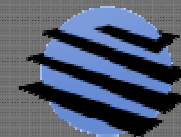


CITY CENTER & ROCKTON

PARKING NEEDS ASSESSMENT

Steering Committee Meeting

May 20, 2016



WALKER
PARKING CONSULTANTS

Agenda

- Intro & Recap of Kick-off (5 minutes)
- Fieldwork (Scope & Location Map) (2 minutes)
- Online Survey (Open discussion - limit to 20 minutes)
- Homework (5 minutes)
- Outstanding Items (5 minutes)
- Focus Groups / Listening Sessions (Open discussion – limit to 20 minutes)

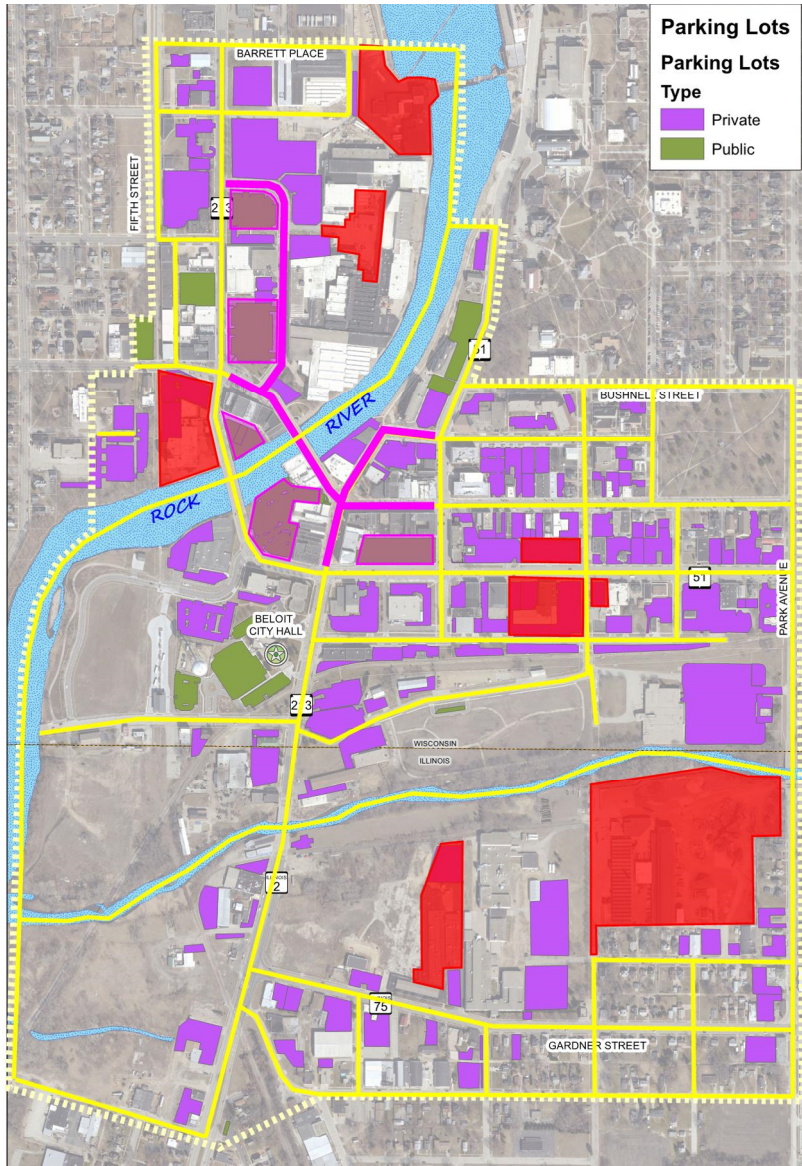
Introduction & Recap

Scope of Service

- **Task 1: Community Engagement**
 - Online Survey; Focus Groups; Public Listening Sessions
- **Task 2: Supply/Demand Analysis**
 - Field Surveys; Land Use Data; Future Projections
- **Task 3: Alternatives Analysis**
 - Management or Capital Improvements; Localized Shortfalls; Priority Locations
- **Task 4: Parking Policy and Practice Review**
 - Review Local Policy & Compare to Applicable Best Practice
- **Task 5: Financial Plan**
 - Financial Impact of Recommended Changes
- **Deliverable: Final Report**

