

ADVISORY PARKING COMMITTEE
Wednesday, January 7th, 2026 @ 7:30am

1. Roll Call
2. Approval of Minutes, December 10, 2025
3. Study Session- Sustainability Fee – Parking Rate Increase
4. Parking Reports Review
5. Meeting open to the public for items not on the agenda
6. Next Meeting – February 4th, 2026
7. Adjournment

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Meeting ID: 860 8233 0819

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**Advisory Parking Committee
Meeting of December 10, 2025**

151 Martin Street, City Commission Room, Birmingham, MI

These are the minutes of the Advisory Parking Committee ("APC") regular meeting held on November 5, 2025. The meeting was called to order at 7:30 a.m.

1. Roll Call

Present: Vice Chair Jim Arpin; Committee Members James Esshaki, Patricia Hardy, Michelle Moody, Lisa Silverman (left 8:42 a.m.)

Absent: None

Staff: Parking Systems Manager Ford; Planning Director Dupuis, City Transcriptionist Eichenhorn

2. Approval of Minutes – November 5, 2025

Motion by Moody

Seconded by Esshaki to approve the minutes.

Motion carried, 5-0.

VOICE VOTE

Yeas: Hardy, Esshaki, Moody, Silverman, Arpin

Nays: None

3. Election of Chair/Vice-Chair

Ms. Hardy nominated Mr. Arpin for Chair. No vote was taken on this nomination.

Motion by Arpin

To nominate Michelle, and I would certainly entertain being Vice-Chair.

Motion carried, 5-0.

VOICE VOTE

Yeas: Hardy, Esshaki, Moody, Silverman, Arpin

Nays: None

Motion by Arpin

To nominate Arpin for Vice-Chair.

Motion carried, 5-0.

VOICE VOTE

Yeas: Hardy, Esshaki, Moody, Silverman, Arpin

Nays: None

4. Items from Prior Discussion – Moped space Clarification

PSM Ford summarized the letter from Commissioner Longe and answered questions from the APC.

APC members raised the following points during discussion:

- The letter from Commissioner Longe was very helpful. It clarified that moped spaces arose out of a need to meet other road safety requirements during the S. Old Woodward redesign.
- Given the information in the letter, there would be little value in considering changing the moped spaces themselves.
- The signage could potentially be broadened to clarify that the moped spaces may be used for motorcycles and/or other two-wheeled vehicles.
- Prospectively changing the signage should be reviewed urgently.
- Since few two-wheeled vehicles are in use during Michigan winters, setting a goal of concluding the signage issue by the end of the first quarter would be pragmatic.

5. Study Session – Sustainability Fee

PD Dupuis presented the item. Staff answered informational questions from the APC.

APC members raised the following points during discussion:

- This proposal, in part, aims to encourage multi-modal transportation beyond driving.
- Other municipalities with similar fees tend to offer a wider range of alternative multi-modal options.
- Data on other cities with similar fees is available.
- This fee could be used in part to promote alternative multi-modal options.
- Former City Manager Markus previously noted that the Parking Assessment District was no longer in effect.
- It would be important to evaluate potential unintended effects of the fee, and how those intersect with APC goals of encouraging parking in the decks and lessening on-street parking demand.
- While the fee is not high enough to practically deter parking within the City, the City also seems to want use the fee to raise awareness of City sustainability efforts. The City must evaluate how public messaging should reconcile these two different aims.
- The search term 'smart cities' could be one way to generate project ideas for these funds.
- Birmingham should not be a place that one must be wealthy to come and visit. Increasing the parking fees might make visiting Birmingham feel prohibitive for some potential visitors.
- Having data on both the number of deck and the number of on-street parkers per hour would be useful for the next discussion.
- The fee would be charged as a percentage per transaction.
- Oakland County has an intensive sustainability plan.

- Having estimates of the amount of funds required to implement proposed sustainability plans in Birmingham would be useful for the next discussion.
- Some notice of the sustainability fee should be provided on garage parking stubs, on signage, and/or elsewhere in order to increase awareness of the City's efforts.
- The sustainability parking fee would be one of the main funding sources for the sustainability fund. Given this, it could be appropriate for Planning staff to increase its engagement of the APC.
- Having data on the cost of parking in comparable local communities, including Ferndale and Royal Oak, would also help inform this evaluation.

6. BCT Design Group – Schematic Design – Peabody, Pierce, Old Woodward, Park

PSM Ford presented the item and answered informational questions from the APC.

APC members raised the following points during discussion:

- Clearer indications of public versus private parking would help visitors to the City.
- BCT Design Group is doing a great job, and the enhancements are already meaningfully improving the experience of the decks.
- Some seemed to prefer that the N. Old Woodward deck remain without a facade, and some seemed to prefer that a facade be added.
- If a facade is added to N. Old Woodward, some preference for a more minimalist design was expressed.
- Determining whether the Commission wants N. Old Woodward to be a design statement or just aesthetically pleasing and functional would be helpful. Some of the proposed facade designs would potentially block light and/or be a focal point for the street.
- The City's wayfinding and design updates will help visitors who are less familiar with the City.
- It would be appropriate to upgrade the trash receptacles in the decks.

7. Parking Reports Review

8. Meeting open to the public for items not on the agenda

APC members made the following comments regarding non-agenda matters:

- S. Old Woodward may be the subject of ongoing discussions between the City and some property owners from 555 S. Old Woodward.
- Parking enforcement is challenging.
- Expanding the footprint of metered on-street parking could be worth evaluating. Residents could be provided a tag so they would be exempt from metered charges.
- Since the parking fund is used towards deck maintenance, it would be helpful to have estimates of future maintenance costs when evaluating potential increases in the parking fees.
- The consistent functioning of the elevators in the parking decks is a concern.
- The Commission should consider how it balances the City's design and infrastructure needs.
- It could be valuable to improve the City's trash management process for the parking decks.
- The RH special land use permit includes language about addressing potential future parking issues.

- The RH special land use permit should be included in the next APC agenda for review.

9. Adjournment

No further business being evident, the meeting adjourned at 9:06 a.m.



Aaron Ford, Parking Systems Manager

Laura Eichenhorn, City Transcriptionist



MEMORANDUM

Parking System

DATE: January 7, 2026

TO: Advisory Parking Committee

FROM: Aaron Ford, Parking System Manager

SUBJECT: Planning Department Sustainability Fee and Parking Rate Adjustment

INTRODUCTION:

This document is intended to provide the Advisory Parking Committee (APC) with a clear and concise overview of the Planning Department's proposed Sustainability Fee prior to formal consideration by the City Commission. The APC's feedback and recommendation will help inform final refinements to the proposal, including rate structure, implementation timing, and operational considerations.

