

**ADVISORY PARKING COMMITTEE**  
**Wednesday, June 4th, 2025 @ 7:30am**

1. Roll Call
2. Approval of Minutes, May 7, 2025
3. Parking Reports Review
4. Park Garage Monthly Parking Rate – Open Discussion
5. Meeting open to the public for items not on the agenda
6. Next Meeting – July 9th, 2025
7. 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 May 7, 2025**  
151 Martin Street, City Commission Room, Birmingham, MI

**Minutes**

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

1. Roll Call

**Present:** Chair Kevin Kozlowski; Committee Members Michelle Moody, Michele Taddei, Lisa Silverman

**Absent:** Vice Chair Jim Arpin; Alternate Committee Members Bill Kolb, Mary-Claire Petcoff

**Staff:** Parking Systems Manager Ford; Assistant City Manager Clemence, City Transcriptionist Eichenhorn, Parking Operations Manager Jay

2. Approval of Minutes – March 12, 2025

**Motion by Moody**  
**Seconded by Silverman to approve the minutes.**

**Motion carried, 4-0.**

VOICE VOTE

Yeas: Silverman, Moody, Taddei, Kozlowski

Nays: None

3. BCT Design Group Presentation – Review of Chester Garage Schematic Designs

PSM Ford introduced the item. Brian Hearn of BCT Design Group presented the item. Both answered informational questions.

During discussion, APC members made the following comments:

- These proposals would improve the usability, aesthetics, and impression of safety within Chester.
- The canopies should use a more wood-like material in order to better add a feeling of warmth to the space.
- The horizontal light fixtures at the entrances would be very beneficial.
- The awnings are well-designed. Stormwater should be directed away from the awnings.
- The light fixtures and lights should last a long time.
- There was some interest at the Commission level in using banners to announce events on the exterior of the decks.
- The shades of green in use could be modified to be more complementary to each other.
- The proposed changes to the lower level will be a significant improvement.

#### 4. Parking Reports Discussion

PSM Ford introduced the item and answered informational questions.

During discussion, APC members made the following comments:

- More contrasting colors on the reports could be helpful.
- The occupancy rates at Pierce were lower than expected.
- Pierce has increased in revenue and transient parkers since last year.
- Park has had a significant increase in monthly parkers since last year.
- The information provided in these reports was useful.
- Meter utilization would still be a helpful metric. Meter transaction frequency could also be helpful.
- The notes on the income statement were helpful.
- The cash on hand is liquid, and the Parking System fund balance is invested.

#### 5. Meeting open to the public for items not on the agenda

During discussion, APC members made the following comments:

- On-street parking remains challenging around S. Old Woodward.
- Pierce is approximately three blocks away from S. Old Woodward, and presently has a fair amount of capacity.
- New businesses in the area will be opening soon. The APC should monitor parking demand in this area once those openings occur.
- There may be a way to add a few more on-street spaces.
- Parking demand in different locations can be influenced by price and policies. It could be worthwhile to evaluate different options that could improve the user experience of the system, including encouraging monthly parkers away from, and transient parkers towards, Peabody or encouraging monthly parkers towards Chester or N. Old Woodward.
- Peabody's monthly parkers should have access to Pierce during Peabody's improvements. This will ensure monthly parkers have access to parking, and that transient parkers will still be able to access Peabody.
- Businesses near Peabody create a fair amount of demand for transient parking.
- It would be appropriate to evaluate deck pricing at the next meeting. Park would be the first deck to discuss.

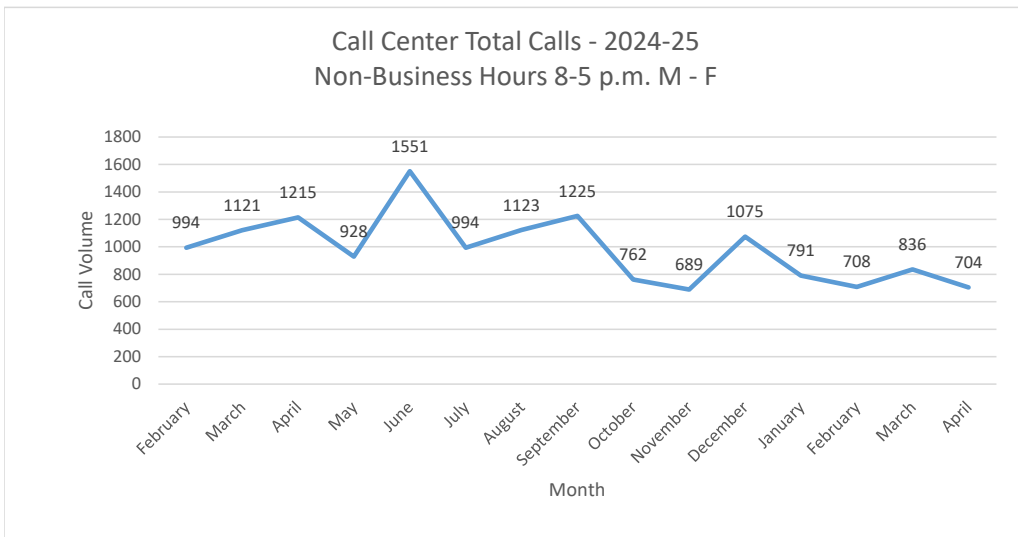
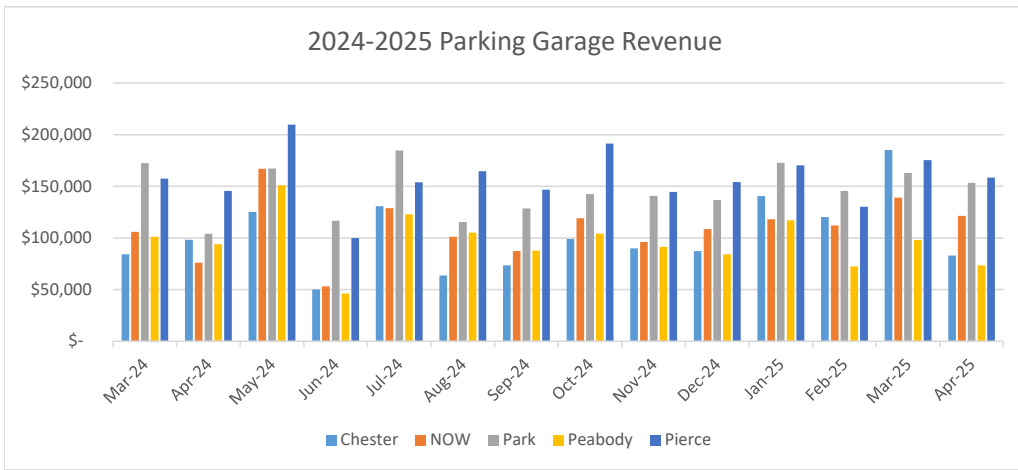
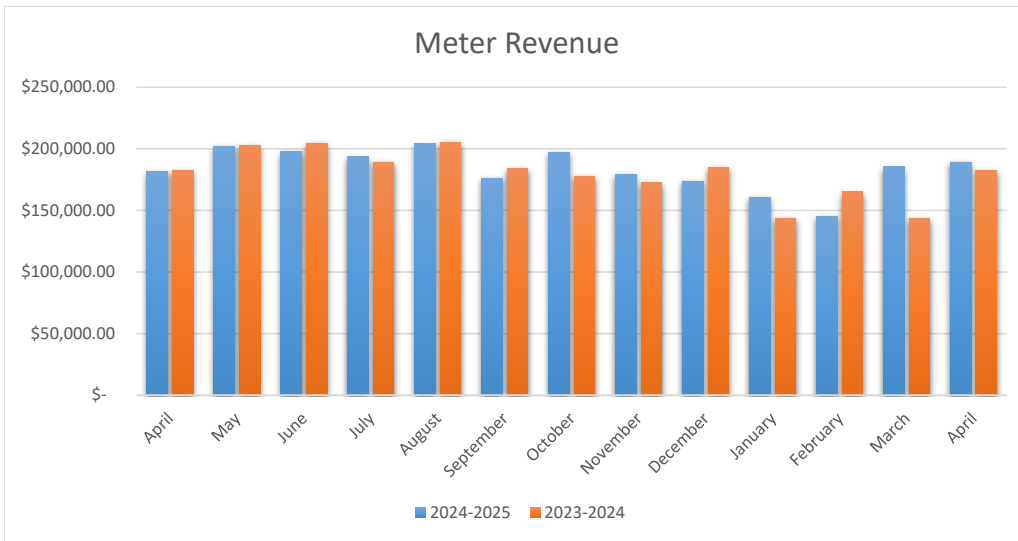
#### 6. Adjournment

