

# City of Bayfield Parking Committee

## Minutes of October 22, 2020

The meeting was called to order at 7:31 by Matt Carrier via GoToMeeting

Present: Matt Carrier, Joanne Cirillo, Gordon Ringberg—Mayor, Bryce Albrecht, David Eades, John Fangman—Police Chief, Sarah Mather—Office Assistant, Paul Swensen

Approve Agenda: Cirillo/ Ringberg. Carried. Mather mentioned to not make any decisions on winter parking without PWD Kovachevich present.

Approve Previous Minutes of September 24, 2020: Ringberg/ Cirillo. Carried.

Public Input: None

Agenda:

1). Establish Committee: Have reached out to a couple of people but most are too busy. Look into other possibilities: Dustin or Julie Winter, Lois or Jennifer Albrecht, Robert Zawislak.

2). Define local pass?: Paid parking in the City of Bayfield has not been finalized yet, the committee is addressing this to be prepared with answers when people ask.

a. Who is considered local?: Mayor Ringberg defined a “local” as followed:

- Any property tax payer in the city, any business owner who pays property tax or rents from a property tax payer, and their employee can apply for an annual free parking pass. Pass would be tied to the license plate of their car(s).

-anyone else can apply for an annual parking pass for a fee, also tied to a license plate.

-annual pass does include parking in no parking zones or for more than the time limit in hourly spaces.

-employees may be limited to parking in certain areas under their pass.

b. Do we charge an annual fee for the pass or per vehicle owned? How much?

i. How many passes can a household receive? What about nightly parking?

3). How do we plan to engage the community on the workings of the parking committee?

A one page document telling people in the community where we’re at and why we are interested in paid parking in the first place, surveys if needed, post to our website, Chamber Blast. Once the Parking Committee decides on what to do, we will bring it to Planning and Public Works before having a public hearing and bringing it to Council. We need to be prepared to answer a variety of questions from other committees and the public, and potentially have some backlash. Be prepared with research first and any perceived issues and show how this could generate revenue.

4). Review Meter Companies: Mather reached out to a couple of companies in order to see what they would have to offer—each company offered free demos if needed From each company we would like to know: company background, cost/expense, potential for revenue, what about just lot parking lots? What do they have offer and how could they best suit our needs.

a. Park Mobile: App based company

b. IPS: Meter based company

c. Passport Parking: App based company

5) Winter Parking Regulations: How efficient is winter parking right now? Can we make changes now? Discussion ensued. Chief Fangman said: “Winter parking is mostly effective after a few notices on cars at the beginning of the season. The change that has been discussed is having no overnight parking on certain streets in the downtown area. My thought is First St and Second St between Washington Ave and Manypenny Ave. People who park overnight on those streets could park in the parking lots at Manypenny and Second St or on Washington Ave west of Second St. I would also recommend no overnight parking on the east side of Broad St between Rittenhouse Ave and Manypenny Ave to allow for the parking spaces to be plowed for better parking access to the post office during the day.” This would require Public Works

to keep parking lots plowed. City staff could reach out to problem areas, lots of people putting snow in the street, special assess business owners? Ordinance would have to go though a review change before enforcement could take place, but a **motion by Ringberg to present the idea to PWD Kovachevich and let Police Chief Fangman and PWD Fangmandecide have authority on what to present to the public this year for winter parking—keep it the same or change to lots. Seconded by Cirillo.**

For next meeting: “Zones”, “Locals”, winter parking, Galazen lot letter (Gordy, Tom, Sarah), Letter to residents about financial needs in the City and why we are considering paid parking (Matt), Mather will send out previous downtown area map and designs.

Set next meeting: November 16, 2020 7:30 am

Adjournment: Cirillo/ Ringberg.

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## Park Mobile Demo:

- Phone/App based.
- Number 1 in the nation for parking apps
  - Used in most major cities including Minneapolis and Chicago among others.
- “Zones” in app denote where to park in the city
  - Zones are picked up automatically once the app is downloaded and you enter the zone.
  - Pay via the app or make a phone call to a 1-800 number
    - Full spectrum of payments available even without Credit Card—Paypal, gift cards, City Hall option
  - “Geofencing”—notification for people who already have to app to denote a new city they’re entering with ParkMobile Parking.
- Consumer engagement and Marketing
  - Signs made by ParkMobile at no cost
    - Would require City Staff to install signs in specific zones
    - Signs can say what we want them to have on it to fit our needs
      - Winter parking, no parking between certain hours, etc.
  - Rates set up by City staff or officials and controlled in our offices
    - Can change rates when needed
    - Shows historic trends to we can change rates if they are too high/ low/ not enough turn over
  - ParkMobile provides free marketing and support
- Enforcement
  - Log into website via phone and check license plates of who has or hasn’t paid in each zone
    - Would most likely need to hire someone to do this
    - Can connect with ticket writers if we choose to do that later on down the road
  - Zone to Zone changing
    - Search plate number to see if they paid
- Locals
  - Can set up license plates on a list in the office which connects to the app to see who has a pass or not
    - Used via the enforcement app
  - Can work with boat ramp passes, too
- Challenges
  - Poor service for certain providers
  - Similar sized communities who have done this? Their challenges and or revenue?
- Cost:
  - Cost would be the price of installation of the signs on the City’s behalf.
    - Signs are provided from ParkMobile
  - Puts a convince fee on the user of 35 cents
  - Can connect to existing Credit Card processing company we use.
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