Study Area

City Center



North – Barrett Place / Bushnell Street

East – Park Avenue

South – Clark Street

West – Rock River / 5th Street

Study Area

Rockton



North – Union

South – Rock River

East – Illinois Highway 2

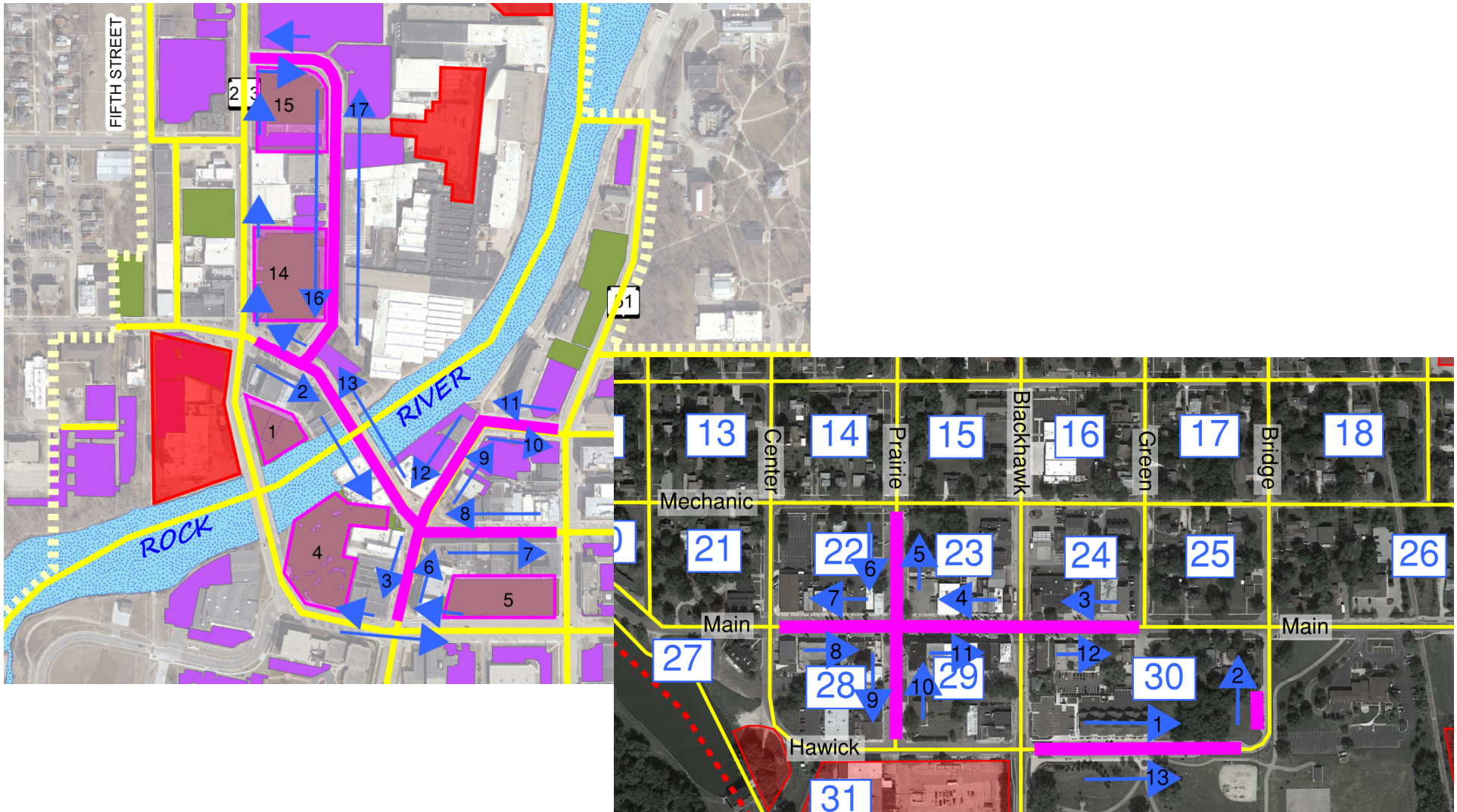
West – Race Street

Fieldwork

- Identified areas for omission within study area boundaries
- Inventory of On-street and Off-street Parking Supply
 - Locations, Quantities, Restrictions
 - On-street Parking & Off-street Parking (Accessible)
- Parking Occupancy Counts
 - (9AM, 11AM, 3PM, 7PM)
 - Thursday, May 19th
 - Saturday, May 21st
- Parking Turnover Study
 - Hourly 9AM – 7PM; Thursday & Saturday
 - License Plate Recognition – City Center
 - License Plate Inventory – Rockton

Fieldwork

Turnover Study Locations



Online Survey

- 1 Survey for each Study Area – City Center & Rockton
- Primary Focus – Study Area most associated with respondent
- Secondary Focus – Other Study Area, if visited
- Reminding respondent of recent parking experience provides better input for open ended questions
- Past difficulties in finding parking within the study area
- Identification of trouble areas and times
- Demographics of those respondents with specific parking problems
- Collection of input through open ended questions

Online Survey

ONLINE SURVEY:

https://www.surveymonkey.com/summary/q_2B6wNDV7UtWVL6_2BgsXUx1sNrBfSQWr7EOjwqo8Awt_2Fo_3D

Homework

- Visit both study areas with questions from Online Survey in mind.
 - Easy to identify/locate Public Parking
 - Clear Signage
 - Easily Understood Restrictions
 - Availability
 - Walking Distance from Vehicle to Destination
 - Pedestrian Friendly, etc

- Fill out Steering Committee-specific Online Survey

