

ADVISORY PARKING COMMITTEE
Wednesday, March 12th, 2025 @ 7:30am

1. Roll Call
2. Approval of Minutes, February 5, 2025
3. Parking Reports Discussion
4. Meeting open to the public for items not on the agenda
5. Next Meeting – April 2nd, 2025
6. Adjournment

Notice: Please note that board meetings will be conducted in person. Members of the public can attend in person at Birmingham City Hall or may attend virtually at <https://us06web.zoom.us/j/86082330819>

Meeting ID: 860 8233 0819

Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in visual, hearing, or other assistance.

Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para personas con discapacidad auditiva) un día antes de la reunión para solicitar ayuda a la visual, auditiva, o de otras asistencias. (Title VI of the Civil Rights Act of 1964).

Advisory Parking Committee
Meeting of February 5, 2025
151 Martin Street, City Commission Room, Birmingham, MI

Minutes

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

1. Roll Call

Present: Committee Members Jim Arpin, Kevin Kozlowski, Michele Taddei, Lisa Silverman

Absent: Committee Member Michelle Moody; Alternate Committee Member Mary-Claire Petcoff

Staff: Parking Systems Manager Ford; City Transcriptionist Eichenhorn

The Board welcomed new APC member Mr. Kolb.

2. Approval of Minutes – January 2025

Motion by Silverman

Seconded by Kolb to approve the minutes.

Motion carried, 4-0.

VOICE VOTE

Yeas: Taddei, Silverman, Kozlowski, Arpin

Nays: None

3. Long Range Planning Presentation – Presented to City Commission on 1/25/25

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

During discussion, APC members made the following comments:

- The garages are about 50 years old, with about 3,600 total spaces. The City is presently spending a fair amount in capital expenditures to preserve the garages.
- The City should ask WJE to conduct an assessment to determine the garages' likely longevity with the repairs and maintenance being done.
- WJE has indicated in past presentations to the APC that the garages could likely be maintained with \$500,000/year in maintenance once the present repairs are completed.
- Birmingham has expended millions of dollars in capital expenditures on the garages in the last couple of years, and the parking fund still has approximately \$22 million. This reflects very positively on the parking system's present finances and financial management.

- It would be positive to have reassurance from WJE that estimate remains broadly accurate once the present repairs are completed.
- The garages' electric infrastructure is being updated so as to support electric vehicle charging in the future.
- Each garage does not have to fund its own replacement. The parking system will help fund the replacement of any individual garage that must be replaced.
- A future question for the Commission will be an assessment of the return on investment for replacing a garage.
- A demand study for parking may be appropriate.
- Getting information on business square footage from the BSD might enable the City to have some sort of demand forecast.
- The removal of some parking spaces on S. Old Woodward increased parking challenges in the area.

4. BCT Design Group Presentation – Presented to City Commission on 1/27/25

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

During discussion, APC members made the following comments:

- BCT was an excellent group of presenters and the Commission was impressed with their work.
- The Commission directed BCT to proceed with lighting, paint, and signage recommendations, with the potential for further discussion on placemaking-related aspects later.

5. Parking Reports

It was noted that PSM Ford and the Chair were collaborating on ways to make the parking reports more responsive to the APC's requests for particular types of data or displays.

PSM Ford answered informational questions from the APC.

During discussion, APC members made the following comments:

- While citations may be a helpful way to measure demand, having more information from the Police Department on why the number of citations may vary significantly from month to month would also be helpful.
- It would be helpful to have data that could inform goals regarding customer service and cash flow. Cash flow could be reported to the APC infrequently - biannually would be acceptable.
- It would be helpful for the APC to know whether the primary goal for the parking system is to generate revenue or to serve the public.
- If this were a private business, it would be reasonable to expect a profits and losses report twice a month.

- Since the City cannot presently monitor meter occupancy, determining the revenues for each meter may be informative.
- It may be onerous to report on the revenue for every meter, and so a representative meter could be chosen for each different area of the City to begin monitoring that data.
- Ascertaining the parking conditions on S. Old Woodward would be appropriate before RH opens.
- This data could inform meter pricing discussions.
- There may also be ways to rent private parking spaces for public use, and to share revenue. Having more information on demand could help inform that possibility.
- The metrics that a GM call center in Argentina used to determine the success of a customer service call were described.
- It was noted that the circumstances of calling from the garage kiosk may be different than the circumstances of calling a GM call center.
- If possible, having more data on customer service calls could indicate whether there are more frequently-occurring issues that could be resolved.
- Using coins to pay at the meters retain some benefits for users over paying another way.
- If any aspect of the parking system generates a number of anecdotal complaints to the Parking Department, informing the APC would be appropriate.
- The APC should email PSM Ford their requests for parking reports in order to enable a discussion at the March meeting.

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

During discussion, APC members made the following comments:

- The City has functioning security cameras in the garages.
- There is no legal obligation to notify people that they may be filmed because there is no presumption of privacy in a public location.

7. Adjournment

No further business being evident, the meeting adjourned at 8:57 a.m.

Aaron Ford, Parking Systems Manager



Laura Eichenhorn, City Transcriptionist



MEMORANDUM

Parking System

DATE: March 12, 2025

TO: Advisory Parking Committee

FROM: Aaron Ford, Parking System Manager

SUBJECT: Parking Reports – Sample Data and Committee Input

Dear APC Members,

The Parking Department can provide a variety of parking reports containing key data on occupancy, revenue, and other data points for the City's five parking garages and on-street meters. The department previously provided a combination of reports but the Committee has requested more data and in different formats. To assist in determining the most useful information for your needs, I am providing a selection of sample reports for your review.

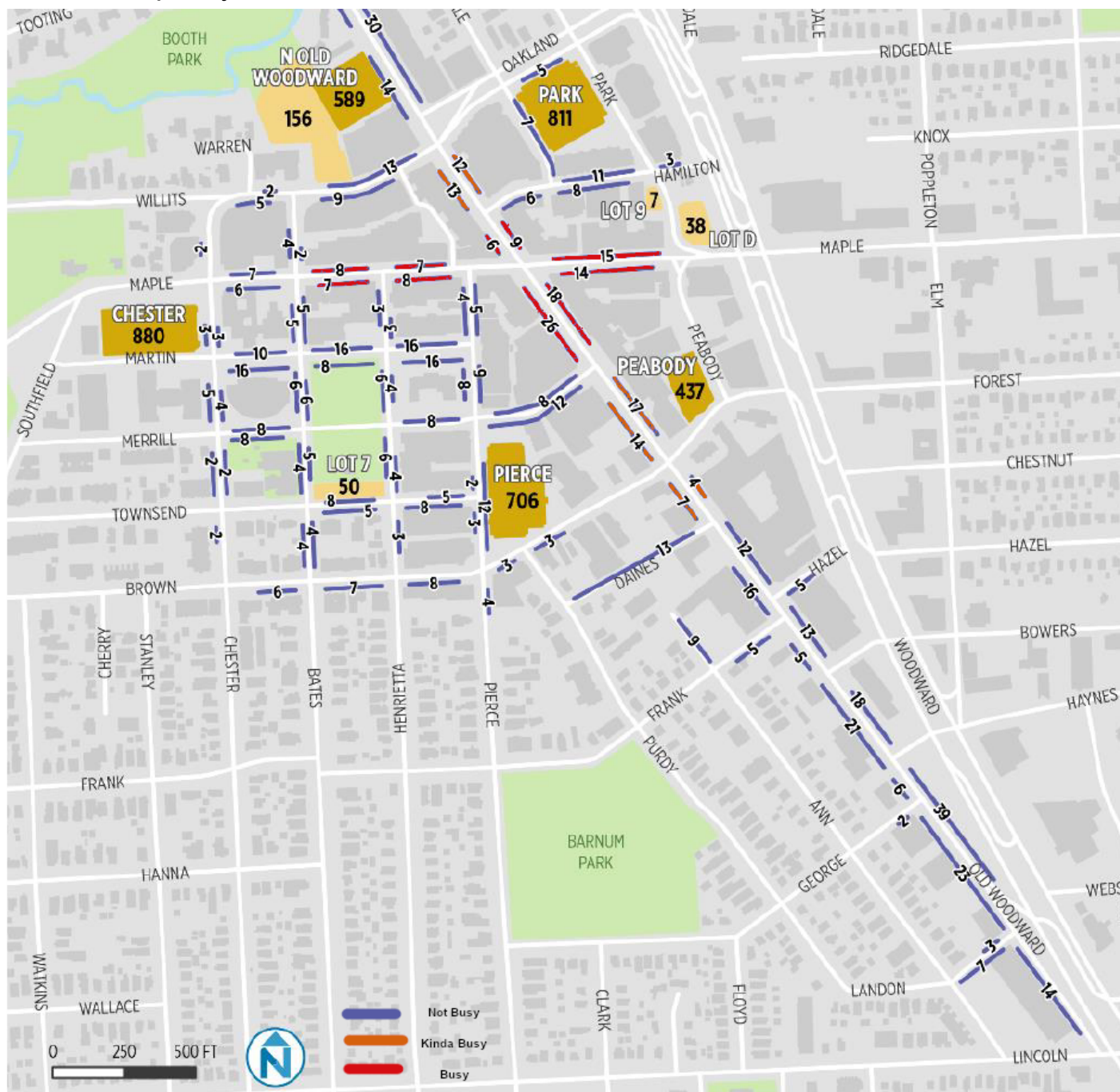
I kindly request that the committee discuss and decide on the specific types of reports and data you would like to receive on an ongoing basis. In particular, please consider:

- The format of the reports (e.g., summary tables, charts, graphs)
- The frequency of reporting (e.g., monthly, quarterly)
- The specific data points to be included (e.g., occupancy trends, revenue comparisons, peak usage times)

Once the committee has finalized its preferences, we will integrate these reports and present them for follow up feedback at the April meeting so they can be included into your monthly APC packets. Please let me know if you have any questions or if additional data points would be helpful for your discussions.

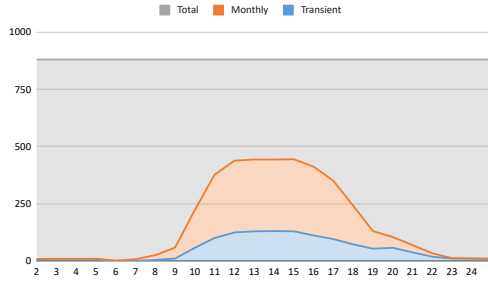
Kevin Kozlowski's Parking Report Ideas

Meter Occupancy:

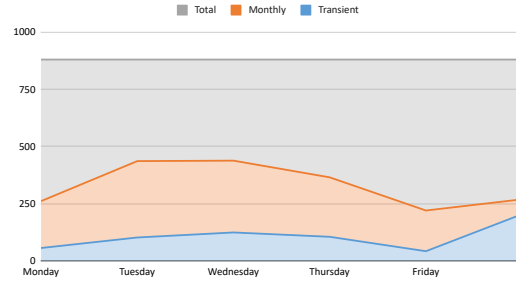


In the short run, could divide map into sections and give occupancy for a single space in each section.