BACKGROUND:

The City of Birmingham has adopted ambitious sustainability and climate action goals through the *Birmingham Green: Healthy Climate Plan*. Achieving these goals requires a stable and predictable funding source that does not rely on the General Fund, particularly in periods of tight municipal budgets.

The Planning Department is proposing a Sustainability Fee that applies to parking-related transactions. The approach is conceptually aligned with congestion pricing models used in other cities, which are designed to:

- Reduce greenhouse gas emissions
- Improve local air quality
- Incentivize alternative modes of transportation
- Generate dedicated funding for sustainability initiatives

By linking the fee to vehicle-related activity (parking), the proposal establishes a clear nexus between the source of revenue and the intended environmental outcomes.

OVERVIEW:

How the Fee Works

- The Sustainability Fee would be incorporated into select parking rates and permits.
- The fee represents approximately 4 percent of the average existing parking fee across applicable categories.
- The Sustainability Fee is embedded within broader parking rate adjustments and is not presented as a standalone line item to users.

Parking Assets Affected

Downtown Birmingham includes approximately 4,845 publicly owned parking spaces, comprised of:

- 5 parking structures (3,579 spaces)
- 3 municipal surface parking lots (224 spaces)
- 1,042 on-street metered parking spaces

These assets support a downtown that attracts millions of visitors annually and serves as a regional destination for shopping, dining, and events.

In February 2025, the City Commission established a Sustainability and Climate Action Special Revenue Fund and provided initial seed funding of \$10,000. All Sustainability Fee revenues would be deposited into this fund.

Key governance principles include:

- Funds may only be used for sustainability and climate action initiatives.
- Expenditures are subject to oversight by the City Commission, City Manager, and Planning Director.
- Projects funded must align with the Birmingham Green: Healthy Climate Plan or other Commission-approved sustainability priorities.

PROPOSED PARKING RATE ADJUSTMENTS (SUMMARY):

The proposed Sustainability Fee is incorporated into updated parking rates that include both sustainability-related and standard parking rate adjustments. Key changes include:

- Hourly meters: Approximately \$0.25 per hour increase in both high- and low-demand areas.

- Monthly parking permits: Modest increases ranging from \$10–\$20 per month depending on facility.
- Parking structures (hourly): Incremental increases of \$2.00 at most time thresholds beyond the first two free hours.
- Valet parking: Increased monthly valet fees, with a 4 percent sustainability component applied to valet-related charges.

Only selected parking categories experience increases; many fees (e.g., residential permits, meter bags, administrative fees) remain unchanged.

ESTIMATED SUSTAINABILITY FEE REVENUE:

Based on 2024 parking usage data, the Sustainability Fee is projected to generate approximately \$566,000 annually.

Revenue by Source (Estimated)

- Transient structure parking: ~\$286,000
- Monthly structure permits: ~\$197,000
- Transient meter parking: ~\$75,000
- Monthly meter permits: ~\$5,000
- Valet and one-day valet fees: ~\$4,000

More than 85 percent of total revenue is generated by transient and monthly parking in City-owned structures, limiting the relative impact on short-term on-street meter users.

IMPLEMENTATION PROCESS AND TIMING:

Implementation of the Sustainability Fee requires two formal actions:

1. Amendment to the City's Fee Schedule (by City Commission resolution)
2. Amendment to the Birmingham Code of Ordinances

The Planning Department is targeting July 2026 for implementation, which aligns with the start of the fiscal year and allows adequate time for operational coordination.

Prior to City Commission consideration, the proposal is being reviewed by the Parking Manager, Finance Department, City Manager, and City Attorney.

ADVISORY PARKING COMMITTEE ROLE:

The Advisory Parking Committee is asked to:

- Review the proposed Sustainability Fee concept
- Provide feedback on parking rate impacts and structure

- Consider operational and customer-facing implications
- Make a recommendation to the City Commission regarding adoption

Input from the APC will be incorporated into the final proposal presented to the City Commission for formal approval.

PARKING DEPARTMENT FEE SCHEDULE (CURRENT VS. PROPOSED):

The table below summarizes the Parking Department fees that are affected by the proposed update, including those incorporating the Sustainability Fee. Fees not shown remain unchanged.

Category	Fee Description	Current Fee	Proposed Fee
Parking Meters	Hourly – High Demand (Central Business District)	\$1.50	\$1.75
	Hourly – Low Demand (Outside Core)	\$1.00	\$1.25
Meter Bags	Daily Fee	\$18.00	\$18.00
Meter Removal	Minimum Fee (Cost)	\$114.00	\$114.00
	1 Meter Space (Cost)	\$342.00	\$342.00
	2 Meter Spaces (Cost)	\$570.00	\$570.00
Parking Meter Permits (Quarterly)	Lot 6 – Regular	\$210.00	\$230.00
	Lot 6 – Economy	\$150.00	\$170.00
	Ann St. North	\$180.00	\$200.00
	South Old Woodward	\$120.00	\$140.00
	Per Household (2-Year Permit)	\$8.00	\$8.00
Residential Permits	Nonrefundable Card Fee	\$20.00	\$20.00
Structure Permits	Returned Checks	\$30.00	\$30.00
	Chester St. Structure (Monthly)	\$70.00	\$80.00
	Pierce & Peabody Structures (Monthly)	\$100.00	\$120.00
	All Other Structures (Monthly)	\$90.00	\$100.00
Structure Rates	Less than 2 Hours	Free	Free
	Less than 3 Hours	\$2.00	\$4.00
	Less than 4 Hours	\$4.00	\$6.00
	Less than 5 Hours	\$6.00	\$8.00
	Less than 6 Hours	\$8.00	\$10.00
	Over 6 Hours	\$10.00	\$12.00

	Over 7 Hours	\$10.00	\$12.00
	Over 8 Hours	\$10.00	\$12.00
Valet Parking	Valet Card Deposit (per card)	\$20.00	\$20.00
	1–100 Cars (Monthly, Prepaid)	\$400.00	\$500.00
	101–200 Cars (Monthly, Prepaid)	\$750.00	\$850.00
	201–300 Cars (Monthly, Prepaid)	\$1,000.00	\$1,100.00
	301+ Cars	TBD	TBD
One-Day Valet Permit	Application Fee	\$75.00	\$75.00
Late Fees	48 Business Hours Before Event	\$75.00	\$75.00
	24 Business Hours Before Event	\$100.00	\$100.00
Valet Meter Bags	Monthly Bag Fee	\$216.00	\$216.00

SUSTAINABILITY FEE – ESTIMATED ANNUAL REVENUE (2024 DATA):

After reviewing the fee schedule and coordinating with the Parking Manager, the Planning Department refined projected revenues associated with the Sustainability Fee. Revenue estimates are based on 2024 parking usage data and the application of a consistent percentage across applicable parking fees, including valet operations.

