

DRAFT Proposal for Developing the City of Bayfield Parking Management Plan

Background: In Wisconsin, municipalities are limited by state laws in how they generate revenue. Primary options, historically, have been property tax and state shared revenue. Caps imposed at the state level on property taxes and declining shared revenues are preventing the City from effectively maintaining its assets and providing services to its citizens.

Given the limits imposed by the State, and the lack of other viable revenue options to effectively maintain our assets and provide services to our citizens, the city needed pursue opportunities to collect fees for services. Linking the cost of a services closely to usage promotes equity while providing revenue to the General Fund.

Therefore, with the need to find additional revenue on March 17, 2021, the City of Bayfield Council directed the Parking Committee to create a comprehensive Parking Management Plan (PMP) that could implement a paid parking system by June 1st of 2022.

Issues to be Addressed in the Planning Process: Reviewing previous discussions around paid parking and general parking concerns, some issues and topics have been identified for consideration, including:

- Ensure PMP and Comprehensive Plan goals/actions are coordinated
- Identify how to better manage existing parking assets.
- Assess current and future parking needs.
- Develop a first-rate seasonal Commercial District paid parking system that keeps up with existing businesses, projects underway, and future development; while balancing business, residential, visitor, and commuter parking needs.
- Ensure paid parking system can generate revenue for the support of parking infrastructure, downtown improvements, and other important City initiatives.

Proposed Approach for PMP Development:

The development process would be led by the Parking Committee (PC). The process would include:

- Background briefing to PC about the previous paid parking discussions
- Creation of PMP guided by committee and city staff input
- Review and input from other relevant Committees (Planning, Public Works, Harbor, Parks etc.)
- Soliciting and incorporating public input
- Final review and adoption by the City Council

Following are proposed steps for the process:

1. At the June meeting of PC, **initiate the PMP development process**. This should begin with a briefing from Committee Chairperson about previous committee work and plan development.
2. During the month July-Oct work through chapters of previous plan document. **Finalize paid parking zones, regulations, and permits**. Incorporate the Comp. Plan actions. Draft a **new format/outline for the plan**, which would include an implementation section. Make this available online to Committee and staff for review.
3. At November PC meeting: **Finalize and adopt draft PMP** and send to relevant city committees for review.
4. In November **initiate public outreach and solicitation** for public comment. Any information provided to the community will be framed with the understanding that the City IS implementing paid parking and public comments should bear this in mind. In other words, we are seeking public comments regarding how paid parking will be implemented as laid out in the PMP.

- a. The PMP will be available to read online,
 - b. Q/A sessions/Stakeholder meetings will provide an additional forum to receive information.
 - c. A written public comment period will be allowed until December 15th, 2021
5. By December PC Meeting: **Revise plan per public and Committees' input**. Consider assigning sections to PC Committee members and City staff for revision. Our goal would be to have a revised draft by January 5th, 2022.
 6. At the January 11th meeting, the Committee would **adopt final draft and recommend to Council** their adoption comment period.
 7. Preceding January PC meeting a public information session would be held January 18th to present revised PMP to public. This would be the last public solicitation for comment.
 8. At February 8th PC Meeting make any necessary changes to PMP after considering community feedback at information session. Committee adopts final PMP
 - a. **Recommend to Council** PMP and to sign contract with ParkMobile
 - b. **Identify the needed ordinance changes** to follow PMP
 9. March - April: **Draft new Ordinances** and hold public hearings
 10. May: **Implement new paid parking system**

City of Bayfield, Wisconsin

Parking Management Plan
2021 - 2026

Prepared & Approved by the City of Bayfield Parking Committee
P.O. Box 1170 Bayfield, WI 54814
715-779-5712

Parking Committee Members:

Jane Halverson
Beta Bodin
Kristen Sandstrom
Bob Zawislak
Joanne Cirillo
Matt Carrier

City Staff:

John Fangman – Chief of Police
Billie Hoopman – City Clerk
Dionne Johnston – City Treasurer
Tom Kovachevich – Public Works Director
Sarah Mather – Office Assistant

www.cityofbayfield.com

CHAPTER 1 - Introduction

The City of Bayfield is a vibrant community known for its natural beauty, historic character, and recreational opportunities. As the gateway to the Apostle Islands and a robust tourism industry, Bayfield draws many visitors from around the world. Bayfield also prides itself on maintaining its small town and historic character while supporting thriving recreation, arts, and tourist industries.

Given its unique character and popularity, demand for parking in downtown has been an ongoing issue, highlighting existing inefficiencies with parking management. Of particular concern has been high demand during peak periods, employee parking, and limited information for users.

Furthermore, maintaining existing parking infrastructure and making improvements represent significant expenditures to Bayfield. In Wisconsin, municipalities are limited by state laws in how they generate revenue. Primary options, historically, have been property tax and state shared revenue. Caps imposed at the state level on property taxes and declining shared revenues are preventing the City from effectively maintaining its assets and providing services to its citizens.

Implementing paid parking as part of a greater parking management plan would generate revenue and support a transportation system where drivers pay their fair share of the road and what it costs to provide parking. In other words, paid parking equitably passes the costs of driving to drivers, rather than the population at large.

Therefore, the City has committed to developing a plan that will address these issues and take advantage of opportunities therein. Previous initiatives have investigated parking challenges but did not create a unified vision or path forward. This plan represents the first approach to rethinking parking management.

It is important to emphasize that there is no “silver bullet” solution. A plan that simply “builds more parking” is limited in effectiveness and feasibility due to availability of land and the costs of parking facility construction. Furthermore, making large investments in parking infrastructure without a supporting framework will preclude the City from other important projects such as affordable housing.

This Plan prioritizes an approach that seeks to better manage existing supply, while offering recommendations that can support broader parking solutions. The primary recommendation is to implement paid parking and regulations to better respond to the downtown’s significant seasonal and daily variations in parking demand. At its simplest, it is proposed that Bayfield use paid parking to address its stagnant revenues and to achieve a goal of consistent parking availability.

Plan Goals

- Better manage existing parking infrastructure.
- Use data to understand parking behavior and inform recommendations.
- Make parking as convenient as possible for residents, employees, and visitors.
- Ensure parking management supports local businesses.
- Develop strategies to manage employee and special event parking demand.
- Effectively communicate how parking management supports downtown vitality.
- Create a plan for action with definitive steps for implementation.

CHAPTER 2 – Background

Parking and access to downtown are ongoing concerns for the City of Bayfield. In 1969 early planners expected during peak months “10,000 to 15,000 cars per day” due to the Apostle Islands National Lakeshore. Therefore, they planned to construct an entry and orientation center (Figure 2-1) to accommodate all the vehicles and stated “One of the most critical threats to Bayfield's character would be an overabundance of automobiles, moving or parked, within the City. There is no getting around the fact that cars are here to stay, but they need not totally dominate the scene.” While these numbers never came to fruition, automobiles and access continue to be a concern for the community.

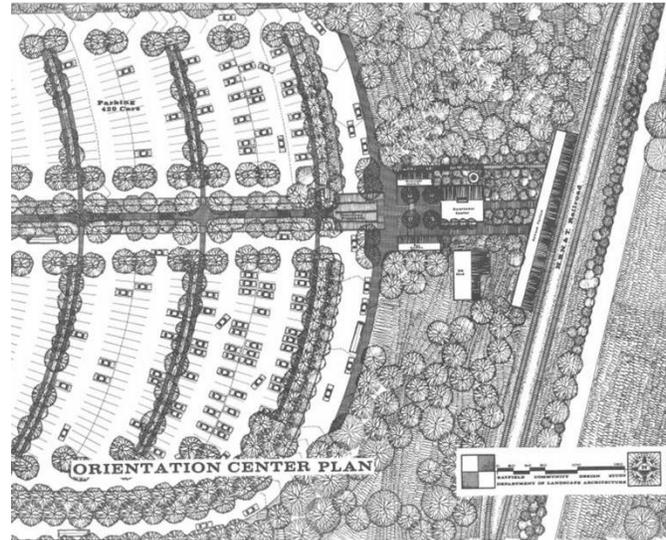


Figure 2-1: 1969 rendering of Entry and Orientation Center

The 2019-2029 Comprehensive Plan recognized the importance of parking and access, saying “Transportation is a basic necessity that should meet the needs of residents and visitors, while being affordable and accessible to everyone.” and “Summer visitors often struggle to find their way around town, and their need for parking puts pressure on Bayfield residents and businesses.” The Plan sets forth goals and actions to address these concerns as follows:

Goal 1: Bayfield supports a full range of safe and efficient public and private transportation options, motorized and non-motorized, marine, and pedestrian in the City and the Chequamegon Bay region.

