



Prepared for City of Bloomington

Parking Rate Study & Comprehensive Review

June 2026



WALKER
CONSULTANTS



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June 1, 2026

Michelle Wahl
Parking Services Director
City of Bloomington
401 N Morton Street
Bloomington, IN 47404

Re: *Report for Parking Rate Study & Comprehensive Review
Bloomington, Indiana
13-003225.00*

Dear Mrs. Wahl:

Walker Consultants is pleased to submit this report for the City of Bloomington's Parking Rate Study and Comprehensive Review.

We appreciate the opportunity to be of service to you on this project. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

A handwritten signature in dark ink, appearing to read "Lauren Ahlgrim", is written over a light blue circular background.

Lauren Ahlgrim
Planner

Enclosure

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Executive Summary

Bloomington (“The City”) is a vibrant and dynamic city with a unique character. Located approximately 50 miles southwest of Indianapolis, Bloomington serves as the seat of Monroe County, Indiana, and is home to Indiana University. Bloomington has approximately 85,000 residents, and hosts tens of thousands more during the academic year.

The City maintains numerous parking assets with thousands of spaces to support the residents, visitors, businesses, and students, and provides key mobility options for the city. Based on recommendations from a parking study finalized in 2018, a Parking Services Director was hired in 2019 to help establish the Parking Services Division. Initially, the Division included only off-street parking and customer service, but expanded in January 2021 to include on-street parking meters and enforcement. Currently, the Division oversees the operational management of all downtown parking and neighborhood parking.

Purpose

The purpose of this study is to provide a review and recommendation on parking rates, policies and technology to provide parking services while considering alignment with the City’s Comprehensive Plan and the Transportation and Land Use goals of the Climate Action Plan.

This document serves as a summary focusing on the findings and recommendations. Full details and additional information will be provided in the full report.

Overview of Findings

Walker performed various tasks throughout the parking rate study to review, assess, and evaluate current parking conditions and operations. This included observations and reviews of policies and programs, coordination with city staff and stakeholders, a community survey, and peer benchmarking. The following summary outlines recommendations based on our review and analysis. The recommendations are broken into four main areas:

- Organization
- Policy
- Operations and Technology
- Communications, Branding, and Wayfinding

Recommendations

Organization

This category ensures that the parking system has the processes and personnel necessary to provide strategic direction and effectively manage day-to-day operations. It also emphasizes aligning the system with the City's goals, promoting transparency, and enabling the Parking Services Division to operate self-sufficiently.

Recommendation #1: Transfer all citation appeals duties from the City Clerk's Office to the Parking Services Division.

Observation: Parking Citation responsibilities are split between two departments, leading to inconsistent policy implementation and customer frustration.

Currently, Parking Enforcement Officers under Parking Services issue citations. However, if a visitor receives a ticket and would like to appeal, they must submit an appeal through the City Clerk's office or online. This can cause frustration if a person initially goes to the Parking Services office on the ground floor of the 4th Street Garage and is redirected to file an appeal online or with the City Clerk's office, located at City Hall.

During the appeal process, the City Clerk's office staff often need to communicate with Parking Services staff to better understand the details of the citation. This process could be optimized by moving the appeals process within the Parking Services Division. Parking Services has the necessary data to review an appeal within their reporting systems. In Walker's experience working with other municipalities, most citation appeal reviews are handled "in-house" by the parking department.

Recommendation: To increase the efficiency and clarity of the appeals process, we recommend all citation appeals duties should be transferred from the City Clerk's office to the Parking Services Division. Parking Services will gain increased oversight and control of the appeals process and persons with violations will have a more clear process for filing an appeal. Any required adjudication beyond the appeals process would then be escalated to the court system.

Recommendation #2: Develop a Parking Services Division mission statement that is supported across city departments.

Observation: Through stakeholder feedback meetings, Walker learned that many visitors are unaware of the parking rules, regulations, and options within downtown. Some may not understand the reasons for proactive parking management, and others expressed a negative experience with parking enforcement officers or the parking system in general. The engagement indicates that some feel that parking enforcement is aggressive when a citation is issued very early in the morning, when only one car is parked, or when multiple citations are issued in the same day for the same violation.

Recommendation: Creating a mission statement for Parking Services shapes goals and objectives and serves as a guide for future changes, programming, and overall approach. Policies, duties, and programs can then be aligned with the mission statement and supported by all city agencies. It is recommended that the primary focus should be enhanced customer service and safety. The mission statement will then be used to guide the clarity of rules

and regulations necessary to improve system efficiency and reduce customer frustration. Rules, regulations, and parking options can partially be addressed by strategic communications and signage (addressed further in the Communications, Branding, & Wayfinding section below), however this begins with the adoption of a new approach to parking management and policy in Bloomington – one that emphasizes simple policies and signage, clear options, rules, and regulations, and consistent but fair parking enforcement.

The new mission statement will also allow the City to pivot toward an ambassador approach, where customer understanding and compliance is promoted with focus on compliance rather than punitive measures.

Recommendation #3: Adopt a data-driven approach to parking operations and management with recurring transparency of key performance indicators.

Observation: Parking revenues are not transparently linked to the parking system or city improvements, mobility goals, or reinvestment plans. Feedback from stakeholder engagement sessions indicates a need and an opportunity to enhance community engagement on topics related to the parking system's revenue, costs, and how funds are spent throughout the city.

Recommendation: The downtown parking system should be viewed as part of the solution for continued success downtown, not as part of the problem. The City should produce reports or an online dashboard to increase awareness of the parking system. Sharing information with the public provides greater transparency and understanding, which may build trust with the community. The city should determine clear and measurable key performance indicators (KPIs), that may include:

- Parking occupancy rates
- Maintenance response times
- Revenue per space
- Revenue allocation
- Compliance rates

Sharing revenue allocation will help residents and visitors understand how parking fees align with the City's goals, such as those stated in the Comprehensive Plan and the Climate Action Plan (CAP). Public understanding of revenue allocation, especially for the Alternative Transportation Fund, can clarify how monies collected support CAP goals, such as installing additional charging stations in parking garages and developing bicycle infrastructure to encourage use of electric vehicles and increase bicycle commuting.

Policy

This section establishes parking policies that support a system designed to accommodate various users by balancing the needs of short- and long-term users.

Recommendation #1: Implement on-street metered parking rate changes utilizing a zone-based system considering high-demand and lower-demand areas.

Observation: Bloomington on-street parking rates are currently \$1.00 per hour across downtown. Parking rates have not increased since paid parking was implemented in 2013. Low parking rates reduce the availability for

short-term parkers because it does not effectively discourage long-term parking sessions. On-street parking should be prioritized for short-term parking to maximize the number of people that can use the spaces.

Recommendation: We recommend that parking rates in the high-demand zone, defined as metered areas north of 3rd street and south of 7th street within the study area, be increased to \$1.50 per hour. The low demand zones, south of 3rd street and north of 7th street, can be set at a minimum of \$1.25 per hour. Increasing on-street parking rates in high-demand areas encourages increased turnover and utilization, an outcome listed in the Downtown section of the Comprehensive Plan.

By moving to zone pricing, Parking Services will need to work with ParkMobile to link correct parking rates to the ParkMobile zones. This also will remove the ability for parkers to move from one zone to another if they are in different rate zones.

Upon completion of rate adjustments, parking demand should be monitored and future rate adjustments should be considered as demand changes in each zone. As zones begin to see increased demand, the City may consider increasing the parking rate. Similarly, the City could decrease the parking rate in zones that are underutilized.

Recommendation #2: Implement off-street parking rate changes.

Observation: Revenue generated from the garages is used to fund daily operations, including maintenance, parking technology, as well as long-term capital improvements. Current off-street parking rates are low and do not produce sufficient revenue to pay for parking lot and garage maintenance and operations expenses. This puts a burden on other City funds to help pay for maintenance and operations of the off-street parking. The off-street rates have not been adjusted in over a decade, while the average cost of goods and services in the United States has increased by 37% since 2016, and the revenue collected has not kept pace with the increased costs. The only adjustment made by the City to increase revenues for off-street parking was the removal of the policy allowing the first three hours of a parking session to be free.

For permit parking, yearly parking rate adjustments are identified in Title 15 of the City's municipal code. Currently, Title 15 includes rate adjustments through 2029 and does not provide guidance for 2030 or beyond.

Recommendation: We recommend increasing surface lot parking rates, using the same demand-based on-street parking zones. Lot 1, Lot 3, and Lot 5 are located within the high-demand zone and are recommended to be set at \$1.50 per hour. Lot 6 is in a low-demand zone, and we recommend increasing the parking rate to \$1.25 per hour. Garage transient rates are recommended to increase from \$0.50 to \$1.00 per hour.

We recommend the City update Title 15 of the municipal code to maintain the annual permit parking rate increases beyond 2029.

Recommendation #3: Reduce on-street paid parking enforcement hours.

Observation: Based on peer review and comments from stakeholders, we identified enforcement hours as an opportunity for adjustment. Current enforcement hours end at 9:00 p.m. and are considerably later than those of peer cities.

Recommendation: We recommend revising the on-street paid parking enforcement hours to end at 8:00 p.m. instead of the current ending time of 9:00 p.m. Evening and night enforcement hours are usually intended to

address evening demand, such as dining and entertainment, which typically reach their peak by 8:00 p.m. Considering the existing land uses in downtown Bloomington, enforcement is likely not needed until 9:00 p.m. Reducing enforcement hours could also reduce staffing costs.

Operations & Technology

This section advises on parking operations and technologies that support the day-to-day operations of the parking system.

Recommendation #1: Transition to multi-space on-street meter pay stations operated using pay-by-plate.

Observation: The existing on-street IPS single space meters are beyond the expected service life. The City currently maintains over 1,400 single space meters. Patrons can pay for parking either directly at the parking meter for their space, or through the ParkMobile app. If a patron pays at the meter, the meter will show the remaining time left for each parking session. If a patron pays using the ParkMobile app, the meter does not show that a parking session is active. This creates a need for parking enforcement to check both the license plate and the physical meter before confirming a parking violation.

Recommendation: We recommend replacing the existing single space meters with new multi-space meters that allow users to enter their license plate. Replacement is recommended to avoid the increased downtime and on-going maintenance and support costs that occur with technology at end of life. Multi-space meters allow for pay-by-plate which allows for improved monitoring and enforcement utilizing mobile license plate recognition (LPR). Multi-space meters can be located to allow one kiosk to cover multiple parking spaces along one block-face, greatly reducing the number of physical units to maintain and service. Pay-by-plate allows checking for payment by checking the plate, regardless of whether payment was completed at the meter or via ParkMobile. This reduces the need to review multiple systems to determine if parking has been paid.

Recommendation #2: Upon moving to a pay-by-plate multi-space meter system for on-street parking, update the enforcement system to mobile license plate recognition (LPR) technology, and transition to digital permits.

Observation: Enforcement is currently done by physically checking the meters and manually entering license plate numbers to check for payment via ParkMobile and for valid permits.

Recommendation: We recommend transitioning to digital permits for all parking permits within the city. By transitioning to digital permits and implementing the multi-space meters with pay-by-plate technology, the City can transition to a mobile license plate recognition enforcement system. This would involve outfitting City vehicles with license plate recognition cameras that can capture license plates automatically by driving past parked vehicles and check if vehicles have an active parking session or valid permit. Vehicles flagged for violation, can be manually checked and, if valid, a citation can be issued, including photographic evidence of the violation.

Recommendation #3: Replace the existing off-street gated parking equipment.

Observation: The existing gated Parking Access and Revenue Control System (PARCS) used in the off-street parking garages will no longer be supported by the manufacturer beyond the end of 2027.

The system equipment has a growing list of maintenance issues and motorists have expressed frustration while using the equipment. Gates were reported as not working in at least one facility, which was observed by Walker while on site. The City has reported experiencing issues with broken gates, causing frustration for the parking services division and resulting in lost revenue.

Recommendation: The City should replace existing off-street parking equipment with a new system that will continue to be supported by an equipment vendor. The high cost of procuring and maintaining physical gated systems, and staff frustration with broken gate arms, make transitioning to a gateless solution with license plate recognition a more desirable option for Bloomington. This system has the option to include gates to ensure permit parkers get their guaranteed spot and would only be necessary at locations that fill to capacity regularly.

Communications, Branding, & Wayfinding

This category focuses on developing a cohesive brand identity, clearly communicating parking rules and regulations, and guiding users seamlessly through the parking system and the broader city environment. The goal is to build strong brand recognition while creating a clear, consistent, and welcoming user experience.

Recommendation #1: Create a recognizable City of Bloomington Parking System logo and brand identity separate from the City's brand identity.

Observation: The City's parking system lacks a cohesive brand identity, leading to inconsistent design, messaging, and customer experiences across parking facilities and digital platforms. While the City of Bloomington has a logo, Parking Services does not, and the signage on the parking facilities varies. In some instances, city parking-related signage contains the city logo with the same blue text, while other facilities have the standard encircled blue "P" signage. This results in difficulty for drivers to identify where they can park.

Recommendation: To promote parking as a distinct, holistic entity, Parking Services should develop a consistent brand including fonts, colors, and a logo. All street parking signage, parking facility entrance signage, the parking website, and online parking portals should use this format for a consistent look and feel. As other facilities, such as the renovation of the Hopewell parking garage and the expansion of the Monroe County Convention Center, are added to the City's portfolio, consistency is important for developing a sense of brand recognition and distinguishing public facilities from private facilities. A unique and easily identifiable parking brand would improve the customer experience and encourage higher utilization.

Recommendation #2: Develop and launch an ongoing parking system communications and marketing campaign, which includes installing information signage at key locations.

Observation: There is limited public awareness of the City’s parking system, and opportunities exist to improve overall understanding.

Many stakeholders expressed an overall lack of understanding of the parking system. This lack of understanding includes not knowing the locations of city-owned parking facilities, or the rules and regulations for parking in there. Many people believe they can only park on-street and are not aware there are off-street parking options. Additionally, many people do not realize that parking in the city garages is cheaper than parking on-street. There are also parking programs, such as residential permit parking and garage permit parking, that the community does not understand or does not know it exists.

Recommendation: Bloomington should create and release a comprehensive campaign that educates visitors about parking locations, rules, and regulations. Communications should be shared through multiple channels, including the City’s website, social media, flyers, and on maps. The goal is that visitors understand the parking system prior to their arrival. This aligns with goal 6.7 “educate the public” in the Comprehensive plan, more specifically, policy 6.7.4, to inform the community about the parking system, including where to park and how to use the system.

Recommendation #3: Install informational signage at key locations.

Observation: Additionally, visitors who park in off-street facilities often lack clear pedestrian routes to retail areas or civic buildings. For those who park in a city-owned garage but are not familiar with Bloomington, there can be a challenge once exiting the garage on foot and finding the appropriate route to get to their desired destination.

Recommendation: Various signs should be installed to help guide users through the parking system. This includes identification signage, to let a parker know where they are (ex. Trades District Garage), directional signage to inform a visitor which way to go, informational signage to provide additional information, such as a map with various parking locations, and regulatory signage, that states rules and regulations.



Figure 1: Recommendation Summary Table

Type	Recommendation	Timeline	Opinion of Cost
Organization	Transfer all citation appeals duties from the City Clerk's Office to the Parking Services Division.	Mid-Term	\$
	Develop a parking system and Parking Services Division mission statement that is supported across city departments.	Mid-Term	\$
	Adopt a data-driven approach to parking operations and management with recurring transparency of key performance indicators.	Long-Term	\$\$
Policy	Implement on-street metered parking rate changes utilizing a zone-based system considering high-demand and lower-demand areas.	Mid-Term	\$
	Implement off-street parking rate changes.	Short-Term	\$
	Reduce on-street paid parking enforcement hours.	Short-Term	\$
Operations & Technology	Transition to multi-space on-street meter pay stations operated using pay-by-plate.	Short-Term	\$\$\$\$
	Upon moving to a pay-by-plate multi-space meter system for on-street parking, update the enforcement system to mobile license plate recognition (LPR) technology, and transition to digital permits.	Mid-Term	\$\$\$
	Replace the existing off-street gated parking equipment.	Short-Term	\$\$\$
Communications, Branding, & Wayfinding	Create a recognizable City of Bloomington Parking System logo and brand identity separate from the City's brand identity.	Short-Term	\$ - \$\$
	Develop and launch an ongoing parking system communications and marketing campaign.	Long-Term	\$\$
	Install informational signage at key locations.	Mid-Term	\$\$

Legend			
\$	Under \$25,000	Short-Term	12 months
\$\$	\$25,000 - \$100,000	Mid-Term	1 - 3 years
\$\$\$	\$100,000 - \$500,000	Long-Term	3 - 5 years
\$\$\$\$	Over \$500,000		

01

Introduction and Background

Introduction and Background

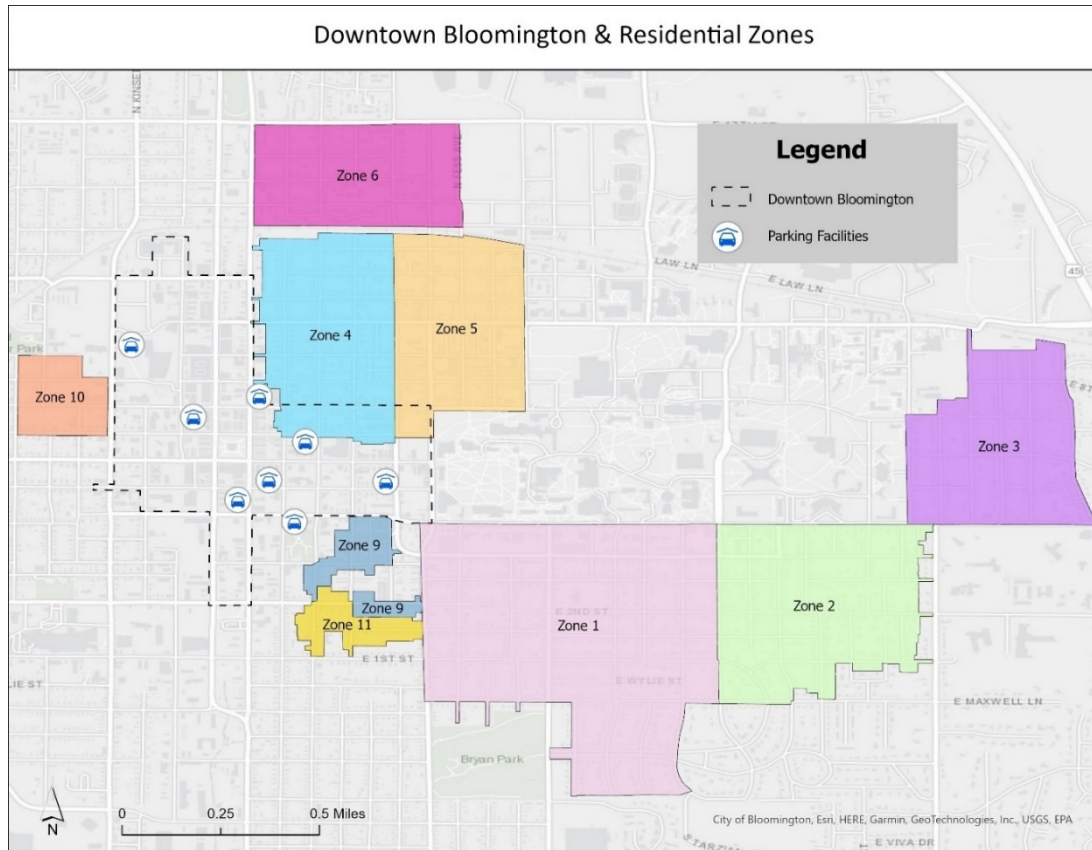
Bloomington (“The City”) is a vibrant, dynamic city with a distinct character. Located approximately 50 miles southwest of Indianapolis, it serves as the county seat of Monroe County, Indiana. The City is home to Indiana University and features a dynamic arts scene and scenic beauty. Home to 80,000 residents, it hosts tens of thousands of students throughout the academic year, Bloomington experiences a wide range of parking and mobility needs.

The City manages an extensive inventory of parking assets, including thousands of spaces that support visitors, businesses, students, and residents and plays a key role in the overall mobility of the City. Following recommendations from a parking study finalized in 2018, a Parking Services Director was hired in 2019 to assist in establishing the Parking Services Division. Initially, the Division only included off-street parking and customer services but expanded to include on-street parking meters and enforcement in January 2021. This approach allows the operational oversight and management of all downtown and neighborhood parking under one Division.

To support ongoing improvements, Parking Services engaged Walker to conduct a parking rate study and policy review. The primary objective is to guide decisions regarding the replacement of aging parking in favor of systems that will better support the parking system in the future. A comprehensive approach toward parking must align with the City’s Comprehensive Plan and the Transportation and Land Use goals of the Climate Action Plan.

The map below depicts the study area for this project, including downtown Bloomington and the adjacent residential zones. The four surface lots and four parking garages are shown with an icon of a blue car in a white circle.

Figure 2: Study Area Map



Comprehensive Plan

The City's 2018 Comprehensive Plan establishes long-range policies, goals, and an overall framework for land use, transportation, and development through roughly 2040. This document, as it relates to mobility, strongly emphasizes multimodal transportation options and shifting from a car-dominant system.

The Downtown section's objective is "Nurture our Vibrant City Center," which highlights priorities supporting the community's unique dynamics. The Transportation section's goal is "Provide Multimodal Transportation Options," focusing on programs and plans to meet the mobility needs of the city. Some goals of this plan that align with this report are listed below.

Downtown

- **Goal 4.2 Support Local Businesses:** Encourage and support local businesses, the arts, and cultural events Downtown.
- **Goal 4.6 Optimize Parking:** Encourage attractive, cost-effective, convenient, and environmentally friendly public and private motor vehicle and bicycle parking facilities.

Transportation

- **Goal 6.7 Educate the Public:** Increase residents' safe use of transportation options that minimize negative environmental and infrastructure impacts.

- Policy 6.7.4: Educate the public about the multiple entry points to the city's parking system, including its menu of options for where to park, how to use the system, and wherever feasible, real-time space availability.

Climate Action Plan

Bloomington also has a Climate Action Plan (CAP) adopted in 2021 that provides strategies to reduce greenhouse gas emissions and prepare for climate change. The key targets of this plan are aligned with the International Panel on Climate Change (IPCC) carbon emission goals:

- To reduce Bloomington community greenhouse gas emissions 25% below 2018 levels
- Achieve carbon neutrality by 2050

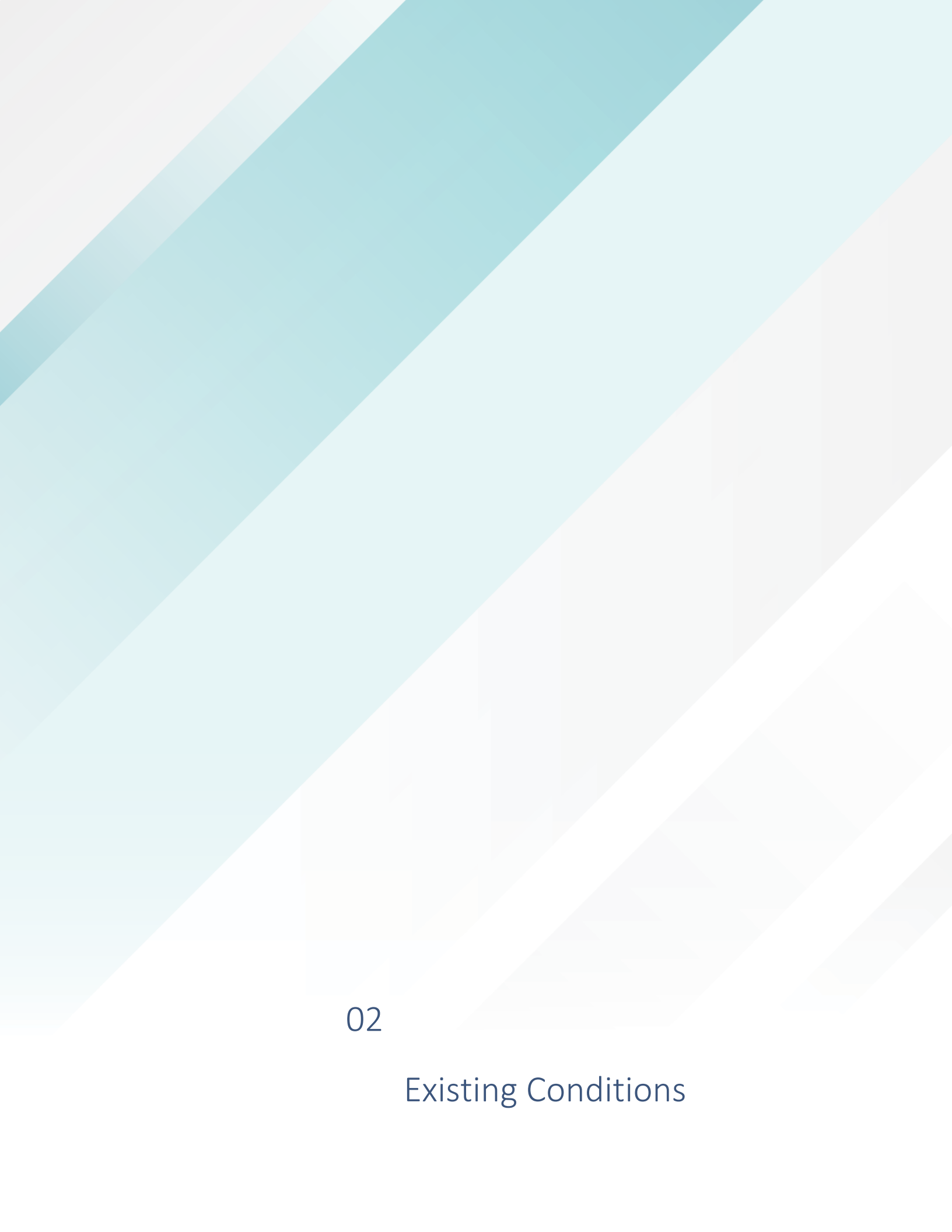
The CAP organizes goals and strategies across various sectors that produce emissions, including energy and the built environment, transportation and land use, waste management, water and wastewater, local food and agriculture, health and safety, green space and ecosystem health, and the climate economy. This parking study considered the goals, supporting strategies, and actions outlined in the Transportation and Land Use section.

- Goal TL1: Decrease on-road vehicle miles traveled (VMT) by 8% of 2018 values.
- Goal T2: Support and encourage electric vehicle adoption, achieve 30% of vehicles sold and 15% of VMT community-wide by 2030.

Purpose of this Document

This document is intended as a resource and roadmap for the City of Bloomington and the Parking Services Division to support their efforts to form, prioritize, and implement public parking policies. Observations, opportunities and recommendations herein are presented according to four categories: Organization, Policy, Operations & Technology, and Communications/Branding/Wayfinding.

This report was created with input from interviews and meetings with City staff, and stakeholder sessions that took place on Tuesday, May 20th, 2025. Input was gathered through listening sessions and a public survey, in addition to Walker Consultants' site visit and analysis of current conditions.



02

Existing Conditions

Summary of Existing Conditions

Walker's first task was to evaluate Bloomington's parking system, including a review of the current conditions of the existing parking supply, technology, operations, and policies of the Parking Services Department. The findings from this task helped identify strengths, weaknesses, and opportunities for improvement in the parking system.

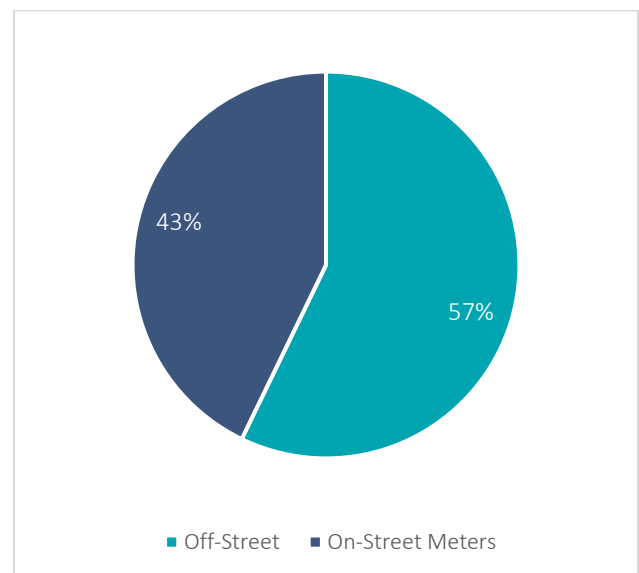
Downtown Parking Inventory

The City of Bloomington's Parking Services Division oversees nearly 3,400 spaces across four parking garages, four surface lots, and on-street parking spaces throughout downtown Bloomington. The majority of parking spaces (57%) are in off-street facilities, with the remaining 1,449 spaces (43%) comprised of are on-street metered spaces.

Table 1: Bloomington Paid Parking Supply by Type

Parking Location	Total
4th Street Garage	524
Trades District Garage	360
Morton Street Garage	511
Walnut Street Garage	346
Total: Garages	1,741
Lot 1	52
Lot 3	77
Lot 5	50
Lot 6	15
Total: Surface Lots	194
Total: Meters	1,449
Total Downtown Spaces	3,384

Figure 3: Bloomington Paid Parking Distribution



Source: Walker Consultants, City of Bloomington 2025

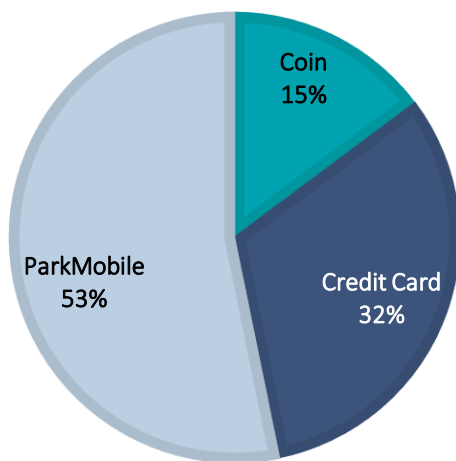
On-Street Parking

There are approximately 1,449 metered spaces in Downtown Bloomington, as well as on-street spaces that only accept payment via ParkMobile. While there are designated loading zone spaces and some spaces limited to 2-hour parking, most of the on-street parking spaces do not have a time limit. There are two ways for parkers to pay for the metered spaces:

1. At the single-space meter with coins or a debit/credit card.
2. ParkMobile mobile device application

The hourly rate for on-street parking is \$1.00. Paid parking is enforced Monday – Saturday, 8:00 a.m. – 9:00 p.m., except for City holidays, which allow for free parking. If parkers pay via ParkMobile, they are able to move to another zone during the same parking session without entering a new zone number. Paid surface parking lots, Lots 1 and 3, and some spaces in Lot 5 charge the same \$1.00 per hour using single-space and multi-space meters as well as ParkMobile. ParkMobile accounts for 53% of the payments, while the remaining 47% are made at the meter using coin or credit card, as summarized in the following figure. This chart includes all ParkMobile transactions.

Figure 4: Payment by Type



Source: City of Bloomington Payment Data

Off-Street Parking

Bloomington has four parking garages and four surface lots, previously mentioned above. City garages charge \$0.50 per hour for parking, using a ticketed system with payment at pay-on-foot stations or in the exit lane via credit card.

The City recently purchased the Hopewell Garage, formerly owned by Bloomington Hospital. The 350±-space garage requires extensive renovation before it can be available for public use and is not included in the inventory summary in Table 1 on the previous page.

The following map was provided by the City and has been amended to identify Bloomington's Off-Street parking facilities. The parking garages are labeled with blue circles, and the teal circles indicate the locations of the four surface parking lots.

Figure 5: Map City of Bloomington Off-Street Facilities



Source: Walker Consultants, City of Bloomington

Parking Occupancy and Availability

The Parking Division manually conducts parking counts twice a day, once at 10:00 a.m. and again at 10:00 p.m. to provide a consistent record of activity across the parking garages. During the month of November 2024, no counts were collected due to a staffing shortage. Other missed count days due to staffing include holidays and a few non-holidays. The current gated parking system does not keep detailed accurate parking occupancy.

Off-Street – Parking Garages

The project team reviewed garage occupancy reports provided by the City of Bloomington for the period from June 2024 to May 2025. As stated above, no counts were available for November 2024 due to staffing. These counts provide a general snapshot of daily parking activity; however, they are limited to two time periods each day, 10:00 a.m. and 10:00 p.m. This data provides a general idea of how the parking facilities are used, noting it does not include other hours of the day and evening which may have higher occupancy. The 10:00 a.m. count is typically an ideal time for a downtown municipality on weekdays, while the 10:00 p.m. count captures late-night activity, relevant to bar traffic, some entertainment, and residential parking. Using the limited data set, the average utilization across all locations ranged is provided by month for the respective time periods.

Table 2: Monthly Average Occupancy – 10:00 a.m. and 10:00 p.m. by Garage

	Average Monthly Occupancy - Limited to 10:00 AM and 10:00 PM							
	4th St Garage		Morton Street Garage		Trades District Garage		Walnut Street Garage	
	10:00 AM	10:00 PM	10:00 AM	10:00 PM	10:00 AM	10:00 PM	10:00 AM	10:00 PM
June 24	38%	13%	38%	30%	12%	3%	18%	23%
July 24	33%	8%	30%	27%	8%	2%	17%	22%
Aug 24	32%	9%	35%	27%	8%	7%	21%	22%
Sept 24	54%	39%	52%	50%	13%	14%	38%	44%
Oct 24	48%	34%	46%	48%	11%	14%	36%	42%
Nov 24 - no data								
Dec 24	46%	27%	44%	34%	14%	11%	38%	31%
Jan 25	29%	29%	32%	35%	8%	12%	28%	35%
Feb 25	48%	34%	49%	44%	15%	13%	39%	41%
Mar 25	45%	32%	44%	41%	14%	12%	33%	35%
Apr 25	47%	36%	49%	45%	16%	13%	36%	38%
May 25	43%	21%	36%	31%	12%	9%	35%	25%

	4th St Garage		Morton Street Garage		Trades District Garage		Walnut Street Garage	
Garage Inventory	524		511		360		346	
Observation	10:00 AM	10:00 PM	10:00 AM	10:00 PM	10:00 AM	10:00 PM	10:00 AM	10:00 PM
Avg Available	287	369	266	284	308	315	248	242
Avg Occupancy	237	155	245	227	52	45	98	104
Avg Occupancy %	45%	30%	48%	45%	14%	13%	28%	30%

Notes:

Manual counts at each location at 10:00 am and 10:00 pm, other hours may be higher

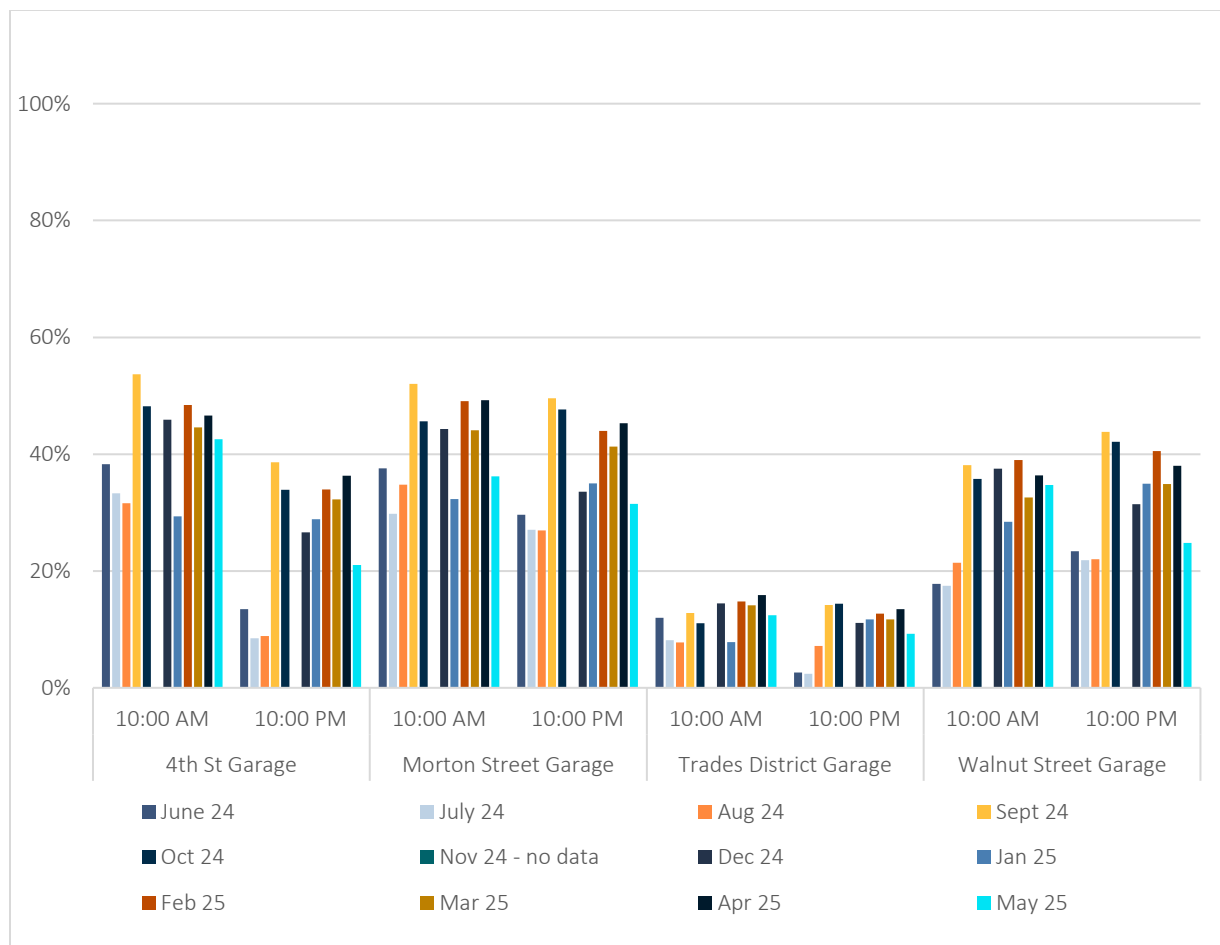
No data for November 2024 due to staffing

Data available for most days of the other 12 months; less than 5% of days missed in other months due to staffing

Includes Monday – Sunday counts, excluding Holidays

This data is provided by month visually in the following graph.

Figure 6: Average Monthly Occupancy 10:00 am and 10:00 pm



Source: Bloomington Parking Division

Overall, the Trades District experienced the lowest **average** occupancy, which has limited demand generators directly adjacent to the facility. The Morton Street had the highest **average** observation, with the 4th Street Garage a close second. September was generally found to be the highest average month for the garages.

It is worth noting that “average” use does not indicate demand on peak days, which is helpful when considering parking adequacy. In many cases, a facility may be intended to meet high demand periods which occur less often

than an average day. Each garage serves a different area in the downtown and is recommended to be considered independently.

When analyzing the provided occupancy data for the two time periods, the highest observed occupancy during the 10:00 a.m. period was 67% at the Morton Street Garage in September 2024 while the highest recorded occupancy during the 10:00 p.m. observation was 84% at the Walnut Street Garage in October 2024. The peak recorded usage is limited to the two time periods. It is likely that other hours over the course of the year experienced higher occupancy.