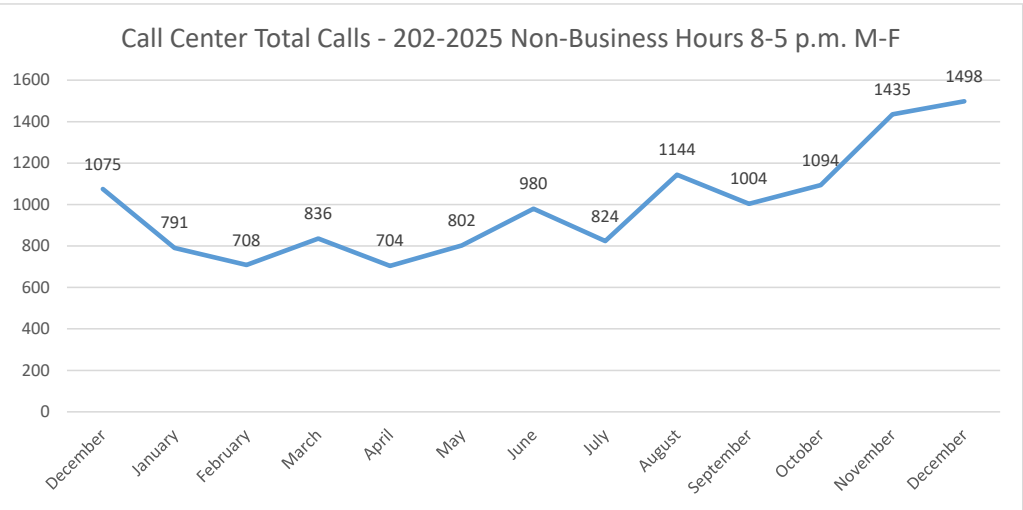
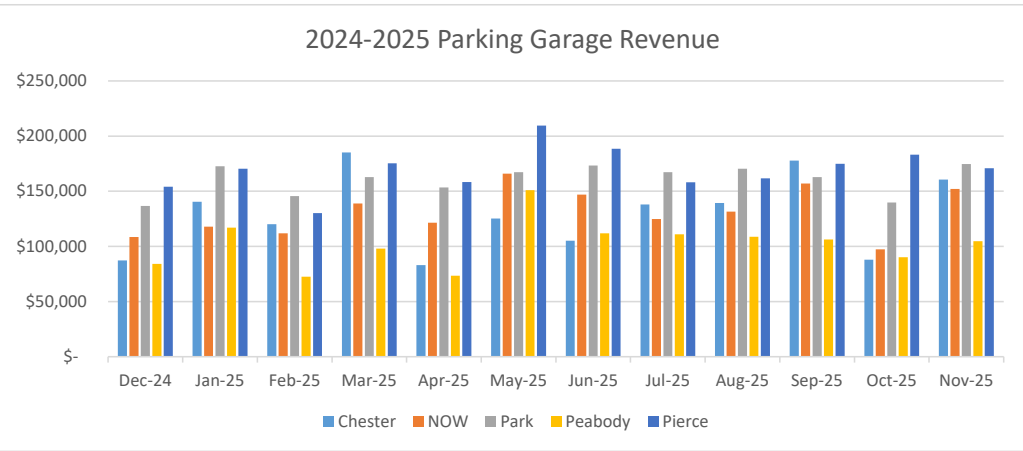
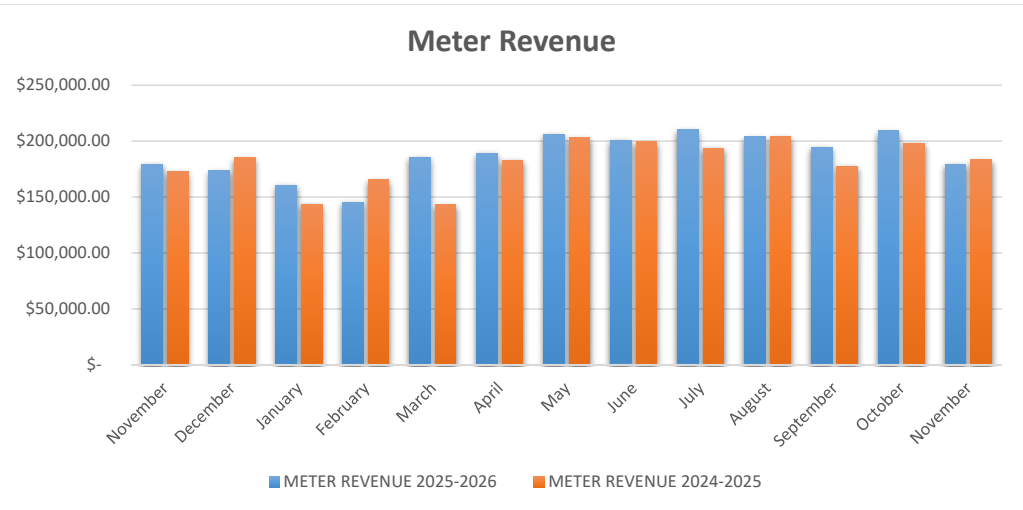
Fee Type	Parkers Base	/ Sustainability Fee	Occurrences	Annual Total
Transient Parking	Structure 986,049	\$0.29	—	\$285,954
Transient Meter Parking	1,496,164	\$0.05	—	\$74,808
Monthly Permits	Structure 4,652	\$3.52	12	\$196,500
Monthly Meter Permits	190	\$2.20	12	\$5,016
Valet Fees Paid	\$98,396	4%	—	\$3,936
One-Day Valet Permits	\$3,674	4%	—	\$147
Total Estimated Annual Revenue	—	—	—	\$566,362

SUMMARY:

The proposed Sustainability Fee represents a modest, proportional adjustment to select parking fees that creates a dedicated and reliable funding source for sustainability and climate action initiatives. The majority of revenue is generated through City-owned parking structures, minimizing impacts on short-term on-street parking users.

The Planning Department respectfully requests the Advisory Parking Committee's feedback and recommendation prior to formal consideration by the City Commission.

