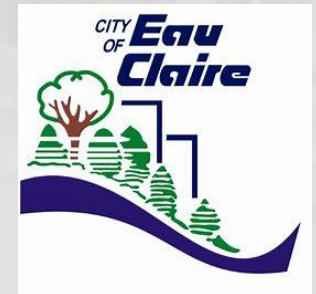


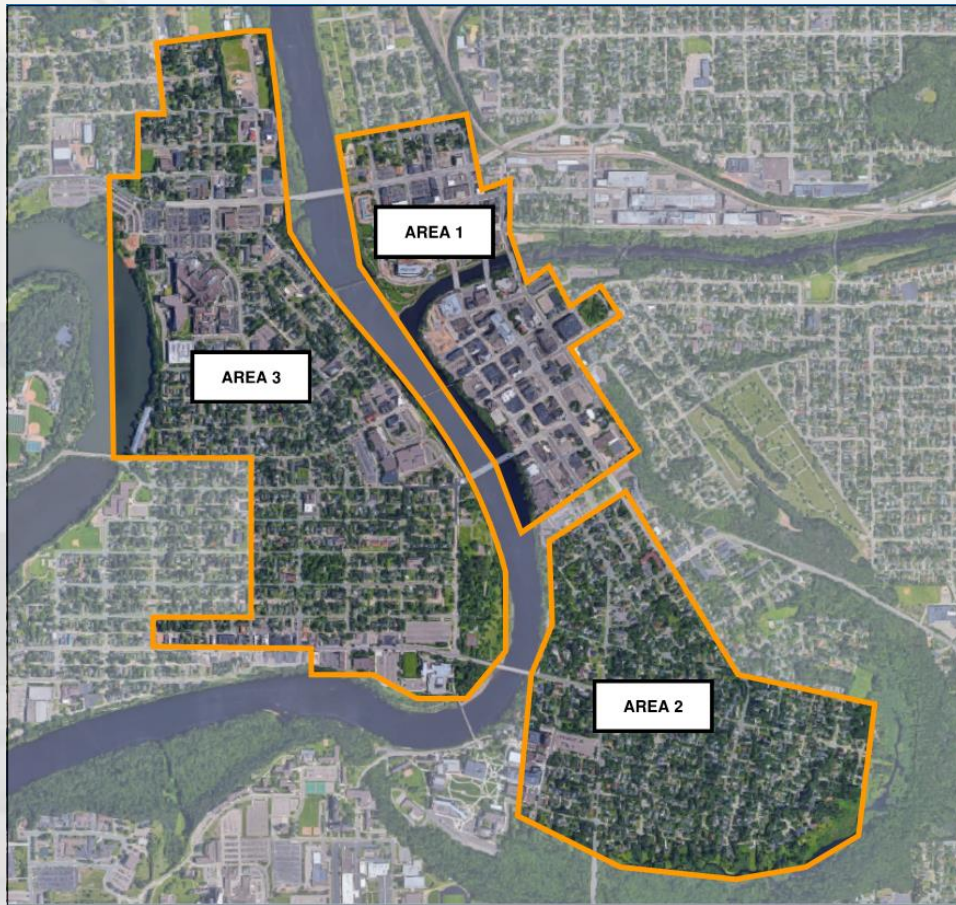


City of Eau Claire
Parking Study
Findings & Recommendations

September 2019



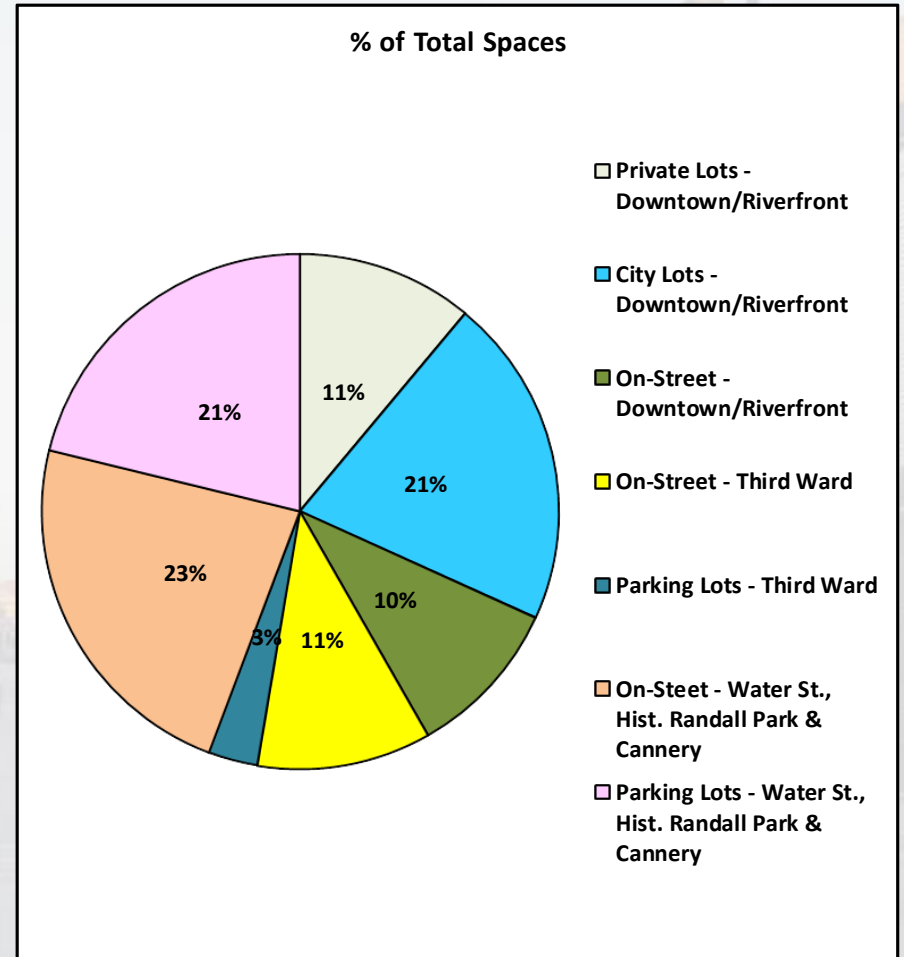
Study Areas



- **Area 1** is primarily bounded by William St to the north, Emery St to the south, Chippewa River on the west, and N/S Dewey St to the east. Total parking inventory of 4,238 spaces.
- **Area 2** is primarily bounded by S Farwell / Gilbert Ave to the north, Putnam Dr to the south and east, and Park Ave / Chippewa River on the west. Total parking inventory of 1,420 spaces
- **Area 3** is primarily bounded by Maple St to the north, Water St to the south, 5th Avenue / Halfmoon Lake on the west, and Chippewa River to the east. Total parking inventory of 4,494.