Table 3: Observed 10:00 a.m. and 10:00 p.m. Peak Occupancy by Month and Garage

	Observed Peak Occupancy by Month - Limited to 10:00 AM and 10:00 PM							
	4th St Garage		Morton Street Garage		Trades District Garage		Walnut Street Garage	
	10:00 AM	10:00 PM	10:00 AM	10:00 PM	10:00 AM	10:00 PM	10:00 AM	10:00 PM
June 24	53%	17%	43%	36%	24%	5%	28%	40%
July 24	44%	15%	40%	31%	13%	4%	27%	40%
Aug 24	52%	15%	50%	30%	14%	8%	40%	40%
Sept 24	63%	65%	67%	67%	24%	18%	51%	71%
Oct 24	60%	55%	57%	60%	25%	16%	56%	84%
Nov 24 - no data								
Dec 24	57%	47%	50%	46%	18%	14%	49%	73%
Jan 25	37%	45%	40%	49%	11%	16%	41%	56%
Feb 25	55%	45%	50%	55%	22%	14%	48%	71%
Mar 25	60%	56%	50%	59%	22%	14%	46%	78%
Apr 25	53%	51%	60%	52%	21%	18%	60%	64%
May 25	55%	40%	43%	43%	16%	14%	44%	49%

	4th St Garage		Morton Street Garage		Trades District Garage		Walnut Street Garage	
Garage Inventory	524		511		360		346	
Observation	Morning	Evening	Morning	Evening	Morning	Evening	Morning	Evening
Peak	332	343	342	341	89	66	207	290
Occupancy %	63%	65%	67%	67%	25%	18%	60%	84%

Notes:

Manual counts at each location at 10:00 am and 10:00 pm, other hours may be higher

No data for November 2024 due to staffing

Data available for most days of the other 12 months; less than 5% missed in other months due to staffing

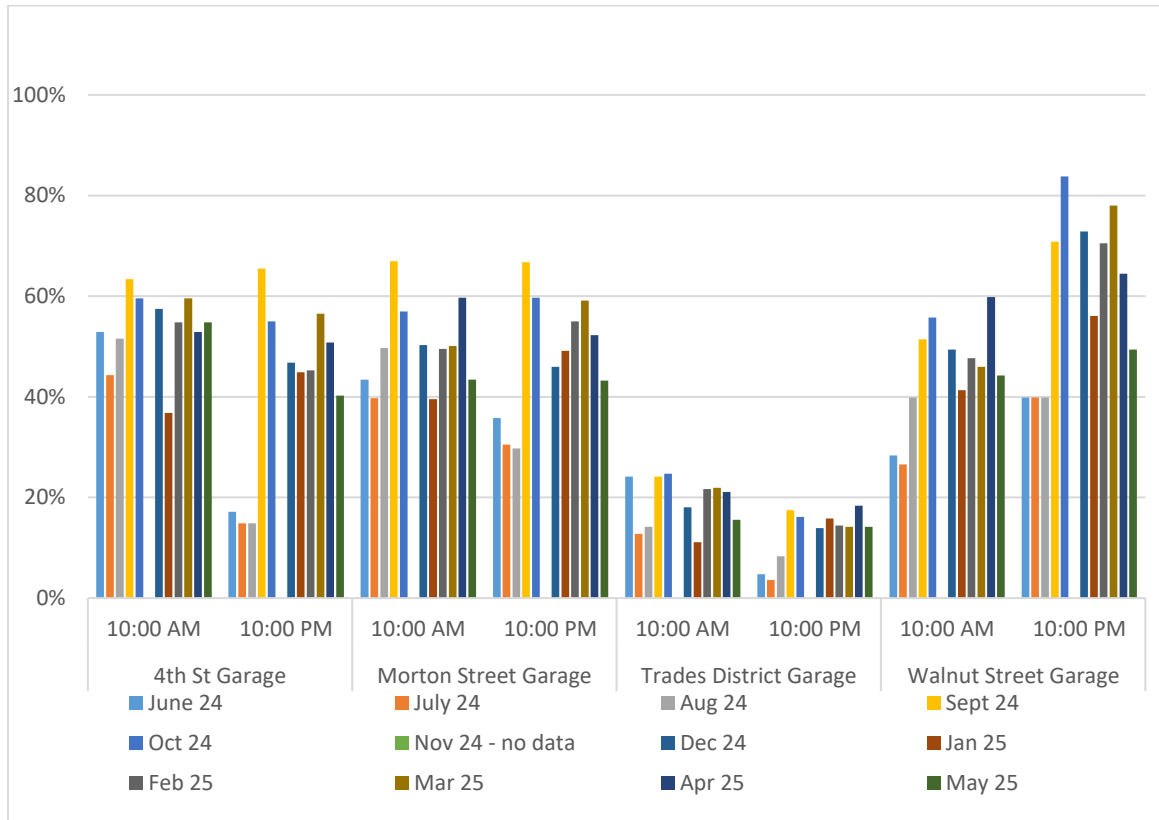
Includes Monday – Sunday counts, excluding Holidays

IU Homecoming Weekend – October

IU Family Weekend - September

This data is provided by month visually in the following graph.

Figure 7: Peak Occupancy by Month - 10:00 am and 10:00 pm



Source: Bloomington Parking Division

Overall, the Walnut Street Garage recorded the highest demand during the 10:00 p.m. observation, with 84% occupancy. Trades District peak observations remain lower than the other garages. The recorded peaks are only representative of the respective time periods. Other hours of the day likely exceeded this depending on the facility.

New developments, including the convention center, which will add approximately 60,000 square feet, and a 170-room boutique hotel, will likely increase parking demand for the 4th Street Garage and other developments are likely to increase demand at the Trades District Garage.

On-Street & Surface Parking Lots

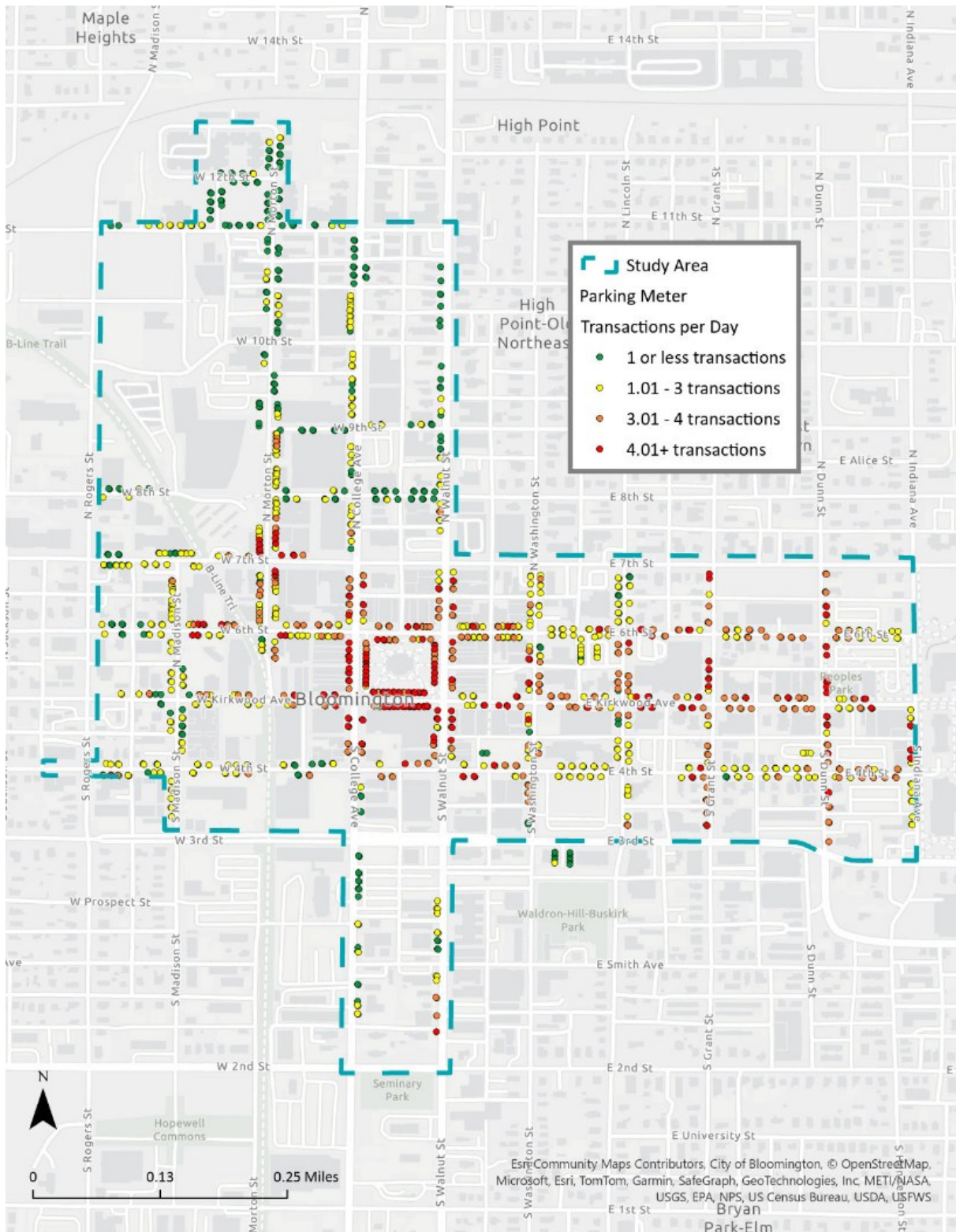
Parking utilization for on-street parking and surface lots is not directly collected by the Parking Division, as is done for the limited time periods in the garages. Payment data is used to determine general usage and demand, however, accuracy of this data for specific areas has limitations, as unpaid parking is not recorded, and ParkMobile payments can be made using any zone number across the downtown and once paid, the parker may move their vehicle to another zone without changing their parking session. On-site observations, stakeholder input, and past occupancy analyses, including physical occupancy counts, show that downtown parking spaces are

between 70% to 100% occupied (by block face) during a typical day when Indiana University is in session, indicating limited availability for customers seeking convenient parking near their destinations. Walker analyzed on-street and surface parking lots on a macro-level using payment data by block and has provided this analysis in Appendix D.

Using data available from payments made at the individual meter (excluding ParkMobile) is useful to determine if there are areas that would benefit from moving to ParkMobile only payment areas. The map on the following page shows the average number of transactions per day per meter. The study area is outlined in teal, and the meters are either red, yellow, or green. Red indicates that there were over 4 transactions per day, on average, while orange indicates 3.01 – 4 transactions per day, on average. Yellow indicates 1.01 – 3 transactions per day, on average and green indicates 1 or less transactions per day on average. The blocks surrounding the courthouse are red, and gradually change to orange, yellow, and green, as you get further from the courthouse, and to the north and south of the study area, typically. There are a few outliers within the study area that do not follow the same pattern.

The purpose of this exercise is limited to understanding which physical meters most used and which meters are less used. It is likely that the actual usage peaks at different times depending on seasonality and events in the area.

Figure 8: Average Meter Transactions by Day - Payment at Meter



Source: City of Bloomington, annual meter usage data and GIS mapping

Financial Review

Bloomington’s parking system (Parking Services) operates as a division of the Public Works Department. Parking Services’ financial accounting is separated into three funds:

Figure 9: Summary of Parking Funds



Oversight of these funds is conducted by two managers: one for the Parking Facilities Fund and one for the combined Meter and Alternative Transportation Funds.

- **Parking Facilities Fund**
 - Tracks revenues from four city-owned garages, including EV charging station revenues and Lot 5 permit sales.
 - Tracks expenses from daily garage operation, capital repairs and maintenance.
 - Tracks lease payments for Walnut Street and Morton Street garages which are paid through TIF (Tax Increment Financing) funds. TIF funds are also used to cover the debt service for Trades and the 4th Street garages.
- **Parking Meter Fund**
 - Tracks revenues from parking meters, including four city-owned surface lots and parklet fees.
 - Tracks expenses for daily meter operations, parking enforcement, and special events.
- **Alternative Transportation Fund**
 - Established by Ordinance 92-06 in city code 15.37.160.
 - Tracks revenues from residential parking permits, service permits, and fines issued within the neighborhoods.
 - Tracks expenses to operate and enforce the residential parking permit areas.
 - Excess funds after covering costs are placed in this fund with the purpose of the fund is to reduce the community’s dependence upon the automobile. Expenditures from the fund must be approved by the council.

Citation fees paid for parking violations not occurring within the neighborhood zones are applied to the general fund and are not part of the three funds dedicated to the parking system.

Parking Facilities Fund

Operationally, excluding the TIF funds and lease payments, the fund covered its daily operating costs in 2024 and 2023, as shown in the table below. Historically, the Parking Facilities Fund receives a transfer of funds from TIF funds, which is used to fund public infrastructures, to pay for lease and debt service on the garages. In 2024 and 2023, with the TIF funds added to cover the lease payments, the net revenue in the fund was \$85,913 and \$277,625, respectively. At this time, funds are not being set aside for long-term capital improvement projects, including structural repairs, technology upgrades, and deferred maintenance. Funds for these repairs are requested from the council as part of the budgeting process. In 2025, over \$1.875 million was used to address deferred maintenance from the past three years.

Table 4: Parking Facilities Fund Summary 2024 and 2023

PARKING FACILITIES FUND		
Net Income BEFORE TIF Transfer	2024	2023
Parking Revenue	\$1,306,442	\$1,417,601
Operating Expenses	\$1,172,811	\$1,139,976
Net Income	\$133,631	\$277,625
Net Income AFTER Lease Payments	(\$584,414)	(\$392,702)
Net Income AFTER TIF Transfer	2024	2023
Revenue + TIF Transfer	\$1,976,769	\$2,087,929
Expenses + Lease Payment	\$1,890,856	\$1,810,304
Net Income with Transfers & Lease Payment	\$85,913	\$277,625

Parking Meter Fund

The Net Operating Income for the Parking Meter Fund is positive for the periods analyzed (2021-2024), with 2024 and 2023 detailed in the table below. At this time, funds are not being set aside for long-term capital projects, such as technology upgrades and replacements.

Table 5: Parking Meter Fund Summary 2024 and 2023

PARKING METER FUND		
	2024	2023
Parking Revenue	\$2,888,544	\$2,736,202
Parking Expenses	\$1,490,772	\$1,442,547
Net Income	\$1,397,772	\$1,293,655

Alternative Transportation Fund

The Alternative Transportation fund operates with a positive Net Operating Income. The City Council has the option to add funds and has exercised that option regularly. The financial summary of this fund for 2023-2024 is shown in the table below, which includes a separate section that includes funds added by the council. The funds are used for improvements to the areas that will reduce dependence on an automobile. Expenditures from the fund require approval by the council which considers the benefit to the local community.

Table 6: Alternative Transportation Fund Summary 2024 and 2023

ALTERNATE TRANSPORTATION FUND		
	2024	2023
Parking Revenue	\$414,334	\$464,557
Operating Expenses	\$258,954	\$261,017
Net Income	\$155,380	\$203,540

	2024	2023
Revenue +Inter-Fund Transfer	\$764,334	\$769,557
Expenses +Inter Fund Transfer	\$258,954	\$276,017
Net Income with Transfers	\$505,380	\$493,540

Summary

The overall parking funds combined indicate positive cash flow, sufficient to cover the operating costs. It is important to consider that each fund has a purpose and is subject to spending rules. The following table provides combined total revenue and expenses, excluding allocated TIF funds and lease payments for the off-street parking garages.

Table 7: Combined Parking Funds Summary

COMBINED PARKING FUNDS		
Net Income Excluding TIF and Lease Payments	2024	2023
Parking Revenue	\$4,609,320	\$4,618,361
Operating Expenses	\$2,922,536	\$2,843,540
Net Income	\$1,686,783	\$1,774,821

03

Stakeholder Engagement

Stakeholder Engagement

Introduction

Public and community engagement were essential to the development of this parking evaluation. The engagement involved conducting six listening sessions that included downtown business owners, residents, and employees. The project team heard from 19 attendees during these listening sessions in May 2025.

In addition to listening sessions with public stakeholders, the project team met with internal stakeholders, including staff from various City of Bloomington departments. These sessions provided meaningful insight into the current parking operations in Bloomington, perceived issues, and potential solutions.

A public survey was also conducted in May 2025 to solicit further feedback from the community. The survey was created in collaboration with Parking Services staff and distributed through direct email to current parking permit holders, publication on the City website and social media pages. QR codes with a link to the survey were posted around the city and in public buildings. The Herald Times also published the survey link. More than 1,500 independent survey responses were collected, from downtown residents, business owners, downtown employees, students, and visitors. Respondents included more than 480 open comments. The input received helped guide specific strategies and solutions to best reflect the overall parking vision for Bloomington.

Listening Session Overview

The following sections highlight what the project team heard about the parking system:

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."
- Indiana University'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.
- Respondents suggested that 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.
- Some residents only use coins to pay for parking, and stated that if the option for coin payment is taken away, they will no longer come downtown.
- 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 free summer evening parking promotions to encourage downtown visits.
- Keep the coin payment option.
- Add loading zones and better accommodate tenant move-ins and deliveries.
- Improve garage marketing, signage, and safety perceptions.
- Provide more diverse payment options and simplify app usage.
- Engage with Indiana University and integrate university-related parking needs.
- Evaluate residential zones using technology (e.g., drones) for better planning.
- Consider a downtown circulator shuttle or better East/West street connectivity.
- Make the city’s parking revenue and usage data public for accountability

Public Survey Overview

The project team developed an online survey in collaboration with Parking Services staff. The 32-question survey gathered input from May 5 through May 27, 2025. The survey was widely distributed and had 1,505 responses. Survey results highlighted that nearly 80% of respondents park on-street when in the study area. When asked about how long it takes them to find a parking space on-street, 55% of respondents reported less than 5 minutes. Respondents said that compared to their experiences in other cities, parking rates for the City of Bloomington were about the same (44%), lower (24%) or much lower (8%). Payment methods were reportedly used evenly (Credit Card, Coins, ParkMobile).

Only 20% of residents who reported holding a residential permit found the process of obtaining a permit difficult. The majority of residential permit holders would prefer a virtual permit based on license plate rather than a physical permit.

Survey results suggest that signage identifying City parking facilities needs improvement. On a scale of 1 to 5, 1 being nonexistent or difficult to see and understand and 5 being very visible with clear instructions, respondents reported the following:

Question 15: Please rate the signage for locating parking in the study area on a scale of 1 to 5, with 1 being poor and 5 being excellent.

Answer Choices	Percentage	Responses
1 (Nonexistent or difficult to see and understand.)	11.86%	158
2	26.35%	351
3	35.14%	468
4	19.97%	266
5 (Very visible with clear instructions.)	6.68%	89
Total:		1,332

Responses from another survey question inquiring about factors that prevent or discourage parking at City-owned facilities, highlighted a lack of awareness of parking locations and insufficient wayfinding. Questions were centered on understanding various parking programs and the customers' experience navigating the parking system. All questions and the full results of the public survey can be found in the Appendix of this report.





04

Peer Benchmarking

Benchmarking

Benchmarking parking operations and policy against peer municipalities can be a useful tool for understanding how Bloomington's current practices compare with industry standards and for identifying strategies that have been successful in similar communities. By reviewing rate structures, enforcement models, organizational frameworks, technology adoption, and customer-oriented policies used in cities of comparable size, with university presence, or in the same regional context, Bloomington can better evaluate where its system is performing effectively and where improvements are warranted. This comparative approach provides a data-driven foundation for decision-making and ensures that Bloomington remains competitive, financially sustainable, and aligned with industry best practices.

Walker identified five peer municipalities for comparison based on:

- Population
- Proximity to a University
- University Enrollment
- Region

Bloomington, Indiana

Bloomington is a vibrant town located approximately 50 miles southwest of Indianapolis. It is known for being the home of Indiana University Bloomington ("IU" or "IU Bloomington"). There are approximately 80,000 residents, and IU has an enrollment of roughly 48,000 students.

Bloomington has four surface lots and four parking garages. On-street parking is enforced Monday through Saturday, from 8:00 a.m. to 9:00 p.m., with the exception of the city holidays observed. Permits are offered for garage parking. The rates are \$66.00 for non-reserved parking 12 hours daily, Monday through Friday, and \$119.00 for 24 hours a day, 7 days a week, non-reserved. Online, the City also lists rates for reserved permits. The cost is \$90.00 for 12 hours a day, Monday through Friday, and \$139.00 for 24 hours, 7 days a week reserved. It should be noted that the reserved permits are being phased out, and can no longer be purchased. These permits are only available to those who already hold a reserved permit.

The residential parking permit zones are enforced from 8:00 a.m. to 5:00 p.m. Monday through Friday.

Ames, Iowa

Ames, Iowa, is located about 30 miles north of Des Moines and has a population of approximately 69,000 residents. Similar to Bloomington, it is home to a university, Iowa State University, with approximately 30,000 students.

Ames does not have any city-owned parking garages but has sixteen parking lots in their downtown and Campustown areas. On-street meter enforcement in downtown runs from 9:00 a.m. to 6:00 p.m., while in Campustown, it runs from 8:00 a.m. to 6:00 p.m., except on city holidays. Parking is available for downtown

district employees with a parking tag that costs \$10 per month and must be purchased for at least 3 months. This tag allows extended parking in the 4-hour spaces in the central business district but is not valid in spaces designated as free 2-hour parking or reserved spots. Reserved parking costs \$50 per month in most areas. A higher rate of \$80 per month applies only to one surface lot.

Lawrence, Kansas

Lawrence, Kansas, is a mid-sized city in northeastern Kansas, roughly 40 miles west of Kansas City, Kansas, and 25 miles east of Topeka, Kansas. With a population of approximately 97,000, it is best known as the home of the University of Kansas.

Lawrence has three parking garages and fourteen surface lots. Downtown parking is enforced 9:30 a.m. to 6:00 p.m. Monday through Saturday, with the exception of city holidays. Permits are available for downtown parking for \$240 annually, or \$60 per quarter, and are valid in each garage and 10-hour meters. Downtown employees can purchase a permit for \$75 annually.

West Lafayette, Indiana

West Lafayette is located in north-central Indiana, across from the Wabash River from Lafayette, Indiana, and about 65 miles northwest of Indianapolis. With a population of approximately 46,000, it is best known as the home of Purdue University. The city owns one parking garage and recently implemented on-street metered parking in two phases. Parking is enforced Monday through Friday from 7:00 a.m. to 7:00 p.m.

Ann Arbor, Michigan

Ann Arbor, Michigan, is in southeastern Michigan, located about 45 miles west of Detroit, and is the most populous of the peer cities, with almost 123,000 residents. It is the home of the University of Michigan, with enrollment of almost 53,000 students.

Ann Arbor owns eight parking garages and has three surface lots. Parking is enforced Monday through Saturday from 8:00 a.m. to 6:00 p.m. unless it is a city-observed holiday. Parking permits are available for the parking garages and are \$245 per month for a standard permit, reserved permits are offered in select garages for \$340 per month.

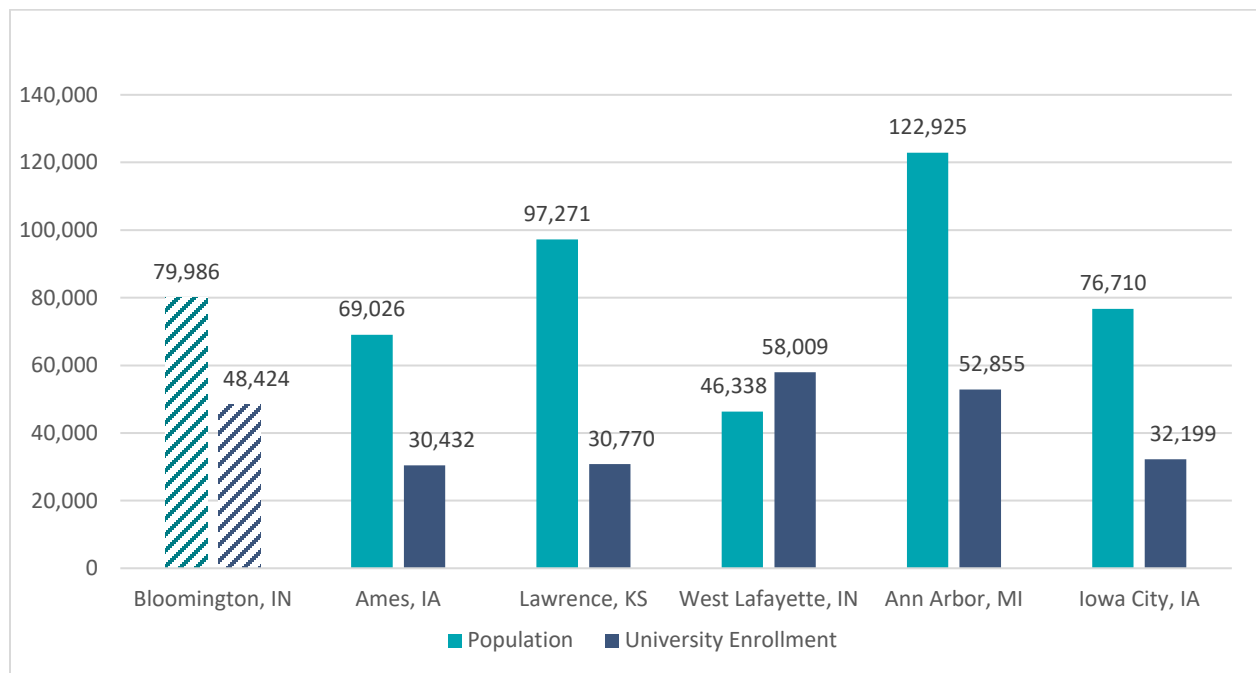
Iowa City, Iowa

Iowa City, Iowa, is situated along the Iowa River about 25 miles south of Cedar Rapids. The population is just under 77,000, and it is home to the University of Iowa, which has an enrollment of about 32,000 students. Iowa City was once the state capital.

The city owns six parking garages and five surface lots. Meters are enforced Monday through Saturday, 8:00 a.m. to 6:00 p.m., city holidays being the exception. Permit parking is available in the parking garages for \$90 per month and is billed either quarterly or annually.

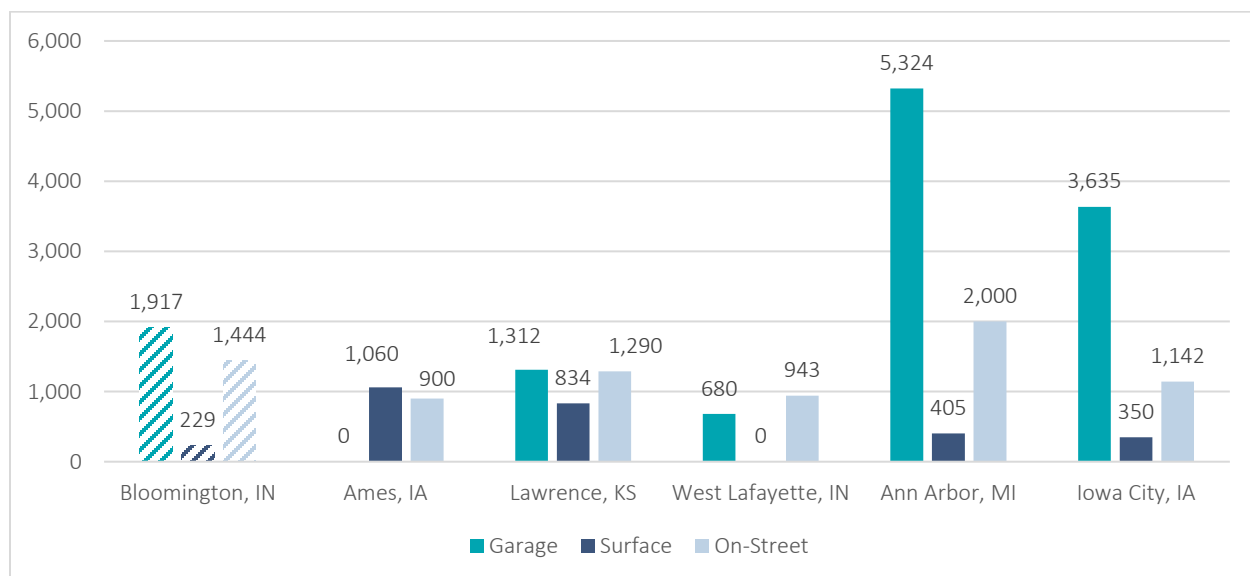
The figure below shows the population of Bloomington and the peer cities, along with the student enrollment of the university located in that city. Ann Arbor is the most populous of the peers. Bloomington is the third most populated city of the peers and Indiana University has the third highest enrollment.

Figure 10: Benchmarking Peer Municipalities Population & University Enrollment



The figure below shows the parking space inventory by garages, surface lots, and on-street parking. Ames does not have any parking garages and West Lafayette does not own any surface parking lots. Ann Arbor has the highest number of garage and on-street spaces.

Figure 11: Peer City Parking Inventory



Benchmarking was also included for Indiana University Bloomington, which borders the study area, due to proximity and the consideration that many of the City of Bloomington parking patrons are affiliated with IU Bloomington as students, faculty, or staff. Note that university parking operations differ greatly from a municipal parking operation, but some aspects of benchmarking are relevant, such as rates and enforcement hours.

The enforcement hours for metered parking are shown in the figure below. Bloomington and its peer cities enforce parking restrictions from Monday through Saturday; however, Indiana University Bloomington enforces Monday through Friday. Except for IU Bloomington, the City enforces for the longest period, 13 hours. The enforcement times are as follows:

Bloomington: 8:00 a.m. – 9:00 p.m.

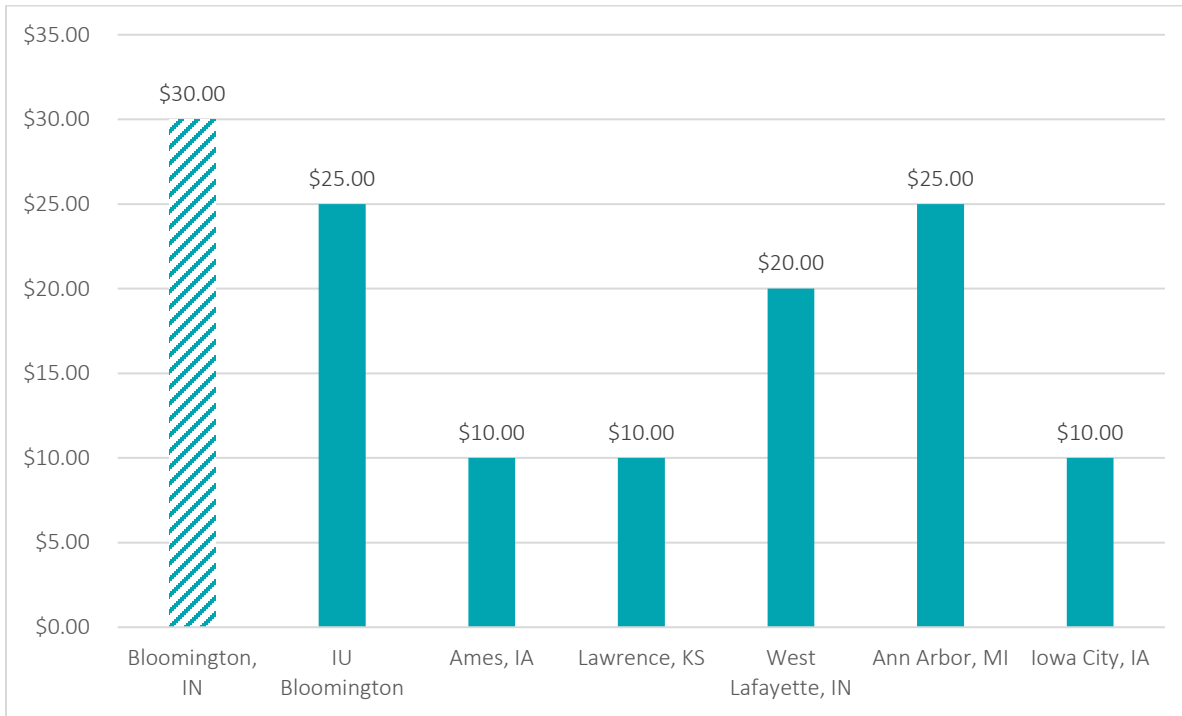
- Indiana University Bloomington: 7:00 a.m. – 10:00 p.m. (Monday – Friday)
- Ames, IA: 8:00 a.m. (Campustown) or 9:00 a.m. (Downtown) – 6:00 p.m.
- Lawrence, KS: 9:30 a.m. – 6:00 p.m.
- West Lafayette, IN: 7:00 a.m. – 7:00 p.m.
- Ann Arbor, MI: 8:00 a.m. – 6:00 p.m.
- Iowa City, IA 8:00 a.m. – 6:00 p.m.

Figure 12: Duration of Enforcement Hours



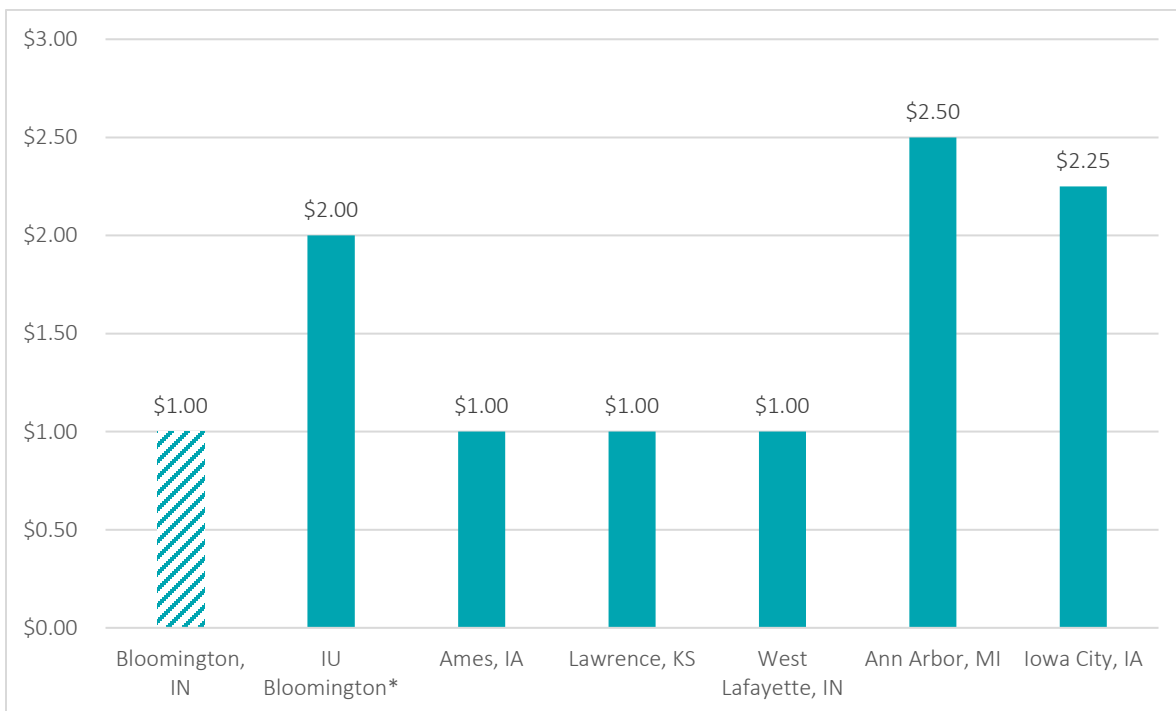
A comparison of citation fees for an expired meter are shown below. Bloomington has the highest citation fee compared to all peers. For the purpose of the graph, Ames shows a \$10.00 citation, which is the fee for the second violation as the first violation is a warning. From there, it escalates by \$5.00 for each additional violation. Citations also incur a \$5.00 late fee after seven days and after 35 days, and an additional \$5.00 is added. Ann Arbor provides a \$10.00 discount if the citation is paid by the end of the next business day.

Figure 13: Expired Meter Citation Fines



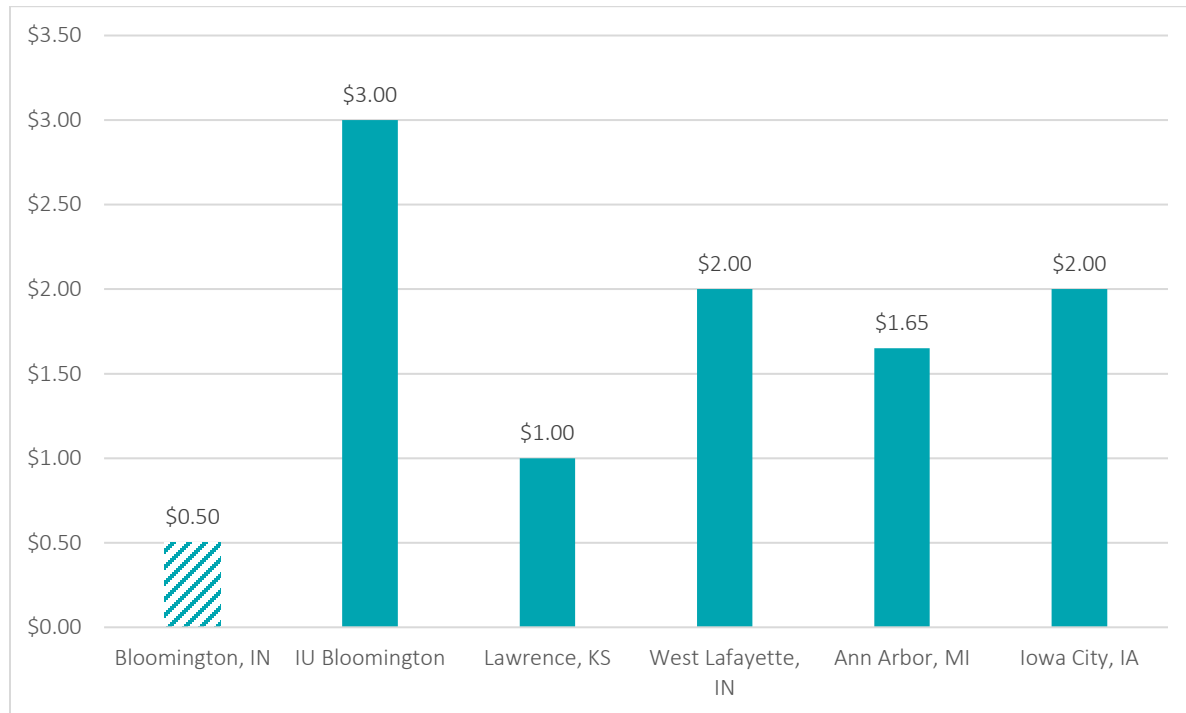
The figure below compares on-street hourly rates between peers. Two cities and IU Bloomington charge more per hour for on-street parking. None of the peer cities have lower on-street rates.