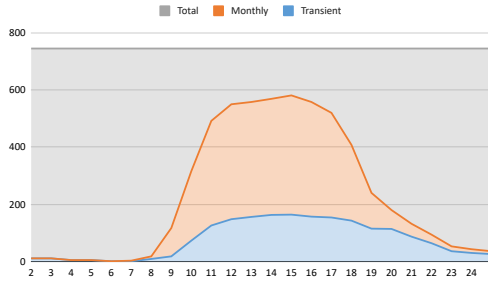
Chester Occupancy Wednesday 12/07/24



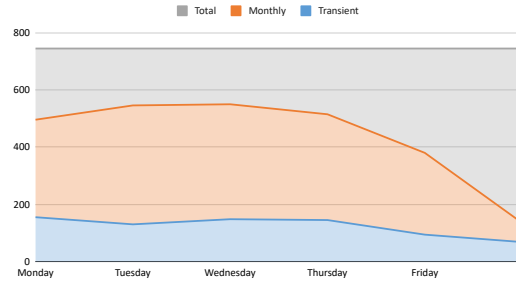
Chester Noon Occupancy Week of 12/07/24



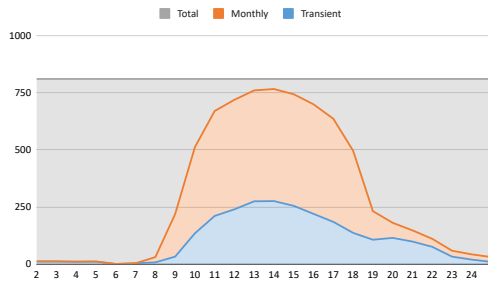
N. Old Woodward Occupancy Wednesday 12/07/24



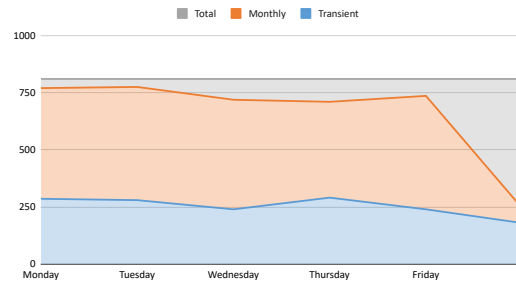
N. Old Woodward Noon Occupancy Week of 12/07/24



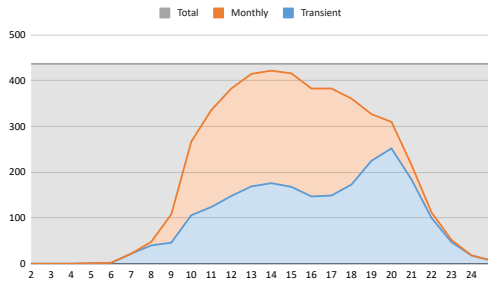
Park Occupancy Wednesday 12/07/24



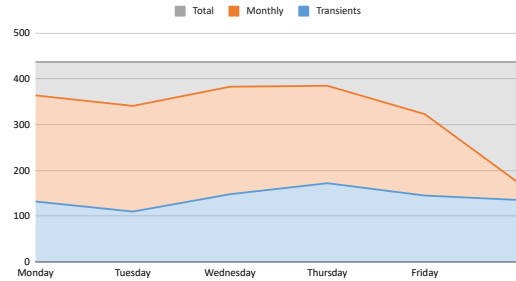
Park Noon Occupancy Week of 12/07/24



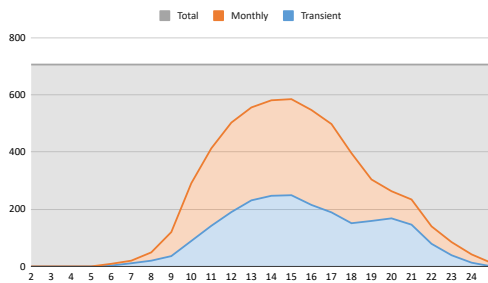
Peabody Occupancy Wednesday 12/07/24



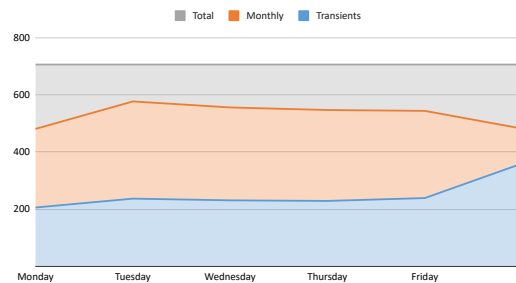
Peabody Noon Occupancy Week of 12/07/24



Pierce Occupancy Wednesday 12/07/24

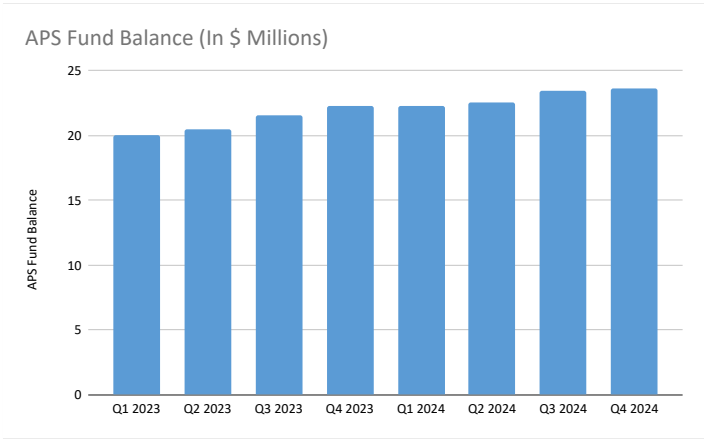
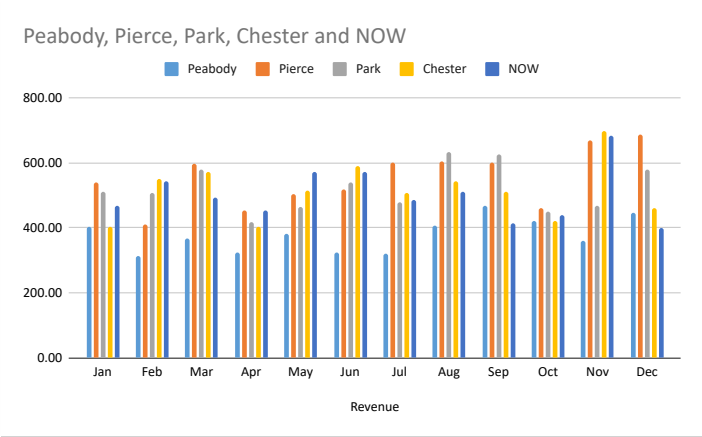


Pierce Noon Occupancy Week of 12/07/24

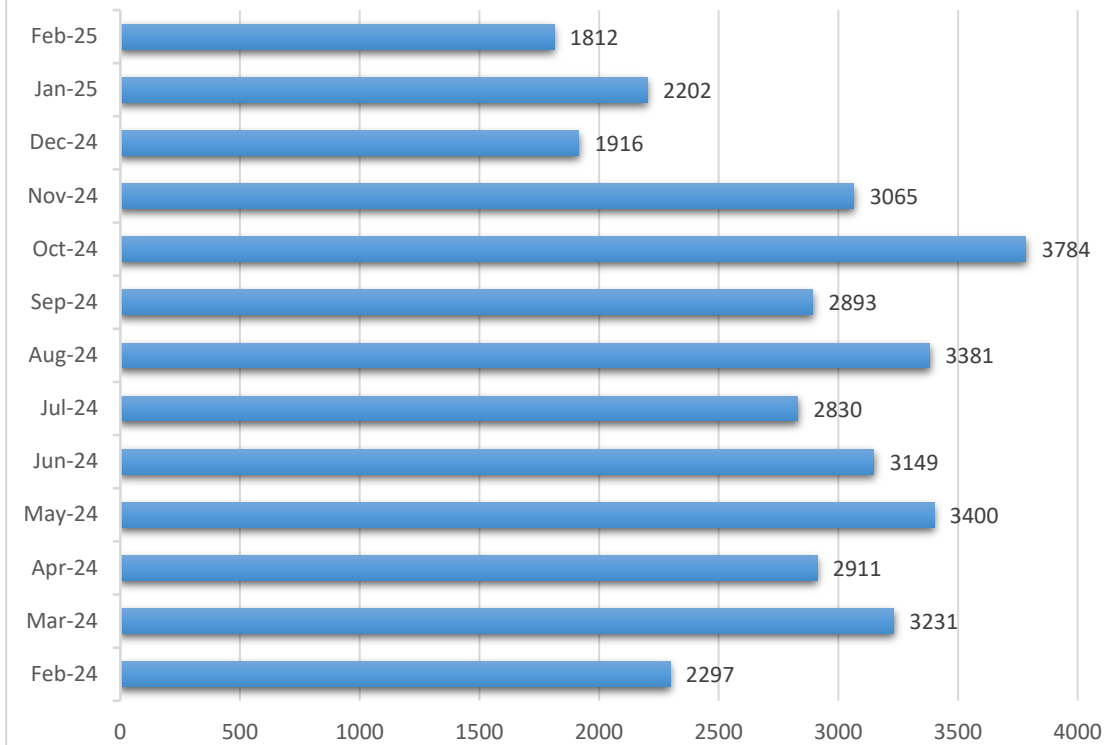


Revenue	Current Month	Same Month Last Year
N. Old Woodward		
Monthly Passes (price)		
Transient		
Subtotal		
Pierce		
Monthly Passes (price)		
Transient		
Subtotal		
Peabody		
Monthly Passes (price)		
Transient		
Subtotal		
Park		
Monthly Passes (price)		
Transient		
Subtotal		
Chester		
Monthly Passes (price)		
Transient		
Subtotal		
Total Garage Revenue		
Meters		
Lot 6		
Lot 7		
Lot 9		
NOW Lot		
Street Meters		
Meters Subtotal		
TOTAL REVENUE		

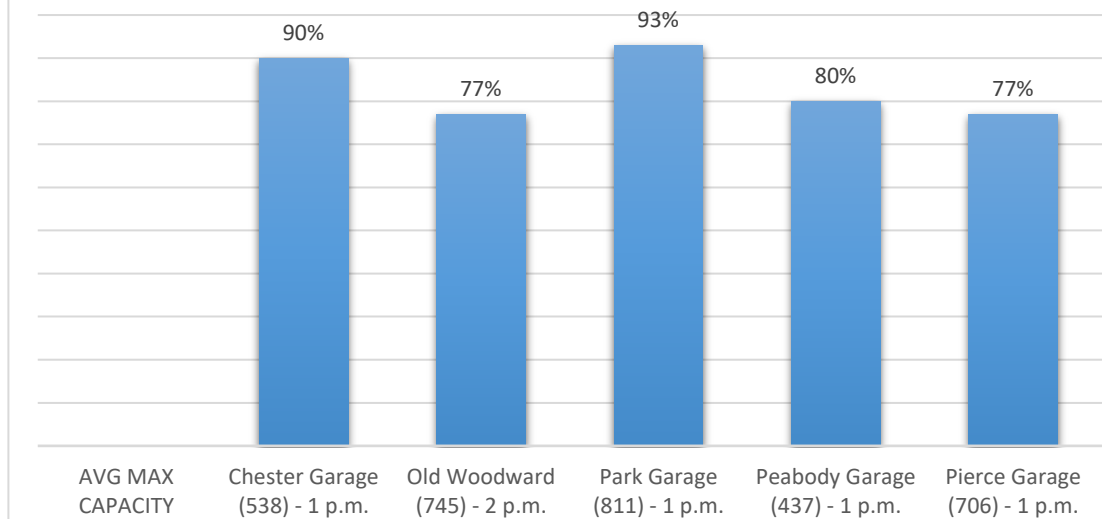
APS Fund Total	Current Month	Previous Month	Same Month Last Year
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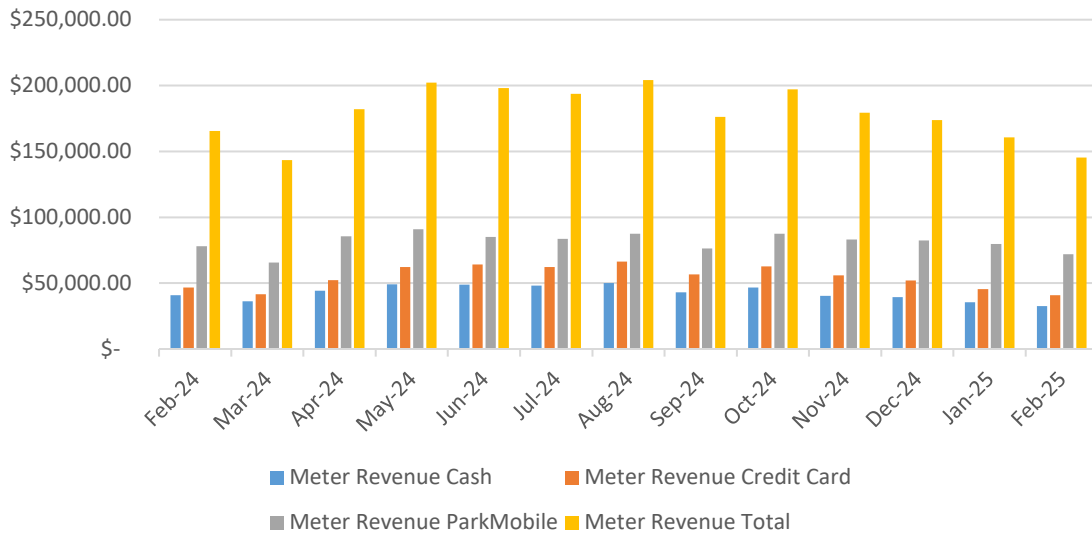
FEBRUARY - CITATIONS ISSUED



