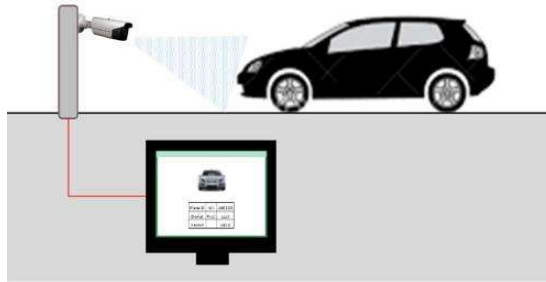


Recommendations to BPW from PPU for 2021

1. Install LPR in all parking ramps



Action: LPR will capture license plate numbers as they enter the parking ramp. Transient parkers will not have to stop at the pay station to start free 3-hour parking session.

Discussion: Parking survey responses indicate people are confused about how the 3-hour free parking works in the ramps. Some think they don't have to register if they are not going to stay more than three hours; others have indicated they have received a ticket before they can even make it to the pay station. Installation of an LPR system will make the registration process easy and allow patrons to use the Passport® App or the pay station in the ramp to add more time to their registration as needed.

Update 4/2021: Initial pricing for wiring and cameras have been acquired. This project and #2, which would go together, are currently on hold based on budgets.

2. Install occupancy signage for parking ramps



Action: LPR will record all entries (both permit holders and transient parkers) and will be able to provide a count of the occupancy of each of the ramps. Install counter signs at each ramp site and in prominent locations throughout the downtown to allow a patron to see which ramp has parking available near their location

Discussion: A patron will then know if there is space available without having to drive into the ramp and find that there is no parking available. A basic system would have a sign indicating the number of spaces available located at each garage. An enhanced system would have counter signs available at each ramp site and in prominent locations throughout the downtown thus allowing a patron to see which ramp has parking available near their location rather than driving around to find an open space. The counts can also be placed at the top of the City and Parking homepages.

Update 4/2021: Initial pricing for wiring and cameras have been acquired. This project and #1, which would go together, are currently on hold based on budgets.

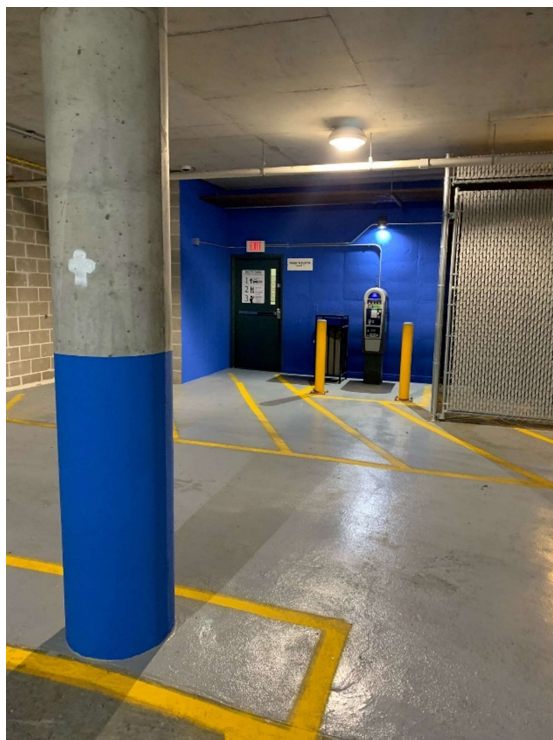
3. Clearly identify ramp levels and amenities



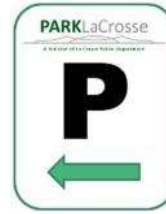
Action: Refresh and paint floor levels in all of the ramps. Implement color consistency between all ramps and levels

Discussion: When people are in a hurry to get to work or distracted by their electronic devices it is easy to forget where they left their vehicle; especially when visible cues are not present to differentiate the ramp and floor level. Introducing different themes or art for each ramp and different colors for each floor help to provide visual cues to users.

Update 6/2021: PPU staff has been repainting and implementing color consistency between all ramps and levels.



