

..Number

241258

..Version

SUBSTITUTE 1

..Reference

240001

..Sponsor

ALD. BURGELIS AND CHAMBERS

..Title

Substitute resolution directing the Department of Public Works to study the expansion of demand-based pricing for parking meters.

..Analysis

This resolution directs the Parking Services Manager in the Department of Public Works to assess the feasibility of expanding the use of demand-based parking meter pricing in certain areas (e.g., Fiserv Forum, Maier Festival Park, Baird Center).

..Body

Whereas, The City operates parking meters near venues where special events are held and which are attended by large numbers of people; and

Whereas, Private parking lots near these same venues adjust the fees charged for parking depending on the level of demand for parking during events; and

Whereas, The rates charged at City parking meters may be less than those charged at adjacent private parking lots; and

Whereas, The parking meter technology used by the City allows for dynamic adjustment of the rates charged during special events; and

Whereas, The 2025 Budget was adopted by Common Council File Number 240001 on November 8, 2024; and

Whereas, Amendment 44 placed a footnote in the 2025 Budget directing the Parking Services Manager to assess the feasibility of expanding demand-based pricing in certain areas (e.g., Fiserv Forum, Maier Festival Park, Baird Center); now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Parking Services Manager in the Department of Public Works is directed to assess the feasibility of expanding demand-based pricing for the parking meters located near special event venues; and, be it

Further Resolved, That the Parking Services Manager shall present the findings of this assessment to the Common Council within 90 days of adoption of this resolution.

..Requestor

..Drafter
LRB180332-2
Dave Gelting
2/13/2025