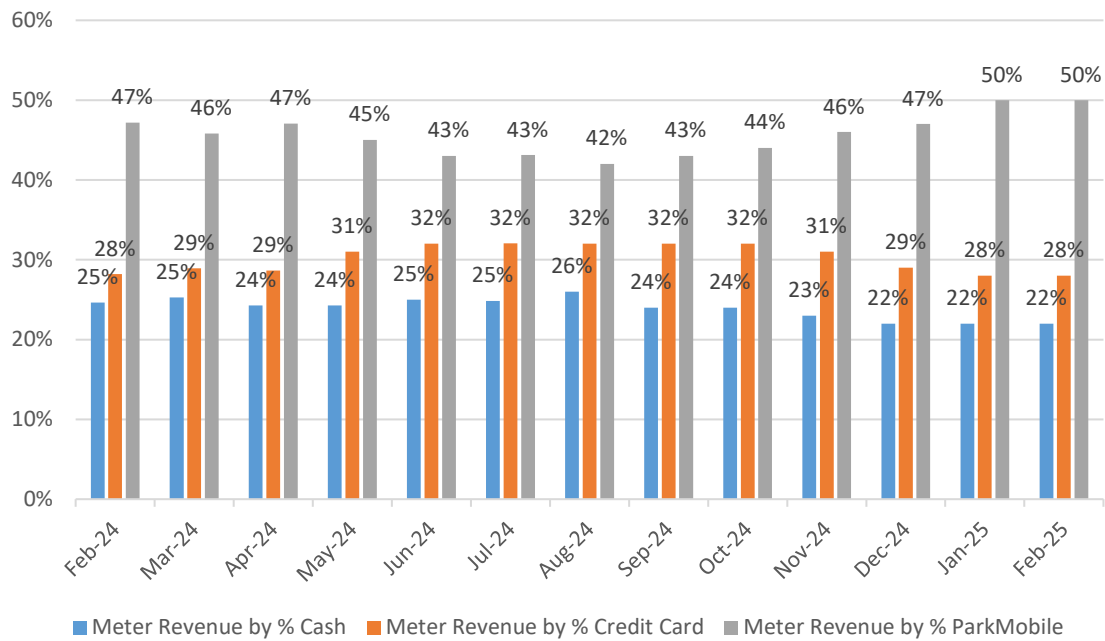
FEBRUARY AVERAGE MAX CAPACITY



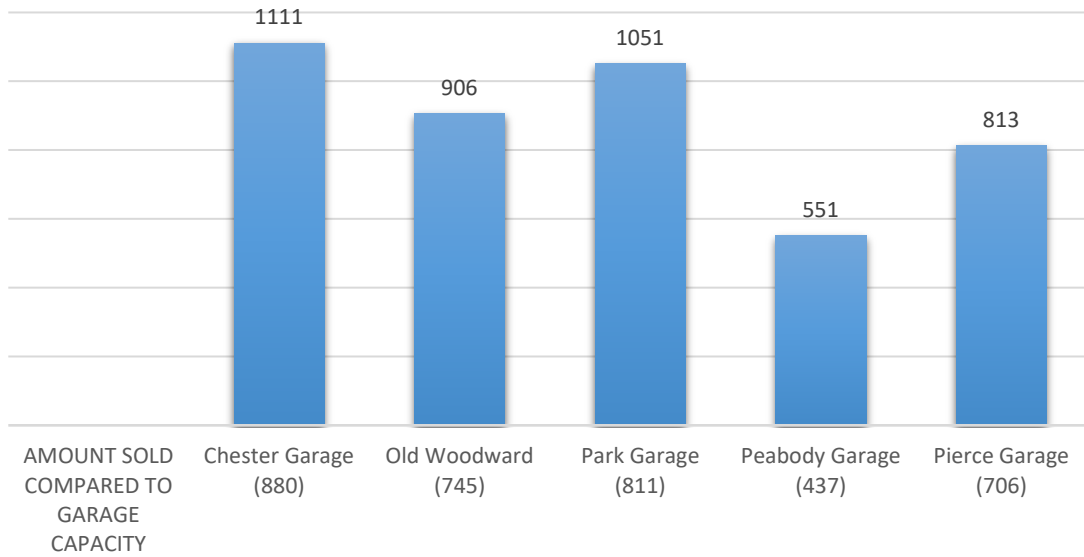
METER REVENUE BY AMOUNT 2024-25



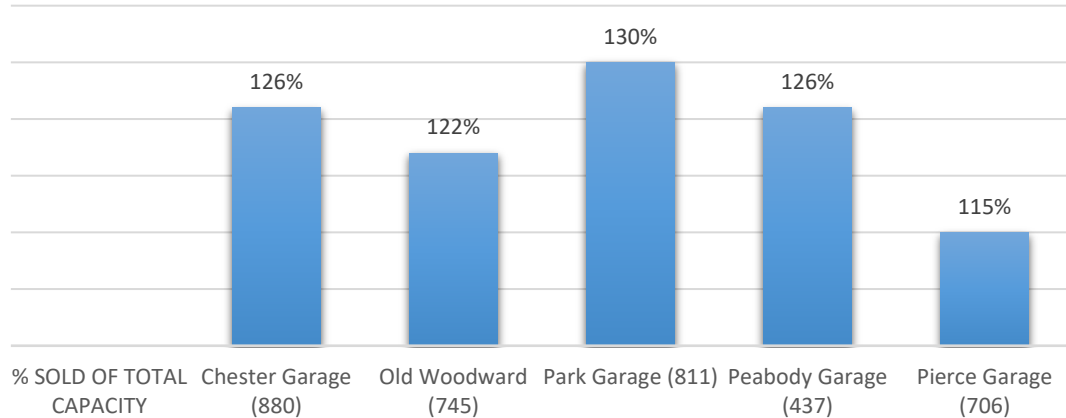
2024-25 METER REVENUE BY %

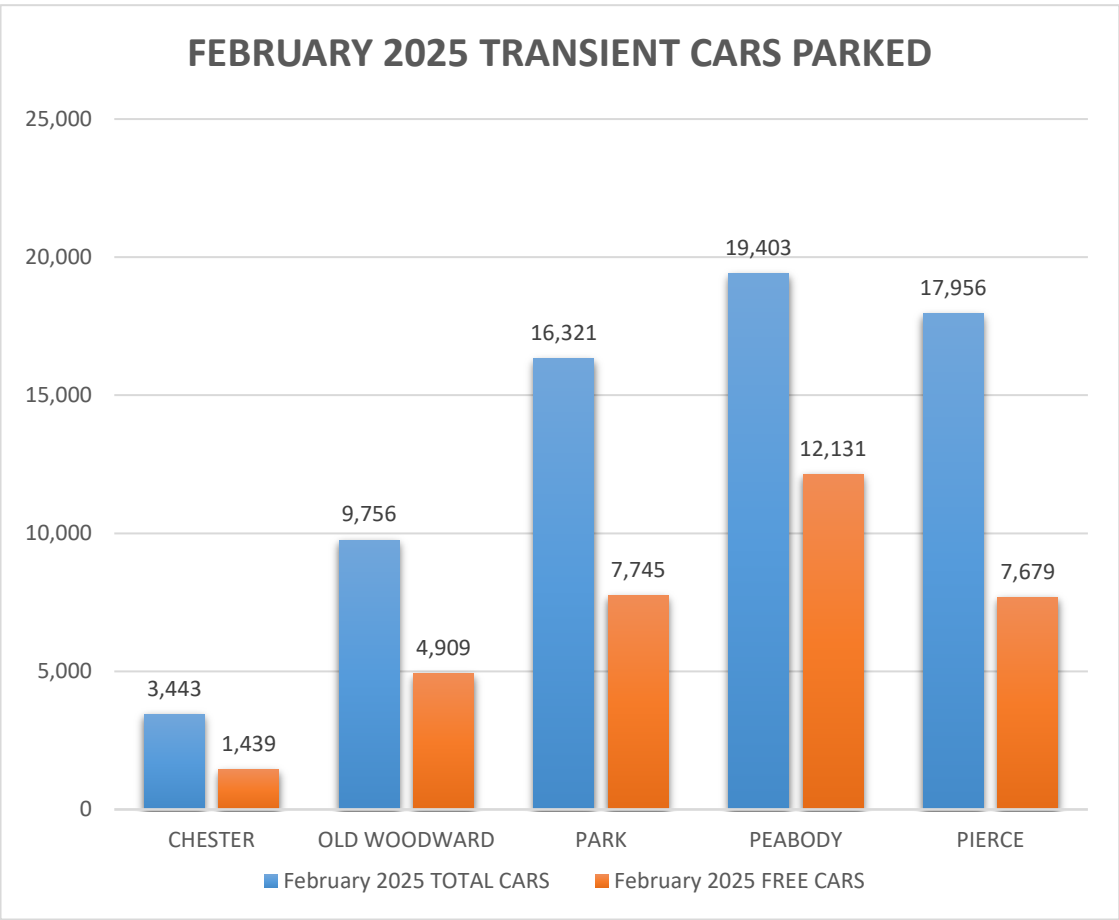
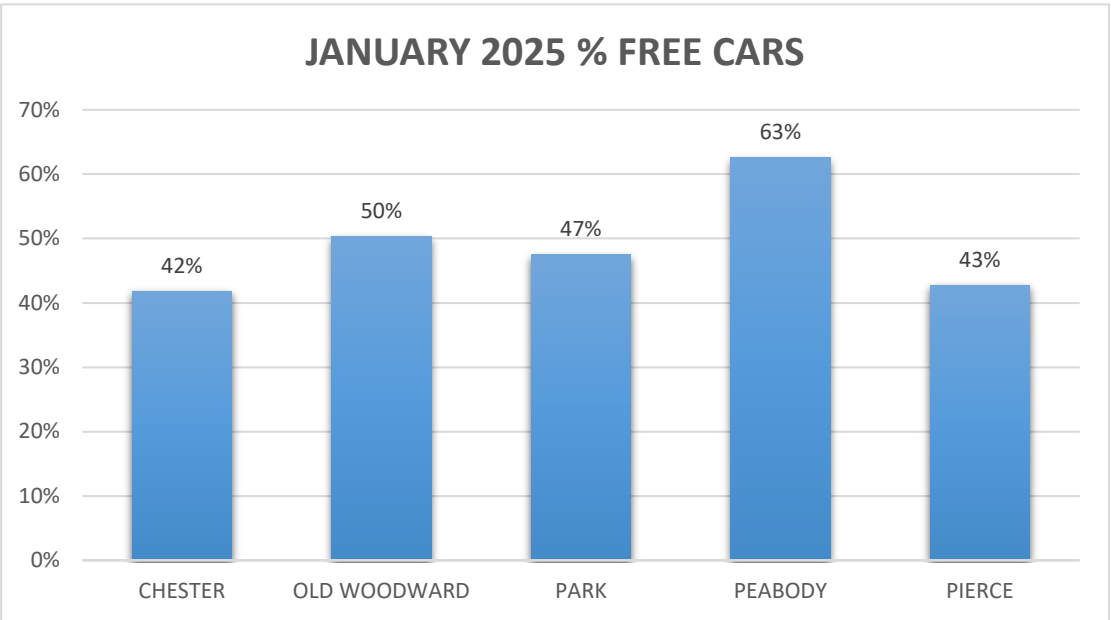


