

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 6. Review & Update on Parking Study Recommendations by WGI (2017)

REPORT PREPARED BY: Derek Muench, Director of Transit & Parking

REPORT DATE: 9/12/23

MEETING DATE: 9/19/23

FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

In 2017, City Development hired Carl Walker, Inc. to conduct a parking study of the downtown, South Pier and Riverfront areas in response to a need for further evaluation of the parking options in these areas. An earlier study also conducted by Carl Walker, Inc. evaluated the need for a parking structure in downtown Sheboygan. The two reports were conveniently combined into a general parking study that evaluated several aspects of the parking situation in these areas including utilization, costs, revenues, convenience, and future needs. *(A full copy of the report is attached for reference as some Commissioners were not on the Commission during the time of this study.)*

STAFF COMMENTS:

Shoreline Metro worked with Carl Walker, Inc. (now WGI) to complete the parking study. Recommended changes were implemented starting in 2018.

The following is a summary and update on the Parking Study Recommendations:

#1 – Reorganize policies of the Parking Utility to reflect patron needs in an environment of parking demand.

Originally these items including hang tags were all implemented in 2018. Pool parking was created to eliminate assigned stalls and allow customers to park anywhere in a lot (eliminating the issue of customers parking in other customer stalls and reducing police calls

for enforcement). A lot parking tier system was also created (currently 4 tiers of parking ranging from \$10 to \$35 for lots and \$20 for street parking. In 2022/2023, hang tags were eliminated with the move to HotSpot Parking. Pool parking and a tier structure (fees) still exist and incorporated into the new system.

#2 – Enforce downtown, Riverfront and South Pier parking regulations through the Parking Utility.

No changes to this recommendation. Enforcement continues to be done by the Sheboygan Police Department. This is a policy change and would require significant support from other departments.

#3 – Conduct quarterly parking occupancy counts to assist with parking planning and management.

These have not been conducted in large part to the COVID-19 pandemic and reduced parking needs in 2020 and 2021. In 2023, these counts can (in part) be done through HotSpot for permits and mobile payment utilization. Physical counts could still be done during different times of the day and days of the week to understand utilization. There are no plans as of now to conduct such counts.

#4 – Extend the two-hour meter time limit.

All meters have been extended to at least 3-hours on all downtown streets most notably Penn Ave and 8th Street. Most cross streets and parking lots are also 3-hour with meters on 7th and 9th Streets and Lot 4 and 9 being 10-hour. Some 15-minute stalls still exist in strategic locations.

#5 – Plan rate changes.

The hourly meter rate was increased from \$0.30 to \$0.50 in 2018 (October) as recommended in the plan. All hourly meters were set to the same rate regardless of location. We did not purchase any change machines as the plan was to move to mobile payments at some point (idea and discussions started in 2018 for such plan). See next goal for more info.

#6 – Technology assessment: options and recommendations

This recommendation included the purchase of new parking meters within the next five years; however, due to cost of such purchases, an alternative solution was researched. Mobile payments using existing meters was the best and most economical way to proceed. In 2021, a discussion with HotSpot Parking ensued and in 2023, mobile payments and digital parking permits were implemented.

Additionally, the Committee supported the following recommendations:

- Parking Utility website linking to the Police Department website;
 - Completed in 2021.
- Parking Utility website linking to the Municipal Court website for online payments;
 - Completed in 2021 (Ticket Search)
- Sheboygan Squared (now Harbor Centre) website linking to the Parking Utility website;
 - Completed and listed on Parking Utility page.
- Online payment options for the Parking Utility utilizing the City's current credit card processing program, Point and Pay.
 - Completed in 2021 (Ticket Search)

Further, the Parking Utility has:

- Created a digital reporting form for Meter Issues that directly and immediately sends issues to PD and Parking Utility staff for immediate repair and documentation.
- Implemented mobile payments for meters and parking permits allowing for credit card payments (permits can only be purchased this way).
- Completely redesigned Parking Utility website in 2021 with a redesign in 2023 (Sept).
- Implemented a Parking Downtown Sheboygan Facebook page for customers and businesses to follow to stay up-to-date on Parking Utility activities and changes.

#7 – Parking Utility should receive fine revenue associated with downtown parking tickets.

This item coincides with recommendation #2. No changes at this time.

#8 – Consider amending the ordinance that allows credits for private parking.

This item has not been revisited and no plans to change at this time.

#9 – Promote the value of the Parking Utility

Several documents have been created and publicly available for customers discussing key issues about parking. Additionally, the Director shares important parking information in the Harbor Centre and City of Sheboygan newsletters. Promotion also occurs on the Parking Downtown Sheboygan Facebook page (some are sponsored posts). The Director also serves on the Harbor Centre Board representing the City of Sheboygan as a way to promote and work with businesses on parking items. The Chair of the Transit Commission also serves as the Harbor Centre Manager which provides additional value and promotion between the two entities.

#10 – Identify locations and opportunities for future parking structures.

This item has not been revisited and no plans to change at this time.

#11 – Special event parking.

This item has not been revisited and no plans to change at this time.

#12 – Accessible parking spaces may not meet design guidelines.

Accessible parking spaces in parking lots have been addressed following this study. Several new stalls were created in the library lot (4) with better signage.

#13 – Opportunities for customer service added value.

Many customer service and added value items have been implemented and shared in previous goals. Most notably, the change to allow mobile payments as well as coin payments at the meters. Easier to access information on the website (via QR code on meters and soon parking lot signs) and report meter issues (via QR code on meters) are a couple additional examples.

ACTION REQUESTED:

No action required on this item. For information only.

ATTACHMENTS:

- I. Parking Study Recommendations by WGI in 2017
- II. Sheboygan Parking Study Final Report 2017