	GARAGES				MONTHLY			ON-STREET
LOCATION	Time free? (Yes or No)	Hours Free	Cost per hour	Daily Max cost	Monthly Cost	Free on Sundays?		Cost per hour
Birmingham	Yes	2 hours	\$2.00	\$10.00	\$70-\$100	Yes		\$1.50
Royal Oak	Yes	2 hours	\$0.75	None	\$50.00	Yes		\$1.25 before 5PM \$1.50 after 5PM
Ferndale	No		\$1.25	None	\$25.00 for surface lots \$45.00 for garage and surface lots	Yes		\$1.60
Rochester	Yes	1 hour	\$1.25	None	\$30 for surface lots & Garages	Yes		\$1.25
Berkley	n/a	n/a	\$3.00	\$25.00	\$210.00	Yes		\$1.25-\$4.00
Detroit	No	n/a	\$5.00	\$5.00	n/a	No	eastern market	\$1.00
			\$5.00	\$15.00	n/a		ford underground	
Ann Arbor	No	n/a	\$1.65	None	\$245	Yes	LIBRARY LANE	\$2.40
	No	n/a	\$1.50	None	\$310.00	Yes	4th & william st	
Traverse City	No	n/a	\$1.50	\$20.00	\$55.00		Hardy	\$1.50
	No	n/a	\$1.25	\$20.00	\$35.00	Yes	Old Town	
Kalamazoo	No	n/a	\$2.00	None	\$115.00	Yes	Mall Ramp	1.75
	No	n/a	\$2.00	None	\$115.00	Yes	Epic Ramp	



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
Unreserved	1128	954	983	534	846
Evening	8	14	11	11	21
Total	1136	968	994	545	867

DECEMBER 2025

Facility	All Garages
Row Labels	Count of Start
02-Credit Card Payment	109
03-Cash Payment	7
04-Invalid Ticket / Ticketless Options	85
05-Invalid Validation	21
06-Assistance On Site	8
07-Lost Ticket	41
08-Ghost Call	479
09-Vendor	9
10-Receipt	2
11-Equipment Issue	143
12-Hotel Guest	1
13-Monthly	220
14-Test Call	3
16-Network - Audio/Video Issue	167
17-Insufficient Funds	20
24-General Information	67
CSR Transfer	54
(blank)	8
Grand Total	1444

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Start
02-Credit Card Payment	6
04-Invalid Ticket / Ticketless Options	4
05-Invalid Validation	1
06-Assistance On Site	1
07-Lost Ticket	4
08-Ghost Call	52
11-Equipment Issue	1
13-Monthly	64
16-Network - Audio/Video Issue	21
24-General Information	3
CSR Transfer	13
Grand Total	170

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Start
02-Credit Card Payment	23
04-Invalid Ticket / Ticketless Options	10
05-Invalid Validation	9
06-Assistance On Site	1
07-Lost Ticket	6
08-Ghost Call	52
09-Vendor	8
11-Equipment Issue	7
13-Monthly	25
16-Network - Audio/Video Issue	23
17-Insufficient Funds	3
24-General Information	8
CSR Transfer	4
(blank)	1
Grand Total	180

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Start
02-Credit Card Payment	15
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	5
05-Invalid Validation	3
06-Assistance On Site	2
07-Lost Ticket	9
08-Ghost Call	85
10-Receipt	2
11-Equipment Issue	53
13-Monthly	24
16-Network - Audio/Video Issue	24
17-Insufficient Funds	1
24-General Information	8
CSR Transfer	7
Grand Total	239

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Start
02-Credit Card Payment	24
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	31
05-Invalid Validation	4
06-Assistance On Site	2
07-Lost Ticket	4
08-Ghost Call	115
11-Equipment Issue	55
13-Monthly	24
14-Test Call	1
16-Network - Audio/Video Issue	35
17-Insufficient Funds	3
24-General Information	25
CSR Transfer	19
(blank)	2
Grand Total	345

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Start
02-Credit Card Payment	41
03-Cash Payment	5
04-Invalid Ticket / Ticketless Options	35
05-Invalid Validation	4
06-Assistance On Site	2
07-Lost Ticket	18
08-Ghost Call	175
09-Vendor	1
11-Equipment Issue	27
12-Hotel Guest	1
13-Monthly	83
14-Test Call	2
16-Network - Audio/Video Issue	64
17-Insufficient Funds	13
24-General Information	23
CSR Transfer	11
(blank)	5
Grand Total	510

FREE PARKING REPORT

November 2025

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,290	2,060	\$13,942.00	48%
OLD WOODWARD	11,991	6,520	\$33,992.00	54%
PARK	17,602	8,119	\$53,180.00	46%
PEABODY	17,455	10,131	\$39,606.00	58%
PIERCE	19,421	8,137	\$73,552.00	42%
TOTALS	70,759	34,967	\$214,272.00	49%

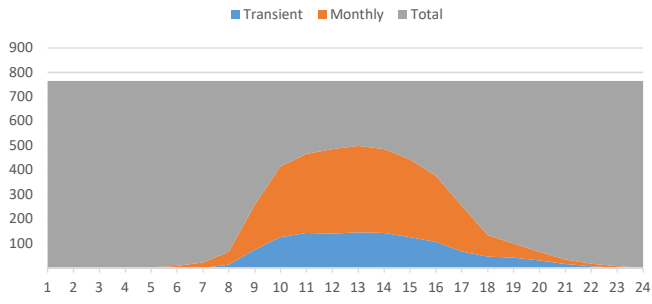
Paying cars	Rate per
2,230	\$6.25
5,471	\$6.21
9,483	\$5.61
7,324	\$5.41
11,284	\$6.52
	\$6.00

December 2025

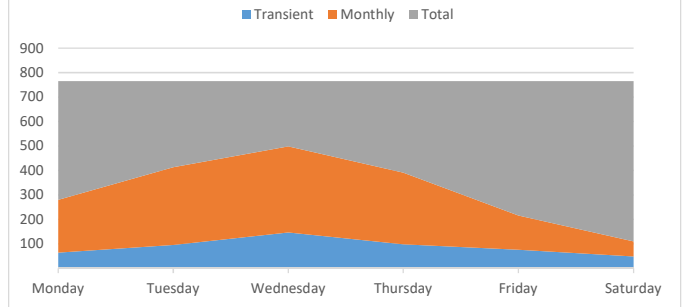
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,859	2,756	\$12,766.00	57%
OLD WOODWARD	13,815	7,110	\$42,494.00	51%
PARK	21,124	9,446	\$65,290.00	45%
PEABODY	22,582	12,583	\$50,641.00	56%
PIERCE	24,435	10,751	\$81,148.00	44%
TOTALS	86,815	42,646	\$252,339.00	49%

Paying cars	Rate per
2,103	\$6.07
6,705	\$6.34
11,678	\$5.59
9,999	\$5.06
13,684	\$5.93
	\$5.80

