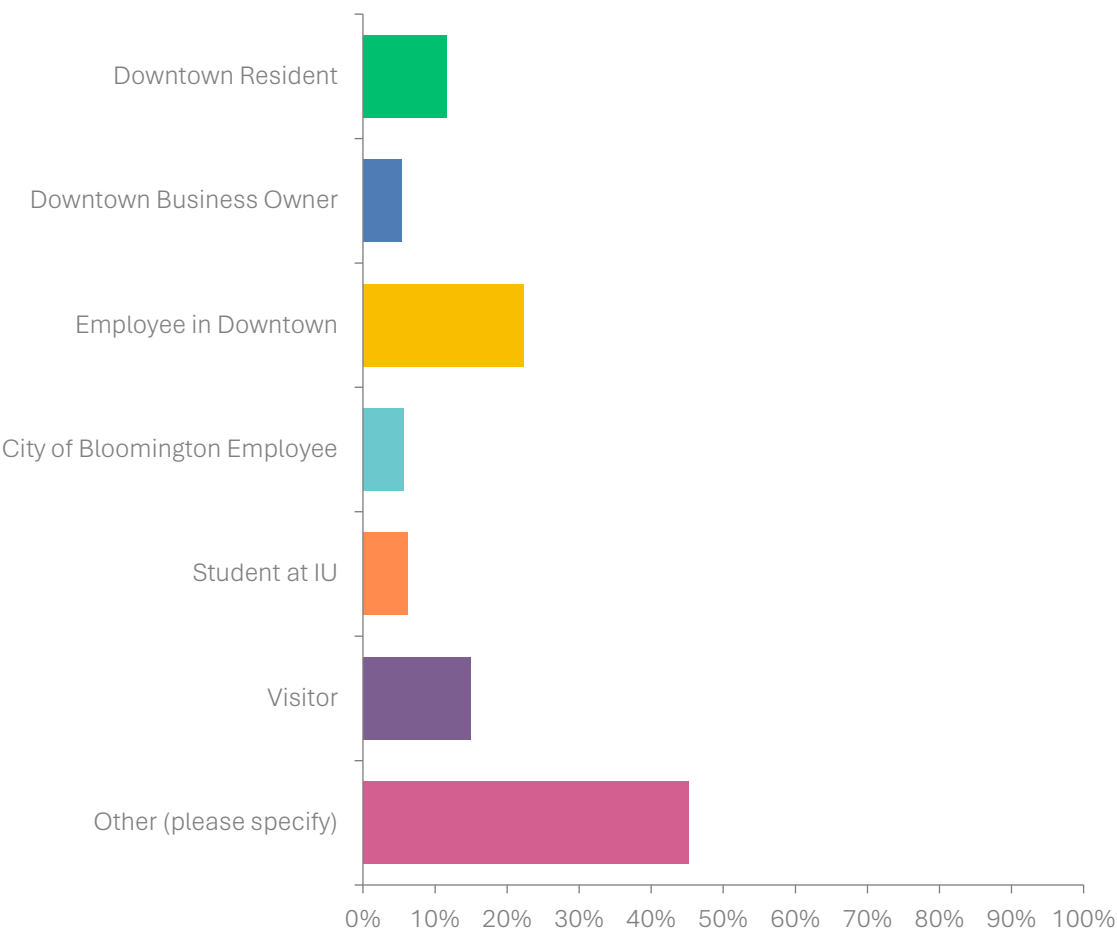
- Analysis of 5 peer cities + IUB
- Selected based on:
 - Proximity to a University
 - Population
 - University Enrollment
 - Region

Site Visits

- On-Site Observations during Spring, Summer and Move-In Week
 - Garage Operations / Utilization
 - Surface Lot Operations / Utilization
 - On-Street Utilization, Loading/Unloading
 - Equipment Observations
 - Signage Evaluation – Visibility/Recognition, Clarity, Placement
- Meetings with City Clerk, Parking Services Staff

Survey Findings

Answered: 1,496 Skipped: 9



ANSWER CHOICES	RESPONSES	
Downtown Resident	11.63%	174
Downtown Business Owner	5.35%	80
Employee in Downtown	22.26%	333
City of Bloomington Employee	5.61%	84
Student at IU	6.22%	93
Visitor	14.97%	224
Other (please specify)	45.12%	675
TOTAL		1,663

Survey – Example Comments

- Enforcement hours reduced – evening & weekends free
- Do not take away coin option for meters
- Employee parking rate for downtown service workers
- Back-in parking is dangerous
- Reassess ADA and motorcycle space locations
- Designated loading zones for delivery drivers

