

Presentation Dates:
August 20 & 24, 2026

Walker Parking Rate Study & Comprehensive Review



Purpose

- 1. KCA, Downtown Update & Downtown Bloomington, Inc. receipt of the Parking Rate Study & Comprehensive Review**
- 2. No action to be taken on any specific items from this report.**

Tasks Completed 2025

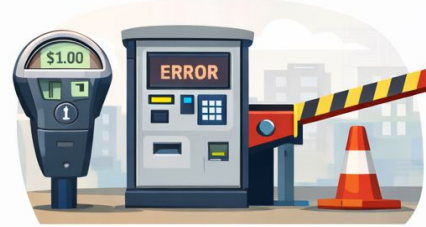
- Existing Conditions
- Financial Review
- Stakeholder Engagement
- Peer Comparisons
- Organizational & Policy Evaluation
- Operations and Technology
- Communication, Branding & Wayfinding
- Recommendations
- Implementation Action Plan



Walker Rate Study & Review Takeaways



**On-street rates too low
for turnover**



**Outdated parking
technology**



Inconsistent wayfinding



**Need for transparency
& accountability**

Walker Recommendations Categories

Organization

Policy

Operations & Technology

Communications, Branding & Wayfinding



Organization – 3 Recommendations



Centralize Citation Appeals within Parking Services

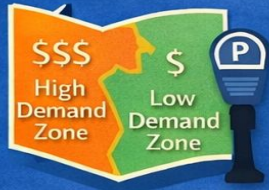


Establish a Clear Parking Services Mission Statement



Data-Driven Operations with Transparent KPIs

Policy – 3 Recommendations



Implement Zone-Based On-Street Parking Rates

- Set rates for High- and Low-Demand Areas.



Adjust Off- Street Parking Rates

- Align rates with Demand and Operations.



Reduce Paid Parking Enforcement Hours

- Limit On-Street Enforcement Times.

Recommended: 10-year rate
changes for **on-street meters**
& **surface lots**

Year	Core Zones	Adjacent Zones
Current Rate	\$1.00	\$1.00
2027	\$1.50	\$1.25
2028	\$1.50	\$1.25
2029	\$1.75	\$1.50
2030	\$1.75	\$1.50
2031	\$1.75	\$1.50
2032	\$2.00	\$1.75
2033	\$2.00	\$1.75
2034	\$2.00	\$1.75
2035	\$2.25	\$2.00
2036	\$2.25	\$2.00

Recommended: 10-year rate
changes for **hourly garage parking**
& **lost ticket fees**

Year	Garage-Hourly	Lost Ticket Fee
Current Rate	\$0.50	\$3.00
2027	\$1.00	\$8.00
2028	\$1.00	\$8.00
2029	\$1.25	\$10.00
2030	\$1.25	\$10.00
2031	\$1.25	\$10.00
2032	\$1.50	\$12.00
2033	\$1.50	\$12.00
2034	\$1.50	\$12.00
2035	\$1.75	\$14.00
2036	\$1.75	\$14.00

Figure 19: 2024 Paid at the Meter - Per Space



Using the map as a guide, the low-demand areas, or adjacent zones, are generally identified by the sections containing a mix of yellow and red dots.

In contrast, the core parking demand zone is characterized primarily by green dots, with only a limited presence of yellow and very few red dots.

This core zone forms a rectangular area bounded by Rogers Street on the west and Indiana Avenue on the east, with 7th Street serving as the northern boundary and 3rd Street as the southern boundary.

Operations & Technology – 3 Recommendations



Transition to multi-space meter pay stations using **Pay-by-Plate** for on-street parking.



► Upgrade enforcement to Mobile License Plate Recognition (LPR) technology and move to **Fully Digital Permits**



Replace existing off-street gated parking equipment

Communication, Branding & Wayfinding – 3 Recommendations



Create a recognizable
City Parking System
logo and brand identity



Develop and launch
an ongoing parking
system communications"
& marketing campaign



Install
informational
signage at
key locations

Next Steps

- Walker Consultants will present report findings to City Council on August 6th, 2026
- Input from various stakeholder groups and the administration will be collected to guide decisions on which rate and policy recommendations should be approved for changes
- Revised recommendations and proposed Title 15 code changes are presented to the Transportation Commission (TC)
- Final recommendations and Title 15 code changes are presented to City Council for approval
- Initiate Implementation Action Plan

Bloomington now has the opportunity to transform parking from a simple utility to a strategic community asset.

By **investing wisely** and **building trust**, we can create a parking system that enhances accessibility, boosts our city's vitality, and delivers real benefits to the entire community.



Fiscal Health



Better Wayfinding



Smart Parking



Vibrant Downtown



Thank
You!