1. Develop, implement, and maintain a local way-finding system that is informative and compatible with the aesthetics and character of the community.
2. Work to ensure that pedestrian destinations (e.g. school, library, recreation center, downtown, waterfront, residential areas) are safely connected to encourage foot travel.
3. Ensure that the existing local and regional transportation systems meet the needs of all users, especially youth, seniors, and those with limited incomes.
4. Maintain adequate marine access to and from the City.
5. Provide appropriate routes for winter access by off-road vehicles.

Goal 2: Bayfield utilizes innovative parking strategies consistent with its hometown character to accommodate seasonal demands.

- Expand and encourage additional off-street parking options to preserve downtown parking spaces for customers of local businesses

Actions to be Implemented 2020-2025

- By 2022, initiate a Parking Study to identify the parking problems and potential solutions. Information may help to revise Parking Ordinance in a more meaningful way.

Parking infrastructure is costly to maintain and improve and has not been prioritized as the financial state of the City has deteriorated. In the 2021 state of the City Mayor Ringberg said:

“Earlier this year, our audit firm, Baker Tilley, put together a financial planning tool to help us see into the future. Now understanding that there is no such thing as a true “crystal ball”, and that any forecast is only as good as the data that is put into the model, the initial report from Baker Tilley stated: ‘Based on the assumptions used in the financial planning model and building off of the 2021 budget, the estimated average annual budget deficit over the next 10 years is \$127,400. Without additional revenues or permanent budget reductions, fund balances could be depleted by 2027.’ Now we’ve known the City was in trouble for a while, and every year we would agonize to prioritize our needs, and then reduce spending somewhere. We cut back on some operations and services, deferred maintenance, and postponed major projects, but despite all the reductions, our revenues could not keep up with inflation. We knew we were approaching a tipping point where, if nothing changed, we would need to lay off staff and drastically reduce more services, but with this financial planning model we could now see that we don’t have as much time as we hoped to find a solution.”

Parking and access to Bayfield are ongoing concerns for the community. To fully address these over the long term will take a substantial input of capital. As such, an opportunity exists to use a paid parking program to generate revenue for parking infrastructure and downtown improvements. Further, the development of a Parking Management Plan, which implements paid parking, can use innovative strategies to accommodate seasonal demands. Therefore, recognizing the goals and actions set forth in the Comprehensive Plan and the need for additional revenue, the Parking Committee was tasked with the following purpose:

Parking Committee Purpose: *To create a Comprehensive Parking Management Plan that can be adopted and fully implemented by June 1st of 2022 that better manages existing parking assets, assesses current parking demand, forecasts future parking needs, and develops a first-rate seasonal Commercial District paid parking system that keeps up with existing businesses, projects underway, and future development; while balancing business, residential, visitor, and commuter parking needs to generate revenue for the support of parking infrastructure, downtown improvements and other important City initiatives.*

As with any implementation plan, it’s important to think about a phased approach that prioritizes balance and relies on data for the support and evolution of the parking operation and program. The management techniques recommended in this plan are designed to improve the parking experience and create operational infrastructure that will enable data-driven decisions. To support a sustainable downtown, a proactive approach is recommended for management of valuable parking and street assets.

CHAPTER 3 - Existing Parking Conditions and Supply

Assessment of parking supply is one important element in parking and traffic planning, but it is important to consider that changes in supply will not always impact driver behavior. There are other factors and strategies to consider as well. The question becomes, “if I build parking, will it solve the root issue?” The City currently has a supply of spaces that are often not chosen by routine parkers because of their locations, lack of associated wayfinding, or regulations that do not enable balanced utilization of parking assets.

Building more parking before addressing the existing conditions may result in creation of expensive and underutilized assets. The following Parking Management Plan will outline recommended steps for managing and optimizing existing supply.

Parking Inventory

The City of Bayfield has a total of 3044 public and private parking spaces available¹. Within the proposed paid parking area (Table 3-1) there are a total of 1333 parking spaces², including capacity for 514 vehicles to park on-street (39% of the total supply in the area), and 562 spaces in privately-owned for commercial use off-street lots (42%). The remaining 257 parking spaces within the area (19% of total supply) are located in publicly owned lots.

| Parking Inventory | | |
|-------------------------|-------------|-------------|
| Type | City | Paid Area |
| Public Parking Lots | 415 | 257 |
| Street Parking | 1977 | 514 |
| Commercial/Private Lots | 652 | 562 |
| | | |
| TOTAL | 3044 | 1333 |

Table 3-1: City of Bayfield Parking Inventory

Use of on street-parking and public parking lots are regulated by time limits. In the downtown area most on-street spaces are limited to 2hrs with some spaces reserved for short-term parking (15-30 minutes). Long term 14- day parking is permitted in public lots during peak season. Other street parking is available with a 48-hour restriction outside of the downtown area.

- 1) **Parking Availability:** The following table (Table 3-1, Chart apx-1 (appendix pg. 29)) details the amount of parking spaces available in the City of Bayfield. The study area is defined as Washington Avenue south to Wilson Avenue and Fourth Street east to Pine Street (Figure 6-1, pg.11).
- 2) **Management:** The current on-street and lot parking management regime consists of free time-limited parking in some locations and the issuance of tickets for violations.
- 3) **Enforcement:** There are several areas of enforcement distinguished by specific periods of active enforcement. With the exception of a few locations, the majority of the time-limits are only actively enforced during the prime tourist season.

Adherence to parking time-limits is managed by the police department with the assistance of seasonal enforcement staff during the peak season. The enforcement staff patrol a certain area throughout the day monitoring each vehicle's length of stay. If a vehicle is still in the same space beyond the permitted time, the enforcement personnel will issue a citation. This is a labor-intensive enforcement system.

Inherent in a time-limit regulated management system is a tendency for drivers to avoid tickets by moving their vehicles every hour, two hours, or whatever the time limit dictates. This introduces traffic generated solely by vehicles that have no reason to be moving aside from shuffling to avoid tickets.

¹ Does not include private residential garages or driveways

² Does not include private residential garages or driveways

Key Issues and Opportunities

1) During the peak season, demand for access is high and parking can be difficult to find.

Although parking can be difficult to find along Rittenhouse Ave and its adjacent streets – particularly during major events and weekends – parking remains available within walking distance of the downtown even at the busiest times.

2) Parking is available for most of the day, but prime spots are still in heavy demand.

3) Parking demand varies by time of year, day of week, time of day, and location.

Parking occupancy varies by day of week and time of day, as well as by the location of the parking area. In addition to the substantial increase in parking demand during special events and the peak of summer, a few key trends are known:

- *During the non-peak season, parking utilization is highest on weekends.*
- *Parking availability is significantly higher in more distant lots/streets from downtown. Topography and distance likely limit parking demand in the more remote spots.*
- *Private, off-street parking locations have lower rates of utilization than public on-and off-street parking, except during periods of high demand.*

4) Current parking regulations are not consistently enforced

5) Limited parking information makes it more difficult to find available parking

The limited availability of parking information makes it difficult to find parking, which contributes to congestion in downtown as motorists search for parking. Consistent signage is not available to let drivers know where parking is located (Figures 3-1, 3-2, and 3-3). Moreover, the City has limited information available online.

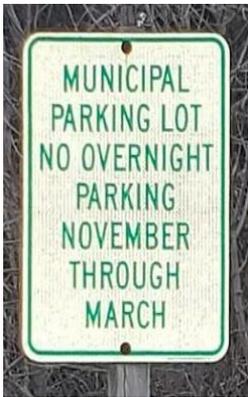


Figure 3-1: Municipal lot parking



Figure 3-2: 2-hour parking signs



Figure 3-3: Municipal lot parking/ No sleeping

6) Employee parking is problematic

Many employees park in the downtown area and employee parking demand is high, especially in the peak season. Many employees have significant incentives to drive and park downtown, including commuters due to inability to find affordable housing in Bayfield and limited viability of transit options.

7) Oversized vehicles create congestion and limit spaces

The City has seen an increase in RVs and camper trailers which take up multiple parking locations and create congestion. Further adding to the problem are trucks with boat trailers. While the boat ramp offers boat trailer parking it is not sufficient during peak usage.

8) Madeline Island parking Demand

The Madeline Island Ferry is the primary means by which people and goods reach the town of La Pointe. The Ferry dock is located at the eastern end of Washington Avenue. This corridor places a considerable strain on City parking infrastructure and creates high parking demand.

CHAPTER 4- Public Process **This Chapter will be updated/completed after public process*

Bayfield has a robust downtown, with many users competing for a finite supply of parking. Business owners search for convenient customer access, residents hope to retain on-street residential parking, business employees seek convenient locations, and people destined for Madeline Island look for convenient access to park and ride the ferry. A more effective management plan for downtown Bayfield's parking must consider all these users. In order to hear from City residents, employers/employees and visitors, the parking committee facilitated public meetings November 2021 - January 2022. The meetings shed light on the various competing uses confronting downtown Bayfield's parking supply. The following public process was followed.