Visitor Parking

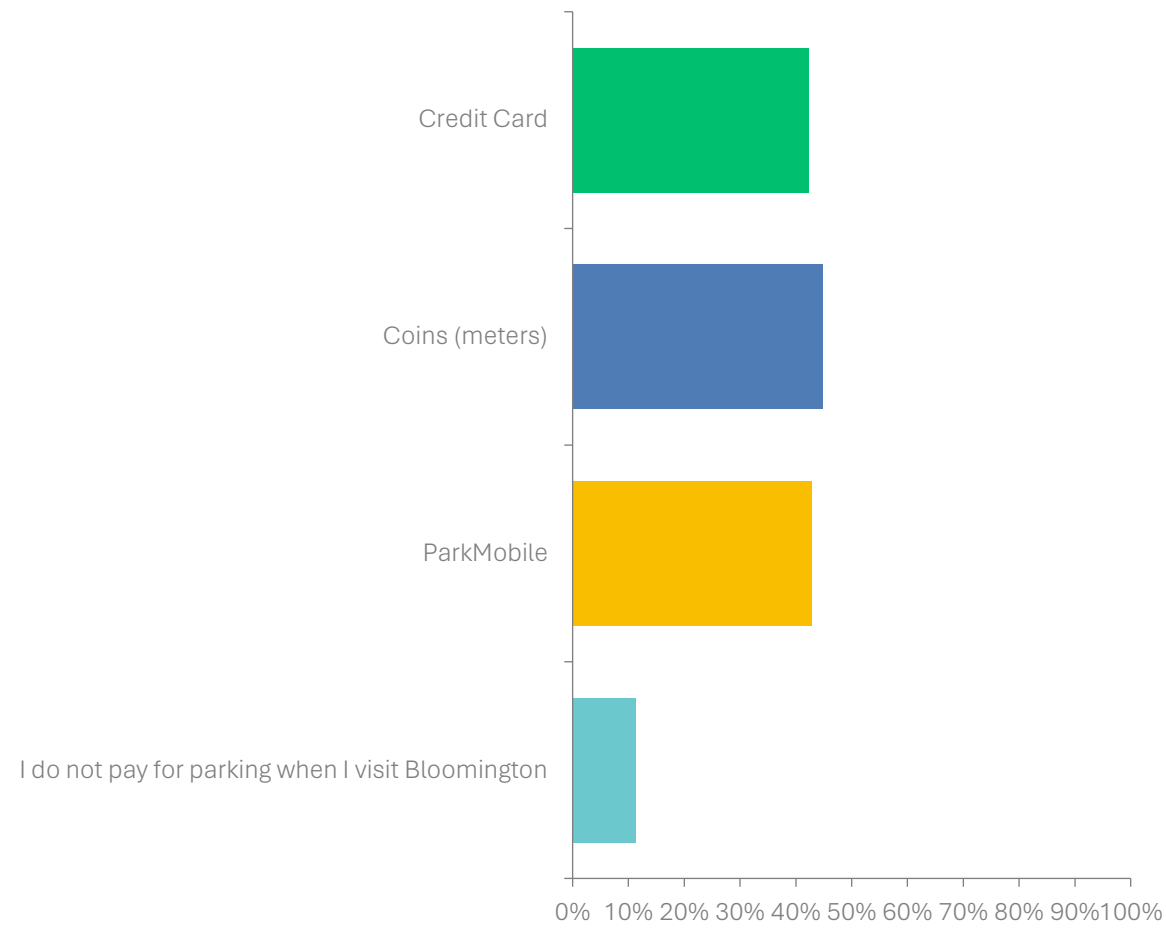
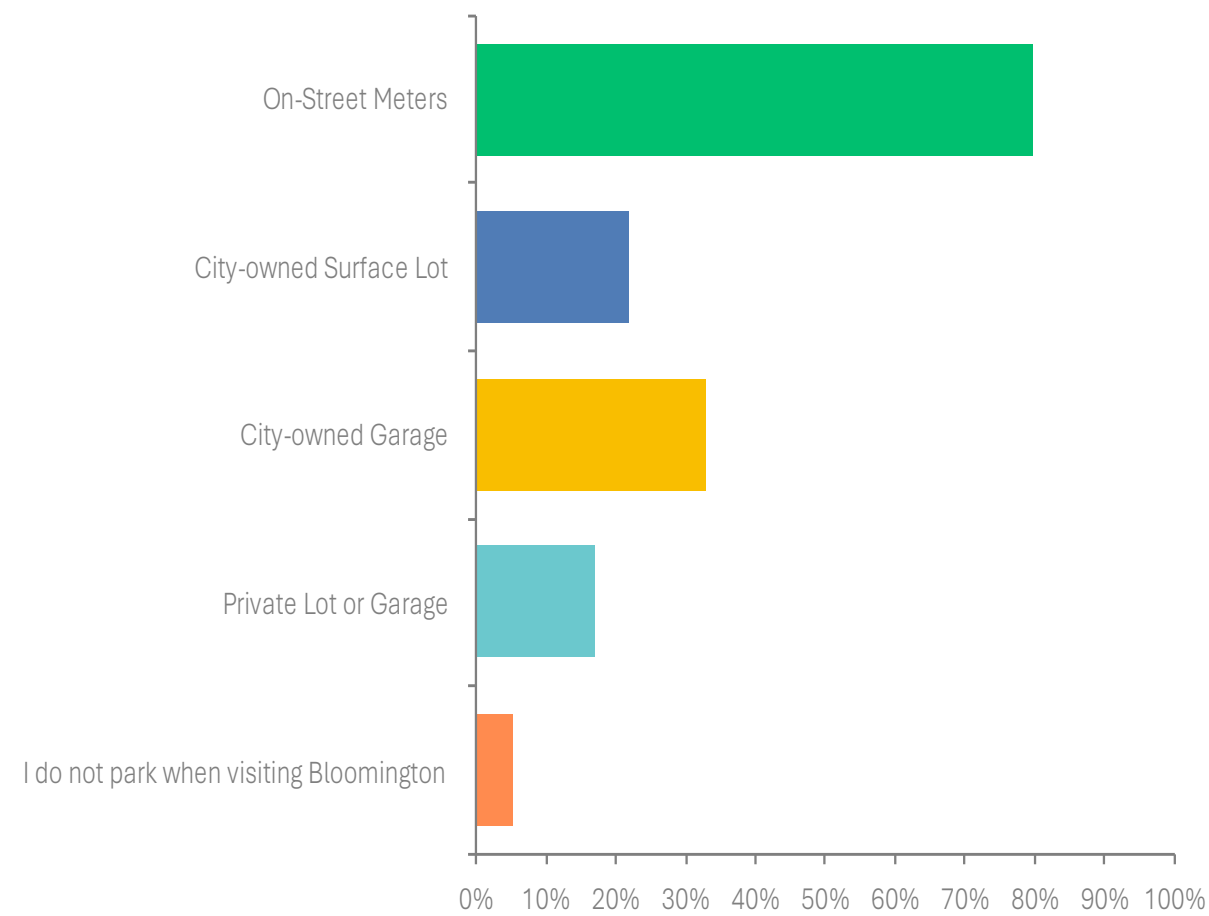
- More than 77% of visitors report visiting downtown at least once a week
- Most respondents report parking for 1 to 2 hours
- Primary destinations for visitors are Dining and Retail

ANSWER CHOICES	RESPONSES	
Less than 30 minutes	4.30%	60
30 minutes – 1 hr	9.90%	138
1 hr – 2 hr	30.20%	421
2 hr – 4 hr	26.83%	374
4 hr – 8 hr	15.85%	221
More than 8 hrs	12.91%	180
TOTAL		1,394

Visitor Parking – 96% use private vehicles

Where do visitors park?

How do visitors pay?



User Experiences

Time to find a space?

55% < 5 minutes

10% > 10 minutes

On-Street

35% Good to Excellent

33% Fair

28% Poor

4% Do not park On-Street

City Garage

45% Good to Excellent

18% Fair

8% Poor

28% DO NOT USE GARAGES

Stakeholder Sessions Summary of Findings

1. Business & Economic Impact

- Parking availability is *vital* to business success, especially for those serving families, elderly patrons, and short-visit customers.
- Lack of accessible, short-term, and consistent parking deters potential customers.
- Aggressive ticketing and poor customer service create a negative experience that discourages return visits.
- Businesses are under strain; several are expected to turn over in the next 5 years, and parking is a contributing stressor.
- There are concerns that current parking enforcement and rate policies are driven more by revenue than community benefit.

2. Perceptions of Parking in Bloomington

- Common descriptors include: "profit," "fines," "hassle," "angry," and "confusing."
- IU's academic calendar greatly affects parking demand and foot traffic, creating inconsistent needs.
- The perception of difficult downtown parking keeps people away, affecting retail and dining traffic.

3. Policy & Enforcement Concerns

- Stakeholders believe current policies are “one size fits all,” and fail to reflect the diversity of businesses and visitors.
- Ticketing is perceived as overly aggressive and frequent, with some people receiving multiple citations in one day.
- Enforcement times should be reconsidered, with many preferring they end earlier (by 5 or 6 p.m.).
- There’s skepticism about transparency—participants want data on parking revenue and enforcement costs.