No further business being evident, the meeting adjourned at 8:46 a.m.



Aaron Ford, Parking Systems Manager

Laura Eichenhorn, City Transcriptionist



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
<b>Unreserved</b>	1167	987	1047	547	807
<b>Evening</b>	7	10	8	11	25
<b>Total</b>	1174	997	1055	558	832

## April Call Center Breakdown

Total Calls By Garage		City of Birmingham - All Garages
Chester St Garage		28
Old North Woodward	167	
Park St. Garage	198	
Peabody Garage	85	
Pierce Garage	234	
<b>Grand Total</b>		<b>712</b>

Facility	City of Birmingham - All Garages
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Types of Calls	Count of Start
02-Credit Card Payment	82
03-Cash Payment	12
04-Invalid Ticket / Ticketless Options	75
05-Invalid Validation	10
06-Assistance On Site	1
07-Lost Ticket	35
08-Ghost Call	223
09-Vendor	10
10-Receipt	4
11-Equipment Issue	49
13-Monthly	92
14-Test Call	1
16-Network - Audio/Video Issue	74
17-Insufficient Funds	18
24-General Information	20
25-Previous Call Vend	3
(blank)	3
<b>Grand Total</b>	<b>712</b>

Facility	City of Birmingham Michigan - Chester St Garage
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Row Labels	Count of Start
04-Invalid Ticket / Ticketless Options	3
05-Invalid Validation	1
07-Lost Ticket	2
08-Ghost Call	7
10-Receipt	1
13-Monthly	12
16-Network - Audio/Video Issue	1
(blank)	1
<b>Grand Total</b>	<b>28</b>

Facility	City of Birmingham Michigan - Old North Woodward
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Row Labels	Count of Start
02-Credit Card Payment	12
04-Invalid Ticket / Ticketless Options	20
05-Invalid Validation	4
06-Assistance On Site	1
07-Lost Ticket	8
08-Ghost Call	53
09-Vendor	7
11-Equipment Issue	7
13-Monthly	26
16-Network - Audio/Video Issue	20
17-Insufficient Funds	2
24-General Information	5
25-Previous Call Vend	1
(blank)	1
<b>Grand Total</b>	<b>167</b>

Facility	City of Birmingham Michigan - Park St. Garage
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Row Labels	Count of Start
02-Credit Card Payment	14
03-Cash Payment	5
04-Invalid Ticket / Ticketless Options	19
05-Invalid Validation	5
07-Lost Ticket	12
08-Ghost Call	62
10-Receipt	1
11-Equipment Issue	35
13-Monthly	16
16-Network - Audio/Video Issue	21
17-Insufficient Funds	3
24-General Information	4
(blank)	1
<b>Grand Total</b>	<b>198</b>

