City of Eau Claire
Comprehensive Parking Study Update

November 2020

CITY OF EAU CLAIRE

WGI

Table of Contents

List of Tables

Appendices

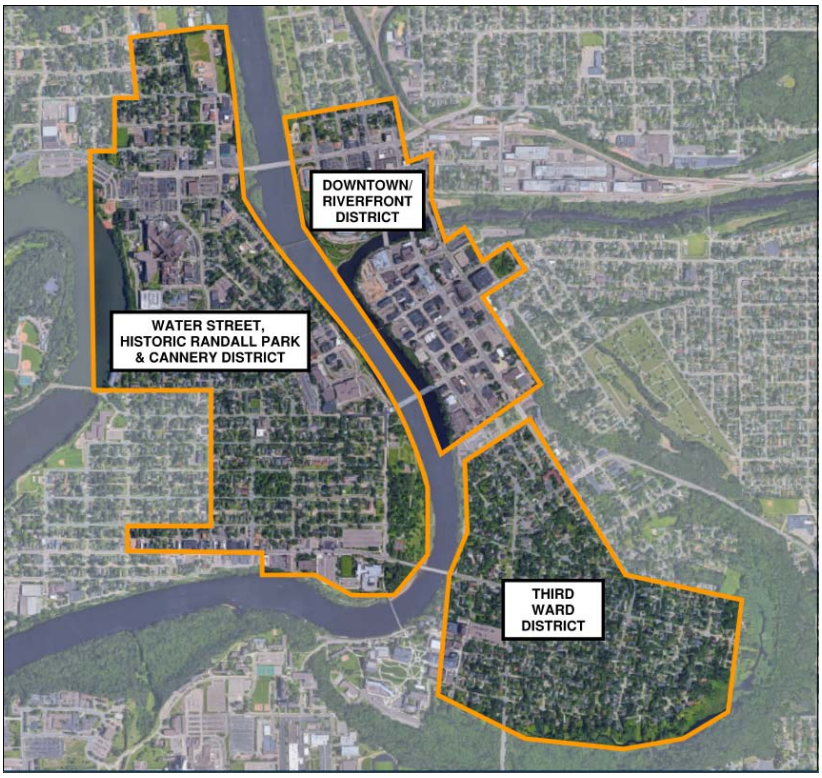
1.0 Introduction

WGI was engaged by the City of Eau Claire to provide updates to the previously conducted parking study in 2014. These updates included a comparable cities study, rate evaluation, and supply and demand modeling. WGI was also tasked with conducting public listening sessions for three areas. By evaluating occupancy data and using the input received, the WGI team was able to make recommendations well suited for the City and its constituents. Additionally, the study included the review of policies, parking technology, organization structure, marketing, and public communications. The overall goal of the study was to provide recommendations to allow for proactive decision making in regard to current and future parking within the City.

Specific focus areas of the parking analysis include:

- Current Parking Utilization
- Review Parking Operations
- Review of Parking Restrictions and Rates
- Parking Supply and Demand Analysis

Figure 1: Eau Claire Parking Study Site Boundary



Area 1: Downtown/Riverfront District 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: Third Ward Neighborhood District 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: Water Street, Historic Randall Park and Cannery District 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.

2.0 Current Parking Use

2.1 Data Collection

WGI provided guidelines for days and times to collect data. Using these guidelines, the City of Eau Claire provided parking weekday inventory and occupancy data based on three study areas. Morning, afternoon, and evening observation times were provided to determine peak occupancy. It should be noted that City Hall was not fully occupied at the time of the data collection due to the remodel of City Hall. Shown below is a summary of when parking facility occupancy data was gathered.

Table 1: 2019 Inventory & Occupancy Data Collection Periods

Type of Parking / Area	Collection Dates
Downtown/Riverfront District	
Private / City Lots / On-Street	4/12, 4/17, 4/22
Third Ward Neighborhood District	
Lots / On-Street	4/9, 4/16, 4/17, 4/22
Water Street, Historic Randall Park and Cannery District	
Lots / On-Street	4/17, 4/18, 4/23

2.2 Inventory

Parking inventory types can vary within a city. In turn, the management of parking supply varies by type and management may or may not lie with the City. These types of parking are listed below:

- **On-street Parking** – parking available to the public, on-street, within the City right of way.
- **Public Off-street Parking -** parking spaces available off-street located in a lot or garage that are open and available for public parking (for free of charge or fee).
- **Private Parking Lots** – parking spaces available off street that are for private uses or facilities.

Overall, 10,152 parking spaces were quantified for the City of Eau Claire within the study area. Of these spaces, 5,693 are off-street and 4,459 are on-street parking spaces. On-street parking downtown consists mainly of parallel parking spaces.

For the purposes of this study and consistency with other data collected, the City was divided into three general areas. These percentages include private/city off-street and on-street parking. The percentage of available parking by area is shown below.

As shown in the table below the Downtown/Riverfront District makes up 42% of the overall parking available in the parking study, Third Ward Neighborhood District accounts for 14%, and the Water Street, Historic Randall Park and Cannery district accounts for 44%.

Table 2: 2019 Overall Parking Inventory

Type of Parking / Area	No. of Spaces	% of Total Spaces
Downtown/Riverfront District		
Private Parking Lots	1,118	11%
City Parking Facilities	2,109	21%
On-Street	1,011	10%
Downtown/Riverfront District	**4,238**	**42%**
Third Ward Neighborhood District		
On-Street	1,105	11%
Parking Lots	315	3%
Third Ward Neighborhood District	**1,420**	**14%**
Water Street, Historic Randall Park and Cannery District		
On-Street	2,343	23%
Parking Lots	2,151	21%
Water Street, Historic Randall Park and Cannery District	**4,494**	**44%**
TOTAL	**10,152**	

2.3 Parking Utilization/Occupancy

Parking occupancy is defined as the percentage of available parking supply that are occupied at a specific time. Industry standards consider parking facilities effectively full when operating above 85% of true parking capacity. While there are parking spaces still available, the term “effectively full” is used to describe a parker’s frustration in circulating a facility looking for limited, open spaces. Parking facilities are considered to be operating at maximum efficiency when peak demand remains at or below 85% of true capacity. Parking occupancy is categorized by occupancy levels at peak time. For the purposes of this study, we utilized a Hot-Cold Spot analysis to better visualize where parking is utilized more than fifty percent at a specific time.

Occupancy ranges developed for the Hot/Cold spot analysis were based on a 0% - 100% range. The indicated ranges for occupancy shown below are based parking industry standards for municipal parking operations. These parameters are used to determine if parking related policies or practices need to be adjusted to manage the demand and balance availability throughout the study area.

Table 3: Occupancy Intensity Table

Occupancy	Range	Intensity
Low	0 – 50%	
Medium	51 – 75%	
Efficient	76 – 90%	
Effectively Full	91 – 100%	

The following information breaks down the project area. The percent occupied information provided is based on the average peak occupancy hour of data gathered for all collection dates.

2.3.1 Average Weekday

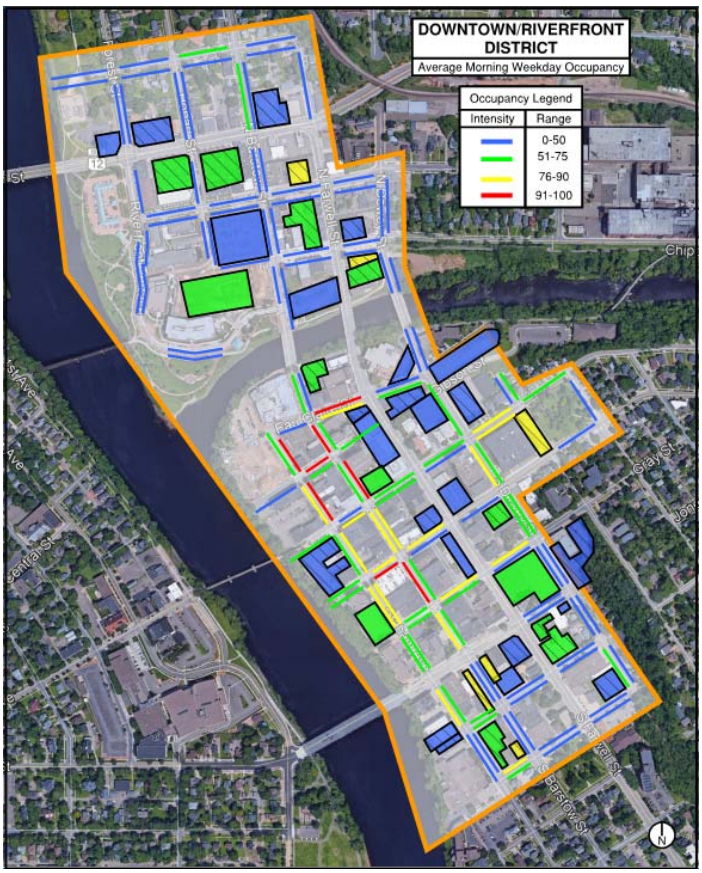
Downtown/Riverfront District

Table 4: 2019 Downtown/Riverfront District Average Weekday Inventory & Occupancy

Type of Parking	Parking Spaces	% Occupied
Private Parking Lots	1,118	45%
City Parking Lots	2,109	45%
On-Street	1,011	44%

- Private Parking Lots
  - Average peak parking occupancy during the morning hours
  - Low by parking industry standards
- City Parking Lots
  - Average peak parking occupancy during the morning hours
  - Low by parking industry standards
- On-Street Parking
  - Average peak parking occupancy during the morning hours
  - Low by parking industry standards

Heat Analysis Map



Average parking occupancy for an area this large does not adequately represent where the hot/cold spots of parking are throughout downtown Eau Claire. The heat analysis maps show how average occupancy can alter the perception of available parking when location is not taken into consideration. By breaking down the parking facilities and the block faces with on-street parking available, specific boundaries can be established for areas operating at high to full parking occupancies in the downtown area.