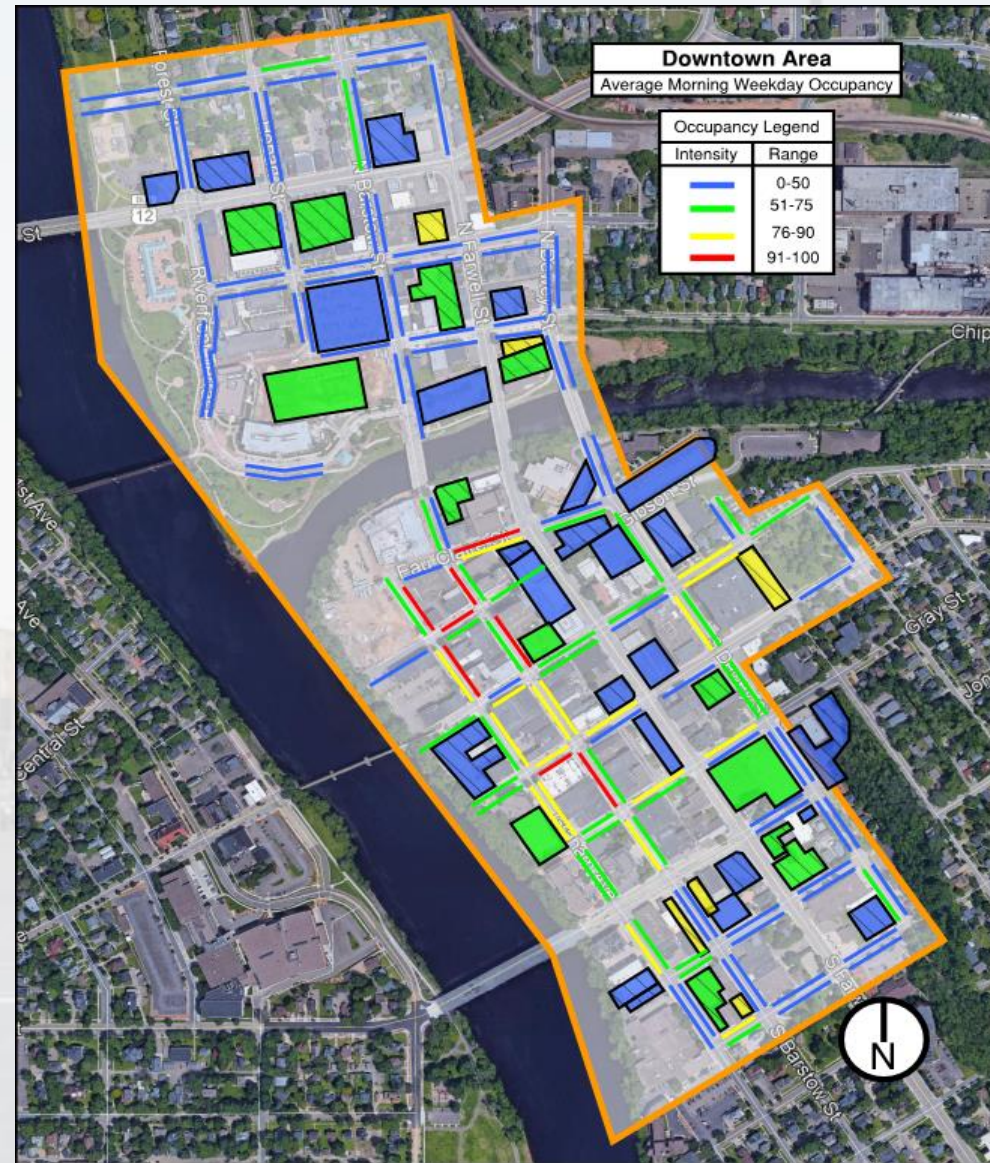
Parking Inventory

Type of Parking / Area	No. of Spaces
Downtown Area	
Private Parking Lots Downtown	1,118
City Parking Lots Downtown	2,109
On-Street Downtown	1,011
Downtown SubTotal	4,238
3rd Ward Area	
On-Street 3rd Ward	1,105
Lots 3rd Ward	315
3rd Ward SubTotal	1,420
Randall Park Area	
On-Street Historic Randall Park	2,343
Lots Historic Randall Park	2,151
Randall Park SubTotal	4,494
TOTAL	10,152