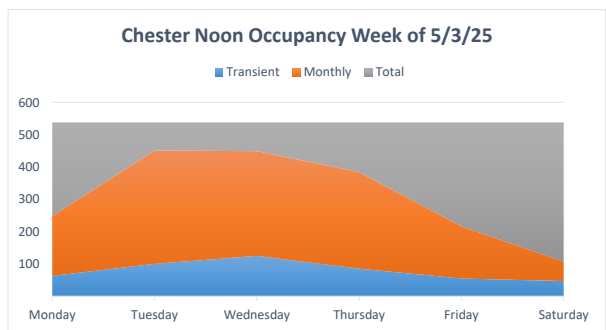
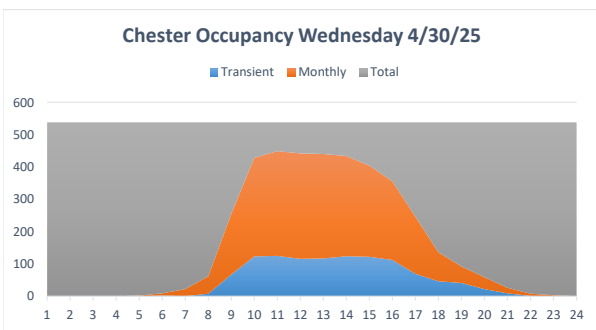
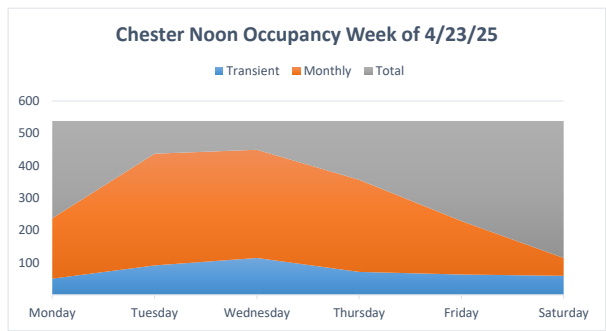
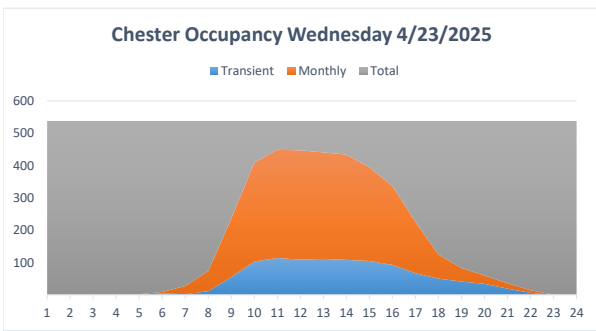
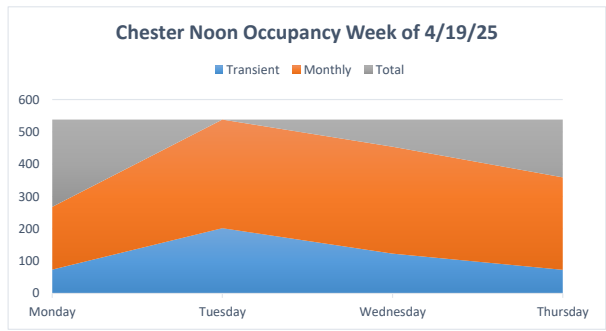
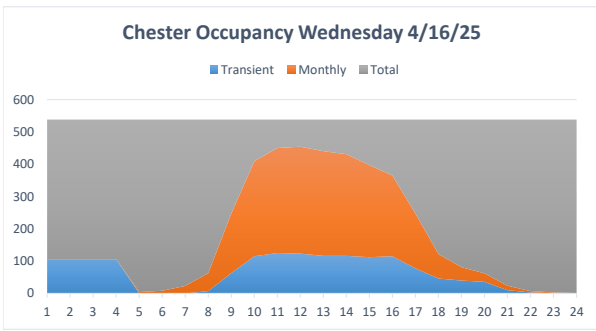
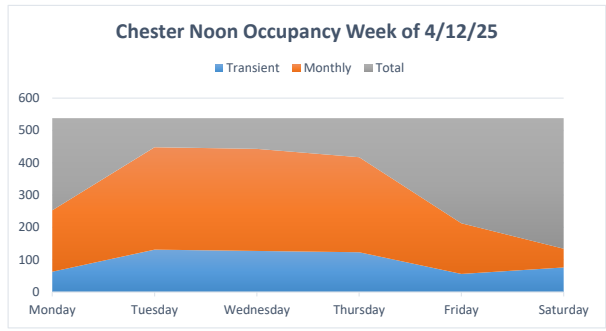
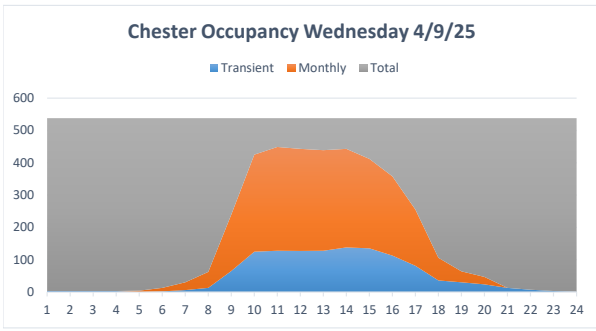
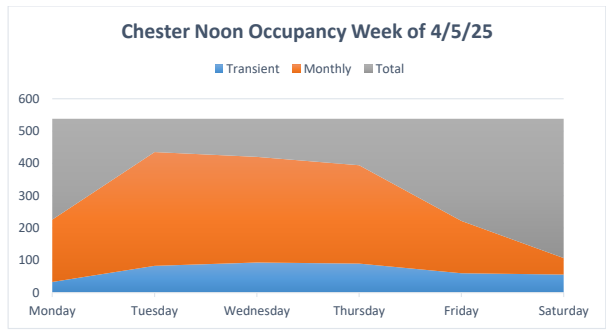
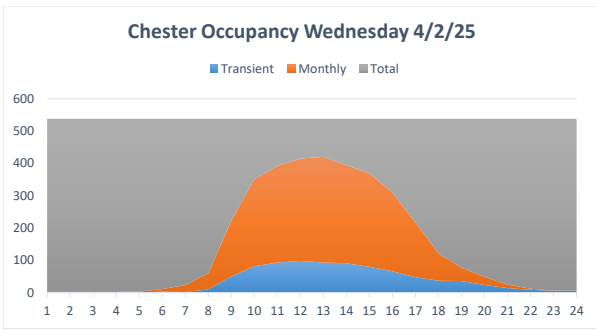
Facility	City of Birmingham Michigan - Peabody Garage
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Row Labels	Count of Start
02-Credit Card Payment	13
03-Cash Payment	3
04-Invalid Ticket / Ticketless Options	10
07-Lost Ticket	3
08-Ghost Call	23
11-Equipment Issue	2
13-Monthly	14
16-Network - Audio/Video Issue	7
17-Insufficient Funds	4
24-General Information	6
<b>Grand Total</b>	<b>85</b>