4. Specific Infrastructure & Technology Issues

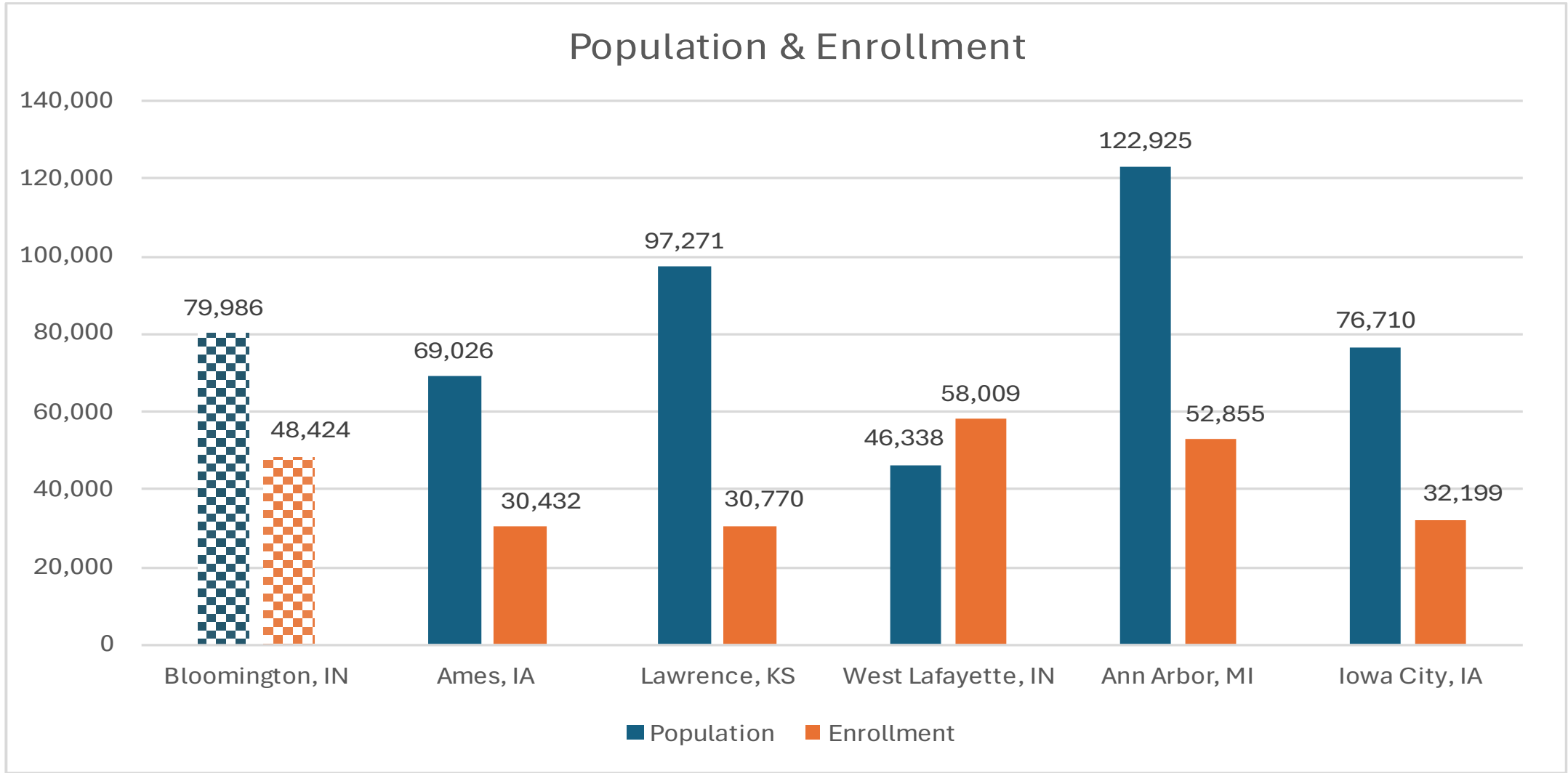
- The ParkMobile app is seen as inconvenient or inaccessible, especially for older or lower-income residents.
- Parking meters are often malfunctioning or hard to read.
- Garages are underused due to unclear signage, safety concerns, and lack of awareness about costs.
- Removal of parking for bike lanes (e.g., on 7th Street) has had unintended negative impacts, especially without clear communication or signage.

5. Stakeholder Recommendations & Desired Improvements

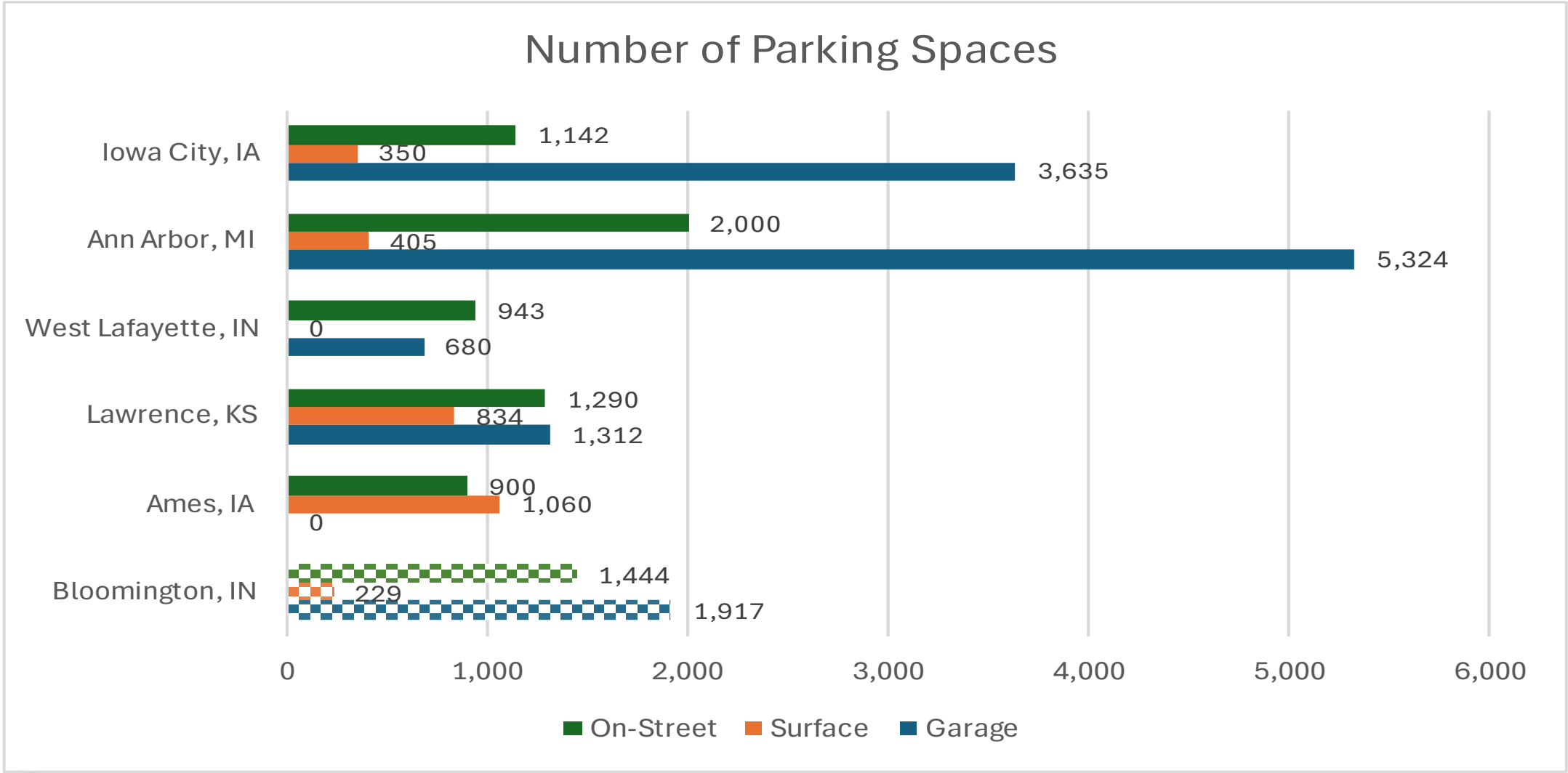
- Reinstate or expand short-term free parking (15–30 mins or first 2 hours free).
- Offer summer evening free parking promotions to encourage downtown visits.
- Improve garage marketing, signage, and safety perceptions.
- Engage with IU and integrate university-related parking needs.
- Consider a downtown circulator shuttle or better East/West street connectivity.
- Make the city's parking revenue and usage data public for accountability

