

Chapter 4: Metered Parking

Key Findings

The City's Parking Enforcement division maintained and enforced regulations at 1,480 of the 1,539 parking meters authorized by the Bloomington Common Council Ordinance 13-03 from 9 am to 9 pm, six days per week. An additional 179 on-street spaces were available to employees and visitors the downtown at no cost. Each metered space generated an average of \$1,499 per year in parking revenue and an additional \$259 in citation revenue.

Over 1.9 million transactions were initiated at either smart meters or via the ParkMobile app. 95% of the transactions were processed at smart meters with 45% of purchases made by coin; 55% made by credit card. Users purchased a total of 134 million minutes of parking. However, 19% of purchases were made outside of the normal hours of enforcement. The average length of stay was 61.6 minutes, and the mean block-face occupancy was computed to be 37.73%. For context, Walker Parking Consultants reported the observed block face occupancy to be 62% in their 2007 report. The break-even block-face occupancy rate was calculated to be 32%.

The 11,407 unique ParkMobile users account for 5% of Metered Parking transactions. The top 10% of ParkMobile users accounted for 68.2% of all ParkMobile transactions. 74.2% of ParkMobile users initiated less than five transactions during 2016; 42.8% of ParkMobile users initiated only one transaction. Analysis of the data revealed that 10% of ParkMobile users paid more in transaction fees over the course of the year than they received in parking credit and that 3.1% of ParkMobile users paid for parking outside the hours of enforcement.

The Metered Parking program generated a surplus of \$618,900 which was deposited into the City's Parking Meter Fund, also known as City account 455. The Parking Meter Fund began the year with a balance of \$989,500. By the end of 2016, the balance had grown to \$1,608,400. Revenue from citations generated an additional \$383,100 in revenue which was deposited into the City's General Fund.

Chapter 6: Citations

Key Findings

Parking Enforcement officers issued over 28,000 citations during 2016. The most common violation was for overtime parking (14,896 tickets) followed by violation of the neighborhood zone regulations (6,882 tickets). The base value of a citation was \$20 if paid within 14 days of issuance; 44.5% of violations escalated from the base v \$40. Historically, 1.52% of citations were referred to outside collections.

The City recorded \$609,400 in Citation revenue—equal to 17.3% of total parking fee revenue. The average value of a citation was calculated to be \$28.90. The total cost of personnel and ancillary enforcement costs totaled \$805,400, outpacing Citation revenue by \$196,000.

