

MEETING MINUTES #1

SLATS PARKING NEEDS ASSESSMENT



WALKER PROJECT NO. 31-7940.00

DATE OF MEETING: March 24, 2016 (1:30PM)

MINUTES BY: Ezra Kramer

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Chicago, IL 60607

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A hard copy of these meeting minutes will not be sent.

PARTICIPANTS:

NAME	COMPANY	E-MAIL ADDRESS
Philip Baron	Walker Parking	Philip.baron@walkerparking.com
Ezra Kramer	Walker Parking	Ezra.kramer@walkerparking.com
TJ Nee	Beloit (MPO Coordinator)	neet@beloitwi.gov
Jason Dupuis	Beloit (Transportation)	dupuisj@beloitwi.gov
Mike Flesch	Beloit (City Engineer)	fleschm@beloitwi.gov
Eric Miller	Beloit (Finance)	millere@beloitwi.gov
Ted Rehl	S. Beloit (Mayor)	t.rehl@southbeloit.org
Tom Fitzgerald	S. Beloit (Commissioner)	Wendyctomf23@hotmail.com
Tricia Diduch	Rockton (Planning/Development)	diduch@rocktonvillage.com
Dale Adams	Rockton (Mayor)	Mayoradams@msn.com
Drew Pennington	Beloit (Planning)	penningtond@beloitwi.gov
Julie Christensen	Beloit (Com. Dev.)	christensenj@beloitwi.gov

CC: STEERING COMMITTEE MEMBERS NOT IN ATTENDANCE:

NAME	COMPANY	E-MAIL ADDRESS
David Luebke	Beloit (City Councilor)	
Lori Curtis Luther	Beloit (City Manager)	
David Zibolski	Beloit (Interim Police Chief)	
Shauna El-Amin	DBA (Executive Director)	

The project kickoff for the SLATS Parking Needs Assessment project meeting was held on March 24, 2016. The intent of the meeting was to bring the Steering Committee up to speed on why the project was commissioned, what it entailed, define their roles, understand their goals/expectations for the project, and discuss engagement strategy preferences. The project scope was sent in advance to attendees for review along with a map of the City Center and Rockton study areas. The meeting attendees included those on the Project Steering Committee who could attend (see above). The following meeting agenda was followed:

1. Introductions: Project Steering Committee / Project Team
2. Project Overview (TJ Nee)
3. Project Schedule (Phil Baron)
4. Project Approach (Phil Baron)
5. Project Goals / Expectations (Phil Baron; Group Discussion)
6. Engagement Strategy (Phil Baron; Group Discussion)
7. Next Steps

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INTRODUCTIONS

- Project Steering Committee / Project Team (see list above)
- The MPO Coordinator (TJ Nee) noted that the Project Steering Committee is not limited to those in attendance and can be expanded for Beloit, South Beloit and Rockton as they see fit. This may include those responsible for budgeting, street improvements/traffic, etc.

PROJECT OVERVIEW

- Presented by TJ Nee and is similar to that found in the attached meeting invitation that he sent. See attachment.

PROJECT SCHEDULE

- Discussed by Phil Baron and TJ Nee.
- The contract states that the project run time, from kick-off meeting to final report, is assumed to be 120 days.
- The MPO Coordinator (TJ Nee) stated that there is no hard deadline as the project did not kick off in late 2015 as initially intended. The project must be complete by year-end, which is the only real constraint (funding).
- The MPO, Walker and the Project Steering Committee agreed to work toward completion of all scope items in the most expeditious manner possible.
- A proposed project schedule will be prepared by Walker, to be vetted by MPO (and Steering Committee as appropriate).

