

2009 Downtown Parking Permit Program Recommendation to MSM/DDA Board

The Economic Restructuring Committee reviewed a draft at their September 23rd meeting of a Downtown Parking Program concept developed by City and MSM/DDA staff and made the following recommendation to the MSM/DDA Board:

The Committee agreed that it would be beneficial to start the Downtown Parking Pass Program with a six-month trial period during which the demand for parking passes, the cost being charged, the prime parking areas desired, etc. can be analyzed. This information will help determine which parts of the program work and which don't. The initial parking passes will be marketed as being part of a trial/research period.

These are the elements of the six-month trial:

- The City of Monroe Clerk's office will administer the program in which any person can fill out an application to purchase a parking pass.
- The number of parking passes sold will not be limited in order to gauge the demand for passes. The Clerk's office can provide updates on the amount of passes sold.
- Several questions will be included on the application which will provide information about the people purchasing the pass and how they intend to use it (again for research purposes). Those questions include:
 - Do you live downtown?
 - Do you work downtown?
 - What parking lot do you prefer to primarily park in?
 - How many days a week do you park downtown?
- The six-month pass will cost \$120 and will be prorated depending on when the pass is purchased within that six-month period.
- The trial period will begin January 1, 2010, but depending on the date of City Council approval, passes could be sold prior to that date and be able to be used in 2009 as an additional bonus. The trial will expire June 30, 2010.
- The pass can be used to park in any downtown parking lot (City Hall employee lot excluded at this time due to reorganization needed) and negates the need to feed meters or adhere to parking lot time limits.
- The parking pass can only be used in parking lots, not for on-street parking.
- The pass can be used in any car (not registered to specific car) but the pass must be present in the car in order to avoid getting a ticket.
- A downtown parking map will be distributed with the parking pass at the time of purchase.
- Parking passes are not replaceable if lost. A new pass must be purchased (this will prevent people from cheating the system to get free passes).