FEBRUARY 2025 MONTHLY PERMITS SOLD

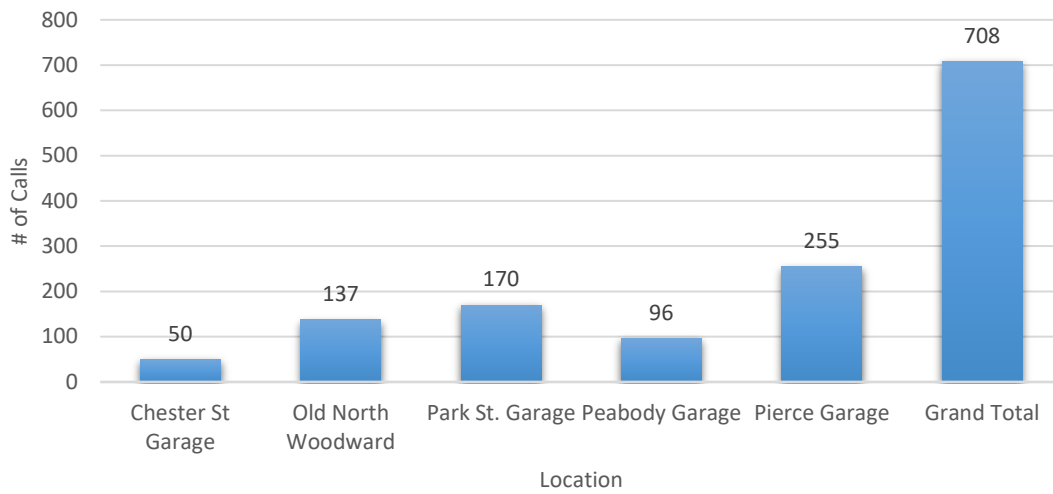


FEBRUARY 2025 % OF MONTHLY PARKERS COMPARED TO GARAGE CAPACITY

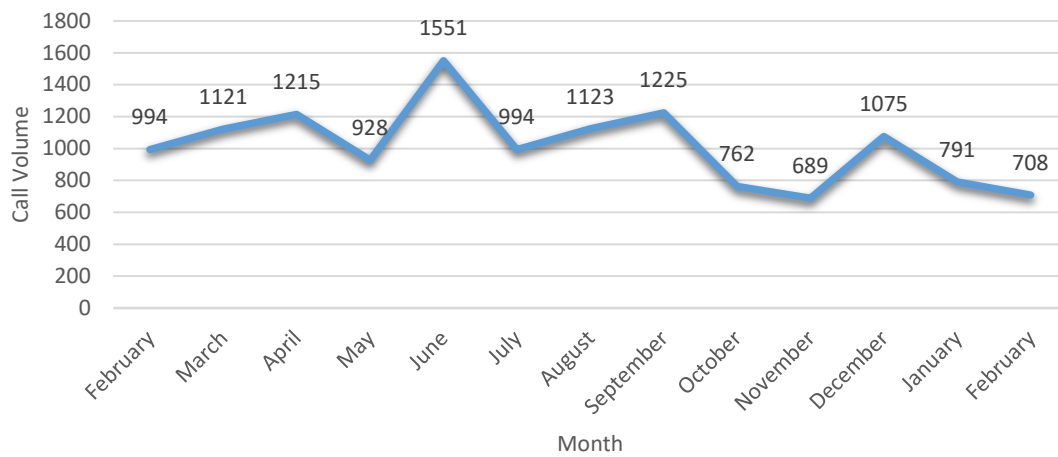




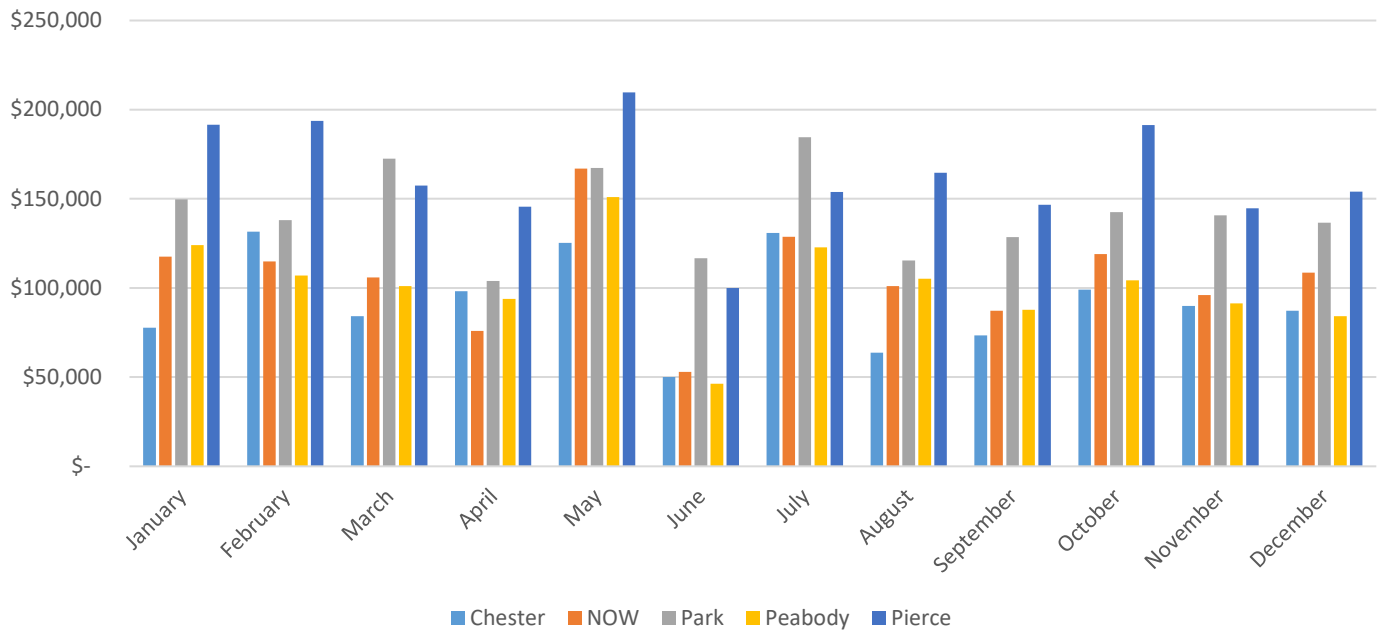
CALL CENTER - FEBRUARY 2025



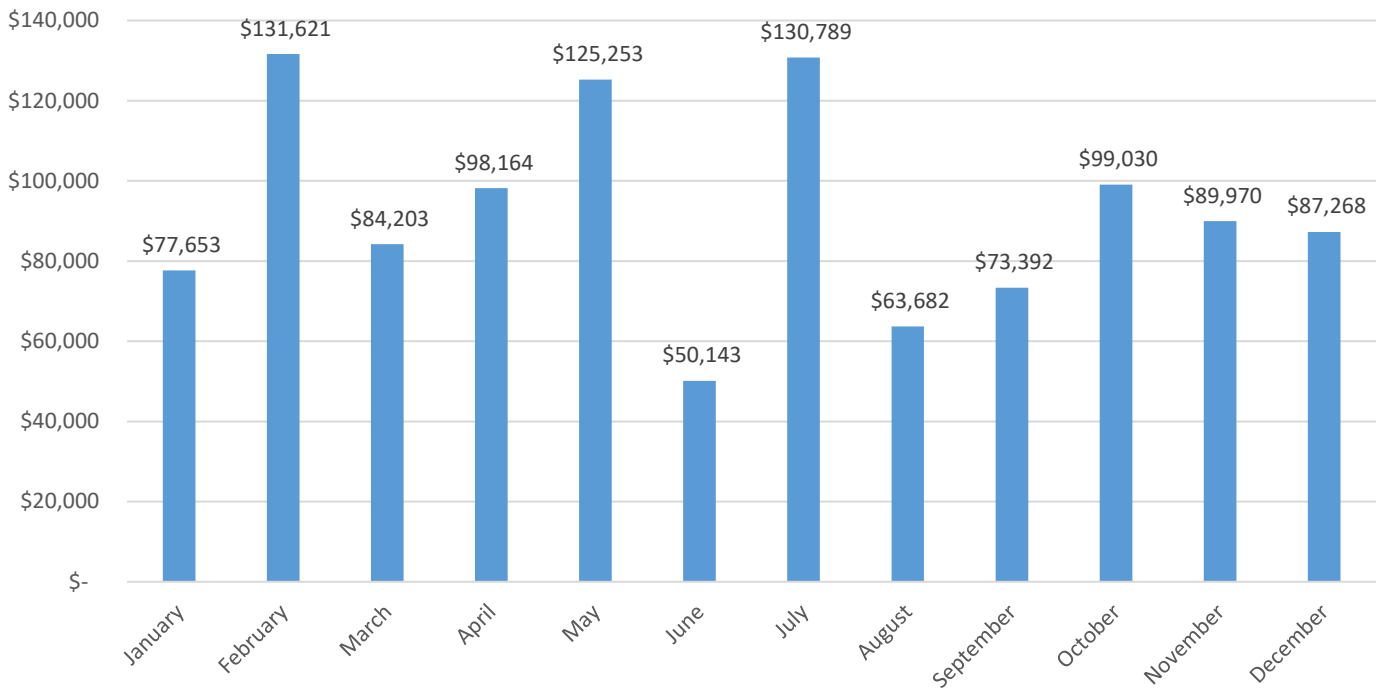
CALL CENTER - TOTAL CALLS - 2024-25 NON-BUSINESS HOURS 8-5 P.M. M-F