PROJECT APPROACH

- Presented by Phil Baron and is similar to the scope (attached). The following tasks are to be performed by Walker:
 - Task 1 Meeting and Stakeholder Process
 - Task 2: Supply/Demand Analysis
 - Task 3: Alternatives Analysis
 - Task 4: Parking Policy and Practice Review
 - Task 5: Financial Plan
 - Deliverable: Final Report
- Phil noted the project process is as important as the product (report). The approach for this project is heavy on community engagement. The intent is to be clear on community and project goals, quantitative findings, resident and business owner / operator concerns. We want to ensure that these important user groups who are impacted and impact parking on a daily basis can contribute to the process, which also improves buy-in on recommendations and solutions.

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PROJECT GOALS / EXPECTATIONS

- Group discussion led by Phil Baron with specific input from TJ Nee and Jason Dupuis. During this time a brief discussion of Project Steering Committee roles and responsibilities took place.
- The goals and expectations portion of the meeting also made use of "Attendance & Insight" handouts. These were collected at the end of the meeting and have been scanned and attached to these meeting minutes. See attachment.
- The Project Steering Committee will have monthly interactions which will consist of video/web conferences or teleconferences (possibly face-to-face). These interactions will include updates on project schedule, findings, discussion on topics related to the project, committee member tasks, and next steps. Examples of committee member tasks include:
 - Park in the study area which with you are less familiar – note what you like/dislike.
 - Identify stakeholders for focus group meetings.
 - Facilitate data requests within their organization.
 - Work as ambassadors of the parking study within their organization and in their sphere of professional and personal influence. Document comments and questions and provide to the MPO coordinator for distribution to Walker.
- When asked about the biggest challenge related to parking that needs immediate attention the following challenges were offered for open discussion:
 - Business owners in some areas think that there's not enough parking.
 - Residential over small shops in South Beloit (also in Beloit) is an issue regarding who gets priority to on-site (if any) or nearby public parking.
 - Security is an issue now for vehicles parked in these areas (safety of parkers also a concern).
 - Current signage blends in too much for drivers to see; not enough signage to inform drivers.
 - Better connectivity and a safe path of travel from parking supply to destinations.
 - Information not easily available (online/area maps) regarding location of public parking supply.
- It was noted that Lake Geneva and Madison are good examples of cities that have good signage which helps people find parking.
- Walker queried whether any dates/times should be blacked out for data collection and meetings due to local/school holidays, special events (festivals/parades), etc.
 - Rockton – Old Settler's Day Festival (June 13-18)

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- We discussed the impact any land uses or events that create localized parking “hot spots” in each municipality.
 - Beloit holds the 2nd largest farmer’s market in Wisconsin on Saturdays.
 - Rockton hold the Rockton River Market on Wednesdays beginning June 1.
 - Hononegah High School (Rockton) has roughly 2,000 students and students have been observed to park on-street in nearby neighborhoods.

ENGAGEMENT STRATEGY

- Group discussion led by Phil Baron with direction also from TJ Nee and Jason Dupuis related to scope criteria for quantities of meetings (stakeholder meetings and public listening sessions).
- Walker proposes to use an online survey to poll the public in each municipality. As such, the public needs to be directed to the site.
 - Newspaper and the City website were suggested for Beloit; newspaper was suggested for South Beloit; and the Rockton Facebook page was suggested for Rockton. This list needs to be reconfirmed.
- Walker is scoped to perform up to four (4) stakeholder meetings with downtown business owners, employers, residents and staff. The following points were discussed in relation to stakeholder meetings.
 - These can be performed one-on-one or as a focus group.
 - If done in a focus group, the participant list should be strategic to ensure balanced discussion to avoid having one stakeholder group over-represented in comments and input.
 - Initial suggestion to perform one (1) stakeholder focus group in each municipality, and have one (1) focus group or private meeting with major developer(s).
- Walker is scoped to participate in up to two (2) public input meetings. The following points were discussed in relation to public input meetings.
 - These meetings are generally used to provide facts and figures collected through field surveys and online surveys, present industry best practice, regional practices for similar communities, and gather input from the community as it relates to parking.
 - The meetings can be performed on the same day to capture input from those who are available during the day vs those available in the evening.
 - The meetings can be performed for Rockton separately from the City Center (Beloit and South Beloit) study area.