The heat analysis map shown below indicates the hot spots and cold spots for parking occupancy. A few High – Full parking occupancy areas have been identified below:

- On-street between Eau Claire St. and Gray St. on Graham Ave.
- On-street between Eau Claire St. and Gray St. on Barstow St.
- On-street between S Barstow St. and S Farwell St. on Eau Claire St.
- Off-street on Wisconsin St. @ N Farwell St.
- Off-street on Galloway St. @ N Farwell St.
- On-street and Off-street on E Grand Ave @ Doty St.

Based on the observation data provided by the City, it can be determined that on-street parking demand in some areas of downtown are greater than off-street parking demand. The following observations are evidence of higher on-street demand:

- The peak parking period was observed during the morning hours and showed plenty of available off-street parking within downtown.
- On-street parking had a few hot spots with maximum occupancy of 89% in the core area of South Barstow.
- Currently on-street parking spaces are time restricted. To ensure that time restrictions are being used effectively to increase the turnover and balance the occupancy, consistent enforcement is required. Inconsistent levels of enforcement decrease the amount of parking space turnover, thus increasing the occupancy of the on-street spaces as fewer vehicles have incentives to vacate the space.

The higher parking demand for on-street parking spaces is attributed to the following:

- On-street parking is free.
- Time restricted parking is inconsistently enforced.
- User Convenience Factor drives parking location.

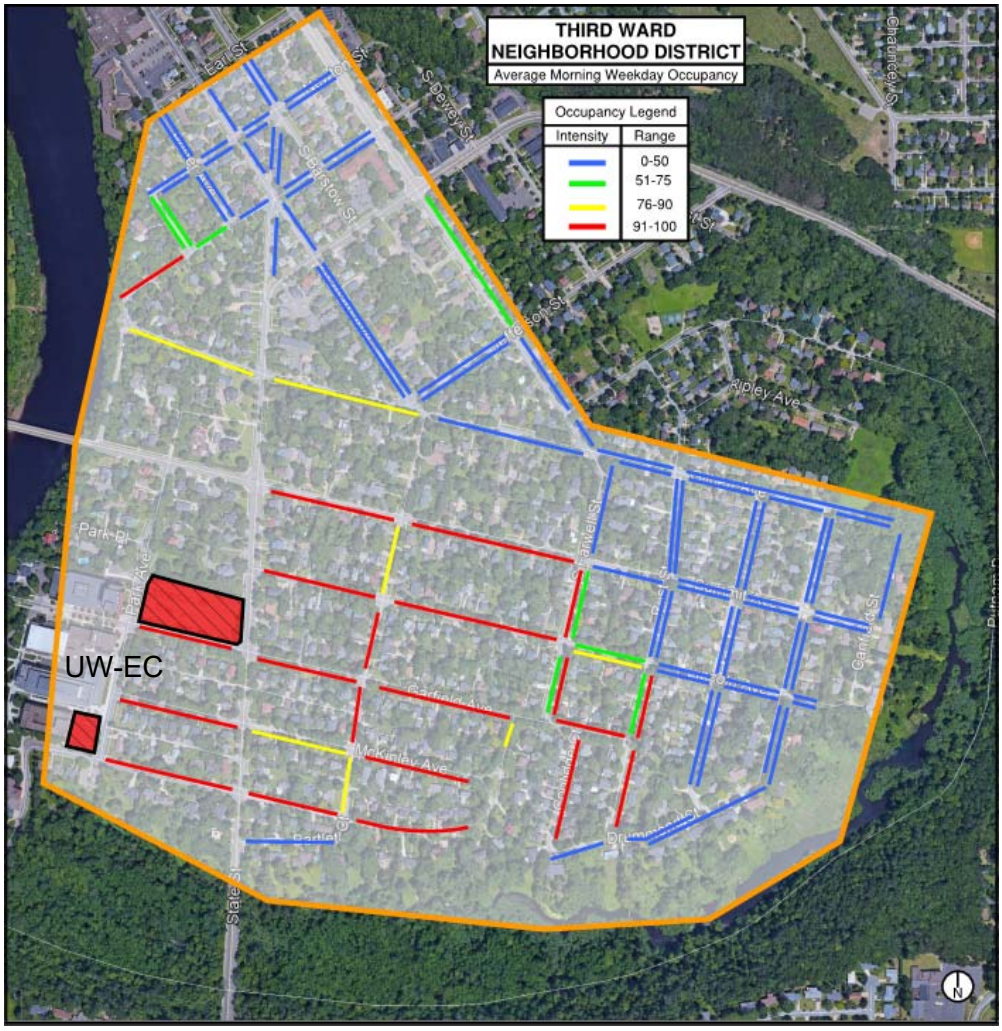
Third Ward Neighborhood District

Table 5: 2019 Third Ward Neighborhood District Average Weekday Inventory & Occupancy

Type of Parking	Parking Spaces	% Occupied
Parking Lots	315	94%
On-Street Parking	1,105	46%

- Parking Lots
  - Average peak parking occupancy during the morning hours
  - Effectively full by parking industry standards
- On-Street Parking
  - Average peak parking occupancy during the morning hours
  - Low average occupancy in the north and east parts of the neighborhood.
  - Effectively full near the University

Heat Analysis Map



Average parking occupancy for an area this large does not adequately represent where the hot/cold spots of parking are throughout Third Ward. The heat analysis maps show how average occupancy can alter the perception of available parking when location is not taken into consideration. By breaking down the parking facilities and the block faces with on-street parking available, specific boundaries can be established for areas operating at high to full parking occupancies in the Third Ward area.

The heat analysis map indicates the hot spots and cold spots for parking occupancy. High – Full parking occupancy areas have been identified below:

- University of Wisconsin – Eau Claire (UW-EC) parking lots within study area shown.
- On-street parking within University of Wisconsin – Eau Claire through Rust St. between Summit Ave and Roosevelt Ave. / Drummond St.
- On-street parking on Gilbert Ave. @ State St.
- On-street parking on Newton St. @ Porter Ave.

The higher parking demand for on-street parking space observed within this area is as follows:

- The peak parking period was observed during the morning hours and showed off-street parking within the parking study area effectively full with an occupancy of 91-100%.
- While the Third Ward is primarily a residential area, with the university located within the neighborhood, an increased demand for on-street parking is likely being caused by university students, faculty, and staff.
- Currently on-street parking spaces are not restricted. The unregulated parking encourages daily parking by those associated with the UW-EC, but not living in the neighborhood.

The higher parking demand for on-street parking spaces is attributed to the following:

- On-street parking is free.
- There are no time restrictions to parking.
- On-site parking for UW-EC in this area is effectively full during daytime hours.

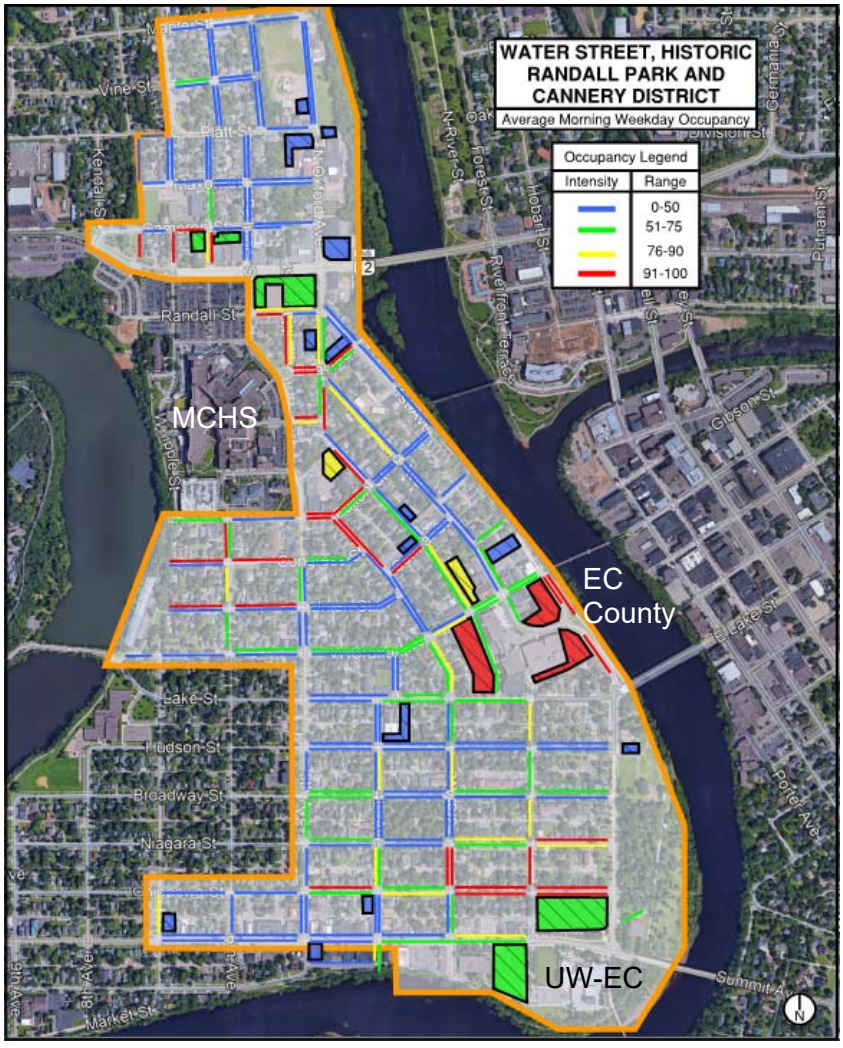
Water Street, Historic Randall Park and Cannery District

Table 6: 2019 Water Street, Historic Randall Park and Cannery District Average Weekday Inventory & Occupancy

Type of Parking	Parking Spaces	% Occupied
Parking Lots	2,151	66%
On-Street Parking	2,343	33%

- Parking Lots
  - Average peak parking occupancy during the morning hours
  - Medium average occupancy by parking industry standards
  - Effectively full near the County Courthouse
- On-Street Parking
  - Average peak parking occupancy during the morning hours
  - Low average occupancy by parking industry standards
  - Efficient to Effectively full in pockets near the University, County Government Center and Mayo Clinic Health Systems

Heat Analysis Map



Average parking occupancy for an area this large does not adequately represent where the hot/cold spots of parking are throughout Historic Randall Park. The heat analysis maps show how average occupancy can alter the perception of available parking when location is not taken into consideration. By breaking down the parking facilities and the block faces with on-street parking available, specific boundaries can be established for areas operating at high to full parking occupancies.