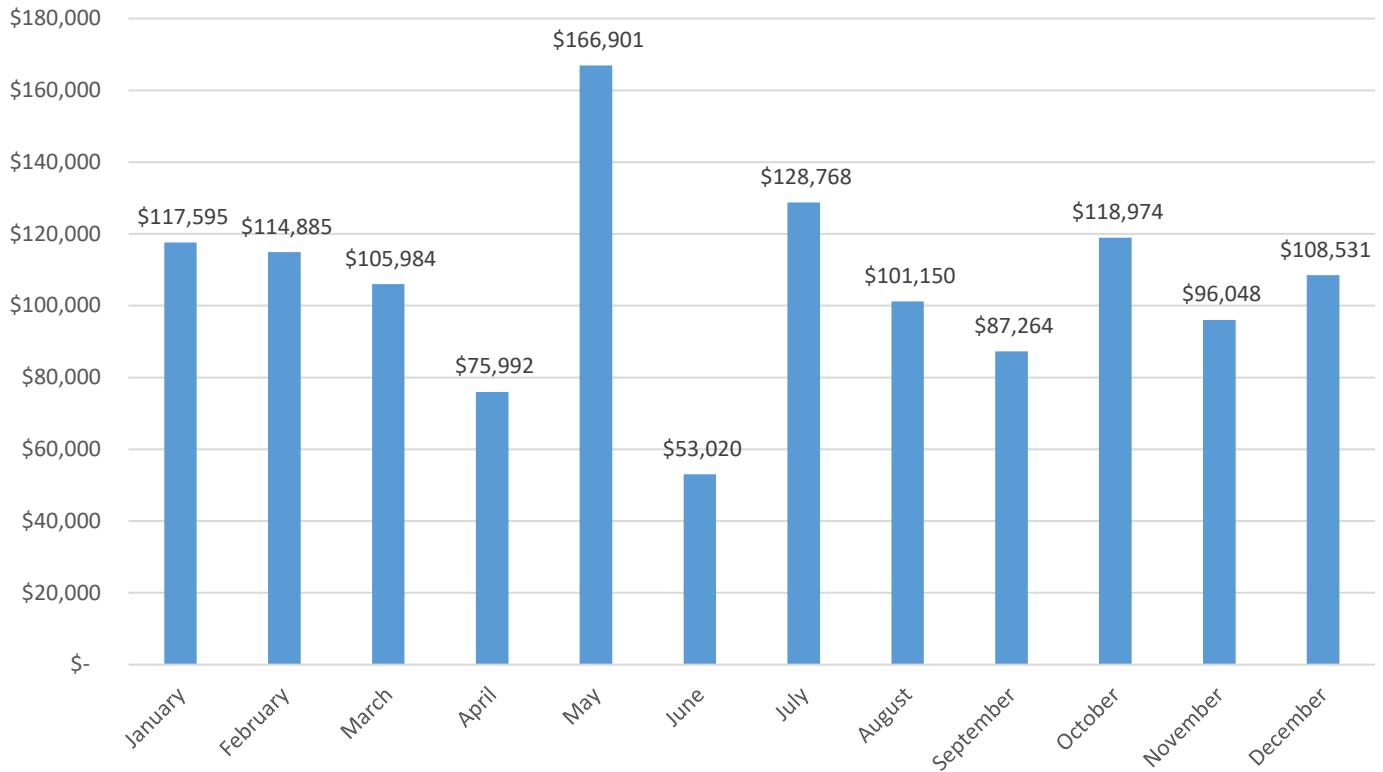
2024 PARKING GARAGE REVENUE



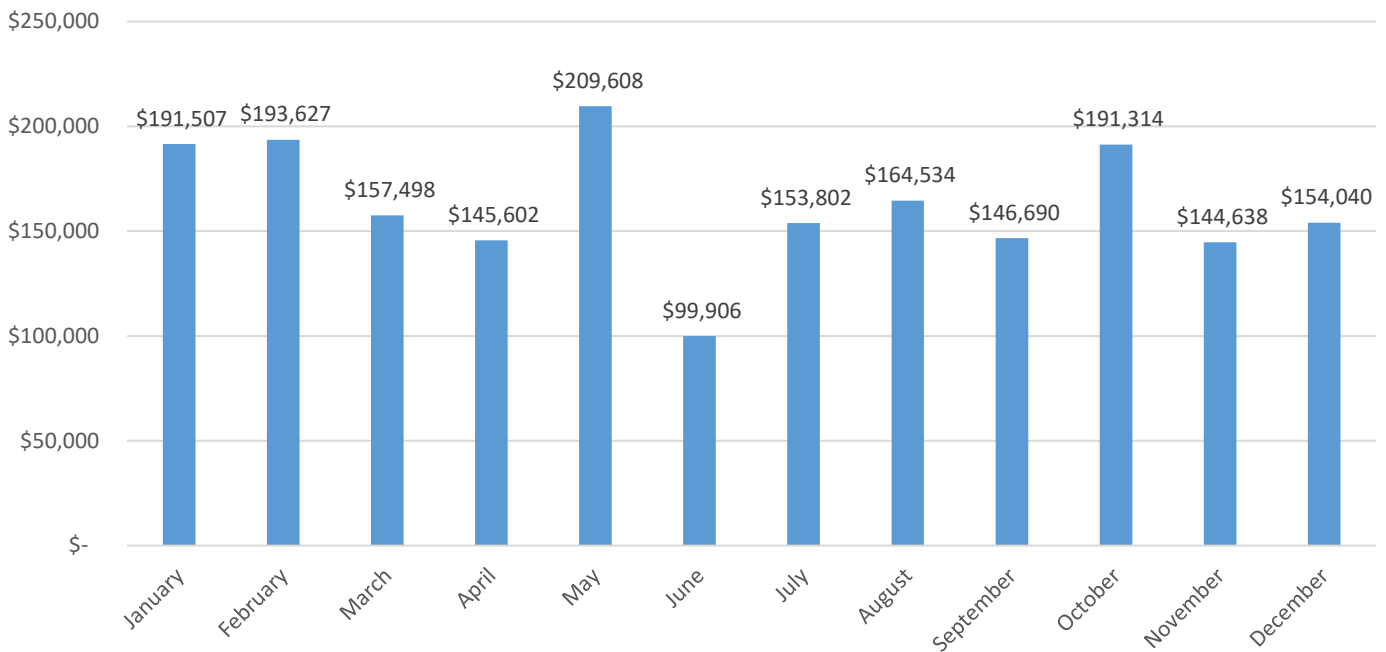
2024 CHESTER GARAGE REVENUE



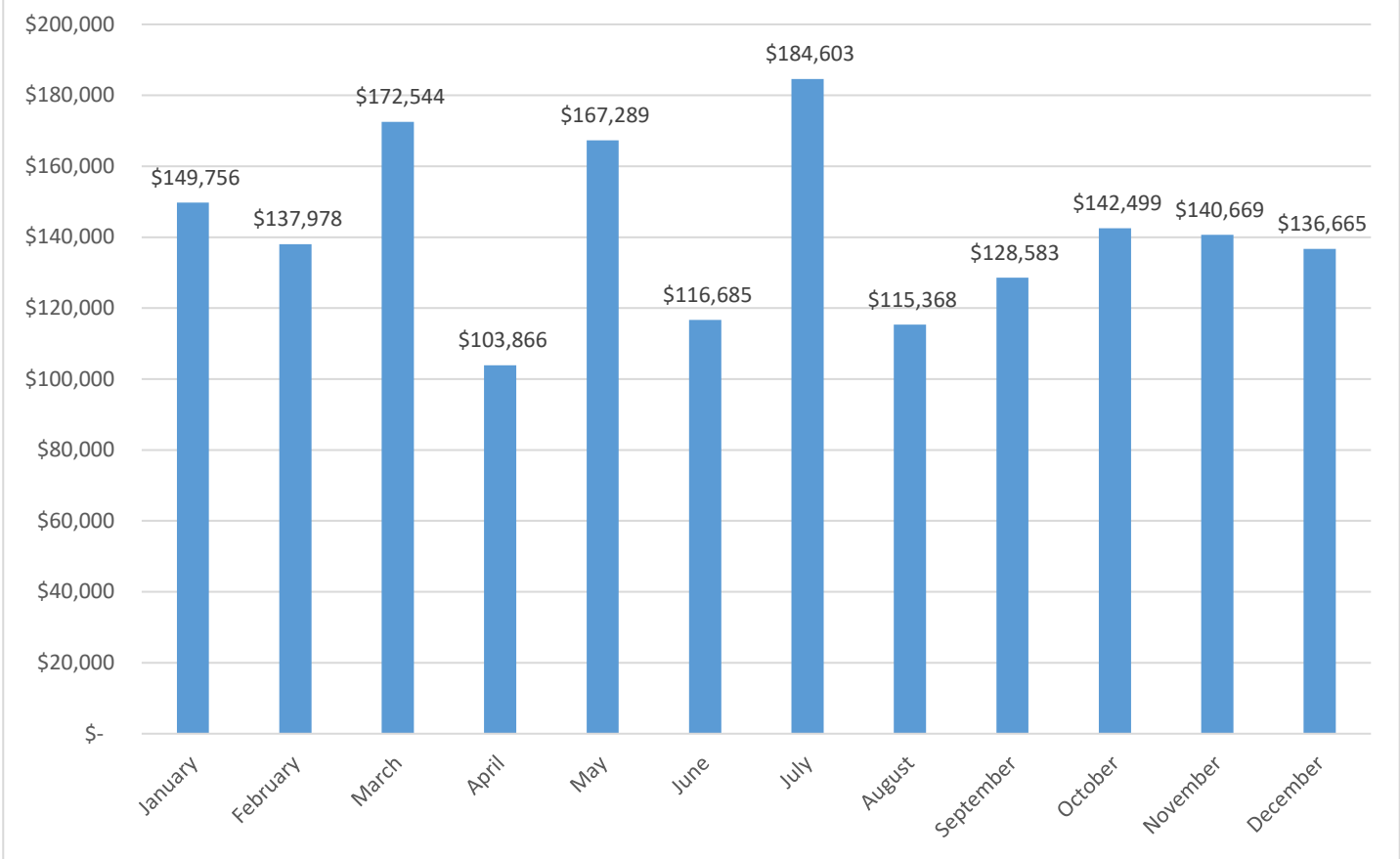
2024 N. OLD WOODWARD REVENUE



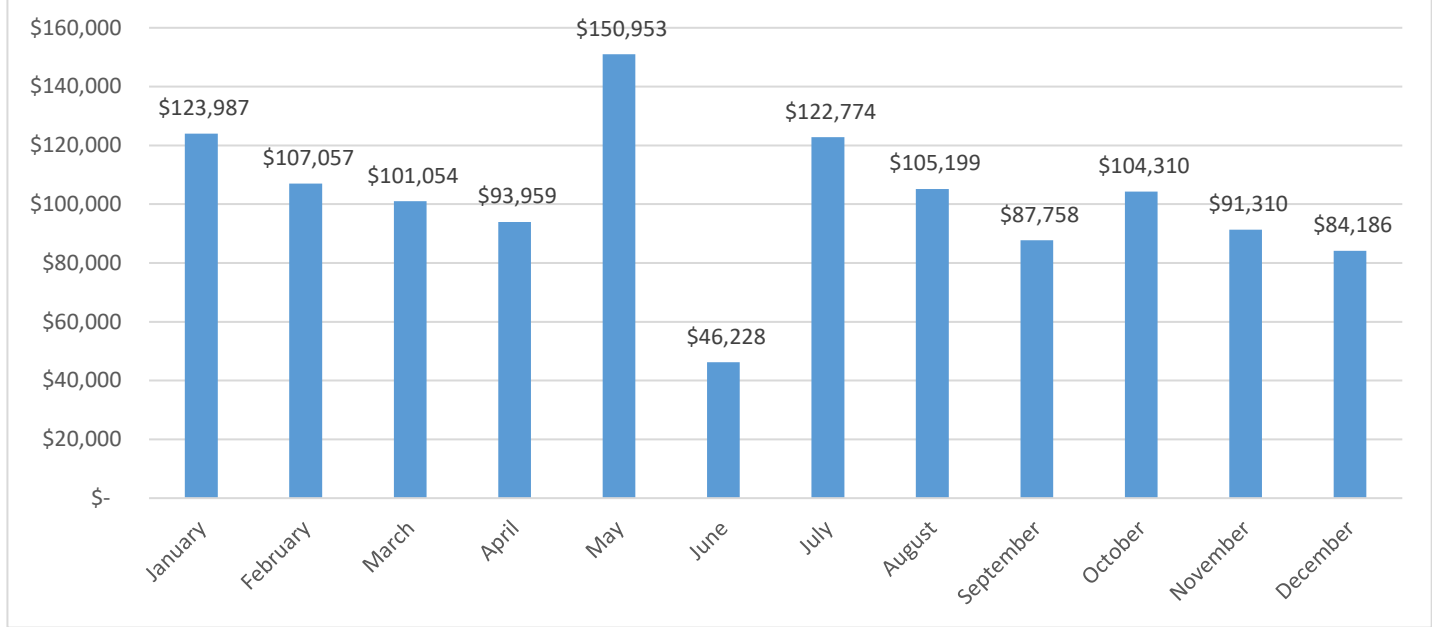
2024 PIERCE GARAGE REVENUE



2024 PARK GARAGE REVENUE



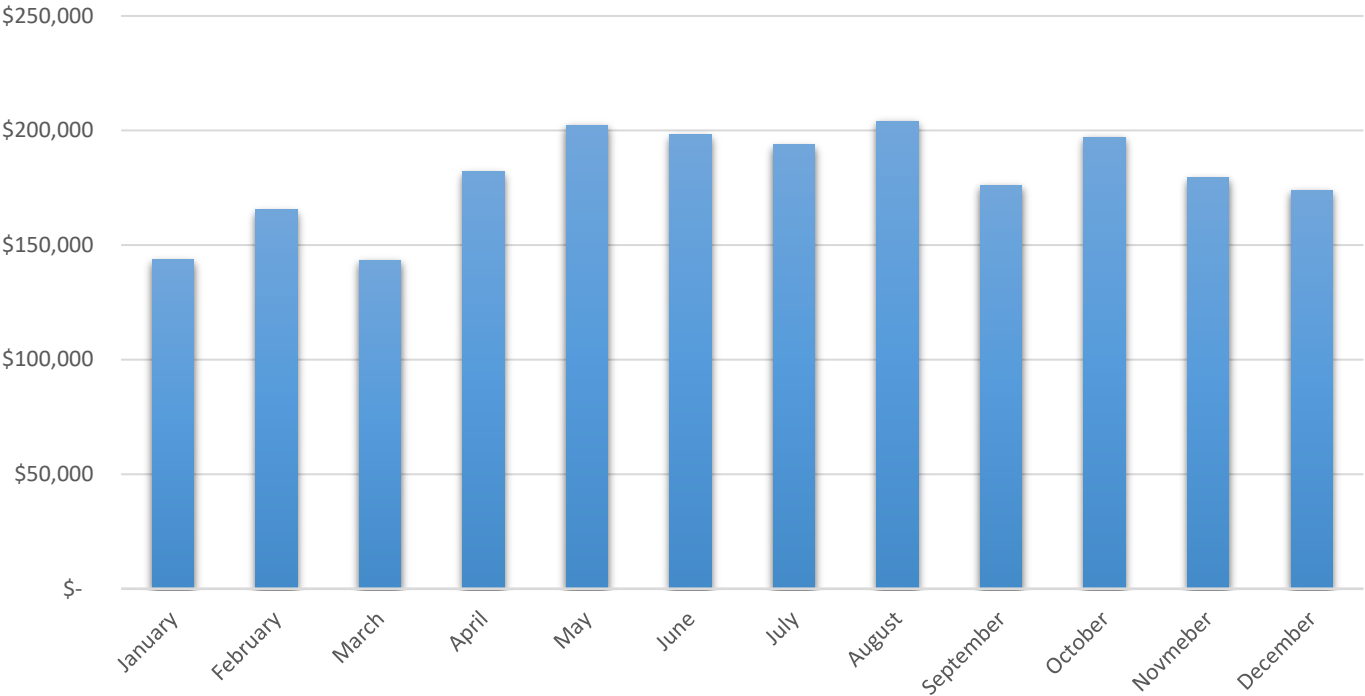
2024 PEABODY GARAGE REVENUE



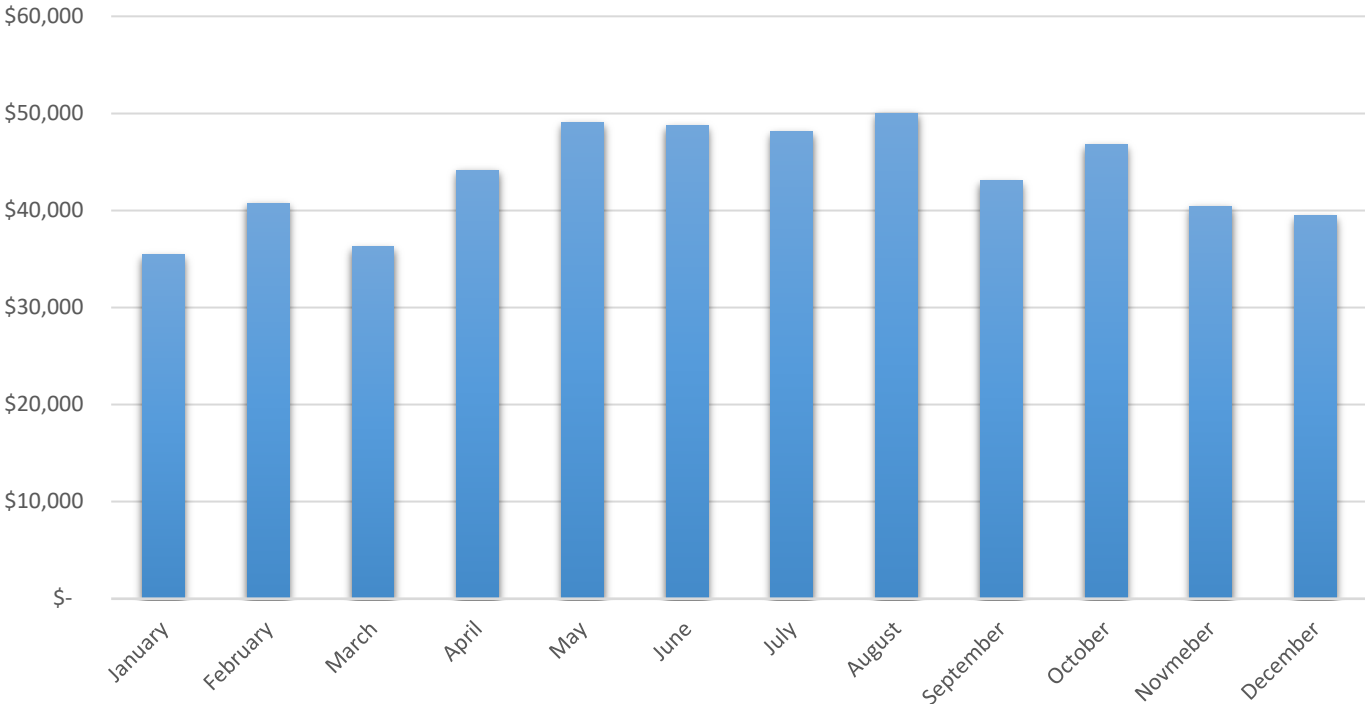
2024 DECEMBER GARAGE REVENUE



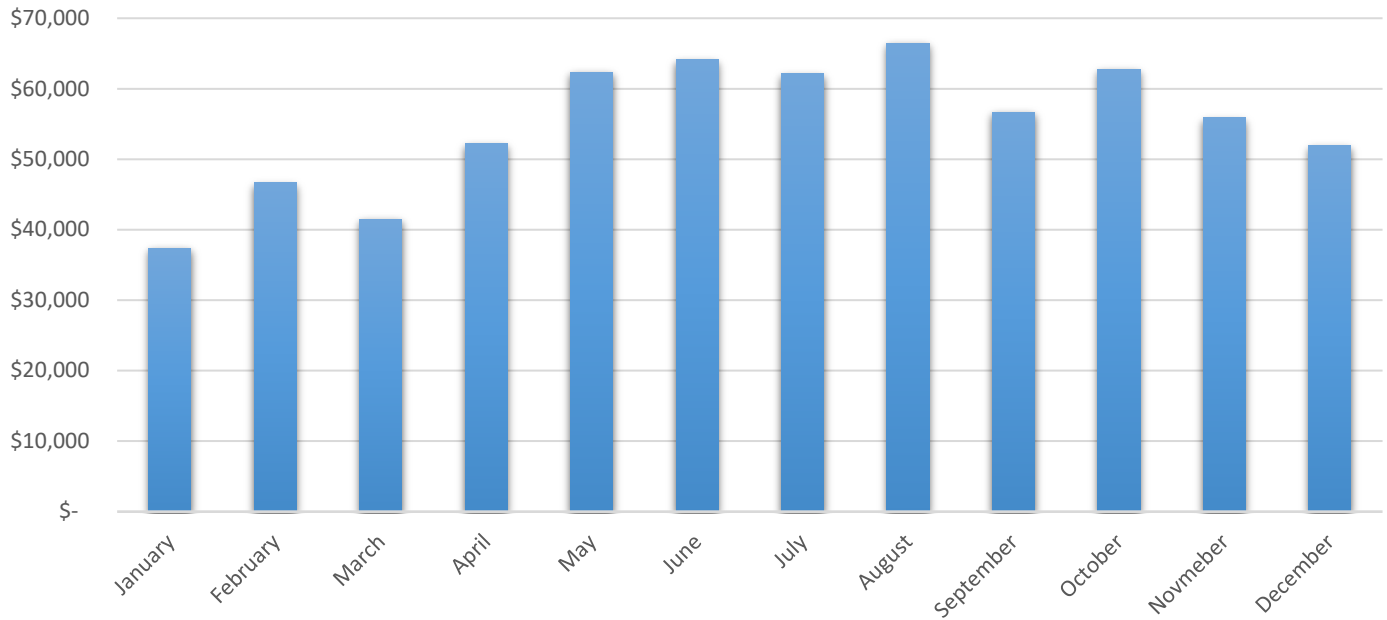
2024 METER REVENUE - ALL



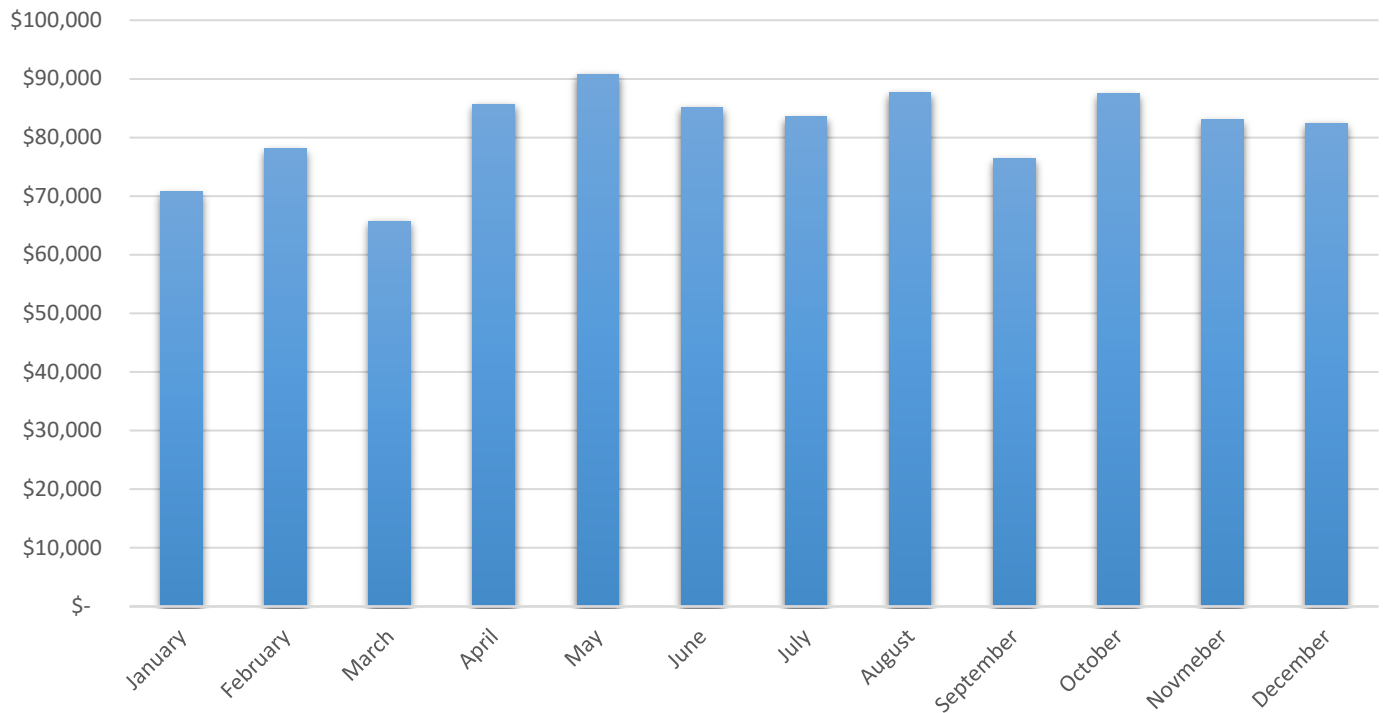
2024 METER REVENUE - COINS



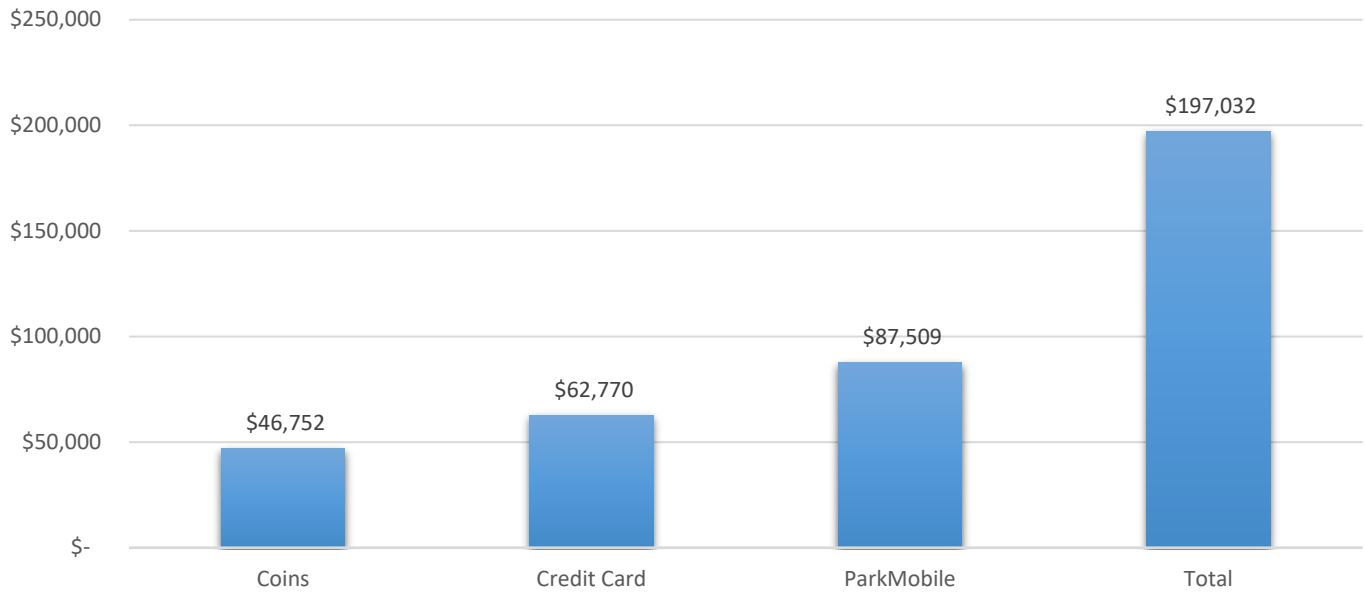
2024 METER REVENUE - CREDIT CARDS



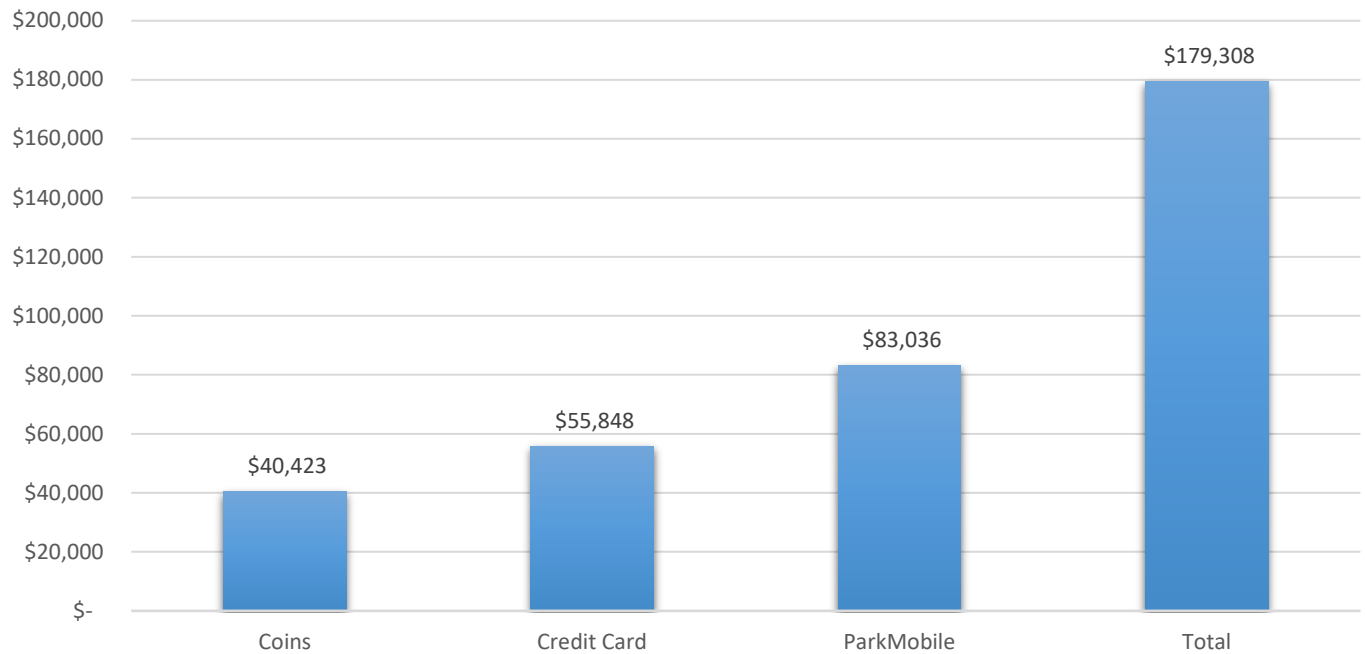
2024 METER REVENUE - PARKMOBILE



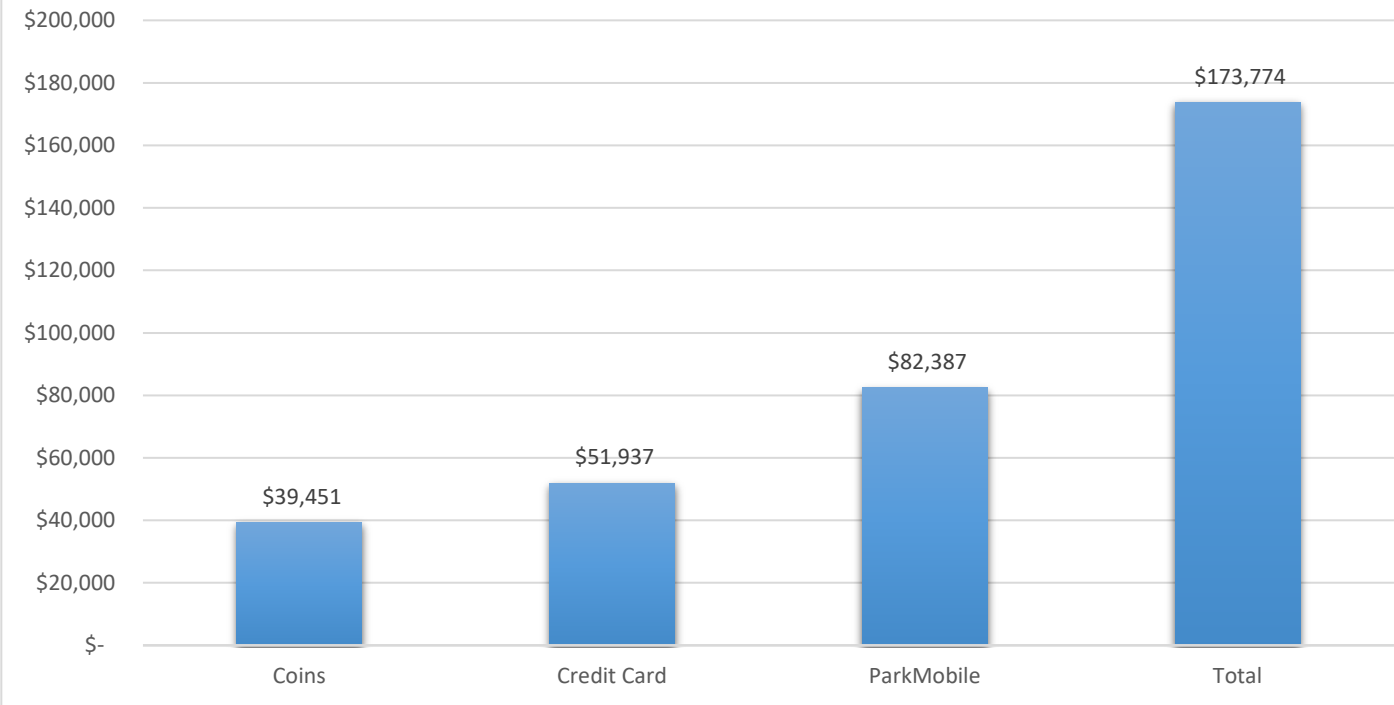
OCTOBER 2024 METER REVENUE



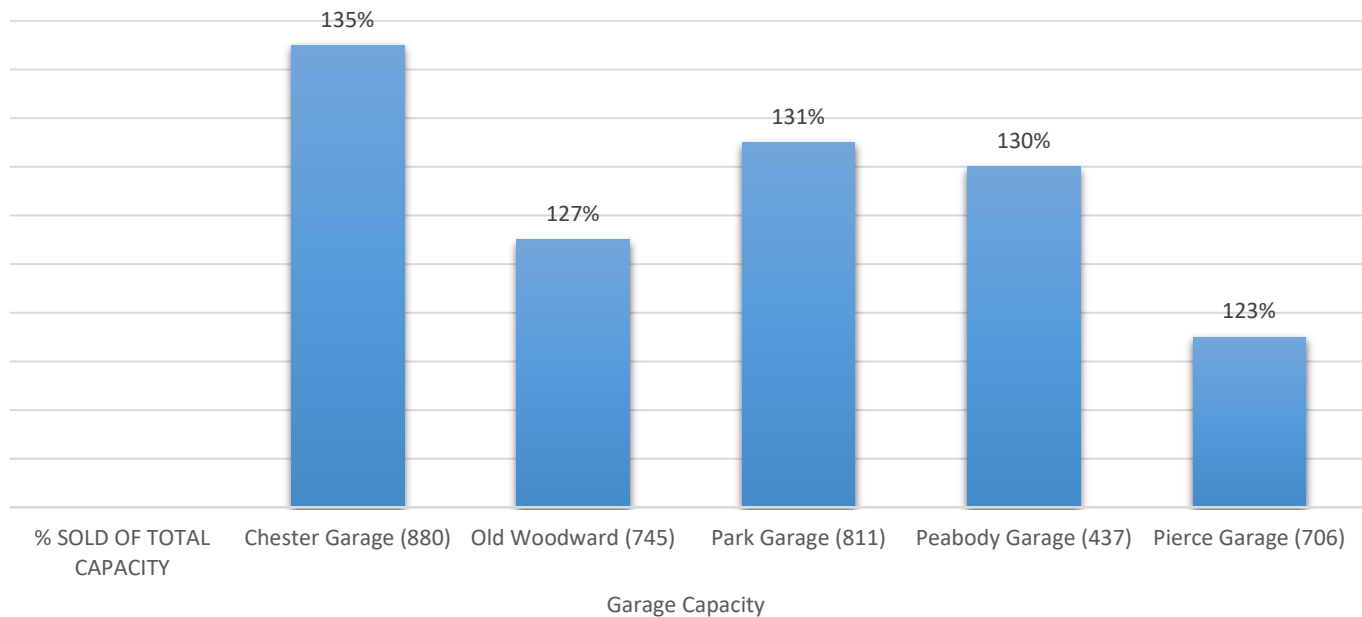
NOVEMBER 2024 METER REVENUE



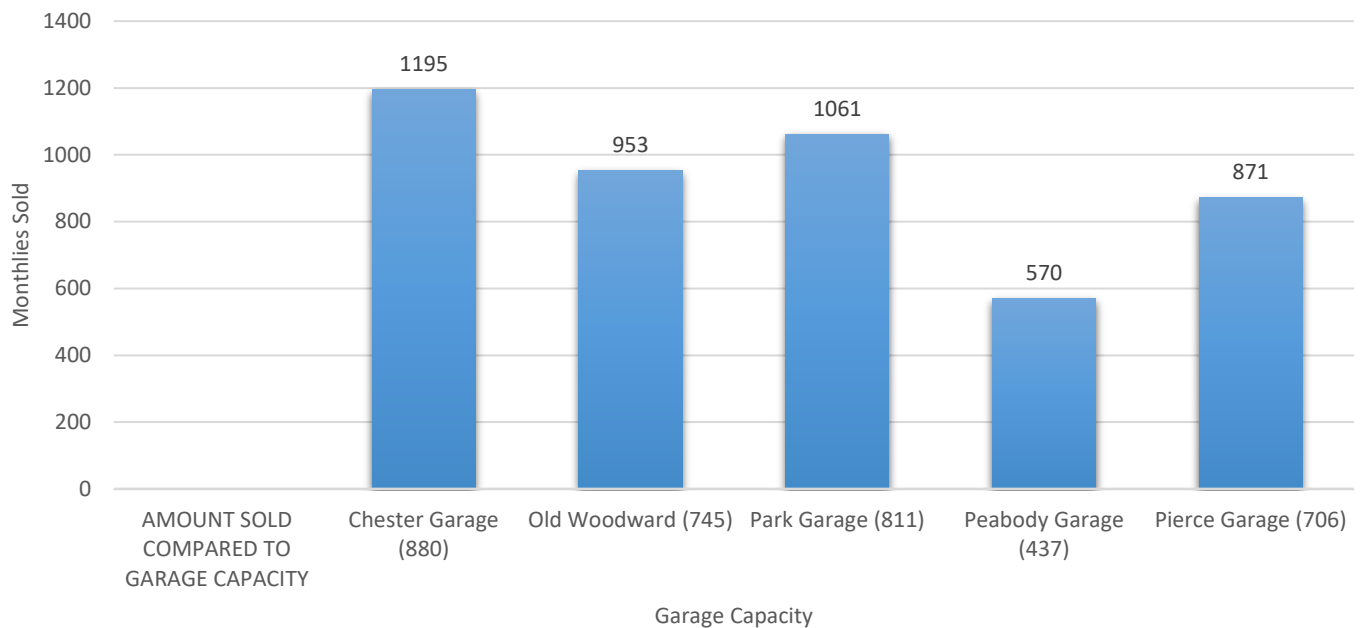
DECEMBER 2024 METER REVENUE



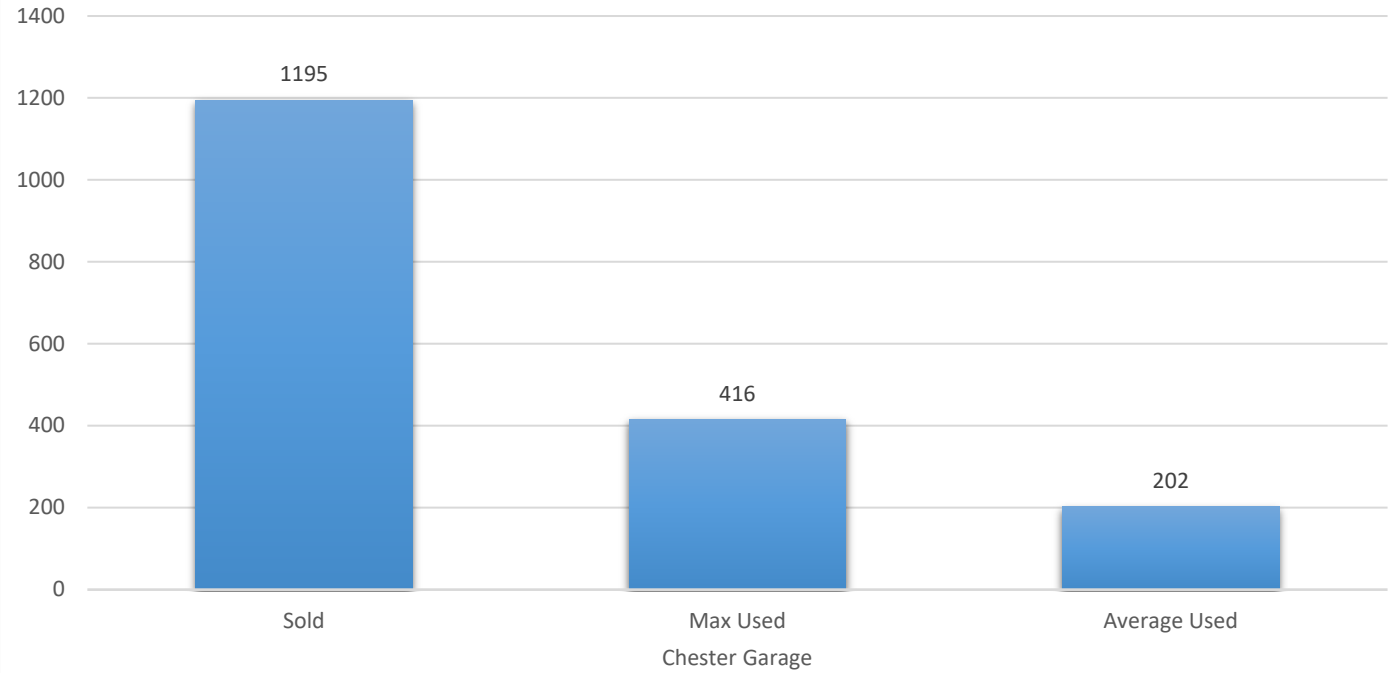
DECEMBER 2024 % MONTHLY PASSES COMPARED TO GARAGE CAPACITY



DECEMBER 2024 MONTHLY PERMITS SOLD



DECEMBER 2024 MONTHLY PASS USAGE



FREE PARKING REPORT

January 2025

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
CHESTER	4,324	1,956	\$15,406.00	45%
OLD WOODWARD	10,159	5,001	\$33,266.00	49%
PARK	16,521	7,867	\$52,330.00	48%
PEABODY	21,479	13,357	\$41,728.00	62%
PIERCE	17,832	7,067	\$70,948.00	40%
TOTALS	70,315	35,248	\$213,678.00	

Paying cars	Rate per
2,368	\$6.51
5,158	\$6.45
8,654	\$6.05
8,122	\$5.14
10,765	\$6.59

February 2025

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