Community Survey

- A survey was released in January/February 2021 to better understand our residents and visitors experience parking in downtown Bayfield. To get a representative sample of those who frequently park downtown the survey was released on the Bayfield Chamber Blast, sent to our surrounding communities Red Cliff, Town of Russel, Town of Bayfield, and Town of Bayview, and posted to the City website.

Stakeholder Engagement

- A series of targeted stakeholder interviews were conducted as part of the public outreach process to gather input from those most familiar with parking issues and challenges in downtown Bayfield. City Parking Committee members identified and invited stakeholders including business owners, institutions, paid parking area residents, Bayfield Chamber of Commerce, key City departments and committees. The primary goal of these small-group meetings was a free-flowing exchange about implementing paid parking and an understanding of specific parking experience and perspectives in downtown Bayfield. Several common themes emerged, which are summarized below

Open House

- Over ___ members of the public, ranging from downtown residents to business owners and surrounding community members participated in an open-house style public meeting hosted at Bayfield Public Library. The Open House included a brief presentation of the Parking Management Plan, and several engagement and interactive activities. The engagement exercises included a hands-on priority voting dot exercise, a parking confessional mapping exercise, a map identification exercise, an open comment “sticky wall” where general comments about transportation and parking experience are posted, and a question-and-answer period.

CHAPTER 5 – Parking Management Best Practices

1) Seek Consistent Curbside Availability

On-street spaces along primary commercial streets are the most likely to generate high levels of demand. Unless actively managed, these spaces will lack availability during high-demand periods. As a result, it is common to find these spaces actively regulated through pricing and/or time limits. The most commonly cited objective of this active management is “turnover” — increasing the number of cars that can be accommodated by reducing average parking duration, and “turning over” the same spaces consistently throughout the day. A more precise objective that many cities are starting to embrace, however, is “availability” — the presence of empty spaces at any given time.

Ideally, one or two on-street spaces will remain empty/available, even during demand peaks, along all blocks. Similarly, when approximately 10% or more of spaces are available within off-street locations, these facilities feel well managed and viable for short-term parking needs.

If functional availability can be maintained, turnover and parking duration do not need to be actively managed. This is a significant advantage, as these measures are much more difficult to document and alter through management and regulation. By contrast, relative levels of availability can be measured through regular observation and undesirable levels of availability can be addressed by adjusting pricing or time limits.

2) Payment Accessibility as a Management Tool

What drivers tend to most dislike about paid parking is not the cost, which is often quite modest compared to what is spent by a typical shopper/diner in a thriving downtown. While no one prefers to pay for something that they could get for free, what tends to most frustrate drivers is: 1) the fear of getting a ticket if their meter “runs out” and 2) a non-user friendly parking system.

The first comment can be addressed using the enforcement recommendations outlined below. The second comment can be addressed through payment technology – smart meters and/or mobile payments – that accept credit cards and digital payments. Clear, visitor-focused signage that explains when and where this payment technology is available will help to ease visitors’ anxiety of being unable to pay for the full length of their parking duration. Removing these barriers should be viewed as key steps toward using parking rates to maintain consistent availability among downtown’s most high-demand spaces, particularly during high-demand times.

A parking meter app allows users to electronically extend the amount of time parked, set time limit notices, and determine available parking locations. These features are an excellent means to improve user experience and convenience.

While most of the paid parking system users often have the proper technology to interact with the app it will remain important to offer areas where payment can be received as cash. A simple payment station can provide parkers with a fee envelope and dashboard receipt.

3) Non-Punitive Enforcement

Enforcement is essential to the effective management of public resources. Ideally, municipalities strive to both encourage parkers to visit and patron area establishments and enforce parking regulations.

Some options available for consideration include a “first-time forgiveness” approach whereby first-time violators are issued a warning. Similarly, a “courtesy” ticket system is an option by which the first ticket is \$0, but then coupled with an incremental fine structure. An incremental fine structure is another available enforcement method to help deter parking violations yet continue proper enforcement. Keeping the fine for first-time infractions very low while increasing the subsequent fines can help deter convenience-motivated drivers.

4) Monitor Performance

Establishing a monitoring program to track effectiveness pricing and management strategies is critical for successful parking management. This is the only way to ensure that the management plan is accomplishing the core objective of consistent availability among all parking options. A monitoring program should require:

1. Weekly visual assessments of availability along primary commercial blocks, and high demand side-street blocks during midday peak-demand period (1 PM), as well as the Saturday evening peaks (5 PM).
2. Seasonal system-wide counts of:
 - a. All on-street spaces and lots during midday peaks
 - b. All short-term lots during midday peaks
 - c. All long-term lots at mid-morning and mid-afternoon

CHAPTER 6 – Primary Objectives and Recommendations

This chapter details the recommendations designed to help Bayfield improve parking in the downtown area. The recommendations were developed in collaboration with City staff and the Parking Committee, while informed by parking data and input from the community. It is important to emphasize a number of key points.

First, parking behavior and demand is influenced by several factors. Parking is not solely about the number of spaces or their regulations, but also about how people can access downtown by biking, walking, or other transportation methods.

Second, there is no single solution to downtown’s parking challenges. Simply adding more parking will not result in success. Therefore, any approach to downtown parking must be a package of recommendations designed to support one another.

Third, expectations must also be realistic, as progress will be incremental. It will not only take time for the City and stakeholders to plan and implement the recommendations in this chapter, but also to realize their benefits and adjust as conditions change over time. A phased action plan (Chapter 8) will help the City navigate implementation.

Fourth, the recommendations describe an approach that seeks to better manage existing supply and ensure that the City’s parking assets are better utilized in the most cost-efficient manner possible.

Finally, the plan includes 9 parking recommendations, all of which have been developed to support the primary objective of implementing a paid parking system in the Commercial District. The implementation of paid parking will redefine the City’s overall approach to parking management in downtown. The recommendations have been developed as a framework by which paid parking will serve as a management tool to provide easily accessible and consistent parking. The 9 recommendations are as follows:

1. Demand Based Pricing for Commercial District Parking
2. Resident Parking Permit
3. Annual Parking Permit
4. Employee Parking
5. Wayfinding and Signage
6. Enforcement
7. Pursue Shared Parking Agreements
8. Establish Monitoring Program
9. Develop Communications Plan

1. Demand Based Pricing for Commercial District Parking

Summary

Paid parking offers a range of benefits, including the ability to generate much needed revenue, influence driver behavior through variable rates, and efficiently utilize existing parking supply. The revenues from paid parking can help support the parking operation, required staffing and other important City initiatives. A proposed budget for 2022 is in the appendix (page 25).

A demand-based paid parking system should be used within the downtown area. Demand-based pricing is about treating and managing your most desirable parking assets as your most valuable ones. Then, setting pricing of those spaces to reflect that demand while creating “availability.” The best parking practices for “optimal” availability levels are 15% for on-street spaces, and about 10% for off-street. At these targets, parking is well used, but availability (and the perception of it) remains, so that customers can find parking in the most convenient and desirable areas.

Parking Locations

To achieve these desired targets the downtown should be divided into zones that reflect their demand. The parking map (Figure6-1) provides a recommended framework for differentiating parking rates and regulations by parking type, zoning the specific lots and on-street areas as either “Premium,” “Standard,” “Value,” and “Free”

- **Premium** lots and blocks are recommended to have the highest hourly and daily parking rates, with a goal of facilitating short-term parking and high turnover. Premium status is recommended for (1) Rittenhouse Avenue, (2) Manypenny, and the streets between.
- **Standard** parking areas are recommended to include the side streets adjoining the ferry landing. Time restrictions should take into consideration short trips to the island. The Standard rates are intended to be lower than the rates in premium locations.
- **Value** parking areas include those parking locations on the periphery of the downtown including all lot locations. Having lower rates in the lots will encourage drivers who will have an extended stay to not take up more valuable street locations. Due to lower demand this area can be used for the employee parking permit program.
- **Free** parking should be shown as the streets that adjoin the paid area. Note: All streets outside paid parking areas will continue to be free for parking but remain subject to standing regulations.

