

# PARKING COMMISSION

Work Session Meeting Minutes

January 11, 5:30 PM

Hooker Room, City Hall

## **Members Present**

Jim Blickensdorf – Grazie Italiano, Council Appointee

Donna Disque – Mardon Salon, Mayoral Appointee

Adrienne Evans Fernandez – At Large Appointee, Council Appointee

Mary Jo Shaughnessy - Blue Ridge Neighborhood Association, Mayoral Appointee

Steve Volan – City Council Appointee, *ex officio*

## **Members Not Present**

Josh Desmond – Asst. Director of Planning, City of Bloomington

Faith Hawkins – Elm Heights Neighborhood Association, Council Appointee

Jennifer Jenkins - Not-for-profit appointee representing Wonderlab

Mark Need - Meter Zone Resident, Mayoral Appointee

## **Also Present**

Syedamir Kaboli Farshchi, Long Range Planner, City of Bloomington

Bethany Wages, Deputy Clerk, City of Bloomington

## **Not Present**

Nicole Bolden, Clerk, City of Bloomington

Scott Robinson – Planning & Transportation, City of Bloomington

Amanda Turnipseed, Director of IU Parking Operations

Ron Walker, Vice President of Commercial Real Estate, CFC

## **Call to Order**

Meeting was called to order at 5:30 pm.

## **Reports from Commissioners & City Offices**

None.

## **Public Comment**

None.

## **Resolutions for Second Reading and Discussion**

None.

## PARKING COMMISSION

### **Resolutions First Reading and Discussion**

Blickensdorf introduced PKG-2018-01 a resolution and draft ordinance language proposing changes to Title 15, seconded by Volan. Draft 1 is dated 01/03/2018, included in the January work session packet, and forwarded to the OOTM on January 5 via email.

### **Discussions of Topics Not the Subject of Resolutions**

Scott Robinson arranged for a conference call with the Desman consultants to discuss the scope of work and provide the commission an opportunity to weigh-in on the areas of study/importance.

The commission also discussed idea for the January presentation to council, scheduled by OOTM for January 17. A copy of the final presentation is incorporated for reference.

### **Other Motions**

None.

### **Adjournment**

Motion to adjourn by Blickensdorf at 6:40pm, seconded by Disque.



## PARKING COMMISSION

# Discussion of Garage & Citation Recommendations

January goal is to arrive a decision on nine recommendations:

- ▶ 6 major decisions dealing with price of permits, hours of enforcement and the amount of free parking time provided in garages
- ▶ 3 lesser decisions deal with code cleanup in the garage and citation programs and designate ACH as the primary method of payment for garage permits

### GARAGES

**1. Garage code cleanup** Remove requirement to display a garage permit, clarifies display of lot permits (§15.48.010)

**Result: No opposition.**

**2. Compel payment by ACH** Should ACH be the primary method of payment and should credit card payments subject to surcharge?

**Result: No Opposition.**

**3. 3 Hours Free** Should we recommend a reduction in the amount of free time in the garages?

**Result: In Favor of reducing free time from 3 hours to 1 hour.**

**4. Align garage hours** Should we align the hours of enforcement in municipal garages?

**Result: 100% favor 24/6 gated enforcement, \$0.50 post-pay enforced 8a-9p Mon-Sat with 1 hour of free time provided.**

**5. Increase permit prices** Should we increase garage permit prices, and if so, by what amount?

**Result:**

12/5 NR	\$40 -> \$50	+25%
12/5 NR	\$57 -> \$72	+26%
12/5 NR	\$67 -> \$95	+42%
12/5 NR	\$76 -> \$125	+64%

For context, 24/6 with 1 hour free @\$0.50 = \$299 per month

Estimated \$376,383 in additional revenue (based on 0 hours free)

## PARKING COMMISSION

**6. Escalate permit prices**

Should permit fees escalate?

**Result: Establish a schedule of 3% per year or amount specified by Council.**

### CITATIONS

**7. Citation code cleanup**

Community Accessibility Fund Language, Causes MP violations to be deposited into the MP Fund, Remove fines for bicycle registration/ defacing decal (§15.64.010)

**Result: No opposition.**

**8. Increase citation fines**

Should base violation cost be increased from \$20 to another amount?

**Result: Recommend \$30.**

**9. Increase escalation fines**

Increase escalated violation costs from from \$40 to another amount?

**Result: Recommend \$60**

Estimated revenue: +\$429,674, assuming no change in behavior

## PARKING COMMISSION

### February Discussion Points

#### Metered Parking

1. No change in street rates.
2. Enforcement from 8a-9p, aligned with the garages

#### Surface Lot Parking

1. Reduce free time from 3 hours to 0 hours.
2. Conversion from "dumb" meter to smart solution; introduce multi-space meters capable of PbP
3. Increase surface lot permits substantially, in line with garage space rates.