CHESTER	3,443	1,439	\$14,190.00	42%
OLD WOODWARD	9,756	4,909	\$29,598.00	50%
PARK	16,321	7,745	\$50,148.00	47%
PEABODY	19,403	12,131	\$37,196.00	63%
PIERCE	17,956	7,679	\$66,588.00	43%
TOTALS	66,879	33,903	\$197,720.00	

Paying cars	Rate per
2,004	\$7.08
4,847	\$6.11
8,576	\$5.85
7,272	\$5.11
10,277	\$6.48

FEBRUARY CALL CENTER BREAKDOWN

Row Labels	City of Birmingham Michigna - All Garages
02-Credit Card Payment	76
03-Cash Payment	6
04-Invalid Ticket / Ticketless Options	37
05-Invalid Validation	18
06-Assistance On Site	4
07-Lost Ticket	48
08-Ghost Call	176
09-Vendor	20
10-Receipt	3
11-Equipment Issue	53
13-Monthly	107
14-Test Call	9
16-Network - Audio/Video Issue	96
17-Insufficient Funds	13
24-General Information	25
25-Previous Call Vend	6
(blank)	11
Grand Total	708

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Start
02-Credit Card Payment	4
03-Cash Payment	1
05-Invalid Validation	1
06-Assistance On Site	1
07-Lost Ticket	4
08-Ghost Call	16
10-Receipt	2
11-Equipment Issue	1
13-Monthly	11
14-Test Call	2
16-Network - Audio/Video Issue	4
17-Insufficient Funds	2
(blank)	1
Grand Total	50

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Start
02-Credit Card Payment	8
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	7
05-Invalid Validation	5
07-Lost Ticket	6
08-Ghost Call	31
09-Vendor	19
11-Equipment Issue	2
13-Monthly	25
16-Network - Audio/Video Issue	15
17-Insufficient Funds	2
24-General Information	5
25-Previous Call Vend	2
(blank)	9
Grand Total	137

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Start
02-Credit Card Payment	20
