

Memorandum

Date: June 10, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Downtown Parking Permit Program Recommendation

Attached please find a summary of the responses to the survey that I sent out mid-May to those who purchased a parking permit during the trial period. There were 21 responses to the survey and all of those people will receive a \$20.00 discount on the purchase of their next parking permit. Overall, 37 parking permits were purchased at a price of \$120.00 for 6 months. That price was prorated for the month in which the permit was purchased (\$100.00 in February, \$80.00 in March, etc.) If full time downtown employees were to feed the meters instead of buying a permit, it would cost roughly \$40.00/month. The Economic Restructuring Committee has reviewed the research that was collected from the applications and the survey that was sent out. Overall, those using the permit are very happy with it.

Parking enforcement staff has noticed most of the parking permits in the Cass Street, Eagle's (Macomb St.) and Veteran's (Front and Macomb St.) parking lots which the research reinforces. Interest has also been shown from people who do not currently have a parking permit, but would purchase one if they could park in the First and Monroe Street parking lot. Parking enforcement staff has stated that the First and Monroe Street parking lot does not appear to have high customer or visitor usage and the same cars are seen parking there on a daily basis.

As a result, the Economic Restructuring Committee has made the following recommendations:

- **Continue the parking permit program;**
- **Add permit parking to the south side (along the building) of the First and Monroe Street parking lot;**
- **Keep the price at \$20/month (\$240.00/year);**
- **Have an annual permit that will expire on June 30, 2011; and**
- **Have the Economic Restructuring Committee review the parking permit program every six months.**

The Committee has also requested that the City be asked to expedite the process of reorganizing the parking in the City Hall Employee parking lot so that permits can be sold for those spaces that are not being used.

I forwarded the Economic Restructuring Committee's recommendations to the City of Monroe Police Department and received the following comments:

- The price of \$20/month is too low based on the cost of downtown metered parking.
- The Eagle's Parking lot should not allow permits due to loss of meter revenue.
- As long as the regulations for parking in the First and Monroe Street parking lot are clearly described in the parking permit rules and regulations, it should not be a problem to enforce the permit parking; and signage would not be needed.

I have been told by City Staff that the cost to purchase the hang tags will come out of the City's Parking Fund. The parking permit will continue to be administered through the Clerk's office.

Once the MSM/DDA makes a recommendation, I will update the Program Rules and Regulations which are attached in their trial format. Other than the dates, I think it would be beneficial to keep the research questions on the application so that we can continue to track the parking permit usage. Once the recommendations have been integrated, I will forward the updated Downtown Parking Permit Rules and Regulations, and the Application to City Council for final action at their June 21st meeting. The current parking permits expire on June 30th and I have already had several inquiries from people wanting to purchase another permit.

Thank you.