Figure 14: On-Street Hourly Rates

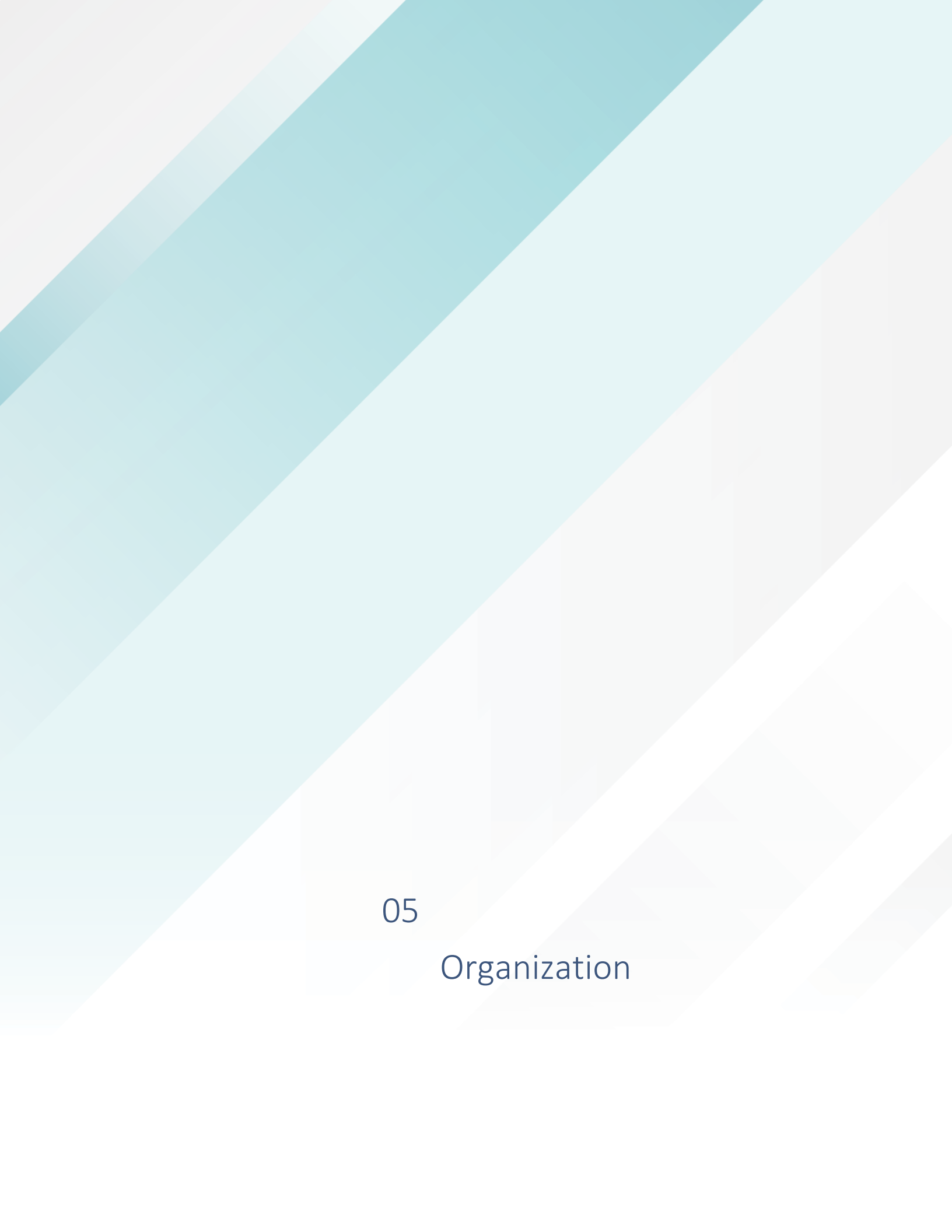


The figure below shows hourly rates for parking garages across the peer group Ames is not included in the graph as it does not have any parking garages. West Lafayette and Iowa City both offer the first hour of parking for free. Bloomington has the lowest hourly rate in the group.

Figure 15: Garage Hourly Rates



A summary of benchmarking is included in the Appendices to this report.



05

Organization

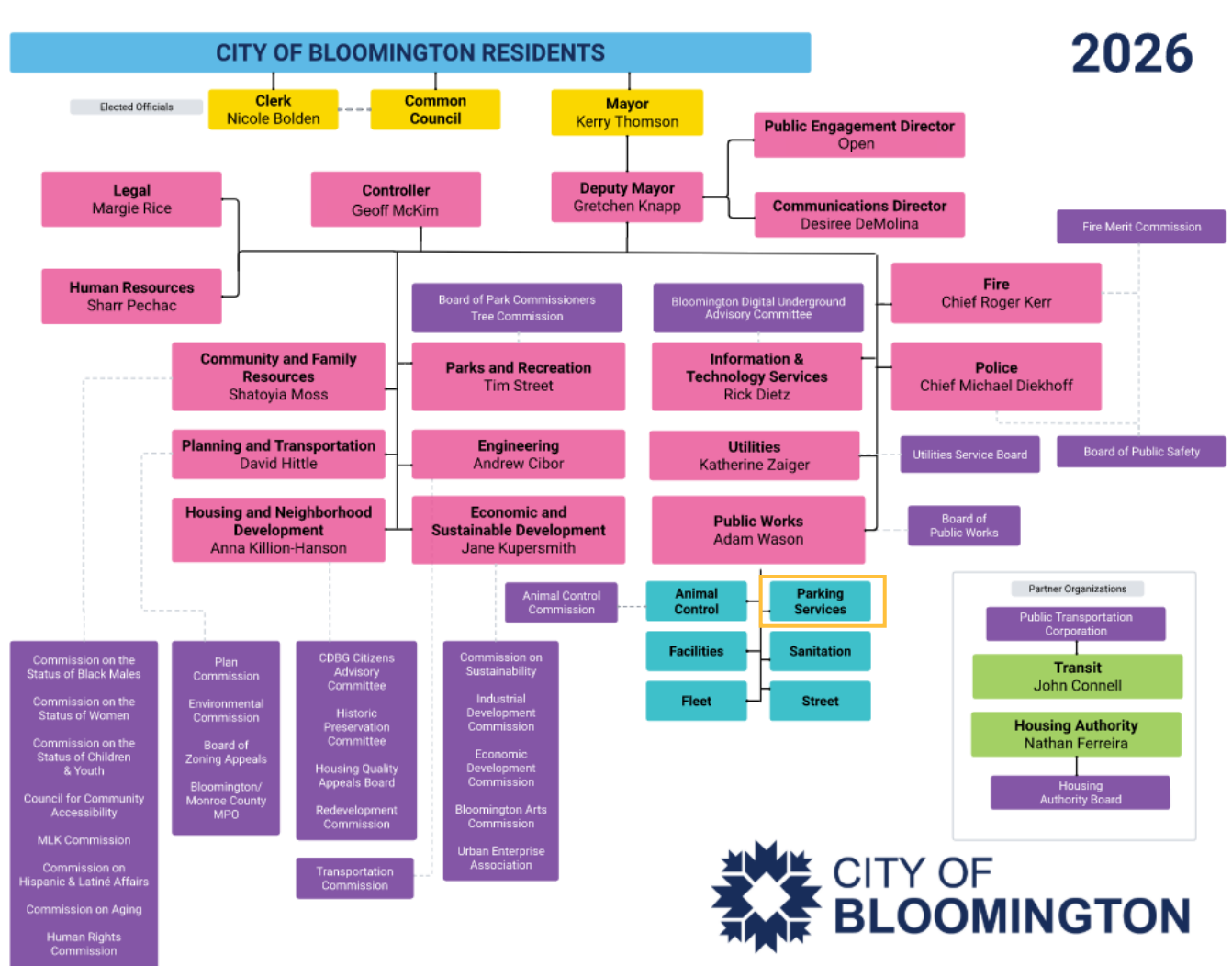
Organization

The oversight and management of publicly owned parking assets in Bloomington is primarily controlled by the Parking Services Division. Parking Services operates as a division of the Public Works department. Other departments have the authority to utilize funds from the Alternative Transportation Fund, such as Engineering and Planning for city infrastructure improvement, like bike lane improvements, with the approval of Council. The City Clerk's office controls the parking citation appeals process. Revenue from citations goes to the general fund, removed from the parking department altogether. These various elements have created a siloed environment that limits a coordinated mission and system-wide priorities to prevail.

Organizational Chart

The 2026 Organizational Chart identifies the placement of the Parking Services Division as well as the City Clerk in the current city organization. The chart below was provided by the City of Bloomington and amended by Walker to include Geoff McKim as the Controller. The chart depicts the Bloomington Residents at the top, with the Mayor, Council, and Clerk, and various divisions follow. The chart shows that Parking Services falls under Public Works.

Figure 16: City of Bloomington 2026 Organizational Chart



Source: City of Bloomington

Staff

Within the Parking Services division there are two managers who support the director. The Parking Garage manager oversees the four city-owned garages, and the Parking Enforcement manager oversees the downtown parking meters and the residential parking zones. Other parking services staff include:

- Customer Relations Representatives (2)
- Enforcement Officers (10)
- Garage Attendants (8)
- Garage Supervisor (1)
- Crossing Guards (Part-Time/Seasonal) (15)
- Enforcement Team Leader (1)
- Financial Coordinator (1)

The staff shares many parking-related responsibilities, including preparing for downtown special events and other city-supporting tasks. Parking Services is responsible for installing “Parking” and “No Parking” signage and placing water barricades for the Fire Department to fill during street closures, such as when Kirkwood is closed to create parklets for outdoor dining.

Citations & Appeals

Appeal Process

Parking citations are issued by Parking Services enforcement officers using handheld devices with software by T2 Systems. Recipients have up to 14 days to appeal a citation. Appeals may be filed online, or in person at the Clerk’s office in City Hall. The Parking Services office, located on the ground floor of the 4th Street parking garage, often receives visitors seeking to appeal a citation in person. They are redirected to file an appeal online or to the City Clerk’s office.

All appeals are reviewed by the City Clerk staff, with a posted resolution of 2-4 weeks, reporting the goal is to review within 2 weeks. The review staff investigates whether the citation was due to:

- an error by enforcement officers (entering a plate number wrong, etc.),
- equipment issues (faulty meter),
- a user error (not entering information in correctly in ParkMobile, etc.),
- or an unusual circumstance that is unlikely to be repeated (misunderstanding or emergency, etc.)

Oftentimes, the review staff needs to communicate with Parking Services staff to review a citation, potentially adding time to the process. Patrons get confused and frustrated when they need to go to an additional location (City Hall) to file or follow up on an appeal. The appeals process states that the decision is final, and the violation may not be reappealed. In Walker’s experience with municipalities, most initial citation appeal reviews are handled “in-house” by the parking department. If the appeal is rejected, an Administrative Hearing may be requested. At that point, the citation payment is made pending the results of the Administrative Hearing.

The goal of parking enforcement should be to obtain compliance with set parking rules and regulations, and not a means to revenue generation. However, fines and fees are necessary to encourage compliance in many cases. The process for paying for or appealing a ticket should be easy to understand and complete. T2 systems, the current enforcement software company, has an option to include a QR code with direct pay and appeal links on each parking citation. The link would also include photos of the infraction that the recipient could quickly review and be less likely to appeal. This option should be considered for implementation as experience shows that if a parker can pay their citation from their phone with a quick access link, payment rates will improve.

Walker recommends that the handling of citations and appeals be moved within the Parking Services division and include an option for Administrative Hearings, if needed. Citations should include photographic evidence of the violation to show the specific issue.

Across municipalities, we most often see one of the following structures:

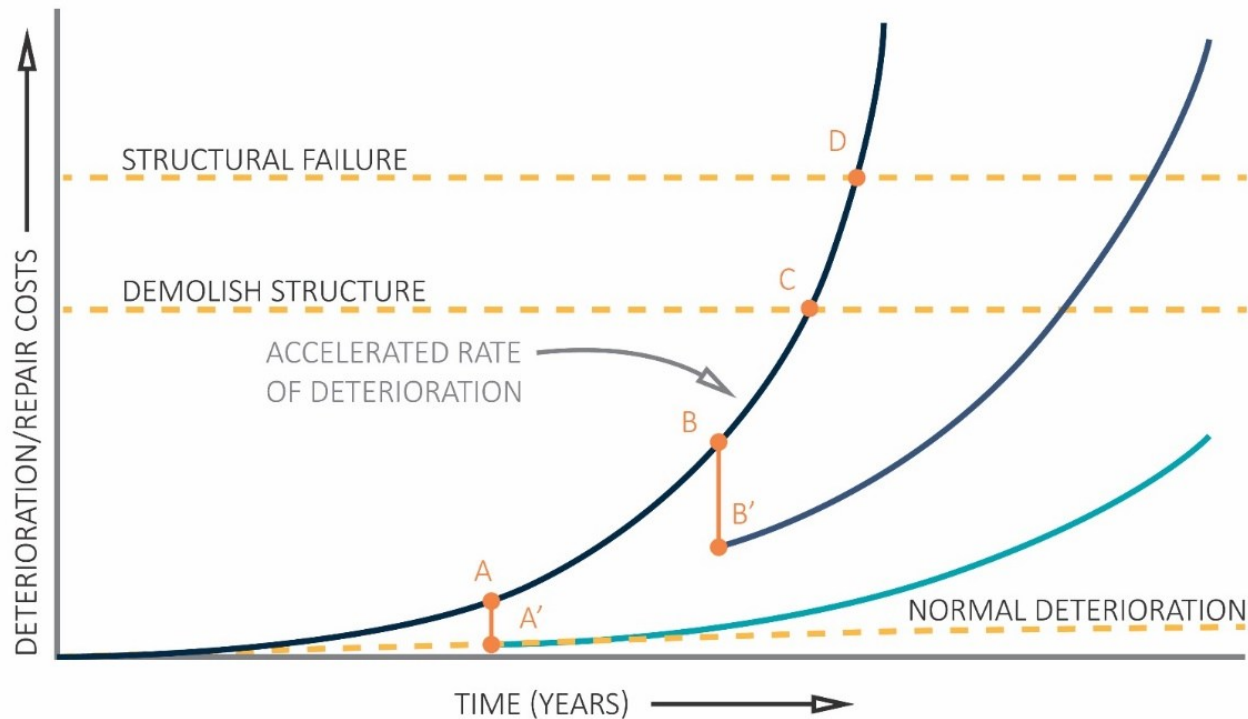
1. **Administrative Review within Parking/Transportation department**
 - Separate from enforcement staff but still housed within the operational department for subject-matter expertise.
2. **Vendor-Managed Administrative Hearing Process**
 - Common in cities that have modernized their PARCS/LPR systems and want standardized, politically neutral review procedures.
3. **Municipal Court as Final Escalation**
 - Only after the administrative review, to reduce court workload and maintain consistent case documentation.

Capital Budgeting

Understanding necessary and desired capital improvements and maintenance is critical for annual and strategic budgeting purposes. Several city staff identified that deferring maintenance projects are the status quo, with annual budgeting as the means for funding specific repairs. Ideally, funds generated from parking would be set aside as regular capital reserve funds to be used for capital expenditures dedicated to maintaining and replacing parking assets. Parking structures require ongoing maintenance beyond daily cleaning and routine maintenance. This includes items such as replacing expansion joints to prevent leaking, topping sealcoats, painting, crack repairs, and equipment replacement. If future capital projects are underestimated and under budgeted, then maintenance is deferred, and repair costs accelerate which can significantly shorten an asset's lifespan. Of course, deferring maintenance of a parking facility also increases the risk of hazards and harm to public safety.

The following figure illustrates how delaying structural maintenance increases the deterioration cycle and results in higher costs.

Figure 17: Deterioration Curve Graph



Note: Points A-D represent stages of accelerated deterioration in parking structures. Structures repaired at point A cost less overall and last longer than structures repaired at point B [compare curve A' to B'].

Source: Walker Consultants

Currently, the Parking Services Director and the Garage Supervisor prepare and maintain a capital improvement plan (CIP) budget for the parking system. CIPs address the cost and timeline for surface lot resurfacing and striping, parking structure condition assessments and repairs, on-street meters, enforcement assets, technology and software, parking access revenue control systems (PARCS), aesthetic and beautification needs, and wayfinding and availability signage.

The City has a contract with an engineering firm to provide condition assessments for the various parking assets with estimated costs and recommended prioritization. Often times, maintenance items get deferred due to budget cuts. Last year, all deferred maintenance items were addressed with a one-time funding allocation that Parking Services received. The City should consider creating a capital reserve account to allocate funding for future off-street facility repairs and maintenance projects, as well as for future equipment/technology replacement. A separate account will help directly allocate funds set aside to defined capital projects in the CIP. Ideally the annual capital reserve set aside should be targeted around 1% of replacement costs for parking lots and parking structures (surface lots are typically \$4,000 to \$6,000 per space to build and structures are typically \$30,000 to \$40,000 per space to build), and 10% of replacement cost for parking equipment/technology (including PARCS, on-street meter assets, and other technology used to operate and enforce parking). These

funds will work to reduce negative impacts on the Parking Facilities Fund and Parking Meter Fund in the future and reduce dependence on funds from a non-parking fund source.

Enterprise Model Structure

In the Parking Enterprise Model, the parking services organization is managed much like a business. Its budget, revenues, and expenses are maintained separately from other municipal finances. Unlike their private sector counterparts, a parking enterprise generally provides more accountability and transparency of its operations. Funds generated by the enterprise support and sustain the program with the goal of being self-sufficient, including adding new parking assets and paying debt service. While not a direct recommendation, we suggest considering this model as an option for further investigation.

Transparency and Accountability

Communication and transparency are key elements in building a strong relationship between any public entity and its constituents. During Walker's stakeholder engagement sessions, the project team heard from the public that there is confusion about how parking fees are set and how the City uses parking revenues.

Generally, fees are charged because parking is expensive to build, operate, and maintain. A vibrant urban environment with significant residential development like Bloomington, has an increasingly constrained amount of space and is committed to maintaining its historic quality, built environment, and natural aesthetic. Therefore, parking must be managed to protect space availability for various users. Charging for parking is critical to operating and maintaining the public parking system for businesses, employees, residents, and visitors, to generate necessary revenue, deter abuse, and ensure space turnover. Because parking is not free to construct and maintain, somebody will always pay for parking. Charging users for the costs to maintain and operate the parking system creates a rational nexus that ensures that costs are not passed on to businesses and taxpayers who may have no need for downtown public parking. While logical, this concept is not always easily understood and the City should consider unique ways to message this goal of the parking enterprise wherever possible.

To increase transparency of the parking enterprise's finances and operations, the Parking Division should develop and publish recurring parking system reports or an online dashboard that details accomplishments throughout the year and reports on key performance metrics. The report or dashboard should include plans for the upcoming year and communicate the Division's mission, decision-making process, revenue and expense allocations, and how the managed parking system benefits residents, visitors, and the community's economic development.

The details of a parking performance report could include occupancy of facilities, performance metrics (such as desired utilization and revenue per space), and annual revenues and expenditures. A brief report or online dashboard would be a digestible format for city staff in other departments to read and use for their own policy purposes.

Organization Recommendation

Creating a more sustainable centralized organizational structure should be considered to ensure proper coordination among city departments. The current Parking Services division should absorb the responsibility of processing the initial citation appeals, which can help to more quickly identify potential issues and resolution as the information would be in the parking department. Ideally, bringing these elements together will encourage the system to operate as a true parking enterprise operation, with the goal of financial solvency to include providing funds for capital improvement projects, such as replacing aging parking structures or building new parking when needed.

The reorganized parking division would be responsible for developing a parking mission statement, goals, and objectives; and coordinating policy and implementation across the system. The Parking Services Director would be responsible for strategic planning, leading policy implementation, and reporting on available parking. The Director should also be included in economic development discussions that involve providing parking within city-owned assets.

The Parking Division should convene monthly or quarterly meetings with related departments, including Planning and Transportation, Engineering, Economic and Sustainable Development, and the newly formed Transportation Commission, to set quarterly goals and review performance during the previous period. An initial meeting should aim to establish the mission and key goals for the parking system that align with other City and departmental policies and guiding principles.



06

Policy Review

Policy

A primary goal for the City of Bloomington is to optimize the full use of its parking assets while transitioning into a fiscally sustainable system. This requires modifying parking rates and policies to align with the market supply and demand of parking, as well as reviewing existing policies to achieve and carry out a comprehensive vision for mobility in downtown Bloomington.

Parking Resolution 24-04 was adopted by the Parking Commission in 2022 and confirmed in 2024. While the Parking Commission is no longer active, the Transportation Commission was established in February 2025, and Parking Resolution 24-04 serves as an existing policy to the commission when considering transportation-related issues. This resolution outlines tenets that align with fulfilling the goals of the City's 2019 Comprehensive Plan. The tenets include:

- Reduce excess VMT through pricing
- Reduce excess VMT through communications
- Prioritize modes other than automobiles
- Prioritize users in hardship
- Pursue a parking system that pays for itself
- Pursue transparency

Historically, the city has used parking as an economic development tool to draw residents and visitors to Bloomington. However, over recent years, the City's allure as a tourist and quality-of-life destination has blossomed and now overpowers the relatively minor draw of free or discounted parking. People are attracted to downtown Bloomington because of its stellar restaurants, bars, parks, museums, theaters, outdoor events, and Indiana University, and much less because of its parking situation. As these destinations continue to draw more residents and visitors, there is concern that Bloomington may lose its small-city character. Parking plays a significant role in ensuring that visitors, downtown residents, commuters, and event attendees have access to the downtown without dramatically changing its character. The following policy recommendations are intended to balance the accessibility needs of various downtown user groups, to become financially sustainable, and to maximize the use of existing available parking.

Currently, all parking policies are mandated by Title 15 of the City's Municipal Code. Parts of the code have been changed over the years, and may no longer serve the current needs of the City's parking system. Please note, as changes are made to the parking system, Title 15 will need to be reviewed and edited to ensure that the code is reflective of system goals and consistent with the City's guiding principles outlined in the Comprehensive Plan and Climate Action Plan. In this report, notation is included if Walker's recommendations affect any current codes.

On-Street vs Off-Street Parking Policies

The major policy levers for shaping parking behavior in an urban environment are enforcing time limits and charging for parking. Without these mechanisms, people would leave their vehicles in the most convenient locations throughout the day, which would severely limit the ability for anybody else to use and access the surrounding businesses. Therefore, in popular areas that generate constant demand for nearby parking, the goal is to ensure that busier spaces are not occupied for too long and that there is availability for people looking for

convenient parking near their destination. In the past, on-street parking was free with a 2-hour time limit. When parking meters were reintroduced in 2013, the time limit was removed, and a fee for parking was implemented. On-street parking rates (\$1.00/hour) are currently higher than off-street rates (\$0.50/hour) to encourage patrons to park for longer durations to seek off-street parking options. While the pricing concept is a best practice, there are some issues with the implementation:

1. The parking rates overall are too low.
2. The differential between the on-street and off-street parking rates is not great enough to promote a behavior change.
3. Many users are not familiar with all of the public parking options, including rates and locations. Less than half of the total city-owned parking supply is located on-street, however, the on-street parking environment is a high-demand and valuable commodity. Using policy mechanisms to encourage turnover of these spaces can effectively multiply the supply of on-street parking stalls by permitting multiple vehicles to use the same parking stall throughout the day. These changes will also work to move longer-term vehicles into some of the under-utilized parking garages.

Parking rates should be different between the most convenient spaces, on-street and off-street surface lots, compared to the off-street parking garages, so that long-term parking customers are encouraged to park in the garages. By applying best parking management practices, the parking supply can be optimized to satisfy parking demand in existing parking facilities during normal conditions. While parking is charged on-street to encourage turnover, charging for parking in off-street facilities is intended to recoup the cost of building the parking facility, making repairs and upgrades, performing routine maintenance activities, and reserving funds for future structures. Charging for parking is also a way to mitigate traffic and congestion, since people may prefer to use public transportation, walk, bike, carpool, or use a park-and-ride to lower their travel costs.

On-Street Parking Pricing

From a parking customer's perspective, there should ideally be at least one available parking stall on the same block as their destination. To optimize the availability of short-term parking while maximizing the use of on-street stalls, a goal of on-street parking management should be to keep occupancy levels around 75% to 85% during enforcement hours, leaving one or two open stalls per block face. Currently, parking utilization is not tracked for on-street parking. Although parking fees paid at the meter via coins or credit cards can show the daily utilization rate of each meter, the data is not collected in a way that allows for location-based utilization at any specific time. Additionally, parking fees paid using the ParkMobile payment system are tracked on a Zone basis; however, since patrons can pay in one zone and park in another, this data may not be entirely accurate. On-site observations, stakeholder feedback, and previous occupancy studies all indicate that parking stalls in the downtown core are occupied between 70% and 100% throughout a typical day when Indiana University is in session, which generally means there is not enough availability for parking customers to find an open stall close to their destination.

The City currently uses pricing to influence on-street parking behavior. By using rate strategies instead of time limits, parkers could choose to stay on the street or change their parking habits to benefit from comparatively more affordable off-street parking prices.

Parking Rate Strategies

There are a number of parking fee strategies to promote turnover of on-street parking, including:

- Graduated or tiered pricing by area or zone
- Graduated or tiered pricing by time of day
- Graduated or tiered pricing by day of the week or month
- Graduated or tiered pricing based on season
- Fully Dynamic Pricing

Examples of these “best practice” pricing strategies can be found in Appendix C of the report.

Recommended Rate Strategy

Walker recommends parking rates in the high-demand zone be increased to \$1.50 per hour. The low demand zones can be set at a minimum of \$1.25 per hour. The proposed on-street parking rate increase reflects the growing cost of operating and maintaining Bloomington’s parking system and the need to support the technology replacements. Since paid parking was first implemented, rates have remained essentially stagnant, while labor costs, and maintenance has continued to rise. Based on the peer review, Bloomington’s on-street rates are lower than the average and the median. The proposed rate increase aligns with comparable communities and should be tolerated by the market.

Increasing on-street parking rates in high-demand areas encourages increased turnover and utilization, an outcome listed in the Downtown section of the Comprehensive Plan. Upon completion of rate adjustments, parking demand should be monitored, and future rate adjustments should be considered as demand changes in each zone. More detail of this strategy is provided in the Recommendation Section of this report.

To reserve an on-street meter, the current fee is the hourly rate paid at the meter for a space for the day or \$20.00, whichever is greater. Plus, an administrative fee of \$10.00 for the permit. Walker recommends adjusting the fee based on the recommended hourly fee, with a minimum fee of \$25.00, plus the administrative fee.

These would require changes to the City’s Code of Ordinances, particularly Sections 15.40.010, 15.40.020, and 15.32.180.

Table 8: Recommended 10-Year Rate Changes for On-Street Meters

Year	Core Zones	Adjacent Zones
2026	\$1.50	\$1.25
2027	\$1.50	\$1.25
2028	\$1.50	\$1.25
2029	\$1.75	\$1.50
2030	\$1.75	\$1.50
2031	\$1.75	\$1.50
2032	\$2.00	\$1.75
2033	\$2.00	\$1.75
2034	\$2.00	\$1.75
2035	\$2.25	\$2.00
2036	\$2.25	\$2.00

Off-Street Transient Parking Pricing

Determining parking rates for off-street facilities requires balancing the need for economical parking rates relative to on-street rates with the need to recover the expenses associated with facility repair, maintenance, and capital set-aside. Cities often operate off-street facilities at a loss and use revenues from on-street operations (where the main cost is enforcement rather than repair and capital expenses) to cover the difference. All of the City-owned public parking structures in downtown Bloomington currently charge \$0.50 per hour. Garages are enforced 24 hours Monday-Saturday, and parking is free on Sundays.

There is a need to capture more revenue to make the parking system financially sustainable, we recommend a modest price increase to \$1.00 per hour. Maintaining a lower cost to park off-street will influence parking behavior so that long-term parking customers will choose to park in a garage rather than leave their vehicle on-street.

These rate recommendations consider other impacts on Bloomington, such as:

Improved Pedestrian Safety: due to more parkers seeking garage spaces vs. looking for on-street spaces

Reduced traffic congestion/pollution: due to fewer cars circling looking for an on-street space

Increased garage revenues: reducing or eliminating the need for TIF Funding to cover expenses

Because there is no variation of rates between different facilities, some facilities have a typical higher occupancy, while others, such as the Trades District Garage, typically have an occupancy of less than 25%. As planned development projects come online nearby, the occupancy is likely to increase. However, actively marketing that facility at a discounted rate or offering shuttle services from the garage during special events could ease the burden on other facilities. These special rate considerations should be reviewed in accordance with any bond requirements and conditions, as the City garages still have a debt obligation.

Recommended Rate Strategy

We recommend increasing surface lot parking rates, using the same demand-based on-street parking zones. Lots 1, 3, and 5 are located within the high-demand zone and are recommended to be set at \$1.50 per hour. Lot 6 is in a low-demand zone, and we recommend increasing the parking rate to \$1.25 per hour. Garage transient rates are recommended to increase from \$0.50 to \$1.00 per hour. The current lost ticket rate of \$3.00 is recommended to increase to \$8.00, this would equate to parking for a full work day.

These would require changes to the City's Code of Ordinances, particularly Section 15.40.020.

Table 9: Recommended 10-Year Rate Changes for Surface Lots

Year	Surface Lots 1, 3, and 5	Lot 6
2026	\$1.50	\$1.25
2027	\$1.50	\$1.25
2028	\$1.50	\$1.25
2029	\$1.75	\$1.50
2030	\$1.75	\$1.50
2031	\$1.75	\$1.50
2032	\$2.00	\$1.75
2033	\$2.00	\$1.75
2034	\$2.00	\$1.75
2035	\$2.25	\$2.00
2036	\$2.25	\$2.00

Table 10: Recommended 10-Year Rate Changes for Hourly Garage Parking & Lost Ticket Fees

Year	Garage - Hourly	Garage – Lost Ticket Fee
2026	\$1.00	\$8.00
2027	\$1.00	\$8.00
2028	\$1.00	\$8.00
2029	\$1.25	\$10.00
2030	\$1.25	\$10.00
2031	\$1.25	\$10.00
2032	\$1.50	\$12.00
2033	\$1.50	\$12.00
2034	\$1.50	\$12.00
2035	\$1.75	\$14.00
2036	\$1.75	\$14.00

Permit Parking

Bloomington offers various types of permits: residential permits, garage permits, contractor permits, and business parking permits.

Garage Permits

Monthly permits are offered at the city's public parking garages, ranging from \$66.00/month to \$119.00/month for general garage access. Permits with a reserved space range from \$90.00 to \$139.00 per month. The lower rate is for access 12 hours per day on Monday- Friday, while the higher rate is for 24-hour access, 7 days per week. As permits expire, the city is no longer issuing permits for a reserved space, and only the general permits will be sold.

Recommended Rate Schedule

Walker recommends continuation of the rate schedule V in code 15.40.020 and increasing accordingly in the years beyond.

These would require changes to the City's Code of Ordinances, particularly Section 15.40.020.

Table 11: Recommended 10-Year Rate Changes for Garage Permits

Year	24/7 Reserved	5 days Reserved	24/7 Non-Reserved	5 Day Non-Reserved
2026	\$139.00	\$90.00	\$119.00	\$66.00
2027	\$143.00	\$93.00	\$122.00	\$68.00
2028	\$147.00	\$96.00	\$125.00	\$70.00
2029	\$152.00	\$99.00	\$128.00	\$72.00
2030	\$157.00	\$102.00	\$135.00	\$74.00
2031	\$162.00	\$105.00	\$139.00	\$76.00
2032	\$167.00	\$108.00	\$143.00	\$78.00
2033	\$172.00	\$111.00	\$147.00	\$80.00
2034	\$177.00	\$114.00	\$151.00	\$82.00
2035	\$182.00	\$117.00	\$156.00	\$84.00
2036	\$187.00	\$121.00	\$161.00	\$87.00

Residential Parking Permits

Bloomington manages nine different residential zones (Zones 1, 2, 3, 4, 5, 6, 9, 10, and 11). These districts are established to protect on-street parking availability for residents in areas where non-resident demand—such as university-related traffic, commuters, and visitors—creates chronic parking pressure.

The fee for Residential Permits are below:

Year	Residents	Seniors & Person with a Disability
Beginning August 15, 2025	\$52.00	\$31.00

Each resident of a single-family detached home in a neighborhood zone is eligible for one permit, and each household is eligible for one visitor permit. Residents must request a permit through the Parking Services online portal, providing the required documents. An approval email is sent, which allows you to purchase the permit also through the portal. The residential zones are in effect from 8:00 a.m. to 5:00 p.m., Monday through Friday. Additionally, the code allows zone 6 to be in effect from 8:00 a.m. Thursday to 8:00 a.m. Sunday from August 15th to May 15th. This zone is also signed with these enforcement hours.

Eligibility Requirements:

Eligibility must be demonstrated with proper documentation, which may include:

Homeowners:

- Current utility bill with name and address of applicant
- Current vehicle registration
- If over 65, a copy of driver's license
- If disabled, a current copy of State of Indiana ADA placard

Tenant/renter:

- Current copy of lease that states name of tenant/renter
- Address of lease property, terms of the lease agreement with start and end dates, and the signature page of the landlord and tenants.
- If over 65, a copy of driver's license
- If disabled, a current copy of State of Indiana ADA placard

Special Permit-Greeks:

- Current copy of vehicle registration and approved parking assignment by the President on Greek letterhead in lieu of lease.

Special Permit – Collins:

Current copy of vehicle registration and approved Collins assignment on IU letterhead in lieu of lease.
Proof of residency within the specific parking zone
Proof of vehicle ownership or authorization to use the vehicle
Any additional documents required by Parking Services to verify residency or vehicle status
Only applicants who meet the established criteria and provide complete documentation may obtain a zone-specific parking permit.

All neighborhood zones are actively enforced by Parking Services Neighborhood Enforcement Officers. They verify that vehicles parked within each zone display a valid permit or are otherwise authorized to park there during posted enforcement hours. Enforcements helps ensure curb space remains available for residents and maintain compliance with district rules.

Residential Permit Signage with enforcement hours:



Currently, permits are issued with a specific color for each zone. Walker recommends that, instead of issuing a physical permit (window sticker), registration be linked to the vehicle license plate. This makes enforcement more efficient. Enforcement would be conducted using the same License Plate Recognition (LPR) technology as recommended for On-Street enforcement.



Residential Visitor permits by zone are shown hanging in the Parking Services office.

Recommended Rate Schedule

Walker recommends continuing the rate schedule in the City's code and increasing the fees annually beyond 2029, generally this equates to a 3% increase.

These would require changes to the City's Code of Ordinances, particularly Section 15.37.050 and 15.37.190.

Table 12: Recommended 10-Year Rate Changes for Residential Permits

Year	Residents	Seniors & Persons with a Disability	All Zone Permits
Beginning August 15, 2026	\$54.00	\$32.00	\$126.00
Beginning August 15, 2027	\$56.00	\$33.00	\$130.00
Beginning August 15, 2028	\$58.00	\$34.00	\$134.00
Beginning August 15, 2029	\$60.00	\$35.00	\$138.00
Beginning August 15, 2030	\$62.00	\$36.00	\$142.00
Beginning August 15, 2031	\$64.00	\$37.00	\$146.00
Beginning August 15, 2032	\$66.00	\$38.00	\$150.00
Beginning August 15, 2033	\$68.00	\$39.00	\$155.00
Beginning August 15, 2034	\$70.00	\$40.00	\$160.00
Beginning August 15, 2035	\$72.00	\$41.00	\$165.00
Beginning August 15, 2036	\$74.00	\$42.00	\$170.00

Electric Vehicle Charging

Each of the city's four parking garages includes Electric Vehicle (EV) charging stations. These were funded through government grants and other funding for the initial purchase and installation. This aligns with and supports the community sustainability goals. The current stations are Level 2 chargers, each with two ports, serving two parking spaces. The EV charging rate is paid at the charging station and is in addition to any parking fee that may be assessed. The current rate of \$0.35/kWh is consistent with the rates of other surveyed municipalities for Level 2 charging.

Improvements are planned for 2026, which include upgrades to the Morton and Walnut Street garages EV stations to three single stations with three ports each. The Trades District garage will be installing a new DC fast charger with two ports. We recommend charging a higher kWh fee at the fast charger when compared to the current level 2 chargers, to account for the shorter charging times and higher cost to install and maintain. Based on researched and observed public DC fast charging fees researched and observed, we recommend starting with \$0.50 - \$0.55/kWh for the DC fast charging fee when the unit is installed and open to the public.

In 2024, EV-related revenues were about \$11,000, which is not sufficient to cover ongoing maintenance and operating costs. The support of EV charging should be considered a public amenity that supports city sustainability goals. An annual review of the rate per kWh should be made, with small incremental increases to help offset the operating costs.

Parking Restrictions and Citations

Parking fines are generally \$30.00 with the exception of an ADA space violation, which is \$150.00. Fines are due within 14 days of receipt before doubling. The fees are provided in the following table.

Table 13: Parking Restrictions and Fine Schedule

Violation	Fine	After 14 days
Parked adjacent to yellow curb	\$30.00	\$60.00
Parked at expired meter	\$30.00	\$60.00
Parked beyond time limit	\$30.00	\$60.00
Parked in No Parking Zone	\$30.00	\$60.00
Parked in a loading zone	\$30.00	\$60.00
Parked at Bus stop	\$30.00	\$60.00
Parked on Crosswalk	\$30.00	\$60.00
Parking in Alley	\$30.00	\$60.00
ADA Parking without a permit	\$150.00	\$150.00
Parked in a Resident-only space	\$30.00	\$60.00

Table 14: 2009 - June 2025 Citations Issued and Appealed

Year	Citations Issued	Appealed	% Appealed	Citations Upheld	% Upheld	Dismissed	% of appealed Dismissed	Appeals Cancelled
2009	29,804	6,582	22%	1,947	30%	4,620	70%	15
2010	48,288	5,301	11%	1,957	37%	3,294	62%	50
2011	44,514	4,631	10%	1,270	27%	3,397	73%	30
2012	42,695	4,325	10%	1,583	37%	3,167	73%	21
2013	46,417	3,690	8%	1,779	48%	2,147	58%	28
2014	50,031	3,915	8%	1,707	44%	2,335	60%	48
2015	39,310	3,155	8%	1,398	44%	1,888	60%	8
2016 (BPD)	28,124	2,419	9%	1,180	49%	1,257	52%	8
2017 (BPD)	28,195	2,660	9%	1,310	49%	1,385	52%	1
2018 (BPD)	31,817	3,414	11%	1,736	51%	1,706	50%	7
2009-2018 Totals	389,195	40,092	10%	15,867	40%	25,196	63%	216
2019 (BPD)	20,437	3,006	15%	940	31%	2066	69%	4
2020 (BPD)	14,672	1,935	13%	1,212	63%	725	37%	3
2021	28,124	2,419	12%	1,180	49%	1,257	52%	8
2022	23,650	2,865	12%	1,164	41%	1,743	61%	1
2023	56,671	7,652	14%	2,540	33%	5,176	68%	1
2024	52,402	7,546	14%	3,079	44%	4,519	60%	5
2025-June	21,201	2,908	14%	1703	59%	1,181	41%	49
2023-June 2025 Totals	130,274	18,106	13.9%	7,322	40%	10,876	60%	71

COVID YEARS- 5 OFFICERS SHORT 2020-2022

Source: City of Bloomington

From 2009 – 2018, there were 389,195 citations written. Of these, 25,196 were dismissed. This equates to 6% of written citations being dismissed. Including the canceled appeals, the percentage that were not upheld increases to 7%.

Only considering the citations from 2023 and 2024, as these were full years not impacted by Covid and short staffing, the total number of citations issued was 109,073. Of these citations, 9,695 were dismissed, or 9%.

The following table shows the percentage of citations dismissed of the citations written from 2009 to June of 2025.