#### Neighborhood Zones

1. Reduce the overall size of zones, based on citation and occupancy data
2. Pull Zone 4 back to East 8th Street in advance of Toole study and to eliminate the combo zone.
3. Consolidate Zone 4-7 to average out occupancy.
4. Eliminate Zone 10/11

CITY OF BLOOMINGTON

# PARKING COMMISSION

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### GARAGES

- |                                  |  |
|----------------------------------|--|
| <b>1. Garage code cleanup</b>    | Remove requirement to display a garage permit, clarifies display of lot permits (§15.48.010)       |
| <b>2. Compel payment by ACH</b>  | Should ACH be the primary method of payment and should credit card payments subject to surcharge ? |
| <b>3. 3 Hours Free</b>           | Should we recommend a reduction in the amount of free time in the garages?                         |
| <b>4. Align garage hours</b>     | Should we align the hours of enforcement in municipal garages?                                     |
| <b>5. Increase permit prices</b> | Should we increase garage permit prices, and if so, by what amount?                                |
| <b>6. Escalate permit prices</b> | Should permit fees escalate?   |

### CITATIONS

- |                                     |  |
|-------------------------------------|--|
| <b>7. Citation code cleanup</b>     | Community Accessibility Fund Language, Causes MP violations to be deposited into the MP Fund, Remove fines for bicycle registration/ defacing decal (§15.64.010) |
| <b>8. Increase citation fines</b>   | Should base violation cost be increased from \$20 to another amount?   |
| <b>9. Increase escalation fines</b> | Increase escalated violation costs from from \$40 to another amount?   |

# 2017 Report to Council

CITY OF BLOOMINGTON PARKING COMMISSION

January 17, 2018



# A Financial Report on the City of Bloomington's Parking System

PRESENTATION TO COUNCIL

JANUARY 17, 2018



## INTRODUCTION

There is no single individual employed by the City with the mandate to collect, review and analyze parking data recorded by City departments.

City departments have different record-keeping procedures and methods, software platforms, bureaucratic inertia, and policy priorities.

In November 2016, the Common Council created the Parking Commission with the mandate to publish an annual report on the state of parking.

# MEMBERS

## 2017 Parking Commission

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### **Appointed Members**

Jim Blickensdorf

Josh Desmond

Donna Disque

Adrienne Evans Fernandez

Faith Hawkins

Jennifer Jenkins

Mark Need

Mary Jo Shaughnessy

Stephen Volan

### **Staff Support**

Seyedamir Kaboli Farshchi

Scott Robinson

### **Advisory Members**

Anne Bono, Bloomington Chamber of Commerce

Amanda Turnipseed, IU Parking Operations

Ron Walker, CFC Properties



CITY OF BLOOMINGTON PARKING COMMISSION

# Authorizing Legislation



To develop, implement, maintain, and promote a comprehensive policy on parking that furthers the Objectives of the Comprehensive Plan



Supervise the Preparation and Publication of Parking Reports



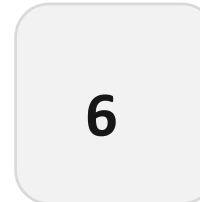
Coordinate Parking Activities



Receive Comments and Concerns on Parking Matters



Carry on Educational Activities in Parking Matters



To Recommend ways and means for achieving the Comprehensive Plan Objectives through the administration and enforcement of parking regulations.

CITY OF BLOOMINGTON PARKING COMMISSION

# Mission Statement

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To ensure that existing spaces are well used for the highest priority users, and to contribute to the City’s comprehensive parking management strategy by researching best practices, involving stakeholders in the decision making process, and by formulating and recommending appropriate changes to the municipal code and administrative policy which result in

- 1

**A Reduced Need**  
  
We recommend policies that reduce the need to build parking for future development.
- 2

**Higher Intensity of Use**  
  
Policies which promote turnover of spaces serve the best interests of everyone.
- 3

**Greater Sharability**  
  
Sharing a finite resource best serves the interests of the community.
- 4

**Increased Efficiency**  
  
Recommending policies that increase the efficiency of the resources allocated to the parking system is vital.

# Parking & Transportation Adequacy

## 1. Affordable

Are the financial costs within the users' budget ?

## 3. Accessible

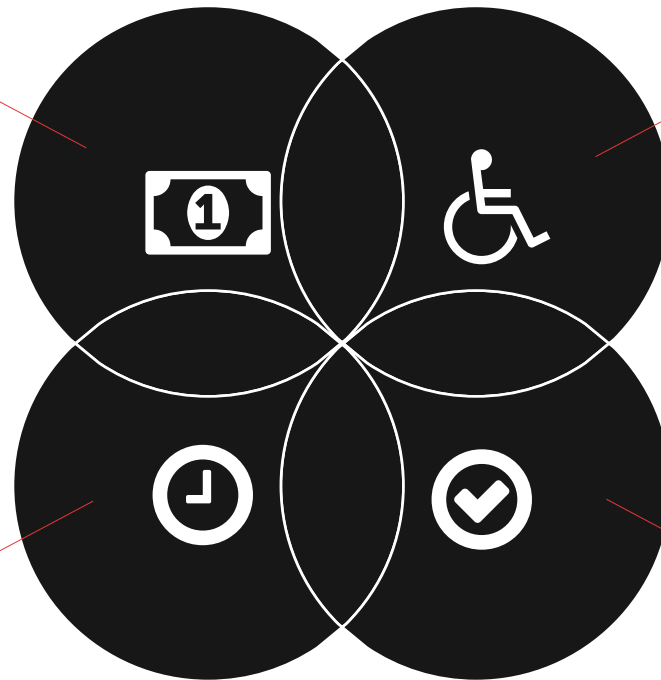
Do options accommodate users' physical and mental abilities ?