The heat map analysis shown below indicates the hot spots and cold spots for parking occupancy. High – Full parking occupancy areas have been identified below:

- Off-street parking surrounding Eau Claire County Government Center
- On-street parking within 2 block radius of 3rd Ave. @ Water Street.
- On-street parking within 2 block radius of 5th Ave. @ Congress St.
- On-street parking within 1 block radius of 2nd Ave. @ Beach St.
- On-street parking on Cameron St. @ Babcock St, Whipple St., and alley

The higher parking demand for on-street parking spaces is attributed to the following observations:

- The peak parking period was observed during the morning hours and showed off-street parking within the parking study area effectively full with an occupancy of 91-100% in the Mayo Clinic Health Systems (MCHS) area and areas nearest to bridges, providing pedestrian access to surrounding areas. The MCHS is located within the neighborhood causes an increased demand for on-street parking is likely being caused by hospital patients, visitors, doctors, and other staff.
- The Eau Claire County Government Center and UW-EC are also located within this study boundary. Combined with the increase in demand from MCHS, parking in the area can be at capacity.
- Currently on-street parking spaces are not restricted. The unregulated parking encourages long term parking (several hours to several days) by both those living in the neighborhood and visitors. This poses a problem for residential parking, increased vehicle congestion and limiting access for visitors.

The higher parking demand for on-street parking spaces is attributed to the following:

- On-site parking for Institutions in this area is fully occupied during daytime hours.
- No time restrictions.
- Free parking on-street is preferred to paid permit parking by some UW-EC parkers.
- High concentration of student housing is located in this area.

2.3.2 Friday Evening

In order to capture data outside of daytime business schedules, one Friday evening count was performed downtown to cover dinner and entertainment parking usage. It should be noted, that this data was not collected on a night when the Pablo Center had an event.

Downtown/Riverfront District

Table 7: 2019 Downtown/Riverfront District Friday Evening Inventory & Occupancy

Type of Parking	Parking Spaces	% Occupied
Private Parking Lots	1,118	29%
City Parking Lots	2,109	24%
On-Street Parking	1,011	49%

- Private Parking Lots
  - Average parking occupancy of 29% during Friday evening hours (6 -7 pm)
  - Only 3 parking lots with occupancy greater than 60%
  - Max occupancy of 87% with supply of 31 stalls
  - Low average occupancy by parking industry standards
- City Parking Lots
  - Average parking occupancy of 24% during Friday evening hours (6 -7 pm)
  - Only 2 parking lots with occupancy greater than 60%
  - Max occupancy of 100% with supply of 32 stalls
  - Low average occupancy by parking industry standards
- On-Street Parking
  - Average parking occupancy of 49% during Friday evening hours (6 -7 pm)
  - Low average occupancy by parking industry standards

Based on the data provided by the City, on-street parking is utilized as the primary source of parking on Friday evenings. The following are observations for higher on-street parking demand:

- The peak parking period was observed at 10 am when all businesses are open, and showed off-street parking, lots, within the parking study area effectively full at that time.
- Occupancy data was not collected specific to the Pablo Center. Evening and weekend parking occupancy may see significant increases due to event parking by Pablo Center patrons.

The following contribute to the higher on-street parking demand:

- There are no time restrictions to parking after 6pm.
- User Convenience Factor drives parking location.
- On-street parking is free.

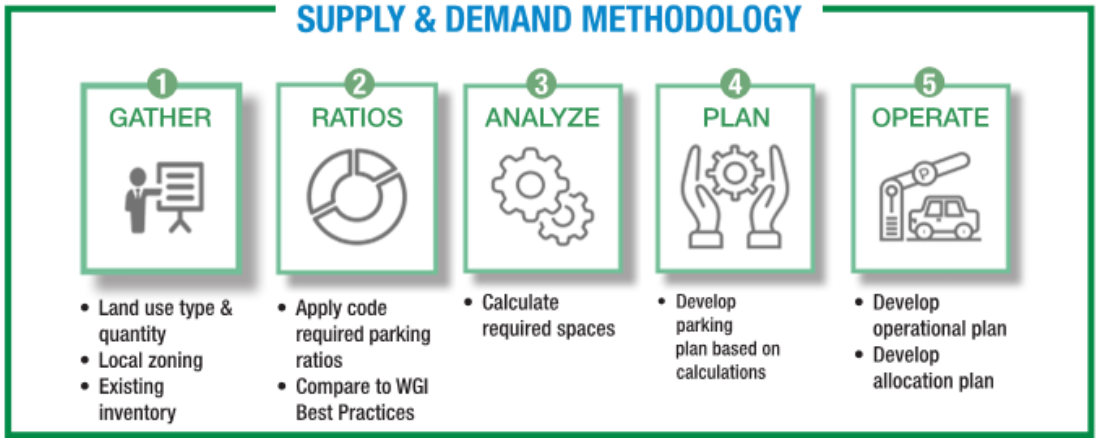
3.0 Parking Supply and Demand Analysis

In general, a parking supply and demand analysis subtracts the projected number of spaces required within a defined area based on programmed uses from the number of off-street, available parking supply to determine if a surplus or deficit exists. The parking ratios utilized are from City of Eau Claire's Zoning Code - Section 18.25.030, Off-Street Parking and Loading Requirements.

WGI focused on developing two demand models; Current Demand and Future Demand. The City of Eau Claire provided future programming information through their Planning Department and associated studies. For this study, WGI focused only on the demand being generated in the Downtown area of the City of Eau Claire based on programming and data provided. The Third Ward and Historic Randall Park Neighborhoods were not studied for future parking demand, as they are not anticipating significant increases in commercial development and parking demand.

3.1 Methodology

A Parking Supply and Demand model compares the parking inventory available in a specific area or facility to the City of Eau Claire's minimum parking requirements per associated land/building use. The supply and demand study results are based on parking ratios assigned to general land uses with little to no consideration for downtown elements such as transit, pedestrian connectivity, and shared parking.



Parking demand is determined by applying the respective ratio per building use and size. For example, if the minimum parking requirement for an office building is four spaces per 1,000 square feet and a 10,000 sq. ft. building is being proposed, a minimum of 40 parking spaces are required. This methodology is accurate for a single building operation. However, when you have an area with multiple land/building uses, such as a downtown area, the parking ratios per building size can be reduced based on modal split, mixed-use parking behaviors, and seasonal factors.

These considerations are known as parking reduction factors and are defined below:

- Modal Split – the percentage of persons arriving at a destination in different modes of transportation. Examples include riding transit, drop-offs and walking from residential areas.

- Mixed-Use Split – the percentage of parkers at a land use or district who are not already counted as being parked at another land use or programmed space. An example would be parking in a space for work (office space) and walking over to a restaurant during lunch. The parker would be included in the office space demand not the restaurant space.

- Seasonal/Time of Day – the percentage of parkers that are present at a specific season/month/time of day. Examples include a movie theatre during the day on a Wednesday (low percentage) versus during a Friday night (high percentage).

When all these factors are applied together, a peak daytime utilization can be determined. Generally, this parking utilization will be less than the parking demand generated by typical code or zoning ordinances minimum parking requirements. For example, minimum parking requirements assume 100% occupancy of any land use. However, an office building can effectively operate anywhere from 80% - 90% of the required demand generated by minimum parking requirements.

3.2 Land Use Programming Information

Current zoning and development approval do not include on-street parking inventory when determining the required parking stalls needed for development, thus off-street parking was the only parking supply considered as part of our supply and demand analysis. While on-street parking does provide supply, a single on-street parking space is shared for various uses for a specific period of time. In addition, the inventory of on-street parking varies widely and therefore not part of the long-term parking supply.

WGI utilized the land use information provided by the City of Eau Claire Planning Department to determine program information, e.g. square footages, number of seats, employees etc., for the existing buildings within the project area. At the time of this study, the existing building program was as follows:

Table 8: 2019 Downtown Land Use Square Footages

City of Eau Claire Land Use Square Footages		
Building Use	**Size**	**Units**
Retail/Commercial*	510,000	SF
Office	823,000	SF
Library	61,000	SF
Pablo Center	1,750	Seats

Retail/Commercial* - Square footage includes restaurant/bar type uses. Typically, restaurant uses require a higher parking ratio than retail/commercial and the utilization occurs primarily in the evening rather than during office hours.

3.3 Current Supply and Demand

WGI utilized the provided land use information and applied minimum parking requirements to understand the baseline parking demand in the downtown area. The information has been supplemented with parking best practice assumptions that address the parking reduction factors previously mentioned.

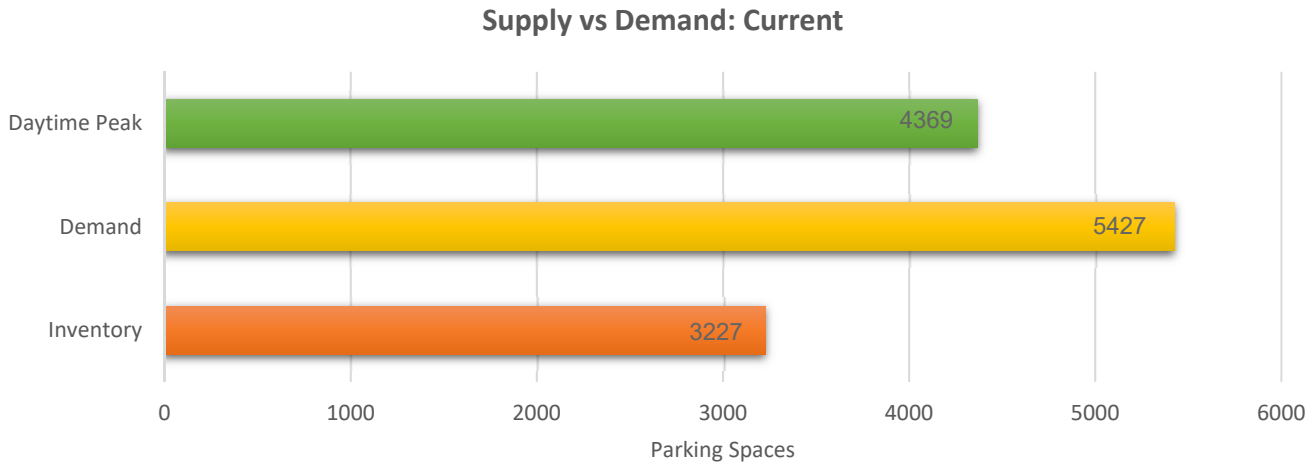
The Planning Department reported 2019 building vacancy rates in the downtown business district for office, retail and commercial buildings at 25% vacancy which will have a direct impact on parking

demands. It should also be noted that the 200 stalls of off-street parking in Block 7 were included in the supply for 2019, and that in the future this lot is slated for redevelopment.