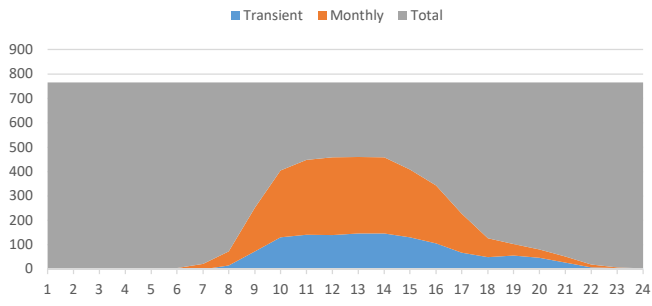
Chester Occupancy Wednesday 11/5/25



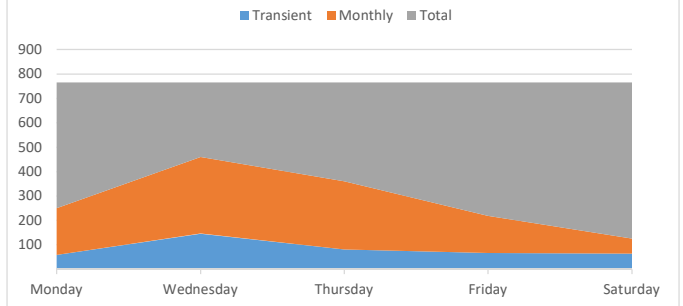
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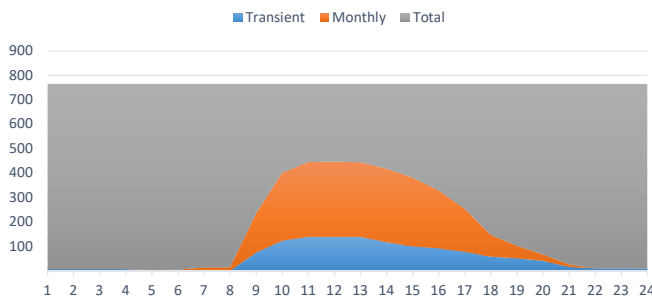
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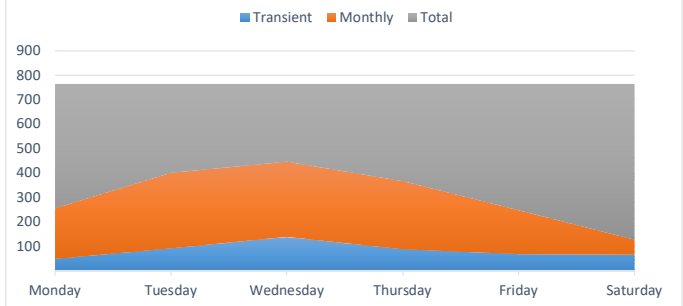
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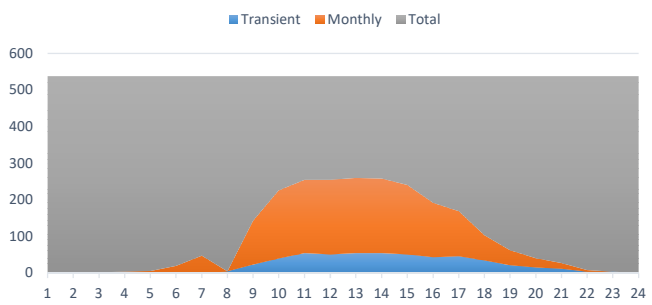
Chester Occupancy Wednesday 11/19/25



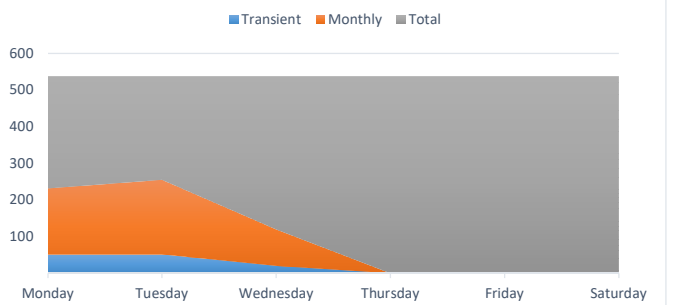
Chester Occupancy Week of 11/22/25



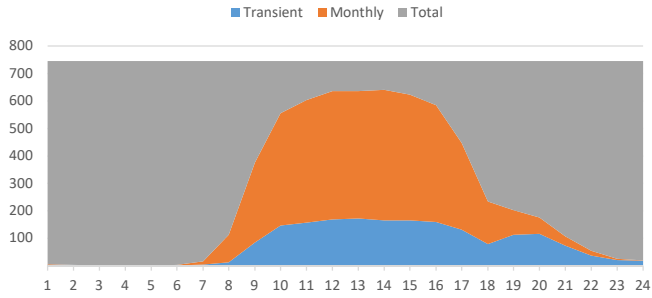
Chester Occupancy Wednesday 11/26/25



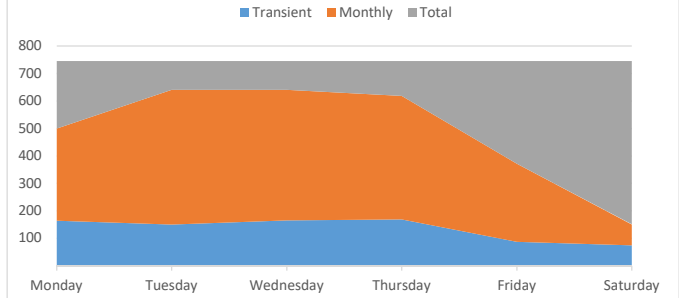
Chester Noon Occupancy Week of 11/29/25



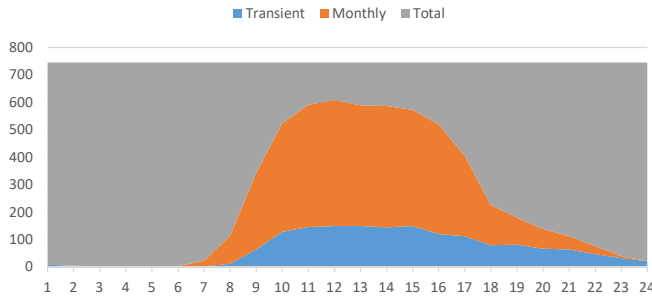
N. Old Woodward Occupancy Wednesday 11/5/25