4. Install on-street signs directing patrons to the ramps



Action: Install signs on-street throughout the City directing people to the parking ramps

Discussion: Public parking areas can be difficult to find particularly to visitors that are not familiar with the downtown. Currently there are not any signs directing people to the downtown public parking ramps.

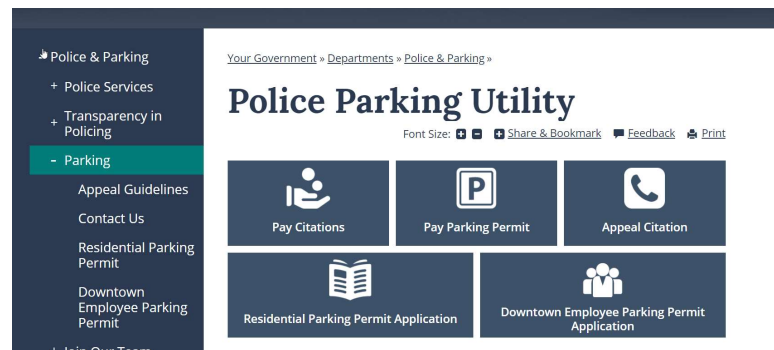
5. Install directional exit signs in ramps



Action: Install signs indicating which street people are exiting onto and which streets are to the left or right. Install signs on-street throughout the City directing people to the parking ramps

Discussion: The multiple rounds to get to the exit level of the ramp can cause people to become confused as to which direction they are headed, especially for visitors. Some of the ramps have multiple exit points and it is difficult to determine which street the egress is on.

6. Update Website to clearly communicate information



Action: Improve website to clearly explain parking ramp locations with maps, permits and how to obtain, pricing for permits, citations with how to pay and how to dispute, how to use ParkMobile app and pay stations, and marketing of what's new and what has changed.

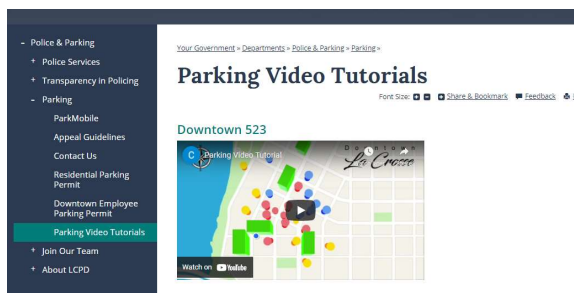
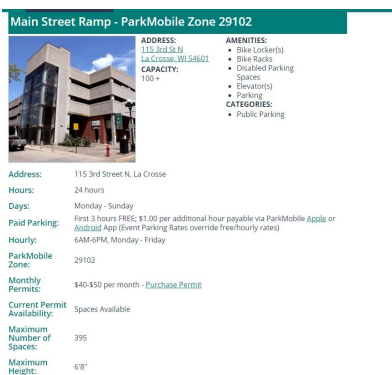
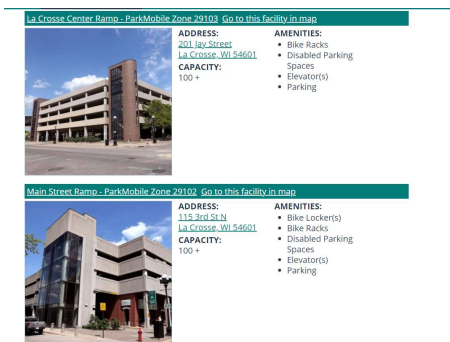
Discussion: Knowledge about how the parking system functions helps users feel confident in their ability to park without receiving a citation. Information should be detailed and provide clear direction on these topics.

Update 04/2021: Map with locations has been added to website. Web pages with parking ramps and lots have been updated with pictures and information on the location as well as how to

purchase permits. News and “what’s new” have been modified to relay information clearly when visiting the site.

Update 06/2021: Informational videos have been created and inserted to the parking section of the City website.

Parking Ramp Info



7. Promote cycling in La Crosse



Action: Update/improve bike lockers that we currently have. Promote and market that bike lockers are available in the ramps.

Discussion: Many people are beginning to adopt cycling as an alternative form of transportation. In order to encourage more people to use cycling as an alternative mode of transportation, they need to feel confident that their bike will be secure and awaiting them upon their return.