## 2. Available

Do options exist at the locations and times required ?

## 4. Acceptable

Are the options suitable to users ?



Parking is a necessary & important aspect of a Transportation Demand Management plan

# POLICY

## Lack of Parking Policy Creates Problems

1

### Reduced Access

Unscientific and arbitrary policies result in unmanaged or underutilized supply.

2

### Higher Land-Use Costs

Scarcity drives prices higher; Municipalities must consider the opportunity cost of land devoted to parking.

3

### Negative Environmental Impact

Increased traffic, congestion and cruising time results in negative impact.

4

### Discourages Alternative Modes

Excessive minimum parking standards preclude the need for management or use of alternative modes.

5

### Higher Cost of Goods & Lower Wages

The high cost of parking is passed on to consumers and indirectly results in higher priced services and lower wages.

6

### Subsidized Parking Places a Tax Burden on Those Without Cars

General Fund dollars should not create offsets for special interest groups or cross-subsidies.

CITY OF BLOOMINGTON PARKING COMMISSION

# Presentation to Council



## REVIEWING THE CURRENT SYSTEM

Compilation of a report  
examining the budget for  
each parking program.



## DEVELOPING A POLICY FOR PARKING

Discussion of concepts that  
guide a progressive,  
comprehensive parking  
policy.



## SETTING PRICE TO CHANGE BEHAVIOR

Implementing market based  
pricing that recovers capital,  
achieves target occupancies, and  
changes consumer behavior.

2016 YEAR IN REVIEW

REVENUE	\$3,633,824
EXPENSES	\$3,349,413
CASH FLOW	\$284,411
CITATIONS	\$609,392
TRANSFER FROM TIF	\$662,710
SURPLUS <sup>‡</sup>	\$1,557,447

<sup>‡</sup> Data sourced from the Office of the City Controller.  
Includes Miscellaneous Income of \$933.85.





# Garages & Lots



2016 Garages & Lots

REVENUE \$1,096,692

EXPENSES \$1,357,894

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NEGATIVE CASH FLOW \$261,202

CITATIONS \$1,572

TIF \$662,710

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PROGRAM BALANCE \$403,302

‡ Data sourced from the Office of the City Controller.  
Includes Miscellaneous Income of \$222.10.





2016 GARAGES & LOTS

## PER SPACE METRICS

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AVG PERMIT REVENUE \$608

COST PER SPACE \$1,114

2007 OCCUPANCY 23%-58%

2017 OCCUPANCY 90%

- AVERAGE LENGTH OF STAY: 71 MINS
- FEES NOT ADJUSTED SINCE 2010
- **ENTIRELY SUBSIDIZED BY THE TIF**





2016 GARAGES & LOTS

# FOREGONE REVENUE OF THREE HOURS FREE POLICY

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SURFACE LOTS	\$50,000
WALNUT STREET GARAGE	\$15,000
MORTON STREET GARAGE	\$20,000
FOURTH STREET GARAGE‡	\$67,000

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TOTAL	\$152,000
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‡ Interpolated from available pay-on-exit ticket data.





# Metered Parking



2016 METERED PARKING	
REVENUE ‡	\$2,404,730
EXPENSES	\$1,786,588
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CASH FLOW	\$618,142
OTHER INCOME	\$711
<hr/>	
PROGRAM BALANCE	\$618,853

‡ Revenue data excludes citations.