Table 9: 2019 Current Supply and Demand

Building Use	Parking Req. Per Zoning Ord.	Daytime Peak
Retail/Commercial	2040	1530
Office	2743	2469
Library	207	41
Pablo Center	438	329
Total Parking Required/Demand	*4614 - 5428	**4369**
Inventory	**3227**	**3227**
Surplus / Deficit	**(2201)**	**(1142)**

**Range depending on modal reduction of up to 15%.*



Building Use	Utilization Factor
Retail/Commercial	75%
Office	90%
Library	20%
Pablo Center	75-77%

The overall supply and demand model generates a maximum deficit of 2,201 spaces based on the current City of Eau Claire minimum parking requirements which is supplemented by current on-street parking. Based on the occupancy data collected for the purposes of this study, the current code requirements exceed the average utilization of parking downtown. By applying parking reduction factors, the deficit is reduced to 1,142 parking space. The building use utilization, derived from parking reduction factors, demonstrates the percentage of parking expected from the total demand. For example, the 10% reduction

observed for office is made up of factors such as carpooling, transportation other than a personal vehicle, absent workers, and or/ workers not requiring a parking space the entire day.

3.4 Future Supply and Demand

Future land development information provided to WGI was utilized to project future parking demand requirements. In addition to building programming, the future parking inventory assumed continued growth in the downtown area. An example of programming provided to WGI for this study is the addition of an 118,000 square-feet of convention center and a 200-room hotel. Based on the "Eau Claire Event Center and Convention Center/Hotel Market, Financial Feasibility, and Economic Impact Analysis" study, July 27, 2018, a supply of 500 – 600 parking spaces is recommended to be provided to accommodate this new development. By taking transit and bicycle parking reductions from the minimum off-street parking requirements a total of 570 parking stalls can be expected to support the development, which falls within the range provided by the aforementioned study.

Farwell/Gibson Public Garage Demo

The Farwell/Gibson Public Garage is expected to be demolished in the future due to its end of life. Currently, the Farwell/Gibson Public Garage provides a supply of 405 parking stalls. Based on data provided by the City, a peak occupancy of approximately 57% was observed during a Tuesday morning and Wednesday afternoon. This is equivalent to 230 parking spaces. An additional 10% of parking stalls is recommended to be provided to account for stalls blocked by ill-parked vehicles, not in adequate location, obstructions present, and other factors that deter patrons from utilizing that parking stall. Based on the occupancy data provided for the purposes of this study, a total of 255 parking stalls (405 x 57% = 230 Stalls x 1.10 = ~255 Stalls) would need to be absorbed into the current parking supply. Once a demolition date is confirmed an updated occupancy count should be taken to provide an up-to-date rate of occupancy. Also, due to the building remodel in 2019, no City Hall employees or customers were included in this data causing the occupancy to be temporarily lower. With the growth of the downtown, future additions and/or omissions to parking supply, and development not considered in this report, it will be important that the proper projections are made to ensure that the size of the garage is right-sized at the time of development and for the future.

RDA – BLK 7 Lot Demo

The RDA – BLK 7 parking lot located on Galloway St. and N. Barstow St. is expected to be sold by the City for future building development. This parking lot currently provides a supply of 200 parking stalls. Based on data provided to WGI by the City, a peak occupancy of approximately of 22% was observed during a Friday night. This is equivalent to 44 parking spaces, which are recommended to be reallocated to new parking facilities or underutilized parking facilities within the general area. An additional 10% of parking stalls is recommended to be provided to account for stalls blocked by ill-parked vehicles, not in adequate location, obstructions present, and other factors that deter patrons from utilizing that parking stall. A total of 48 parking stalls (200 x 22% = 44 Stalls x 1.10 = ~48 Stalls) would have to absorbed into the current parking supply.

The 44 lost parking spaces can be absorbed into the existing parking supply. However, the potential development on the site will create new parking demand. The site plan approval process will need to identify where the new parking will be located. The developer and City will need to determine if the spaces will be located on-site, in the North Barstow Garage, on-street or a combination of all three.

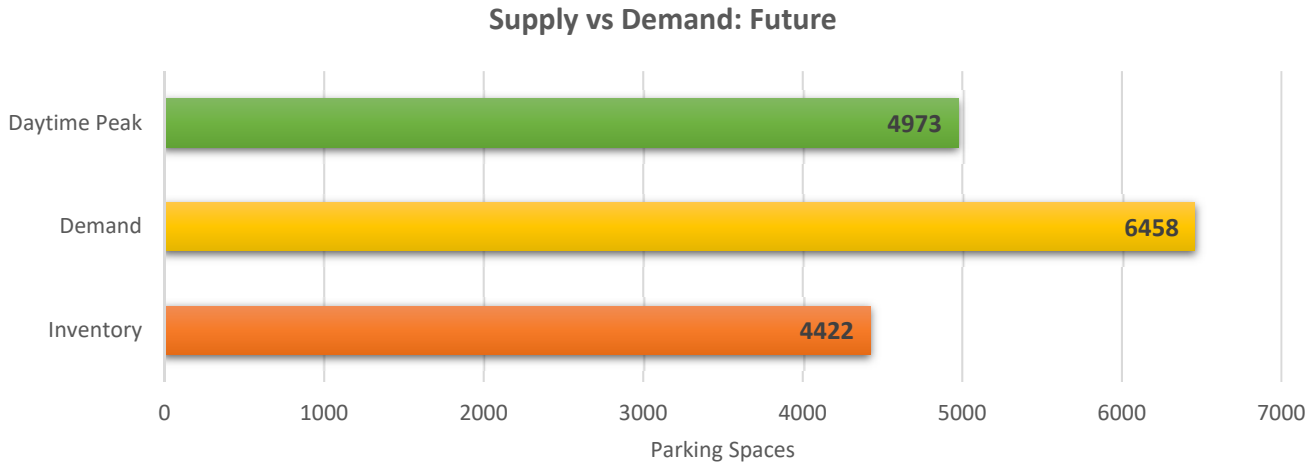
The table below shows the future supply and demand conditions expected based on project developments provided and current minimum parking requirements. Future demand includes the addition of a new conference center and hotel, L.E. Phillips Library expansion, Liner Building development, and Wilson square development. It also takes into account the loss of parking supply at the current Railroad Street Lot, Block 7 lot, and Riverside Parking Deck.

Table 10: Future Supply and Demand with Parking Reduction Factors

Building Use	Parking Req. Per Zoning Ord.	Estimated Daytime Peak
Retail/Commercial	2092	1569
Office	2810	2529
Library	337	67
Pablo Center	438	329
Conference Center	530	451
Hotel Expansion	140	119
Total Parking Required/Demand	*5489 - 6458	**5063**
Inventory	**4422**	**4422**
Surplus / Deficit	**(2036)**	**(641)**

** Range depending on modal reduction of up to 15%*

Building Use	Utilization Factor
Retail/Commercial	75%
Office	90%
Library	20%
Pablo Center	75-77%
Event Center	85%
Hotel	85%



The overall future supply and demand model generates a deficit of 2,036 spaces based on City of Eau Claire minimum parking requirements. By applying parking reduction factors and future development provided for the City, the deficit is reduced to 641 parking spaces. Parking reduction factors demonstrate the percentage of parking expected from the total demand. For example, the 10% reduction observed for office is made up of factors such as carpooling, transportation other than a personal vehicle, absent workers, and or/ workers not requiring a parking space the entire day.

The Future Parking Demand Analysis is based on existing and proposed land uses. While the analysis included significant utilization reductions, downtown Eau Claire has market synergies that allow for greater reductions based on shared parking and patrons visiting more than one land use while parking only once. Based on the parking occupancy field data collected for this study, there is currently not a need for additional parking supply for the downtown district. However, as downtown continues to develop, it will be important for the City to manage the current supply efficiently and potentially yields a higher demand of parkers.

There are currently pockets of highly occupied on-street parking in the core of downtown and a few parking lots being efficiently utilized. There is not a high concentration of parking demand exceeding parking supply in downtown as a whole, or even specific sub-sections. Continued regular occupancy counts will provide the City with data to determine when and if new parking is required as development and loss of existing parking creates higher parking occupancy levels.

3.5 User Comfort Factor

The distance defined by the User Comfort Factor (UCF) is governed by multiple parking facility variables available such as structured parking, surface lot, location and pedestrian connections. When these factors are taken into consideration, it allows one parking space to serve multiple downtown destinations.

The UCF approach is applicable to a number of design considerations in parking including trail blazing, vehicular circulation, site dimensions, parking geometrics, flow capacity, and entry/exit design. Acceptable user comfort factors for parking, which are defined below, range from 1 to 4.

UCF 1 - Poor; less than 50% of patrons will be satisfied
UCF 2 - Acceptable; 50% of patrons will be satisfied
UCF 3 -Good; 75% of patrons will be satisfied
UCF 4 -Excellent; 90% of patrons will be satisfied

UCF criteria should be related to the needs and concerns of users. Generally, users with low familiarity and high turnover, such as transients/visitors, should be accorded a higher UCF. On the other hand, users with high familiarity and low turnover, such as monthlies/employees, are more tolerant of lower user comfort, with the exception of criteria related to travel time and average wait.

