

CONSISTENCY PACKAGE: pay parking in all parking lots and garage. On-street would remain as current.

Location	Pay Parking \$1/hr with first hour free	Time-limits	What we know today	Current occupancy (average)	Annual revenue + / (-)
Lake & Central	11 – 9 PM	No time-limits	Lot is full evening and over 85% from 12 – 2 PM	65% day 103% evening	\$1,000
Lakeshore Plaza	11 – 9 PM	No time-limits	Customers complain about existing sign confusion	59% day 54% evening	\$15K
Park & Main	11 – 9 PM	No time-limits	Day use is very light	24% (overall) 89% evening	(\$25K)
Library	11 – 9 PM	No time-limits	Council has opposed pay parking	53% 88% evening and seasonal	\$109K
On-street	n/a	2-HR 9 AM – 7:30 PM (currently)	Lunch peaks 82% Between 7-8 PM 90%	74%	n/a

85% RULE PACKAGE: when occupancy exceeds 85%, pay parking rate changes to mirror demand.

Location	Pay Parking	Time-limits	What we know today	Current occupancy (average)	Annual revenue + / (-)
Lake & Central	12 – 2 PM \$1/hr 2 – 6 PM \$.50/hr 6 – 9 PM \$2/hr	3-HR	Lot is full during lunch, evening & seasonally	83% noon 54% mid-day 94% after 6p	\$53K
Lakeshore Plaza	12 – 9 PM \$.50/hr	3-HR	Highest peaks are summer, evening	59% day 86% summer 54% evening	\$6K
Park & Main	9 AM – 5 PM \$.50/hr 5 – 9 PM \$2/hr	No time-limits	Occupancy is low before 5 PM	8% day 88% evening	\$130K
Library Garage (public stalls)	6 – 9 PM \$.50/hr	4-HR until 6 PM (currently)	Exceed 85% between 6 – 8 PM	70% day 87% evening	\$48K
On-street	n/a	2-HR (currently)	Lunch peaks Evening peaks	76% (overall) from Aug '09	n/a

COMBO PACKAGE: pay parking is in all the lots and the hourly rate is determined by the demand based on the 85% rule. There isn't enough demand to change the library or on-street parking.

Location	Note: simplify signage with "PAY PARKING", no need to display rates on signs				
	Pay Parking	Time-limits	What we know today	Current occupancy (average)	Annual revenue + / (-)
Lake & Central	11 – 6 PM \$1/hr (with first hour free until 6 PM) 6 – 9 PM \$2/hr	3-HR	Lunch 12 – 2 PM Evening & seasonally demands exceed rule	65% off-peak 83% lunch 103% evening	\$69K
Lakeshore Plaza	11 – 9 PM \$.50/hr	3-HR	Occupancy fluctuates by season/events	59% off-peak 86% summer 54% evening	\$15K
Park & Main	9 AM – 5 PM \$.50/hr 5 – 9 PM \$2/hr	No time-limits	Day use is light Evening is heavy	8% day 88% evening	\$130K
Library Garage	n/a	4-HR until 6 PM (currently)	The mix of patron and employee parking is adequate	70% day 87% evening	n/a
On-street	n/a	2-HR 9 AM – 7:30 PM (currently)	Average patron parks 1 hr 50 mins	76%	n/a

Note: Data shows average stays are less than 2 hours. Park & Main is slightly higher.