2016 METERED PARKING

PER METER METRICS

PARKING REVENUE \$1,499

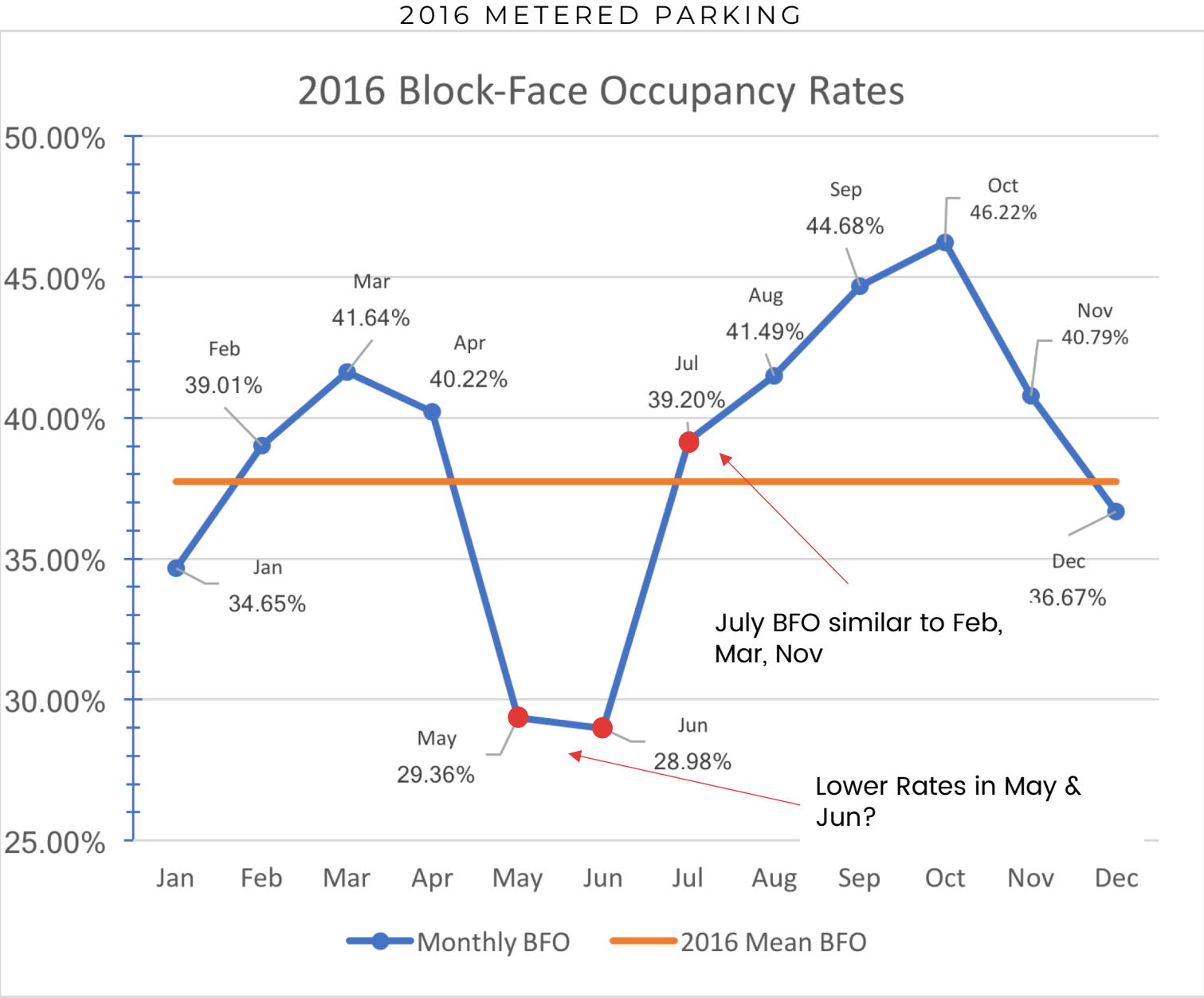
CITATION REVENUE \$259

TOTAL REVENUE \$1,758

MEAN TIME PURCHASED 61.6 min

MEAN BLOCK FACE OCCUPANCY 37.51%

BREAK EVEN BLOCK FACE OCCUPANCY 32%







# Neighborhood Zones





2016 NEIGHBORHOOD ZONES

REVENUE \$131,860

EXPENSES \$204,931

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CASH FLOW \$73,071

CITATIONS \$224,712

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PROGRAM BALANCE \$151,641

PERMIT PRICES LAST ADJUSTED 2011





GENERAL FUND CHARGES

GARAGES & LOTS \$56,732

METERED PARKING \$57,286

NEIGHBORHOOD ZONES \$58,062

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TOTAL CHARGES \$172,080

**THE PROGRAM WITH THE LOWEST  
REVENUE AND FEWEST FTEs HAS THE  
HIGHEST ADMINISTRATIVE COSTS.**

# CITATIONS

Revenue from citations was treated separately from parking fees.

The City treats citation revenue differently, depending on the parking program.



Why examine Citations separately?

Parking fees and citations have different economic elasticities.

Citation revenues are inversely related to parking fees.

Increasing the base cost of a citation has a temporary, but significant, impact on trip-generation and overall parking revenues.



**NOTICE OF  
ILLEGALLY PARKED VEHICLE**

**REFER TO TICKET FOR VIOLATION  
AND FINE.**

**\$20 FINES ESCALATE TO \$40  
AFTER 14 CALENDAR DAYS.**

TO PAY ONLINE USING THE WEB please visit:  
[bloomington.in.gov/parking](http://bloomington.in.gov/parking)

TO PAY BY MAIL, enclose citation and check or  
money order payable to the City of Bloomington  
in this envelope.

**COMPLETE RETURN ADDRESS INFORMATION  
ON THE OTHER SIDE OF THIS ENVELOPE.**

**DO NOT MAIL CASH**

If you believe this citation was written in error, you may  
appeal the citation. The appeal shall be in writing and  
shall be on a form approved by the Office of the Clerk.

Appeals may be filed online at:

[bloomington.in.gov/clerk](http://bloomington.in.gov/clerk),

or delivered in person to: Office of the Clerk,  
401 N. Morton St., Bloomington, Indiana 47402.