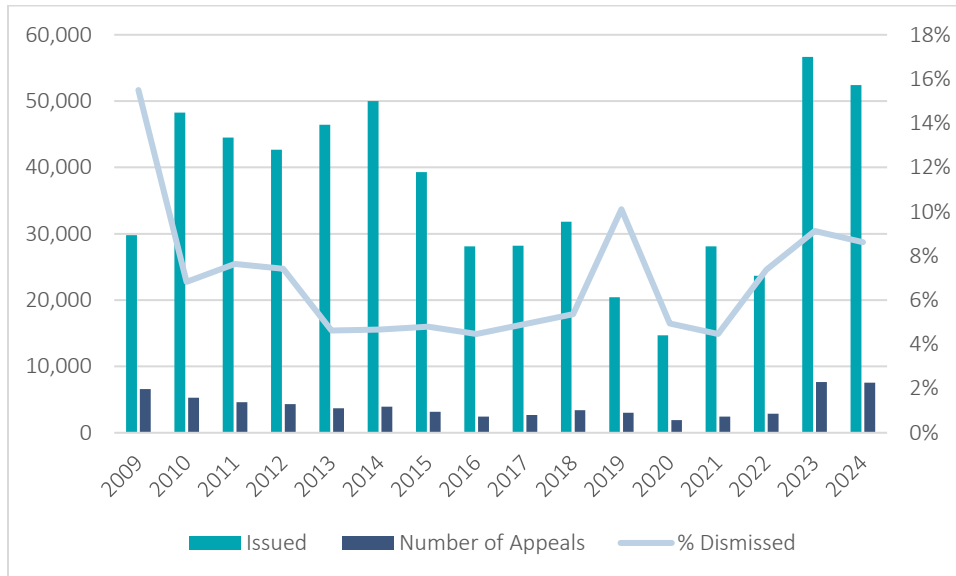
Table 15: Issued Citations Dismissed

APPEAL YEARS	Citations Issued	Dismissed	% of Issued Citations Dismissed
2009	29,804	4,620	16%
2010	48,288	3,294	7%
2011	44,514	3,397	8%
2012	42,695	3,167	7%
2013	46,417	2,147	5%
2014	50,031	2,335	5%
2015	39,310	1,888	5%
2016 (BPD)	28,124	1,257	4%
2017 (BPD)	28,195	1,385	5%
2018 (BPD)	31,817	1,706	5%
2009-2018 Totals	389,195	25,196	6%
2019 (BPD)	20,437	2,066	10%
2020 (BPD)	14,672	725	5%
2021	28,124	1,257	4%
2022	23,650	1,743	7%
2023	56,671	5,176	9%
2024	52,402	4,519	9%
2025-June	21,201	1,181	6%
2023-June 2025 Totals	130,274	10,876	8%

Source: City of Bloomington

The overall percentage of citations written that were dismissed averaged 6% from 2009 to 2018 and increased to 9% in years 2023 and 2024.

Figure 18: Historical Citations Issued and Percent Appealed



Source: City of Bloomington and Walker Consultants

The goal of enforcement is to obtain compliance with the regulations. The number of citations grew to its highest levels in 2023 and 2024. The first six months of 2025 indicate this may be on a slight downward trend. Reductions in 2020 and 2022 correlate to a shortage in staffing of five officers due to the Covid-19 pandemic. These positions were not filled during this time as the City was limited in enforcing parking violations. The percentage of citations being dismissed has conversely grown in the past two years.

Recommended Rate Schedule

We recommend enforcement technology to include photo evidence of the violation and to consider offering a discount if paid within 48 hours. As an example, Ann Arbor has a basic fine of \$50 with a \$10 discount if paid within 24 hours. This provides motivation to resolve the matter quickly, especially when the user realizes their error. For Bloomington, a similar \$10 discount could be offered if paid within 48 hours to reduce the number of appealed citations and overall reduction in dismissed citations. The potential cost to implement this discount based on 75% of citations being paid quickly to receive the \$10 discount and the number of citations issued in 2024, is just under \$400,000. This could be offset by adjusting the base citation rate to \$35 or setting the discount to \$5.00. We recommend the fine if not paid within 14 days to \$45 instead of the current \$60.

Table 16: Recommended 10-Year Citation Violation Fine Schedule

Year	Standard Violations		
	Fine	If paid within 48 hours	After 14 days
2026	\$30.00	\$25.00	\$45.00
2027	\$30.00	\$25.00	\$45.00
2028	\$30.00	\$25.00	\$45.00
2029	\$33.00	\$28.00	\$50.00
2030	\$33.00	\$28.00	\$50.00
2031	\$33.00	\$28.00	\$50.00
2032	\$36.00	\$31.00	\$54.00
2033	\$36.00	\$31.00	\$54.00
2034	\$36.00	\$31.00	\$54.00
2035	\$39.00	\$34.00	\$58.00
2036	\$39.00	\$34.00	\$58.00

Indiana State Law requires ADA fines to be set at least \$100; Walker recommends it remain higher than the minimum, with no discount, nor an increase after 14 days.

Parklets and Kirkwood Closures

Like many cities during the Covid-19 pandemic, Bloomington implemented temporary permits for outdoor seating and restaurants, mostly along Kirkwood Avenue. These pop-up outdoor eateries have proved popular across the country, but many have since been removed due to policy changes and conflicts with the demand for on-street parking. Initially, Kirkwood Avenue was closed to vehicle traffic almost completely from Indiana Street to Walnut Street seasonally, from April through November. There was some consideration to continue the closure year round. However, there was pushback from some citing issues with east-west navigation concerns through the city, loss of usable on-street parking spaces and some businesses that were concerned that the decrease in street traffic affected their businesses negatively. Open comments received from the public parking survey included 22 comments regarding the closure of Kirkwood. 82% of the comments were negative, 14% positive and 5% were neutral.

Changes were made for the 2026 year, including that Kirkwood will remain open to automobile traffic. Businesses can apply for Parklet permits, which are \$250 per space for the season, which runs from April to November. Businesses are responsible for any direct costs of the parklets, including insurance. Parklets encourage downtown vitality and are likely to increase paid parking in surrounding blocks.

07

Operations and Technology

Operations and Technology

The existing parking technology was reviewed during the initial site visit to Bloomington. Parking technology includes on-street meters, off-street meters, off-street gated equipment, payment apps, and software.

On-Street Meters

There are approximately 1,450 existing on-street single-space IPS “smart meters” that allow payment by coin and credit card and send status and usage data to the cloud. These are the original meters installed when paid parking returned to downtown Bloomington in 2013. The IPS meter portion includes the top “meter head” of the unit, which consists of a small solar panel, coin acceptor, credit card reader, display, cellular modem, and indicator for enforcement. This is installed on a meter base housing unit provided by a different manufacturer. The design of the IPS meter is typically used to upgrade older coin only meter units, reusing the original base unit. Because Bloomington did not have existing single space meters, the initial installation included new poles and procuring refurbished base housings. It is reported that some of the refurbished housing units have had issues due to their age.

The IPS meters communicate via a cellular modem for staff remote monitoring via a secure website. The original meters were equipped with 2G modems to transmit data. Network support for 2G was phased out by carriers resulting in a requirement to upgrade all the meters to 4G cellular modems. This was completed to keep the meters operational and able to accept credit card payments and provide cloud-based communication. The meters are over 12 years old and require increasing ongoing maintenance to ensure reliability in the field. They are at the end of their expected useful life. Typical smart meters are expected to be replaced every 8 - 10 years as electronics fail or lose functionality, such as the original 2G modems. This life span also depends on preventative maintenance and weather conditions, including cold and hot extremes, which impact failure rates.

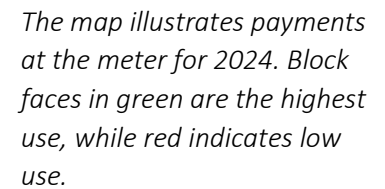


A photo of a typical dual-mounted meter with a solar cell at the top of the meter to charge the internal battery from Bloomington is provided for general reference. A portion of the off-street surface lots include the single space IPS meters.

Our review of the meter location maps available from the city GIS mapping and annual revenue from the IPS meters indicate the following characteristics with the current single space meter system:

- 148 block faces with physical meters in operation
- 17 block faces with five or fewer physical meters
- 8 block faces with Park Mobile only payment and no physical meters
- Annual revenue paid at single space meter via coin or credit card (not through ParkMobile) averages just over \$1,000 per meter annually

Figure 19: 2024 Paid at the Meter - Per Space



Considering the low value of payments made at physical meters in some areas, an “asset-lite” approach is recommended. This typically includes one multi-space meter or kiosk per block face in high demand areas and moving to mobile payment only in lower demand areas.

Bloomington currently has a few block faces that offer paid parking using the ParkMobile only platform.

Source: Walker Consultants using meter data and GIS locations provided by Bloomington

We recommend moving to an “asset-lite” approach by moving to multi-space parking meters and converting areas with lower payment at the meter to move to mobile payment only. This addresses the need to update and replace the existing end of life single space meters and reduce the physical hardware. Reduced physical hardware in the downtown compliments the climate action plan by reducing the physical material required dedicated to making physical payments at the curb, including the number of required spare parts and collection requirements to regularly empty the meters. This, in turn, reduces the impact on the environment.

Using the map as a guide, we recommend increasing the mobile payment only block faces in the low demand areas or a mix of mostly red and some yellow are indicated on a particular block face. By using this matrix for selecting block faces to locate a multi-space meter, the total number of multi-spaces meters is recommended at 125 -135 multi-space meters, with the remaining block faces moving to mobile payment only areas. This includes providing 2 to 4 multi-space meters in the off-street surface lots.

Pay-by-Plate Multi-Space Meter

Pay-by-plate multi-space meters require the patron to enter their vehicle license plate information and select the amount of parking time. Receipts are typically printed on demand only. This system allows a patron to move their vehicle to another spot within the same designated meter zone without having to pay for parking again, provided there is time remaining on the original purchase, and they are not in violation of any posted time restrictions. Payments may be made at the meter adjacent to the block face or from another meter that is not directly adjacent to the meter, as long as the meter is in the same zone.



With this type of meter technology, enforcement is conducted with either a vehicle-mounted License Plate Recognition (LPR) system or handheld unit to record and track the license plate.

Pay-by-Plate Benefits:

- When a patron completes their transaction, there is no need to return to their vehicle.
- Unused time stays with the vehicle plate number.
- Can accept multiple forms of payment, coin, credit card, tap to pay, validation code.
- Does not require individually marked spaces, therefore, a standard city block can generally accommodate at least one extra car.
- Time can be paid at any multi-space meter within the same zone.
- Monitoring of the spaces is efficient when using integrated vehicle mounted mobile LPR cameras and software.

Pay-by-Plate Disadvantages:

- LPR equipment is more expensive than mobile ticket writers and cannot be used in all situations.
- Additional training of enforcement personnel is required due to the unfamiliar technology.
- One multi-space meter covers multiple spaces. If a meter malfunctions, it may be less convenient to users preferring to pay at a meter who will need to walk further to get to another working nearby meter.
- Patrons may not know their license plate and face a learning curve on initial use.

The disadvantages can be mitigated through communication, providing warnings during the initial roll-out of the new system, demonstration visits, ambassadors, and on-line videos and social media clips explaining the new payment process.

Opinion of Cost – Multi-Space meters

Our opinion of probable costs for a multi-space meter purchased through competitive bid is \$7,500 - \$8,500 per unit. After installation and setup, a good figure to use per multi-space meter (MSM), is \$10,500 - \$12,000 per unit, assuming the meter accepts coin and credit card payment. In addition to the upfront cost, a monthly fee for the backend software, connected via the internet, and cellular connectivity fee of \$70 - \$95 per meter unit should be budgeted.

Parking Apps

Multiple parking applications (“Apps”) are available to assist with public parking at little to no cost to the location implementing the service. Parking apps allow payment of parking with a registered credit card and may include locational services to indicate where parking is available, provide driving directions, rates, and potentially allow the user to reserve their parking space. ParkMobile has been an option for paying for parking in Bloomington and is also used in Indianapolis, Louisville, Nashville, St. Louis, and IU Bloomington. The system in the City of Bloomington allows parkers to move from one zone to another after paying, which is unique. This feature is listed on the City website but may not be well known to users.

Most multi-space meters include a free parking app fully integrated with their system. Some cities, including Indianapolis and Louisville, allow multiple payment apps, including the ability to pay via ParkMobile, a text to pay option and the multi-space meter internal app.

The cost for using ParkMobile in Bloomington is a convenience fee passed to the user. The maximum current fee is \$0.50 per transaction. Some municipalities agree to pay this fee for all users or for registered residents of the city, although this is not common, and users typically accept the small added fee to the parking session.

Some vendors can also provide a customized branded app for an additional fee of \$15,000 to \$25,000, plus on-going fees to update and service. We do not recommend taking this approach unless there are specific reasons that would benefit the city.

Enforcement Technology

On-street enforcement is currently a combination of checking the single space meter and entering the license plate to check for payment via ParkMobile. Moving to payment by plate using multi-space meters allows checking for payment via the license plate. To improve efficiency, we recommend moving to a vehicle mounted License Plate Recognition (LPR) system. Vendors offering vehicle mounted LPR systems that can tie into the enforcement system as described include:

- Genetec
- Gtechna
- Motorola
- Tannery Creek Systems

These firms offer a vehicle-mounted LPR system, including software, vehicle-mounted cameras to capture the plate, and GPS for vehicle location. In some cases, the firms use a common camera, typically Genetec, to integrate with their custom software (such as AIMS and T2 Systems) as the enforcement vehicle drives past parked vehicles. A computer mounted inside the vehicle records the data, GPS position, and checks the data to determine the length of stay based on the previous data inputs.

The cost for one LPR camera-equipped vehicle is approximately \$50,000 - \$65,000, plus the cost of the vehicle. In addition to the initial cost, there are ongoing fees for cloud-based services and ongoing support roughly \$7,500 - \$8,500 annually.

In addition to vehicle-mounted mobile LPR systems, handheld devices can augment enforcement by entering the plate information into a handheld device. Some systems include a camera to scan the plate to assist with collecting the data.

By moving to the plate as the primary credential for parking, the system can be used to check for permits based on the plate number. This can apply to residential permits, guest parking permits, or other specific permit holders.

The key to the enforcement piece is to integrate with the new meters and payment app(s) at the time of purchase and installation. While most will highlight these integrations, the best pricing is obtained when bundling as a complete system rather than as additions, when the costs are likely to be incurred.

The current permit and enforcement system is through T2 Systems. T2 offers a Scan & Pay enhancement for the enforcement piece that should be considered. Scan & Pay adds a direct payment option on the citation to allow violators an easy payment method directly from the citation by scanning a QR code. While receiving a citation is typically not a good experience, making the payment process less cumbersome by not requiring the user to mail a citation or navigate to a website and entering the violation to pay it is often appreciated. Being able to take care of the issue easily from a smartphone makes the process a little less frustrating.

An example of an LPR camera-based unit



Meter Recommendations

We recommend the City move to an asset-lite system including one pay-by-plate multi-space meter per block face for high and medium demand block faces and adding to ParkMobile only zones where paid revenue is low or mostly low.

Moving to enforcement via mobile LPR, efficiencies can be considerable. In some communities, one officer drives and checks plates while notifying a foot patrol officer of the violation to verify and apply the physical citation. This avoids the situation where a patrol officer blocks traffic or continually looks for a nearby space to apply the citation.

Off-Street Gated Garage Parking

An Amano McGann Parking Access and Revenue Control System (“PARCS”) controls access and payments for the off-street parking garages. The system installed is the Opus line, which is being discontinued and replaced with Amano One, a cloud-based PARCS with more features and fewer moving parts. The Opus line manufacturer support **will be discontinued at the end of 2027**, with any additional maintenance done through dealers and in-stock spare parts. Existing installations should plan on replacing their PARCS with a new system before support ends, credit card processing becomes noncompliant with Payment Card Industry standards, and to avoid downtime.

The goal is to provide facilities that require payment for use of the garage (transient parking) or given permission to use the garage without further payment (contract parking). The following sections describe several methods of operating the garage, with both constituencies accommodated.

Gated PARCS

Gated PARCS uses barrier gates to control access to the parking area. In its most basic form, it issues tickets to each transient parker encoded in words and on a barcode with the entry time/date, which will later be used to compute a fee. Pay-on-foot machines are typically located at key pedestrian areas where payment can be made before going to the exit. A growing option to reduce costs and physical infrastructure is to allow scanning of a QR code posted on signage or directly to the issued ticket. This takes the user to a payment portal, allowing payment with a smartphone without having to download an app. Upon exiting within a programable time period, the paid ticket is scanned, and the gate activates. If a balance is due or the ticket is not paid in advance, the fee can be paid at the exit using a credit card.

Contract parkers are provided a credential, such as a proximity card, that is enabled in the PARCS software to raise the gate when presented at the entry or exit station.

Variations that may exist and be potentially desirable include:

- Pay on Foot Stations: These are set up in lobbies or stair towers to collect a fee just before departure, eliminating the need to pay at the exit station.
- Smartphone payment: Patron scans a barcode on the ticket leading to a payment page prior to exiting.
- LPR (License Plate Recognition): Attempts to create an alternative credential for a vehicle allowing the potential for the gate to activate without needing to interact with the terminal.

Companies that produce systems of this type include:

- Amano McGann (with Amano One)
- Designa
- Flash
- HUB
- IP Parking
- Parkonect (owned by Flash)
- Skidata
- TIBA

Advantages:

- Gates serve as the enforcement means. No alternative methods are needed.
- It is largely well understood by the general public.
- “Shrinkage” (i.e. missing funds) is unlikely in the absence of a malfunction.
- Payment is made based on actual time parked. Patrons need not guess or update the time spent.
- Easily accommodates validations (discounts) that are received after parking. (e.g., from a restaurant).
- Requires relatively few employees to operate.
- All reputable parking operators accommodate this design or can be operated by an owner.

Disadvantages:

- Higher capital cost to purchase.
- A greater number of mechanical parts are subject to wear.
- Uses consumables (tickets, receipts).
- Gate cycling may slow traffic.
- Payment in the exit lane is relatively slow.
- Broken gates, either by accident or intentionally, put the lane out of commission or allow free exiting before repairing.

Gated Equipment Costs

Our opinion of cost to replace the existing gated system with a similar gated system is \$1.1 million, including hardware, 30% allocation for installation, and 20% design and contingency. Once installed, an annual Software as a Service (SaaS) fee of roughly \$28,000 - \$32,000 is anticipated for a cloud-based system.

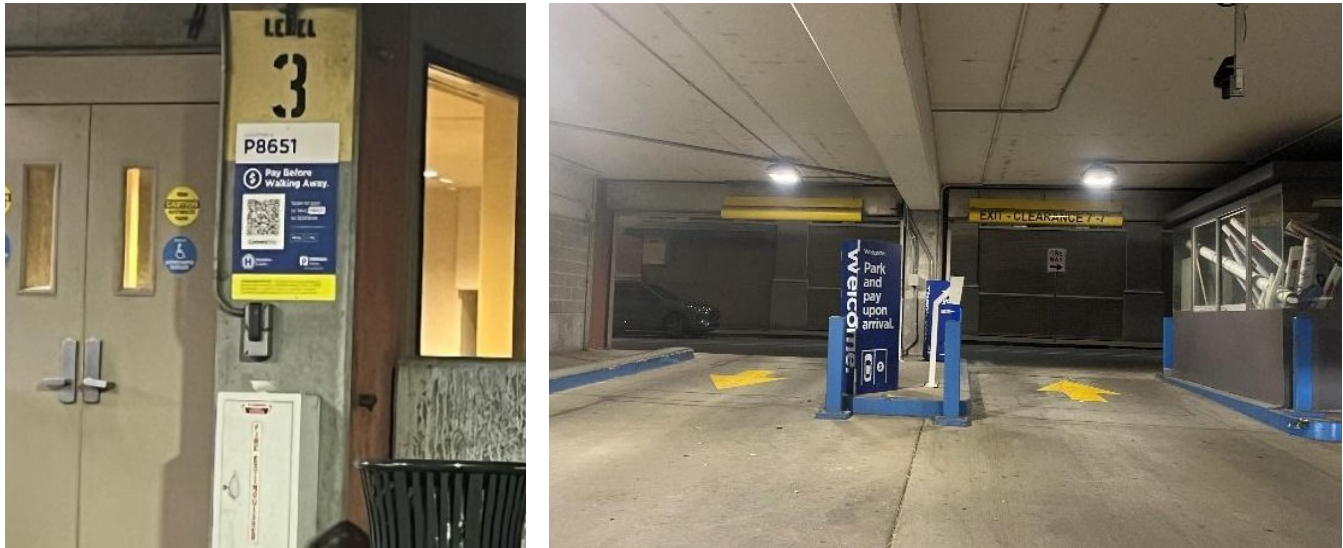
Gateless and/or Ticketless PARCS

Gateless parking is becoming more common in parking garages as improvements in LPR and payment technology and patron acceptance has occurred. There are several variations of gateless operation and systems, including the following.

Gateless / Ticketless Prepay

This type of system allows for vehicles to park without encountering any gates or other devices directly but does include fixed license plate recognition (LPR) that may include additional vehicle identifications, such as make and color to further assist in tracking and matching the vehicle. Signage provides directions at multiple locations for the patron to pre-purchase either a given or selectable amount of parking, typically via a QR code and/or a pay station.

Figure 20: Gateless Parking



The QR code takes the user to a payment portal where they enter their license plate and payment information at the time of parking. The entered license plate is matched to the entry and at exit to verify payment. If payment is not received, the system reports the non-payment for verification via photos, and the license plate is attempted to be matched to a user. Invoices with the parking fee and an optional service fee are mailed to the vehicle owner who did not pay. The plate lookup relies on large databases and potentially DMV lookups.

Some solutions allow the ability to add a physical pay-on-foot kiosk to allow patrons the option of entering their plate and pay with credit card or cash to avoid having to scan a QR code to take them to a payment portal.

Contract parking can be accommodated by registering license plates which are always allowed to park with the rules of their contract.

Industry reports of payment at the time of parking vary widely, from a low of 50% to a high of 90%, with daily tracking and mailing invoices. Key to the process is enforcement and follow-up. While a portion of the revenue will be collected in this manner, it will be delayed and may require multiple follow-up letters.

There are services that focus on the enforcement piece, including tracking and mailing invoices, but these typically pass large fees to the user and in some cases result in negative publicity. Metropolis recently settled with the State of Tennessee, agreeing to a \$9 million payment for their gateless system and aggressive and excessive demand for payment. There are other outstanding lawsuits pending for this type of enforcement. Fees may include a revenue share of the parking fee plus the processing fees.

Companies that produce systems of this type include:

- Metropolis (operator)
- GLIDEPARCS by Premium Parking
- AirGarage
- Flowbird
- T2 Systems
- TIBA

- McKay
- IPS
- Duncan
- PRRS (Fixed LPR service)
- Pave (Fixed LPR service)

Advantages:

- Reduced capital cost versus a gated PARCS.
- System is generally understood by the public. Many cities have moved to this model in recent years.
- Patrons may overestimate their stay and overpay.
- No broken gates and greatly reduced maintenance costs.
- May include multi-space pay stations to augment mobile payment platform.

Disadvantages

- Some may refuse to pay or underpay.
- Without a gate, it is not possible to reserve or limit parking to hold spaces for permit holders.
- Validations received after parking are not easily accommodated (ensure it is clarified before purchasing).
- Pending and settled legal cases.
- Higher staff effort can equate to additional cost.
- LPR is not 100% reliable and can be worse during snow. Vehicles may not have a license plate, or view may be blocked (e.g. bike racks) which are called out as “exception” plates in the industry. Vendors typically do not count exception plates when they report plate read accuracy.
- Collection of unpaid fees may be difficult.
- User fee added to the process, ranging from \$0.35 to \$0.99.

Gateless / Ticketless Exit Pay

This type of system computes a fee relying entirely on LPR (and sometimes other vehicle characteristics) at the entry and exit and depends upon the patron to self-identify and sign up for the service.

The main difference with this system is that the fee is computed upon exit and automatically deducted. This combines several advantages such as elimination of the patrol personal and vehicle, and there is no need for the patron to guess how much time they want to purchase. It also can accommodate validations due to an exit pay transaction.

However, it is highly reliant on the system correctly identifying a vehicle, and having the user set up an account for payment. On exiting, the entry and exit must be matched to calculate payment and charge a credit card on file or identify as a violator for an invoice with added fees to be sent to the vehicle owner.

Companies that produce systems of this type include:

- Metropolis
- Premium Parking (GLIDEPARCS)
- AirGarage
- GetMyParking
- TIBA

Advantages:

- Fee is not required until exit.
- Validations are well accommodated.
- Does not require consumables.
- Has no mechanical moving parts.

Disadvantages:

- Mismatches may require human intervention
- Weather such as snow may reduce effectiveness
- There is no backup, such as a printed ticket.
- The system is proprietary. They will insist on being contracted to operate it.
- Changing operators is difficult since they would remove their system upon termination.
- Fees may be high to patrons (convenience fee) and to owners.
- Facility design must allow for plate capture with fixed LPR.

Gated / Ticketless Exit Pay

This design is similar to the previous system but also uses a gate to control when a successful identification has taken place on entry. This may prevent a vehicle from passing through an entry or exit too quickly to be successfully read and may prevent an unregistered user from exiting without signing up or at least paying in some manner. An unread plate may allow the user to scan at the entrance to start their parking.

Companies that produce systems of this type include:

- Metropolis
- Premium Parking (GLIDEPARCS)
- TIBA

Advantages:

- May be more effective in preventing unpaid exits due to the gate.
- Other similar advantages to other ticketless systems.

Disadvantages:

- Introduces mechanical devices (gates) that may need maintenance and repair.

Gateless Costs

Purely gateless operations typically operate under a revenue share agreement where they provide the technology and in return receive a portion of revenue collected. This can vary from 20 to 50 percent of the total fee. Most charge a convenience fee to the patron, which may be stated as included in the fee or as an added fee to the posted rate. Additional equipment includes pay-by-plate kiosks at roughly \$10,000 - \$12,000 each or gates with electronic signs to indicate at roughly \$5,000 - \$8,000 each.

Off-Street Technology Recommendations

A gateless parking solution for downtown Bloomington is considered a good option for the following reasons:

- Low cost to implement vs. high cost for a standard ticket/gated solution.
- Staff are readily available at the parking locations that could be used to monitor and enforce non-payment.
- Reported issues with broken gates and on-going maintenance costs.
- Need to replace the current system due to the end of support notice.
- High number of known monthly patrons vs. daily patrons.

Key considerations in selecting a future replacement system:

- If the parking facility needs to close to reserve or hold spaces for monthly patrons that have not arrived, consider adding signage and a gate at the entrance to only allow permit parking once the daily or transient parking is full.
- Ensure the validation options are fully disclosed and the details are worked out prior to moving to this type of system.
- Understand the on-going fees charged by the vendor for each transaction and violation processing fees.
- Include payment at kiosk to allow cash only payments without having to create an account or provide identification beyond the license plate.
- Determine the payment options beyond the typical QR code signage that will be included.
- Review the hotel parking options offered to accommodate the current overnight hotel parking.
- Review potential enforcement options, including writing a citation from the City or a parking invoice through the parking system.
- Ensure a review of the violations is included prior to the vendor sending the violations.
- Any violations must include photo evidence of the notice.

08

Communications, Branding, &
Wayfinding

Communications, Branding, and Wayfinding

Parking is typically the first and last experience that a visitor or worker must interact with when arriving in downtown Bloomington. In fact, for many visitors, the experience begins before they even leave their homes, as they are looking for parking information online for when they arrive. Upon entering the downtown core, parkers look for identifiable signage to direct them to affordable and convenient parking locations close to their destination. After parking their vehicle, parkers desire quality signage and wayfinding directing them out of the garage and toward their final destinations, which they then walk to.

People who are more frequent visitors of Bloomington appreciate a consistent brand, so they know that when they use a City of Bloomington parking structure, it will be clean, safe, and easily accessible. When there is consistent signage, first-time visitors are also able to familiarize themselves with the parking locations more easily. By its very nature, a dense urban area is not always hospitable for unfamiliar drivers, however the City can make the experience of accessing parking as convenient as possible with the following recommendations.

Consistent Brand Development

To promote parking as a distinct, holistic entity, Parking Services should develop a consistent brand including fonts, colors, and a logo. All street parking signage, facility entrance signage, parking website, and online reservation/payment portals should use this format for a consistent look and feel. As other facilities, such as the eventual renovation of the Hopewell parking garage, are added to the City's portfolio, a unique and easily identifiable parking brand would encourage higher utilization and an improved customer experience.

In some instances, city parking-related signage contains texts with a similar blue color and often includes the City's Logo. The standard encircled blue "P" signage is also scattered around the city. These are important for developing a sense of brand recognition and for distinguishing public facilities from private ones. However, branding is not consistent across all city-owned parking locations. The Walnut Street garage is a good example of branding and visibility from the street.

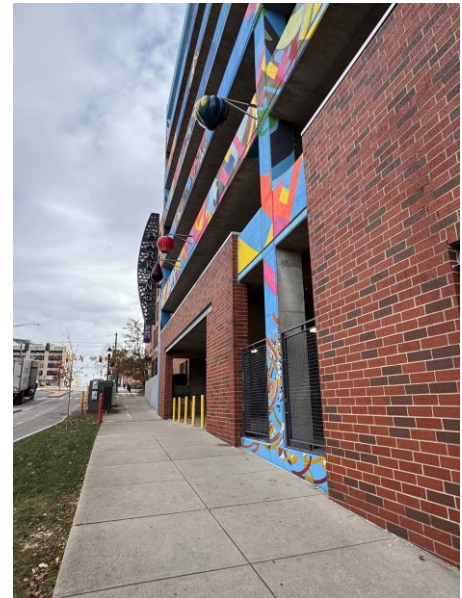




Various signs at the Walnut Street Garage

The Walnut Street garage entrance includes clear identification with a highly visible marquee sign, the standard blue “P” sign, and the garage name and “public parking” in a consistent blue color. It is very easy to identify that it is a public parking garage.

A similar marquee “PARKING” signage is present on the Morton Street garage. However, the sign is placed on the face of the garage along 7th Street, where there is no garage entrance. While the signage may be visible from the roadway, it is not immediately clear where to enter the garage. Also, the filigree-style frame can make it difficult to read during the daytime from some angles.



Marquee signage along 7th Street at the Morton Street garage



Art installation on façade of 4th Street garage, but no clear signage indicating public parking from College Ave.

The 4th Street garage is located along College Ave., a major thoroughfare. However, there is no highly visible signage indicating it is a public parking garage. Adding branded signage, a marquee sign, and/or the blue “P” would significantly increase visibility for patrons arriving into town from the south.

The entrance to the Trades District garage is partially concealed due to the facility's design. Although there is signage at the garage entrance, it is unclear from the roadway that the garage is open for public parking. Creating consistent branding and signage packages across all city-owned facilities would increase awareness and potentially increase utilization.



Trades District garage at W. 10th Street

Cities including Lexington, Minneapolis, and Columbus have developed unique brands and logos that are used across all websites, marketing materials, digital websites, and physical signage. This especially helps when parking is operated by a separate entity, so that parkers know that they are still using a public parking facility. Similarly, “BloomPark”, or “Park Bloomington”, etc., could act as an easily recognizable brand for the renewed City Parking Division to launch a marketing campaign with.



Online Parking Information

Currently, the most up-to-date parking information is hosted on the City of Bloomington’s website on a page dedicated to Parking Services. The site is very text heavy. The page would be much easier to navigate with a simple homepage containing infographics such as color-coordinated text boxes with specific information, links and map icons. Too much text can confuse the reader and lead them to give up their information search and call instead, which uses up staff time. A section of the website dedicated to parking also includes an interactive map of public downtown parking locations, including the hourly rates, payment hours, and monthly parking contract rates.

As new technology is added to the parking system with the capability to track real-time utilization of parking spaces, that information should be consolidated into the website and potentially a parking App and branded specifically under the established parking brand. All payment portals should include this branding. This website should continue to link to related mobility information. It could also serve as the primary hub for all city bike and micro-mobility information

Here are some example graphics of municipal sites with key parking and mobility information:


[EXPLORE](#)
[TO DO](#)
[INSIDER'S GUIDE](#)
[DISTRICTS](#)
[LIVE](#)
[WORK](#)

PARKING AVAILABILITY

MARKET SQ.	433
LOCUST ST.	360
MAIN AVE.	279
STATE ST.	932

[PARKING & DIRECTIONS >](#)


PARKING FREE NIGHTS & WEEKENDS

Market Square Garage

Free Parking Nights & Weekends

406 Walnut Street | (865) 215-2434

Tags: [Garages](#) | [Free Nights/Weekends](#) | [Residential](#)

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PARKING

Free parking weeknights when entering after 6pm (until 7:00 am).
Free parking all weekend.
Public restrooms available.

Manager: Public Building Authority
Spaces: 677
Hourly: \$1/hour, \$7 max/day
Monthly: \$95
Residential: \$55 (proof of residency required)


[PARKING](#)
[MOBILITY](#)
[RESOURCES](#)

[HOME](#) > [MOBILITY](#)

Mobility

When you're out and about in Omaha, you have lots of ways to get around.



✓ **DRIVE & PARK**



✓ **WALK**



✓ **BIKE SHARE**



✓ **SCOOTERS**

Parking-Related Communications and Marketing Campaign

Changes to the on- and off-street parking environment are necessary to improve the overall customer experience and offer a greater variety of options while remaining fiscally responsible. However, to continue offering excellent customer service, these changes cannot occur in a vacuum and will require ongoing communication and educational marketing efforts with the public and visitors.

As changes associated with this plan are rolled out, the Parking Division should develop and release an education and promotion campaign around where to park, when payment is required, and how to pay. Communications should come in the form of flyers, social media, an improved website, advertisements, and videos. The City of Bloomington should leverage and expand upon content it already has created. The City should work with the Bloomington Chamber of Commerce, hotels, event promoters, and other community partners to distribute information to prospective visitors and those booking trips to Bloomington.

On-Street Parking Information Signage

Moving from single-space parking meters to multi-space meters, along with a mobile app, will be a significant change for parkers in Bloomington and will require consistent messaging regarding how to pay and the hours during which parking is enforced. Consider adopting the messaging “pay to park” and the information “Vehicle License Plate Required” for parking payment signage in on-street and ungated off-street parking areas. Note that all paid parking in Bloomington would be enforced with mobile license plate recognition (LPR) cameras that will require customers to enter their license plate upon parking and prior to paying for parking. All payment options should be listed on the signage. Note that this signage is intended to replace current signage as technology, payment, and hours of enforcement change. As these signs are being installed, the City should address and remove any inconsistent or outdated signage.

An example of the recommended parking payment signage is included to the right, from Sarasota, Florida. Note that the sign reads “Enter License Plate for 10 Min. Free” should be replaced by “Coin and Credit Card Accepted at Meter Station.” This plan is not recommending the first 10 minutes free in Bloomington.



Source: City of Sarasota, FL

An opportunity to reduce signage clutter when transitioning towards a multi-space meter environment is to use former meter posts as signs by placing an informational sticker on them. This will assist users who may not immediately recognize the change by instructing them exactly how payments can be made. It is also a helpful reminder of which zone somebody parks in when they are using a mobile payment app.



Source: Nebraska News Service

Off-Street Parking Wayfinding Signage

The City of Bloomington has some signs throughout the downtown directing parkers toward nearby parking facilities. These street signs do not have a consistent look and feel. The new branding should also be applied to signage directing parkers to public facilities. Graphically, the signs should be consistent, including font, color, shape, logos, slogans, and images.

Finally, the City should ensure that off-street parking marquee signs are consistent with the parking brand. All public surface lots should have signage that looks and feels consistent with signs in front of parking structures. Additional signage may be needed to inform parkers of payment and enforcement hours, which will be necessary when Parking Services can enforce more efficiently with mobile LPR technology.

Pedestrian Wayfinding and Directional Signage

Everyone is a pedestrian at some point in their journey, particularly in a place like downtown Bloomington that is walkable and relatively compact. Bloomington has recognized this and placed informational maps outside some parking structures and on sidewalks. The green tubular frames should be repainted to match new branding. Maps should be evaluated for accuracy. These “you are here” maps and wayfinding tools to help guide visitors to various destinations downtown. Include the names of public parking facilities on all pedestrian directional signs and maps. All signage should be consistent with the City’s messaging and brand. Physical maps should be consistent with maps used inside parking structures and across all digital platforms. QR codes linking to the parking website or parking app would be highly effective.



Informational signage should be refreshed and updated to include consist of branding and parking information.

Asheville's River Arts District offers an excellent example of signage catered to pedestrians that matches vehicle-oriented signage. Using the same colors, fonts, and symbols creates a synergy where signage is complementary and useful for all modes of transportation.



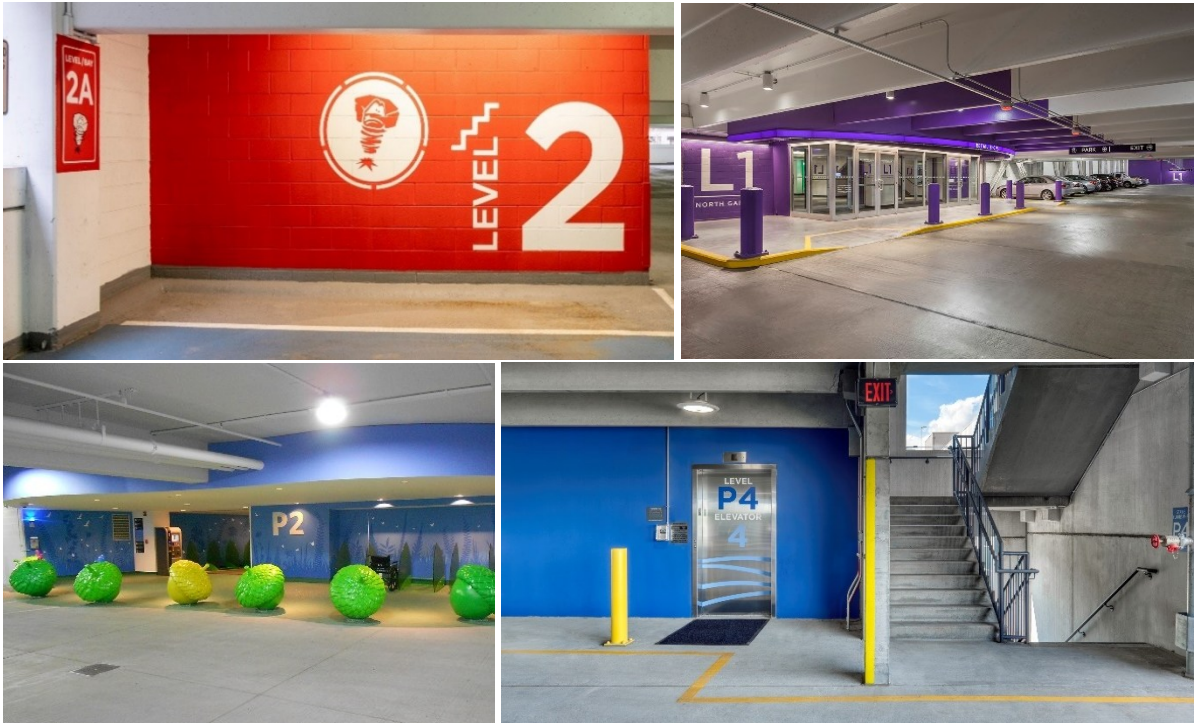
Nashville has maps attached to streetlight posts for pedestrians to use as they navigate downtown streets.



Internal Parking Structure Wayfinding and Aesthetic Improvements

Consistent with the goal of providing an excellent parking experience for customers throughout their visit downtown, parking garages should be visually appealing and include necessary signage directing visitors to elevators, exits, and nearby attractions.

Aesthetic improvements that utilize color, light, artwork, and symbols are often used to change perceptions of a parking structure from something that might feel threatening or cave-like into a pleasant and memorable place. There are opportunities to brighten and paint the lobbies, stairwells, elevator areas, and walkways so that a parker can more easily identify and remember which facility and floor level they parked in. The City should consider adding aesthetic improvements to its Capital Improvement Plan and begin the process of setting aside capital reserves.



Parking signage should be updated to be consistent with the new branding. The placement of internal signage should be reviewed to create a seamless experience for the user. Above are examples of garages that allow parkers to easily remember the floor they parked on – either by level or color.