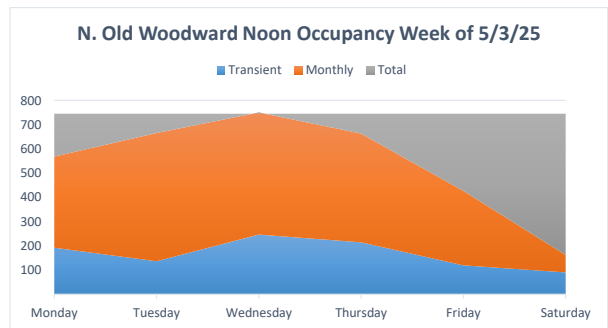
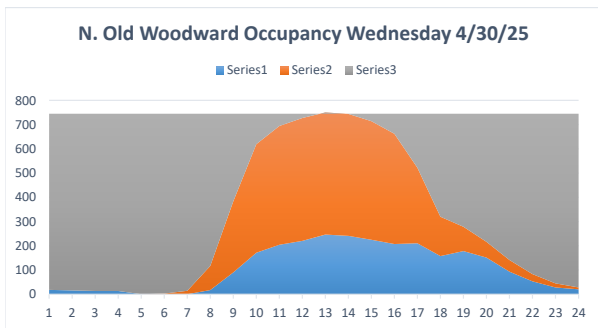
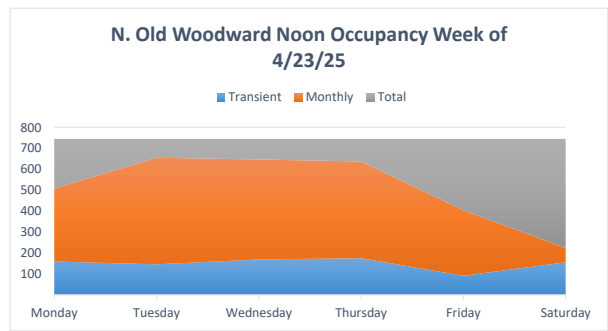
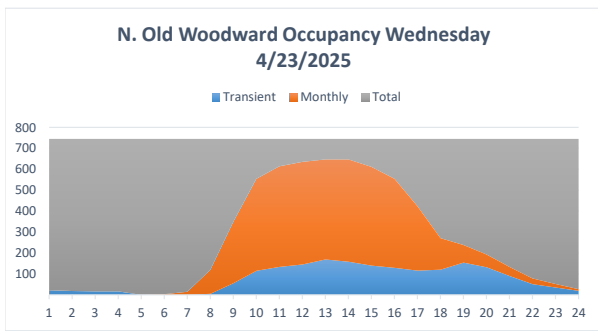
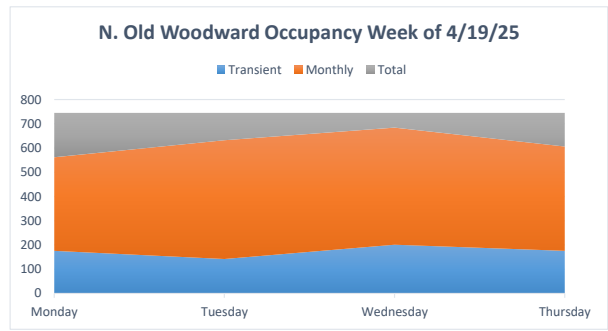
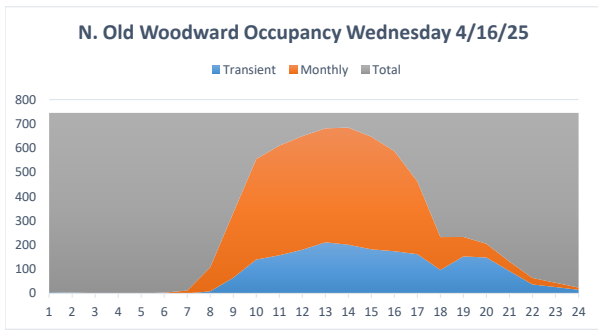
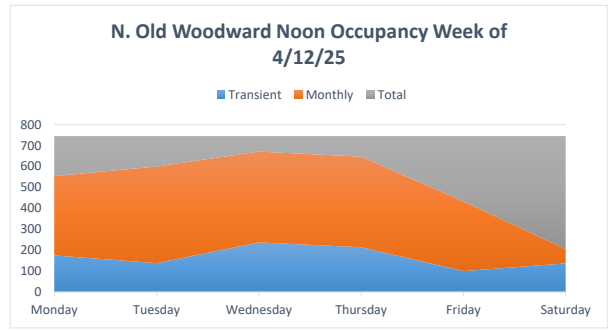
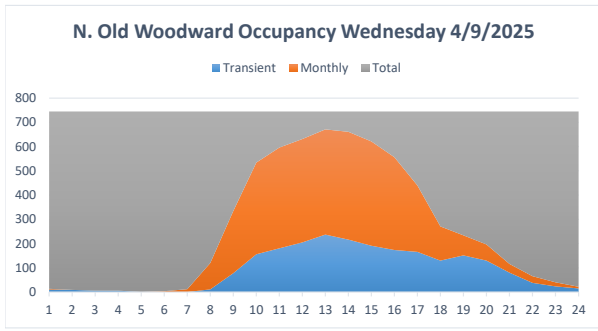
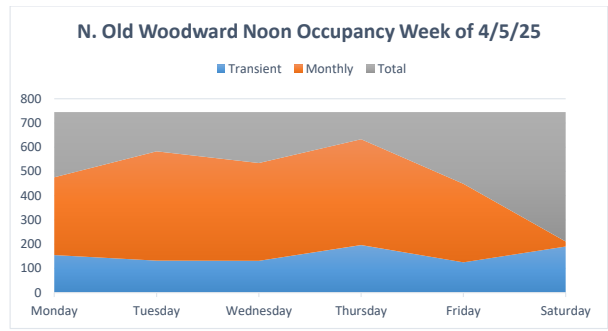
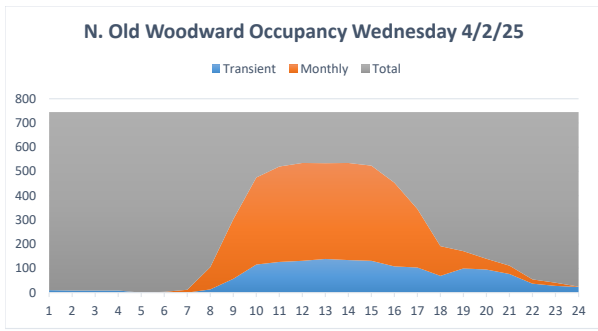
Facility	City of Birmingham Michigan - Pierce Garage
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Row Labels	Count of Start
02-Credit Card Payment	43
03-Cash Payment	4
04-Invalid Ticket / Ticketless Options	23
07-Lost Ticket	10
08-Ghost Call	78
09-Vendor	3
10-Receipt	2
11-Equipment Issue	5
13-Monthly	24
14-Test Call	1
16-Network - Audio/Video Issue	25
17-Insufficient Funds	9
24-General Information	5
25-Previous Call Vend	2
<b>Grand Total</b>	<b>234</b>