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	8
05-Invalid Validation	9
06-Assistance On Site	2
07-Lost Ticket	12
08-Ghost Call	45
09-Vendor	1
11-Equipment Issue	29
13-Monthly	22
14-Test Call	2
16-Network - Audio/Video Issue	15
24-General Information	2
25-Previous Call Vend	1
Grand Total	170

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Start
02-Credit Card Payment	11
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	6
05-Invalid Validation	2
06-Assistance On Site	1
07-Lost Ticket	12
08-Ghost Call	17
10-Receipt	1
11-Equipment Issue	7
13-Monthly	16
16-Network - Audio/Video Issue	14
17-Insufficient Funds	2
24-General Information	5
Grand Total	96

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Start
02-Credit Card Payment	33
04-Invalid Ticket / Ticketless Options	16
05-Invalid Validation	1
07-Lost Ticket	14
08-Ghost Call	67
11-Equipment Issue	14
13-Monthly	33
14-Test Call	5
16-Network - Audio/Video Issue	48
17-Insufficient Funds	7
24-General Information	13
25-Previous Call Vend	3
(blank)	1
Grand Total	255

GL NUMBER	DESCRIPTION	ACTIVITY FOR	ACTIVITY FOR
		MONTH 11/30/2024	MONTH 11/30/2023
Fund 514.1 - AUTOMOBILE PARKING SYSTEM			
Revenues			
Dept 000.000			
514.1-000.000-400.0000	APPROP FUND BAL/RET EARN	0.00	0.00
514.1-000.000-652.0001	DECK 1 - PIERCE MONTHLY	72,904.00	154,648.30
514.1-000.000-652.0002	DECK 3 - PARK MONTHLY	110,529.00	151,685.25
514.1-000.000-652.0003	DECK 4 - PEABODY MONTHLY	61,626.00	90,938.20
514.1-000.000-652.0004	DECK 5 - NORTH WOODWARD MONTHL	77,040.00	114,268.20
514.1-000.000-652.0007	DECK 8 - CHESTER MONTHLY	78,506.00	92,521.25