NEXT STEPS

- Walker to propose a project schedule to meet the scope while accounting for local events, seasonality, etc.
- Steering Committee to identify stakeholders for focus group meetings.

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- Schedule Walker field data collection dates.
- Determine the project coordination call schedule (Project Team and Project Team + Project Steering Committee).

GENERAL DISCUSSION

- City Center study area was amended (see attached maps):
 - Extend the study area in South Beloit one block to the south. The study area will include the blocks to the north of Clark Street between South Park Avenue to the east and Blackhawk Boulevard to the west.
 - Exclude Wheeler Avenue north of Ingersol Place and the Behr Iron & Metal (Recycling Center); but will include residences and businesses fronting along Ingersol Place and South Park Avenue.
- The deliverable will be 3 studies under 1 cover – one for each of the municipal entities.

Attachments:

1. Meeting Invitation / Walker Scope of Services / Project Area Maps
2. Revised Map for City Center Project Area
3. Attendance & Insight Handout (Blank)
4. Attendance & Insight Handouts (Filled in by Attendees)

Kramer, Ezra

Subject: SLATS Parking Needs Assessment Kickoff
Location: TBD (Tentatively 2400 Springbrook)

Start: Thu 3/24/2016 13:30
End: Thu 3/24/2016 15:00
Show Time As: Out of Office

Recurrence: (none)

Meeting Status: Accepted

Organizer: Nee, T.J.



Good Afternoon,

The Stateline Area Transportation Study Metropolitan Planning Organization (SLATS MPO) is conducting a parking needs assessment for Downtown Beloit/South Beloit and downtown Rockton. Walker Parking Consultants <http://www.walkerparking.com/> will be assisting in this effort. We are looking to set up a kickoff meeting for the **Steering Committee** on Thursday **March 24 at 1:30**. The consultant anticipates it will last about 90 minutes. You are invited to join the Committee as a representative from your local agency (City of Beloit, City of South Beloit or Village of Rockton). If March 24 does not work for a number of you, we may need to look for an alternate date in April.

The study will include a thorough evaluation of the existing parking conditions within the study areas (attached). The results can be used to guide future policy and decision-making within the communities. The approach includes attention to the following project elements:

- Startup meetings, consensus building among the various stakeholders, and data collection.
- An evaluation of the current parking system, including the identification of areas where parking surpluses and deficits occur by zones and for the entire study area, and options for addressing future parking deficits. Also included is a projection of future demand based on known development and an evaluation and ranking of potential alternatives using a decision-making matrix.
- Alternative solutions to providing additional parking supply and better managing existing resources, the pros and cons of each, and the anticipated costs.
- An assessment of existing municipal parking policies and practices including parking rates, parking citations rates, parking time limits, the use of parking technologies, enforcement practices, etc. and providing suggestions for more effective parking management.

- How parking spaces should be best allocated throughout the community. Can parking usage be better distributed?
- A financial plan that details how recommended improvements, whether these be technology upgrades, additional parking supply, or policy changes, be funded.

Attached is the detailed Scope of Services which outlines the project in more detail.

Below is a list of current Steering Committee members/invitees. Please let me know if you would like to add additional members from your communities to the list.

Rockton: Dale Adams, Mayor (SLATS Policy Chair)
Patricia Diduch, Planning and Development Administrator

South Beloit Ted Rehl, Mayor
Tom Fitzgerald, Commissioner of Health and Public Safety

Beloit David Luebke, City Councilor
Lori Curtis Luther, City Manager
Julie Christensen, Community Development Director
David Zibolski, Interim Police Chief
Eric Miller, Finance and Administrative Services Director
Mike Flesch, City Engineer (SLATS TAC Chair)
Drew Pennington, Director of Planning and Building Services
Jason Dupuis, Transportation Engineer
Shauna El-Amin, Downtown Beloit Association (DBA) Executive Director

SLATS MPO T.J. Nee, MPO Coordinator

Please let me know if you have any questions. Thank you and we look forward to meeting with you on the 24th.