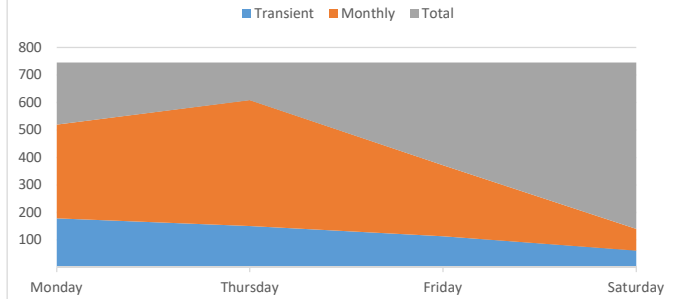
N. Old Woodward Occupancy Week of 11/8/25



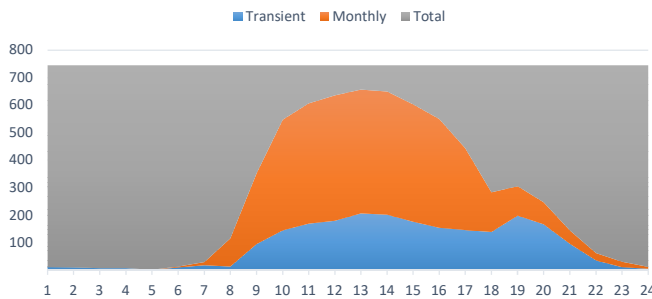
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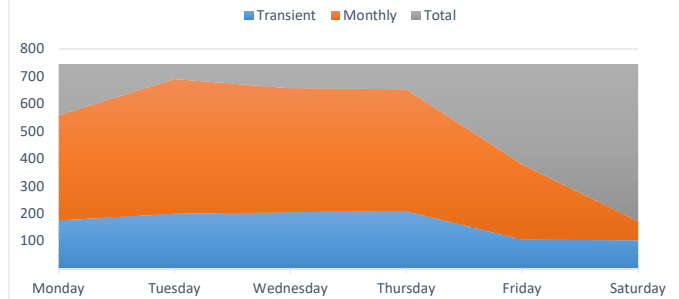
N. Old Woodward Occupancy Week of 11/15/25



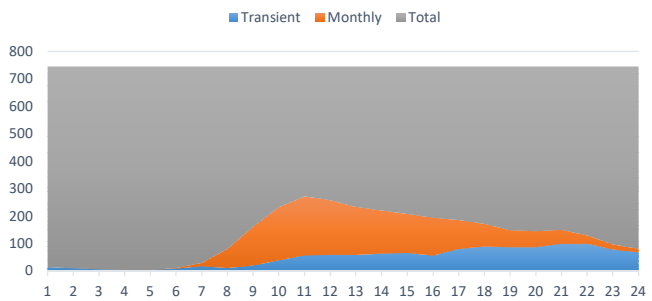
N. Old Woodward Occupancy Wednesday 11/19/25



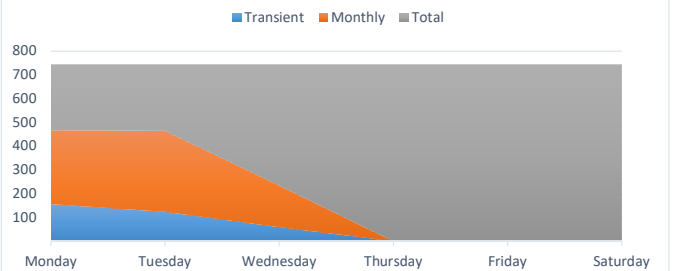
N. Old Woodward Occupancy Week of 11/22/25



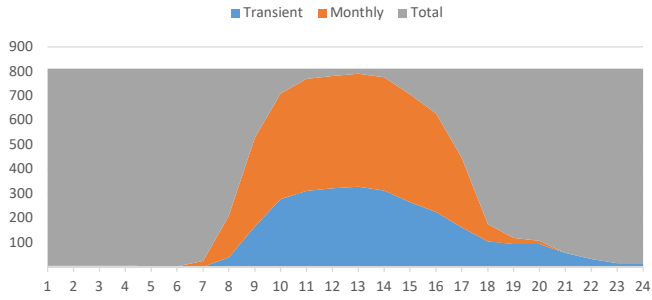
N. Old Woodward Occupancy Wednesday 11/26/25



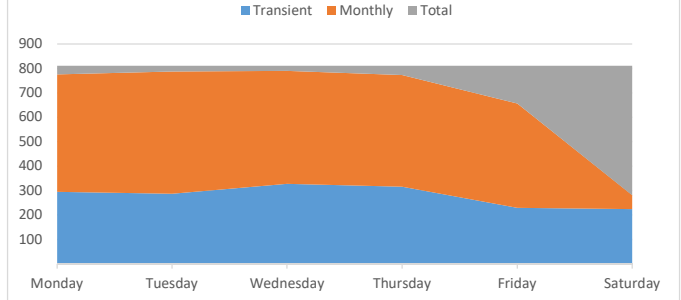
N. Old Woodward Noon Occupancy Week of 11/29/25