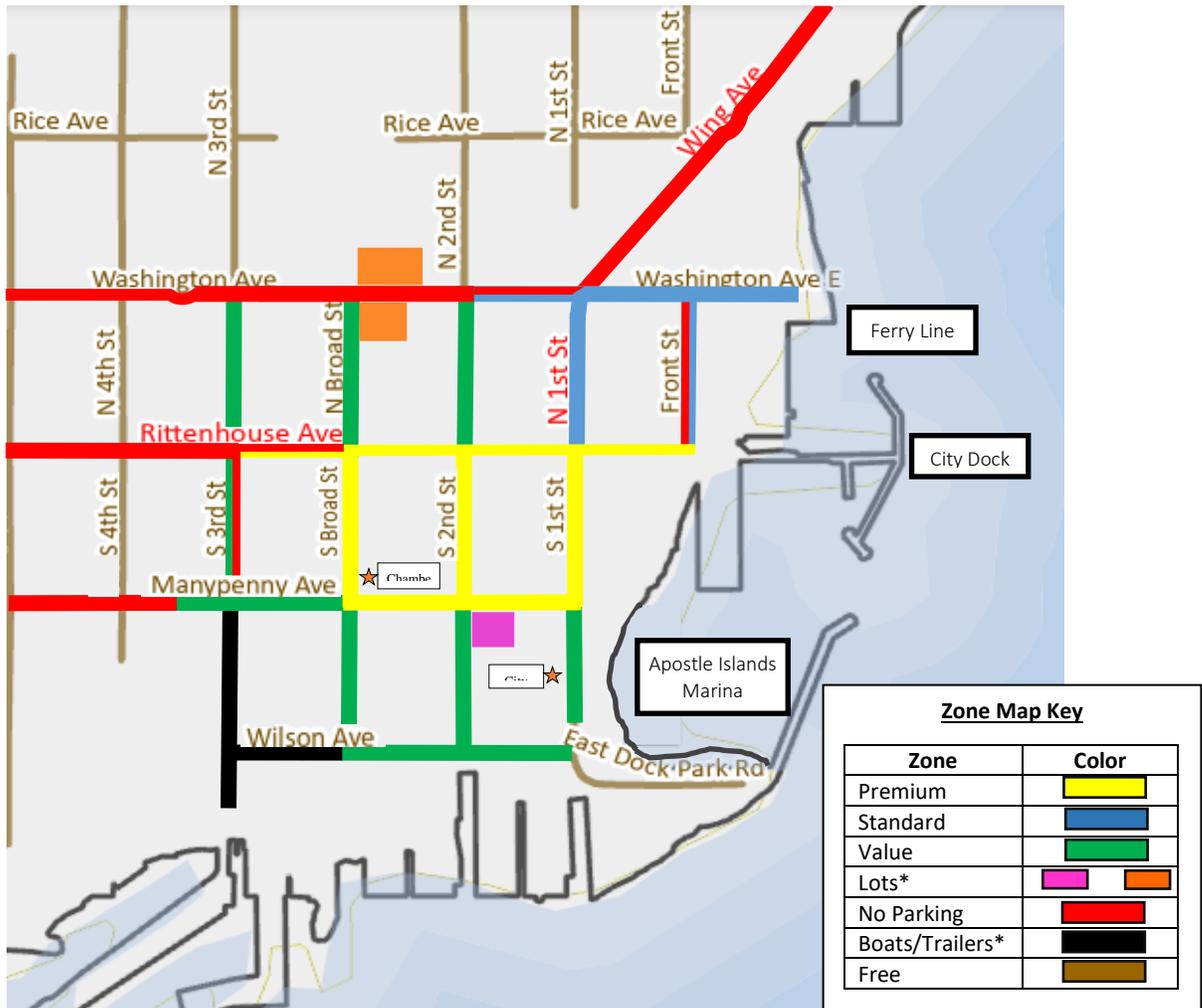


Figure 6-1: Map outlining study area for spaces and proposed zones for demand-based parking

Proposed Rates and Regulations

It is recommended that the Paid Parking System be enforced seasonally from May 15 to October 15. The proposed rates schedule for 2022 and regulations are in the appendix (page 25). It is important to emphasize that these are the first version of hourly prices, and they may not achieve the target availability rates. An annual monitoring effort (Recommendation 8) is essential to ensuring that the rates are adjusted based on demand. It may take several rate adjustments, as well as implementation of the other recommendations, before the City is able to effectively meet the target rates.

Implementation of Demand-Based System

Implementation of a demand-based program will require careful planning and key action steps. Outlined below are the key steps to successful implementation.

- Adopt a demand-based parking program for the downtown, including:
 - Setting specific goals and targets for the availability of on-street and off-street parking, such as “The City will aim to keep one or two spaces available on each block or in each lot for arriving vehicles.”
 - Granting staff authority with consent of the Parking Committee Chair to change meter and permit rates, off-street parking fees, and on-street parking regulations as necessary to meet occupancy/availability targets, without action by Council.
 - Setting minimum and maximum hourly parking rates. Set thresholds for action and the amount that rates can be lowered or raised per rate adjustment (i.e. \$.25 or \$.50 per rate adjustment).
- Establish boundaries for the demand-based parking management zone.
- Define boundaries for the “Premium,” “Standard,” “Value” and “Free” parking areas. The boundaries of each zone may be subject to change on an annual basis, based on evidence of changes in parking demand.
- Choose a technology company that will provide a metering system which allows for convenient payment, enforcement support, and easy interface.
- Charge parking rates that differ by area and based on observed parking patterns.
- Establish monitoring program (Recommendation #8). At least twice per year—during both the peak summer season and the off-peak summer season—the City should monitor the use of on-street and public off-street parking in the downtown area. This includes collecting parking occupancy and vehicle duration of stay data every hour on at least two weekdays and one Saturday during each paid parking season.
- Draft a communications plan (Recommendation #9) to educate the public about the demand-based paid parking management program.
- The City must use clear signage and public information to communicate when and where higher and lower rates and different parking regulations apply, as described in Recommendation #5.
- Adopt simple methodology and actions for demand-based changes, including thresholds for action.
- Review parking rates and regulations on at least an annual basis and if needed adjust to reflect new information about parking patterns.
- To provide additional input, all staff proposals to change rates, regulations, or meter/permit zone boundaries should be reviewed by the City’s Parking Committee

Benefits

- **Make it easier to find parking:** By maintaining one to two spaces open on each block and in each parking lot, demand-based parking management will improve the availability of parking across the downtown, making it easier for visitors, employees, and residents alike to find parking where and when they need it.
- **Better conformity to regulations:** Citations are less likely, as greater availability reduces the perceived need to park illegally rather than pushing and overstaying time limits.
- **Improve access to Rittenhouse Ave/Downtown:** by providing better parking information and more parking options.
- **Increase revenues:** By charging for parking revenue will be generated to fund the parking system/infrastructure and other important City initiatives.
- **Avoid the expense of adding parking supply:** By promoting the availability of parking and access to the Downtown through better management, demand-based pricing and regulation can help the City avoid near-term capital expenses. For a new surface lot each space costs an average of \$5,000 to \$10,000 to construct. For a new structured parking facility each space costs an average of \$25,000 to \$50,000 to construct.³

2. Resident Parking Permit

Summary

Resident: Shall be considered a property owner or person who rents from a property owner within Bayfield City limits.

Implementing paid parking in the downtown area may create unnecessary inconvenience for City residents. Therefore, it is recommended residents be issued a permit that will allow them to continue to park free of charge in the downtown area. The City should provide permits free of charge to residents with these stipulations:

- Each applicant shall provide proof of residency (utility bill, property tax receipt, lease agreement showing applicant's name on lease), valid vehicle registration, and valid driver's license.
- Permits will be tied to license plates thereby allowing for license plate recognition technology to be used.
- Each residence or business is eligible to receive up to 2 permits free of charge.

Benefits

- Issuing parking permits to residents will give them the ability to run errands and access downtown free of charge
- Residents without off-street parking, located within the paid parking area, will be able park free of charge

³ <https://cityobservatory.org/the-price-of-parking/#:~:text=Surface%20parking%20spaces%20cost%20about,a%20price%20for%20using%20them.>

3. Annual Parking Permit

Summary

Many of the parking users are from communities such as the Town of Bayfield, Town of Russell and Red Cliff. Many of these users make frequent trips to Bayfield to patronize businesses, use the post office, or public library. Recognizing their importance as neighbors, it is recommended surrounding community members be allowed to purchase an Annual Permit to park free of charge in the downtown area. The following stipulations shall apply:

- Each applicant shall provide proof of residency within 54814 zip code (utility bill, property tax receipt, lease agreement showing applicant's name on lease), valid vehicle registration, and valid driver's license.
- Permits will be tied to license plates thereby allowing for license plate recognition technology to be used.

Benefits

- Issuing parking permits to neighboring community residents will give them the ability to run errands and access downtown free of charge.

4. Employee Parking Permit

Summary

Convenient employee parking is essential for supporting downtown businesses. Recognizing that employees often park for extended periods of time it is recommended an employee parking permit program be created. The City should provide permits free of charge with the following stipulations:

- Each applicant shall provide proof of employment (pay stubs, W-2 Form, or employer verification letter), valid vehicle registration, and valid driver's license.
- Permits will be tied to license plates thereby allowing for license plate recognition technology to be used.
- Permits will expire at the end of each season.
- Permit holders are only allowed to park in the Value Zone.
- Employees may park outside the designated zone but will be subject to rate charges.