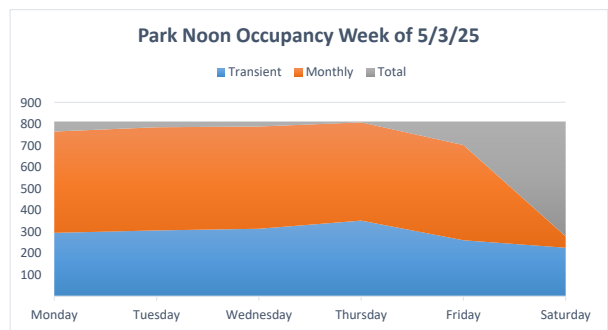
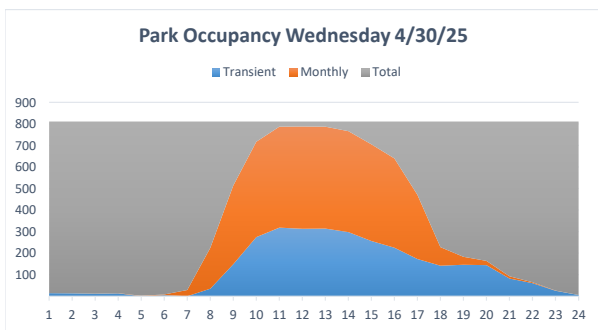
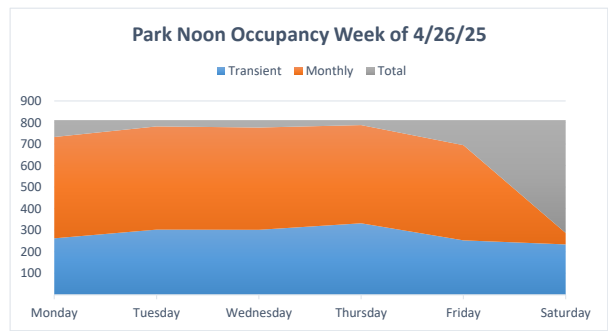
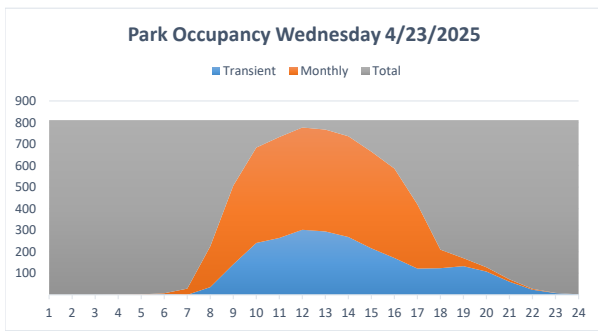
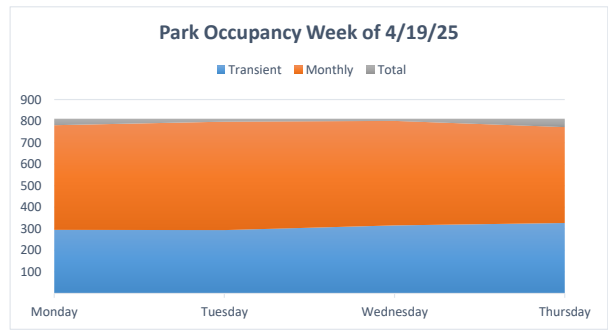
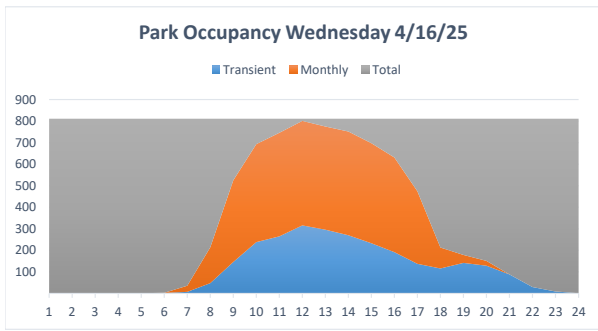
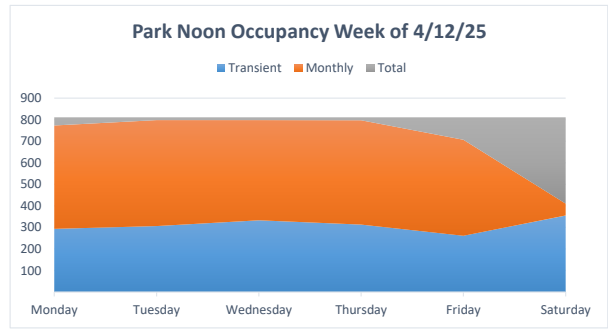
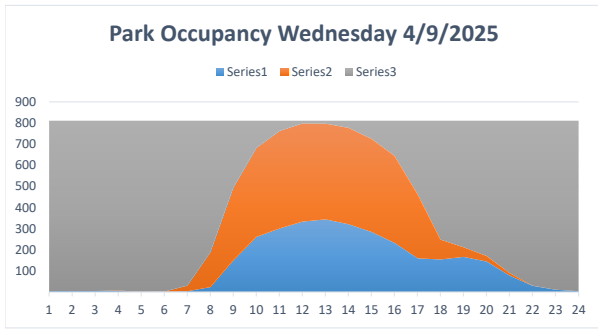
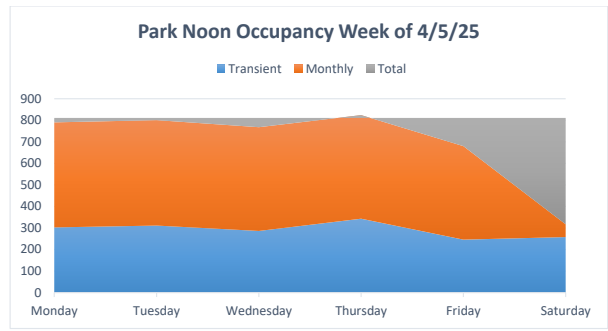
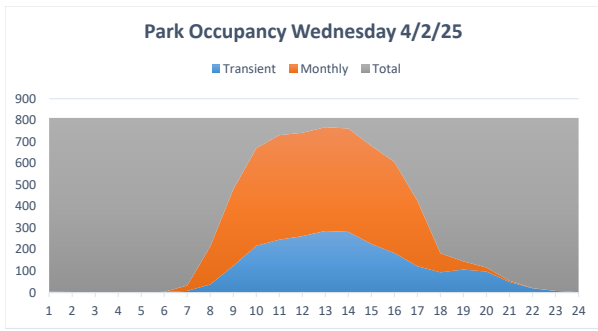
# April Chester Charts



