

Parking Study Recommendations as Presented by Carl Walker And Evaluated by City of Sheboygan Staff



***Prepared for the Transit Commission
March 20, 2018***

2017 Parking Study Recommendations

In 2017, the City of Sheboygan contracted with parking consultant Carl Walker to conduct a parking study of the downtown, South Pier and Riverfront areas. As a result, a small committee comprised of Parking Director Derek Muench, Planning Director Chad Pelishek and Parking Customer Service Coordinator Ann Koeller met to discuss the recommendations and create a plan for implementation that meets the goals and objectives of parking in these areas.

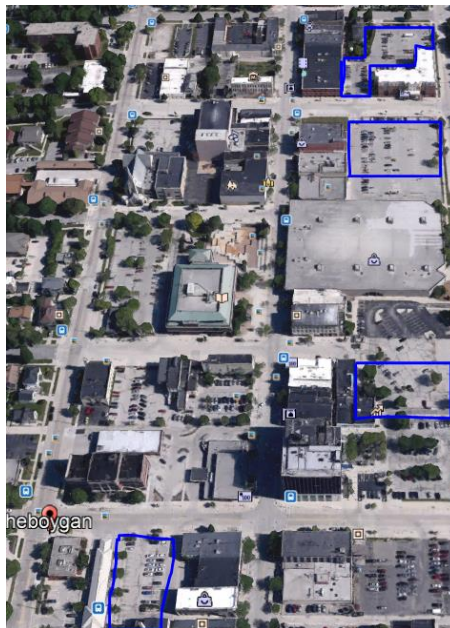
Parking Recommendation #1

Re-organize policies of the Parking Utility to reflect patron needs in an environment of increasing parking demand. (P. 28)

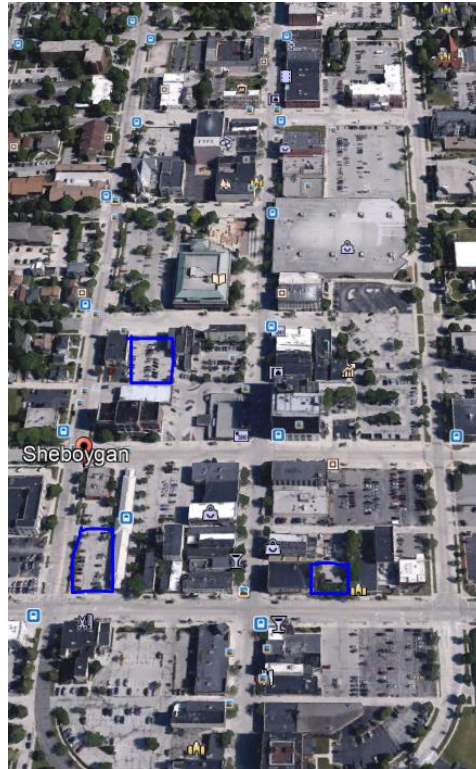
COMMITTEE: The committee supported this recommendation and many of the subparts as recommended by Carl Walker.

TIMELINE: Short-term 2018

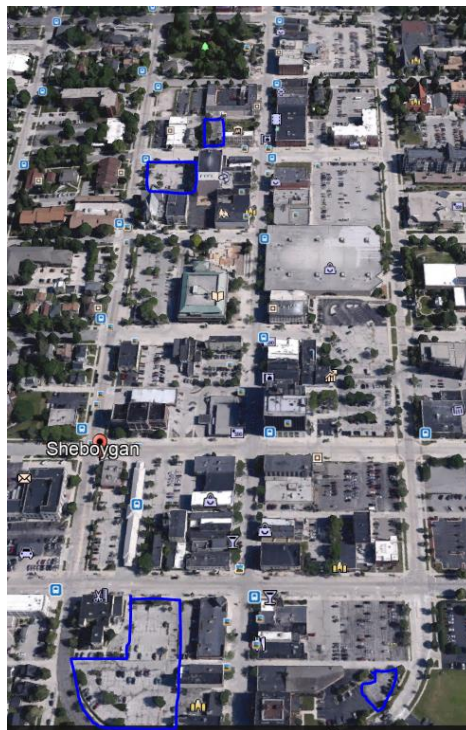
- 1) Hang Tags – All customers will be issued a hang tag for a respective lot or on-street permit. Tags would detail what parking is available for the customer (i.e. Lot Number, Permit Number, On-street, etc)
- 2) No Assigned Stalls – Stalls in lots would be leased out but customers would not be assigned stalls. Rather, customers would have a hang tag that would permit them to park at any stall in the lot, first come first served.
- 3) Pool Parking – This would allow the Parking Utility to oversell parking lots based on usage and parking behavior. For example, lots could be sold at 150% of eligible stalls to maximize revenue and accommodate a healthy balance of peak parkers and off-peak parkers.
- 4) Lot Parking Tier System – Each lot would be assigned a tier based on usage, popularity and closeness to venues. Tier 1 lots would be \$35/month and include Lots 7, 13, 14 and 17.