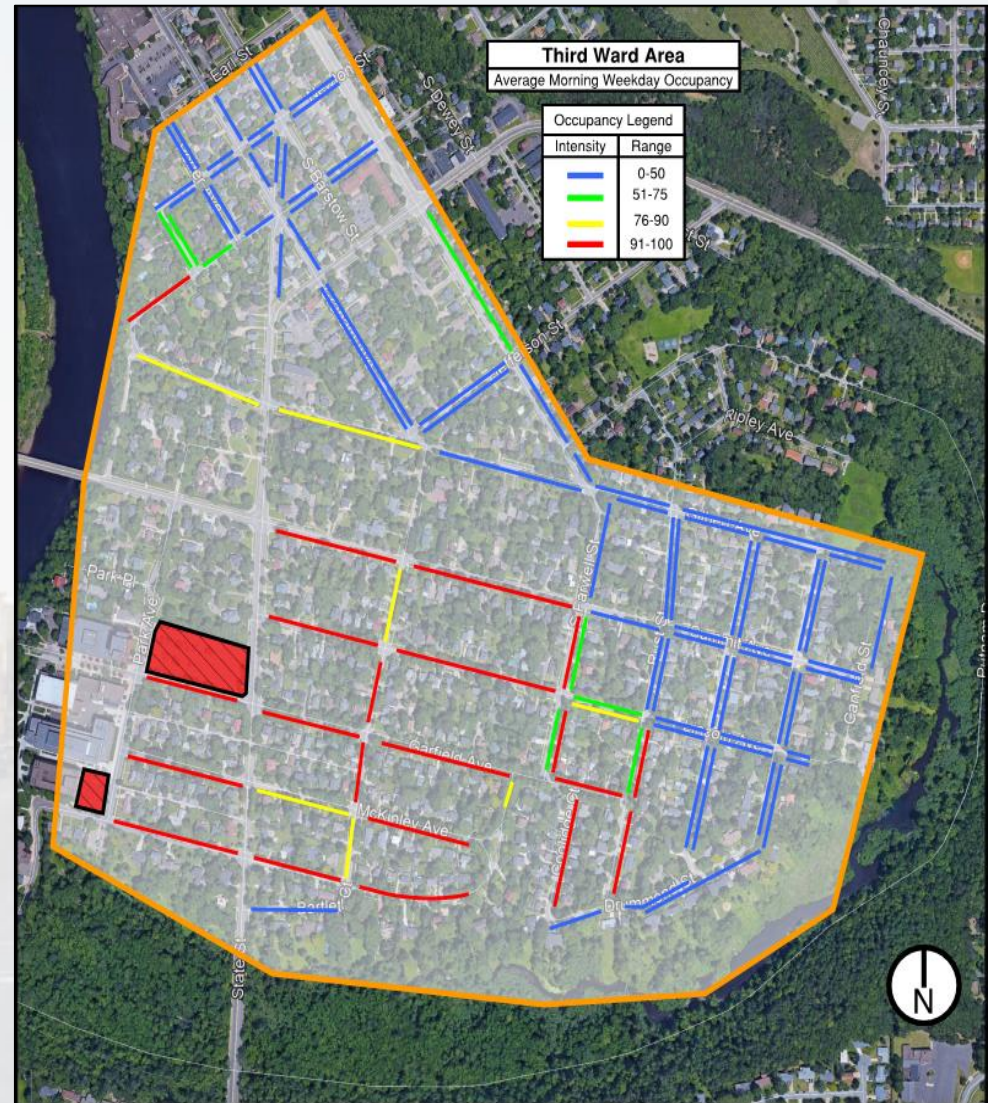
Occupancy-Downtown

- **High AM parking occupancy**
- **On-street – South Barstow**
 - Graham Ave.
 - Barstow St. between Eau Claire St. and Gray St.
 - Eau Claire St. between S Barstow St. and S Farwell St.
- **Off-street**
 - Wisconsin St. @ N Farwell St.
 - Galloway St. @ N Farwell St.
- **On-street and Off-street-**
 - E Grand Ave @ Doty St