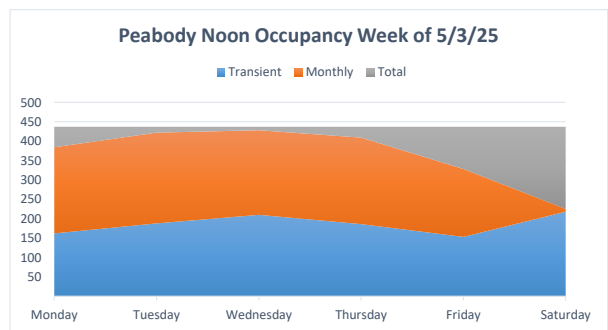
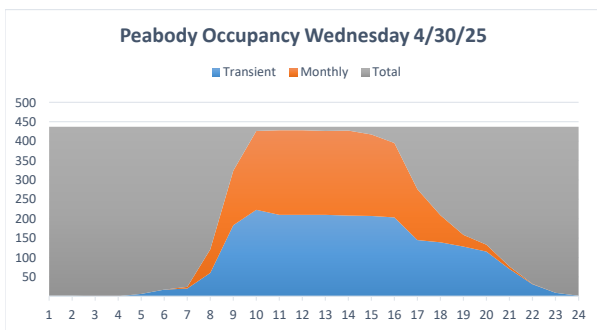
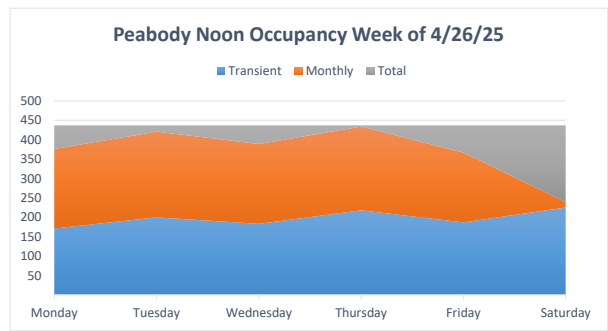
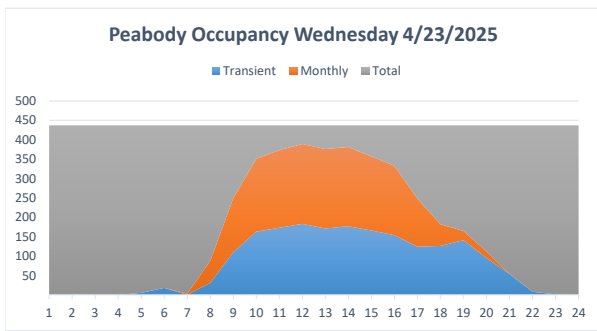
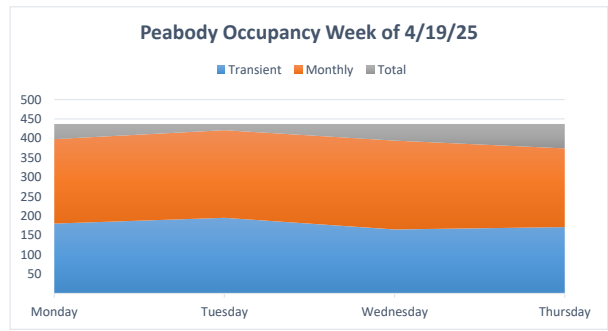
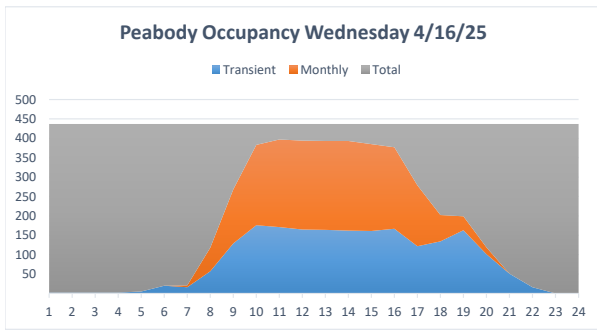
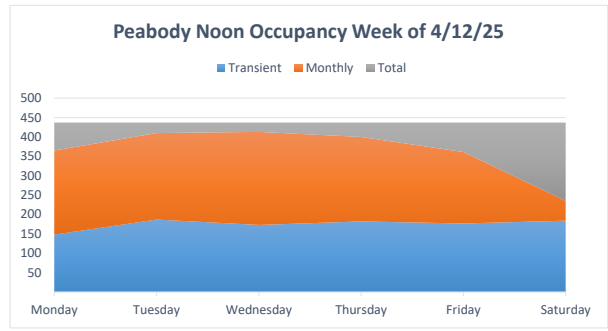
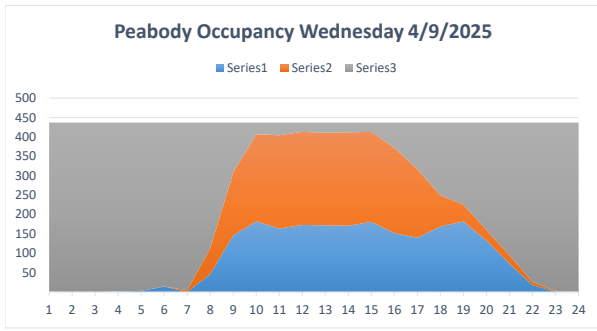
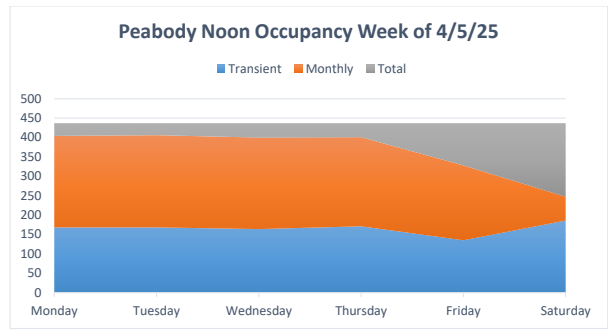
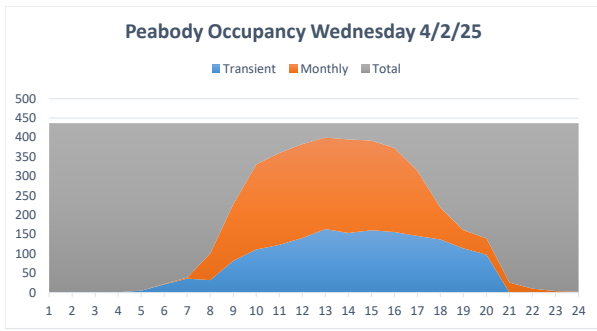
# N. Old Woodward Garage April Charts