CITATIONS

METERED PARKING	\$383,108
NEIGHBORHOOD ZONE	\$226,284
GARAGES	\$1,572

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TOTAL CITATIONS	\$610,964
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STAFF EXPENSE	\$720,155
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ANCILLARY COSTS	\$85,276
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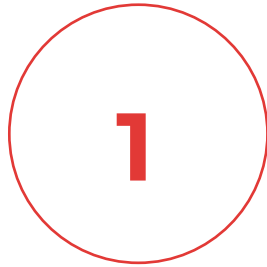
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ENFORCEMENT COSTS	\$805,431
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REVENUE SHORTFALL	\$194,461
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CITY OF BLOOMINGTON PARKING COMMISSION

# Presentation to Council



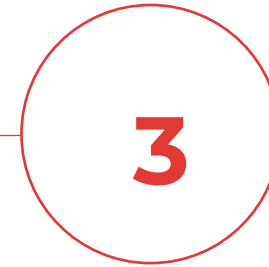
## REVIEWING THE CURRENT SYSTEM

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# POLICY

## Economic Theory Driving the Costs of Parking



### **PARKING IS THE LEAST VALUABLE USE OF LAND**

GPP, Comprehensive plan, and developers agree there is often a higher or better use for empty lots.



### **HIGH CONSTRUCTION COSTS DRIVE PRICE**

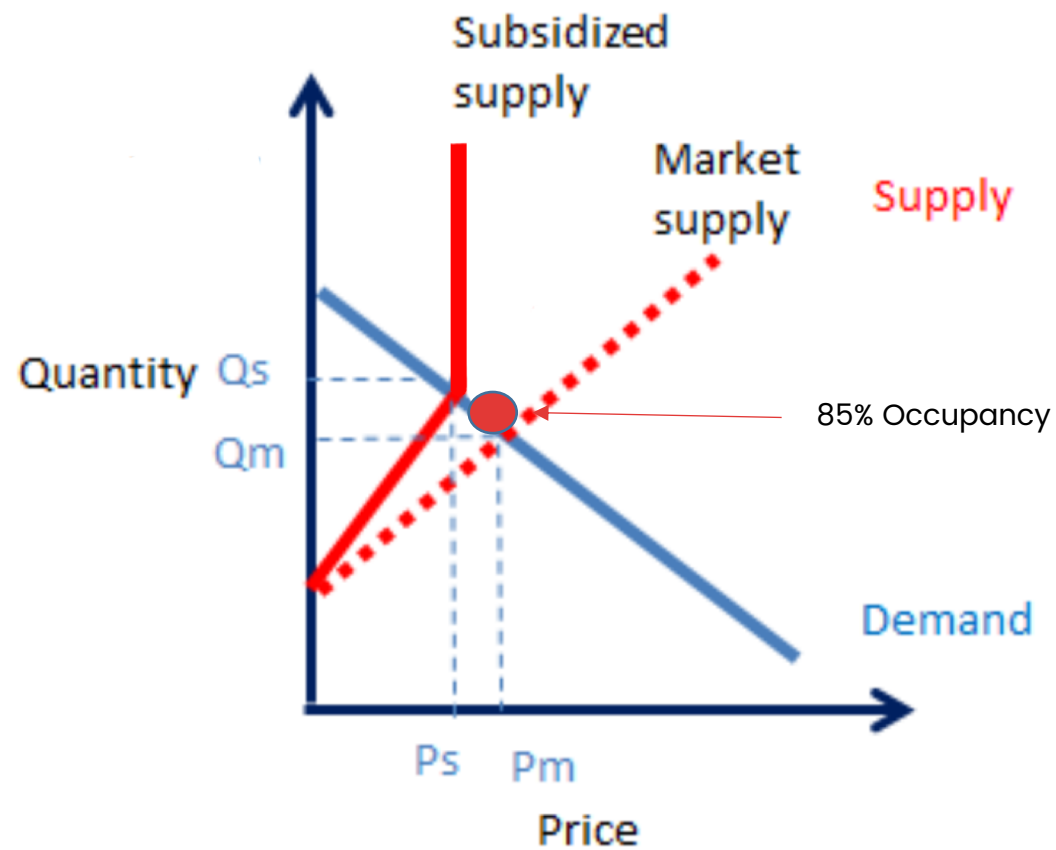
Costs of requiring parking gets passed on as higher rent rates, higher costs of goods, and results in lower wages.



### **SCARCITY DRIVES PRICE**

Infill causes surface lots to become scarce.

# POLICY



## Price Equilibrium

The intersection of the Supply and Demand curve may be defined as the price which achieves the desired target occupancy rate.

## When Parking is Free

At zero price, the demand for parking,  $Q$ , will always outpace the quantity of spaces available,  $q$ .

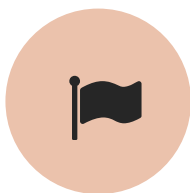
## Viewing a Subsidized System

The quantity of parking in a subsidized system,  $Q_s$ , will always be greater than the market would naturally provide,  $Q_m$ .

By definition, the price in a subsidized market,  $P_s$ , will be less than the market would charge,  $P_m$ .

# POLICY

## Fiscal Cases



**Anarchy**

Repeal all regulations;  
charge nothing.



**For Profit**

Although many believe parking  
to be profitable, the actual  
operating margin is small.



**Subsidize Parking**

Charge an arbitrary but  
generally acceptable amount;  
promote policies that improve  
acceptability but lack  
efficiency.



**Occupancy Targets**

Market-Based Pricing that  
recovers Capital Costs and  
achieves Target Occupancy in  
an area, facility or zone.