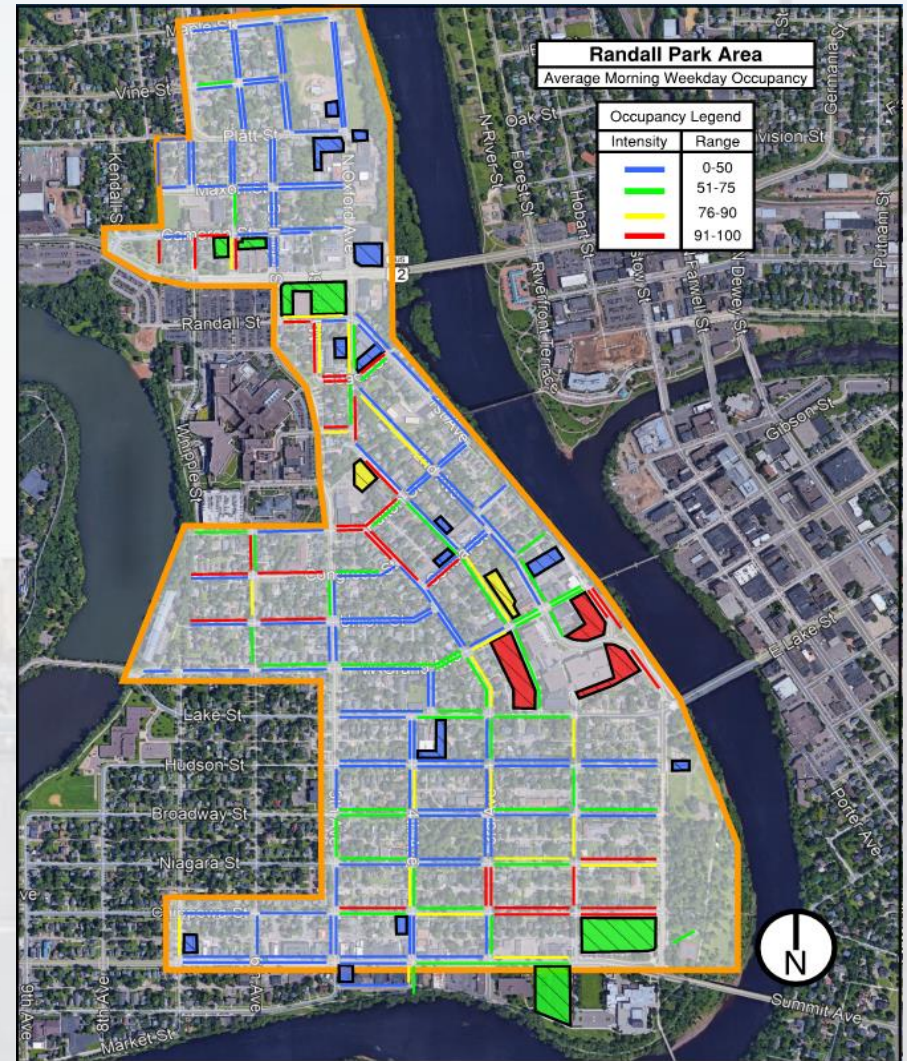
Occupancy-Third Ward

- **High - AM parking occupancy**
- **Off-street** - University of Wisconsin, Eau Claire parking lots.
- **On-street**
 - Parking within University of Wisconsin – Eau Claire through Rust St. between Summit Ave and Roosevelt Ave. / Drummond St.
 - Gilbert Ave. @ State St.
 - Newton St. @ Porter Ave.



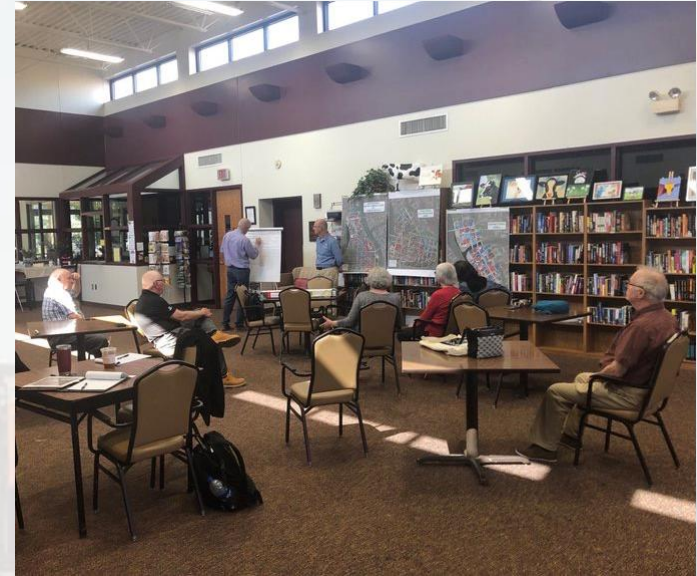
Occupancy-Randall Park

- **High - AM parking occupancy**
- **Off-street** surrounding Eau Claire County Circuit Court.
- **On-street**
 - Two block radius of 3rd Ave. @ Summit Ave.
 - Two block radius of 5th Ave. @ Congress St.
 - One block radius of 2nd Ave. @ Beach St.
 - Cameron St. @ Babcock St, Whipple St., and alley



Public Listening Sessions & Surveys

1. Future of Farwell / Gibson Ramp and impact to parking supply downtown
2. Lack of parking enforcement
3. University parking encroachment into Third Ward
4. Institutional parking encroachment in neighborhoods



By [Danielle Wagner](#) | Updated: Mon 9:14 PM, Jun 03, 2019



EAU CLAIRE, Wis. (WEAU) -- The City of Eau Claire is reaching out to the community for feedback on parking in downtown, Randall Park, and the 3rd Ward.

It's all a part of the city's latest parking survey.

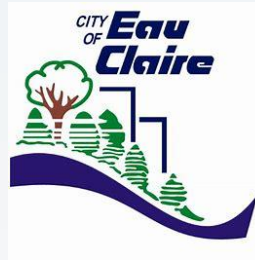
People are encouraged to fill out the survey ahead of listening sessions.

The online survey is available through June 10.

To take the survey, [click here](#).