09

Parking System Recommendations

Parking System Recommendations

Walker conducted a series of analyses as part of the parking rate study to review, assess, and evaluate current parking conditions and operations. This included examining existing policies and programs, coordinating with City Staff and stakeholders, gathering community input through a public survey, and conducting peer benchmarking. This section presents the recommendations developed from this analysis, organized into four primary focus areas:

- Organization
- Policy
- Operations and Technology
- Communications, Branding, and Wayfinding

Organization

This category ensures that the parking system has the processes and personnel necessary to provide strategic direction and effectively manage day-to-day operations. It also emphasizes aligning the system with the City's goals, promoting transparency, and enabling the Parking Services Division to operate self-sufficiently.

Recommendation #1: Transfer all citation appeals duties from the City Clerk's Office to the Parking Services Division.

Observation: Parking Citation responsibilities are split between two departments, leading to inconsistent policy implementation and customer frustration.

Currently, Parking Enforcement Officers under Parking Services issue citations. However, if a visitor receives a ticket and would like to appeal, they must submit an appeal through the City Clerk's office or online. This can cause frustration if a person initially goes to the Parking Services office on the ground floor of the 4th Street Garage and is redirected to file an appeal online or with the City Clerk's office, located at City Hall.

During the appeal process, the City Clerk's office staff often need to communicate with Parking Services staff to better understand the details of the citation. This process could be optimized by moving the appeals process within the Parking Services Division. Parking Services has the necessary data to review an appeal within their reporting systems. In Walker's experience working with other municipalities, most citation appeal reviews are handled "in-house" by the parking department.

Recommendation: To increase the efficiency and clarity of the appeals process, we recommend all citation appeals duties should be transferred from the City Clerk's office to the Parking Services Division. Parking Services will gain increased oversight and control of the appeals process and persons with violations will have a more clear process for filing an appeal. Any required adjudication beyond the appeals process would then be escalated to the court system.

Recommendation #2: Develop a Parking Services Division mission statement that is supported across city departments.

Observation: Through stakeholder feedback meetings, Walker learned that many visitors are unaware of the parking rules, regulations, and options within downtown. Some may not understand the reasons for proactive parking management, and others expressed a negative experience with parking enforcement officers or the parking system in general. The engagement indicates that some feel that parking enforcement is aggressive when a citation is issued very early in the morning, when only one car is parked, or when multiple citations are issued in the same day for the same violation.

Recommendation: Creating a mission statement for Parking Services shapes goals and objectives and serves as a guide for future changes, programming, and overall approach. Policies, duties, and programs can then be aligned with the mission statement and supported by all city agencies. It is recommended that the primary focus should be enhanced customer service and safety. The mission statement will then be used to guide the clarity of rules and regulations necessary to improve system efficiency and reduce customer frustration. Rules, regulations, and parking options can partially be addressed by strategic communications and signage (addressed further in the Communications, Branding, & Wayfinding section below), however this begins with the adoption of a new approach to parking management and policy in Bloomington – one that emphasizes simple policies and signage, clear options, rules, and regulations, and consistent but fair parking enforcement.

The new mission statement will also allow the City to pivot toward an ambassador approach, where customer understanding and compliance is promoted with focus on compliance rather than punitive measures.

Recommendation #3: Adopt a data-driven approach to parking operations and management with recurring transparency of key performance indicators.

Observation: Parking revenues are not transparently linked to the parking system or city improvements, mobility goals, or reinvestment plans. Feedback from stakeholder engagement sessions indicates a need and an opportunity to enhance community engagement on topics related to the parking system's revenue, costs, and how funds are spent throughout the city.

Recommendation: The downtown parking system should be viewed as part of the solution for continued success downtown, not as part of the problem. The City should produce reports or an online dashboard to increase awareness of the parking system. Sharing information with the public provides greater transparency and understanding, which may build trust with the community. The city should determine clear and measurable key performance indicators (KPIs), that may include:

- Parking occupancy rates
- Maintenance response times
- Revenue per space
- Revenue allocation
- Compliance rates

Sharing revenue allocation will help residents and visitors understand how parking fees align with the City's goals, such as those stated in the Comprehensive Plan and the Climate Action Plan (CAP). Public understanding of revenue allocation, especially for the Alternative Transportation Fund, can clarify how monies collected support CAP goals, such as installing additional charging stations in parking garages and developing bicycle infrastructure to encourage use of electric vehicles and increase bicycle commuting.

Policy

This section establishes parking policies that support a system designed to accommodate various users by balancing the needs of short- and long-term users.

Recommendation #1: Implement on-street metered parking rate changes utilizing a zone-based system considering high-demand and lower-demand areas.

Observation: Bloomington on-street parking rates are currently \$1.00 per hour across downtown. Parking rates have not increased since paid parking was implemented in 2013. Low parking rates reduce the availability for short-term parkers because it does not effectively discourage long-term parking sessions. On-street parking should be prioritized for short-term parking to maximize the number of people that can use the spaces.

Recommendation: We recommend parking rates in the high-demand zone, defined as metered areas north of 3rd street and south of 7th street within the study area, be increased to \$1.50 per hour. The low demand zones, south of 3rd street and north of 7th street, can be set at a minimum of \$1.25 per hour. Increasing on-street parking rates in high-demand areas encourages increased turnover and utilization, an outcome listed in the Downtown section of the Comprehensive Plan.

By moving to zone pricing, Parking Services will need to work with ParkMobile to link correct parking rates to the ParkMobile zones. This also will remove the ability for parkers to move from one zone to another if they are in different rate zones.

Upon completion of rate adjustments, parking demand should be monitored and future rate adjustments should be considered as demand changes in each zone. As zones begin to see increased demand, the City may consider increasing the parking rate. Similarly, the City could decrease the parking rate in zones that are underutilized.

Recommendation #2: Implement off-street parking rate changes.

Observation: Revenue generated from the garages is used to fund daily operations, including maintenance, parking technology, as well as long-term capital improvements. Current off-street parking rates are low and do not produce sufficient revenue to pay for parking lot and garage maintenance and operations expenses. This puts a burden on other City funds to help pay for maintenance and operations of the off-street parking. The off-street rates have not been adjusted in over a decade, while the average cost of goods and services in the United States has increased by 37% since 2016, and the revenue collected has not kept pace with the increased costs. The only adjustment made by the City to increase revenues for off-street parking was the removal of the policy allowing the first three hours of a parking session to be free.

For permit parking, yearly parking rate adjustments are identified in Title 15 of the City's municipal code. Currently, Title 15 includes rate adjustments through 2029 and does not provide guidance for 2030 or beyond.

Recommendation: We recommend increasing surface lot parking rates, using the same demand-based on-street parking zones. Lot 1, Lot 3, and Lot 5 are located within the high-demand zone and are recommended to be set at \$1.50 per hour. Lot 6 is in a low-demand zone, and we recommend increasing the parking rate to \$1.25 per hour. Garage transient rates are recommended to increase from \$0.50 to \$1.00 per hour.

We recommend the City update Title 15 of the municipal code to maintain the annual permit parking rate increases beyond 2029.

Recommendation #3: Reduce on-street paid parking enforcement hours.

Observation: Based on peer review and comments from stakeholders, we identified enforcement hours as an opportunity for adjustment. Current enforcement hours end at 9:00 p.m. and are considerably later than those of peer cities.

Recommendation: We recommend revising the on-street paid parking enforcement hours to end at 8:00 p.m. instead of the current ending time of 9:00 p.m. Evening and night enforcement hours are usually intended to address evening demand, such as dining and entertainment, which typically reach their peak by 8:00 p.m. Considering the existing land uses in downtown Bloomington, enforcement is likely not needed until 9:00 p.m. Reducing enforcement hours will also reduce staffing costs.

Operations & Technology

This section advises on parking operations and technologies that support the day-to-day operations of the parking system.

Recommendation #1: Transition to multi-space on-street meter pay stations operated using pay-by-plate.

Observation: The existing on-street IPS single space meters are beyond the expected service life. The City currently maintains over 1,400 single space meters. Patrons can pay for parking either directly at the parking meter for their space, or through the ParkMobile app. If a patron pays at the meter, the meter will show the remaining time left for each parking session. If a patron pays using the ParkMobile app, the meter does not show that a parking session is active. This creates a need for parking enforcement to check both the license plate and the physical meter before confirming a parking violation.

Recommendation: We recommend replacing the existing single space meters with new multi-space meters that allow users to enter their license plate. Replacement is recommended to avoid the increased downtime and on-going maintenance and support costs that occur with technology at end of life. Multi-space meters allow for pay-by-plate which allows for improved monitoring and enforcement utilizing mobile license plate recognition (LPR). Multi-space meters can be located to allow one kiosk to cover multiple parking spaces along one block-face, greatly reducing the number of physical units to maintain and service. Pay-by-plate allows checking for payment by checking the plate, regardless of whether payment was completed at the meter or via ParkMobile. This reduces the need to review multiple systems to determine if parking has been paid.

Recommendation #2: Upon moving to a pay-by-plate multi-space meter system for on-street parking, update the enforcement system to mobile license plate recognition (LPR) technology, and transition to digital permits.

Observation: Enforcement is currently done by physically checking the meters and manually entering license plate numbers to check for payment via ParkMobile and for valid permits.

Recommendation: We recommend transitioning to digital permits for all parking permits within the city. By transitioning to digital permits and implementing the multi-space meters with pay-by-plate technology, the City can transition to a mobile license plate recognition enforcement system. This would involve outfitting City vehicles with license plate recognition cameras that can capture license plates automatically by driving past parked vehicles and check if vehicles have an active parking session or valid permit. Vehicles flagged for violation, can be manually checked and, if valid, a citation can be issued, including photographic evidence of the violation.

Recommendation #3: Replace the existing off-street gated parking equipment.

Observation: The existing gated Parking Access and Revenue Control System (PARCS) used in the off-street parking garages will no longer be supported by the manufacturer beyond the end of 2027.

The system equipment has a growing list of maintenance issues and motorists have expressed frustration while using the equipment. Gates were reported as not working in at least one facility, which was observed by Walker while on site. The City has reported experiencing issues with broken gates, causing frustration for the parking services division and resulting in lost revenue.

Recommendation: The City should replace existing off-street parking equipment with a new system that will continue to be supported by an equipment vendor. The high cost of procuring and maintaining physical gated systems, and staff frustration with broken gate arms, make transitioning to a gateless solution with license plate recognition a more desirable option for Bloomington. This system has the option to include gates to ensure permit parkers get their guaranteed spot. This would only be necessary if the location fills to capacity regularly.

Communications, Branding, & Wayfinding

This category focuses on developing a cohesive brand identity, clearly communicating parking rules and regulations, and guiding users seamlessly through the parking system and the broader city environment. The goal is to build strong brand recognition while creating a clear, consistent, and welcoming user experience.

Recommendation #1: Create a recognizable City of Bloomington Parking System logo and brand identity separate from the City's brand identity.

Observation: The City's parking system lacks a cohesive brand identity, leading to inconsistent design, messaging, and customer experiences across parking facilities and digital platforms. While the City of Bloomington has a logo, Parking Services does not, and the signage on the parking facilities varies. In some instances, city parking-related signage contains the city logo with the same blue text, while other facilities have the standard encircled blue "P" signage. This results in difficulty for drivers to identify where they can park.

Recommendation: To promote parking as a distinct, holistic entity, Parking Services should develop a consistent brand including fonts, colors, and a logo. All street parking signage, parking facility entrance signage, the parking website, and online parking portals should use this format for a consistent look and feel. As other facilities, such as the renovation of the Hopewell parking garage and the expansion of the Monroe County Convention Center, are added to the City's portfolio, consistency is important for developing a sense of brand recognition and distinguishing public facilities from private facilities. A unique and easily identifiable parking brand would improve the customer experience and encourage higher utilization.

Recommendation #2: Develop and launch an ongoing parking system communications and marketing campaign, which includes installing information signage at key locations.

Observation: There is limited public awareness of the City’s parking system, and opportunities exist to improve overall understanding.

Many stakeholders expressed an overall lack of understanding of the parking system. This lack of understanding includes not knowing the locations of city-owned parking facilities, or the rules and regulations for parking in there. Many people believe they can only park on-street and are not aware there are off-street parking options. Additionally, many people do not realize that parking in the city garages is cheaper than parking on-street. There are also parking programs, such as residential permit parking and garage permit parking, that the community does not understand or does not know it exists.

Recommendation: Bloomington should create and release a comprehensive campaign that educates visitors about parking locations, rules, and regulations. Communications should be shared through multiple channels, including the City’s website, social media, flyers, and on maps. The goal is that visitors understand the parking system prior to their arrival. This aligns with goal 6.7 “educate the public” in the Comprehensive plan, more specifically, policy 6.7.4, to inform the community about the parking system, including where to park and how to use the system.

Recommendation #3: Install informational signage at key locations.

Observation: Additionally, visitors who park in off-street facilities often lack clear pedestrian routes to retail areas or civic buildings. For those who park in a city-owned garage but are not familiar with Bloomington, there can be a challenge once exiting the garage on foot and finding the appropriate route to get to their desired destination.

Recommendation: Various signs should be installed to help guide users through the parking system. This includes identification signage, to let a parker know where they are (ex. Trades District Garage), directional signage to inform a visitor which way to go, informational signage to provide additional information, such as a map with various parking locations, and regulatory signage, that states rules and regulations.

Figure 21: Recommendation Summary Table

Type	Recommendation	Timeline	Opinion of Cost
Organization	Transfer all citation appeals duties from the City Clerk's Office to the Parking Services Division.	Mid-Term	\$
	Develop a parking system and Parking Services Division mission statement that is supported across city departments.	Mid-Term	\$
	Adopt a data-driven approach to parking operations and management with recurring transparency of key performance indicators.	Long-Term	\$\$
Policy	Implement on-street metered parking rate changes utilizing a zone-based system considering high-demand and lower-demand areas.	Mid-Term	\$
	Implement off-street parking rate changes.	Short-Term	\$
	Reduce on-street paid parking enforcement hours.	Short-Term	\$
Operations & Technology	Transition to multi-space on-street meter pay stations operated using pay-by-plate.	Short-Term	\$\$\$\$
	Upon moving to a pay-by-plate multi-space meter system for on-street parking, update the enforcement system to mobile license plate recognition (LPR) technology, and transition to digital permits.	Mid-Term	\$\$\$
	Replace the existing off-street gated parking equipment.	Short-Term	\$\$\$
Communications, Branding, & Wayfinding	Create a recognizable City of Bloomington Parking System logo and brand identity separate from the City's brand identity.	Short-Term	\$ - \$\$
	Develop and launch an ongoing parking system communications and marketing campaign.	Long-Term	\$\$
	Install informational signage at key locations.	Mid-Term	\$\$

Legend			
\$	Under \$25,000	Short-Term	12 months
\$\$	\$25,000 - \$100,000	Mid-Term	1 - 3 years
\$\$\$	\$100,000 - \$500,000	Long-Term	3 - 5 years
\$\$\$\$	Over \$500,000		

Conclusion

Bloomington's parking system is a vital asset that supports downtown activity, economic development, and fiscal sustainability. The City maintains a robust, financially stable parking program with sufficient supply, yet existing policies, aging infrastructure, and inconsistent communication can limit its effectiveness. On-street parking is frequently overutilized, while garages remain underused, largely due to outdated pricing structures, long enforcement hours, and a lack of clear wayfinding and public awareness.

This study outlines a clear path to upgrade the system through coordinated organizational reforms, demand-based pricing, updated enforcement practices, and significant technology upgrades. Transitioning to multi-space pay-by-plate meters, digital permits, and license plate recognition will improve efficiency, customer experience, and data-driven decision-making. At the same time, modest rate adjustments and reduced enforcement hours will better align parking behavior with city goals.

Equally important, the study emphasizes transparency, branding, and reinvestment. Establishing a capital reserve, improving signage and communications, and clearly linking parking revenues to transportation and City beautification outcomes will strengthen public trust and long-term sustainability. Implemented together, these recommendations position Bloomington to manage parking not simply as a utility, but as a strategic tool that supports accessibility, fiscal responsibility, and the City's broader vision for a vibrant, sustainable downtown.



Appendix A – Parking Survey Results

Bloomington Parking Survey Results

June 2025



WALKER
CONSULTANTS

Survey Administration

- ❑ Created by Walker Consultants in collaboration with Bloomington Parking Services
- ❑ Survey Application: Survey Monkey
- ❑ Distribution:
 - Direct email to current permit holders
 - Publication on City website and social media pages
 - QR codes around Bloomington
 - Herald Times
- ❑ 1,505 Responses



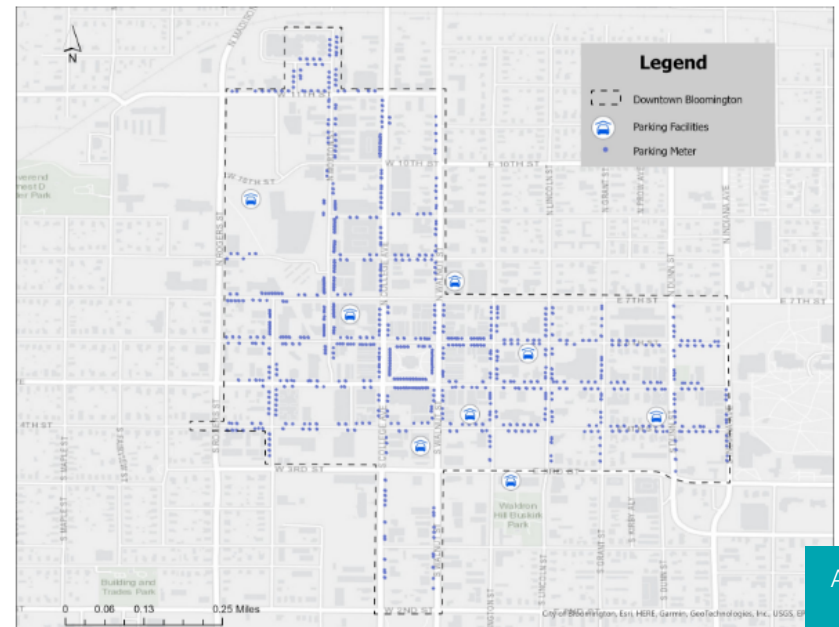
Bloomington Parking Survey

The City of Bloomington has engaged Walker Consultants to assist in a comprehensive review to improve parking availability and access. As part of this process, we want to learn more about the parking and travel patterns of current citizens, business owners, staff, students, and visitors to gauge attitudes toward parking and transportation-related issues.

Please note that when "Downtown Bloomington" is used throughout this survey, we are referring specifically to this study area, as identified on the map below.

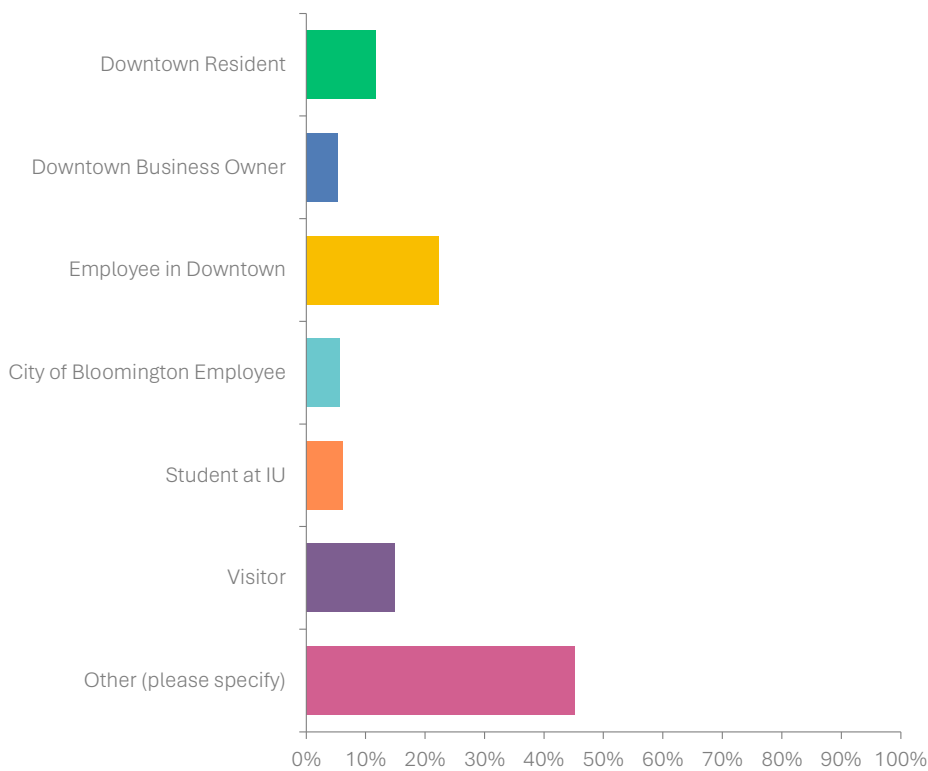
The total time to complete this survey is approximately five to ten minutes.

Thank you. Your feedback is appreciated!



Q1: Please choose the following that best describes you:

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

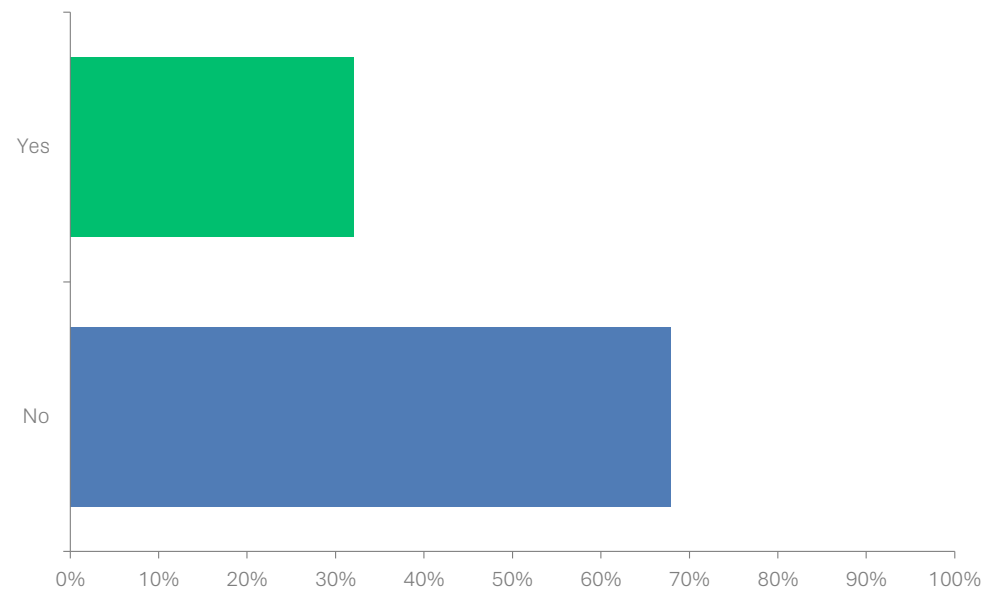
Q1: Please choose the following that best describes you (Other responses)

Total "Other" Respondents	674	
Non-downtown Resident	459	68%
County Resident	119	18%
IU Employee	50	7%
County Employee	5	1%
Other Employee	30	4%
Patron/Customer	58	9%
Student	2	0%
Business Owner/ Contractor	25	4%
*Some respondents fit into more than one category		

Some individuals who identified themselves as non-downtown residents or county residents expressed feeling overlooked because their category was not included as a selection in the survey. The survey specifically included the response "downtown resident" in order to gather feedback on the residential permit program. However, feedback from all respondents is valuable and will be taken into consideration.

Q2: Do you have a residential parking permit?

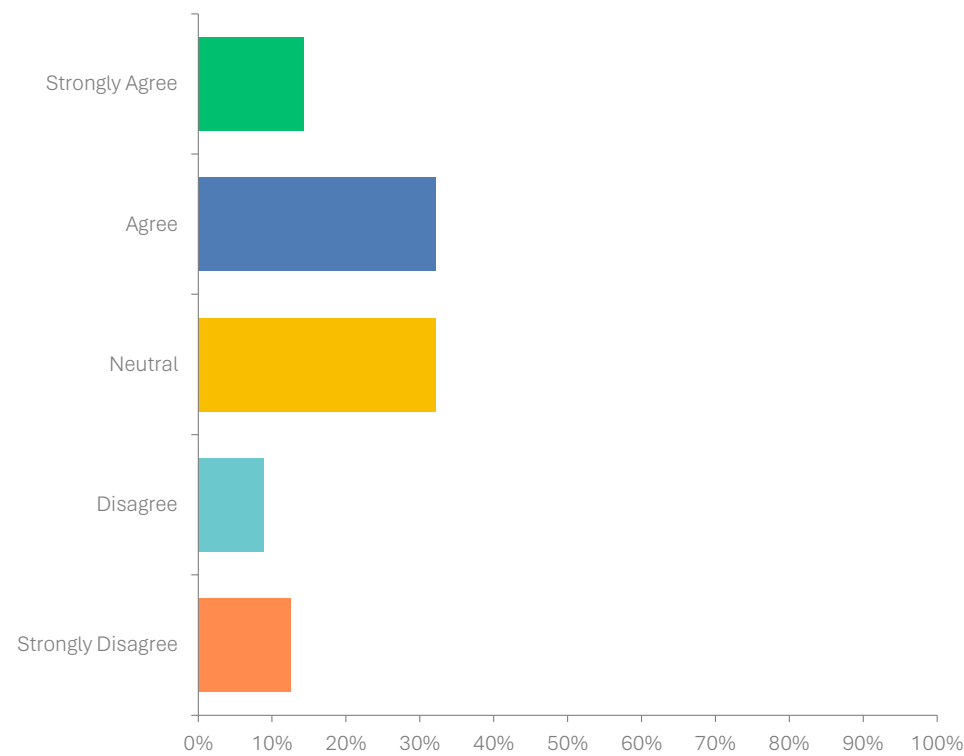
Answered: 190 Skipped: 1,315



ANSWER CHOICES	RESPONSES	
Yes	32.11%	61
No	67.89%	129
TOTAL		190

Q3: The online process and experience of obtaining a Residential Parking Permit was clear and easy to understand

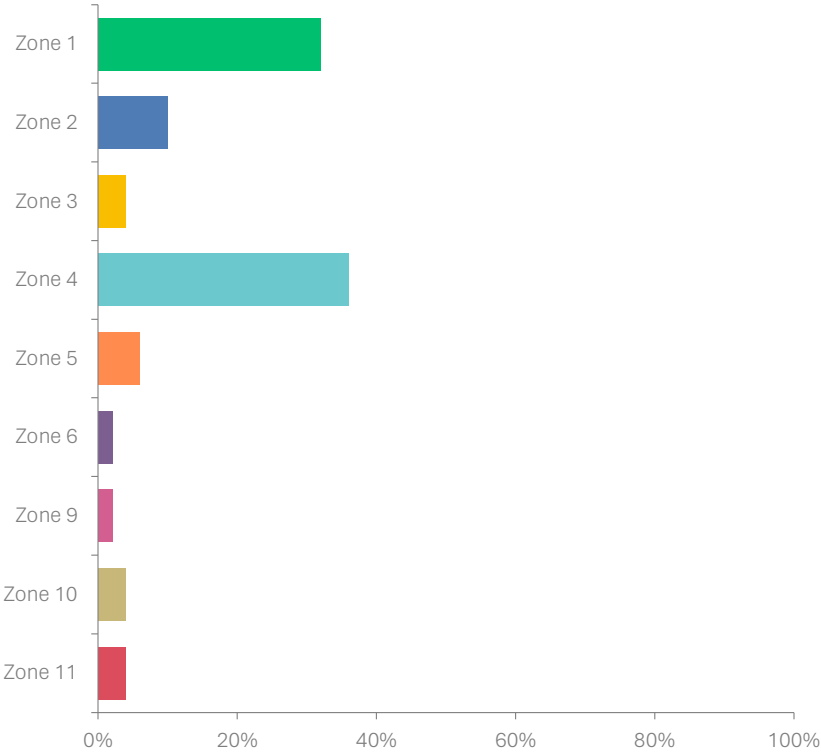
Answered: 56 Skipped: 1,449



ANSWER CHOICES	RESPONSES	
Strongly Agree	14.29%	8
Agree	32.14%	18
Neutral	32.14%	18
Disagree	8.93%	5
Strongly Disagree	12.50%	7
TOTAL		56

Q4: Which residential zone do you park in?

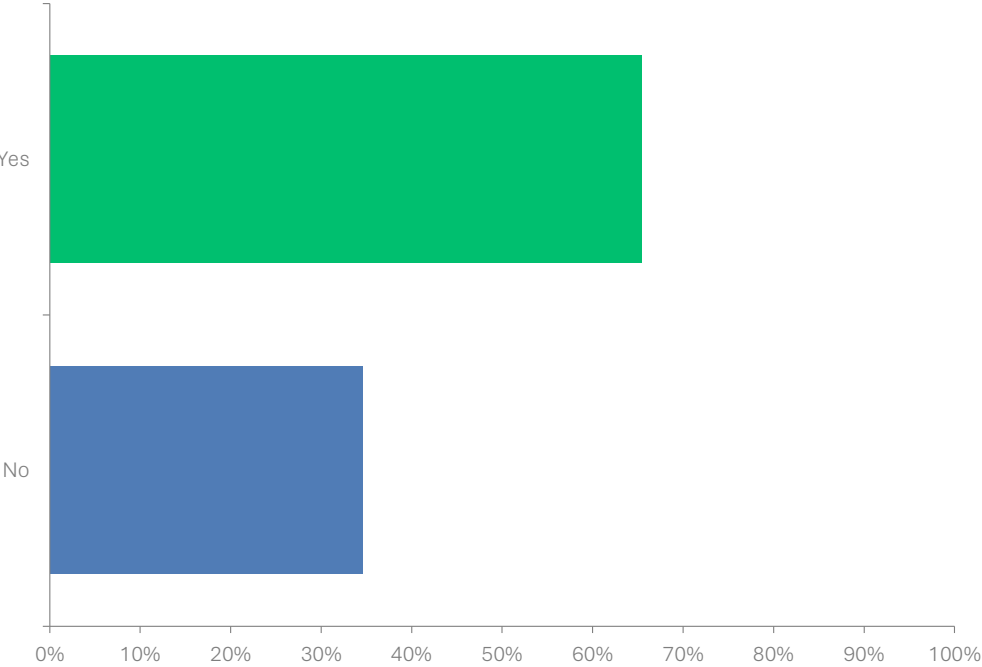
Answered: 50 Skipped: 1,455



ANSWER CHOICES	RESPONSES	
Zone 1	32.00%	16
Zone 2	10.00%	5
Zone 3	4.00%	2
Zone 4	36.00%	18
Zone 5	6.00%	3
Zone 6	2.00%	1
Zone 9	2.00%	1
Zone 10	4.00%	2
Zone 11	4.00%	2
TOTAL		50

Q5: Would you prefer a virtual permit based on your license plate rather than a physical permit?

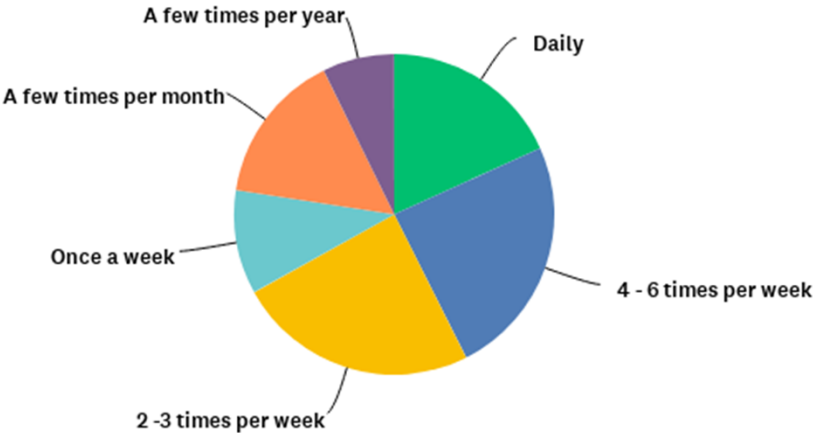
Answered: 55 Skipped: 1,450



ANSWER CHOICES	RESPONSES	
Yes	65.45%	36
No	34.55%	19
TOTAL	55	

Q6: How often do you visit Downtown Bloomington? Specifically, the study area that is shown on the map at the beginning of the survey.

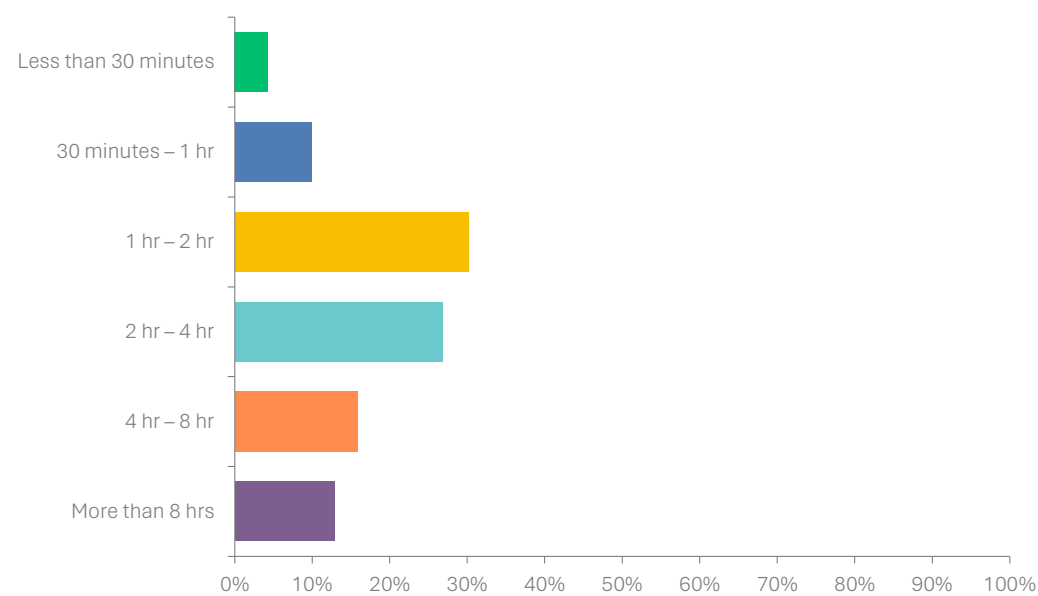
Answered: 1,394 Skipped: 111



ANSWER CHOICES	RESPONSES	
Daily	18.72%	261
4 - 6 times per week	24.39%	340
2 - 3 times per week	23.67%	330
Once a week	10.62%	148
A few times per month	15.35%	214
A few times per year	7.25%	101
TOTAL		1,394

Q7: How much time do you typically spend in the study area when you visit?

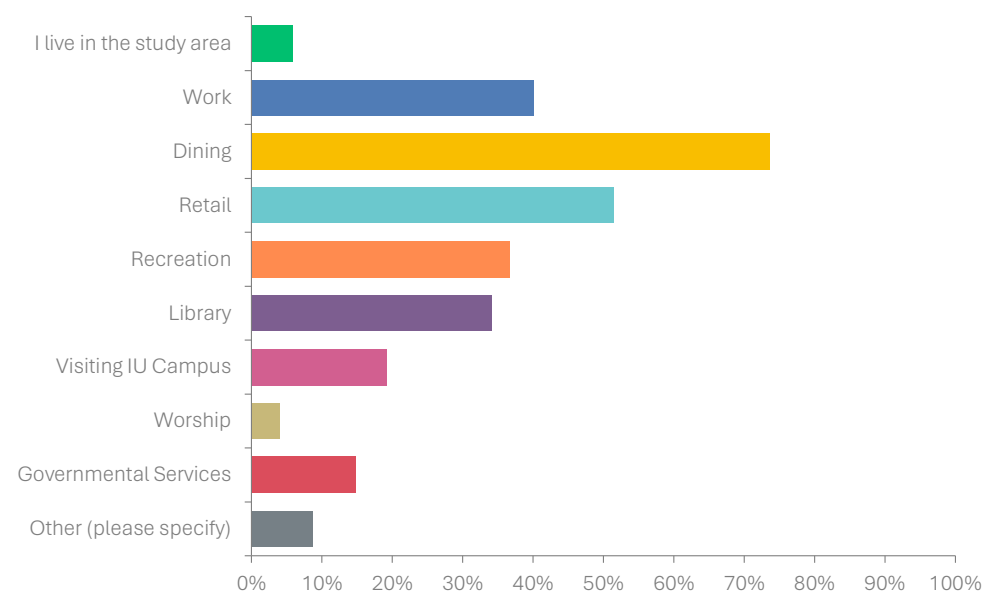
Answered: 1,394 Skipped: 111



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

Q8: What is your primary reason for visiting the study area? Select all that apply.

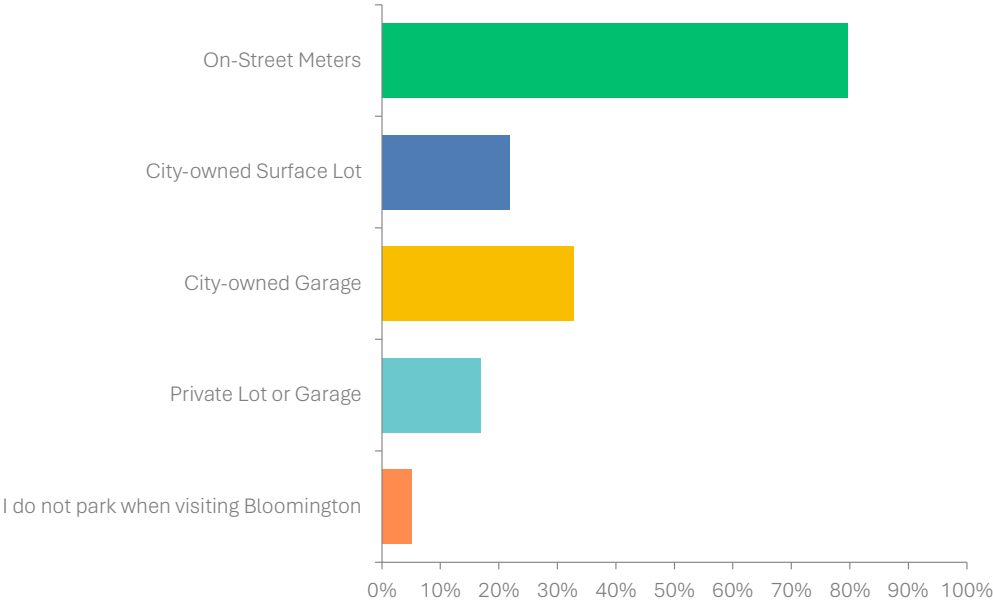
Answered: 1,396 Skipped: 109



ANSWER CHOICES	RESPONSES	
I live in the study area	5.87%	82
Work	40.11%	560
Dining	73.64%	1028
Retail	51.50%	719
Recreation	36.68%	512
Library	34.24%	478
Visiting IU Campus	19.20%	268
Worship	4.01%	56
Governmental Services	14.83%	207
Other (please specify)	8.74%	122
TOTAL		4,032

Q9: Where do you typically park when visiting the study area?