# POLICY

## Moving Towards Market Based Pricing

**Revenue is not the goal.**



### **Option 1: Arbitrary Amounts and Policies**

Charge a nominal amount and adopt policies that promote acceptability.

### **Option 2: Balance Revenue and Costs**

Reject using the General Fund dollars to pay for parking. Shift the burden from taxpayers to users.

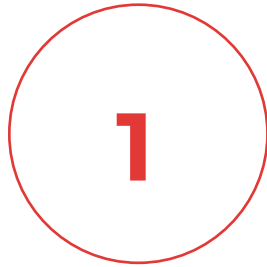
### **Option 3: Price to Modify Behavior**

Consider the total costs of parking including capital outlay and focus on target occupancy rates when developing a pricing strategy.



CITY OF BLOOMINGTON PARKING COMMISSION

# Presentation to Council



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## Stakeholder's View

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### PERCEIVED VALUE OF A SPACE

Value of a space is related the proximity in relation to the destination.

### PRICING APPROACH

Stakeholders often believe there is not enough parking and that more should be built and/or that parking should be free or charge.

## Progressive Policy

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### REDEFINING THE VALUE OF A SPACE

Supply is allocated to the highest priority user.

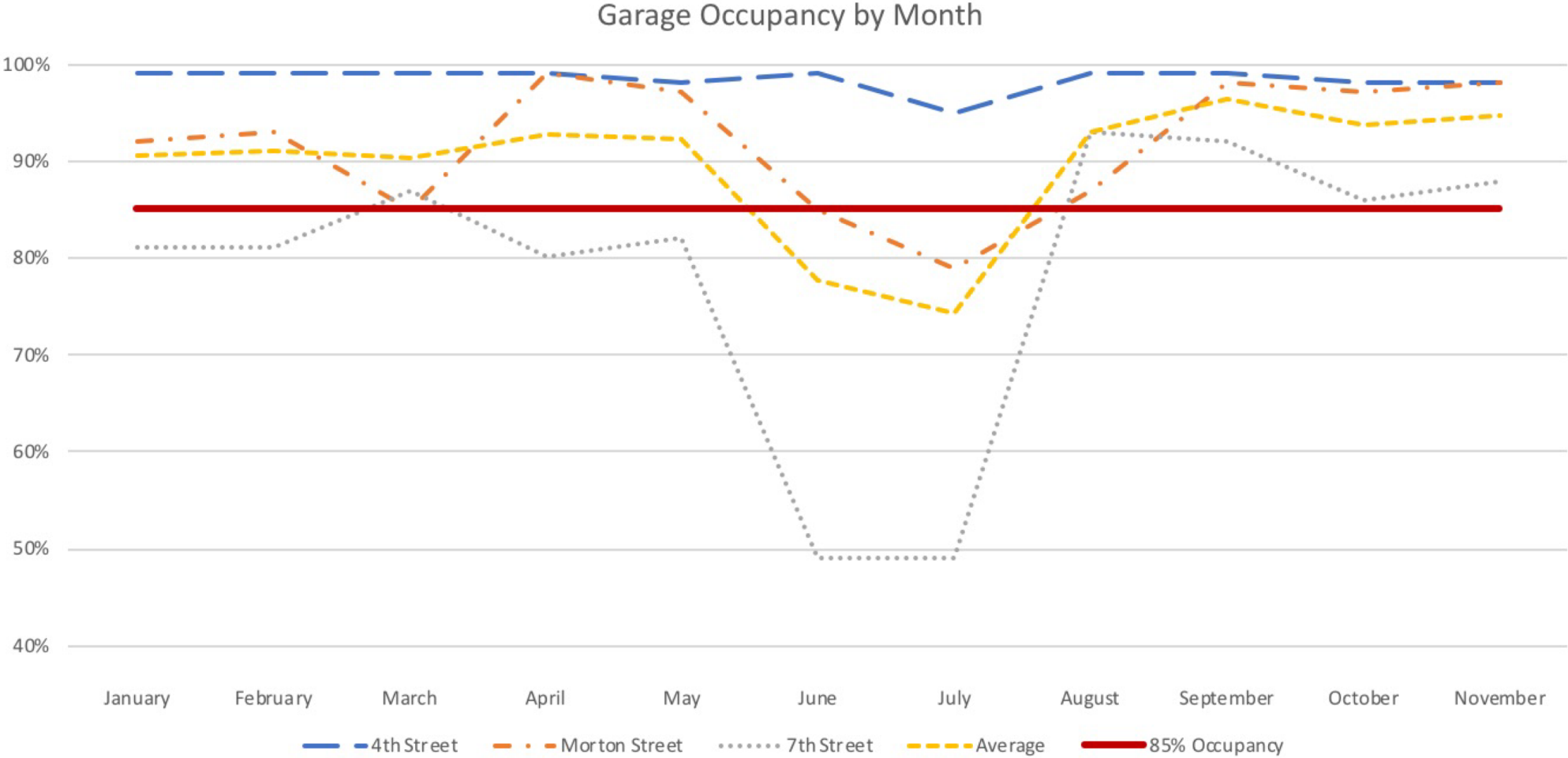
Intensity of use increases the value of a space.