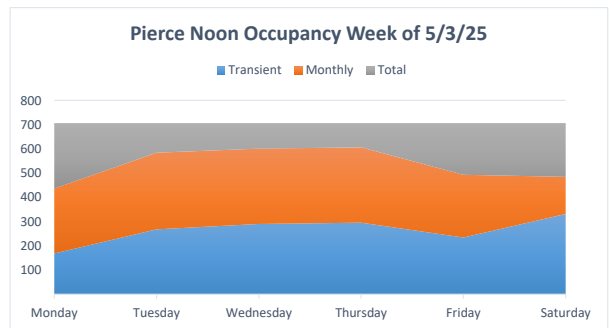
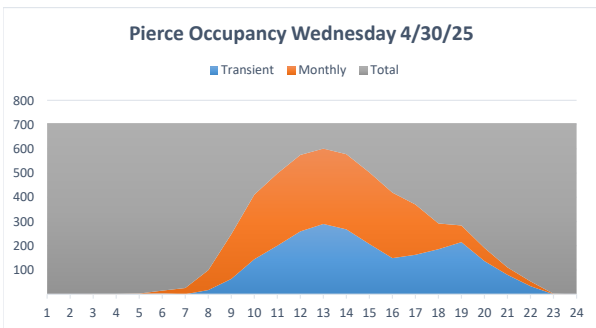
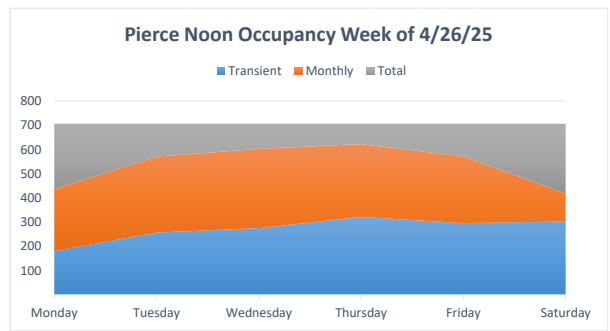
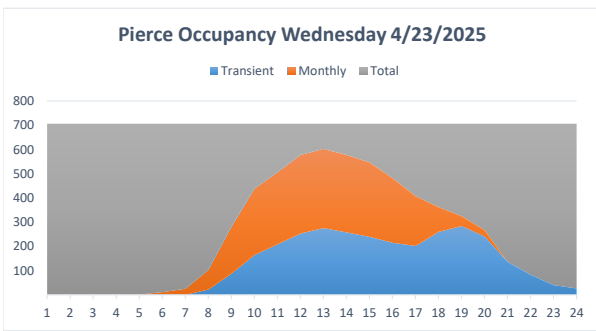
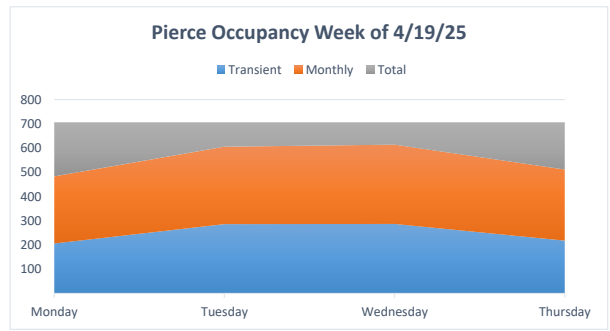
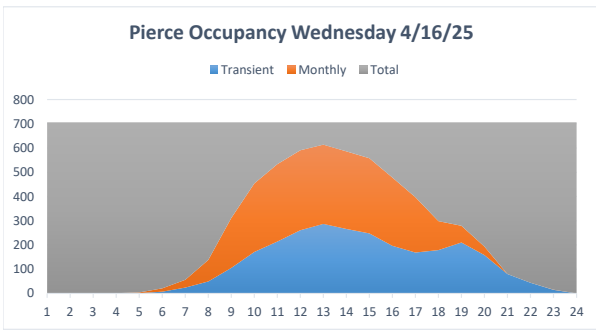
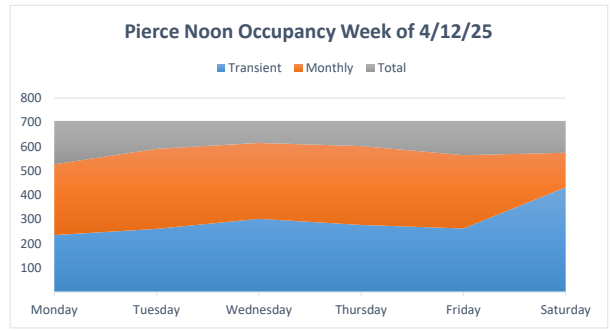
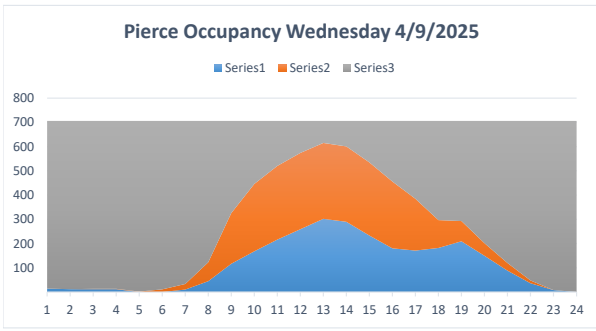
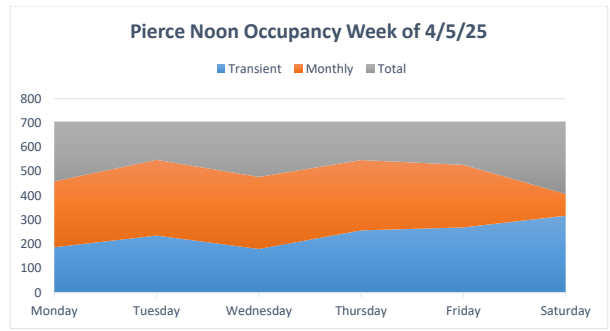
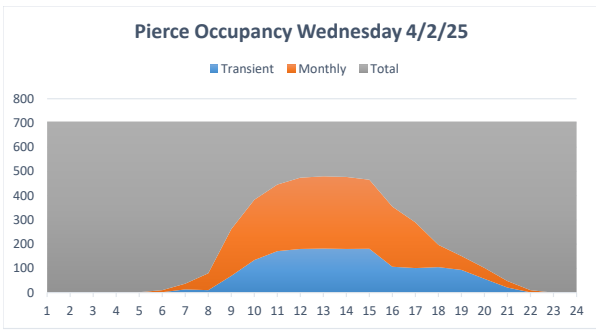
# April Park Garage Charts