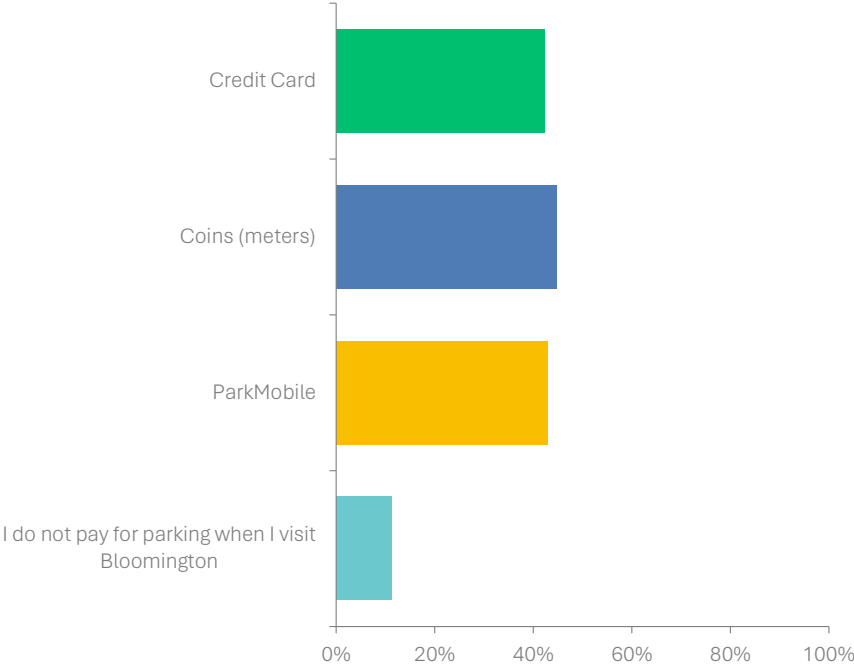
Answered: 1,385 Skipped: 120



ANSWER CHOICES	RESPONSES	
On-Street Meters	79.57%	1102
City-owned Surface Lot	21.73%	301
City-owned Garage	32.78%	454
Private Lot or Garage	16.90%	234
I do not park when visiting Bloomington	5.05%	70
TOTAL		2,161

Q10: How do you typically pay when parking in Bloomington? Select all that apply.

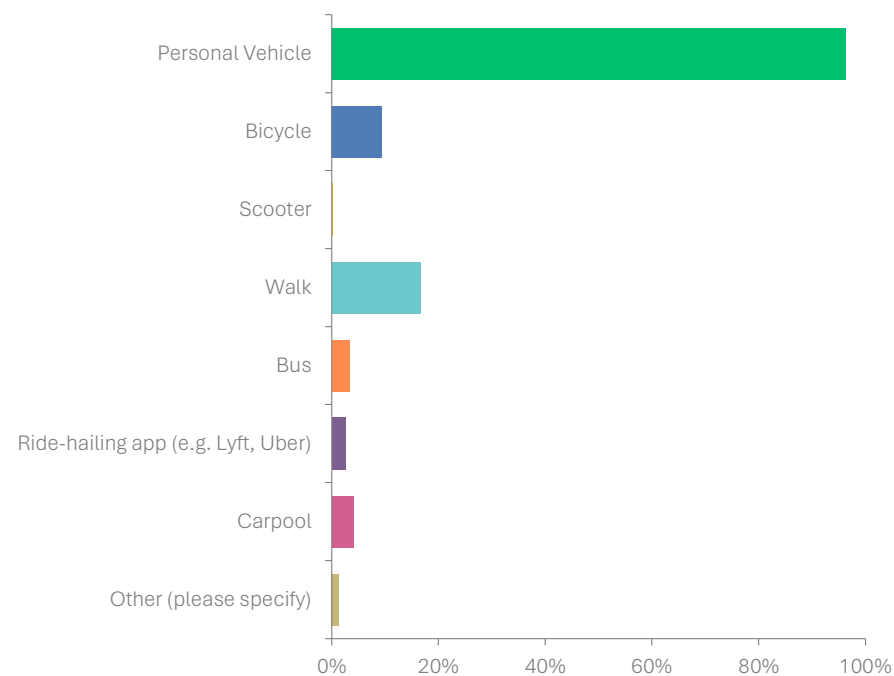
Answered: 1,392 Skipped: 113



ANSWER CHOICES	RESPONSES	
Credit Card	42.24%	588
Coins (meters)	44.76%	623
ParkMobile	42.89%	597
I do not pay for parking when I visit Bloomington	11.28%	157
TOTAL	1,965	

Q11: How do you typically travel to the Downtown area?

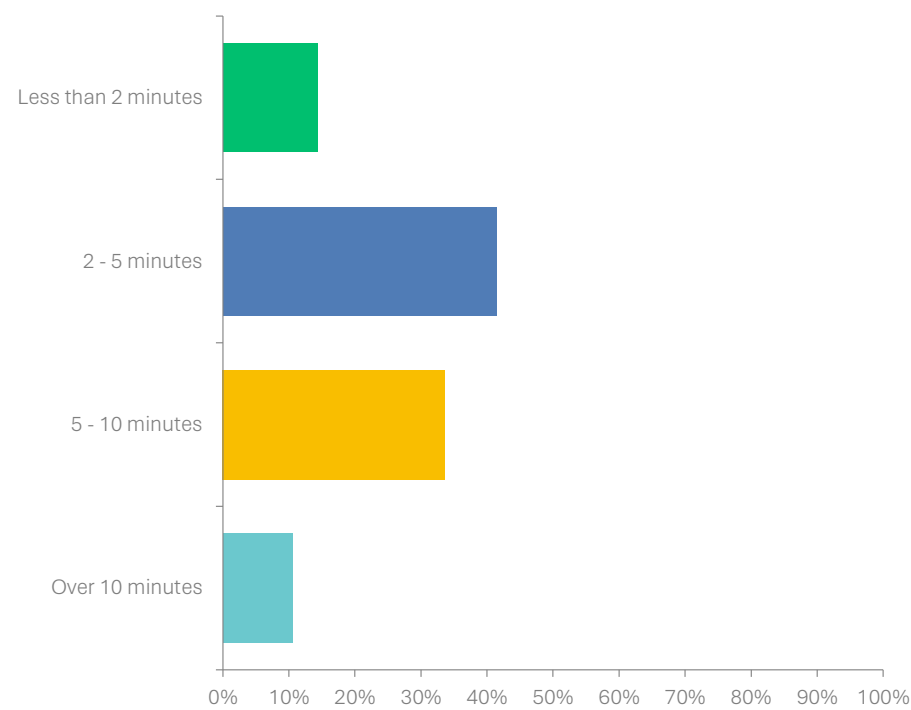
Answered: 1,396 Skipped: 109



ANSWER CHOICES	RESPONSES	
Personal Vehicle	96.35%	1345
Bicycle	9.38%	131
Scooter	0.14%	2
Walk	16.69%	233
Bus	3.37%	47
Ride-hailing app (e.g. Lyft, Uber)	2.58%	36
Carpool	4.08%	57
Other (please specify)	1.29%	18
TOTAL		1,869

Q12: Approximately how long does it take you to find parking within the study area?

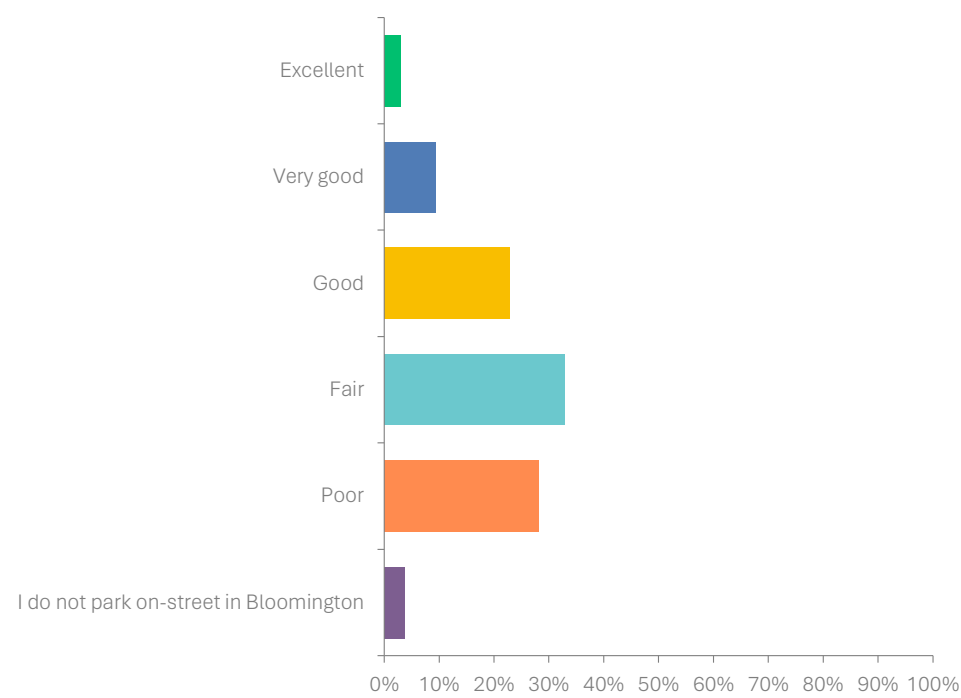
Answered: 1341 Skipped: 164



ANSWER CHOICES	RESPONSES	
Less than 2 minutes	14.32%	192
2 - 5 minutes	41.46%	556
5 - 10 minutes	33.63%	451
Over 10 minutes	10.59%	142
TOTAL		1,341

Q13: How would you rate your experience when parking on-street in Bloomington?

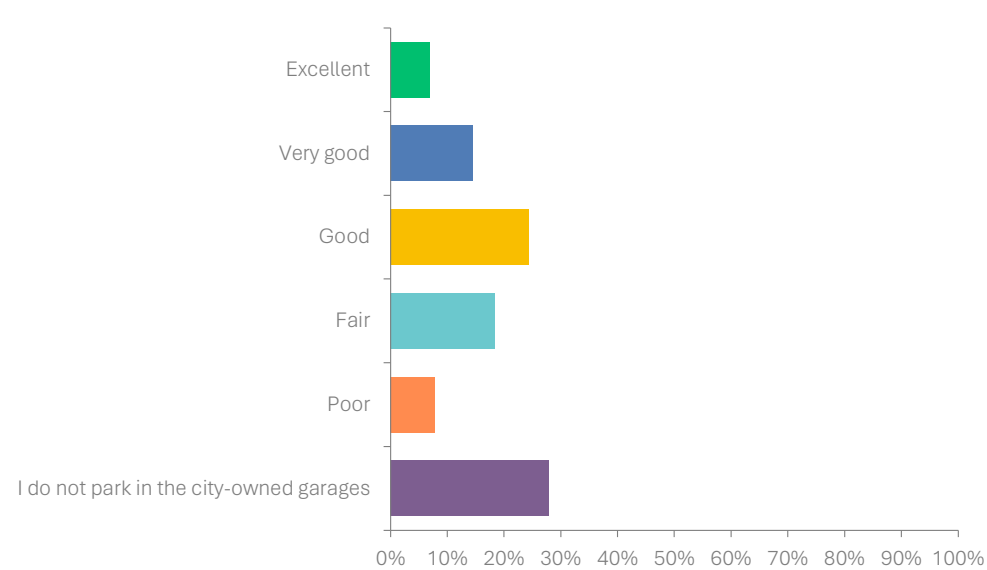
Answered: 1,348 Skipped: 157



ANSWER CHOICES	RESPONSES
Excellent	2.97%40
Very good	9.35%126
Good	22.92%309
Fair	32.94%444
Poor	28.19%380
I do not park on-street in Bloomington	3.64%49
TOTAL	1,348

Q14: How would you rate your experience when parking in the city-owned parking garages?

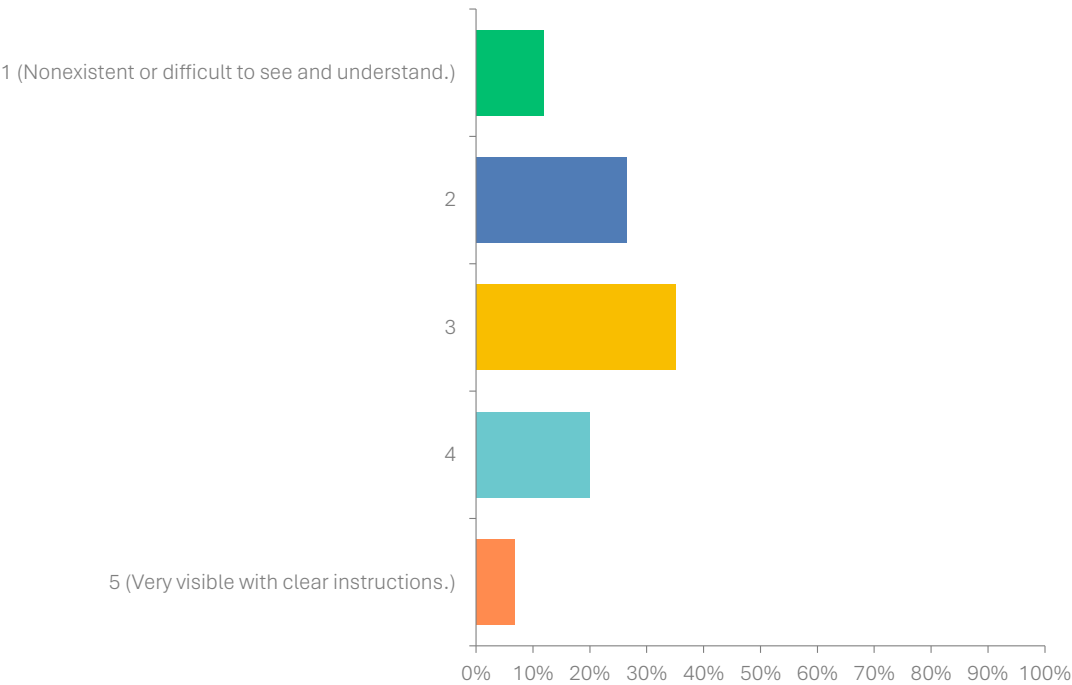
Answered: 1,347 Skipped: 158



ANSWER CHOICES	RESPONSES	
Excellent	6.90%	93
Very good	14.55%	196
Good	24.35%	328
Fair	18.34%	247
Poor	7.87%	106
I do not park in the city-owned garages	27.99%	377
TOTAL		1,347

Q15: Please rate the signage for locating parking in the study area on a scale of 1 to 5, with 1 being poor and 5 being excellent.

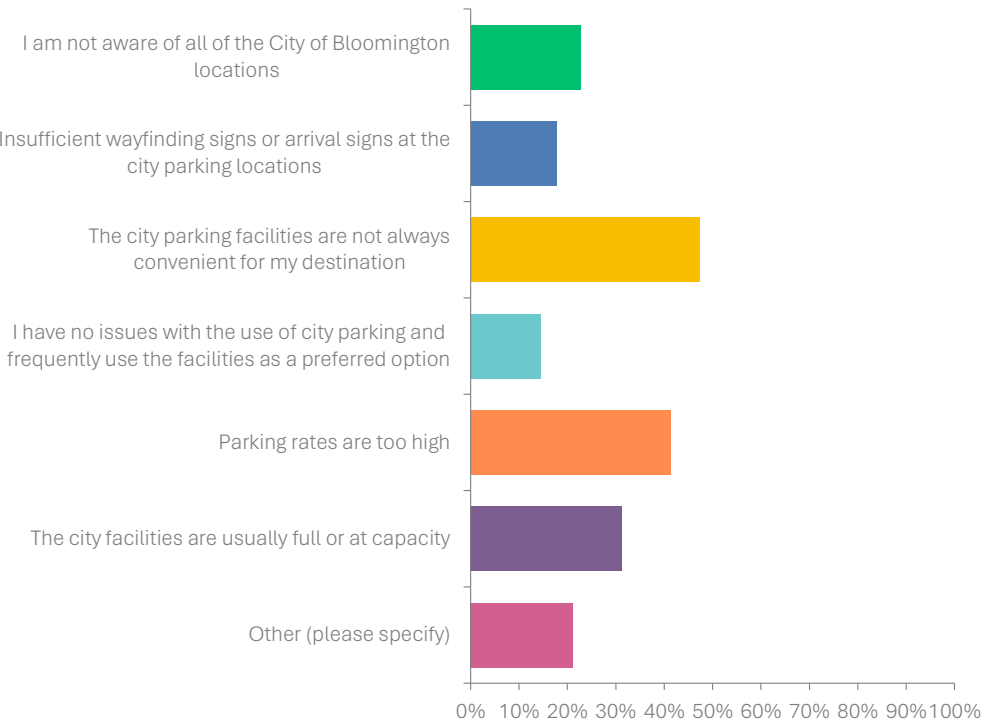
Answered: 1,332 Skipped: 173



ANSWER CHOICES	RESPONSES	
1 (Nonexistent or difficult to see and understand.)	11.86%	158
2	26.35%	351
3	35.14%	468
4	19.97%	266
5 (Very visible with clear instructions.)	6.68%	89
TOTAL		1,332

Q16: What factors may prevent or discourage you from parking at designated City of Bloomington parking locations? Mark all that apply.

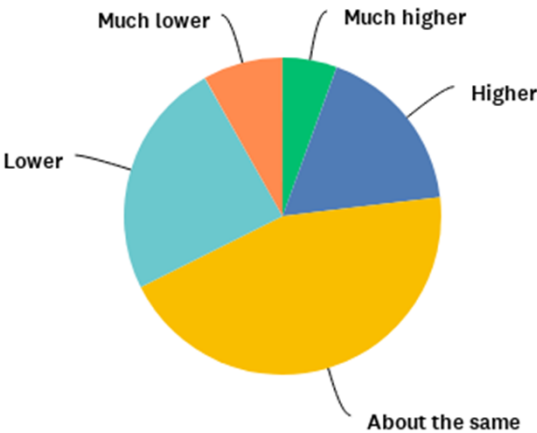
Answered: 1,331 Skipped: 174



ANSWER CHOICES	RESPONSES	
I am not aware of all of the City of Bloomington locations	22.69%	302
Insufficient wayfinding signs or arrival signs at the city parking locations	17.73%	236
The city parking facilities are not always convenient for my destination	47.26%	629
I have no issues with the use of city parking and frequently use the facilities as a preferred option	14.58%	194
Parking rates are too high	41.32%	550
The city facilities are usually full or at capacity	31.25%	416
Other (please specify)	21.11%	281
TOTAL		2,608

Q17: Below are the parking rates for Downtown Bloomington. In your experience with paid parking in other cities, how do the rates for the City of Bloomington compare to other cities?

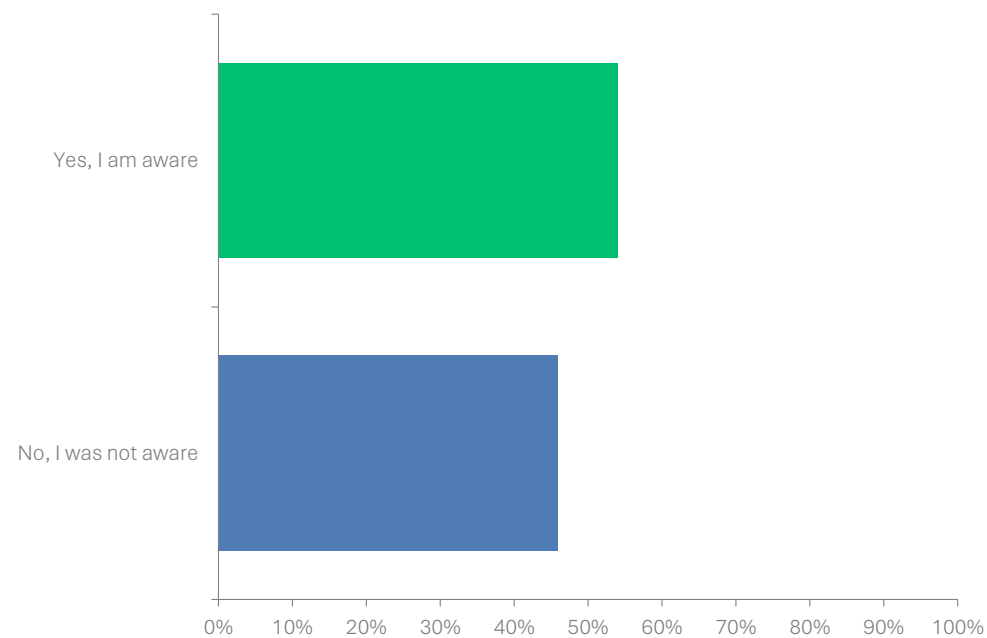
Answered: 1,244 Skipped: 261



ANSWER CHOICES	RESPONSES
Much higher	6.11%76
Higher	17.93%223
About the same	44.21%550
Lower	23.63%294
Much lower	8.12%101
TOTAL	1,244

Q18: Are you aware that it costs less to park in the City of Bloomington owned garages than it is to park on-street?

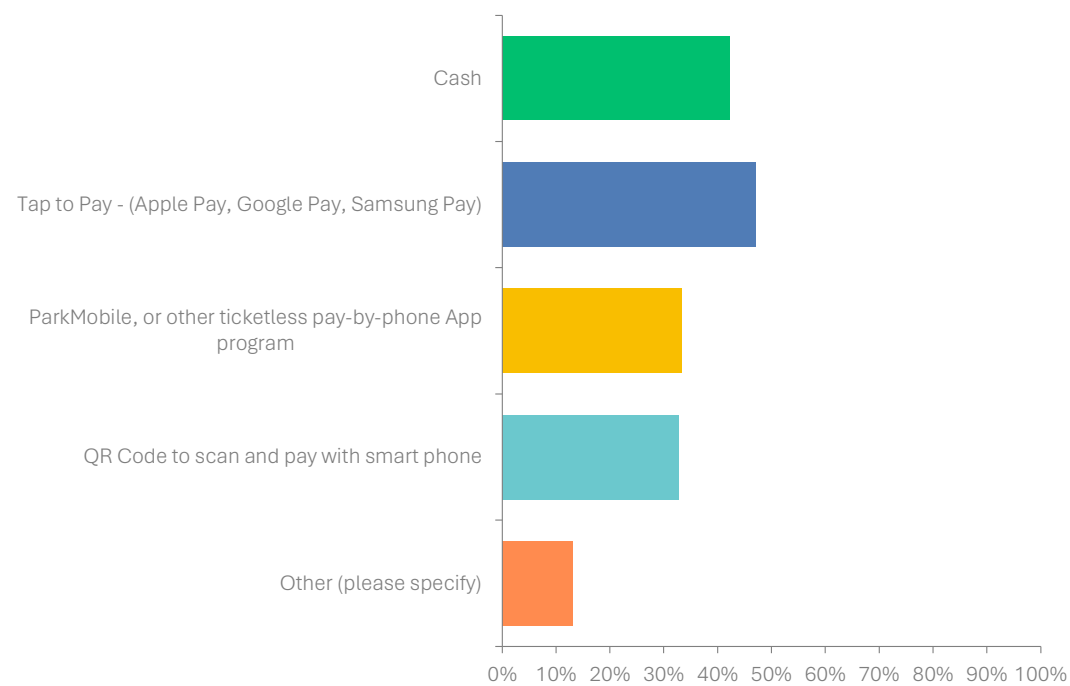
Answered: 1,319 Skipped: 186



ANSWER CHOICES	RESPONSES
Yes, I am aware	54.06% 713
No, I was not aware	45.94% 606
TOTAL	1,319

Q19: Which additional methods would you be interested in using to pay for parking? Select all that apply.

Answered: 1,198 Skipped: 307



ANSWER CHOICES	RESPONSES	
Cash	42.32%	507
Tap to Pay - (Apple Pay, Google Pay, Samsung Pay)	47.08%	564
ParkMobile, or other ticketless pay-by-phone App program	33.39%	400
QR Code to scan and pay with smart phone	32.89%	394
Other (please specify)	13.11%	157
TOTAL		2,022

Q19 – “Other” responses:

- Free Parking
- Cash / coins
- Credit Cards
- Tap to pay
- Monthly permits / discounted permits for workers
- An app with no service fee
- No additional apps
- Prepaid card

Q19: Summary of Comments

Strong Preference for Free or Low-Cost Parking

- **Overwhelming desire for free parking**, especially for short visits, workers, and volunteers.
- Many feel parking fees are a “shakedown” or unjust tax on residents and visitors.
- Frequent mention of how **paid parking reduces time spent downtown**.

Support for Coin/Cash Payment Options

- Many respondents **prefer coins or cash**, especially for short trips.
- Concerns that **coin meters are more inclusive**, especially for:
 - Seniors
 - Those without smartphones
 - People with accessibility or financial barriers
- Several reported **malfunctioning coin meters** that led to unjustified tickets

Frustration with ParkMobile App

- ParkMobile criticized for:
- **Service/convenience fees**, especially for short stays.
- **Technical issues**: failed payments, logouts, confusing setup.
- **App fatigue** and resistance to downloading another app.
- Some suggested switching apps or removing ParkMobile entirely.

Q19: Summary of Comments cont.

Mixed Reactions to Card and Tap-to-Pay Options

- Many like **credit/debit card payments** at meters or kiosks—as long as there's no added fee.
- A few mentioned **tap-to-pay** or **prepaid cards** as convenient if secure and fee-free.
- Metal credit cards reportedly not accepted by some machines.

Concerns Over Accessibility and Inclusivity

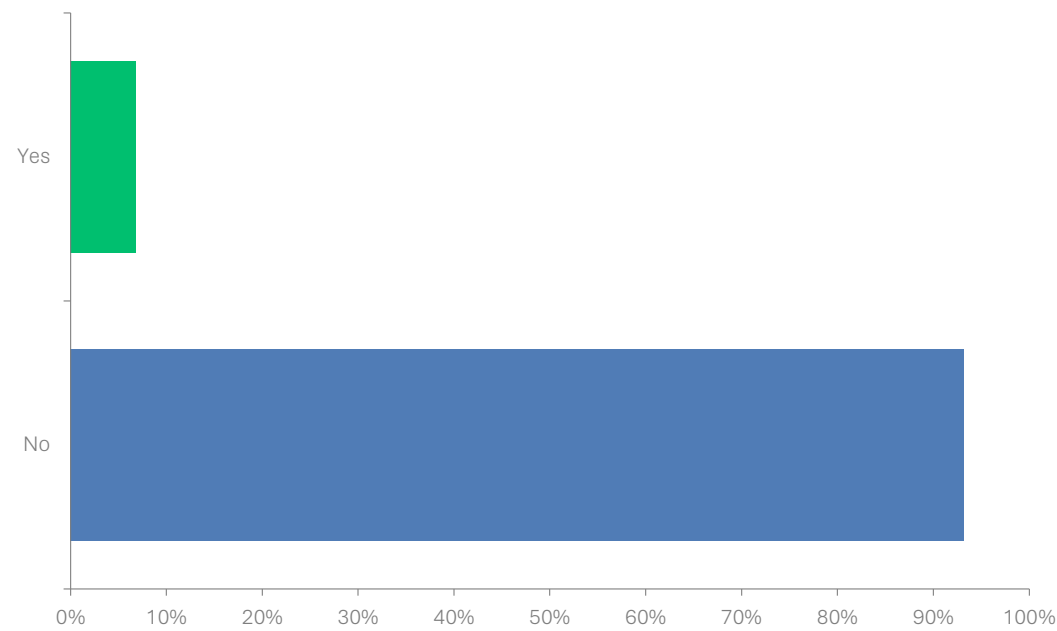
- App-only or digital-only options seen as **classist, ableist, and exclusive**.
- Several cited **cybersecurity concerns** with QR codes and mobile payment.
- Accessibility issues raised around confusing technology for older or disabled users.

Respondents' Suggestions for Improvement

- Offer **first 15–30 minutes free** or **free first hour**.
- Implement **prepaid cards** or **parking subscriptions** (like EZ Pass or Umo).
- Expand **monthly or annual pass options**, especially for residents and workers.
- Ensure **reliable, readable meters and kiosks**, especially in bright light.
- Improve **maintenance of meters and machines** to reduce ticketing errors.

Q20: Would you be willing to pay a higher parking rate or service fee to add more payment options, such as tap to pay (Apple Pay, Google Pay, Samsung Pay)?

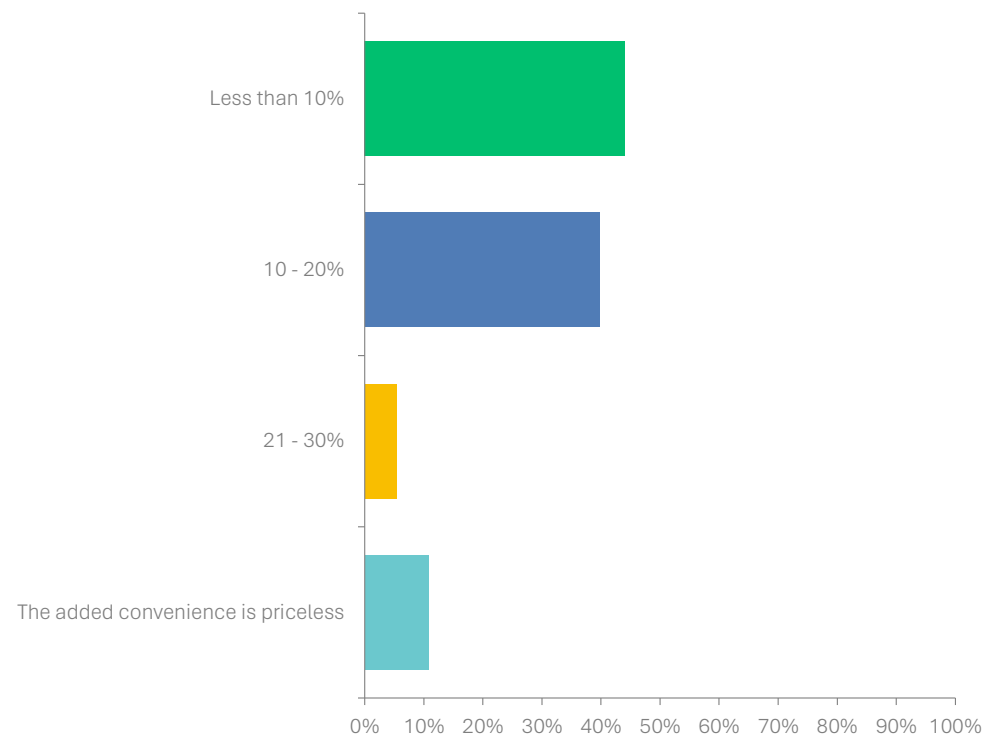
Answered: 1,319 Skipped: 186



ANSWER CHOICES	RESPONSES	
Yes	6.82%	90
No	93.18%	1229
TOTAL		1,319

Q21: Understanding there is an additional cost to provide a tap to pay option, how much more would you be willing to pay to include these payment options?

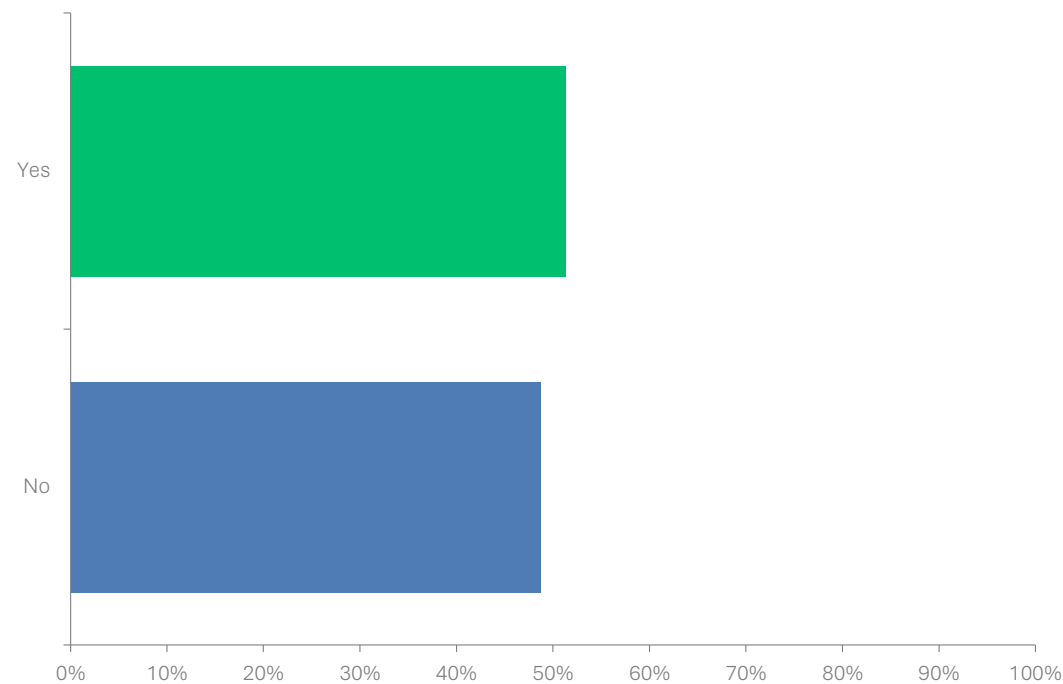
Answered: 93 Skipped: 1,412



ANSWER CHOICES	RESPONSES	
Less than 10%	44.09%	41
10 - 20%	39.78%	37
21 - 30%	5.38%	5
The added convenience is priceless	10.75%	10
TOTAL		93

Q22: Have you ever visited the City's Parking website (www.bloomington.in.gov/parking)?

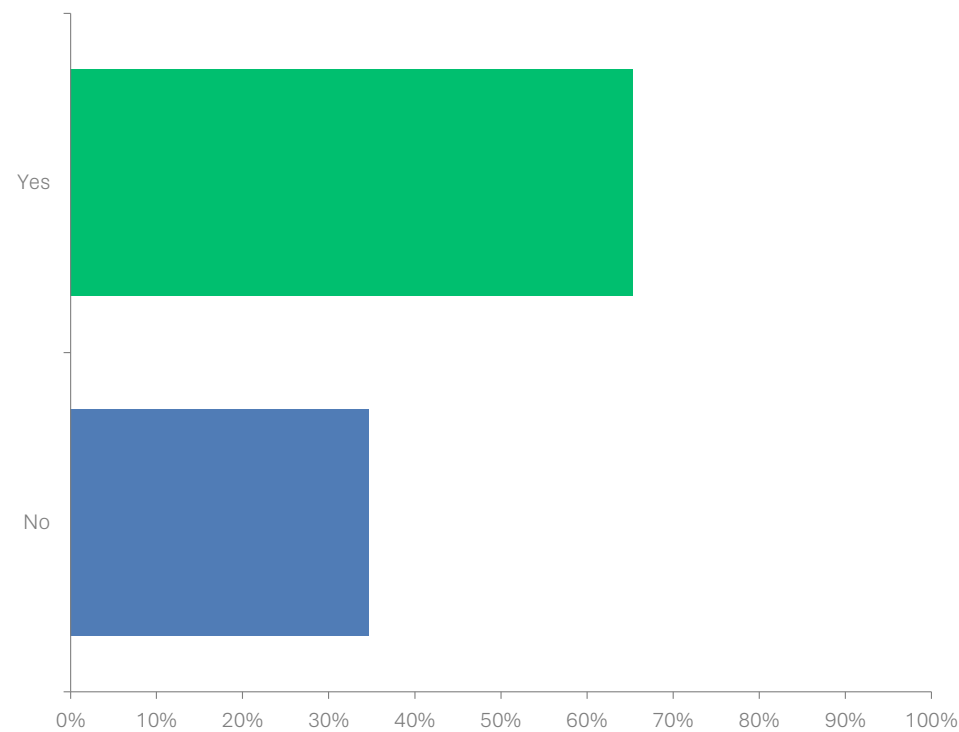
Answered: 1,325 Skipped: 180



ANSWER CHOICES	RESPONSES	
Yes	51.32%	680
No	48.68%	645
TOTAL		1325

Q23: Was the City's Parking website easy to use and understand?

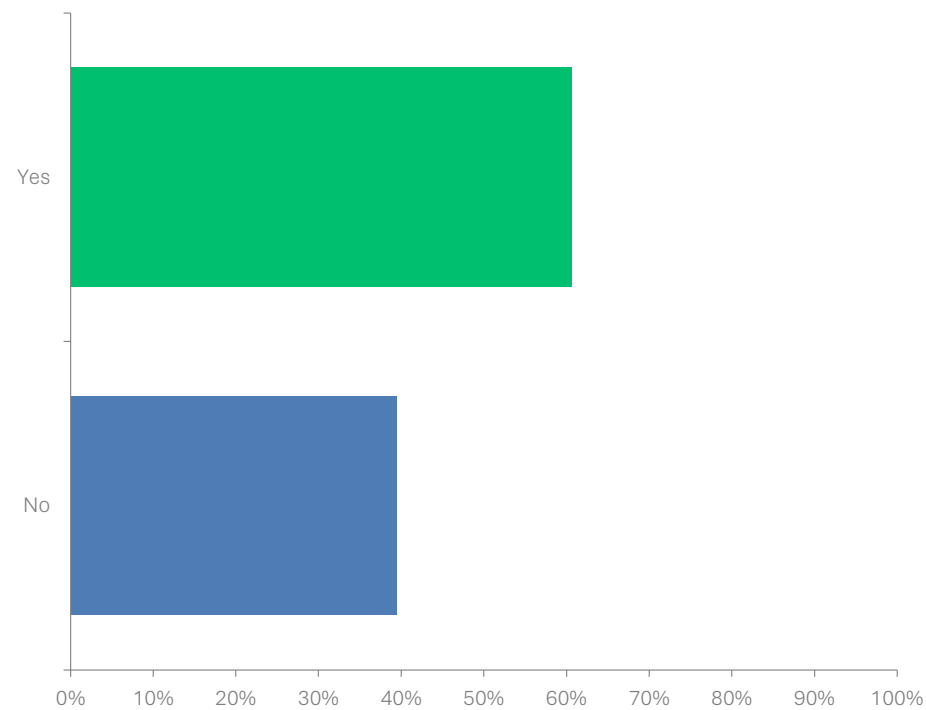
Answered: 655 Skipped: 850



ANSWER CHOICES	RESPONSES	
Yes	65.34%	428
No	34.66%	227
TOTAL		655

Q24: Have you ever received a parking citation from the City of Bloomington?

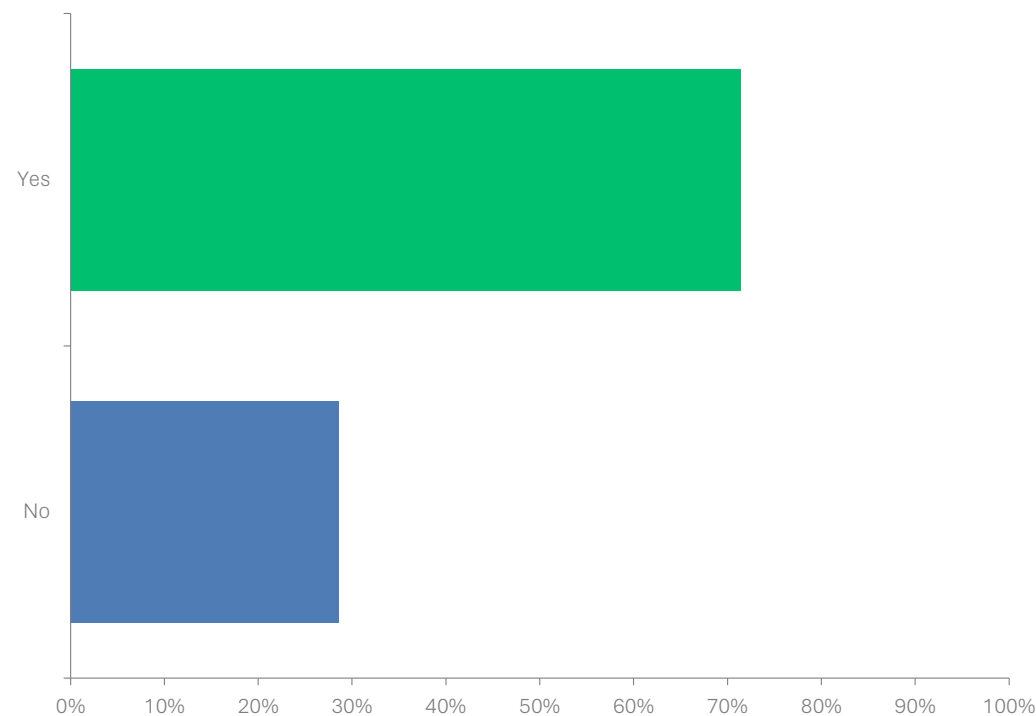
Answered: 1,319 Skipped: 186



ANSWER CHOICES	RESPONSES	
Yes	60.58%	799
No	39.42%	520
TOTAL		1319

Q25: Was the process to pay or appeal your citation easy to complete?