514.1-000.000-652.0009	METER COLLECTIONS COIN	30,020.66	30,678.63
514.1-000.000-652.0010	LOT 6 PERMIT FEES	1,080.00	13,972.54
514.1-000.000-652.0011	FORFEITED CARD DEPOSITS	0.00	0.00
514.1-000.000-652.0012	METER CARD COLLECTIONS	0.00	0.00
514.1-000.000-652.0013	VALET PARKING FEES	5,728.00	0.00
514.1-000.000-652.0014	N OLD WDWRD DUNCAN METERS	0.00	0.00
514.1-000.000-652.0015	METER BAG RENTAL FEES	1,408.00	2,052.00
514.1-000.000-652.0016	PARKMOBILE MONTHLY REVENUE	94,207.25	83,069.00
514.1-000.000-652.0017	PARKMOBILE ANNUAL REVENUE	0.00	0.00
514.1-000.000-652.0018	PREPAID PARKING IN CARD	0.00	0.00
514.1-000.000-652.0019	METER REVENUES - CREDIT CARD	47,490.56	44,542.97
514.1-000.000-652.0021	OUTDOOR DINING PLATFORM F	0.00	0.00
514.1-000.000-652.1001	DECK 1 - PIERCE TRANSIENT	71,734.00	55,572.00
514.1-000.000-652.1002	DECK 3 - PARK TRANSIENT	30,140.00	25,420.00
514.1-000.000-652.1003	DECK 4 - PEABODY TRANSIENT	29,684.40	22,024.00
514.1-000.000-652.1004	DECK 5 - NORTH WOODWARD TRANSI	19,008.00	19,120.00
514.1-000.000-652.1007	DECK 8 - CHESTER TRANSIENT	11,464.00	8,952.00
514.1-000.000-665.0001	INVESTMENT INCOME	(2,326.13)	71,125.77
514.1-000.000-665.0006	OTHER INTEREST INCOME	0.00	0.00
514.1-000.000-671.0000	LEASE PAYMENTS	0.00	0.00
514.1-000.000-673.0000	SALE OF EQUIPMENT	0.00	0.00
514.1-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	0.00
514.1-000.000-684.0001	320 MARTIN PARKING REIMBURSEME	0.00	0.00
Total Dept 000.000		740,243.74	980,590.11
TOTAL REVENUES		740,243.74	980,590.11
Fund 514.1 - AUTOMOBILE PARKING SYSTEM:			
TOTAL REVENUES		740,243.74	980,590.11
TOTAL REVENUES - ALL FUNDS		740,243.74	980,590.11