Benefits

- By designating an area with lower parking demand for employee parking this frees up the most convenient nearby on and off-street public spaces for customers and creates a more business-friendly atmosphere on Rittenhouse Ave and its side streets.

5. Wayfinding and Signage

Summary

The City should prioritize parking signage and wayfinding. Easy to read and understand parking and wayfinding signage is a critical component of deciphering a parking system. Signage that effectively guides motorists to on and off-street parking avoids excessive cruising and driver frustration. With the proposed demand-based approach (Recommendation #1), signage and wayfinding will be especially important to communicating pricing and regulations. Additionally, signage should identify key sites of interest, area businesses, municipal buildings, and other points of interest, plus direct patrons to pedestrian pathways around Downtown. (See Figure 5-1 for examples.) The following are three components of signage and information in Downtown that should be addressed:

- **Before You Arrive:** Making parking information available for visitors and customers before arriving at Bayfield will allow parkers to plan their trips ahead of time and find parking with ease. Having a single, simple map posted on the City's website, downtown restaurants, and shops' web pages, and posted at other community locations, will provide a consistent informational map for visitors. Off-street parking lots should have consistent branding on the website as well as on site, so drivers can easily recognize the locations.
- **At Your Arrival:** Today, when you arrive in Bayfield, there are a few parking signs posted, but they are small, inconsistent, and often placed in obscure locations which make it difficult to navigate to parking. Signage should be clearly visible, designed consistently, placed in strategic locations, and should provide clear guidance to and from parking locations.
- **During Your Stay:** Pedestrian-oriented signage that includes information about parking locations and other attractions helps orient and enhance the downtown experience for all users. Creating clear and visible pedestrian signage to both local destinations and to and from parking locations is critical.



Figure 5-1: Examples of different parking signage

Benefits

- **To City:** Consistent signage can improve the aesthetic look of the downtown. Directs motorists to underutilized off-street lots, freeing up the most convenient curbside spaces, and maximizing the efficiency of a parking system. Eliminates traffic caused by cars “cruising” for on-street parking. Helps dispel perceived (but not actual) shortages in parking. Facilitates consistent enforcement practices.
- **To Customers:** Can reduce parking search time in half. Improved overall experience and perception of parking. Multiple methods to find information. Consistent signage can reduce anxiety about tickets and reduce enforcement/compliance incidents.
- **To Businesses:** Improved experience for customers and users.

6. Enforcement and Compliance

Summary

Bayfield currently relies heavily on enforcement to ensure compliance of existing parking regulations. Enforcement is time consuming and labor intensive. Existing regulations are not consistently enforced due to lack of resources, difficulty hiring officers, and not wanting to create an unwelcoming atmosphere. Ticketed customers complain to businesses or worse – never come back.

To successfully implement the new parking management system consistent enforcement is necessary. Parking enforcement operations should help to ensure and enforce parking availability and broader parking management goals, and not be punitive and deter customers and visitors away from downtown. The following enforcement measures should be considered:

- **Enforcement as Parking Ambassadors:** Parking Enforcement Ambassadors (PEAs) should be downtown advocates, representing the City and promoting its businesses. PEAs should be trained and equipped with downtown destination information, including social events, local restaurants and shops, and other information. PEAs can be a positive presence in the community, offering smiles and answering visitor questions. While monitoring parking, there's often an opportunity to educate on where best to park and how to access different areas of downtown. PEAs may be empowered to use their time to ensure that parkers understand the regulations and have extra opportunity to choose to follow posted restrictions.
- **Enforcement as Front-Line Management:** PEAs should work with the Police Department, Parking Committee, City staff, and downtown businesses to ensure adherence to and satisfaction with regulations and make recommendations for modifications to the management program.
- **Consider Fine Structure:** The existing fine structure should continue to be used and adapted as more data and information is gathered from new parking system
- **License Plate Readers (LPR):** PEAs may be equipped with LPR technology that is integrated with the meter system, stores plates of permitted vehicles, and allows for issuance of warnings for first violations.
- **First Ticket Free:** As a considerate gesture it is recommended a "first ticket is free" policy (for non-safety violations) be adopted.

Benefits

- Approaching enforcement through the ambassador model creates positive compliance and avoids the punitive nature of citations
- The ambassador model allows enforcement officers to be advocates for the community and help create a welcoming environment.

7. Pursue Shared Parking Agreements

Summary

As the City collects data on use of on-street and public off-street parking in the downtown area. It may be necessary to consider additional parking supply. As building additional parking supply is costly, shared parking agreements with private entities may allow for additional supply.

Shared agreements should be carefully contracted to avoid miscommunication. The City's brand, signage, and marketing efforts can help support concise information to the public regarding the rules of the arrangement. The following are a few items for consideration:

- **Term:** The term should define an evaluation process for return on investment.
- **Rules:** Parameters for use should be clearly defined, such as available hours, number of spaces, and time restrictions.
- **Maintenance:** Cost and operational demand are important for budgeting.
- **Utilities and Taxes:** Outline responsible parties for cost-sharing.
- **Signage:** Signage should be consistent with City branding and should offer clear regulations.
- **Enforcement/Security:** Outline responsibility for enforcement, towing, and security issues.
- **Insurance and Indemnification:** Contracting should consider litigation.
- **Termination:** A termination clause should be well considered.

To incentivize participation in shared parking agreements, the City could create a revenue sharing agreement and provide in-kind services, such as plowing, and maintenance in exchange for property owners allowing the public to use their parking.

Benefits

- Reduces parking demand in the downtown, especially during peak periods.
- A more cost-effective alternative for creating additional parking supply

8. Establish Monitoring Program

Summary

In order to implement the recommendations in this plan, it is important the City of Bayfield commit to data collection and reporting. Data tracking and reporting will document actual usage of the parking system, explain how the system functions, and most importantly, inform the demand-based parking management system. This is crucial information upon which the Parking Committee and staff would make decisions regarding adjustment to parking rates, permit fees, parking enforcement hours, and paid/permit zone boundaries. This recommendation also offers an opportunity for the Parking Committee to better educate City employees, City Council, and the community about the benefits and use of the parking system. Additionally, annual reporting will significantly improve transparency of the system.

Therefore, to facilitate the effective operation of the new parking management program, it is recommended that procedures and policies be adopted for monitoring, enforcement, and reporting. Clear and consistent

policies are essential to understanding and communicating the impacts of the parking management program on parking availability. Specific recommendations include:

Monitoring

- Develop and adopt specific benchmarks for system performance under the parking management program (Recommendation #1), including:
 - Occupancy targets by block and lot
 - Permit issuance by type/month/year
 - Revenue
 - Seasonal permits
 - By zone
 - Citation collection revenue by type
 - Events
- Develop and implement specific procedures for tracking benchmarks, including occupancy counts, revenue by source and location, and enforcement metrics. Occupancy counts should be conducted twice during the peak season and include the following data:
 - Occupancy by zone and by off-street lots
 - Occupancy on an hourly basis from 8 a.m. to 8 p.m. Occupancy on a weekday, weekend, and special event
- Document any additions or loss of public and private parking within the downtown

Enforcement

- Adopt specific guidelines for downtown parking enforcement, articulating that its primary function is to ensure efficient operation of the parking system to meet the parking availability targets.
- Adopt specific guidelines and policies for PEAs that emphasize an “Ambassador” approach. PEAs should prioritize customer service, sharing information and communicating the program. The issuance of citations should be targeted.
- Collect and review citation data and identify common infractions and citations. Define metrics and benchmarks for enforcement, including:
 - Total citations issued
 - Citations by type/block/zone/lot
 - Appeals requested by block/zone/lot/issuing officer
 - Citation collection rate
 - Number of outstanding citations

Reporting

- The Parking Committee should issue an annual Parking Report for review by the City Council and post it to the City website. The Annual Report should include the following information, at a minimum:
 - Review goals and objectives of parking management plan
 - Summarize management and enforcement policies
 - Report annual parking data (see above), with a particular emphasis on occupancy data and parking availability by location
 - Recommended rate and regulation adjustments by location and time to achieve occupancy targets

- Summary of investment made in the Parking Benefit District. Highlight future projects and give a timeline for implementation/completion
- Summary of other key information, including parking space addition/loss by public and private, technology enhancements, capital and maintenance work, customer service and outreach initiatives, financial position, current year accomplishments, and future year goals.

Benefits

- City staff, officials and representatives will have current information to accurately discuss the state of parking in Bayfield.
- Rather than being asked to provide information, the Parking Committee is actively informing the community.
- Due to transparency, the community will develop trust in the City to provide high levels of customer service and sound operational methodology.
- By actively engaging the community, The Parking Committee will receive feedback on what aspects of the system are appreciated and where there are opportunities. Feedback is essential in developing new programs, eliminating poor policy and honing existing operations.