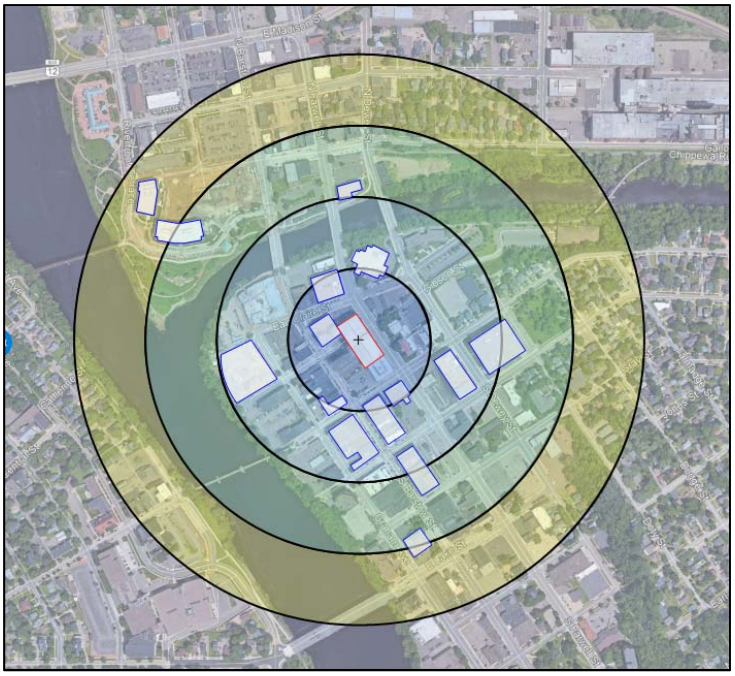
Table 11: UCF Walking Distance Design Standard

Design Standard For:	UCF 1	UCF 2	UCF 3	UCF 4
Nearest parking to destination				
Climate controlled	5,200'	3,800'	2,400'	1,000'
Outdoors, covered	2,000'	1,500'	1,000'	500'
Outdoors, uncovered	1,600'	1,200'	800'	400'

There may be an opportunity to provide “new” parking for downtown inventory to alleviate some of the parking pressures caused by future developments. This can be achieved either by constructing new parking facilities or the utilization and management of existing underutilized parking facilities. These facilities should maintain a similar user walking distance to parking generators. The exhibits below show

the Farwell/Gibson Public Garage Demo and the RDA – BLK 7. The exhibit also shows which parking generators these locations serve with a corresponding user comfort factor.

Farwell/Gibson Public Garage Walking Distance Analysis



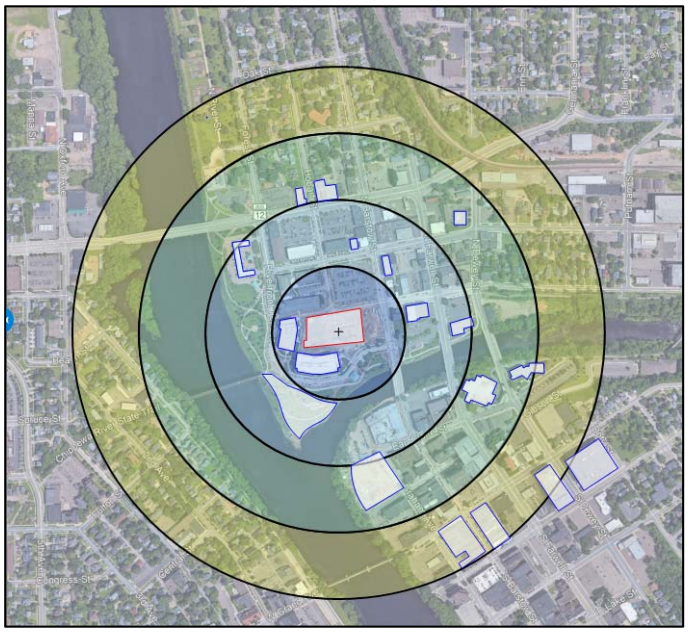
400' - UCF 4
- U.S. Bank Branch - Bank
- Eau Claire Regional Arts Center
- L.E. Phillips Memorial Public Library
- Children's Museum of Eau Claire
- Mixed Use - Retail
- Associated Bank

800' - UCF 3
- Pablo Center
- Mixed Use - Retail/Office
- AT&T Building
- Eau Claire Area School District
- Mixed Use - Retail

1200' - UCF 2
- Federal Courthouse
- Eau Claire Area Chamber of Commerce
- Royal Credit Union

1600' - UCF 1
- Jamf Building

Galloway Walking Distance Analysis



400' - UCF 4
- Jamf Building
- Royal Credit Union

800' - UCF 3
- Phoenix Park
- Farmer's Market
- The Livery
- Mixed Use - Retail
- Mixed Use - Restaurant/Retail
- Eau Claire Chamber of Commerce

1200' - UCF 2
- L.E. Phillips Memorial Public Library
- Eau Calire Regional Arts Center
- Pablo Center
- Mixed Use - Restaurant/Retail

1600' - UCF 1
- Associated Bank
- Mixed Use - Retail
- Mixed Use - Retail/Office
- Eau Claire Area School District
- AT&T

These walking distance maps should be compared to the heat maps provided illustrating parking utilization. Together, these maps can be utilized as a planning tool to determine, which parking facilities can support additional parkers and to what extent.

4.0 Review of Parking Operations

4.1 Public Listening Sessions

The WGI team conducted three public listening sessions for the purposes of this study. These sessions were to further understand the public's perception of parking and potential challenges throughout the three study areas. Occupancy maps of all three study areas were displayed for public input, highlighting highly occupied parking areas. The best attended public listening session was by the Third Ward and Historic Randall Park residents. This session was held in the evening at the Senior Center on June 4, 2019. During this listening session the neighborhood association and university were well represented.

The Third Ward and Historic Randall Park Neighborhood experience the same parking challenges. However, these challenges stem from two different sources. The Third Ward discussions consisted mostly of on-street parking challenges within the residential area due to the UW-EC. Historic Randall Park issues expressed were similar in nature, with MCHS employees and EC County Government Center activity being the root cause of their parking challenge. Safety concerns were expressed in regard to the volume of parking taking place on-street and causing line of sight issues for oncoming traffic. These types of challenges are common in residential areas bordering medical centers and campuses. A residential parking program was discussed with the group that entailed a fee based permitting structure and on-street parking restrictions. Other items discussed during these sessions included snowplow scheduling communications to the public and inconsistent enforcement in residential areas.

During the Downtown session, public constituents were interested in parking and its relation to the projected growth of downtown and upcoming development. Encouraging the walkability and connectivity throughout downtown during warmer season was highly encouraged. The downtown public session was held during business hours on June 3, 2019 at the Public Library.

A separate meeting was conducted with the Library in regard to their upcoming expansion and potential impact on parking. The library expressed their concern with available parking and convenient accessibility for their visitors.

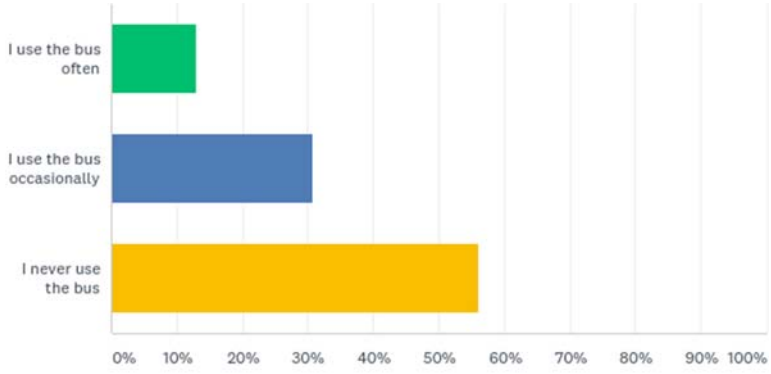
4.2 Online Survey

WGI conduct an online survey for the City. The survey was marketed via email and social media. There were 1,542 respondents throughout the entire City. The questions included in the survey were crafted to obtain specific information in regard to following:

- Public perception of City parking
- User type: employee, visitor, resident, etc.
- Mode of transportation: public vs private
- Walkability tolerances

Of the general respondents, 30% were visitors and/or customers visiting the downtown area or employee that work downtown. Indicative of a campus environment, a portion of the survey was targeted for university parkers. The survey inquired about the use of public transportation to determine the utilization of multimodal transportation methods for students, teachers, and staff. It was indicated that 83% of the respondents own a vehicle. Based on this survey, it was also discovered that public transportation is utilized by less than 15% for these groups.

UWEC Public Transportation Usage



In the population of employees who responded to the survey, 60% were affiliated with UWEC. Half of these employees shared that they are currently parking on-street, while the other 50% are parking in private lots. When asked their parking location on a typical weekday, 60% of the university respondents chose on-street parking as their primary source. Only 20% of UWEC affiliated respondents selected that they park on-campus.

Another point of interest was the public perception of walking distance. With seasonal weather being a determining factor of walkability in Eau Claire, it should be noted that this survey was conducted early summer. However, it is important to also note that per US Weather Data the average annual temperature is 55 degrees. This weather data supports the overall feedback in relation to a higher walkability tolerance communicated by respondents. Approximately, 70% of the respondents said that it was acceptable to walk three blocks from their destination.

Taking into account survey data and feedback received in the public listening sessions there are a few consistencies. These are listed below:

- A large portion of residential feedback was from Third Ward.
- Majority on-street parking utilization in the Third Ward is a result of UWEC parkers.
- Parkers are willing to walk three blocks from their parking location to their destination.

4.3 Current Parking Organizational Structure

Currently, a Parking Administrator has been designated to oversee the on and off-street parking operation for the City. This was a result of a recommendation made from the previous parking study and based on the demands of the parking operation. However, this role is not currently dedicated to parking and is shared with Engineering for other tasks such as street assessments. The City of Eau Claire Police

Department enforces parking in a part time capacity. The City Finance Department oversees the finances related to parking and coordinates with a third party collection agency. The Community Services Division handles routine maintenance, signing, snow removal, coin collection and janitorial duties.