8. Expand Pay to Park zones 2nd half of 2021



Action: Increase the pay to park parking zones to include more streets in the Gund-Mayo and University Districts. Streets that are not part of the pay to park zone should be restricted by a residential parking permit. Implement a residential parking permit program for the neighborhood areas. This will allow residents to park on the street near their homes without complying to the pay-to-park restrictions.

Discussion: The pay to park parking program was installed on a limited number of blocks as a pilot program to evaluate how the system works and if it would be a viable option to manage parking in the City of La Crosse. While the program was effective, it also resulted in some patrons simply moving further into the neighborhood to take advantage of the free/unrestricted parking. This has resulted in inconvenience to some residence who can no longer park in front of their homes.

Update 4/2021: In March, Greg Elsen attended Neighborhood meetings for HTLNA, GENA, Washburn and Powell-Poage-Hamilton. At these meetings, both Gundersen and Mayo representatives were present. During the meeting or after, Gundersen and Mayo were in contact with Greg. The representatives relayed not having the amount of employees parking on-street since COVID and that this model of “work from home” will continue. Extending zones should be looked at post-COVID.

9. Acquire contractor and Street Privilege permits from Inspections and Engineering

Engineering Department
City Hall
400 La Crosse Street
La Crosse, WI 54601-3396
Phone - 789-7565
FAX 789-7367

STREET PRIVILEGE PERMIT

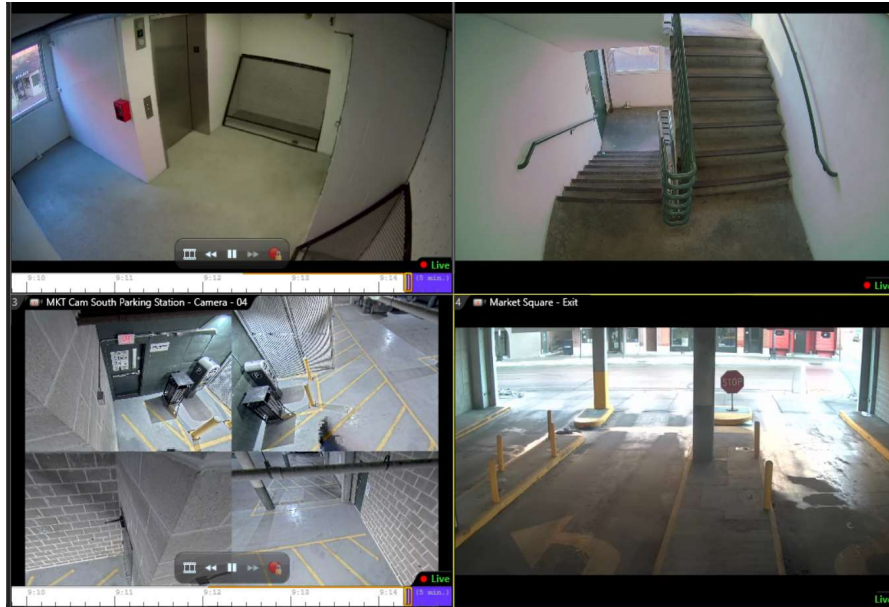
Name: _____
Location: _____
Purpose: _____
START DATE: _____ ENDING DATE: _____
By: _____
Permit No _____ Conditions: _____

Action: Police Parking Utility will issue any contractor or street privilege permit.

Discussion: Currently these permits are not being enforced. Abuse is happening and streets are remaining occupied by equipment, dumpsters and vehicles. PPU would have the ability to manage and enforce permits.

Update 6/2021: Conversion from Community Risk Management to Police Parking Utility has been completed. Selling, renewing and enforcement of contractor permits is now through PPU

10. Enhance Security Cameras in ramps



Action: Install cameras in ramps that currently do not have cameras in elevator lobbies and stairwells.

Discussion: The cameras that are in place at Market Square have been a useful tool with safety. This is needed in remaining ramps.

Update 4/2021: Initial pricing for wiring and cameras have been acquired. This project has been put on hold based on budget.