9. Develop Communications Plan

Summary

Successful implementation of this parking management plan will require clear, consistent, and ongoing communication with the public and downtown stakeholders. The City should develop and implement a communication and outreach plan that clearly articulates the goals, objectives, benefits, and details of the proposed recommendations in this plan. In particular, the parking management program, resident parking permit, and employee parking policy.

The specific recommendations include:

1. Identify and dedicate a staff member to develop parking communications, marketing, and outreach materials in collaboration with the app provider.
2. The Parking Committee should develop key messages based on different user groups, such as businesses, property owners, residents, visitors, employees, and others. Messaging should focus on clearly communicating the goals/objectives, how the programs work, how people can utilize new services, and where they can find more information.
3. Disseminate marketing/communication information across multiple platforms, such as City website, chamber of commerce website, social media and brochures.
4. Conduct workshops and/or one-on-one meetings with downtown stakeholders.
5. Develop press releases and engage in education/outreach with key press outlets.
6. Communications should occur two months prior to implementation and continue as an ongoing effort post-implementation.
7. Develop a way for people to provide comments and feedback on the system.
8. Developing a stand-alone parking website would be the best way to access parking information, pay tickets, and provide feedback.

Benefits

- Creates dialogue between community and staff prior to and after plan adoption
- Allows staff and committee members to proactively educate the community on the proposed program, while ensuring that stakeholders can provide input.
- Clear, simple, and intuitive messaging can communicate the goals, objectives, benefits, and details of the programs.
- Messaging can reduce confusion about the system and reduce the potential for citations.

CHAPTER 7 – Long-term Strategies

1) Standing Parking Committee

The implementation of the Parking Management Plan will need to be monitored and adapted as new data is gathered and technology changes. A standing parking committee should be created to oversee the implementation/management of the paid parking system, generate reports, and ensure its success. Further, to develop support for the paid parking system, it is crucial to give local stakeholders input in developing parking policies and advising how Bayfield's parking revenues should be used.

Therefore, it is recommended that the parking committee be made up of 6 members: City councilmember, planning commission member, public works member, and 3 commercial district stakeholders.

2) Parking Infrastructure Capital Improvement Plan

To support the paid parking program the City should invest back into the downtown district. It is recommended that the parking committee annually create a 10 year capital improvements plan based on collected parking data and community feedback. Parking infrastructure represents significant investment and must be carefully planned to ensure the investments support the overall paid parking program.

The capital improvements plan should be transparent to the public, so when a user pays for parking, they know that their payment pays for the parking infrastructure, and other downtown improvements. The Downtown Waterfront Plan (Figure 6-1) that was adopted in 2003 details many such improvements. One improvement that could immediately be investigated is constructing additional parking spaces.

Ultimately Bayfield's merchants, customers, and residents will be more willing to support parking policies when they can clearly see that the monies collected are invested into physical downtown improvements – enhanced pavement, new sidewalks, plantings, signage, and stormwater infiltration elements.

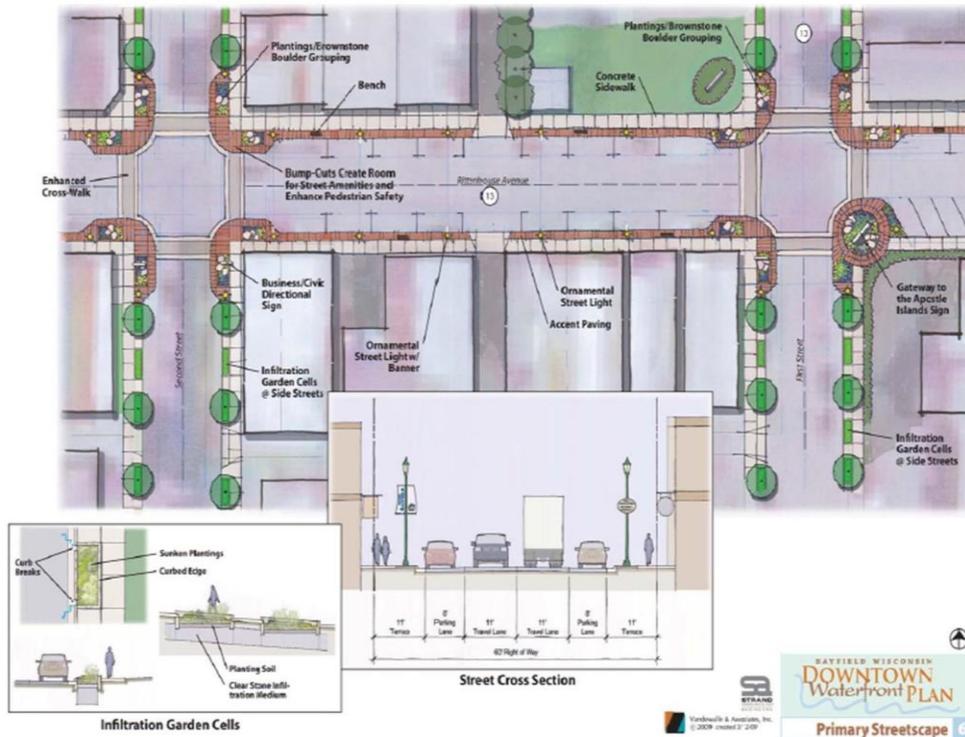


Figure 6-1: 2003 Downtown Waterfront Plan streetscape design concept

3) Pedestrian and Bicycle Improvements

Parking is not just about parking, it is about getting from the car to your destination or destinations, and then back to the car. The City should explore improvements to the walking environment to encourage a more connected network and more pedestrians on the street, which in turn, helps others feel safer. Another important benefit of a more connected pedestrian network is that parking facilities are in closer proximity to the driver’s destination.

Currently, the downtown is divided into several somewhat disjointed districts. These areas should be made to better reinforce each other’s functions, and all should be linked to the unifying waterfront opportunity. There is a disconnect between Rittenhouse Avenue retail business district and the rest of downtown. This is physical separation due to topography and cultural separation due to lack of identifiable wayfinding icons and routes.

Some physical improvements could improve this situation. A clear waterfront and historic theme needs to be communicated throughout downtown. This could manifest itself using a palette of community signage (Figure 6-2), and hierarchy of streetscape enhancements. Important business streets and trail linkages should stand out as special routes to be explored by visitors with direction signs, and informational displays that point out community highlights. Visitors should be slowed down, to appreciate views of the water looking down the east-west streets and to observe business and cultural opportunities along the way.

Certain roadway, sidewalk, and bicycle routes need to stand out from other downtown streets and walkways. These have been identified as important business corridors, the waterfront walkway

experience, or experiential pathways that feature community assets. Visitors like to stroll, but with careful guidance will be more willing to extend their routes beyond Rittenhouse Avenue and past interesting businesses, institutions, historic sites and natural features throughout downtown.

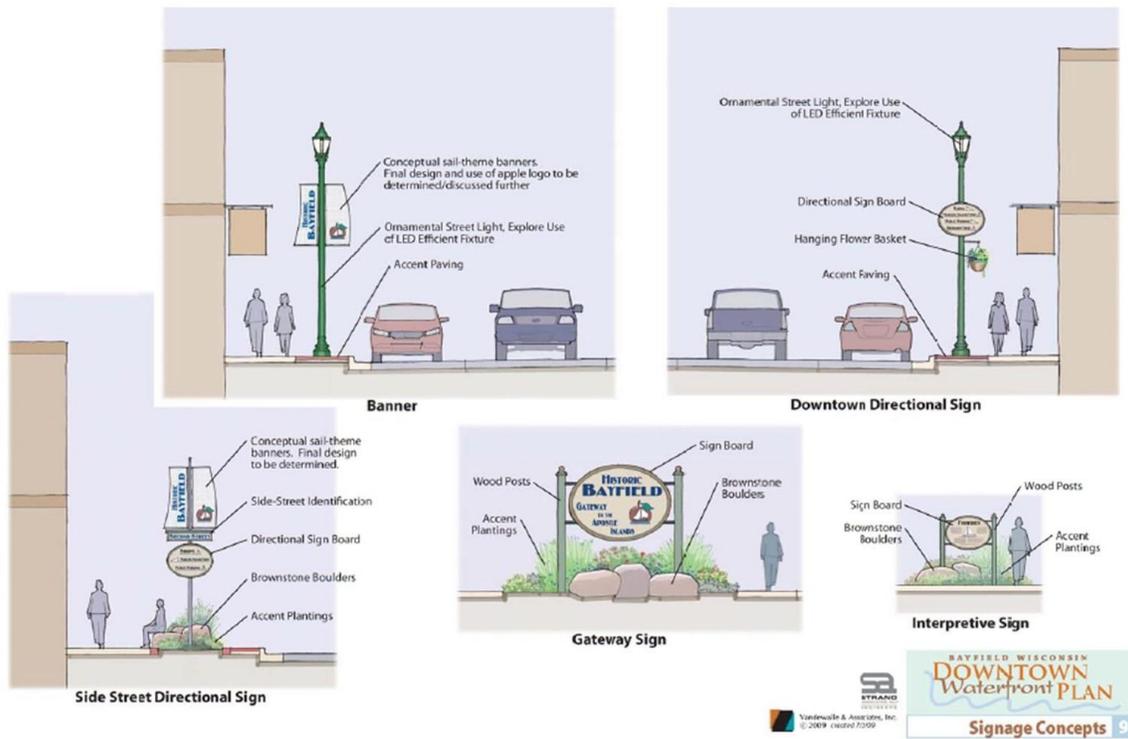


Figure 6-2: 2003 Downtown Waterfront Plan signage concept designs

4) Special Event Plan

Special events draw crowds of visitors to Bayfield and will place unique demands on the parking system. Each event has a different dynamic, mix of users, and localized impact on parking and transportation. The Parking Committee can work with Stakeholders to develop targeted Event Management Plans that could do the following:

- Provide parking information in advance of the event (building on signage and information recommendations)
- Designate parking facilities for use during event times
- Parking location assignment
- Access for disabled/special permit parking
- Consider parking off-site and providing a shuttle
- Active Communication
- Temporary on-street directional signs
- Enforcement or Police presence
- Signage during event, such as when lots are full

5) Striping and Diagonal Parking

As the City begins collecting parking data it may become clear additional parking is needed. Beyond seeking out shared parking agreements (Recommendation # 7), there are other alternative methods to create low-cost supply.

The City endures harsh winters that often lead to faded paint striping on the streets. City staff are devoted to re-painting each spring and summer as resources and time allow. There is currently an opportunity to infuse resources into the Public Works team to support striping of faded parking stalls and curbs and to paint new stalls in areas where none are delineated. By adding striping to new or unmarked areas, the City can promote and enforce more efficient use of parking spaces. Ultimately, more vehicles will fit on a block face if parked efficiently within allocated lines.

Additionally, more parking spaces could be provided by changing certain streets to diagonal parking similar to what is seen on Front Street. A good candidate street for this is Wilson Ave. Due to its narrow size one-way traffic flow would need to be implemented. An alternative method for this street would be to change it to one way traffic and allow parallel parking on both sides.

CHAPTER 8 – Action Steps

To be completed after committee feedback

CHAPTER 9 - Conclusion

As Bayfield continues to see increased visitation, the City will face mounting pressures to maintain/improve parking and access conditions within Downtown. This has been recognized in the 2019 – 2029 Comprehensive Plan. To accomplish these goals set forth in the Comprehensive Plan represents a significant investment from the scarce resources of the City. Implementing a paid parking management system will provide much needed revenue to the City, allowing it to meet these goals and assist with other projects across the City.

The lack of parking perception in Bayfield is not a result of insufficient supply, but rather of parking management. Several key parking management strategies are available to help correct the demand imbalance between the most and least-utilized parking locations and improve access to Downtown for its residents, employees, visitors, and patrons. These strategies include, but are not limited to:

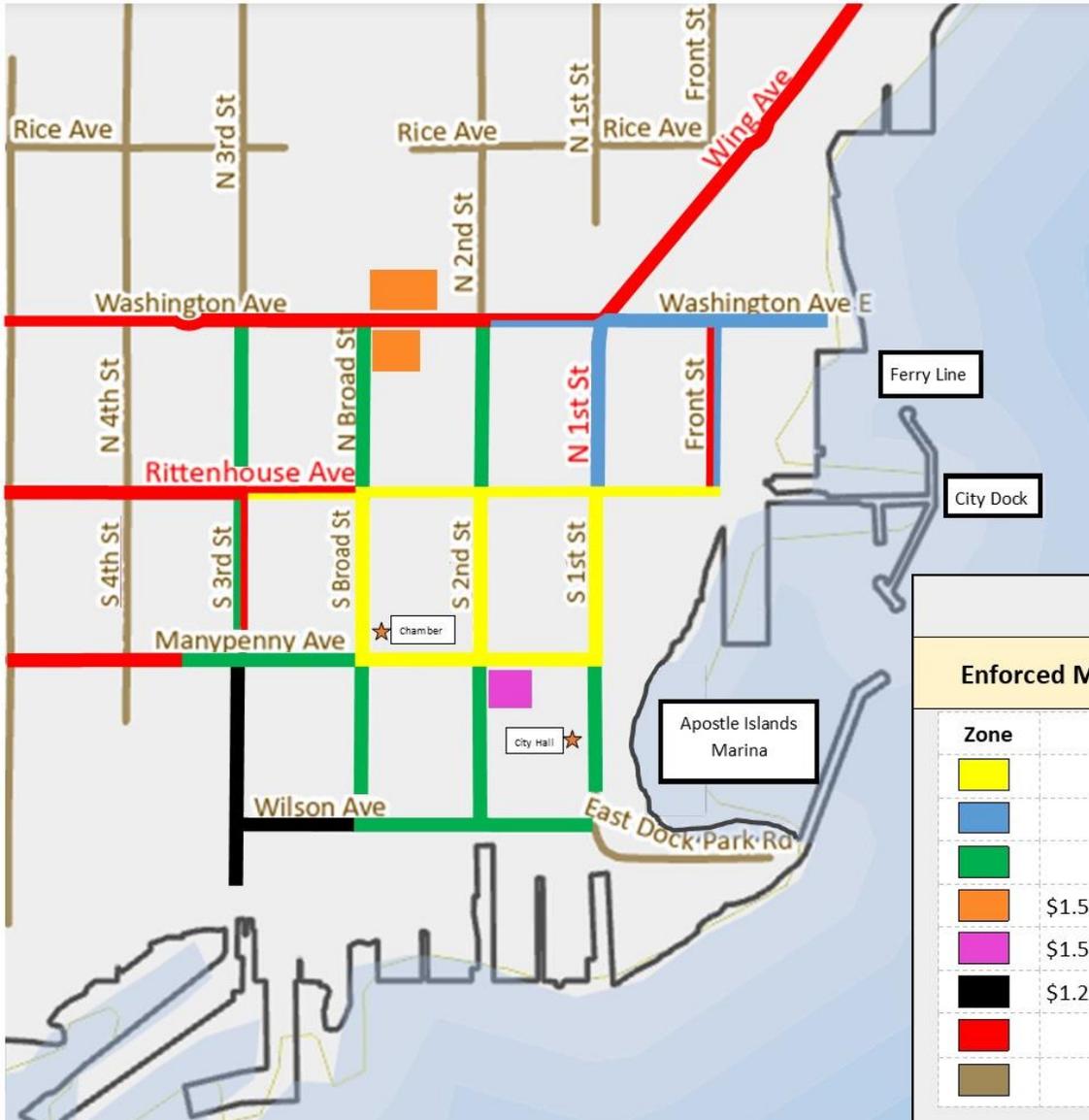
- Comprehensive communications plan for visitors, including wayfinding, signage, and information elements that effectively direct visitors and short-term parkers to the parking locations that best suit their needs.
- Demand-based parking management, an approach that creates tiered parking rate zones to achieve space availability goals, with higher rates in high-demand, centrally located zones and lower rates in peripheral areas with lower demand.
- Community outreach is key to successful implementation of recommendations included in this Plan. Adjustments to parking regulations and especially enforcement that impacts employees, should

coincide with education-based programs that inform the public about changes and encourage a continued assessment and dialogue.

In order for Bayfield to continue thriving as a hub of historic, cultural, artistic, and economic activity, a comprehensive and technically derived action plan will serve the City well as it continues to optimize parking resources and effectively communicate parking availability and area-wide wayfinding.

Appendix

City of Bayfield Parking Map



| <u>Parking Map Key</u> | | | |
|---|------------------------|--------------|------------------|
| Enforced May 15–October 15 from 9am to 7pm daily | | | |
| Zone | Rates (\$/hr) | Regulations | Other |
| | \$2.00 | 3 hour limit | No Overnight* |
| | \$1.50 | 5 hour limit | No Overnight* |
| | \$1.25 | 48 hours | |
| | \$1.50/ hr or \$20/day | 14 days | |
| | \$1.50/ hr or \$20/day | 48 hours | |
| | \$1.25/ hr or \$20/day | 48 hours | Boats & Trailers |
| | No Parking | No Parking | No Parking |
| | Free Parking | Free Parking | Free Parking |

*Unless you have a resident pass.

No overnight parking on Rittenhouse or Front Street at any time.

Appendix Cont.