To manage on-street parking efficiently, consistent enforcement practices should be in place and personnel should be dedicated to that activity. WGI team met with the City of Eau Claire Police during the course of the study to get a better understanding of enforcement policies and practices. As expected, Police officer duties stretch well beyond parking enforcement. We were unable to determine the number of hours dedicated to parking enforcement as officers may be assigned to parking enforcement but are pulled in a different direction based on urgency. This is understandable as the Police are responsible for public safety, and parking rarely is a public safety issue. Parking enforcement becomes a secondary concern. Handheld devices for citations are only assigned to the police department, but Community Services Officers are not solely dedicated to enforcing parking regulations. Officers responsible for parking enforcement are responsible for other miscellaneous City related tasks such as courier services and animal patrol. During the course of our fieldwork, we did not observe any active enforcement by uniformed enforcement personnel.

Dedicated parking roles, currently divided amongst City departments would increase parking efficiencies and allow the City to better manage and monitor industry standard key performance indicators (KPI). Data such as meter up-time, citations, and appeals would provide the City with tools to measure the success of the parking program as compared to other municipal parking operations nationwide. In addition to KPIs, the enforcement of the parking is vital to the management of parking inventory. As the City's parking demand increases, it will be important to properly enforce policies to minimize negative parking perceptions.

4.4 Technology

The City of Eau Claire utilizes two main parking technologies. On-street parking is managed using single space parking meters and off-street is managed with parking access and revenue controls. While the City currently has on-street parking meters, they are not deployed consistently throughout downtown. Maintaining the meters has become a challenge to the City due to the age of the hardware. Parts are unavailable to keep meters up and running resulting in other meters being taken out of commission. Parking citations are currently issued using Complus Enforcement Technology by Community Service Officers. Citations are issued using a handheld device.

When managing on-street parking supply, parking meters are tools that allows a City to create turnover and manage curbside parking to allow for short-term parking. Off-street parking is considered to the meet needs of long-term parkers, with little or no turnover depending on the parker type (office, retail, restaurant, student, etc.)

Turnover allows a parking space to be utilized more than once, yielding increased revenues. The lack of management with this type of parking can negatively impact local businesses as they rely on this proximal parking for the customers and short-term parking. Currently, the City of Eau Claire utilizes single space parking meters in areas of downtown. Parking meter technology has advanced since the initial

deployment of the parking meters within the City. Below is a list of parking technology currently utilized to manage on-street parking spaces:

- Single Space Parking Meters: Single space parking meters are typically deployed at each on-street parking spaces. There are meters that are designed to manage two spaces, within the same meter. There is typically digital technology versus older, mechanical meters.
- Multi-Space Parking Meters: Multi-Space parking meters are similar to parking kiosks. Multi-Space parking technology has the ability to manage multiple spaces at the same time. Generally, these meters are recommended to manage 8-10 parking spaces per meter. There are generally three types of management techniques available when using a Multi-Space meter:
    1. Pay and Display: This method requires a customer to visit the kiosk, pay the meter, obtain and receipt, then display the receipt in the vehicle's windshield for proof of payment.
    2. Pay by Space: This method requires a customer to visit the kiosk, enter the designated and pre-marked space number, then pay the meter. Typically, a receipt is not required to be displayed.
    3. Pay by Plate: This method requires a customer to visit the kiosk, enter their license plate number, then pay the meter. Typically, a receipt is not required to be displayed.

- Pay by Phone: This technology is newer to meter technology and may require an integration with parking meters, if present. Pay by Phone technology is provided through a mobile app that allows customer to register and pay for parking using their smart phone.

In a municipal environment, on-street parking should be encouraged to be used for short term parking purposes (under 3 hours), while off-street parking should be marketed for long term parking (3+hours). Without dependable technology and consistent enforcement, the management of these spaces is a challenge. The City expressed an interest in License Plate Recognition (LPR) to aid in the enforcement efforts. LPR is a great way to maximize allocated enforcement resources and allow for adequate enforcement. In addition, the data collected using LPR can be a powerful tool for parking planning.

Historical citation data was reviewed to gain a better understanding of KPIs and trends specific to the City. This data showed a decrease in written citations issued from 2015 to 2018. This is typical for a City with dated and unreliable parking technology such as in Eau Claire. Consistent enforcement and communications will enhance the parker experience and maximize the technologies ability.

Similar to on-street parking management, technology should be utilized to manage parking off-street or in parking ramps. Currently the City utilizes Amano as the Parking Access and Revenue Control System (PARCS). A PARCS system manages monthly parkers and allows for paid daily/visitor parking (transient parking). Utilizing PARCS in parking ramps provides valuable operational data such as utilization, peak occupancy, etc. These tools allow the City to make business decisions based on real-time data. As the downtown parking demand grows, it will be important that the off-street parking technology is robust enough to sustain the growth and aid in day-to-day operational management.

4.5 Parking Management

Current parking policies and procedures are inefficient and disjointed due to the parking management responsibilities being split between City departments. City Engineering is responsible for day to day

parking operations including permit management, technology maintenance and repairs, and event parking. As part of this study, WGI reviewed the current parking policies used for the operations. The majority of the policies reviewed were provided by the Police Department. The focus of the current policies and procedures is specific to enforcement only and are used for training purposes.

With the growth of downtown and planned development, the demands of the parking operation will follow. While the current occupancy data shows the current parking supply at capacity, this can change over time or change with one major development within the area. To ensure that parking data is up to date and the operation is being managed with the future of the City in mind, it will be important that the City establish and document sound policies and procedures for parking management to include:

- On-street Parking Management: meter management and maintenance, collection, auditing, valet parking programs.

- Off-street Parking Management: contract parking management, event parking, auditing.

These policies and procedures should be documented and updated regularly. Auditing and separation of duties should be considered in situations where cash is present. With the increase in event venues throughout the City, this will ensure that the City is eliminating leakage and protecting their liquid assets.

4.6 Parking Marketing & Communication

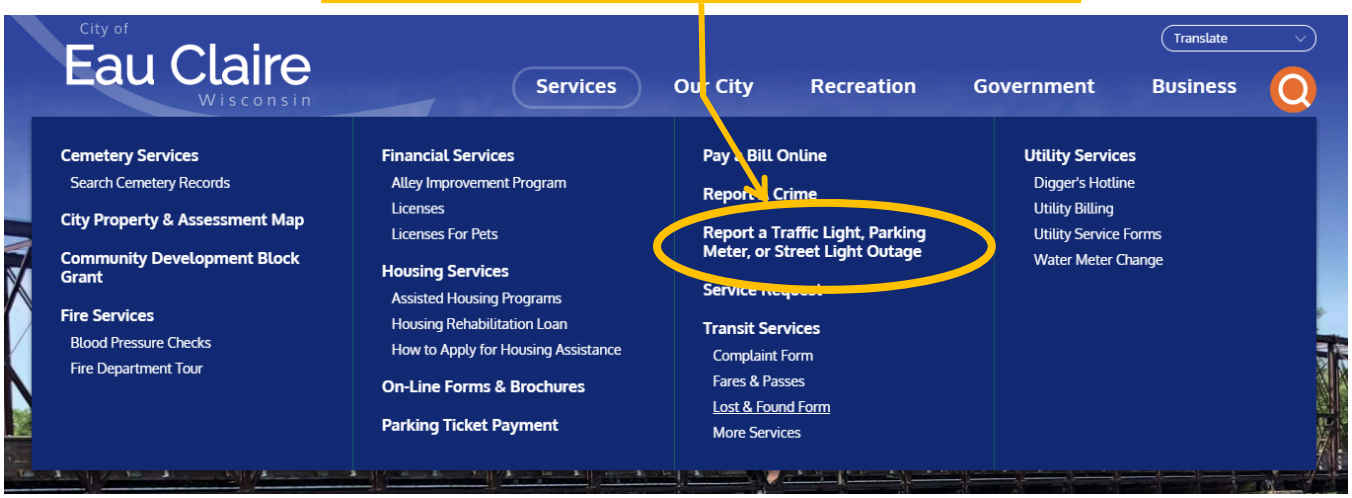
Today parking experiences start well before the visit to a destination. Visitors research destinations and parking options in attempt to plan ahead. When conducting a google search for parking in Eau Claire customers are first directed to the Police Departments webpage. The second option directs customer to the Engineering Department. Downtown Eau (DECI) is also an optional web page in this search. The Police Department provides information on citations such as fine amounts and appeal processes. There is also a link to a Downtown Parking Map. This link redirects customers to the DECI page to provide a map of off-street parking only.

Off-street parking inventory dominates a large proportion of City parking available to the public. While much of the parking is under the management of the City, efforts should be made to designate an active liaison between DECI and City. This liaison shall be tasked with communicating a cohesive parking management program that is inclusive of public and private parking initiatives. These initiatives may vary from development, event coordination, and/or public communications. The goal of this partnership will be to promote the use of parking for public use to benefit patrons, the City and businesses and organizations downtown. DECI should be a strong supporter of the downtown parking system.

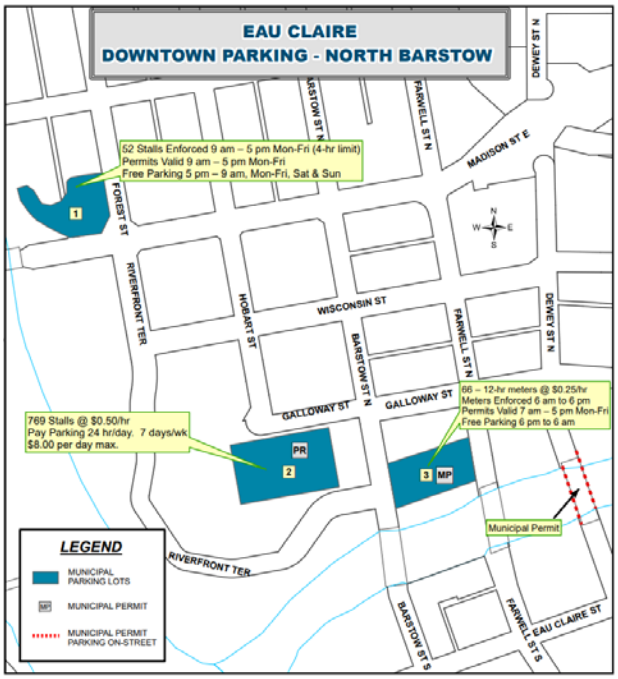
Parking related information is currently organized by department on the City's website. It is recommended that this information be reorganized by function so that all parking related information is located on one landing page. It is encouraged that on-street parking be promoted in addition to off-street parking for transients downtown.