T.J. Nee
MPO Coordinator

Stateline Area Transportation Study (SLATS)
2400 Springbrook Ct
Beloit, WI 53511
Phone: 608.364.6702
Fax: 608.364.2879

**** EMAIL ADDRESS CHANGE ****

The City of Beloit domain name is migrating from ci.beloit.wi.us to www.beloitwi.gov.
Our old domain name will no longer function after 01/31/2015.
Please update your files and change my email address from neet@ci.beloit.wi.us to neet@beloitwi.gov

ATTACHMENT A WALKER PARKING CONSULTANTS SCOPE OF SERVICES

MEETINGS AND STAKEHOLDER PROCESS

Total project run time from kick-off meeting to final report is assumed to be 120 days. This scope of work includes three trips to the Beloit area. The first trip includes a project kick-off meeting and field data collection. Trip two includes the four stakeholder meetings and two public input meetings. The third trip includes the final presentation.

1. Attend a kick-off meeting with SLATS representatives to review project scope and schedule and plan stakeholder/public participation process and dates
2. Participate in up to four (4) stakeholder meetings with downtown business owners, employers, residents and staff.
3. Participate in up to two (2) public input meetings.
4. As part of this engagement, Walker envisions using an Internet-based survey service such as SurveyMonkey. Walker has an annual subscription to SurveyMonkey. Using our subscription, we intend to draft a questionnaire for SLATS review and comment. Walker will incorporate comments received, finalize the questionnaire and post for use. Based on our experience, it would work best if SLATS issue a letter requesting participation in the survey. The questionnaire would elicit responses to questions pertaining to mode of transportation, work location, perceived adequacy of campus parking, suggested parking-related improvements, etc. The benefit of this survey to SLATS is that it helps SLATS widen its base of campus involvement in the study process. Some people are unable or unwilling to participate in the charrettes or open houses and this instrument helps target those groups not participating in these "live" opportunities.
5. Attend one (1) final presentation of the final Parking Analysis and plan to the SLATS committee members.
6. Participate in teleconferences, as needed, to supplement face-to-face meetings.

SUPPLY/DEMAND ANALYSIS

1. Obtain and review land use data within the study area, provided in terms of square footage by land-use type (i.e. retail, restaurant, hotel, office, etc.).
2. Conduct parking inventories of all on and off-street parking within the study areas (City Center and Rockton). Walker will include public and private parking located within the study area as mutually defined by Walker and SLATS. Inventory will include location and names of parking facilities, capacity, user restrictions, public vs. private availability, time limits and parking rates or lack thereof.
3. Conduct parking occupancy counts on a typical weekday and Saturday at 9 a.m., 11 a.m., 3 p.m., and 7 p.m. for all public and private parking spaces within the study areas (City Center and Rockton). Parking turnover studies will be performed for selected parking spaces to identify parking space turnover and length of stay.
4. Develop a shared parking analysis utilizing current and projected land use data to determine future parking surplus and/or deficit by block within the study area. To project future parking conditions Walker will rely on SLATS to provide information regarding proposed development projects, type of land uses(s), quantities, timing of project completion and number of parking spaces displaced and/or added.
5. Analyze existing parking demand on a block-by-block basis based on the parking occupancy data collection.
6. Analyze the existing and future parking demand and depict in tabular form and graphic form the projected surplus or shortfall on a block-by-block basis.