Tier 2 lots would be \$30/month and include Lots 5, 8 and 11.



Tier 3 lots would be \$25/month and include Lots 2, 3, 9 and 10.



This system gives customers options for parking based on income or willingness to walk. Lots that are in more demand would cost more while lots in lesser demand or with low utilization would cost less.

Overflow of customer parking with a lot hang tag may park at ANY available metered stall. If a lot is oversold and more customers use than the lot than it allows, the customer can park on the street at no-charge.

- 5) On-Street Parking – Parking permits for on-street parking would be available for all streets and stalls that have metered parking stalls. This would exclude 8th Street from the swing streets north to Michigan Ave. On-street permits would be available for \$20/month. This is the least expensive option and allows for a much more expanded area of parking availability. We recommend same rate for all streets.

NOTES:

Parking Recommendation #2

Enforce downtown, Riverfront and South Pier parking regulations through the Parking Utility. (P. 30)

COMMITTEE: The committee supports the recommendation of enforcement by the Parking Utility and believes it can fulfill the objectives laid out by Carl Walker.

TIMELINE: 2019 (If accepted by various departments)

- 1) Police Department – The committee feels that the Parking Utility can enforce parking consistently and uniformly in conjunction with Parking Utility policies and procedures.
- 2) Backup Staff – The Parking Utility can utilize other staff during vacations or time of work by the Parking Utility Parking Patrols. This will allow for consistency within the department. Employees can be cross-trained to perform duties in the absence of the patrols.
- 3) Costs of Implementation – The Parking Utility will have costs of implementation associated with the enforcement. These costs would be:
 - a. Vehicle(s) estimated at \$30,000 to \$50,000;
 - b. Employees and Training:
 - i. Hourly wage \$10-12 per hour;
 - ii. Roughly 2,300 hours per year;
 - c. Uniforms;
 - d. Staff training;
- 4) Purchase & Implementation of Ticketing System – The Parking Utility would look to purchase a ticketing system that could be incorporated in with the City's financial system (Munis). This item may not be immediate but is something the Parking Utility could look into in the future. Munis currently has a parking module.

NOTES:

Parking Recommendation #3

Conduct quarterly parking occupancy counts to assist with parking planning and management. (P. 29)

COMMITTEE: The committee supports conducting parking counts to assist with planning and management of parking.

TIMELINE: 2019 First Counts

- 1) Parking Counts – Conducted annually by the Parking Utility or a consultant;
- 2) Monitor Performance and Utilization – The Parking Utility will monitor performance and utilization of parking lots and permits on an on-going basis or as needed.
- 3) Review of Parking Objectives – The Parking Utility will review annually the parking objectives and goals of the department and review parking counts and performance and utilization measures in its analysis of parking. This review will be used in accessing parking rate changes, lot availability changes, parking structure needs, etc.

NOTES:

Parking Recommendations #4 and 5

Extend the two-hour meter time limit. (P. 29)

COMMITTEE: The committee agrees with the recommendation by Carl Walker to increase the two-hour meters.

TIMELINE: Short-term 2018

- 1) Three-Hour Meters – The committee recommends increasing the two-hour meters to three hours.
- 2) Movement of Vehicle – The committee does not support the movement of the vehicle with the current meters. This will cause a very cumbersome process for monitoring. Since there hasn't been a tremendous abuse to this point, we don't see a need to implement this objective.
- 3) Purchase Reprogramming Unit – The Parking Utility would purchase the necessary equipment to reset the existing meters to the new time limit. The estimated cost is \$350.

Plan Rate Changes (P. 29)

COMMITTEE: The committee supports an increase to the hourly meter parking rate.