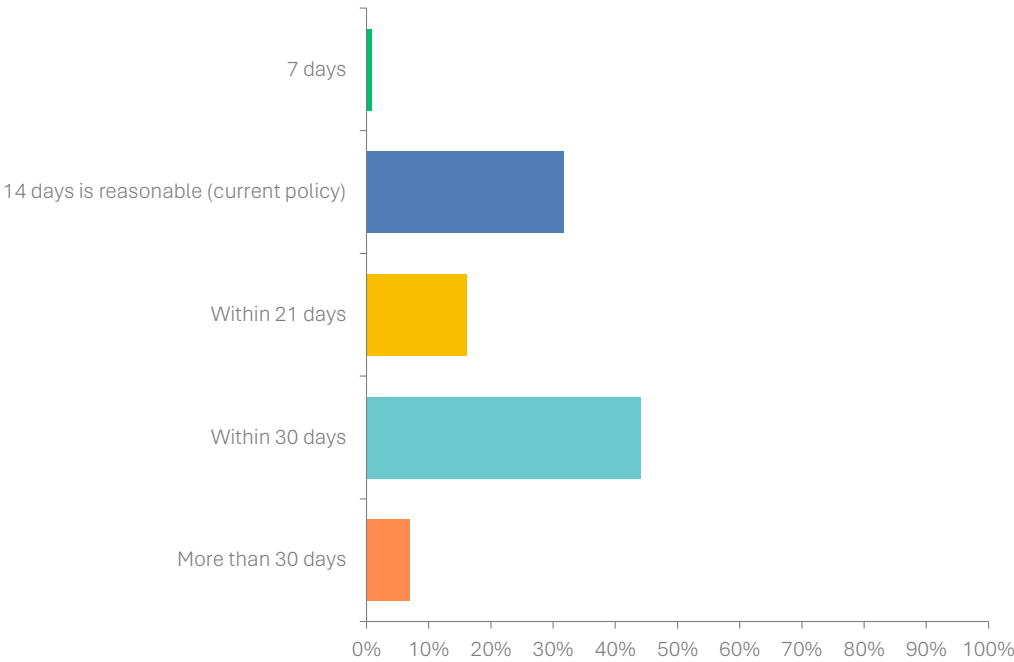
Answered: 783 Skipped: 722



ANSWER CHOICES	RESPONSES	
Yes	71.39%	559
No	28.61%	224
TOTAL	783	

Q26: Currently, violators have 14 days to pay or appeal a parking citation. What do you feel is a reasonable time frame to pay or appeal a citation?

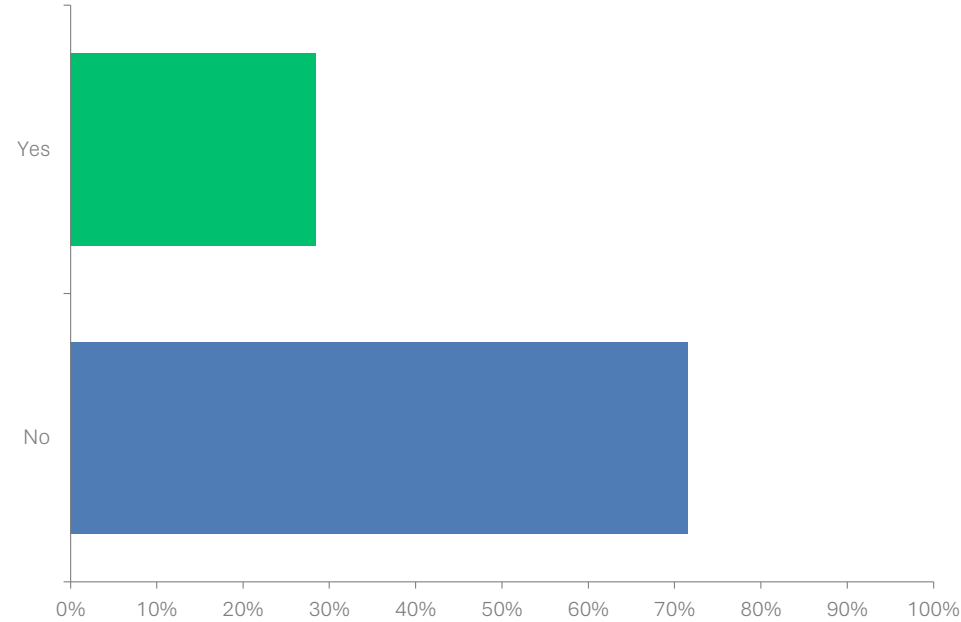
Answered: 1,308 Skipped: 197



ANSWER CHOICES	RESPONSES	
7 days	0.92%	12
14 days is reasonable (current policy)	31.80%	416
Within 21 days	16.21%	212
Within 30 days	44.11%	577
More than 30 days	6.96%	91
TOTAL		1,308

Q27: Currently, most parking violations are assessed a \$30 fine, which escalates to \$60 if not paid within 14 days. Do you agree with the current policy?

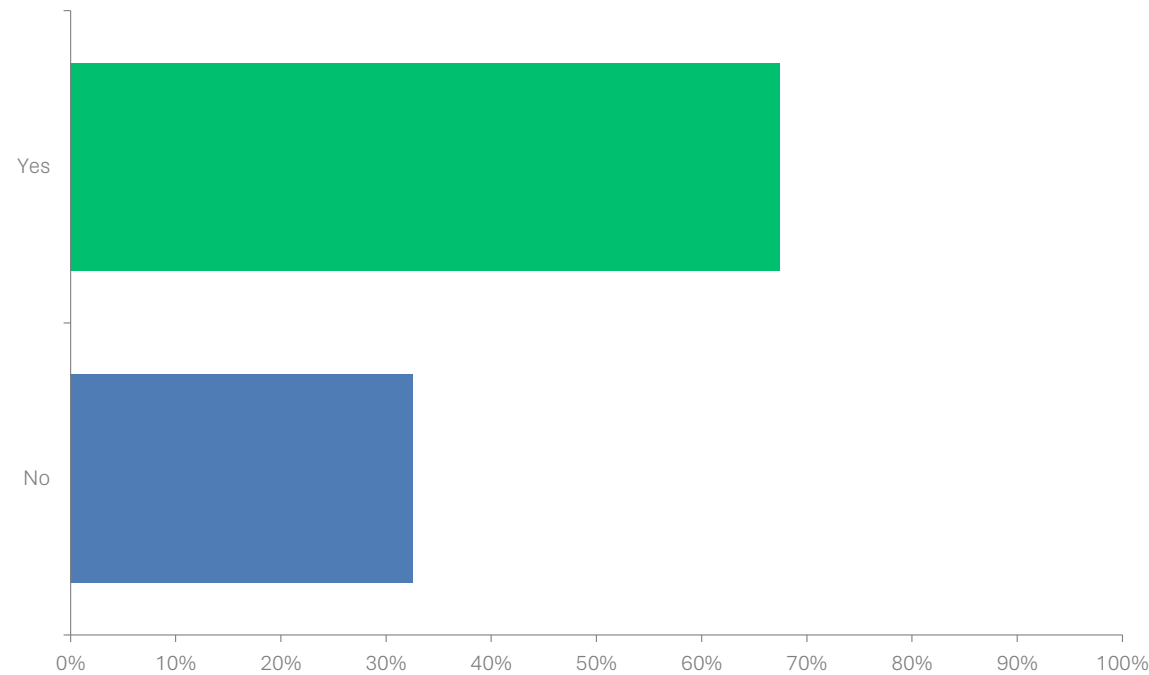
Answered: 1,297 Skipped: 208



ANSWER CHOICES	RESPONSES	
Yes	28.45%	369
No	71.55%	928
TOTAL		1,297

Q28: Would you support a graduated parking fine schedule in which the 1st offense is assessed a low fee, which increases significantly with each additional offense within a calendar year? Example for illustrative purposes: 1st Offense: \$102nd Offense: \$35 3rd Offense: \$50 4th Offense: \$100 5th Offense and beyond: \$300

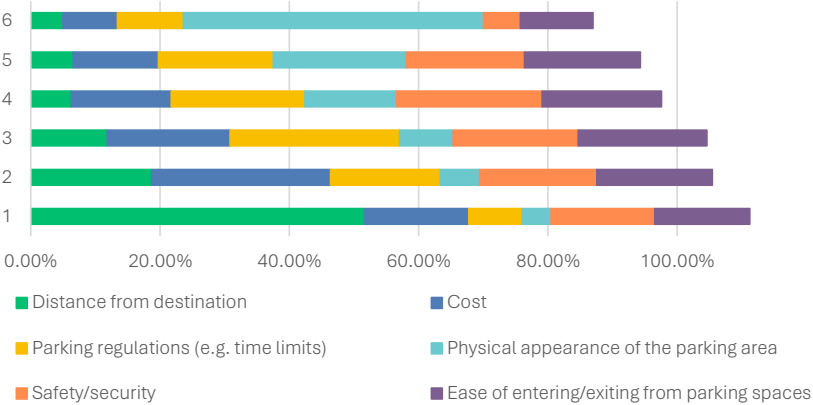
Answered: 1,297 Skipped: 208



ANSWER CHOICES	RESPONSES	
Yes	67.46%	875
No	32.54%	422
TOTAL		1,297

Q29: If a personal vehicle is the primary method of transportation to the study area, please rank the factors in deciding where to park (1 being the most important, 6 being the least important). Please note that each ranking (number) can only be chosen once.

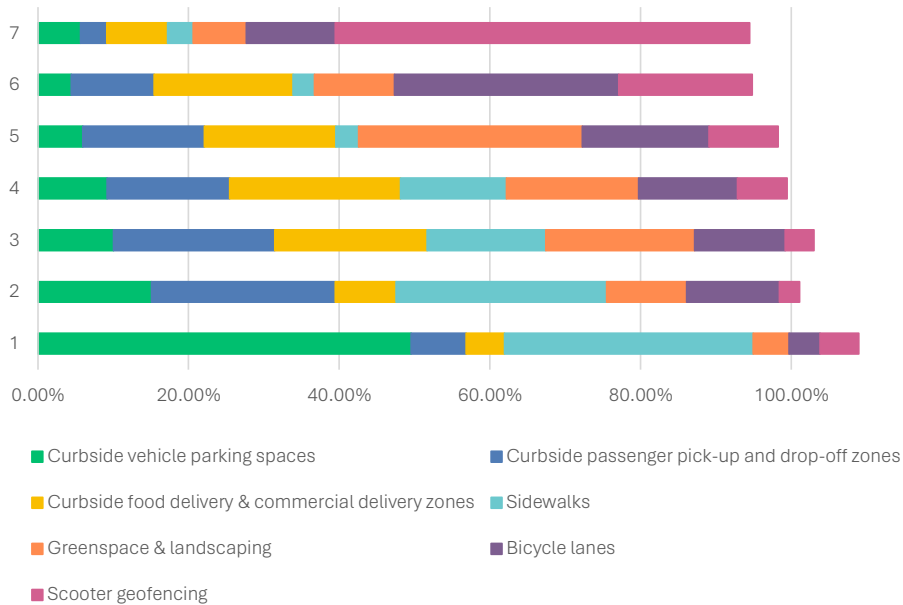
Answered: 1,203 Skipped: 302



	1	2	3	4	5	6	TOTAL
Distance from destination	51.62% 541	18.70% 196	11.83% 124	6.30% 66	6.58% 69	4.96% 52	1,048
Cost	16.16% 158	27.71% 271	19.02% 186	15.44% 151	13.19% 129	8.49% 83	978
Parking regulations (e.g. time limits)	8.27% 82	16.94% 168	26.21% 260	20.67% 205	17.74% 176	10.18% 101	992
Physical appearance of the parking area	4.43% 45	6.11% 62	8.28% 84	14.19% 144	20.59% 209	46.40% 471	1,015
Safety/security	16.03% 163	18.09% 184	19.37% 197	22.52% 229	18.29% 186	5.70% 58	1,017
Ease of entering/exiting from parking spaces	14.70% 162	17.88% 197	19.87% 219	18.42% 203	17.88% 197	11.25% 124	1,102

Q30: Curb space is limited in Bloomington. Please rank the following right-of-way uses based on what you believe is the most important infrastructure. (1 being the most important, 7 being the least important). Please note that each ranking (number) can only be chosen once.

Answered: 1,182 Skipped: 323

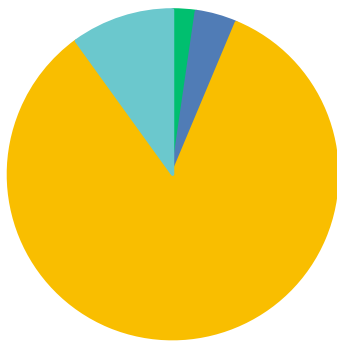


	1	2	3	4	5	6	7	TOTAL
Curbside vehicle parking spaces	49.53% 522	15.09% 159	10.06% 106	9.20% 97	5.98% 63	4.46% 47	5.69% 60	1,054
Curbside passenger pick-up and drop-off zones	7.33% 74	24.38% 246	21.41% 216	16.25% 164	16.15% 163	11.00% 111	3.47% 35	1,009
Curbside food delivery & commercial delivery zones	5.08% 51	8.07% 81	20.22% 203	22.71% 228	17.43% 175	18.43% 185	8.07% 81	1,004
Sidewalks	32.99% 348	27.96% 295	15.73% 166	14.03% 148	3.03% 32	2.84% 30	3.41% 36	1,055
Greenspace & landscaping	4.76% 48	10.62% 107	19.74% 199	17.56% 177	29.66% 299	10.62% 107	7.04% 71	1,008
Bicycle lanes	4.14% 42	12.32% 125	12.02% 122	13.10% 133	16.85% 171	29.75% 302	11.82% 120	1,015
Scooter geofencing	5.11% 52	2.65% 27	3.83% 39	6.59% 67	9.14% 93	17.70% 180	54.97% 559	1,017

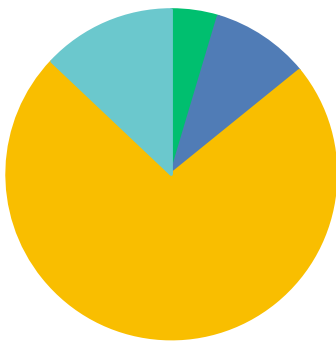
Q31: The City of Bloomington offers various parking services and programs. Please describe your familiarity with the services.

Answered: 1,172 Skipped: 333

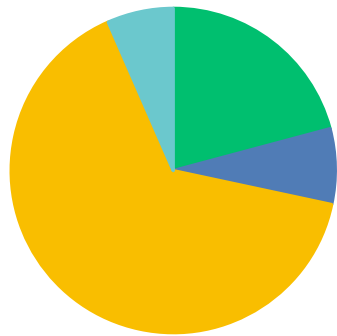
Electric Vehicle Charging



Bike Storage



Electric Bike/Scooter Program



- I use this often
- I use this sometimes
- I never use this
- I was not aware of this service

	I USE THIS OFTEN	I USE THIS SOMETIMES	I NEVER USE THIS	I WAS NOT AWARE OF THIS SERVICE	TOTAL
Electric Vehicle Charging	2.29% 17	4.04% 30	83.71% 622	9.96% 74	743
Bike Storage	4.60% 38	9.56% 79	72.88% 602	12.95% 107	826
Electric Bike/ Scooter Program	20.84% 238	7.53% 86	65.06% 743	6.57% 75	1,142

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

- Free parking for the first two hours
- Enforcement hours reduced – evening & weekends free
- Do not take away coin option for meters
- Employee parking rate for downtown service workers
- Meters are often broken
- Back-in parking is dangerous
- Reassess ADA and motorcycle space locations
- Bike lanes on 7th are underutilized, and there is now less parking
- Do not like the closing of Kirkwood
- Designated loading zones for delivery drivers
- Safety concerns in parking garages
- Elevator in 7th St. garage has been broken for a long time – creates a mobility issue

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

1. Accessibility and Equity

- Numerous complaints about lack of handicap-accessible parking, broken elevators in garages, and difficult parking for seniors or those with mobility issues.
- Many users emphasized the need for cash payment options, citing issues with smartphone access or discomfort with apps like ParkMobile.
- A strong sentiment that parking policies disproportionately affect working-class residents, hourly workers, volunteers, and downtown employees.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

2. Payment & Technology Frustrations

- **Surcharges** for using cards or apps were heavily criticized.
- Requests for **simpler and more reliable meters**, coin options, and text alerts for expiring sessions.
- Negative experiences with **ParkMobile**: frequent bugs, account resets, and inflexible pre-paid sessions.
- Many called for **flexible, user-friendly, and equitable payment systems**.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

3. Safety & Infrastructure Concerns

- Complaints about **garage safety** (especially at night), **homeless activity**, and **unclean conditions**.
- Elevator outages and **lack of wide spots** for trucks/SUVs noted.
- Concerns over **confusing or poorly marked signage**, especially near Bloomingfoods and the Walnut garage.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

4. Parking Design Critique

- The **back-in angle parking** on 6th Street and elsewhere was universally disliked and described as confusing and unsafe.
- Calls to **eliminate back-in spaces** and improve visibility and line markings.
- Many favor **angled or clearly marked parallel spots** instead.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

5. Financial Burden & Business Impact

- Dozens of comments revealed **people avoiding downtown** due to paid parking.
- Retailers and restaurants reported **loss of customers**, especially during evenings or summer closures of Kirkwood.
- Appeals for **free or discounted parking**: evenings, weekends, holidays, and for the first 15–30 minutes.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

6. Employee Parking Needs

- Many downtown workers emphasized high costs, ticket risks, and distant parking as burdens.
- Calls for employee permits, discounted monthly rates, and better accommodation of their needs.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

Positive Feedback

- Some users praised current garage options, friendly staff, and the general availability of spaces compared to other cities.
- A few commenters supported **dynamic pricing** and **walkability-focused planning** downtown.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

Controversial Topics

- **Scooters and bikes:** Highly polarized views—some want more bike lanes, others want them banned.
- **Kirkwood closures:** Loved for pedestrian experience by some, disliked by others for loss of parking and traffic flow issues.
- **Two-way streets and narrowed lanes:** Generally opposed due to increased congestion.

Q32: Thank you for taking this survey! Please share any additional thoughts regarding parking below.

Suggestions & Requests

- Free parking periods: especially during Farmers Market, summer, or weekends.
- Zone-specific permits for residents and employees.
- Better communication with hotels (e.g., Hilton Garden Inn) about garage access.
- Expanded public transportation and shuttle options to garages.
- More EV charging stations, especially downtown.
- Reduced ticket fines and grace periods for minor overstays.
- Increased enforcement transparency and attendant professionalism.



Appendix B – Benchmarking Analysis

Bloomington Parking Study

Appendix B

Benchmarking Analysis

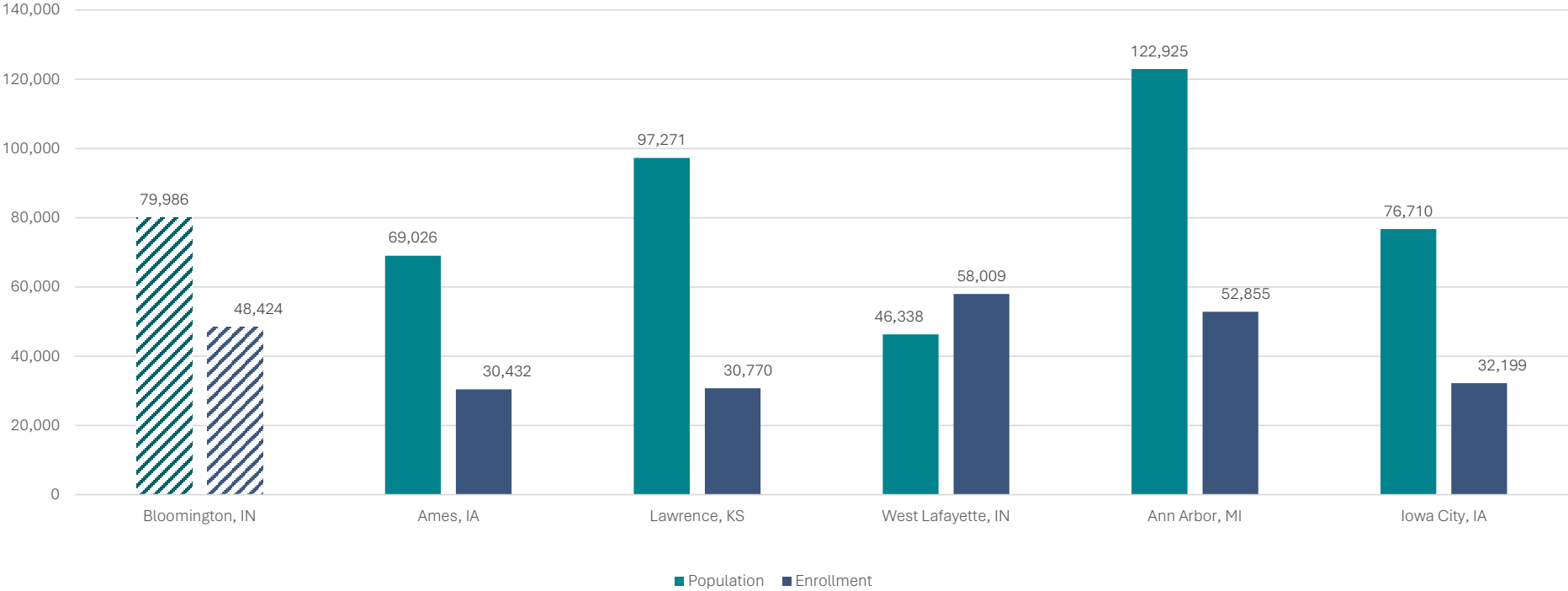


WALKER
CONSULTANTS

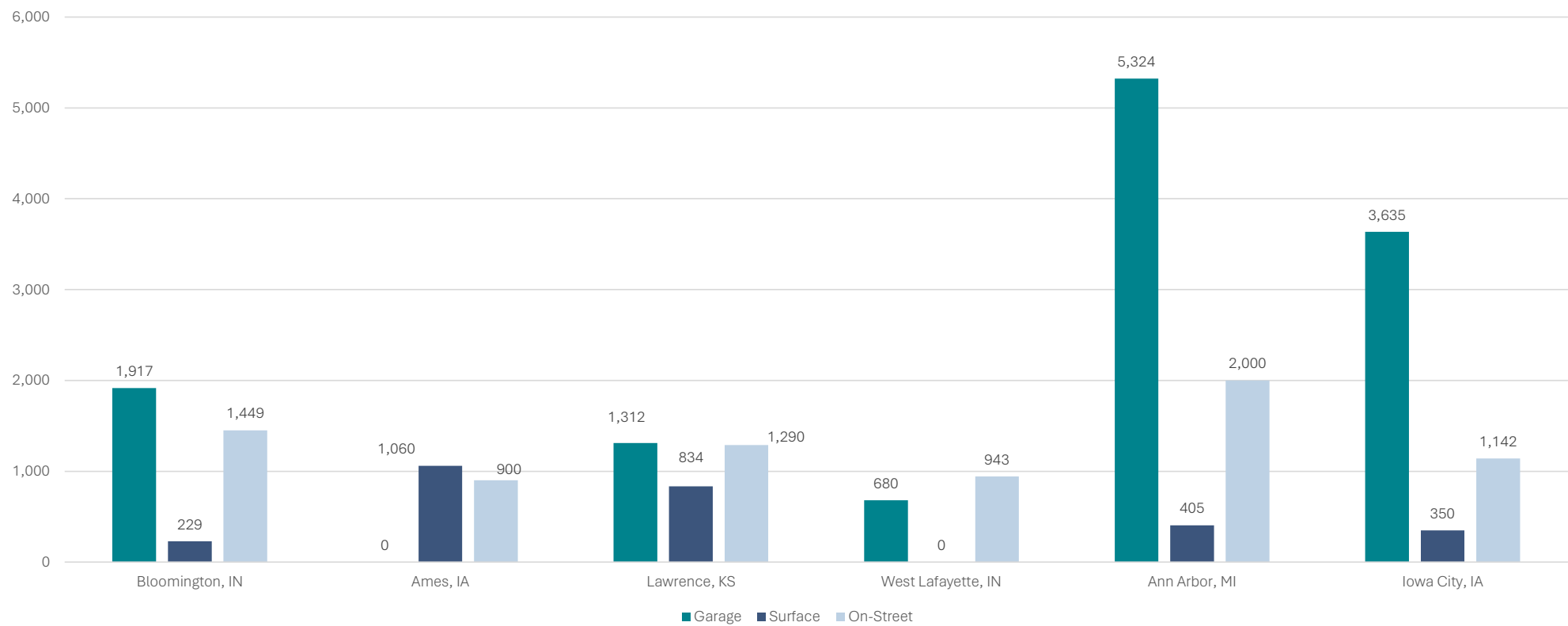
Summary

Policy	City of Bloomington, IN	City of Ames, IA	City of Lawrence, KS	City of West Lafayette, IN	City of Ann Arbor, MI	City of Iowa City, IA
University	☒	☒	☒	☒	☒	☒
Enforcement Hours	Mon. - Sat. 8 a.m. - 9 p.m.	Mon. - Sat. 8 a.m. or 9 a.m. - 6 p.m.	Mon. - Sat. 9:30 a.m. - 6 p.m.	Mon. - Sat. 7 a.m. - 7 p.m.	Mon. - Sat. 8 a.m. - 6 p.m.	Mon. - Sat. 9 a.m. - 6 p.m.
Time Limits (2-hour, 3-hour, etc.)	☐	☒	☒	☒	☒	☐
Residential Parking Permit	☒	☐	☐	☒	☒	☐
Downtown Employee Permit	☒	☒	☒	☐	☐	☐
Monthly Garage Permit	☒	☐	☒	☐	☒	☐
Monthly Surface Lot Permit	☐	☒	☐	☐	☒	☐
Parking Meter Fund	☒	☒	☐	☒	☐	☐
"Feeding the Meter" Prohibited	☐	☒	☒	☐	☒	☐
Citation Late Fee	☒	☒	☒	☒	☒	☒
Citation "discount" if paid early	☐	☐	☐	☐	☒	☐
Separate Offense each period of overtime parking	☒	☐	☐	☐	☒	☒

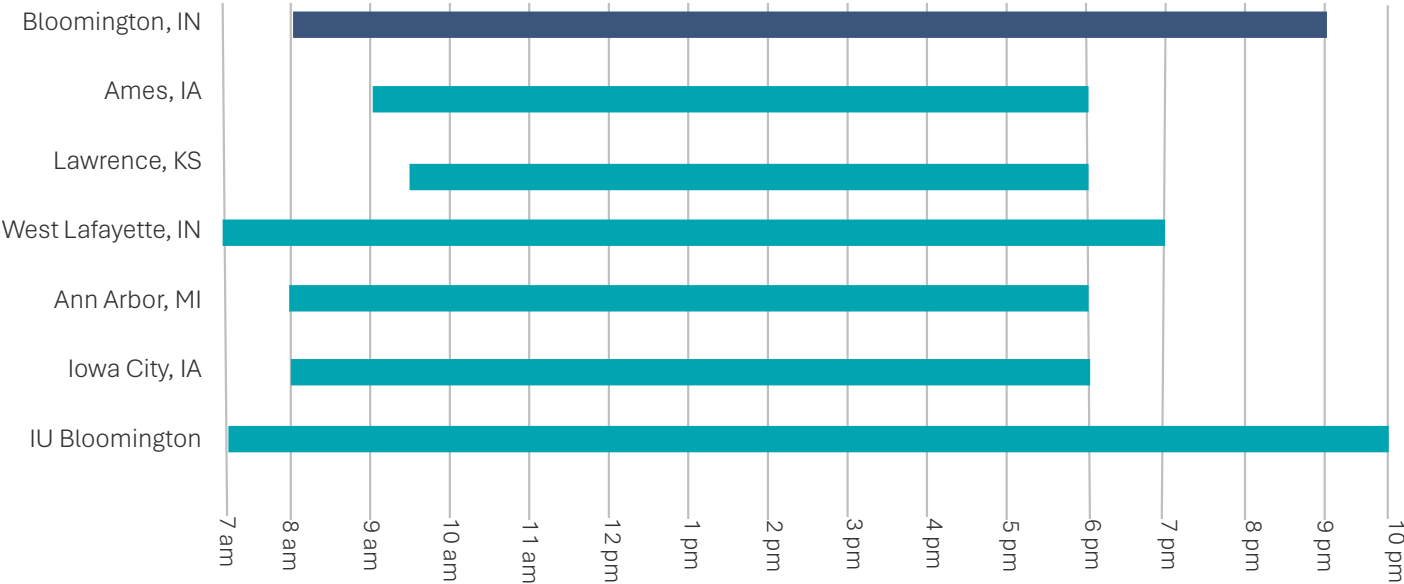
Population & Enrollment



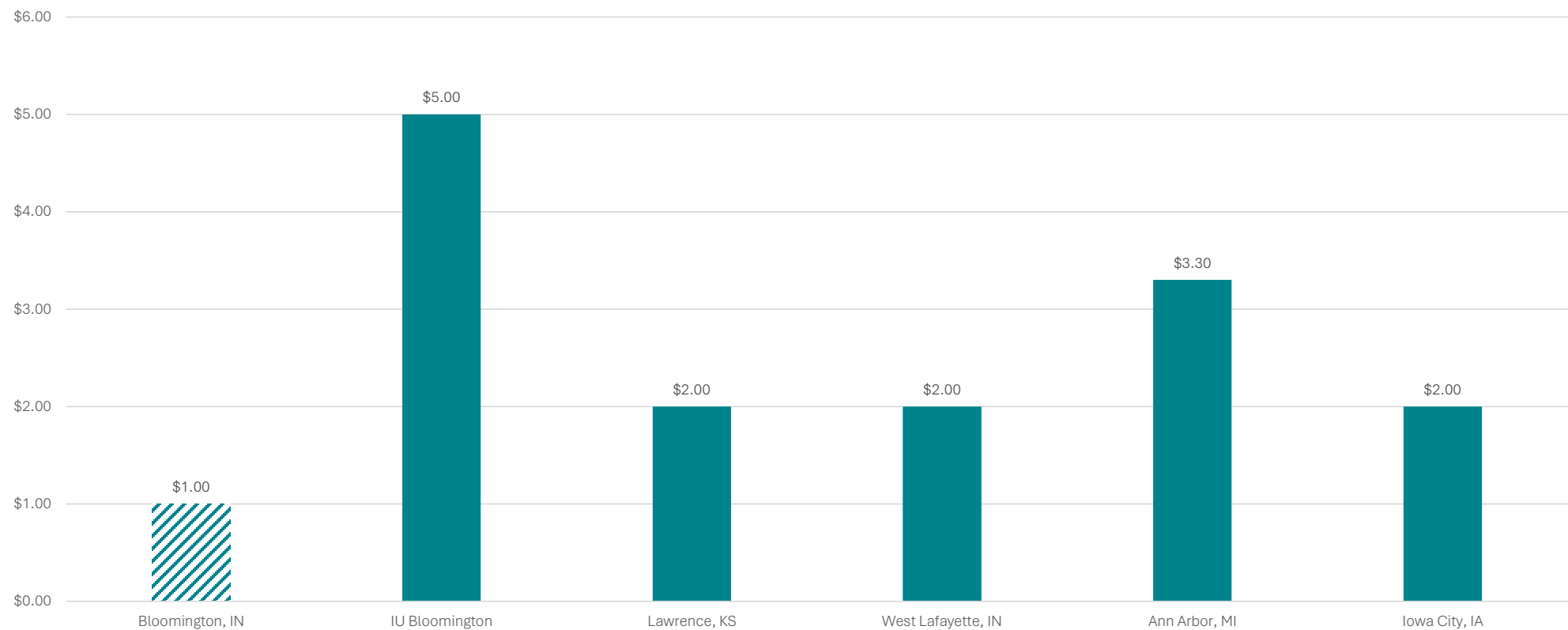
Number of Parking Spaces



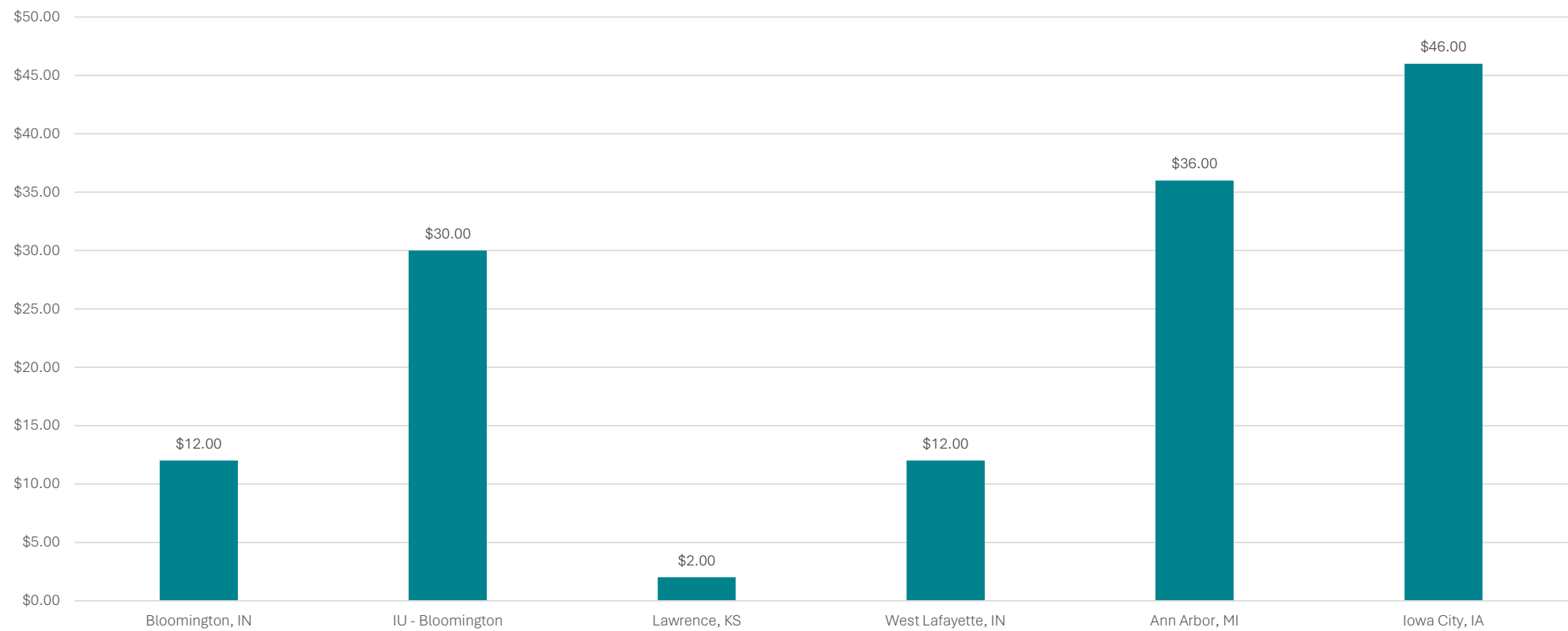
Enforcement Hours



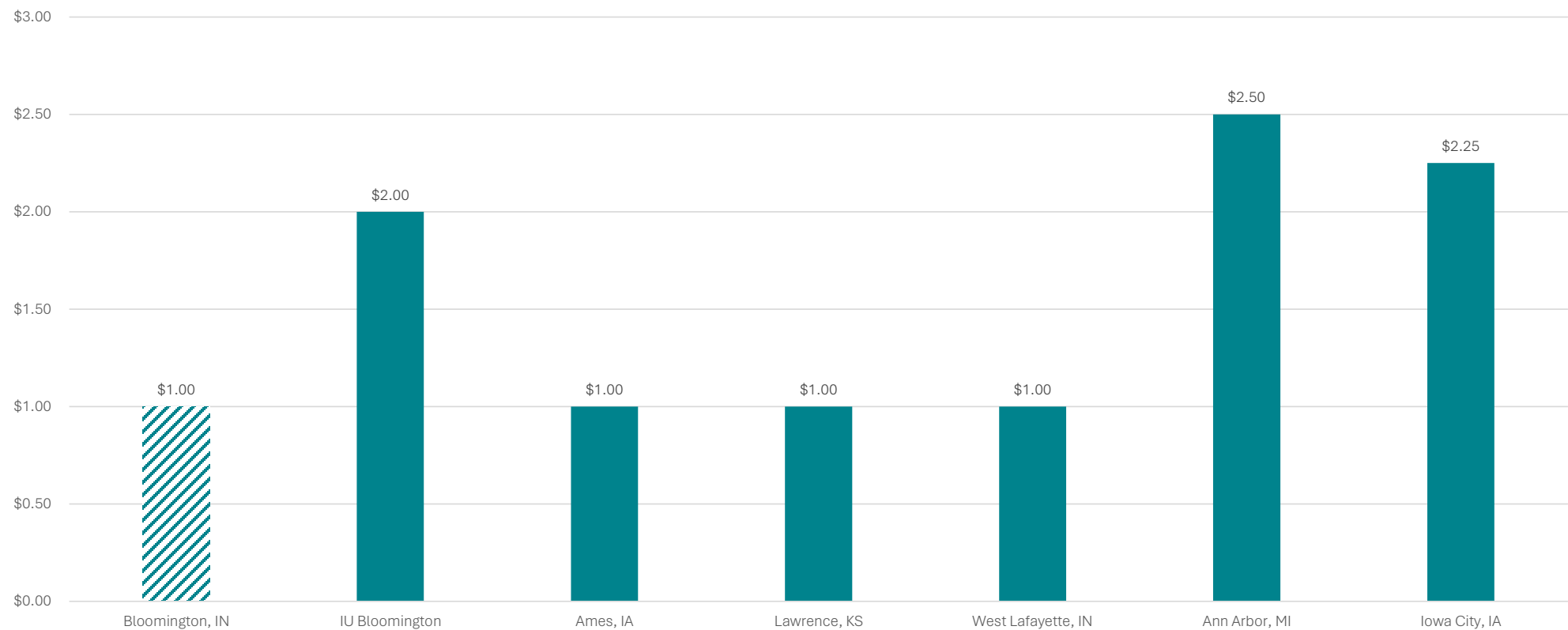
Off-Street (Garage), 2 Hour Stay



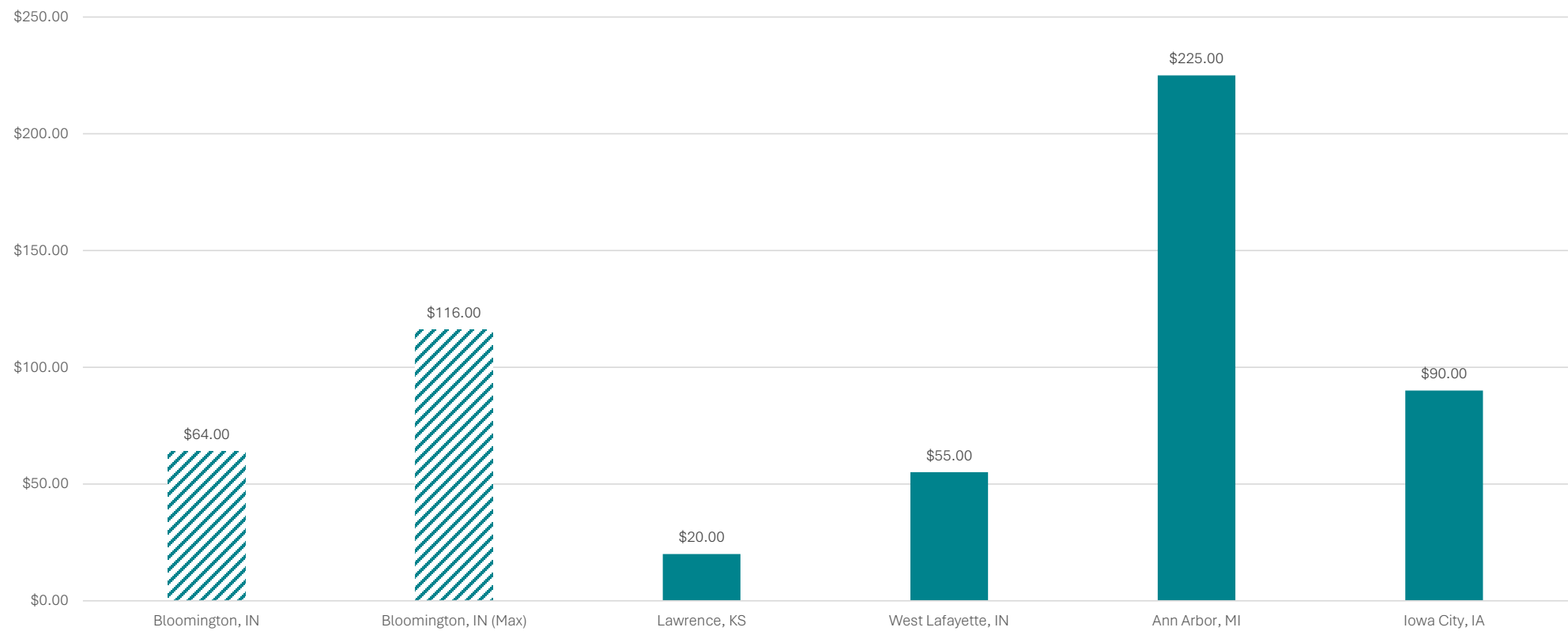
Off-Street Hourly, Daily Max (Garages)



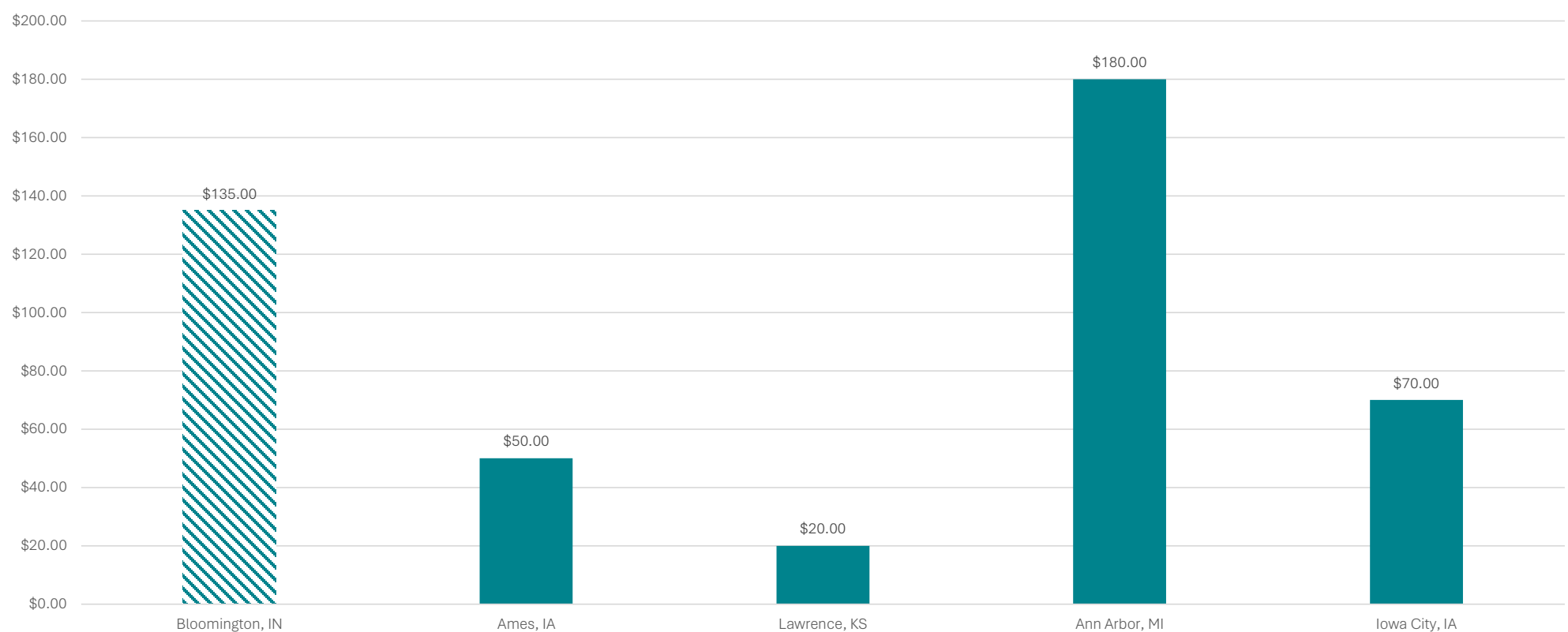
On-Street Hourly Rates



Garage Monthly Permit Rates



Monthly Surface Lot Permit Rates



Bloomington only offers permits in Lot 5. West Lafayette does not have surface lots.



