

Expanding Demand-Based Meter Pricing Analysis

Summary Request: A substitute resolution (241258) was issued requiring the Department of Public Works (DPW) to study the expansion of demand-based meter pricing for large-event venues.

Current Practices: The City of Milwaukee utilizes demand-based pricing for events at the Fiserv Forum only. These events' footprint consists of 200 meters. Pricing ranges between \$2 to \$5 per hour, with the rate being determined by the rate being charged by the structure.

Meter Rate Schedule	
Structure Event Rate	Hourly Meter Rate
\$0 - \$20	\$3
\$25 - \$35	\$4
\$40 and up	\$5
No Event	\$2

The Commissioner of the Department of Public Works sets meter rates with guidance from the MCO

Revenue Generations: In 2024, the meters near the Fiserv Forum generated \$330,898, which includes both event and non-event revenues. This revenue figure does not account for events that were held on a Sunday, as Milwaukee ordinance disallows meter charges on Sundays.

Assessment of Potential Venues: DPW-Parking Services has identified the following venues as potential locations for demand-based pricing expansion:

2024 Events	
Venue	Number of Events
Maier Festival	11
Warner Theatre	79
Marcus Center for the Performing Arts	2,100
Riverside Theatre	79
Pabst Theatre	100
Baird Center	192
Panther Arena	85
Turner Hall	151
Miller High Life Theatre	50
Total Events	2,847

** Dear District venue (currently being built) will be included with the Fiserv Forum footprint*

** Not all events would warrant sufficient demand to justify demand-based pricing*

Event-Based Pricing Study: DPW-Parking Services has determined that opportunities exist to expand demand-based meter pricing. The potential revenue exceeds the associated costs (i.e., coordination and meter programming).

Next Steps: Expand demand-based meter pricing, beginning with the following steps:

- Design footprints around the identified venues.
- Analyze occupancy data for reoccurring events to identify trends and patterns.
- Coordinate with our pay-by-cell vendor (ParkMobile).
- Conduct incremental implementation. Working with one venue at a time.
- Engage and communicate with associated businesses.