

**La Crosse Parking Utility Board  
February 26<sup>th</sup>, 2014**

2014 budget for pay station revenue = \$63,712

**A. On-Street Parking**

1. No changes for 2014
2. Reinstate the 2-hour free limit M-F 8AM to 6 PM
3. Reinstate the free parking on evenings and weekend days (except for 1AM overnight parking)

**B. Main Street, Market Square and La Crosse Center Ramps**

1. Reinstate the 3-hour grace period M-F 8AM to 6 PM
2. Establish a \$0.75/hour charge thereafter M-F 8AM to 6 PM
3. Reinstate the free parking on weekday evenings after 6 PM until 1 AM
4. Between 1 AM and 8 AM institute a \$0.50/hour charge (overnight parking)
5. Reinstate the free parking on weekend days (except for overnight parking)
6. Keep the \$6 lost ticket charge

Generates approximately \$35,000 in revenue

**C. City-owned lot at 2<sup>nd</sup> Street between Jay & King Streets**

1. Plan for 6-months revenue at approximately \$15,500 total

**D. Reduce 2014 Expenses**

1. Cut approximately \$15,000 from expenses (marketing, City services, gasoline, equipment, and miscellaneous)

Total revenues/expense reduction = \$65,500

**Option**

Increase parking ramp lease rates by \$1 per month across-the-board

Generates approximately \$10,000 to \$12,000 in revenue for remainder of 2014