



## Memo

DATE: May 14, 2018

TO: City of Manitowoc Public Safety Committee

FROM: Nic Sparacio  
Community Development Director

RE: Downtown Parking Analysis Recommendations on Leased Parking

Greetings Alders Howe, McMeans, Gabriel, Czekala and Lotz,

The recently presented Downtown Parking Analysis includes recommendations in 20 different areas from parking management and signage to enforcement and supply. One of the key areas of potential improvement with near-term feasibility for implementation is changing how leased parking spaces are managed. Currently, the City identifies specific lots and parking spaces for each permit holder, and those specific spaces are then reserved only for that business or permit holder. As shown in the Analysis, this creates an unnecessary shortage of spaces in common scenarios (e.g., if an employee is traveling for the day, on vacation, or out sick; if an employee chooses to park in an on-street space instead in their assigned lot/space; etc.) The second scenario in particular leads to the consumption of two parking spaces for one vehicle, as neither the assigned space nor the on-street space used are available for short-term customer parking.

These issues can be addressed. Recommendation 13.4 of the Downtown Parking Analysis states:

*As leases are renewed and new leases are executed, convert permit parking to general areas rather than specific spaces. Charge a premium for specific spaces assignments where warranted.*

City staff from Community Development, Police, City Clerk, City Attorney, and Public Infrastructure have taken an initial look at what it would take to implement this recommendation. Staff have the following recommendations on how to proceed.

1. Timing for implementing new parking permit/lease process:
  - a. Extend all current leases through end of the year and charge a prorated amount.
  - b. Work toward new system implementation by January 1, 2019.
  - c. Change the timing for parking lease renewal from June 1 to January 1 for all future years.
2. Communicate with key stakeholders on these changes:
  - a. Forefront Dermatology, Steimle-Birschbach, Aspire, the County, etc.
3. Create two permit types per the consultant recommendations:
  - a. General permits – to park long term in any of the public lots marked as such.
  - b. Premium permits – to have a specific space reserved for a specific business.
4. Limit the amount of Premium permits, as many would likely want to pay this additional fee:
  - a. As an initial transition, we would offer 20% of current permits for each permit holder.
  - b. For future years, we will need to review each lot to set a reasonable maximum number of Premium permit stalls. The general goal is no more than 20% of any given lot. A

lottery/drawing would be used to award Premium permits if there is greater demand than the parking system can supply.

5. These changes to parking permits require enforcement to occur in off-street parking lots:
  - a. The Police Department recommends trying this first with existing staff.
  - b. Electronic handheld parking enforcement tools will assist with the efficiency and added enforcement burden.
6. Additional support infrastructure is also necessary:
  - a. Procure a turn-key system for database software and mirror hangers.
  - b. Procure a sign package.

CC: Nick Reimer  
Dan Koski  
Kathleen McDaniel  
Deborah Neuser  
Mackenzie Reed-Kadow  
Paul Braun