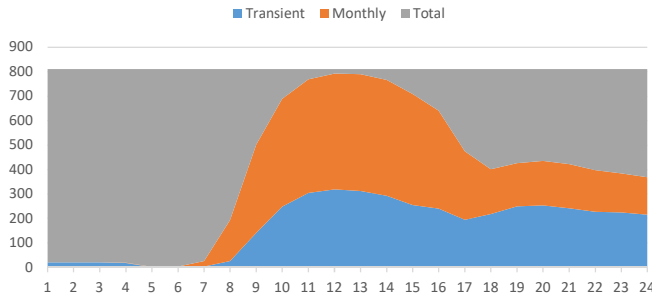
Park Occupancy Wednesday 11/5/25



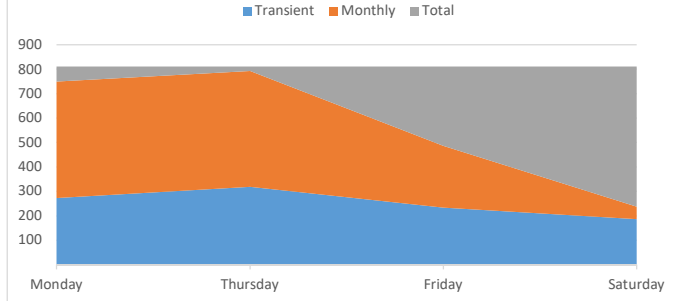
Park Occupancy Week of 11/8/25



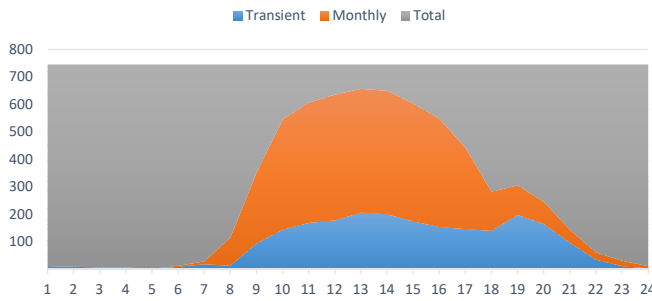
Park Occupancy Thursday 11/13/25



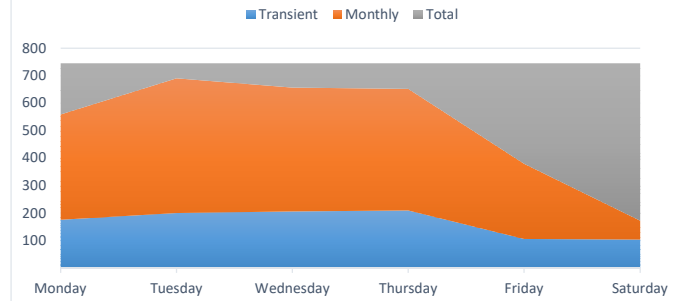
Park Occupancy Week of 11/15/25



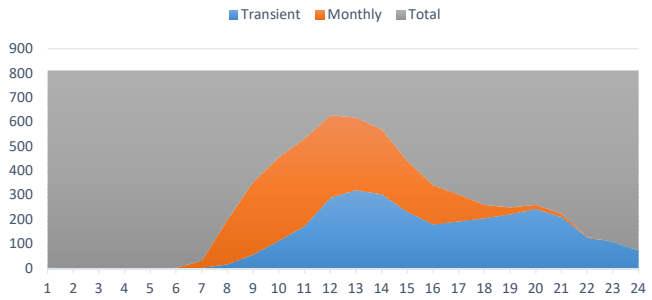
N. Old Woodward Occupancy Wednesday 11/19/25



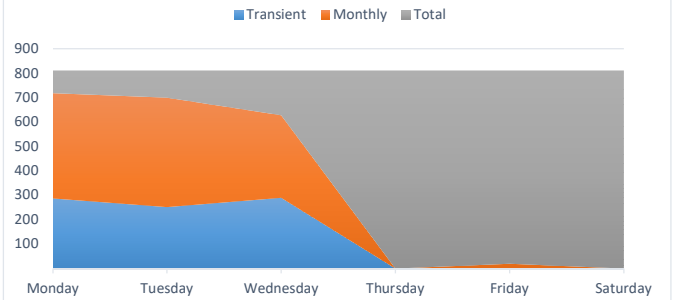
N. Old Woodward Occupancy Week of 11/22/25



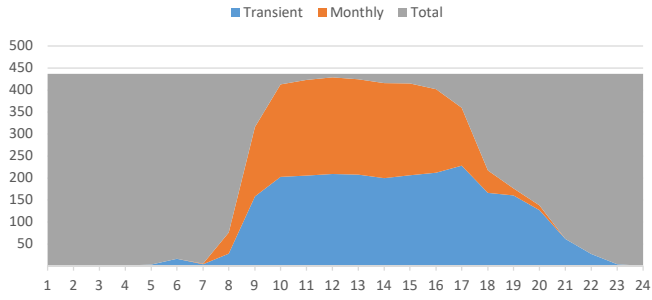
Park Occupancy Wednesday 11/26/25



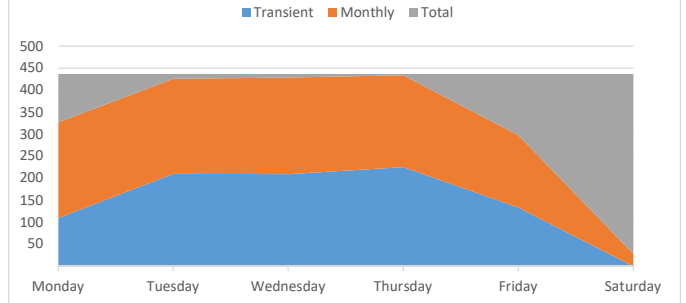
Park Noon Occupancy Week of 11/29/25



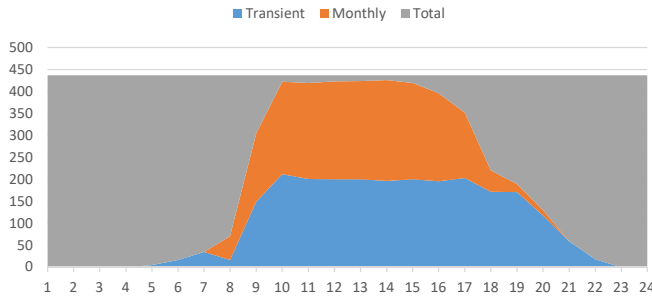
Peabody Occupancy Wednesday 11/5/25



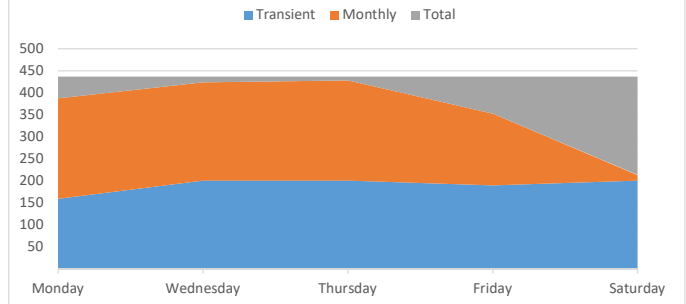
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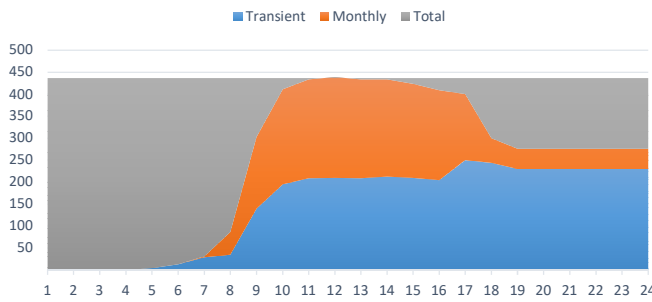
Peabody Occupancy Wednesday 11/12/25