Benchmarking Summary of Findings

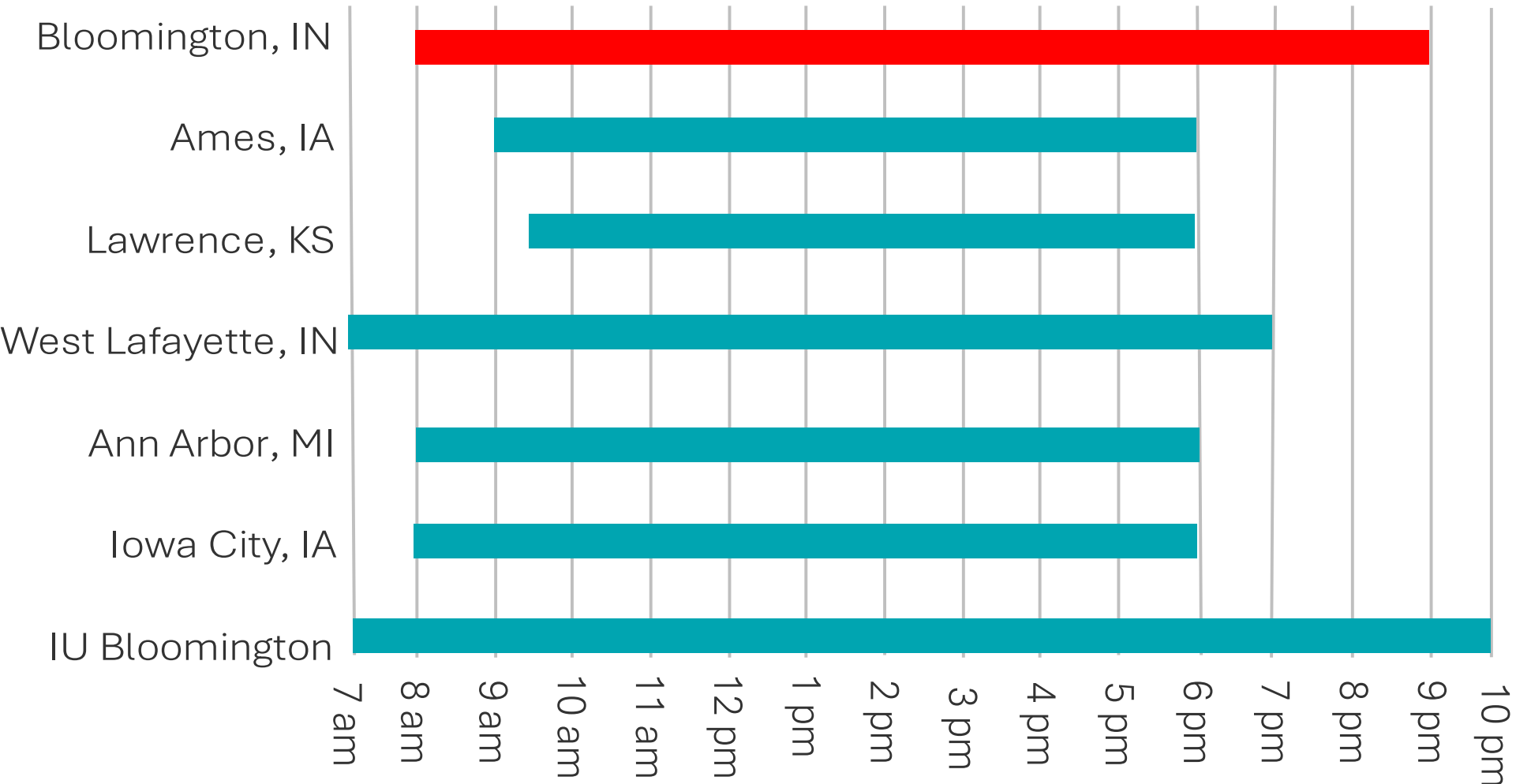
Population & Enrollment



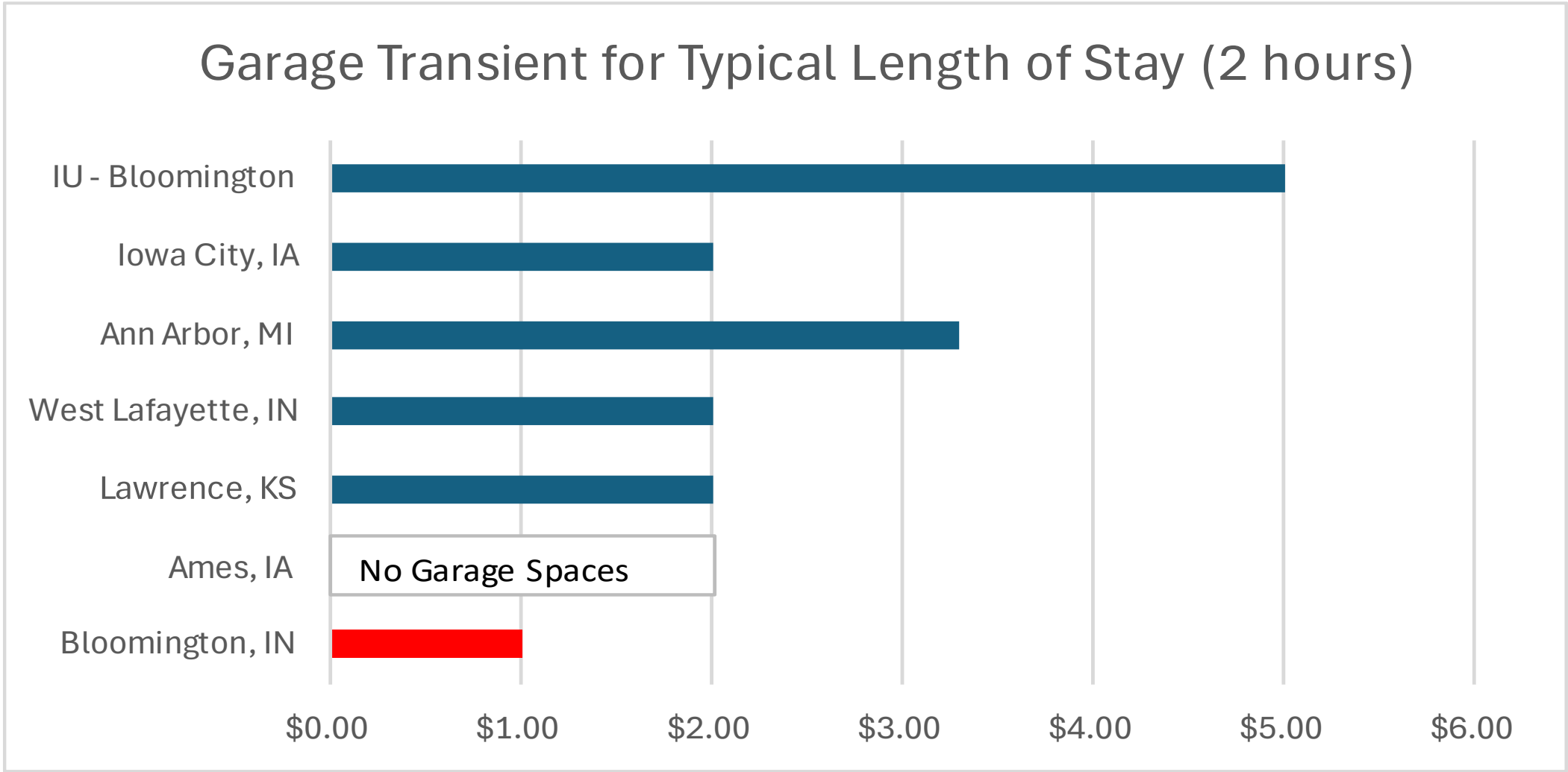
Number of Parking Spaces



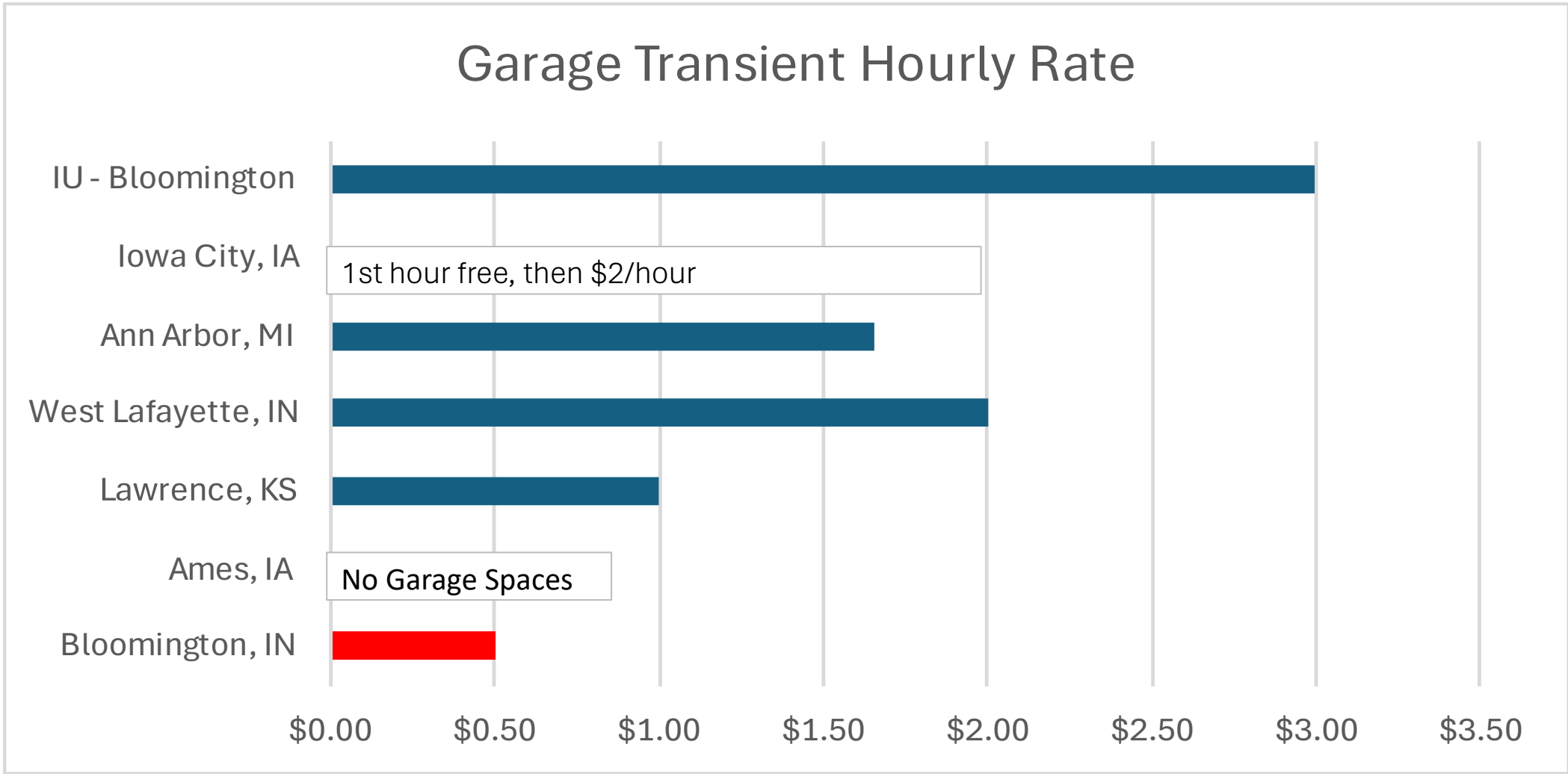
Enforcement Hours



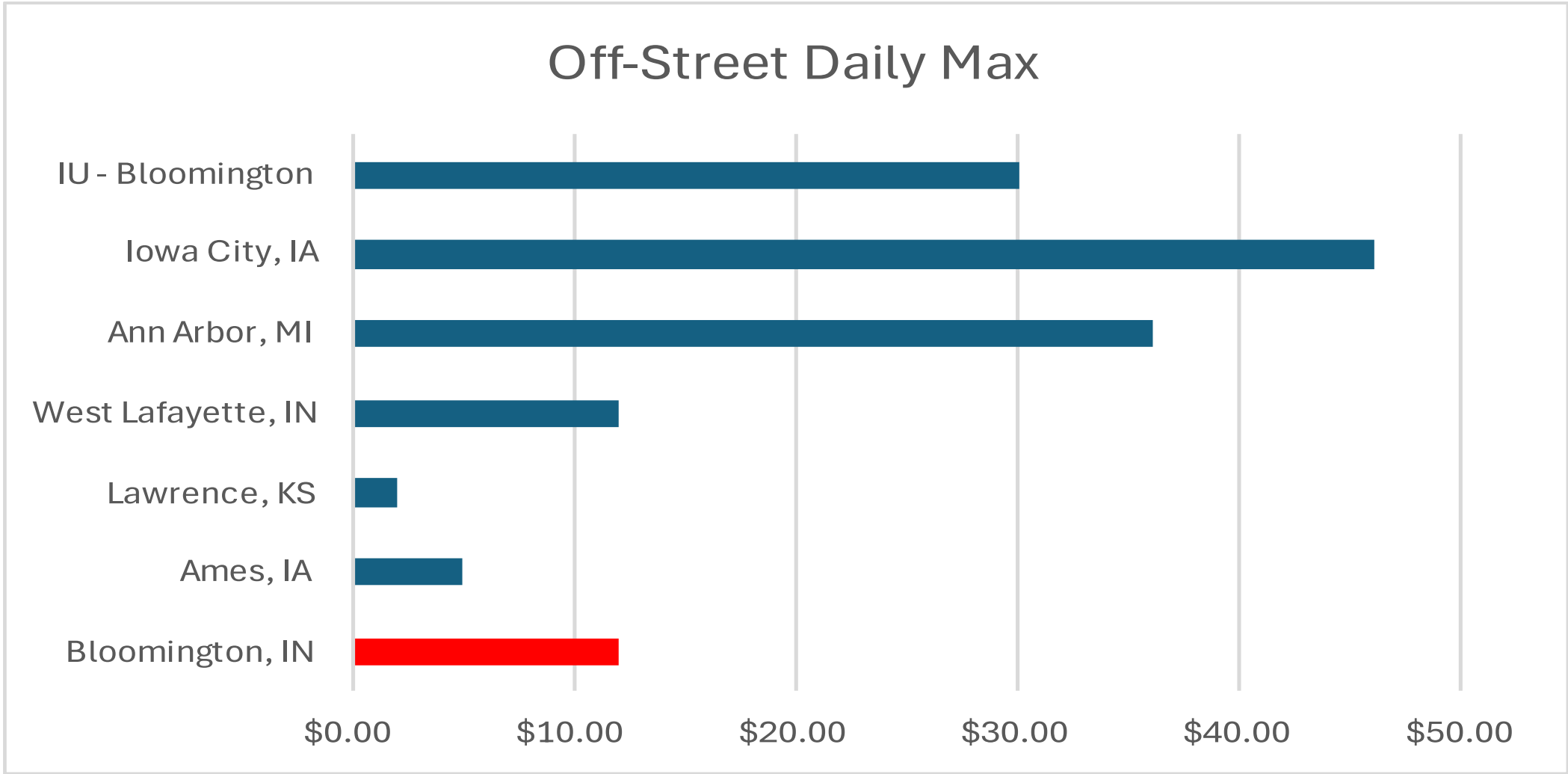
Off-Street Hourly, 2 Hour Stay



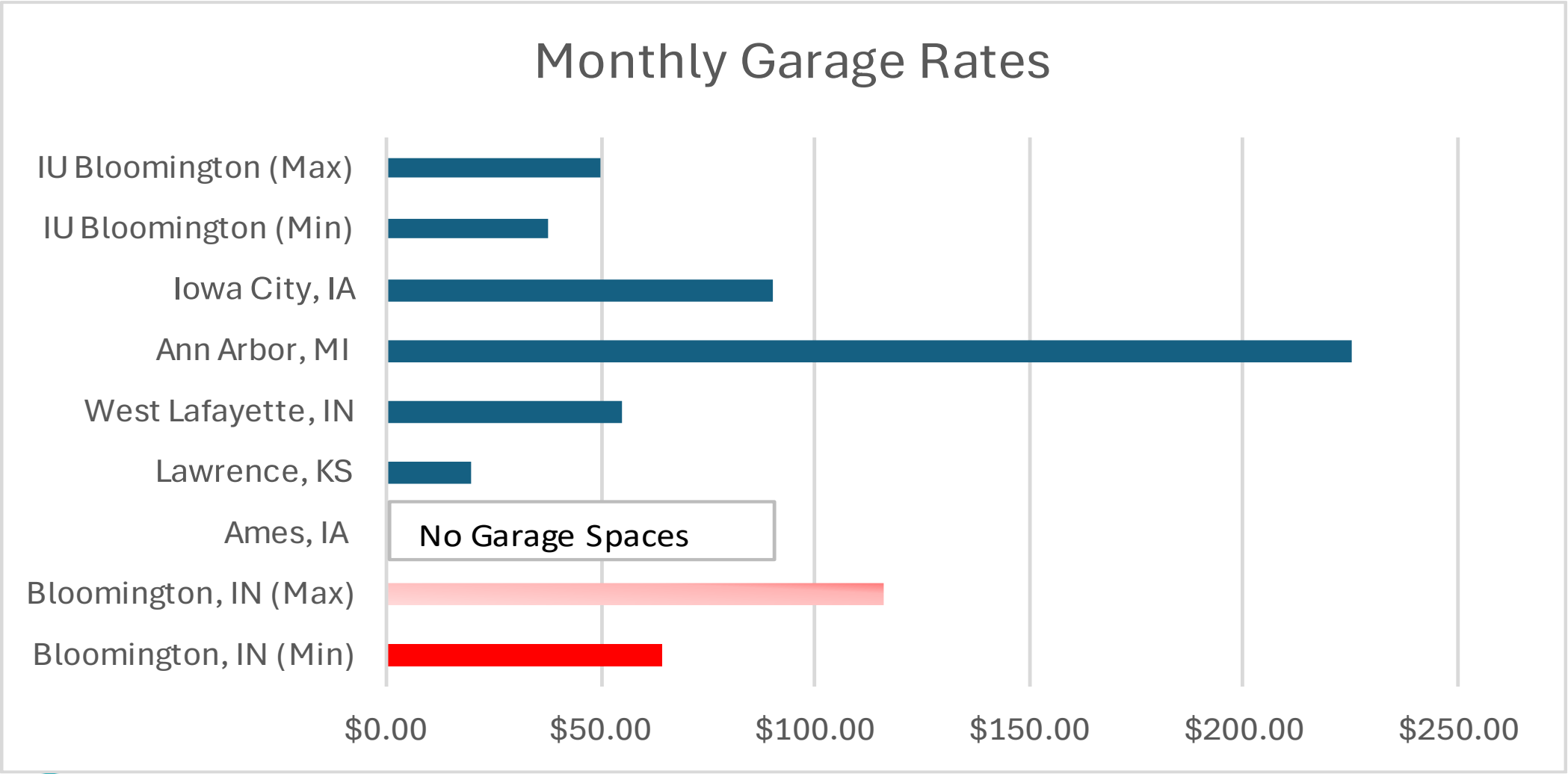
Off-Street Hourly