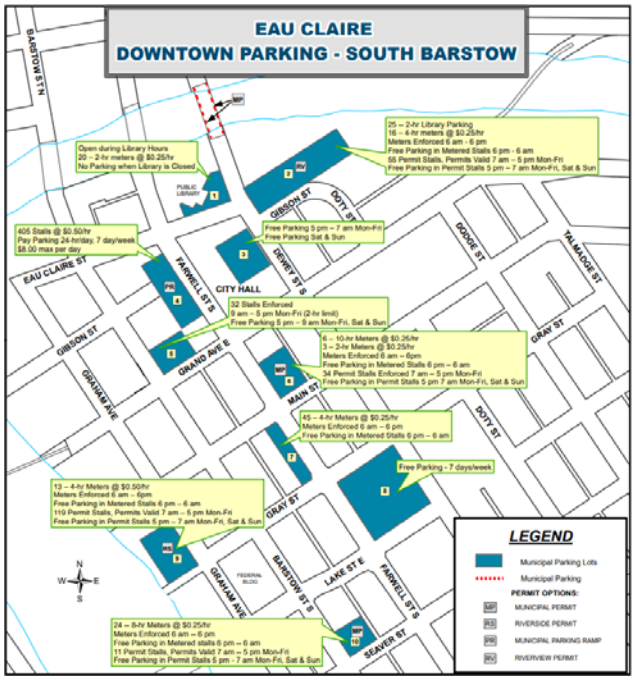
The focus of parking information should be customer service, helping patrons easily find open parking spaces and conduct parking business as easily as possible.

Only reference to parking on the city website is related to reporting outages. Links should be included to reference parking maps, event information, etc.

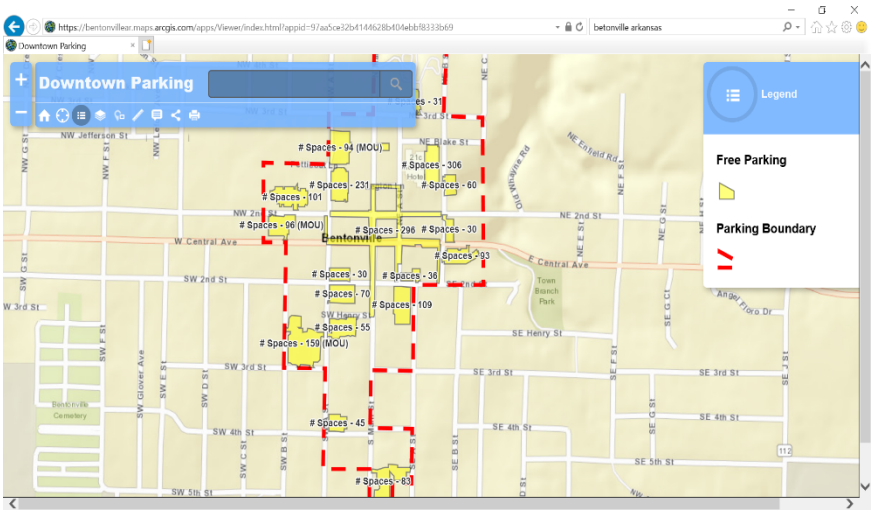


The current parking related maps on the website are in pdf format and not interactive. Parking is a large part of downtown destinations and events. Communicating parking options clearly is vital to the parker experience downtown. While on-street parking can be located using street names, off-street parking can become challenging using this type of naming convention. To direct parkers to a specific ramp or lot, a consistent and easy naming convention should be established and used for these off-street locations.





The City and DECI should explore future efforts to develop a high quality parking map for the downtown area that is easy accessed from any website. The parking map needs to be designed to accurately communicate the locations of on-street and off-street parking facilities, but also graphically appealing and easy to understand. Once a high quality parking map is created, these become marketing tools and should be shared on all downtown, web-based and special event media sources. The parking message needs to be constantly reinforced through the various media and communication channels.



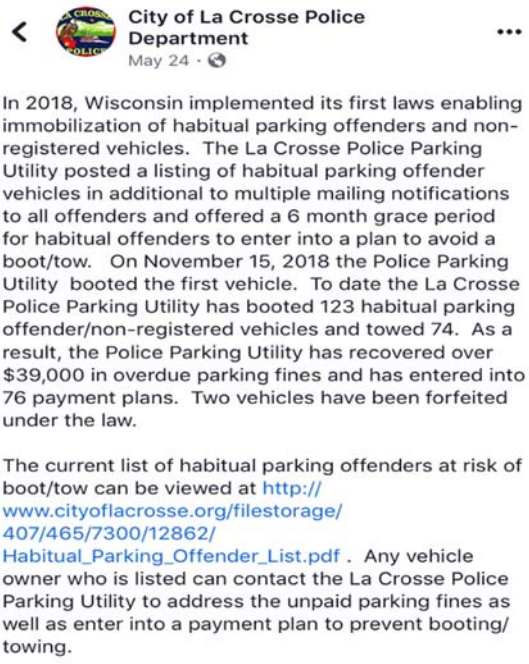
The City of Bentonville, Arkansas is an example how informational maps can be interactive using GIS. With GIS a City has the ability to display parking meters, signage, parking locations, and any other parking related information that has a geographical location. GIS allows visitors to select the information that they are seeking and to what extent. GIS enable mapping becomes a living document and can be easily updated in real time versus a pdf file that must be uploaded via a link.

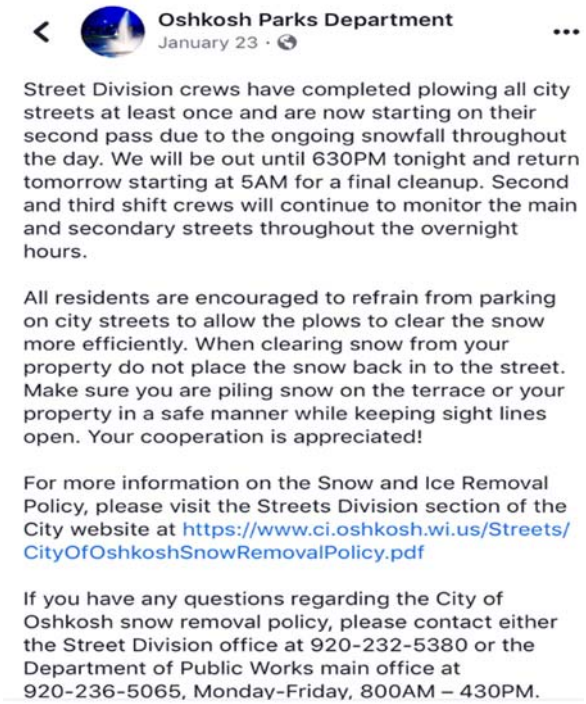
4.7 Social Media

The parking industry has had a large increase in social media presence in the last couple of years. Many parking organizations are using social media outlets such as Facebook and Twitter to communicate with the public on a regular basis, as well as distribute important information related specifically to parking.

To broaden customer reach and align with other municipal parking organizations, the City could benefit from a dedicated parking Facebook and/or Twitter account. This would allow better of management of customer reach. An example of this reach can be seen through the success of the communication campaign that took place for the online parking survey.

Efforts to coordinate a communications schedule with City communications manager should be measurable and consistent. This would also allow for City messaging to align. Other examples of using social media as communication methods can be seen below from the City of La Crosse and the City of Oshkosh.





"Coffee with a Cop" is a great example of using social media to engage with the local constituents. Many cities use this same approach, "Coffee & Parking", and use this a method of communication for regulation changes, technology upgrades, and any other public facing parking topics.

4.8 Comparable Cities Analysis

The WGI team compared parking operations for four cities to conduct a parking management analysis. The four cities of focus were La Crosse, Duluth, Appleton, and Oshkosh. Our team focused on operational industry standards for the purposes of this comparison. The City of Eau Claire can be closely compared with the City of La Crosse in regard to the number of on-street spaces, but is similar to the City of Oshkosh in off-street parking inventory.

The City of Eau Claire was the smallest sized staff in comparison to three of the cities, with the City of Oshkosh having only one dedicated staff member. The City of La Crosse had that the largest staff size of 11 people. All cities, with the exception of Oshkosh, have a dedicated Parking Manager and/or Director to oversee the parking operation.

All cities, except Oshkosh, rely on the Police Department for parking enforcement. The City of Oshkosh does not rely on police but has a volunteer body that enforces parking regulations. This is an affordable means of enforcement but does require dedicated City resources for training and management purposes. The comparable cities study is included in the appendix of this report.

One of the main focal points of the analysis was the budget source of the parking operation. The City of Appleton and Duluth are self-funded organizations of the City versus the other cities that rely on the general fund to support their operations. The City of Appleton is a parking utility, while the City of Duluth is an enterprise fund managing their own revenue and expense budgets. Coincidently, these two cities had the largest operating fund out of all four cities surveyed.

The City of Eau Claire should continue to use their surrounding cities as a guide to grow their current operation and learn from their success and in some cases failures. In the municipal world of parking, it is highly encouraged that cities within a close proximity share projects and business strategies on a regular basis.

5.0 Review of Parking Restriction Rates

Parking rates are a tool to manage turnover and occupancy for on-street parking. Many municipalities have moved to different rates for specific areas within a downtown. Operations have used historical utilization data and parker trends to implement a demand based rate structure, with the highest rates in the most desired parking areas. Rates should align with the parking generators in the area regardless of the method used. This would include, but not be limited to entertainment venues, restaurants, office towers, public buildings, and parks.