The ability to share a space with other users increases the value of a space.

### SUPPLY-MANAGEMENT APPROACH

Better management of the existing supply with dynamic and differential pricing and time controls balances the competing interests and demands of a variety of users without building additional parking.





2016 METERED PARKING

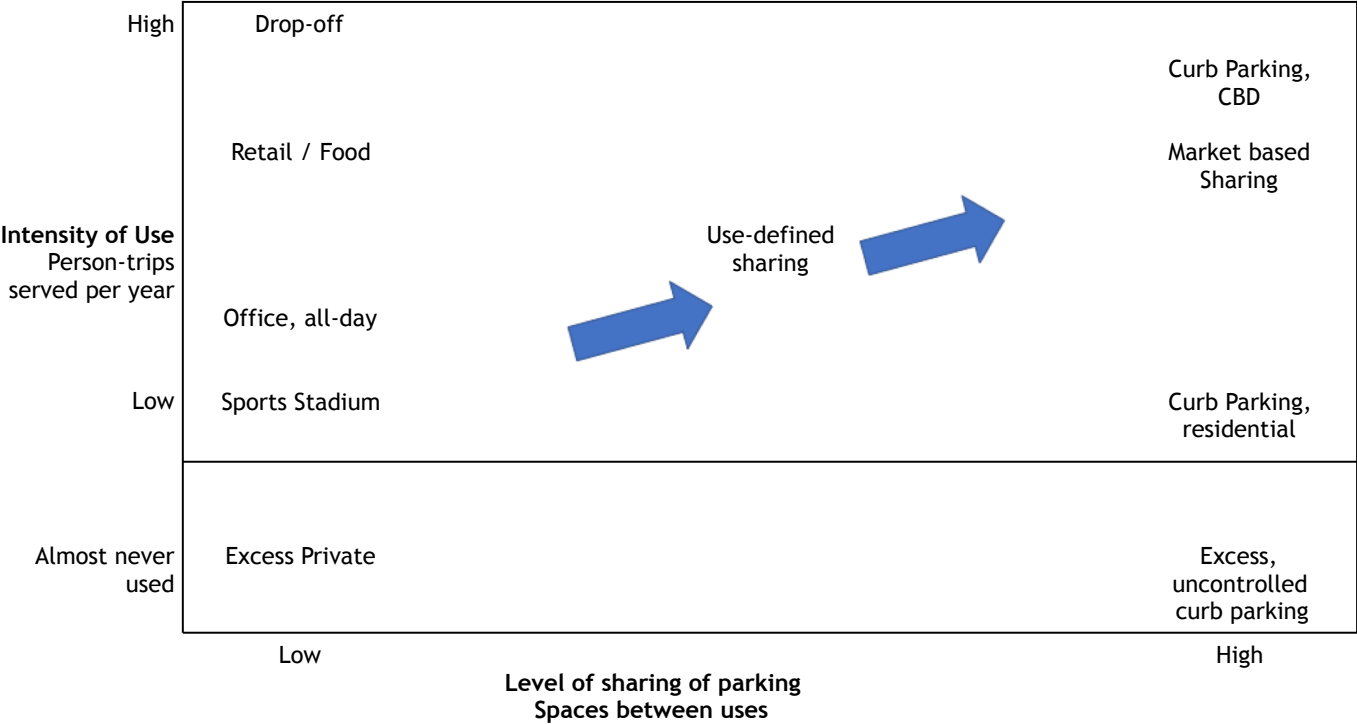
	Zone	Jan Park Occ	Feb Park Occ	Mar Park Occ	Apr Park Occ	May Park Occ	Jun Park Occ	Jul Park Occ	Aug Park Occ	Sep Park Occ	Oct Park Occ	Nov Park Occ	Dec Park Occ	Mean BFO
100 E 6TH	Zone 3	47%	55%	49%	45%	20%	47%	47%	57%	50%	59%	42%	58%	47%
100 E 7TH	Zone 3	33%	39%	33%	29%	17%	41%	35%	49%	49%	49%	36%	40%	37%
100 E Kirkwood	Zone 3	72%	82%	75%	67%	35%	81%	76%	79%	72%	84%	63%	83%	71%
100 N College	Zone 3	72%	83%	83%	70%	35%	78%	76%	82%	79%	85%	65%	84%	73%
100 N Walnut	Zone 3	70%	82%	83%	73%	38%	85%	84%	89%	83%	86%	72%	88%	77%
100 S College	Zone 3	49%	62%	56%	50%	26%	56%	58%	63%	64%	62%	44%	62%	53%
100 S Walnut	Zone 3	63%	78%	69%	64%	33%	73%	74%	72%	73%	78%	62%	82%	67%
100 W 4TH	Zone 3	35%	60%	44%	42%	16%	42%	42%	43%	44%	52%	30%	47%	41%
100 W 6TH	Zone 3	73%	77%	73%	73%	36%	70%	77%	83%	65%	80%	63%	78%	70%
100 W 7TH	Zone 3	54%	58%	58%	52%	23%	54%	51%	56%	56%	58%	46%	55%	51%
100 W Kirkwood	Zone 3	65%	74%	72%	64%	33%	68%	72%	75%	64%	76%	57%	78%	65%
300 E 4TH	Zone 4	56%	76%	64%	63%	24%	56%	57%	69%	68%	80%	61%	62%	61%
300 E 6TH	Zone 4	38%	49%	47%	43%	24%	46%	44%	47%	50%	48%	38%	43%	43%
300 E 7TH	Zone 4	7%	10%	10%	15%	4%	6%	9%	12%	14%	18%	9%	6%	10%
300 E Kirkwood	Zone 4	65%	91%	84%	74%	37%	82%	76%	90%	90%	91%	71%	83%	77%
100 N Dunn	Zone 5	83%	100%	89%	77%	39%	89%	84%	99%	98%	106%	76%	88%	85%
100 N Grant	Zone 5	72%	87%	78%	70%	37%	81%	78%	89%	91%	90%	71%	83%	76%
100 S Dunn	Zone 5	65%	84%	75%	69%	30%	74%	68%	81%	81%	84%	64%	69%	69%
100 S Grant	Zone 5	73%	75%	82%	75%	34%	75%	71%	87%	80%	89%	70%	80%	73%
100 S Indiana	Zone 5	74%	88%	85%	72%	37%	84%	89%	89%	89%	93%	69%	78%	78%
200 N Dunn	Zone 5	63%	83%	71%	72%	29%	56%	57%	73%	75%	72%	51%	53%	62%
200 N Grant	Zone 5	17%	23%	22%	19%	12%	20%	24%	27%	26%	32%	18%	20%	22%
200 S Dunn	Zone 5	52%	73%	60%	64%	20%	35%	37%	58%	57%	68%	48%	43%	51%
200 S Grant	Zone 5	40%	45%	43%	41%	22%	47%	46%	59%	53%	60%	45%	51%	45%
200 S Indiana	Zone 5	74%	90%	81%	77%	38%	76%	76%	76%	87%	82%	67%	72%	74%
400 E 4TH	Zone 5	62%	83%	72%	70%	27%	65%	64%	77%	76%	82%	62%	71%	67%
400 E 6TH	Zone 5	29%	40%	44%	36%	25%	59%	52%	55%	38%	38%	28%	37%	40%
400 E 7TH	Zone 5	19%	26%	22%	25%	12%	23%	23%	25%	32%	31%	23%	23%	23%
400 E Kirkwood	Zone 5	77%	88%	90%	75%	43%	91%	84%	93%	90%	91%	71%	88%	81%
500 E 4TH	Zone 5	75%	95%	82%	79%	36%	86%	84%	88%	91%	92%	68%	81%	79%
500 E 6TH	Zone 5	61%	83%	64%	68%	27%	53%	56%	68%	85%	93%	64%	64%	65%
500 E Kirkwood	Zone 5	72%	86%	77%	69%	35%	77%	74%	87%	85%	84%	70%	80%	74%