Proposed 2022 Parking Revenues

| Zone | Spaces | Hourly Rate | Days Enforced | Hours Enforced | 100% Occupancy Revenue | 40% Occupancy Revenue | 20% Occupancy Revenue |
|--------------|--------|-------------|---------------|----------------|------------------------|-----------------------|-----------------------|
| On-Street | 514 | \$1.75* | 153 | 10 | \$1,376,235.00 | \$550,494.00 | \$275,247.00 |
| Off-Street | 135 | \$1.50 | 153 | 10 | \$309,825.00 | \$123,930.00 | \$61,965.00 |
| Total | | | | | \$1,686,060 | \$949,671.00 | \$275,247.00 |

| Zone | Spaces | Hourly Rate | Days Enforced | Hours Enforced | 100% Occupancy Revenue | 40% Occupancy Revenue | 20% Occupancy Revenue |
|--------------|--------|-------------|---------------|----------------|------------------------|-----------------------|-----------------------|
| Standard | 186 | \$1.50 | 153 | 10 | \$426,870.00 | \$170,748.00 | \$85,374.00 |
| Premium | 59 | \$2.00 | 153 | 10 | \$180,540.00 | \$72,216.00 | \$36,108.00 |
| Value | 404 | \$1.25 | 153 | 10 | \$772,650.00 | \$309,060.00 | \$154,530.00 |
| Total | | | | | \$1,380,060.00 | \$552,024 | \$276,012.00 |

*hourly rate was averaged among the spaces X rate for general on street parking

For the purposes of budgeting please use the revenue projection of \$258,172.20. This represents a very conservative estimate as it is calculated with average hourly rate and 20% occupancy. Other communities typically assume 40% occupancy but seeing as this is our first attempt at paid parking I felt it important to very conservative in our estimate.

Appendix Cont.

Proposed 2022 Expenditures

| ENFORCEMENT | | | | |
|----------------|---------------------|-----------|-------------|-------------|
| Category | Position | Cost/Wage | Time/Qty | Expenditure |
| Labor | Enforcement Officer | \$17.25 | 1530 | \$26,392.50 |
| Equipment | Tablet | \$1,200 | One time | \$800.00 |
| Communications | Phone Provider | | Monthly | \$242.00 |
| Materials | Uniform | \$418 | 2 employees | \$836.00 |

*\$17.25/hr cost includes Fringe it was calculated assuming the position would be paid \$15/hr with a Fringe amount being 15% of Gross Wage.

| PUBLIC WORKS | | | | |
|--------------|-------------------|--------------|----------|-------------|
| Category | Description | Cost/Wage | Time/Qty | Expenditure |
| Labor | Sign Installation | \$52.80/Sign | 120 | \$6,336.00 |
| Materials | Post/Hardware | | | \$10,000.00 |
| Improvement | Striping | | | \$15,000.00 |
| Equipment | Core Drilling | | | \$5,000 |

| ADMINISTRATION | | | | |
|----------------|-------------------------|------------|----------------------------|--------------------|
| Category | Position | Cost/Wage | Time/Qty | Expenditure |
| Staff | Treasurer | \$175/week | 30 weeks | \$5,250.00 |
| Legal | Review/Codify Ordinance | | | \$2,500.00 |
| Mapping | | | | \$750.00 |
| | | | Total Expenses | \$73,106.50 |
| | | | 20% Contingency Fund | \$14,621.30 |
| | | | Expense Grand Total | \$87,727.80 |

\$175/week is assuming 3-4hrs/week for treasurer. This cost would include fringe.

*The expenditure projections contain both ongoing and one-time expenses. The projections are made for the duration of one season from May 15 to October 15.

Appendix cont.

Permits

General Rules

- Permit rules and regulations only apply during paid parking season.
- Permit holders are issued a sticker registered to their vehicle that allows a 3-hour block of parking time. You can move to any stall within those 3 hours but are subject to a ticket if your vehicle stays over 3 hours without paying the meter.
- To be valid Vehicle stickers must:
 - o Be fully adhered & visible on the lower right hand passenger side
 - o Sticker must match license plate
- Permits are non-transferable and must match license plate registration.
- Permit holders are subject to all parking regulations including a \$20 fine for "IMPROPER DISPLAY" of a permit.

Paid Parking Area Resident Permit

- Cost – Free
- Renewal – This sticker renews every year
- Eligibility – Any person who is a resident homeowner or resident tenant eligible to vote in the City of Bayfield with a current vehicle registration and current utility bill or property tax statement that proves ownership/rental within paid parking area. Name on registration must match name on utility bill or tax statement.
- Additional Details
 - o Permit exempt from 3-hour limit and allows parking up to 48 hours
 - o Overnight parking allowed in paid parking area except for Rittenhouse Avenue and Front Street.
 - o Each resident homeowner or resident tenant shall be issued up to 2 stickers free of charge.

Property Owner/Tenant Permit

- Cost – Free
- Renewal – This sticker renews every year
- Eligibility – Any person who is a property owner or resident tenant eligible to vote in the City of Bayfield with a current vehicle registration and current utility bill or property tax statement that proves ownership within City limits. Name on registration must match name on utility bill or tax statement.
- Additional Details - Each property owner homeowner or resident tenant shall be issued up to 2 stickers free of charge. Allows overnight parking in Value Zone.

Bayfield Area Property Owner/Tenant Permit

- Cost - \$50.00
- Renewal - This sticker renews every year
- Eligibility – Any person who is a property owner or resident tenant eligible to vote in the 54814 zip code with a current vehicle registration and current utility bill or property tax statement that proves ownership/residency in zip code. Name on registration must match name on utility bill and property tax statement. Allows overnight parking in Value Zone.
- Expiration – January 31

Appendix cont.

Employee Permit

- Cost – Free
- Renewal – This sticker does not renew
- Eligibility – Any person who is employed by a business licensed in the City of Bayfield with a current vehicle registration and recent pay stub that proves employment within City limits. Name on registration must match name on pay stub.
- Additional Details – Permit holder shall only be allowed to park in the Value Zone. Permit is exempt from hourly restrictions but may not park overnight.

Appendix Cont.

Overall Parking Space Count

| Parking Inventory | | |
|-------------------------|-------------|-------------|
| Type | City | Paid Area |
| Public Parking Lots | 415 | 257 |
| Street Parking | 1977 | 514 |
| Commercial/Private Lots | 652 | 562 |
| | | |
| TOTAL | 3044 | 1333 |

| Row Labels | On Street | Private Lot | Public Lot | Grand Total |
|---------------------|-------------|-------------|------------|-------------|
| Harbor | | | 122 | 122 |
| Marina | | | 92 | 92 |
| Boat Ramp | | | 22 | 22 |
| Pavillion | | | 8 | 8 |
| Lakeside | 117 | 238 | 69 | 424 |
| First | 44 | 134 | | 178 |
| Front | 20 | 34 | | 54 |
| Washington | 53 | 70 | | 123 |
| Iron Bridge N | | | 20 | 20 |
| Iron Bridge S | | | 9 | 9 |
| Mannypenny Lot | | | 40 | 40 |
| Main Street | 59 | 15 | | 74 |
| Rittenhouse | 59 | 15 | | 74 |
| Side Streets | 163 | 68 | 6 | 237 |
| Broad | 56 | 47 | | 103 |
| Mannypenny | 50 | | | 50 |
| Second | 57 | 21 | | 78 |
| Library | | | 6 | 6 |
| Walkable | 175 | 241 | 60 | 476 |
| Broad | 32 | 57 | | 89 |
| Mannypenny | 0 | | | 0 |
| Second | 30 | | | 30 |
| Third | 51 | 184 | | 235 |
| Washington | 15 | | | 15 |
| Wilson | 43 | | | 43 |
| East Dock | | | 41 | 41 |
| HR Beach | | | 10 | 10 |
| City Hall | 4 | | 9 | 13 |
| Residential | 1463 | 90 | 158 | 1711 |
| Broad | 0 | | | 0 |
| First | 90 | | | 90 |
| Front | 66 | | | 66 |

| | | | | |
|--------------------|-------------|------------|------------|-------------|
| Mannypenny | 100 | | | 100 |
| Rittenhouse | 48 | | | 48 |
| Second | 96 | | | 96 |
| Third | 48 | | | 48 |
| Washington | 0 | | | 0 |
| Wilson | 96 | | | 96 |
| North Limits | 30 | | | 30 |
| Lynde | 49 | | | 49 |
| Sweeney | 29 | | | 29 |
| Rice | 61 | | | 61 |
| Old Military | 64 | | | 64 |
| Pine | 18 | | | 18 |
| Forth | 116 | | | 116 |
| Sixth | 42 | 45 | | 87 |
| Seventh | 84 | 45 | | 129 |
| Eighth | 72 | | | 72 |
| Ninth | 102 | | | 102 |
| Tenth | 96 | | | 96 |
| Eleventh | 48 | | | 48 |
| Fifth | 108 | | | 108 |
| School | | | 107 | 107 |
| Courthouse | | | 28 | 28 |
| Ball Field | | | 23 | 23 |
| Grand Total | 1977 | 652 | 415 | 3044 |

Chart apx-1: list of all parking spaces in the City of Bayfield