# April Peabody Charts



# April Pierce Charts



# FREE PARKING REPORT

## March 2025

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,839	2,397	\$15,824.00	50%
OLD WOODWARD	13,808	7,171	\$40,594.00	52%
PARK	20,242	9,758	\$63,138.00	48%
PEABODY	22,585	14,227	\$42,049.00	63%
PIERCE	22,232	9,650	\$81,114.00	43%
<b>TOTALS</b>	<b>83,706</b>	<b>43,203</b>	<b>\$242,719.00</b>	

Paying cars	Rate per
2,442	\$6.48
6,637	\$6.12
10,484	\$6.02
8,358	\$5.03
12,582	\$6.45
	<b>\$6.02</b>

## April 2025

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	5,147	2,413	\$18,500.00	47%
OLD WOODWARD	13,967	7,253	\$41,598.00	52%
PARK	21,897	10,071	\$65,698.00	46%
PEABODY	20,766	12,756	\$44,838.00	61%
PIERCE	22,235	9,884	\$78,566.00	44%
<b>TOTALS</b>	<b>84,012</b>	<b>42,377</b>	<b>\$249,200.00</b>	

Paying cars	Rate per
2,734	\$6.77
6,714	\$6.20
11,826	\$5.56
8,010	\$5.60
12,351	\$6.36
	<b>\$6.10</b>

**REVENUE**

	Current Month	Current Month Prio Year	Notes
<b>Chester Garage</b>			
Monthly (\$70.00)	\$ 71,950.00	\$ 73,980.00	Information is pulled from monthly parking software not City Finance system Revenue from the kiosks in the garage as well as validations
Transient	\$ 18,764.00	\$ 12,778.00	
Subtotal	\$ 90,714.00	\$ 86,758.00	
<b>N. Old Woodward Garage</b>			
Monthly (\$90.00)	\$ 83,020.00	\$ 63,070.00	Information is pulled from monthly parking software not City Finance system Revenue from the kiosks in the garage as well as validations
Transient	\$ 42,312.00	\$ 21,904.00	
Subtotal	\$ 125,332.00	\$ 84,974.00	
<b>Park Garage</b>			
Monthly (\$90.00)	\$ 87,245.00	\$ 82,855.00	Information is pulled from monthly parking software not City Finance system Revenue from the kiosks in the garage as well as validations
Transient	\$ 66,764.00	\$ 30,324.00	
Subtotal	\$ 154,009.00	\$ 113,179.00	
<b>Peabody Garage</b>			
Monthly (\$90.00)	\$ 42,930.00	\$ 47,730.00	Information is pulled from monthly parking software not City Finance system Revenue from the kiosks in the garage as well as validations
Transient	\$ 46,294.00	\$ 25,208.00	
Subtotal	\$ 89,224.00	\$ 72,938.00	
<b>Pierce Garage</b>			
Monthly (\$100.00)	\$ 71,200.00	\$ 92,150.00	Information is pulled from monthly parking software not City Finance system Revenue from the kiosks in the garage as well as validations
Transient	\$ 81,418.00	\$ 66,732.00	
Subtotal	\$ 152,618.00	\$ 158,882.00	
<b>Total Garage Revenue</b>	\$ 611,897.00	\$ 516,731.00	
Meters - Coins	\$ 40,608.00	\$ 43,788.00	
Meters - Credit Card	\$ 58,224.00	\$ 51,841.00	
Meters - ParkMobile	\$ 90,254.00	\$ 87,120.00	
<b>Meter Revenue</b>	\$ 189,086.00	\$ 182,749.00	
<b>Hantag Permits</b>	\$ 15,940.00	\$ 41,295.00	Sold quarterly.
<b>Total Revenue</b>	\$ 816,923.00	\$ 740,775.00	
Cash and Invements (Cash on hand)	\$ 40,751,677.00	\$ 32,962,490.00	
APS Fund Balance	\$ 53,773,766.00	\$ 47,022,828.00	

**EXPENSES**

	Current Month	Current Month Prio Year	Notes
<b>Meter</b>	\$ 17,102.00	\$ 23,179.00	Includes the labor for two meter shop employees
<b>General &amp; Admin</b>	\$ 71,174.00	\$ 55,166.00	2025 includes credit card processing fees, which were previously allocated elsewhere
<b>Chester</b>	\$ 59,302.00	\$ 41,146.00	2025 higher due to ongoing repair project
<b>N. Old Woodward</b>	\$ 4,855.00	\$ 27,371.00	2024 was higher due to WJE engineering fees
<b>Park</b>	\$ 5,035.00	\$ 33,202.00	2024 was higher due to WJE engineering fees
<b>Peabody</b>	\$ 4,008.00	\$ 29,110.00	2024 buildings was higher due to WJE engineering fees
<b>Pierce</b>	\$ 5,784.00	\$ 29,354.00	2025 buildings was higher due to WJE engineering fees
<b>Lot 6</b>	\$ 1,246.00	\$ 3,778.00	Bought new hangtags in 2024 in this month
<b>Other (Lot 7, 9, 10, 11)</b>	\$ 711.00	\$ 1,495.00	
<b>Total Expenses</b>	\$ 169,217.00	\$ 243,801.00	