- Link will be sent later today

Outstanding Items

- Data still outstanding for Rockton:
 - None
- Data still outstanding for Beloit:
 - Land Use Quantities
 - Planned Developments
 - Potential Add'l Parking Locations
 - Clarification of Permit Program
 - Parking Citation History
- Data still outstanding for South Beloit:
 - Stakeholders
 - Criteria to Modify Parking Regulations
- Discussion after meeting with responsible parties, if required

Focus Groups / Listening Sessions

- Finalize Stakeholder list

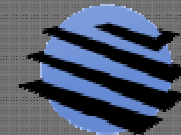
Entity	Contact	Contact Info
Rockton		
Hononegah High School	Lynn Gibson	lgibso@hononegah.org
Dairyhaus	Brent Murray	brent.i.murray@gmail.com
Main St. Antique Mall	Kathy	815-624-7514
Sugar Britches	Jodi May	jodi.jodimay.may@gmail.com
Rubies 'n Rust Antiques	Tammy Hendricks	rubiesnrustantiques@gmail.com
Rookies Bar and Grill	Ryan and Shannon Asta	rookies.rockton@yahoo.com
Fibs	Theresa Taylor	tctaylor17@comcast.net
Beloit		
Bushel and Peck	Jackie Gennett	jackie@bushelandpecks.com
Zen Sushi	Brian Park	zensushi.wi@gmail.com
Lucy's #7 Burger Bar	Emily Hopper	emily.hopper@l7burgerbar.com
Ironworks Hotel	Jonathan Webster	jwebster@ironworkshotel.com
Hendricks Commercial Properties	Rob Gerbitz	rob.gerbitz@hendricksgroup.net
Domenico's/Casa Grande	Peter Gabriele	peter@domenicos.us
First National Bank	Steve Eldred	steve.eldred@bankatfirstnational.com
Monahan and Johnson	Nancy Crivello	NCrivello@beloitlaw.com
Century 21	Dwight Kruse	dwightkruse@c21affiliated.com

- Open discussion
 - Timing / Location

QUESTIONS & COMMENTS

Thank you for your time
and attention!

Do you have any
questions or comments?



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