2016 NEIGHBORHOOD ZONES

Zone	Permits	Visitor	Temp	Total Permits	Legal Spaces	Permit Occupancy	Permit & Visitor Occupancy
Zone 1	862	346	173	1381	1341	64.3%	90.1%
Zone 2	183	7	12	202	749	24.4%	25.4%
Zone 3	131	45	102	278	351	37.3%	50.1%
Zone 4	522	113	51	686	454	115.0%	139.9%
Zone 5	292	72	46	410	292	100.0%	124.7%
Zone 6	88	27	27	142	149	59.1%	77.2%
Zone 7	286	43	135	464	333	85.9%	98.8%
Zone 8	20	5	3	28	14	142.9%	178.6%
Zone 9	139	57	32	228	119	116.8%	164.7%
Zone 10	49	16	8	73	184	26.6%	35.3%
Zone 11	75	25	9	109	112	67.0%	89.3%



# POLICY



### High Intensity of Use

The more frequently a space is used in a given period of time (turnover), the higher the intensity of use.

### Sharability

An unused, reserved parking space serves no one's transportation needs. The preference is to share parking whenever possible, including extending parking controls through public-private partnerships.

THE GOAL IS HIGHER INSTENSITY OF USE AND GREATER SHARABILTY BETWEEN USERS.

CITY OF BLOOMINGTON PARKING COMMISSION

# COMPREHENSIVE PARKING MANAGEMENT

- Prioritizes users of a lot, zone, or area.
- Leverages technology and data to measure occupancy rates.
- Aligns rates and hours of enforcement.
- Establishes differential and dynamic pricing.
- Implements appropriate time limits.
- Consolidates management within a single division.
- Manages existing supply before recommending building additional.
- **Modifies behavior through pricing.**

# MEETINGS

CITY OF BLOOMINGTON PARKING COMMISSION

## Meetings

Parking Commission meets the second and fourth Thursday of each month.

All meetings are open to the public.



### 2017 Meeting Schedule

#### Work Sessions

2<sup>nd</sup> Thursday of the Month  
Dunlap Room #235  
5:30 PM

#### Regular Meetings

4<sup>th</sup> Thursday of the Month  
Hooker Room #245  
5:30 PM



# QUESTIONS