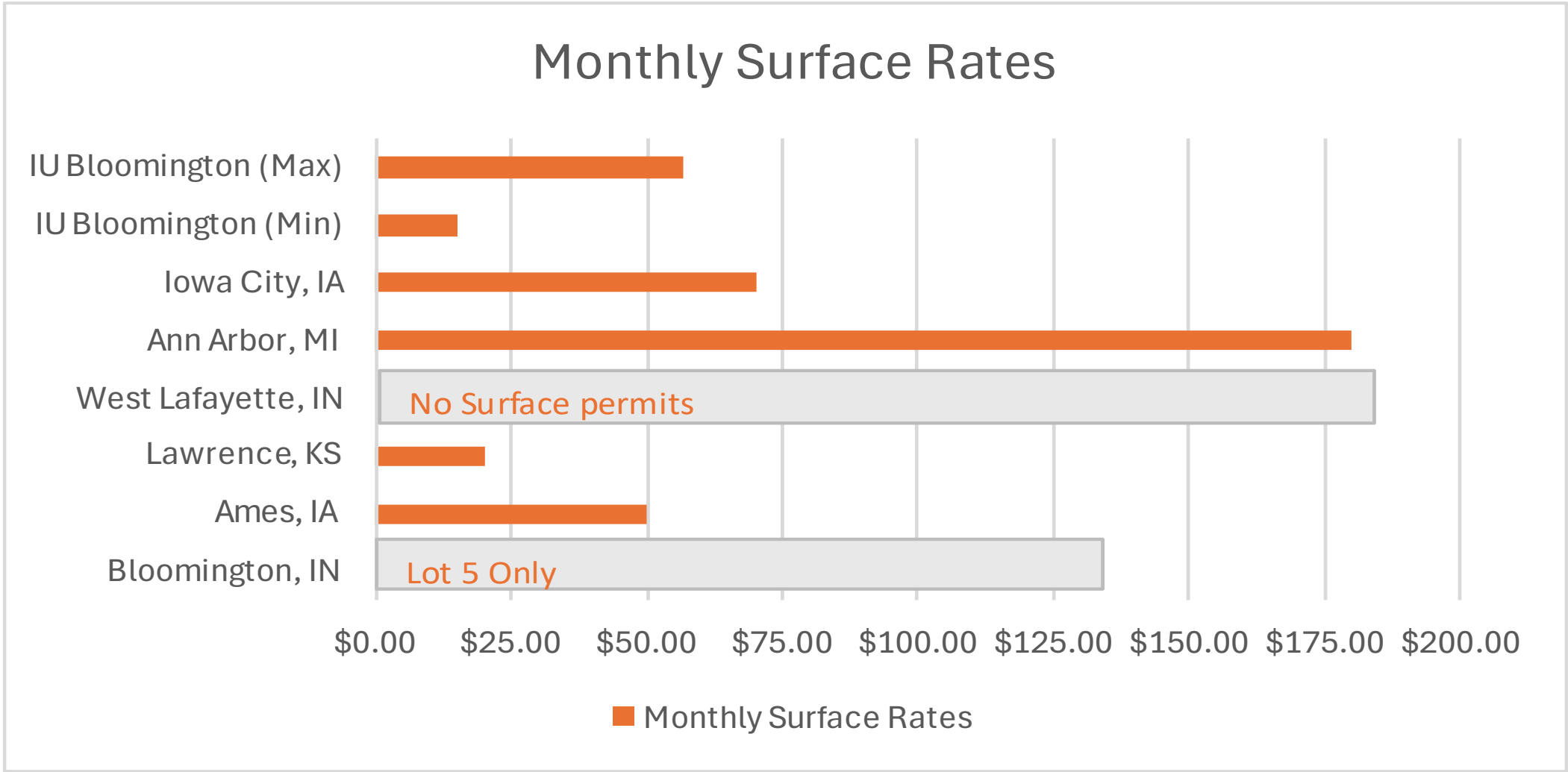
Off-Street Hourly, Daily Max



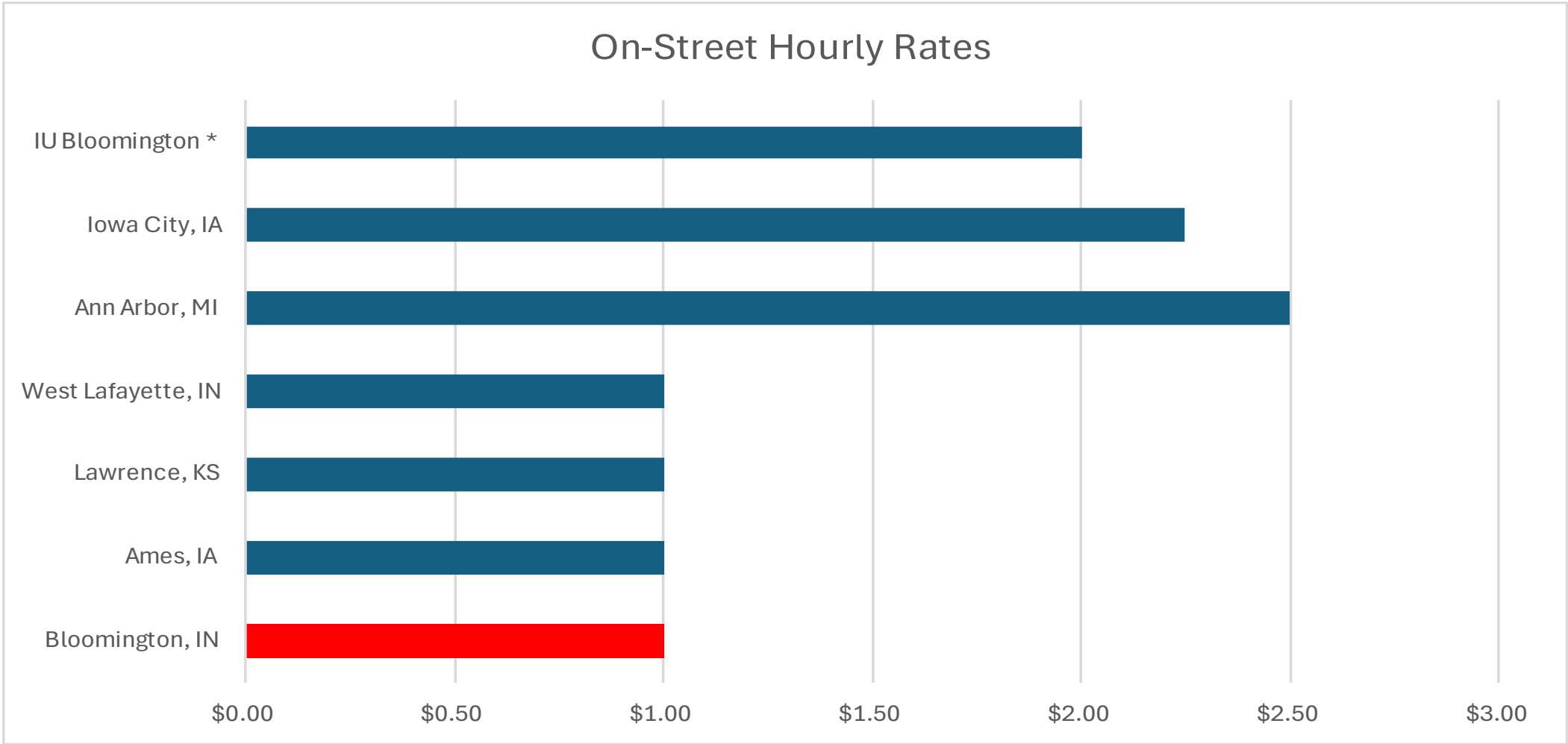
Garage Monthly Rates



Surface Lots Monthly Rates

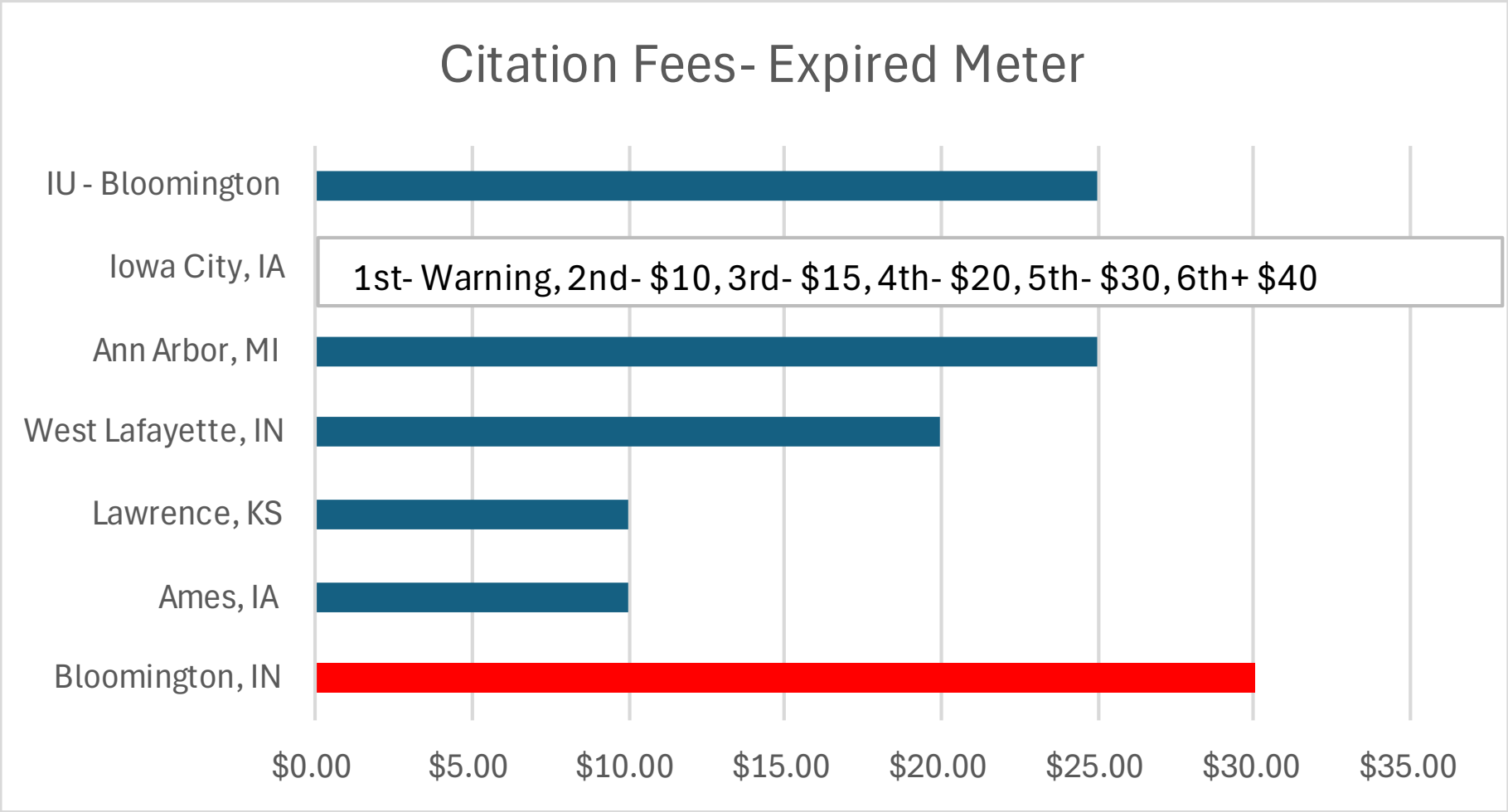


On-Street Hourly Rates



**IUB meter rates are \$2/hr. M-F from 7am-5pm, \$1/hr. 5pm-10pm*

Citation Fees – Expired Meter



Tasks In Progress

Completion Scale

Policy Review

- Review of Title 15:
 - Benchmarking Comparison, where applicable
 - Best Practices
 - Recommendations

Financial Review

- Review of Parking Services Revenues & Expenses
 - Identify current system shortfalls and constraints for continued operations and needed improvements
 - Identify opportunities to enhance revenue generation and reduce expenses, supporting the long-term financial stability of Parking Services.
 - Provide cost estimates to implement recommended changes

Operations Review

- Review aspects of the daily operations for On-Street, Surface, and Garage Parking, and provide best practices along with specific recommendations
- Review parking equipment and fee collection methods and make recommendations for equipment changes, including alternatives to parking meters, which are nearing the end of their useful life
- General Operations review of Parking Services Organization and responsibilities.

Projected Timeline

September

Check-in with
Transportation
Commission

Complete Tasks In-
Progress

October

Submit
Recommendations

Implementation Plan

Review Findings

Beyond

Finalize Report