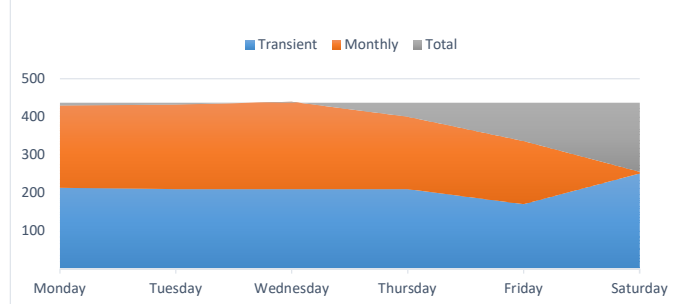
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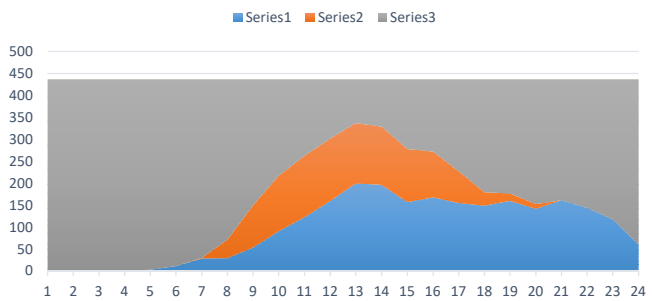
Peabody Occupancy Wednesday 11/19/25



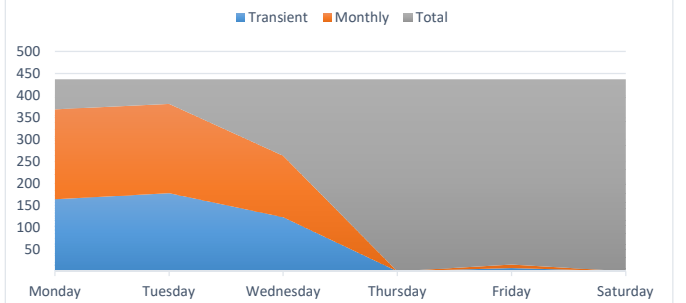
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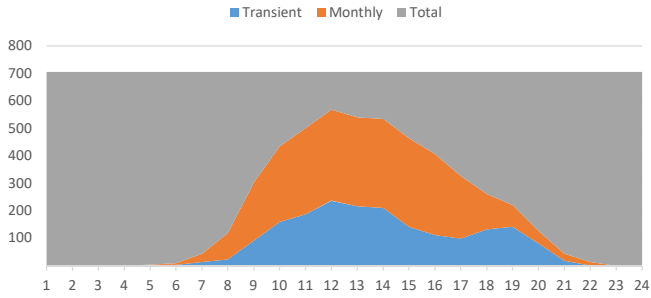
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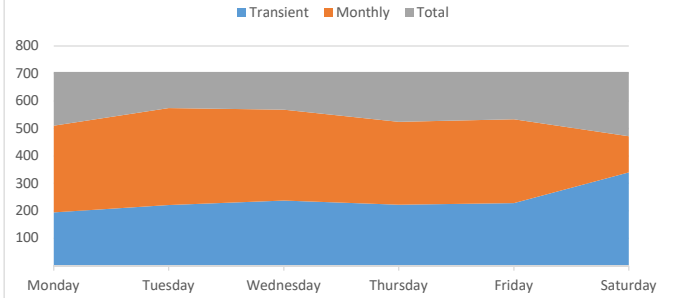
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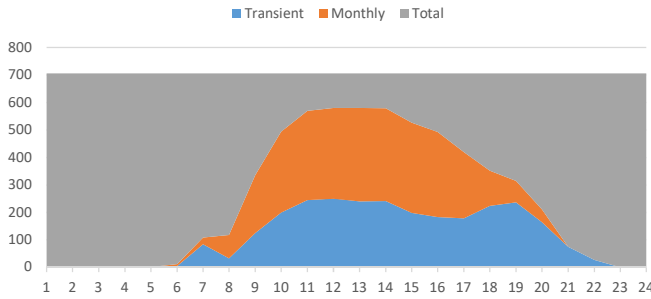
Pierce Occupancy Wednesday 11/5/25



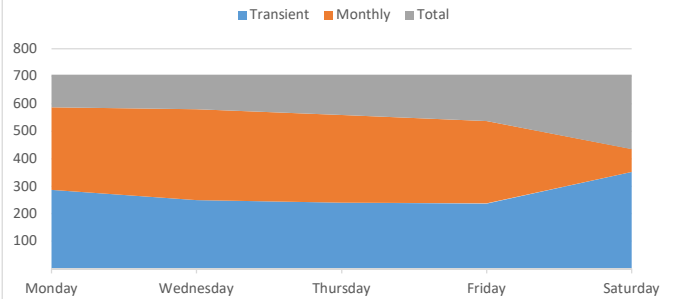
Pierce Occupancy Week of 11/8/25



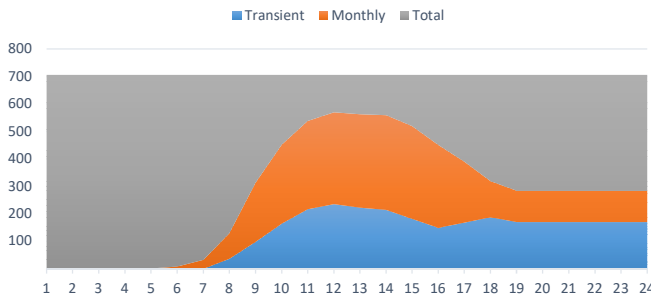
Pierce Garage Occupancy Wednesday 11/12/25



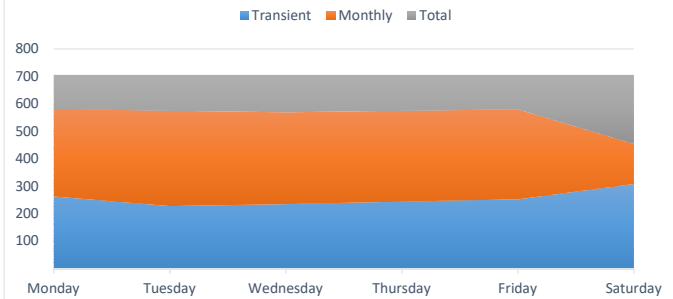
Pierce Garage Occupancy Week of 11/12/25



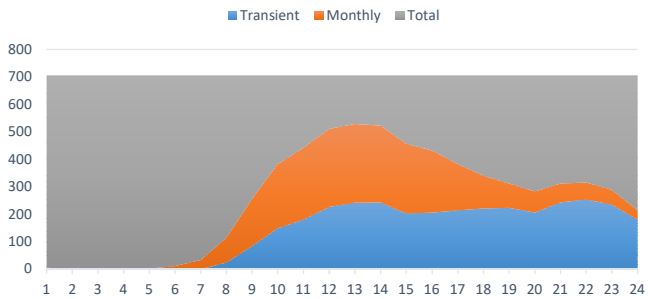
Pierce Occupancy Wednesday 11/19/25



Pierce Occupancy Week of 11/22/25



Pierce Occupancy Wednesday 11/26/25



Pierce Noon Occupancy Week of 11/29/25