As cities evolve, the approach to rates has changed. There are a variety of rate strategies used in municipalities that aid with the management and utilization of on-street parking spaces. These strategies are listed below:

- **Demand based pricing**-Setting parking rates based on the market demand and allow for the adjustment of the rates to mirror the demand of the parking.
- **Event rate**-Typically, flat rate parking fee structure and driven by market rate.
- **First hour free**-To promote a parking friendly City, many organizations have gone to a first hour free parking rate.

In addition to managing the turnover of a parking space, rates should be used to drive parkers to perimeter parking for long-term use. For example, using downtown as a center point of off-street parking, the Farwell/Gibson Street Ramp monthly fee is less than the fee for monthly parking at the North Barstow Street Ramp. Observations show that the Farwell/Gibson Street Ramp is utilized at a higher rate than the North Barstow Street Ramp due to location and accessibility. To alleviate the pressure of the utilization at the Gibson Street Ramp rates could be increased to encourage the use of the North Barstow Street Ramp.

The City should consider evaluating the current 2-hour time limit throughout the study areas to ensure time limits are consistent with the demand drivers in the surrounding area. For example, sports and entertainment venues are typically managed with a flat rate or a 4-6 hour time limit. This encourages parkers to utilize on street parking without the worry of paying a parking meter or adhering to restrictions. Shopping and office tower parking should not exceed a two-hour time limit for visitor parking, as these generators yield a higher turnover rate.

The Pablo Center currently utilizes on-street parking supply for valet drop-off and no dedicated parking for the storage of vehicles. On average, approximately 91 vehicles are being valeted per month at the Pablo Center. In reviewing data provided for valeted vehicles at the Pablo Center, the peak month to date for 2019 is June.

With the potential addition of a conference center and increased valet demand, the City should consider creating a regulated valet parking program. This will allow the City to properly allocate for the parking supply being utilized by valet operations. An ordinance should be created to enforce this structure and ensure that valet operators are properly insured and adhering to safe driving policies.

Parking Requirement Trends

Just as the parking demand in the City of Eau Claire has evolved, the approach to parking requirements is rapidly changing. Typical City code designates a number of parking spaces per developed land parcel and use. However, some have found that these requirements are dated and have the ability to

overcompensate for parking. Cities are challenged with attracting developers to contribute to their thriving downtown areas, but ensuring that parking is adequate to meet the current and future demand. The chart below summarizes some cities leading the charge in parking requirement trends and changing the way parking is approached for new developments within their cities.

City	Goal	Requirements
Utah Transportation Authority (UTA)	UTA recognizes that a one-size-fits-all approach is not the most optimal method of addressing parking needs within the varying communities of a city	Parking ratios are reduced for metropolitan areas versus urban center. For example: Metropolitan Office Parking -3 stalls/ 1,000 sq. ft. Town Center Parking- 4 stalls/ 1,000 sq. ft.
City of Grand Rapids	Accommodate the majority of traffic generated by the range of uses which might locate at the site.	No parking area for an individual use, building, or integrated complex shall exceedthe required number of parking spaces by more than twenty (20) percent, unless approvedby the Planning Commission as a Special Land Use, and based on a Parking Demand Studysubmitted by the applicant. The applicant shall pay a fee into the Parking Facilities Account for each parking space above twenty (20) percent above the requirednumber of parking spaces approved by the Director.
City of Fargo	Through PUD-Provide flexibility in architectural design, placement, and clustering of buildings;use of open areas and outdoor living areas; provision of circulation facilities and parking; and related site and design considerations	The minimum off-street parking standards of the underlying zoning district may bemodified by the Board of City Commissioners during the PUD review and approval process.
City of Eau Claire	Allow the Commission to set parking reductions based on evidence that warrants a reduction of parking for new development.	1. Off-street parking requirements for any use located within 500 feet of a regular, established city transit route may be reduced by up to 10 percent by the Commission. 2. Off-street parking requirements in a CBD central business district may be reduced by 5 percent by providing the bicycle spaces required in 18.25.031 by the Commission. 3. Off-street parking requirements of more than 100 stalls may be reduced by the Commission if, based on written certification provided by the applicant, an applicant provides proof of a ride-share program or group transit passes for employees, in the case of an employer. 4. In the case where a parking study clearly shows that the provisions of the amount of space required herein for parking stalls, due to the particular nature of a proposed use or other condition, would be unnecessary or a practical difficulty or would create an unnecessary hardship, the Commission may reduce the requirements contained herein. 5. The Commission may reduce the required parking for joint use of parking areas as provided herein. The parking spaces for churches, religious meeting halls or temples, auditoriums, theaters, or places of public assembly may be provided and used jointly by other establishments not normally open, used, or operated during the same hours as those listed above. A written agreement submitted to the City for approval shall be required for such joint parking. 6. The Commission may reduce the parking requirement for mixed-use development, where it can be shown by a parking analysis deemed acceptable by the City that the types of uses within a mixed-use development will not have peak parking needs at the same time and a reduction in the parking requirement is reasonable.

6.0 Findings Summary and Recommendations

6.1 Key Findings

Customer Service Experience

- Parking communication, online presence and operational direction is focused on parking enforcement and citations.
- Parking policies don't target the specific zones of downtown, Third Ward and Historic Randall Park neighborhoods.
- Parking marketing campaign is needed to reaffirm the availability, location and ease of use of parking within the downtown study area.

Technology

- Current on and off-street technology is dated and nearing the end of its' service life.
- Parking usage data is not available due to the older equipment, therefore it cannot be leveraged to make parking policy, pricing, and operational decisions.
- Customer service goals should drive technology applications.

Policies and Management

- The Parking Administrator and Engineering Department understand the link between an effective parking system and continued economic development and growth. They want a parking system that provides excellent service across the city for residents, visitors, employees and businesses.
- The current management of parking is spread across various departments within the City.
    - This structure limits the effectiveness and nimbleness of the parking program.
    - The Parking Administrator has a growing parking responsibility, but not the authority to change policy, add staff or establish goals and vision for the parking system.
- Parking policies and decisions must evolve to the nuances and distinct demands of the three different districts.
    - Downtown has urban density and varied land uses.
    - The Third Ward and Historic Randall Park are focused on residential parking with large institutional parking demand generators disrupting the residential areas.
- Policies reviewed and provided are driven by enforcement. Customer service is a consideration, but not the driving force for ongoing parking operations.
- The Police Department is responsible for parking enforcement, but staff can get redirected for public safety concerns.
- Parking ratios should be explored by city planning to reduce parking minimums or develop an exempt district

Managing Supply

- Proximity between available parking and destination drives patron perception within the study area. Free and/or inexpensive parking is first parking supply to be occupied.
- Meter deployment does not appear to be proximal to high demand areas within the downtown.
- Valet Ordinance should be explored to manage the curb and parking supply being utilized by the Pablo Center and future valet operations.
- Lack of branding, marketing and wayfinding result in patrons being unaware of available parking.

- Time limits are used to encourage turnover in downtown.
- Enforcement is needed for compliance.
- Third Ward on-street parking is dominated by UWEC associated parking.

6.2 Recommendations

Parking and transportation oversight by the Engineering Department should be considered a vital tool in the continued economic development of downtown and to a lesser extent the Third Ward and Historic Randall Park neighborhoods. Eau Claire has reached a point where more resources, including staff and leadership, such as a full time Parking Administrator and dedicated enforcement, are needed to provide a patron focused parking system.

It is imperative that future developments within the city are properly evaluated to determine the parking impacts to the supply and overall operation. The strong economic growth, vibrant downtown and potential future opportunities make it necessary to take the next steps in administering an effective downtown parking system. Accomplishing the tasks associated with the growth of a parking organization should be strategic and methodical. Below are recommendations with an associated timeline based on the overall study and our findings.

6.2.1 Strategic Planning

The city should develop a parking management plan detailing the parking goals both operationally and functionally for future growth. It is recommended this be done under the leadership of a dedicated Parking Manager. During this strategic planning process, the findings and recommendations of this report should be taken into consideration as goals for the City to accomplish over time. Using a strategic plan as a tool will allow the City to manage the parking system holistically and more effectively in its current state, while also planning for the future to come. In essence, the City would become proactive to parking demands, asset management, changes in technology, etc. The following items should be considered for this planning effort:

- Parking goals operationally and functionally for future planned developments.
- On-Street meter deployment to increase turnover and manage current supply efficiently.
- Inventory process and on-going management of all parking assets.
- Phasing plan for the removal of Gibson/Farwell Garage and relocation of patrons.
- Approach to the review of parking ordinances for applicability and future planning.
- Study appropriateness of parking permit programs

City Ordinances are living documents and should be reviewed on a regular basis to ensure that current ordinances reflect city practices. Based on the findings of this study the parking ordinances should be reviewed and updated to include the following:

- Parking Rates
- Employee Parking
- Residential Parking
- Event Parking
- Valet Parking

6.2.2 Technology

The City of Eau Claire should leverage the available parking technology consistently. Affordable parking technology is capable of providing the City with reports necessary to run an efficient parking system. Utilizing the data available, the City should measure the operation using key performance indicators (KPI). KPIs will allow the city to determine a consistent data set that aligns with parking organizations industry wide. Having this information will aid the City in prioritizing initiatives and making key business decisions in the management of their parking assets.

As the demand for parking grows, the city should explore parking technology such as mobile apps that will allow visitors to navigate their trip to the city from a device. Technology can improve the communication with day-to-day visitors and event attendees. Additional recommended technology initiatives are listed below:

- Implement LPR integration to current enforcement technology to implement consistent and accurate enforcement.
- Conduct a technology assessment focused on Parking Access and Revenue Control System (PARCS) technology and integration ability.
- Upgrade, replace and increase implementation area of on-street parking meters.
- Develop customer service goals to drive future technology decisions.
- Life cycle analysis and potential upgrade of PARCs at North Barstow Garage
- Plan for new PARCs for new facility to replace Gibson/Farewell Garage.

6.2.3 Marketing and Communications Plan

Efforts should begin to create a branding and marketing program for the public parking system. Initial first steps should be the consistent naming of public lots, installation of lot identification and wayfinding signs and the creation of a better web-based and hard copy parking map. These efforts may also include private parking lots that offer parking to the public.

- 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 communication campaigns.
- 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.