TIMELINE: Short-term 2018

- 4) Increase to Meter Rate – The committee recommends increasing rate to all metered parking stalls to \$0.50 per hour (an increase of \$0.20 per hour).
- 5) Consistency of Meters – The committee supports the same rate for all meters regardless of location. We want to emphasize consistency. The Parking Utility is recommending areas where parking options are a premium with a premium rate and areas where parking is more affordable. We want the "come and go" traffic to have affordable parking to encourage shopping, tourism, and flexibility.
- 6) Purchase of Change Machines – The committee recommends purchasing quarter change machines to be installed in various locations downtown including:
 - a. Library (Lot 4);
 - b. Corner of N 8th Street & Pennsylvania Ave;
 - c. Corner of N 8th Street & Niagara Ave;
 - d. Corner of N 8th Street & St Clair Ave;

ESTIMATED COST OF CHANGE MACHINE: \$700-1,000 per machine.

NOTES:

Parking Recommendations #6, 7 and 8

Technology Assessment: Options and Recommendations. (P. 31)

COMMITTEE: The committee does not have any recommendations for this item. The Parking Utility has started to list meter replacements in the 5-year Capital Improvement Program document for the City of Sheboygan. This is a significant cost and investment that currently is unfunded.

The Committee agrees that new meters are necessary to increase revenue, assist with enforcement and allow payment flexibility for customers. The Committee ultimately supports updating the meters with either stall meters or multi-stall meters (in-block payment kiosks). However, a study and sample implementation should be considered prior to a full implementation.

It is estimated that parking meter replacement may need to occur in the next five years. Staff is reviewing options as it relates to new technology with parking meters and cost arrangements. During 2018, staff will continue to meet with vendors to understand the new products and will report back our findings in late 2018.

The Committee supports the website recommendations and recommends implementing these items immediately.

- 1) Parking Utility website linking to the Police Department website;
- 2) Parking Utility website linking to the Municipal Court website for online payments;
- 3) Sheboygan Squared website linking to the Parking Utility website;
- 4) Online payment options for the Parking Utility (primarily quarterly lot payments) utilizing the City's current credit card processing program, Point and Pay.

The Parking Utility should receive the fine revenue associated with downtown parking tickets. (P. 32)

COMMITTEE: The committee agrees this recommendation is linked to Parking Recommendation #2 and would be addressed through the recommendations in this item.

Consider amending the ordinance that allows credits for private parking. (P. 32)

COMMITTEE: The committee views this item as a political issue and feels this item would cause some uproar especially with current landowners and property owners. The committee recommends reviewing this ordinance as revenues change or perhaps amending the ordinance that as properties exchange hands.

NOTES:

Parking Recommendations #9, 10 and 11

Promote the value of the Parking Utility. (P. 33)

COMMITTEE: The committee feels this recommendation is being accomplished and will continue to be accomplished through:

- 1) Annual department reports;
- 2) Continue involvement with Sheboygan Squared;
 - a. Operations Committee
 - b. Annual Meeting
 - c. Relationship with Sheboygan Squared Manager
- 3) City's Strategic Plan;

TIMELINE: Immediately and on-going.

Identify locations and opportunities for future parking structures. (P. 33)

COMMITTEE: The committee feels this is a natural on-going evaluation especially as part of Carl Walker's Recommendation #3. The Parking Utility, City of Sheboygan and Sheboygan Squared will monitor parking behaviors and create an Action Plan accordingly based on changes in demand, habits and needs.

TIMELINE: On-going short-term and long-term

Special Event Parking. (P. 34)

COMMITTEE: The committee recommends creating a general Special Events Parking Map to be used by the Weill Center, the Berkshire and City Green to promote parking for such events. The map would be created by City staff and be given out to these venues for distribution either on websites or in hardcopy format.

TIMELINE: Immediately

NOTES:

Parking Recommendations #12 and 13

Accessible parking spaces may not meet design guidelines. (P. 34)

COMMITTEE: The committee supports evaluating all accessible parking stalls and addressing them accordingly.

TIMELINE: Short-term 2018

Opportunities for customer service added value. (P. 35)

COMMITTEE: The committee has the following recommendations on each of the subparts to Carl Walker's recommendations:

- 1) The Parking Utility has done this in 2017 and will continue to pursue days of free parking in 2018 and beyond.
- 2) This item is pending a change to Recommendation #2.
- 3) No support from the committee.
- 4) No support from the committee.
- 5) Pending time, location and costs.

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