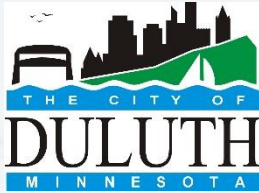


Comparable Cities



- Eau Claire compares to La Crosse in number of on-street spaces but is similar to Oshkosh in off-street parking inventory.
- Eau Claire was the smallest sized staff
 - Oshkosh has only one dedicated staff member.
- La Crosse has staff of 11 people
- All cities except Oshkosh, have a dedicated Parking Manager and/or Director to oversee the parking operation.

Comparable Cities



- All cities, except Oshkosh, rely on the Police Department for parking enforcement.
 - Oshkosh has a volunteer body that enforces parking regulations
- Budget source of the parking operation
 - Appleton and Duluth are self-funded organizations.
 - Appleton and Duluth are enterprise funds managing their own revenue and expense budgets.
 - These two have largest operating fund of all 4 cities
 - Others rely on the general fund to support operations

Key Findings

Customer Service Experience



1. Parking policies should be developed with specific needs and user groups in mind.
2. Current parking meters are often out of service.
3. Parking marketing campaign is needed to reaffirm the location and availability of parking within the downtown study area

Technology



1. Current on and off-street technology is dated and unreliable.
2. Usage data is not available to aid in decision making
3. Customer service goals do not drive technology decisions.

Policies and Management



1. Parking management responsibility is spread across multiple city departments.
2. Parking policies and decisions must evolve to the nuances and distinct demands of the Downtown study area.
3. Current parking management structure is not conducive with development and implementation of parking policy.
4. Institutional parking needs are spilling over into neighborhoods.

Managing Supply



1. Proximity between available parking and destination drives patron perception within the study area.
2. Meter deployment is not consistent.
3. Valet Ordinance should be explored to manage the curb and parking supply being utilized by the Pablo Center and future valet operations.
4. Lack of branding, marketing and wayfinding result in patrons being unaware of available parking.

Key Findings



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Recommendations

Short-Term: 6 months to 1 year

1. *Organization and Management*

- Dedicate a full-time Parking Manager to oversee off-street and on-street parking operations
- Create parking operational procedures
 - Event parking
 - Cash handling
 - Operating procedures
- Evaluate current parking rates to manage the parking supply effectively

2. *Strategic Planning*

- Develop strategic plan detailing parking goals operationally and functionally for future planned developments
- Inventory all parking assets

Recommendations

Short-Term: 6 months to 1 year

3. *Technology*

- Develop customer service goals, which will drive future technology decisions
- Explore License Plate Recognition for on-street enforcement

4. *Marketing and Communications Plan*

- Create a dedicated parking web page for communication efforts with the public
- Create a branding and marketing program for the public parking system that align with the current city communications

Recommendations

Mid-Term: 1 to 3 years

1. Organization and Management

- Develop / implement parking leadership structure
 - Department
 - Utility
- Evaluate current time limits / rates to ensure they align with the demand generators
- Evaluate parking rates to ensure that city parking is priced to encourage remote parking as economy parking and proximal parking as prime parking
- Locate parking enforcement within parking department

2. Strategic Planning

- Develop a plan for the removal of Farwell / Gibson Ramp
- Review parking ordinances for applicability and future planning
- Develop communication policy and relationships with institutions in neighborhoods

Recommendations

Mid-Term: 1 to 3 years

3. Technology

- Implement LPR integration to current enforcement technology
- Conduct a technology assessment focused on PARCS technology and integration ability
- Upgrade, replace and increase implementation area of on-street parking meters

4. Marketing and Communications Plan

- Create informative web-based and hard copy parking map
- Include private parking lots that offer parking to the public
- Implement GIS mapping for parking and parking asset management

5. Ordinance Updates

- Explore residential parking permit program

Recommendations

Long-Term: 3 to 5 years

1. *Organization and Management*

- Finalize parking operations under one division/department
 - Operations
 - Event
 - Enforcement

2. *Strategic Planning*

- Update strategic plan for 5+ years with parking goals and initiatives

3. *Technology*

- Upgrade current PARCs at North Barstow Garage
- Plan for new PARCs for facility to replace Farwell / Gibson Ramp

Recommendations

Long-Term: 3 to 5 years

4. Ordinance Updates

- Complete ordinance updates to incorporate new parking practices (residential parking, enforcement, etc.) and document future parking plans such as shared parking and other parking operational practices
- Implement on-street valet parking ordinance

5. Farwell / Gibson Ramp Demolition

- Construction phasing planning
- Impact assessment for current parkers: on and off-street