

**Advisory Parking Committee
Meeting of June 4, 2025**

151 Martin Street, City Commission Room, Birmingham, MI

These are the minutes of the Advisory Parking Committee ("APC") regular meeting held on June 4, 2025. The meeting was called to order at 7:30 a.m.

1. Roll Call

Present: Vice Chair Jim Arpin; Committee Members Michelle Moody, Michele Taddei, Lisa Silverman

Absent: Chair Kevin Kozlowski; 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 – May 7, 2025

**Motion by Arpin
Seconded by Silverman to approve.**

Motion carried, 4-0.

VOICE VOTE

Yeas: Arpin, Silverman, Moody, Taddei

Nays: None

3. Parking Reports Review

PSM Ford presented the item and answered informational questions.

During discussion, APC members made the following comments:

- Accepting coins in the parking meters still remains profitable.
- Putting N. Old Woodward, Park, and Pierce next to each other in the monthly garage revenue graph might be helpful.
- N. Old Woodward Garage April Charts, and the similar charts for the other garages, should have 'Occupancy' added after 'Garage'.
- N. Old Woodward has a fair number of monthly parkers, and as the weather gets warmer it is getting closer to maximum occupancy. Operating a waitlist at N. Old Woodward is presently appropriate.
- The parking system used to have too few parking spaces available for transient parkers. It is important to continue to monitor the proportion of monthly permit holders to transient parkers in order to continue to having transient parking available. It seemed that staff was managing the balance well presently.

- Pierce still has transient capacity. There have been times recently when parking was unavailable at Park. Parking at Pierce costs more. If one cannot find parking at Park, one can still likely find parking at Pierce.
- These charts are informative and useful.
- It might be good publicity for the City and the business community that the City provides approximately \$250,000 in free parking every month to users of the garages. Alternatively, it could advertise the percentage of the parking in the City that is provided at no cost to users.
- The public may not intuitively understand how the parking system is managed.
- Most of the parking funds have been reserved for future maintenance.
- The BCT plan will result in visible improvements to the structures.
- Chester's expenses are high because of the repairs.

4. Park Garage Monthly Parking Rate – Open Discussion

PSM Ford introduced the item and answered informational questions.

During discussion, APC members made the following comments:

- If the prices to park at Park increase, it will likely drive users to N. Old Woodward.
- Visitors have the perception that Park is a more desirable parking location than N. Old Woodward.
- Businesses are likely to purchase parking regardless of the costs, within reason, so their perspective on costs is less pressing.
- The monthly permit parking prices seem low. The monthly parking permit price for Park seems especially low.
- The occupancy rate at Pierce demonstrates that the monthly rate is affordable.
- If the monthly permit rate is increased, resulting in fewer dormant permits, that would decrease the number of spaces available to transient parkers.
- It might be appropriate to increase the permit prices without reissuing them once they are turned in, in order to create a few more spaces for transient parkers.
- It might be appropriate to bring all the monthly parking permit rates to \$100. It also might be appropriate to raise all the rates at once in order to not cause parking to shift between garages in unexpected ways. The rationale would be the City's investment in improving the parking system.
- Alternatively, monthly permit prices at Park and Pierce should remain more expensive than at other garages in order to keep spaces for transient parkers at these higher-demand garages.
- There seemed to be two different aims being discussed: keeping parking open for the monthly parkers, and increasing revenue to fund enhancements. There needs to be clarity on the desired outcome.
- It is possible that even if the monthly parking permits are decreased at Park and Pierce, people employed in the City will just pay the daily rate to park in those garages.
- There is not data on whether transient parkers tend to be people coming into the downtown to shop, or whether they tend to be employees without monthly passes.
- The parking composition in Park and Pierce could be modified by disallowing all-day parking throughout more of those garages.
- It would be useful to have data on how often Park is reaching maximum occupancy. If it is frequent, the number of monthly parking permits should be re-evaluated.

- If the monthly permit pass rates are changed, the appropriateness of changing the transient parking rates should be determined.
- Some of these changes could direct monthly parkers to Chester.
- Rates could also be increased in order to save funds to build more parking in the future. The need for potential increased or new parking facilities should be part of the conversation on whether to raise rates.
- The parking system does not have a five-year plan for intended construction work.
- A combination of the current repair plans from WJE plus the BCT Design changes would essentially amount to a five year plan.
- It would be helpful to have the estimated costs for those projects.
- It would be difficult to get useful data about how rate changes affected occupancy compositions because of how the Covid-19 pandemic impacted parking utilization.
- There may be an argument for increasing the rates higher at Peabody because of the lack of movement on the waitlist.

It was determined discussion would continue at the next meeting.

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

During discussion, APC members made the following comments:

- The most impactful changes planned by BCT Design would be the ones around the entries and the elevators.
- The Commission expressed concerns about cost. Getting bids for the more expensive BCT-related items would be critical for moving the project forward.
- The green painting will represent a price increase over the white because designs are involved.
- Exchanging the present lights for LED lights will lower the operating costs. LED lights also require infrequent changes.
- The design changes would be worthwhile as long as they are durable.

6. Adjournment

No further business being evident, the meeting adjourned at 8:53 a.m.

Aaron Ford, Parking Systems Manager



Laura Eichenhorn, City Transcriptionist