ALTERNATIVES ANALYSIS

1. Review inventory, utilization and turnover data collected for the Supply/Demand Analysis.
2. If data suggests imbalances of usage, recommend management and policy changes that could reduce congestion in affected areas.
3. Review existing vehicular and pedestrian access and circulation patterns for their relationship to existing and proposed parking facilities.
4. Examine opportunities for shared public/private parking.
5. Identify and evaluate potential locations for new parking facilities (surface and/or structured). External variables that will be considered are desirable density, walking distance level of service (illustrated graphically), phasing of construction and incorporation of mixed-use space.
6. Provide a preliminary opinion of probable construction cost for each proposed alternative.
7. Evaluate the various alternatives on the basis of qualitative criteria to be mutually agreed upon with SLATS. A weighted matrix will be developed and utilized to rank the alternatives. Develop an implementation matrix that outlines recommended actions, estimated time frames, costs and responsible parties. Specifically identify those actions considered "quick fixes." Identify upfront capital costs, ongoing operation expenses, and continuing maintenance and repair requirements associated with recommended actions.
8. Create a map of the downtown business districts identifying proposed parking infrastructure improvements or redevelopment s and parking time limits.
9. Develop a recommended plan for improvements, including phasing of components corresponding to projected future needs.

PARKING POLICY AND PRACTICE REVIEW

1. Obtain and evaluate policies, practices and ordinances relating to parking. Included within the evaluation is a review of existing parking geometrics, parking space requirements, provisions for shared parking, time limits, rates, fines, enforcement days and time and permit programs.
2. Review organizational structures and staffing associated with the parking assets and recommend modifications as appropriate.
3. Identify program and policy alternatives to increase customer satisfaction and use of downtown parking.
4. Recommend a potential fee structure (including fees and fines) for on and off-street parking that encourages the optimal parking utilization and discourages parking abuse by employees and all-day parkers. Provide comparisons to similar localities.
5. Examine and recommend zoning requirements for private off-street parking.
6. Identify and comment on potential new revenue sources.
7. Provide SLATS with a policy, criteria or guidelines to manage future requests from special interests to modify parking regulations. Included within this deliverable is a process for adding and managing residential permit parking programs.
8. Review current and historical use of marketing strategies to promote the availability of parking including smartphone apps, website advertising, parking maps, press releases, news articles, outreach programs, parking websites, etc.

9. Draft a policy statement regarding the relationship between on and off-street parking.

FINANCIAL PLAN

1. Using Walker's database of operating expenses, (collected periodically from more than 200 parking facilities), project annual operating expenses for a five year period, including but not limited to the following:

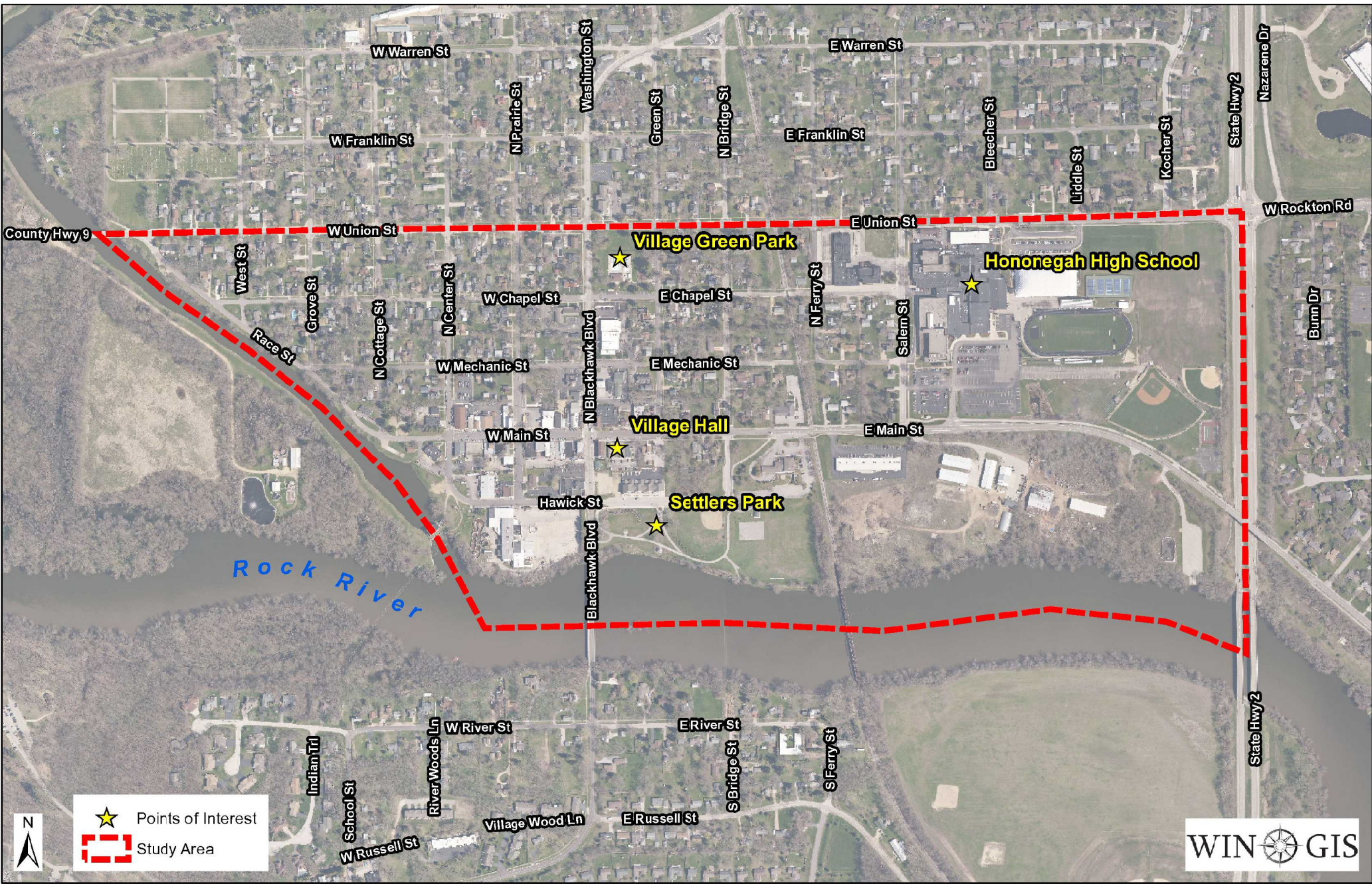
Direct labor (cashiering, supervision, accounting, maintenance and security) and fringe benefits;
Utilities;
Supplies;
Daily maintenance;
Structural maintenance;

2. Using Walker's past experience, project construction cost, contingency cost, consulting fees and financing cost for proposed parking improvements including surface and structured parking, surface lot expansion, signage and striping. SLATS will be asked to assist in providing interest rate and term of loan input.
3. Calculate the average annual debt service for the facility(s) and parking systems.
4. Research comparable market parking rates and recommend a rate structure for municipal owned parking.
5. Prepare a draft pro-forma statement of net operating income, debt service coverage and projected cash follow for a ten-year period for the recommended plan for improvements and overall parking system.