Appendix C – Rate Strategy Best Practices

Appendix C

Parking Rate Strategies

There are a number of parking fee strategies to promote turnover of on-street parking. The following section outlines a number of strategies that Walker considers to be “Best Practices”

Graduated or Tiered Pricing by Area or Zone

Boulder, CO

The AMPS Plan, as adopted in 2021, calls for the eventual introduction of zone-based dynamic pricing for paid on-street parking. Block faces or zones with higher parking demand activity will see higher hourly rates while those with lower demand activity will see lower hourly rates. Parking occupancy and demand will be evaluated by block face annually, and on-street rates will be continuously adjusted to reflect any changes that may occur with respect to overall demand patterns for a particular block face or zone.

Santa Fe, NM

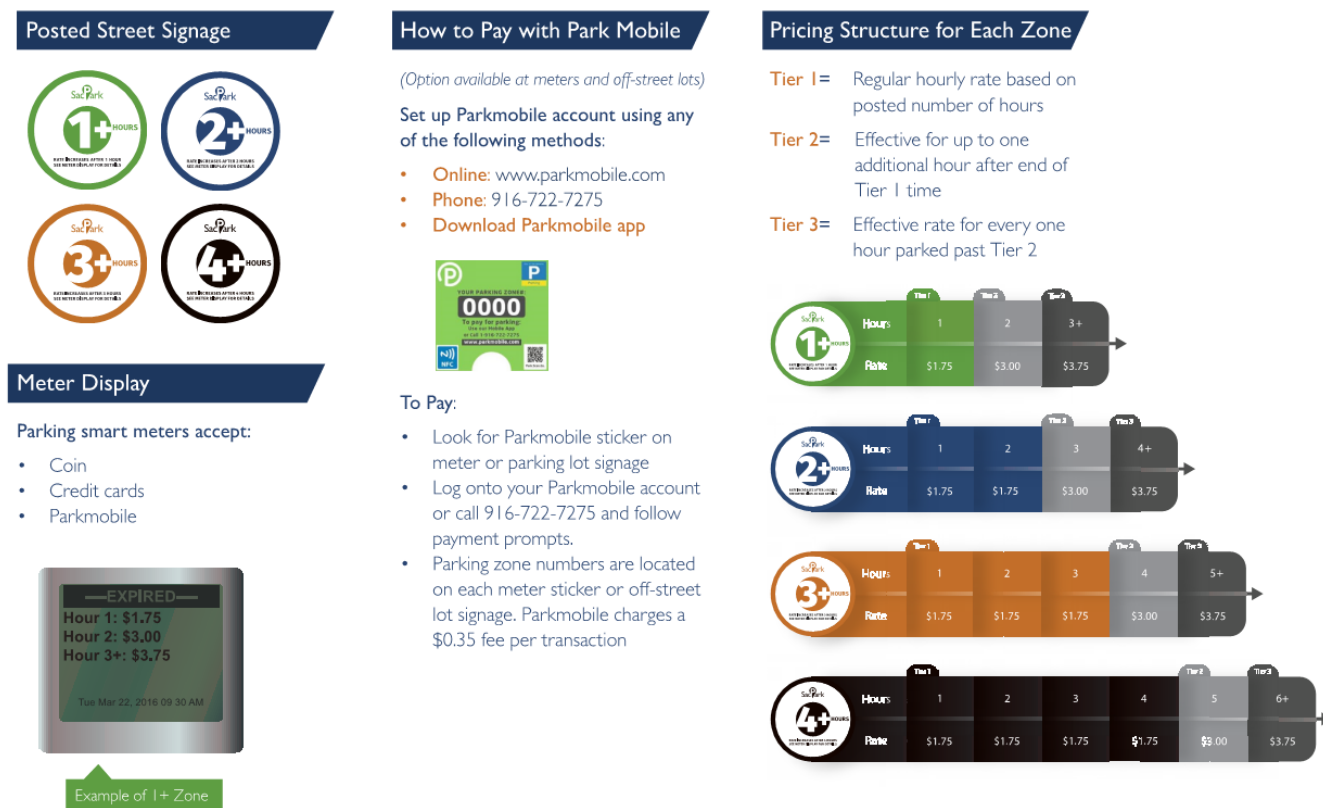
In Santa Fe, parking is an especially scarce resource due to the unique context of the old town/downtown area. The historic and protected nature of the downtown area and predominance of small, irregularly shaped lots and parcels nearly ensures that significant increases in the downtown parking supply will always be infeasible. Combined with the large number of visitors and tourists that frequent the area, a robust paid parking program is invaluable in Santa Fe and provides a steady and significant source of revenue and economic vitality to the city. In Santa Fe, most off-street parking starts out at \$1 for the first hour and doubles to \$2 per hour after the first hour. However, the Water Street Lot, one of the most convenient and high-demand lots, as well as all metered on-street parking is \$2 for the first hour as well as for subsequent hours. These graduated rates, and rate schedule differences based on the relative convenience of some lots over others, help to accomplish the goals of balancing supply and demand and encouraging turnover.

Sacramento, CA

In Sacramento, on-street public parking operates as a tiered system. The base rate is \$1.75 per hour with 4-meter tiers. Each tier represents the time limit for parking at the base rate. Tiers range from 1+ hour to 4+ hours. For all tiers, the rate for next hour after the time limit is \$3. For each hour thereafter, the rate is \$3.75. Some long-term meters exist that allow for up to 10 hours of parking with a \$3 or \$6 max rate, depending on location.

The figure below is an infographic sourced from Sacramento's parking website that explains in more detail how the pricing structure works. It shows the posted street signage, which indicates the duration of stay allowed, the display screen of the parking meters, directions for paying with Park Mobile, and the pricing structure of each zone.

Figure 1: Infographic Tiered Pricing



Source: City of Sacramento

Manitou Springs, CO

In 2022, Manitou Springs introduced a tiered pricing strategy for its existing paid parking system. Key features of the new dynamic and tiered strategy include:

- Dynamic pricing was introduced where parking downtown for 1 – 3 hours is \$2 per hour but is only \$1.50 per hour outside of downtown
- \$10 an hour parking for stays over 8 hours was implemented to further discourage all-day parking
- Seasonality was introduced, with parking in winter months less expensive than summer
- A program was implemented that distributes free parking credits for residents.
 - One credit is equal to one hour of parking downtown or at local parks
 - Each resident gets 50 credits annually
- A pass for regular visitors to Manitou was created with discounted parking rates, purchased in 10-hour increments for \$15 per 10 hours.

Austin, TX

Austin, TX is both a growing city and a university town, with over 50,000 students enrolled at the University of Texas. Parking is a major issue, with many competing users throughout the day. Austin has established a vision as a multimodal city that offers numerous transportation options, allowing people to avoid driving.

The City has a goal to achieve a 50/50 mode share with 50% driving alone and 50% using other travel options combined, by 2039. Right-sizing and managing parking supply is a strategy to achieve this goal. In September 2020, The Austin Transportation Department adopted a flexible street parking system. The new system removed all parking space time limits, allowing a maximum stay of ten hours with a tiered rate that increases based on the number of hours parked.

There is a \$2 hourly base rate. Additional hours after the first two increase in cost to encourage turnover. This also encourages long-term parkers to use off-street parking facilities. Commuters can rent daily parking at garages for \$5 per day. Metered parking hours can also vary based on the day of the week and location.

Figure 2 below shows Austin's graduated rate schedule for its on-street public parking.

Parking Hour	Rate per Hour	Parking Session Cost
1st	\$2	\$2
2nd	\$2	\$4
3rd	\$3	\$7
4th	\$3.50	\$10.50
5th	\$4	\$14.50
6th	\$4.50	\$19
7th	\$5	\$24
8th	\$5	\$29
9th	\$5	\$34
10th	\$5	\$39

Source: City of Austin

The Austin Transportation Department manages three off-street parking facilities that are priced based on location. Two facilities are priced lower than on-street parking and one is priced the same as on-street pricing.

Madison, WI

The City of Madison, Wisconsin, is home to a large student population from the University of Wisconsin's 65,000 students. The City's parking pricing policies align on and off-street pricing to encourage utilizing off-street facilities and place higher rates for the most in-demand spaces.

On-street parking meter policies and rates are intended to incentivize short-term parking. The City uses time limits to ensure that parking spaces are available for customers, creating regular turnover. On-street spaces closest to downtown have the shortest time limits and highest rates at \$2 per hour. Spaces on the periphery permit longer parking stays and reduced rates between \$1.10 per hour and \$1.30 per hour. Parkers cannot pay for additional time after the time limit has been reached. They must leave the space or are subject to citation. Meters are enforced from 8:00 a.m. to 6:00 p.m. Monday through Saturday.

Off-street parking pricing and time limits are set to encourage utilization of these facilities. For the most part, parking in off-street facilities is permitted 24 hours per day, seven days per week and pricing is less than on-street rates. Downtown lots have the highest rates, between \$1.00 and 2.00 per hour, and periphery lots at \$1.20 and \$1.30 per hour. Downtown garages are priced at between \$0.80 per hour to \$1.80 per hour depending on the distance to the center of downtown.

Madison also offers daily parking and monthly parking permits to encourage other travel uses and to give students an option to park. This is important because there is just one parking space for every five people on the University of Wisconsin-Madison campus.

Breckenridge, CO

The Town of Breckenridge is a resort community in the Rocky Mountains of Colorado, approximately 80 miles west of Denver. The downtown area has a mix of commercial retail, restaurant, and hospitality businesses located primarily along Main Street. The ski area is just west of downtown and is accessible via the BreckConnect Gondola and the Quicksilver Lift at the Village at Breckenridge, just south of downtown. This access makes in-town parking lots and on-street parking attractive to tourists, residents, and employees. The paid parking program was implemented to shift long-term employee and skier parking to outlying lots.

Downtown parking rates are tiered by location and length of stay. Parking is generally free for the first 15 minutes and \$0.50 for the first hour in all locations. However, the rate increases slightly for the second and third hours (between \$1 and \$4 per hour) with substantial rate increases after 3 hours (between \$2.50 and \$9 per hour).

Graduated or Tiered Pricing by Time of Day

Seattle, WA

In Seattle, on-street parking rates and time limits vary by zone and time of day. Morning rates are in effect between 8 a.m. and 11 a.m. Midday rates are in effect between 11 a.m. and 5 p.m. Evening rates are in effect between 5 p.m. and 8 p.m. (5 p.m. and 10 p.m. in some zones). Morning rates range from \$0.50 to \$2 per hour. Midday rates range from \$1 per hour to \$4 per hour. Evening rates range from \$0.50 to \$2.50 per hour. In some zones, parking is free after 6 p.m. with no evening rate in effect.

Graduated or Tiered Pricing by Day of Week/Month

Leavenworth, WA

A paid parking program was implemented in October of 2021 for both on-street and public off-street parking in downtown Leavenworth, WA. Leavenworth is a Bavarian-themed resort town that serves and provides services to nearby ski resorts. The theme of Leavenworth extends into annual special events held in the town, such as Oktoberfest.

On-street paid parking ranges from \$1 per hour to \$4.50 per hour, depending on the time of year, holiday, and whether special events or festivals are taking place. Off-street parking similarly ranges from \$1 per hour to \$4 per hour with a \$10 - \$30 maximum rate per day for stays exceeding 5 hours.

On-street and off-street rates vary based on a graduated classification scale ranging from “Quiet” to “Festival,” with a color-coded calendar provided for every month that identifies where on the scale the day is anticipated to fall under.

The figure below shows the rate schedules applicable for on-street and off-street parking, respectively.

Figure 3: Pricing by Week/Month

Street Meter Hourly Rates & Times				Parking Lot Hourly Rates & Hours								
				Hourly Rate	Start Time	End Time	Hourly Rate	Start Time	End Time	All Day	Early Bird	
					Festival	\$3.50	7:00 AM	3:00 AM	\$30.00	\$25.00		
	Festival	9:00 AM	8:00 PM		Festival 2				\$3.00	\$30.00	\$25.00	
	Festival 2		5:00 PM		Busy	\$2.50				\$20.00	\$18.00	
	Busy		8:00 PM		Busy 2				\$1.50	\$15.00	\$13.00	
	Busy 2		5:00 PM		Active					\$1.00	\$12.00	\$10.00
	Active		8:00 PM		Active 2	*Early Bird all day rate applies when you pay for all day parking between 7:00AM and 9:00 AM						
	Active 2		5:00 PM		Calm							
	Calm		8:00 PM		Calm 2							
	Calm 2		5:00 PM		Quiet							
	Quiet		\$1.00	5:00 PM								

The figure below shows a corresponding calendar month with color coding corresponding to the above classification scales.

Figure 4: Monthly Classification Strategy

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Graduated or Tiered Pricing Based on Season

Manitou Springs, CO

In 2022, seasonality was also introduced along with graduated or tiered pricing, with parking in winter months less expensive than in summer. Additionally, a program was implemented that distributes free parking credits for residents. One program credit is equal to one hour of parking downtown or at local park, and each resident gets 50 credits annually. Finally, a pass for regular visitors to Manitou was created with discounted parking rates, purchased in 10-hour increments for \$15 per 10 hours.

Park City, UT

Paid parking in Park City's historic Old Town area has been in place for over 20 years. It was implemented to address the parking shortages (and associated cruising for parking) along the popular Main Street corridor while at the same time shifting parking use to the nearby parking structure. The program was revamped and expanded in 2017.

Parking fees vary by season as well as by facility. The rates reflect that the Old Town area is busiest in the evening (particularly as a dining and entertainment center), with largely free parking prior to 5 PM and rates up to \$4 per hour in the evenings during the peak season. Providing one hour of free parking in the China Bridge parking structure is also provided to allow quick visits (such as to the nearby main post office).

The figure below shows how rates in Park City vary between peak and off-peak seasons at selected parking facilities.

Figure 5: Seasonal Rate Strategy

Facility	Peak Season			Non-Peak		
	Rate: 11AM-5PM	Rate: 5PM-Mdnt Max		Rate: 11AM-5PM	Rate: 5PM-Mdnt Max	
Main St	\$2/Hr	\$4/Hr	3 Hrs	\$1/Hr	\$1/Hr	3 Hrs
Brew Pub						
China Bridge	Free	\$3/Hr*	None	Free	\$1/Hr*	None
Swede Alley						
Bob Wells Plaza	Free	\$3/Hr	4 Hrs	Free	\$1/Hr	4 Hrs
Flag Pole Lot						
North Marsac	Free	\$1/Hr	24 Hrs	Free	Free	24 Hrs
* First Hour Free	Peak Seasons - Dec 15 to Apr 14, June 1 to Sep 30.					

Source: LSC

Aspen, CO

The City of Aspen first implemented paid parking in the downtown core in January of 1995, in order to address significant parking shortages (due in large part to long-term employee and resident on-street parking) and to shift parking towards the new Rio Grande parking structure. It has since been expanded as part of the City's substantial efforts to reduce transportation-related emissions and to cap traffic volumes.

In Aspen, parking generally increases by \$2 for all time periods and facilities between peak and off-peak seasons (peak seasons are December – March and June – September, respectively).

Fully Dynamic Pricing

San Francisco, CA

In 2008, the San Francisco Municipal Transportation Agency (SFMTA) approved an ordinance to pilot *SFpark* a performance pricing pilot that set and adjusted rates for on-street parking meters and off-street facilities (garages and lots) in the downtown area based on utilization goals. In 2010, the city received a \$25 million grant from the U.S. Dept. of Transportation's Urban Partnership Program to implement the *SFpark* pilot. Meter rates in the pilot area were adjusted periodically to maintain an average occupancy of 60 to 80 percent, or at least one spot per block to prevent circling for parking. During the pilot, sensor technology monitored real-time information about where parking was available. SFMTA used this data to adjust rates and transmit space availability to a smartphone app for drivers to quickly find open spaces.

Meter prices during the pilot ranged from \$.25 to \$6.00 per hour and varied by block, time of day, and day of the week. The parking meter rates were adjusted once a month based on the sensor occupancy data, and never by more than \$.50 at a time. *SFPark's* on-street meter pricing pilot program was paired with performance-based pricing for 14 of the city's publicly-owned parking garages¹.

SFPark is perhaps the most encompassing and sophisticated parking demand management plan currently implemented in the U.S. An evaluation of *SFPark* by Adam Millard-Ball of UC-Santa Cruz found that the pilot achieved the target occupancy rate and resulted in a 50 percent decrease in drivers cruising the block to find a parking spot².

When the pilot ended, San Francisco extended performance parking to all meters.

Most meters in San Francisco have a two-hour time limit, though approximately 25% of meters have a four-hour time limit or no time limit at all. Meters require payment from 9:00 a.m. to 6:00 p.m. Monday through Saturday. Only some parts of the city require meter payment on Sunday. A February 2020 proposal to extend meters to Sunday was stalled due to COVID-19.

The *SFPark* sensors subsequently reached the end of their useful life and were shut off. Due to the expense of sensor technology, the City now bases rate changes on using meter transaction data as a proxy for occupancy. Based on this data, meters are adjusted quarterly in \$0.25 increments based on demand. Rates are increased by \$0.25 on blocks where the average occupancy is above 80 percent and lowered by \$0.25 on blocks where the average occupancy is below 60 percent. Rates are not changed on blocks that hit the occupancy target of between 60 percent and 80 percent.

Correctly pricing on-street parking is also critical to prevent spillover from new development; the city eliminated off-street minimum parking requirements for new development in 2018.

The performance-based rate adjustment schedule for San Francisco is summarized in the following figure.

Figure 6: Performance-based rate strategy – San Francisco



Source: City of San Francisco

Seattle, WA

In 2010, the City of Seattle established performance-based parking pricing through adopting an ordinance to permit the Department of Transportation to set rates based on location, time of day, maximum time allowed, the

¹ <https://www.sfmta.com/demand-responsive-parking-pricing>

² [https://people.ucsc.edu/~adammb/publications/Millard-Ball Weinberger Hampshire 2014 Assessing the impacts SFPark.pdf](https://people.ucsc.edu/~adammb/publications/Millard-Ball_Weinberger_Hampshire_2014_Assessing_the_impacts_SFPark.pdf)

capability of the payment device and other factors as determined by the Director. The Director of Transportation is permitted to set parking rates up to \$5.00 per hour and no lower than \$0.50 per hour based on measured occupancy so that approximately one or two open spaces are available on each block throughout the day to support the following goals:

- Support neighborhood business districts by making on-street parking available and by encouraging economic development
- Maintain adequate turnover of on-street parking spaces and reduce incidents of meter feeding in commercial districts
- Encourage an adequate amount of on-street parking availability for a variety of parking users, efficient use of off-street parking facilities, and enhanced use of transit and other transportation alternatives
- Reduce congestion in travel lanes caused by drivers seeking on-street parking
- Reduce emissions and lessen traffic congestion from drivers circling in search of parking

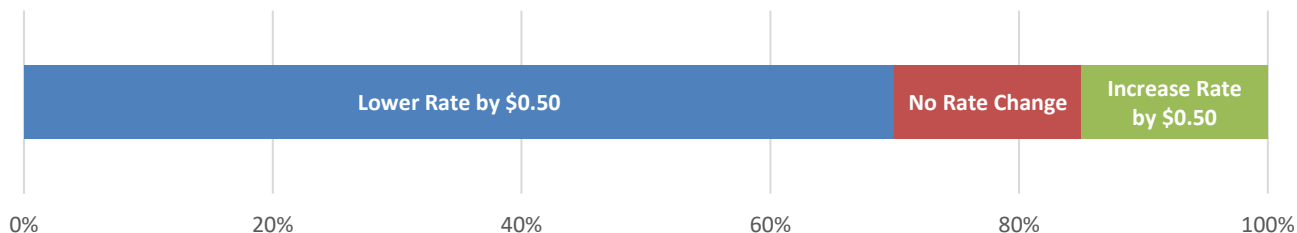
Seattle has approximately 11,500 parking spaces. SDOT collects occupancy data annually in all paid parking areas through a data collection survey. Data is used to determine potential changes to rates, time limit, and paid parking hours by comparing findings to the target occupancy rate of 70% to 85% occupancy. Rates are adjusted according to the time of day to account for varying demands.

The following rules are used to adjust rates:

- If occupancy is over 85%, increase the rate by \$0.50 per hour
- If occupancy is between 70% and 85%, rates do not change
- If occupancy is below 70%, decrease the rate by \$0.50 per hour

The performance-based rate adjustment schedule for Seattle is summarized in the following figure.

Figure 7.: Performance-based strategy- Seattle



Source: City of Seattle

To evaluate when it may make sense to extend paid parking hours, the City collects data for two hours after paid parking ends.

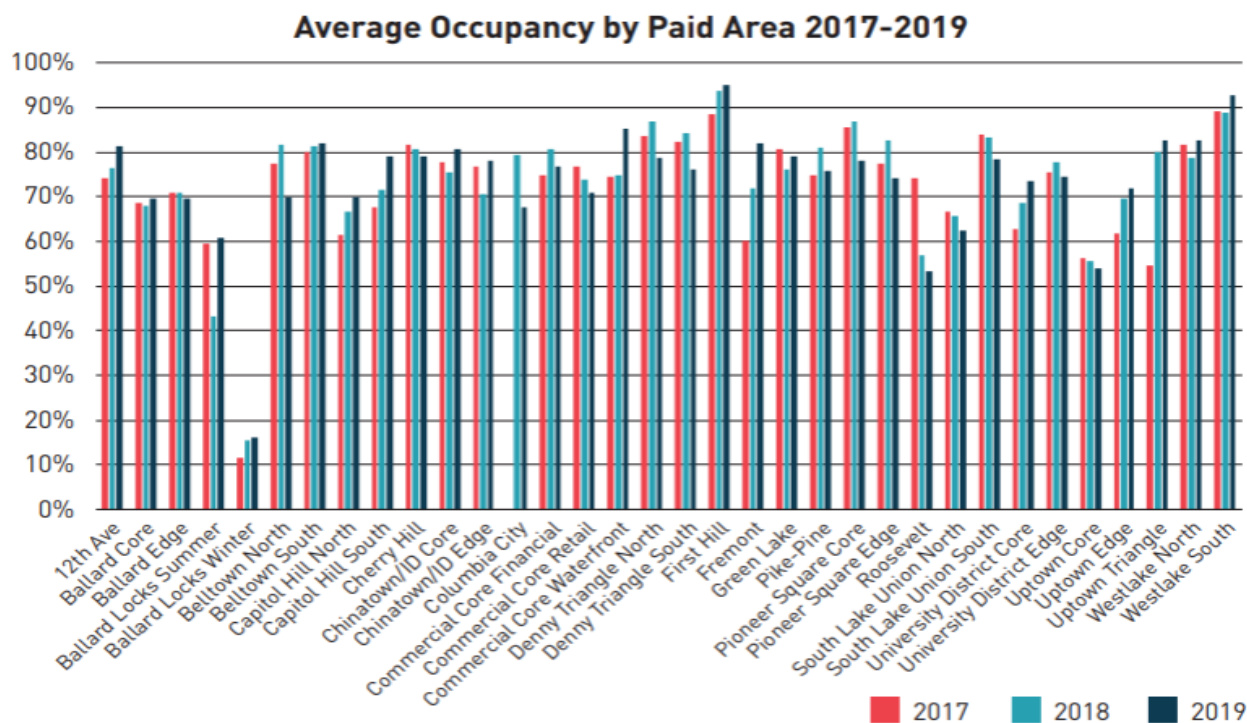
To determine where to use pricing, in some areas, the City also collects occupancy data on blocks adjacent to paid areas to assess where expanding time limits and/or paid parking can improve customer availability and access in those commercial areas.

Since 2011, SDOT has implemented over 300 different rates and hours of operations changes, including rate increases and decreases. SDOT adjusts rates seasonally because they experience significant differences between

summer and winter in parking activity. This policy has allowed the city to achieve the target range of one to two available spaces on a block face.

Average occupancy by paid area from 2017 – 2019 is shown in the following figure.

Figure 8.: Ave. Occupancy of Paid Area - Seattle



Source: City of Seattle

Findings from the City of Seattle, Washington’s performance-based parking pricing program show that pricing parking based on demand can support neighborhood-based business, make pricing more convenient, maximize existing parking capacity, improve congestion and vehicle emissions and create a transparent, data-based process.

Key to the success of a performance-based parking pricing program is granting the parking manager flexibility within regulations to update rates based on established metrics.

The challenges associated with a performance pricing program include the administrative costs of managing the program and the need for robust data collection and analysis to understand utilization.



Appendix D – Parking Transaction Revenue by Block

Appendix D

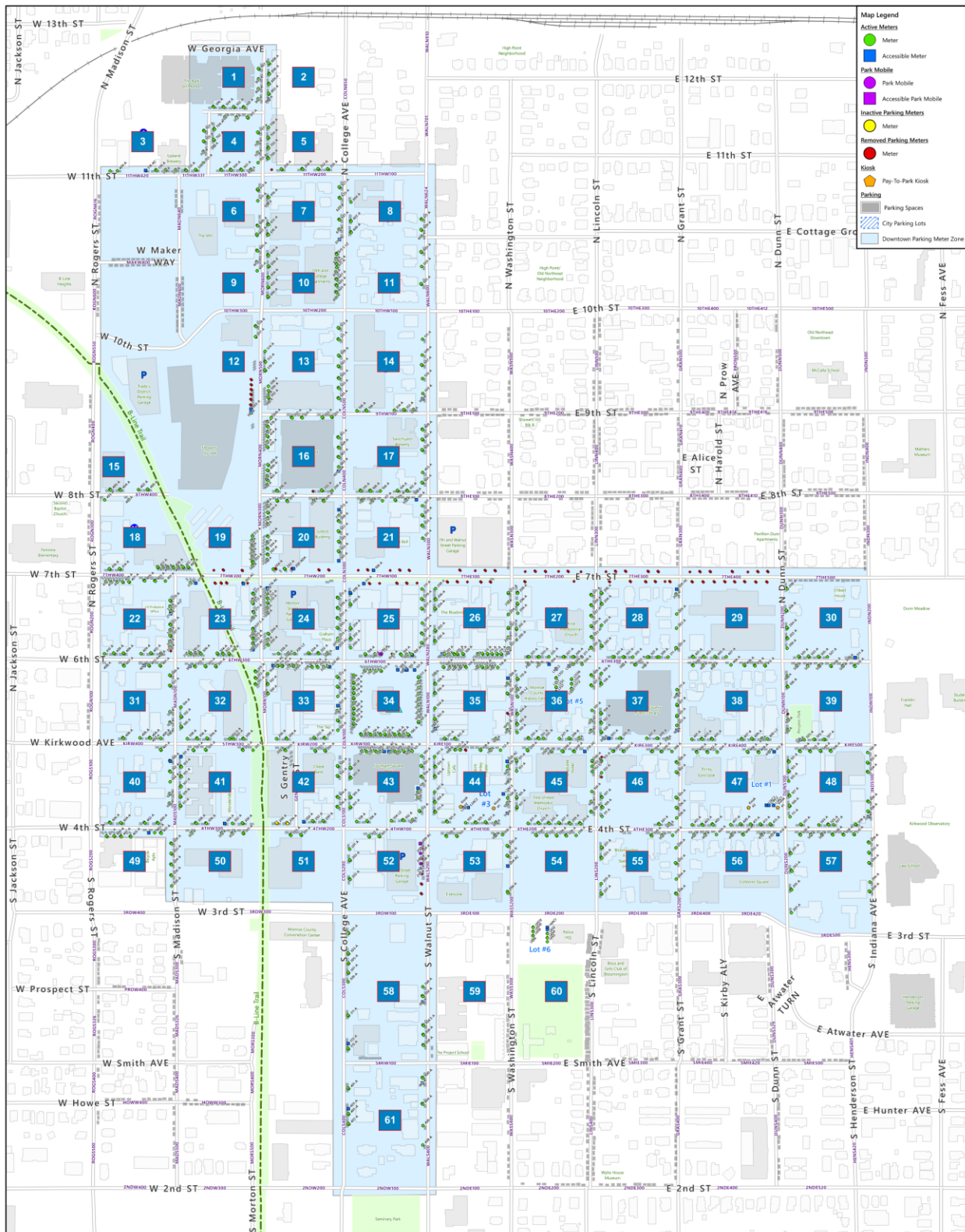
Walker analyzed total revenue from on-street and surface lot parking transactions by block number. These transactions include cash, credit, and ParkMobile payments. The map with the locations of the block numbers follows the table.

Note that surface lot revenues are included. Lot 1 is in block 47, Lot 3 is in block 44, Lot 5 is in block 36, and Lot 6 is in block 60.

Block #	Cash	Credit	ParkMobile	Total Revenue
1	\$235.30	\$845.85	\$2,833.50	\$3,914.65
2	\$139.15	\$447.60	\$2,691.25	\$3,278.00
3	\$2,867.00	\$7,879.95	\$621.60	\$11,368.55
4	\$860.50	\$3,252.05	\$10,070.20	\$14,182.75
5	\$550.80	\$1,980.30	\$5,707.40	\$8,238.50
6	\$654.60	\$1,784.95	\$6,718.65	\$9,158.20
7	\$666.40	\$2,278.60	\$12,958.40	\$15,903.40
8	\$206.45	\$603.85	\$2,985.65	\$3,795.95
9	\$643.70	\$1,214.45	\$11,927.25	\$13,785.40
10	\$4,174.45	\$8,316.10	\$14,903.85	\$27,394.40
11	\$194.15	\$479.00	\$2,112.30	\$2,785.45
12	\$828.55	\$1,719.55	\$3,854.95	\$6,403.05
13	\$2,904.00	\$6,615.80	\$11,771.60	\$21,291.40
14	\$1,655.85	\$4,779.80	\$7,571.00	\$14,006.65
15	\$856.90	\$3,012.85	\$2,979.95	\$6,849.70
16	\$12,076.70	\$18,030.85	\$25,800.95	\$55,908.50
17	\$1,574.15	\$4,663.80	\$8,333.20	\$14,571.15
18	\$3,637.50	\$10,858.10	\$10,551.40	\$25,047.00
19	\$8,929.60	\$8,815.15	\$8,315.20	\$26,059.95
20	\$18,724.80	\$24,874.50	\$32,505.20	\$76,104.50
21	\$3,106.95	\$5,961.80	\$12,972.95	\$22,041.70
22	\$6,425.85	\$20,342.60	\$20,225.95	\$46,994.40
23	\$10,426.10	\$17,657.55	\$21,928.05	\$50,011.70
24	\$15,341.40	\$32,289.05	\$38,391.60	\$86,022.05
25	\$14,782.55	\$32,052.25	\$38,898.80	\$85,733.60
26	\$15,027.60	\$30,110.70	\$43,147.50	\$88,285.80
27	\$5,794.95	\$14,665.60	\$19,434.90	\$39,895.45
28	\$6,888.70	\$15,119.80	\$18,354.25	\$40,362.75
29	\$3,187.60	\$8,063.20	\$18,097.85	\$29,348.65

Block #	Cash	Credit	ParkMobile	Total Revenue
30	\$4,769.55	\$16,501.55	\$29,476.85	\$50,747.95
31	\$3,355.15	\$6,739.20	\$8,821.65	\$18,916.00
32	\$10,380.40	\$24,000.40	\$20,462.75	\$54,843.55
33	\$19,178.50	\$38,536.55	\$54,905.95	\$112,621.00
34	\$40,171.35	\$81,200.15	\$110,639.00	\$232,010.50
35	\$20,120.70	\$35,203.90	\$47,153.25	\$102,477.85
36	\$16,974.65	\$36,543.30	\$40,529.50	\$94,047.45
37	\$14,597.15	\$27,918.75	\$34,822.90	\$77,338.80
38	\$10,878.45	\$23,096.65	\$39,264.25	\$73,239.35
39	\$8,211.35	\$19,874.75	\$43,394.85	\$71,480.95
40	\$2,570.10	\$5,864.40	\$6,512.20	\$14,946.70
41	\$8,438.65	\$16,993.20	\$17,373.70	\$42,805.55
42	\$8,870.00	\$20,096.35	\$22,090.05	\$51,056.40
43	\$28,047.30	\$56,722.05	\$52,996.85	\$137,766.20
44	\$29,538.60	\$68,751.85	\$95,021.15	\$193,311.60
45	\$11,686.75	\$28,372.35	\$36,524.65	\$76,583.75
46	\$12,048.95	\$26,414.65	\$45,597.15	\$84,060.75
47	\$19,370.65	\$65,486.90	\$139,637.75	\$224,495.30
48	\$13,704.95	\$31,955.45	\$68,998.30	\$114,658.70
49	\$4,471.55	\$8,523.65	\$8,785.15	\$21,780.35
50	\$2,596.40	\$5,159.00	\$4,428.55	\$12,183.95
51	\$643.00	\$1,992.75	\$1,623.00	\$4,258.75
52	\$2,185.75	\$4,969.10	\$14,088.80	\$21,243.65
53	\$5,675.40	\$10,539.30	\$12,661.35	\$28,876.05
54	\$2,496.05	\$6,826.95	\$7,835.00	\$17,158.00
55	\$6,420.20	\$16,706.55	\$16,000.75	\$39,127.50
56	\$5,159.00	\$12,155.50	\$31,504.75	\$48,819.25
57	\$9,724.40	\$26,075.80	\$55,909.90	\$91,710.10
58	\$2,202.70	\$4,760.10	\$11,632.95	\$18,595.75
59	\$0.00	\$0.00	\$0.00	\$0.00
60	\$803.60	\$979.60	\$686.30	\$2,469.50
61	\$1,530.85	\$2,382.60	\$3,655.30	\$7,568.75
Total	\$470,184.35	\$1,020,058.95	\$1,499,699.90	\$2,989,943.20

Source: City of Bloomington and Walker Consultants



Source: City of Bloomington map with block numbers by Walker Consultants