GENERAL

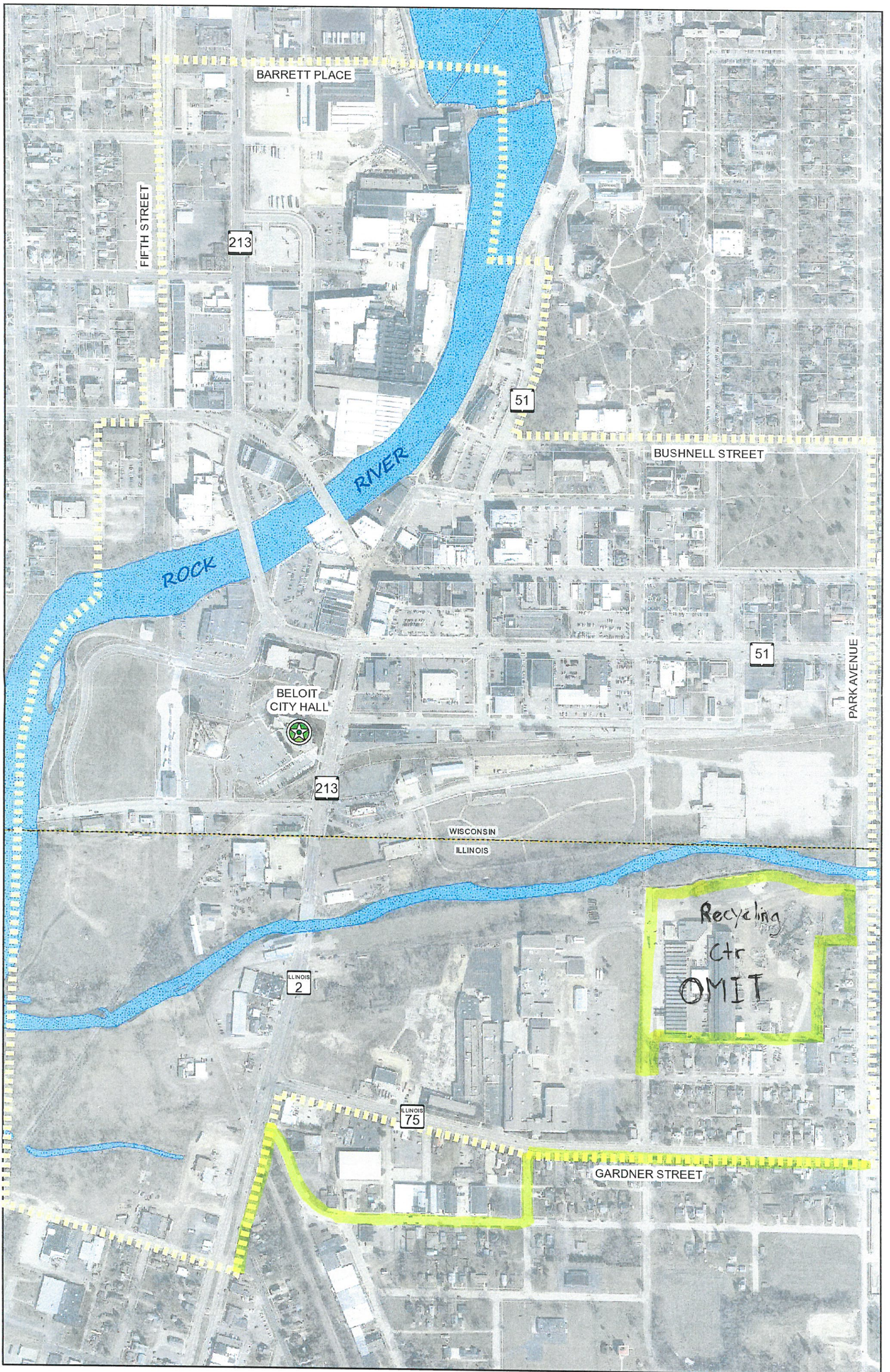
1. Prepare and e-mail draft report for review by SLATS.
2. Based on comments received relative to the draft report, prepare and provide a final report in PDF format.
3. Deliverables include digital copies of all data, files and deliverables (original non-PDF formats) in addition to 10 complete hardcopies of the final study and 1 unbound reproducible original.





★ Points of Interest
- - - Study Area





BARRETT PLACE

FIFTH STREET

213

51

BUSHNELL STREET

ROCK

RIVER

51

PARK AVENUE

BELOIT CITY HALL

213

WISCONSIN ILLINOIS

ILLINOIS 2

Recycling Ctr OMIT

ILLINOIS 75

GARDNER STREET

ATTENDANCE & INSIGHT
SLATS PARKING NEEDS ASSESSMENT



MARCH 24, 2016 – PROJECT KICK-OFF W/ PROJECT STEERING COMMITTEE

NAME:

TITLE:

ORGANIZATION:

EMAIL:

What is the biggest challenge related to parking that needs immediate attention?

How would you define a successful project?

What are your goals for the project?

GOAL 1:

GOAL 2:

GOAL 3:
