



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE

WEDNESDAY, MARCH 15, 2023 - 4:15 PM

LAKE GENEVA CITY HALL; CONF RM 2A (UPPER LEVEL)

Members:

Mayor Charlene Klein, Parking Manager Seth Elder, Trencé Paisano, Sherri Ames, Paul Hummel, Fred Gahl, and Downtown Business Improvement Executive Director Alex Binanti

AGENDA

1. Call to Order
2. Roll Call
3. Approval of the March 8, 2023 Parking Ad Hoc Committee minutes as prepared and distributed
4. Discussion regarding Remote Employee Parking with Shuttle
5. Discussion regarding Advance Parking Reservations
6. Review of Parking Study
7. Next Meeting Date & Time
8. **Adjournment**

*This is a meeting of the Parking Ad Hoc Committee.
No official City Council action will be taken; however, a quorum of the Council may be present.*

CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE MINUTES
WEDNESDAY, MARCH 8, 2023 - 4:00 PM
LAKE GENEVA CITY HALL; CONF RM 2A (UPPER LEVEL)

Members: Mayor Charlene Klein, Parking Manager Seth Elder, Trencé Paisano, Sherri Ames, Paul Hummel, Fred Gahl, and Downtown Business Improvement Executive Director Alex Binanti

Call to Order

Mayor Charlene Klein called the meeting to order at 4:00 p.m.

Roll Call/ Introduction of Members

Present: Mayor Charlene Klein, Parking Manager Seth Elder, Terence Paisano, Sherri Ames, Paul Hummel, Fred Gahl, and Downtown Business Improvement Executive Director Alex Binanti

Parking Overview

Parking revenue generates approximately \$3.3 million annually.

There are 1172 (approximated 1200) parking stalls within the paid parking zone.

Parking is enforced 10 hours per day, from 9am to 7pm.

Parking is enforced 287 days per year, 7 days a week, with no exceptions for holidays from February 1 to November 14.

Parking rates are \$2 per hour Mon- Thurs and \$4 per hour Fri, Sat, Sun.

Parking stalls are occupied at 28% on average annually.

Holidays, weekends, and city-wide events are 65% of occupancy and revenue.

Each parking stall generates an average of \$2,800 annually.

Ticket fine revenue is 10% of parking revenue.

Parking occupancy and revenue closely resemble a bell curve.

Goals of the Parking Ad Hoc Committee: To find long-term, sustainable parking options for the future including:

The committee discussed the general needs of the community and tourists in relation to parking and how to create equity between the two groups. No action taken.

Remote parking with shuttle

The committee discussed existing parking shuttle options and costs related to hiring during events. Discussion included what a city-funded shuttle would cost and whether it could be privatized for use. Discussion also included charging for shuttle rides per person and where remote lots would be located. No action taken.

Parking Structure

The committee discussed potential locations for a multi-level parking structure; including a previous plan for the lot on Geneva Street, alternate City-owned property, and considerations for underground parking structures to maintain City aesthetics. Discussion included involving potential private investor(s) to cover costs of construction. No action taken.

Acquisition of additional real-estate for parking lots

Parking Manager is in discussion with Cove property management to allow use of the lot off Wells Street as a shared revenue lot with potential for 100 additional parking stalls. Discussion included information relating to existing shared lots within the City. No action taken.

Employee Parking Solutions

The committee discussed options for remote parking for employee access. No action taken.

Other ideas or suggestions

Review of Special Parking Discussion Group's Ideas

Parking Manager distributed ideas and notes from the Special Parking Discussion Group (held Oct 2022 through January 2023) which was presented to the Common Council on January 19, 2023. No action taken.

Review of Parking Study

Parking Manager made available to all members of the Committee the Parking Study produced for the City in 2013.

Next Meeting Date & Time

Committee scheduled next meeting for Wednesday, March 15 at 4:15pm

Adjournment

Motion by Elder to adjourn; second by Klein. Motion carried. Meeting adjourned at 5:02pm.

DOWNTOWN PARKING STUDY NEEDS



Final Report

December, 2013



Rich & Associates, Inc.
Parking Consultants - Planners

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Appendix H – General User Survey Results

Appendix I – Beach Survey Results

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Executive Summary

The downtown Lake Geneva Parking Assessment and Recommendations is a comprehensive examination of parking needs. The goal of the report is to evaluate the use of existing parking supply and determine if the parking supply is adequate to meet current and future parking demand.

This report is an assessment of findings in Lake Geneva. Section One is an overview of the process of the parking study. Section Two is an assessment of how the existing parking is operating and how much new parking may be required based on current and anticipated future developments along with seasonal impacts from residents and tourists. Section Three is an overview of public input. Section Four is the recommendations and Section Five discusses new parking.

Background research, field work and a review of previous documents and planning reports were undertaken. The following documents were provided to Rich & Associates, Inc. by Lake Geneva.

- Southeastern Wisconsin Regional Planning Commission Memorandum Report No 106, City of Lake Geneva Central Area Parking Study, 12.08.1995
- City of Lake Geneva Zoning Ordinance, May 2010
- City of Lake Geneva Comprehensive Master Plan, August 30, 2011

The process consisted of a two part analysis. The first part of the analysis included a determination of the parking demand by block based on the provided building inventory and calculated parking generation factors per 1,000 square feet of gross floor space. The demand was compared to the available supply and the resulting surplus or deficit determined on a block-by-block basis.

The second part of the analysis involved comparing the parking surplus and deficit patterns to the observed conditions as determined by the turnover and occupancy data. This comparison offered a benchmark, by which the surplus and deficit data was calibrated.

Parking Supply

The following table summarizes the existing parking supply in the study area. There are a total of 3,122 parking spaces in the study area. Of these spaces 1,251 are on-street spaces, 598 are off-street public spaces, and 1,273 are off-street private spaces.

Public On-Street Totals =	1,251	(40%)
Public Off-Street Totals =	598	(19%)
Public Parking Totals =	1,849	(59%)
Private Parking Totals =	1,273	(41%)
Total Parking in Study Area =	3,122	

Lake Geneva manages and controls 59 percent of the parking in the study area. Based on Rich & Associates experience and best practices, we have found that to successfully manage municipal parking it is preferable that the municipality have control of at least 50 percent of the parking supply. This allows the municipality to effectively manage parking in terms of allocation, changing demand, market pricing, and allows the parking to be enforced with greater efficiency. Lake Geneva meets this benchmark.

Turnover and Occupancy Study

Fieldwork for the study included a turnover and occupancy study conducted by Rich & Associates' staff. This study involved an examination of on-street and off-street parking occupancies and vehicle movements encompassing both daytime and evening hours during peak season and off peak season. The occupancy studies occurred on a Thursday and Saturday both in May and July.

- Thursday May 16, 2013 9:00 AM – 9:00 PM
- Saturday May 18, 2013 9:00 AM – 9:00 PM
- Thursday July 18, 2013 9:00 AM – 9:00 PM
- Saturday July 20, 2013 9:00 AM – 9:00 PM

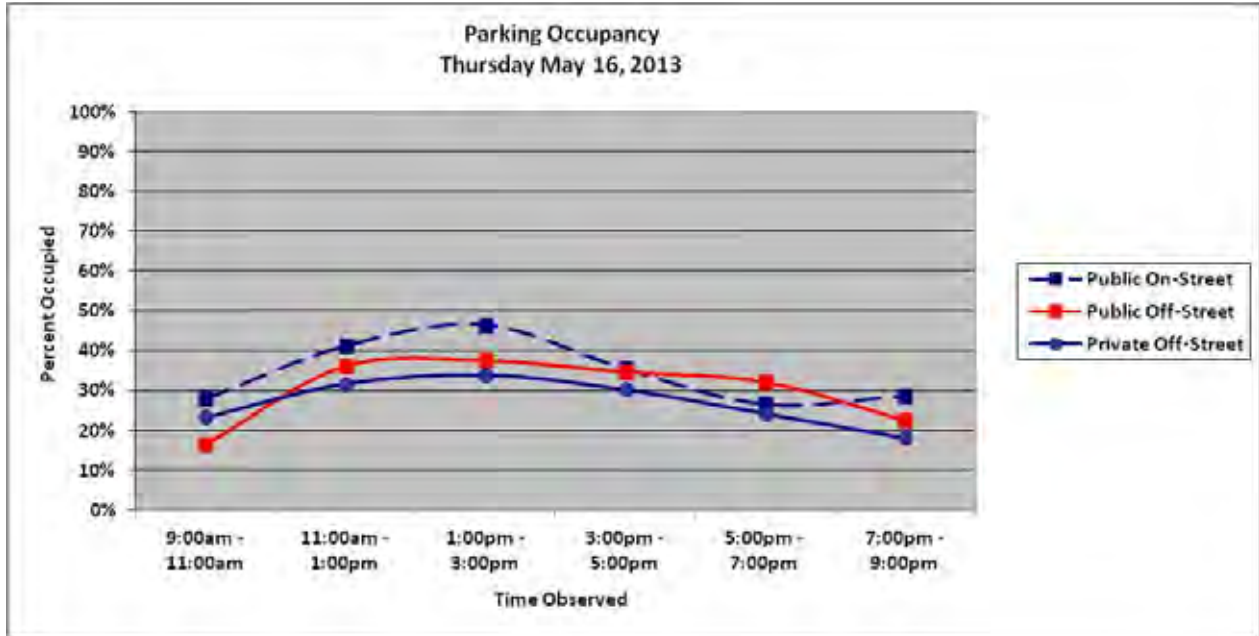
The turnover and occupancy analysis was completed to gain an understanding of how parking was being utilized in the study area. These days chosen represent a typical weekday and weekend providing a base line for the analysis, along with a peak weekday and weekend.

Turnover Observations:

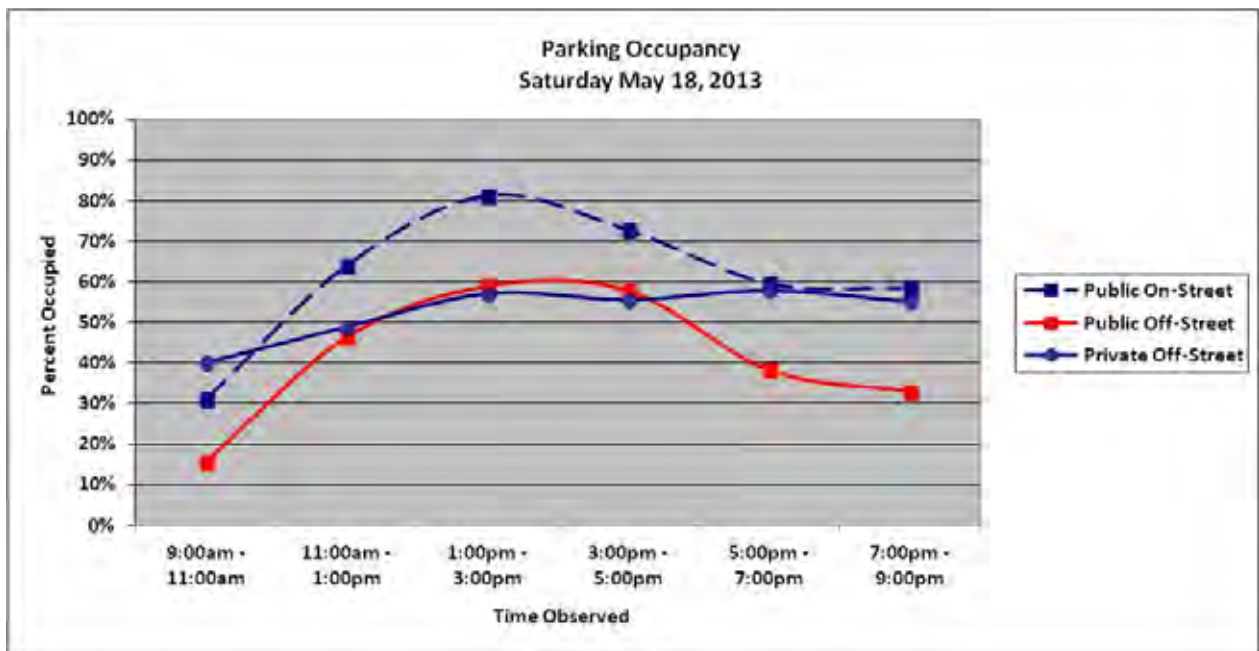
- The majority of vehicles for all four counts (66% and greater) parked in a space for two hours or less.
- The turnover rate was closer to 4.0 for three of the four counts.
- Less than one percent of vehicles remained between 8 and 12 hours in the same parking space.

Occupancy Results

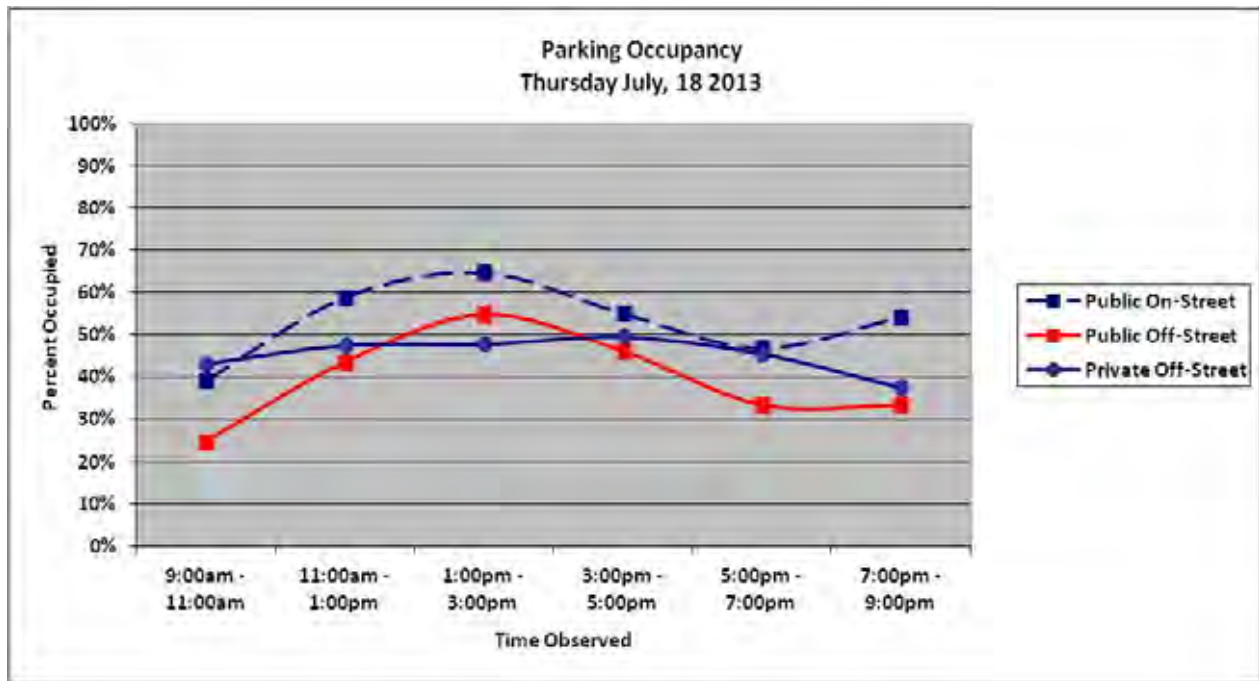
May 16



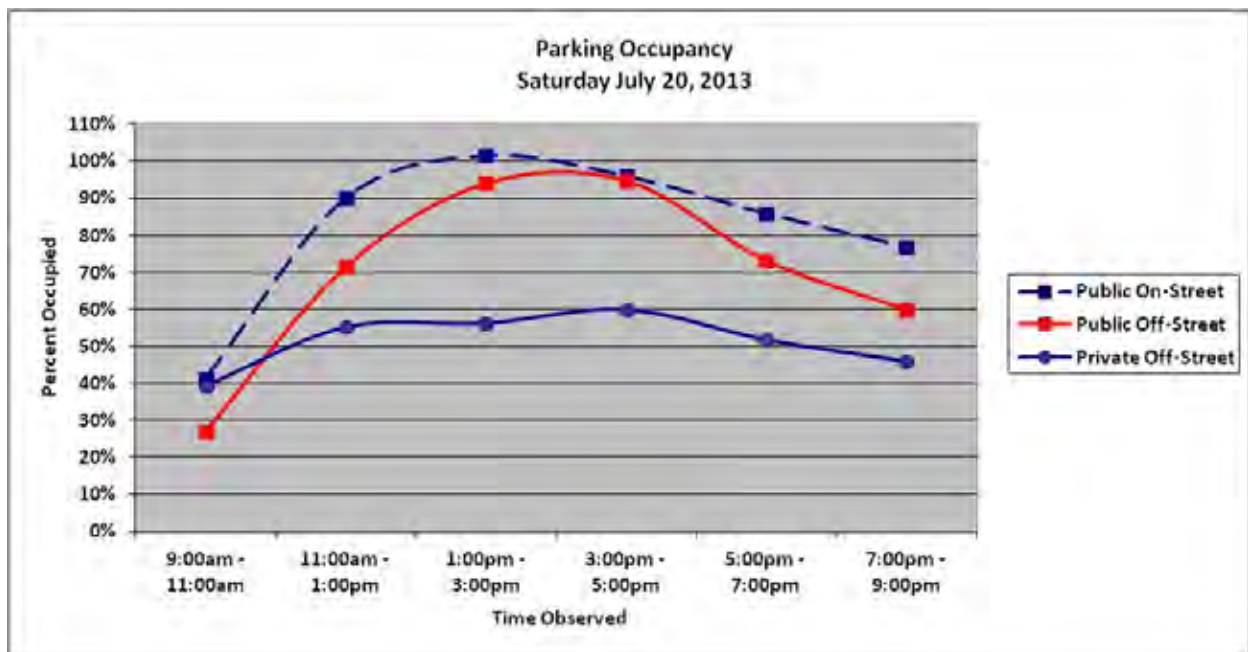
May 18



July 18



July 20



A point to consider regarding the parking supply and occupancy results is that motorists in general perceive off-street spaces with occupancies greater than 85 percent to be at capacity. When this occurs, motorists will begin to re-circulate to seek more parking, adding to traffic congestion and the drivers' perception that there is no parking available in the downtown.

Parking Demand

The study analyzed how many parking stalls are needed to serve land uses in Lake Geneva. The amount of parking needed was derived from several sources; surveys of businesses, building inventory provided by Lake Geneva, Rich & Associates' models from other communities and from resources such as the Institute of Transportation Engineers and the Urban Land Institute.

The work contains two levels of analysis to determine the number of parking spaces needed. First is a mathematical or hypothetical model of parking demand based on the building gross floor area. The mathematical model multiplies a parking demand generation ratio by the area of specific land uses to derive the number of spaces needed. The second is a method of using field observations to calibrate the mathematical model and help to establish projected parking spaces needed.

Peak Season Parking Demand

During peak season periods the parking system is reaching full capacity. This causes parking patrons to spill over into approximately 324 spaces in the residential areas, which are not included in the parking demand matrix as part of the parking supply. Even with the addition of 198 spaces in the school parking lots that are available for use when school is not in session, the entire parking system is full and parking begins to spill into residential parking beyond the parking study boundaries. During peak season weekdays the parking system is operating near capacity and on the weekends the parking system is operating beyond capacity.

Block 20 has the highest density without any off-street public parking which in turn creates the highest parking deficit in the downtown. This block contains several restaurants which require more parking than other types of uses. During peak season this block has a parking shortage of +/-630 spaces.

It should be noted that the peak season parking demand is driven by tourists, can be effected by economic factors and can change daily based on the weather. Many of the customer/visitors are coming to Lake Geneva for the waterfront area, specifically the beach and the boat cruises.

The current peak season deficit is -350 parking spaces which does not include the 324 residential parking spaces. If these 324 spaces were included as available supply the deficit is reduced to -26 spaces. This correlates with the observed needs within the downtown during peak times.

There is currently 37,040 square feet of vacant space in the downtown. To determine the parking demand for future scenarios this vacant space was calculated at 40 percent occupied in the five year scenario and at 80 percent occupied in the 10 year scenario. This calculation uses the mixed use parking generation ratio of 3.45 parking spaces per 1,000 square feet. The additional parking demand increases the 5 year parking deficit to -401 spaces and the 10 year parking deficit to -452 spaces.

Off Peak Season Parking Demand

During the off season months in Lake Geneva there is not a parking problem. However, there are still people who will park in the residential areas and free parking lots, especially employees taking advantage of free parking and the need to park for the entire day. In the core area, given the five hour parking limit, employees would have to move their vehicles once a day. This makes it even more beneficial to the employees to have both free parking and no time limits.

During the off season period, the study area has a surplus of 78 spaces. This surplus does not include the 324 on-street spaces in the residential areas, nor does it include the 198 spaces in the two school lots which are available only during peak season when school is not in session. The surplus does include the Dunn Field lot (40 spaces) that is available as free parking year round.

When looking at the future there is 37,040 square feet of vacant space in the downtown. This square footage was assumed to be 40 percent occupied in five years and 80 percent occupied in 10 years using the mixed use parking generation ratio of 3.11 parking spaces per 1,000 square feet. This reduces the parking surplus in the 5 year to 2 and the 10 year changes to a parking deficit of -42.

Public Input

The Parking Commission was charged with providing input and feedback at the initiation of the project to aid consulting staff in refining a project approach tailored to Lake Geneva. Later the Parking Commission aided by Lake Geneva staff provided feedback and guidance with the recommendations formulated for the community.

Public meetings:

- A meeting with members of the Business Improvement District and Chamber of Commerce was held at 8:00am on May 15, 2013.
- A public open house was held at 6:00pm on May 15, 2013 for anyone wanting to discuss parking concerns.
- Public meeting October 7, 2013 6:00pm

Topics that came up during the discussions:

Many residents avoid the downtown due to the parking problem
Enforcement policies
Need for residential parking programs
Need for additional parking
Special events parking
Employee parking
Not enough lake front parking
Parking rates are too high for employees
Parking rates are not high enough for tourists

Three surveys were developed to gain additional public input. The surveys were directed toward Business Operators, Employees and General Parking Users. These surveys were available on the City's website and paper surveys were made available at the Library and City Hall. The surveys collected are as follows:

On-Line Parking Survey Results:

- Business Operator: 34 Responses
- Employee: 68 Responses
- Parking User Survey: 534 Responses

A fourth survey was developed to ask beach goers similar questions to the general user parking survey without the opinion questions. This survey was conducted at the entrance to the beach on Saturday July 20th and Sunday July 21st. There were 48 people who responded to the survey.

Recommendation Summary

The recommendations contained in this report represent a combination of best practices tailored to the parking situation in Lake Geneva and are intended to enhance the existing supply of parking through operational, management, configuration, parking pricing and allocation changes. While aimed primarily at increasing the efficiency of the parking system, the recommendations are comprehensive and provide a holistic approach to improving parking in the downtown today and provide a plan for future growth.

A parking system is not just about parking vehicles, it also involves the walkability of a downtown, signage, parking enforcement, lighting, conditions of the parking areas as well as marketing parking to business owners, employees and customers/visitors. The utilization of lots will depend on many of these factors. Fundamentally, these issues can impact a parking system and therefore downtown economics in general.

All recommendations provided are intended to aid Lake Geneva in creating an efficient parking system, whether used individually or as a package of system wide improvements. With a unified approach however, Lake Geneva will be best prepared to address parking related issues and handle new development now and in the future.

New Parking

Lake Geneva at this time needs to decide if there will be policy decisions to develop additional parking now to handle the peak season issues or wait until there is a shortage in the non-peak season. Lake Geneva is currently at a point where the peak season traffic and parking issues are driving away local business customers to the downtown. A multi-level parking structure would be required, in conjunction with the Sage Street Parking Lot expansion, to yield a net add of new parking to meet the projected deficit of 350 spaces. New parking is discussed further in Section Five of the report.

Downtown Parking Study Needs Recommendations			
Recommendation Type	Recommendation	Page #	Action Time
Parking Management	Create a Parking Manager position to oversee all aspects of parking	44	Winter 2013
Parking Enforcement	Purchase one additional handheld ticket writer	45-46	Winter 2014
Parking Enforcement	PEO's should enter every license plate and empty space along a route to track shuffling.	45-46	Winter 2014
Parking Fines	Implement a graduated fine system to aid in discouraging multiple infractions by individuals.	47	Winter 2014
Parking Fines	Offer a courtesy ticket when making changes to the parking system.	47	Winter 2014
Duration/Allocation	Convert recommended on-street block faces to 2hr parking	47-52	Spring 2014
Duration/Allocation	Consider adding angled parking to the west side of the 200 block of Cook Street between Geneva and Main Street.	47-52	Spring 2014
Duration/Allocation	Convert off-street lots to ten hour parking	47-52	Spring 2014
Duration/Allocation	Consider adding 2 additional 25 minute parking spaces in front of the library to create 5 short term parking spaces.	47-52	Spring 2014
Duration/Allocation	A residential permit program is not yet recommended.	47-52	N/A
Duration/Allocation	Consider implementing the proposed on-street ADA guidelines.	47-52	Fall 2014
Duration/Allocation	Add one barrier free parking space to the Sage Street lot.	47-52	Spring 2014
Duration/Allocation	Create a policy specifying valet operation standards.	47-52	Spring 2014
Duration/Allocation	Consider creating a truck delivery loading area on the north side of Main Street for morning hours.	47-52	Winter 2014
Duration/Allocation	It is recommended that leniency be used in regards to overnight parking in the Central Business District to make sure this rule does not encourage drunk driving.	47-52	Winter 2014
Duration/Allocation	Stripe all on-street parking spaces within the study area.	47-52	Fall/Winter 2013
Marketing	Market the parking system through direct mailings, brochures and web pages. Keep businesses, employees and customers/visitors aware of changes and how to use the system.	52-56	Winter 2013
Marketing	Distribute current parking flyer to businesses, place on pay stations and have Ambassadors and PEO's carry to distribute.	52-56	On going
Marketing	Consider changing the Parking Enforcement tab on the website to read Parking.	52-56	On going
Pedestrian Enhancements	Consider adding pedestrian wayfinding to the downtown.	57	Spring 2015
Pedestrian Enhancements	Minimize pedestrian and vehicular interaction by creating a clear differential between the street and sidewalk.	57	Ongoing, when any new work is done to lots or sidewalks.

Downtown Parking Study Needs Recommendations			
Recommendation Type	Recommendation	Page #	Action Time
Pedestrian Enhancements	Minimize surface lots and breaks between buildings to promote walking in the downtown.	57	On going, when any new work is done to lots or sidewalks.
Bike Parking	Follow guidelines provided when adding additional racks in the downtown.	57-58	On going
Bike Parking	Create a marketing program to promote bicycle use as an alternative to driving.	57-58	Summer 2014
Bike Parking	Consider policies directed toward achieving the designation as a "Bicycle Friendly Community"	57-58	On going
Moped Parking	Consider adding moped parking areas to provide a parking area other than the sidewalk.	59	Spring 2014
Signage	There should be more directional/location signs in the downtown, especially signs leading drivers to public parking lots.	59-61	Winter 2014/ Spring 2015
Signage	Use Identification signs for all lots.	59-61	Winter 2014/ Spring 2015
Signage	Consider adding a pedestrian wayfinding with a kiosk to the downtown.	59-61	Winter 2014/ Spring 2015
Pay Stations	Pay stations need better identification signs. See recommendation.	61-64	Winter 2014/ Spring 2015
Pay Stations	Place flyers on how to use the parking system on the pay station units	61-64	Winter 2014/ Spring 2015
Pay Stations	Use a uniform sticker to alert parkers that they can pay at any pay station in the downtown.	61-64	Winter 2014/ Spring 2015
Pay Stations	Continue to provide assistance helping customers learn to use the pay stations.	61-64	Winter 2014/ Spring 2015
Pay by Phone	Issue a request for proposal for a pay by phone system that will work with the current pay stations in the downtown.	64-65	Winter 2013
Special Events Parking Plan	Continue to use the current system.	65	N/A
Special Events Parking Plan	A marketing plan should be developed to let people know how and where to use the system.	65	On going
Shuttle Bus Operation	This is not recommended except for use with special events due to high cost of operation.	66	N/A
Maintenance and Upgrades to Parking	Put aside \$25/per space for maintenance of the current parking.	66	Winter 2013
Traffic	Hire a traffic engineer/planner to conduct a traffic study of the downtown to address the issue of congestion and pedestrian/vehicle conflicts particularly during periods of peak activity.	66-67	Fall 2014
New Parking	The do nothing option is not recommended.	72	On going
New Parking	The Sage Street lot can be reconfigured to add approximately 42 spaces.	72-75	2014
New Parking	A multi-level parking structure would be required, in conjunction with the Sage Street Parking Lot expansion, to yield a net add of new parking to meet the projected deficit of 350 spaces.	76-77	To be determined

Definitions

The following are definitions used for the analysis:

- **Parking Supply** – The number of parking spaces available for use by a specified group or groups of individuals (i.e. shoppers, employees, etc.).
- **Turnover** - Turnover is the number of vehicles that occupied a parking space in a particular period. For example, if a parking lot has 100 spaces and during the course of the day, 250 different vehicles occupied the lot, then the turnover is two and a half times (2.5).
- **Occupancy** - The number of vehicles observed in a specific lot or block face represented as a percentage of spaces occupied.
- **Occupancy Rate** – The percentage of all parking spaces with vehicles parked in them at a given time.
- **Circuit** - A circuit refers to the two-hour period between observances of any one particular parking space. For the turnover and occupancy study, a defined route was developed for each survey vehicle. One circuit of the route took approximately two hours to complete and each space was observed once during that circuit.
- **Block Face** - A number was assigned to each block within the study area. Each block is then referenced by its block number and by a letter (A, B, C or D). The letter refers to the cardinal face of the block; with (A) being the north face, (B) the east face, (C) the south face and (D) the west face. Therefore, a block designated as 1A would refer to the north face of block 1.
- **Modal Split** – Fractional split identifying what percentage of people travel by a certain transportation type (i.e. automobile, bicycle, walking, etc.).
- **Parking Demand** – The number of parking spaces generated by a single-purpose building, multi-purpose building, group of buildings or outdoor amenity.
- **Parking Need** – Represents the number of parkers who need to be accommodated in a given block after the use of alternative parking facilities is considered. Use is affected by price, location, accessibility and user restriction.

Section 1 Parking Study Overview

Background

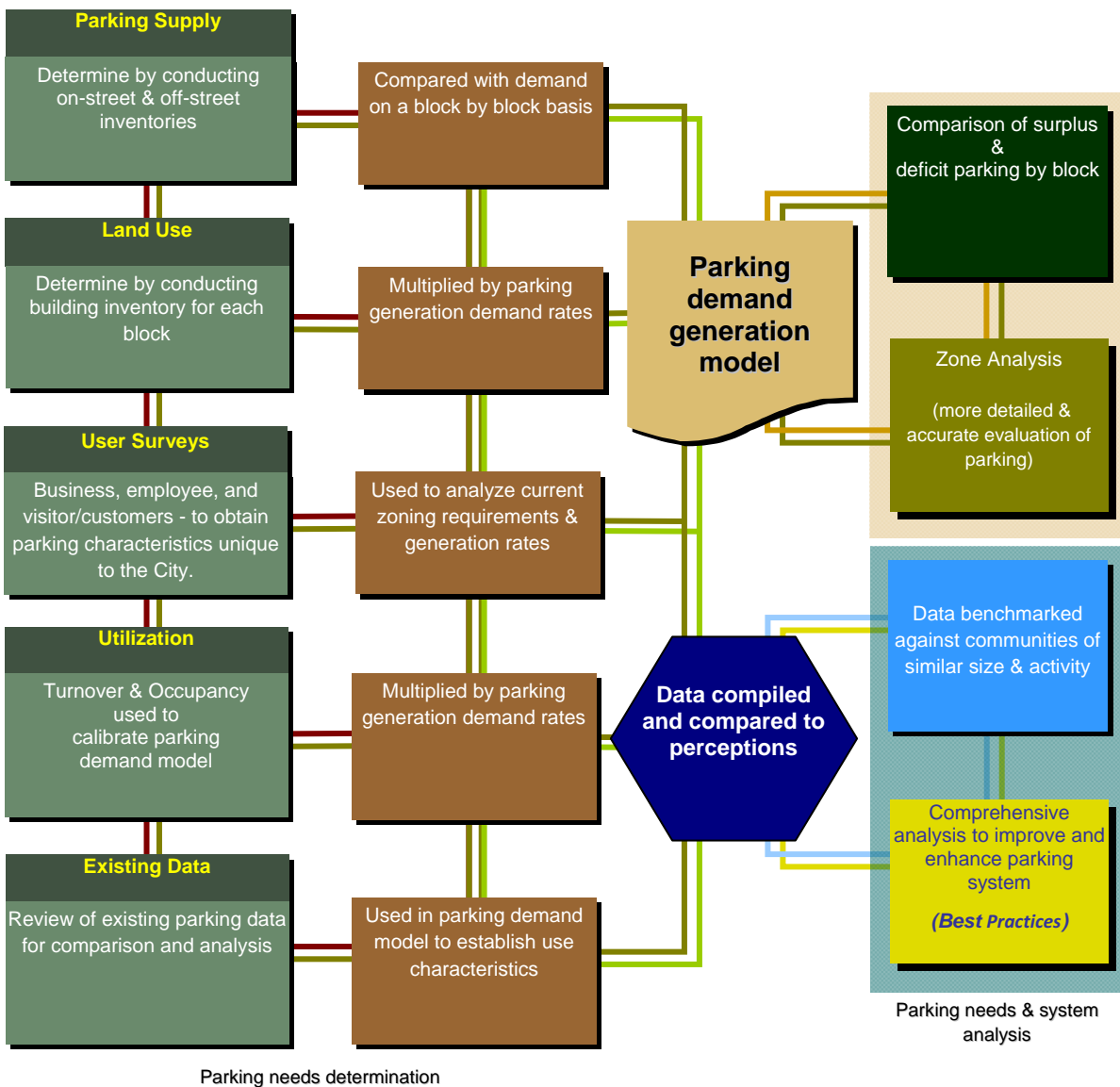
This Downtown Parking Study Needs, prepared for the City of Lake Geneva is a comprehensive analysis of the parking system in Lake Geneva. The study includes a detailed review of parking procedures, enforcement, management, operating and marketing principals along with determining current and future demand of parking. Current and past plans have been reviewed and analyzed to help develop this comprehensive Parking Study Needs.

This analysis has been completed to determine both the current utilization of parking and the future need of parking in the downtown. A number of issues were examined including operations, management, enforcement, current parking demand, development scenarios, and future parking needs. There are various recommendations at the end of this report that will help guide the City in making parking decisions for the parking system in the downtown.

It is important to look at how the use of all modes of transportation, including bicycles, motorcycles, walking, buses, etc., affect the parking system. The downtown was studied in peak season and off peak season to determine the affects of parking in peak season.

Scope of Work

Developing the Downtown Parking Study Needs is a process of quantifying and qualifying the parking demand in the study to determine the parking needs for the study area. This was done through field work, utilization studies, surveys and a series of public and stakeholder meetings. The flow chart below details the process.



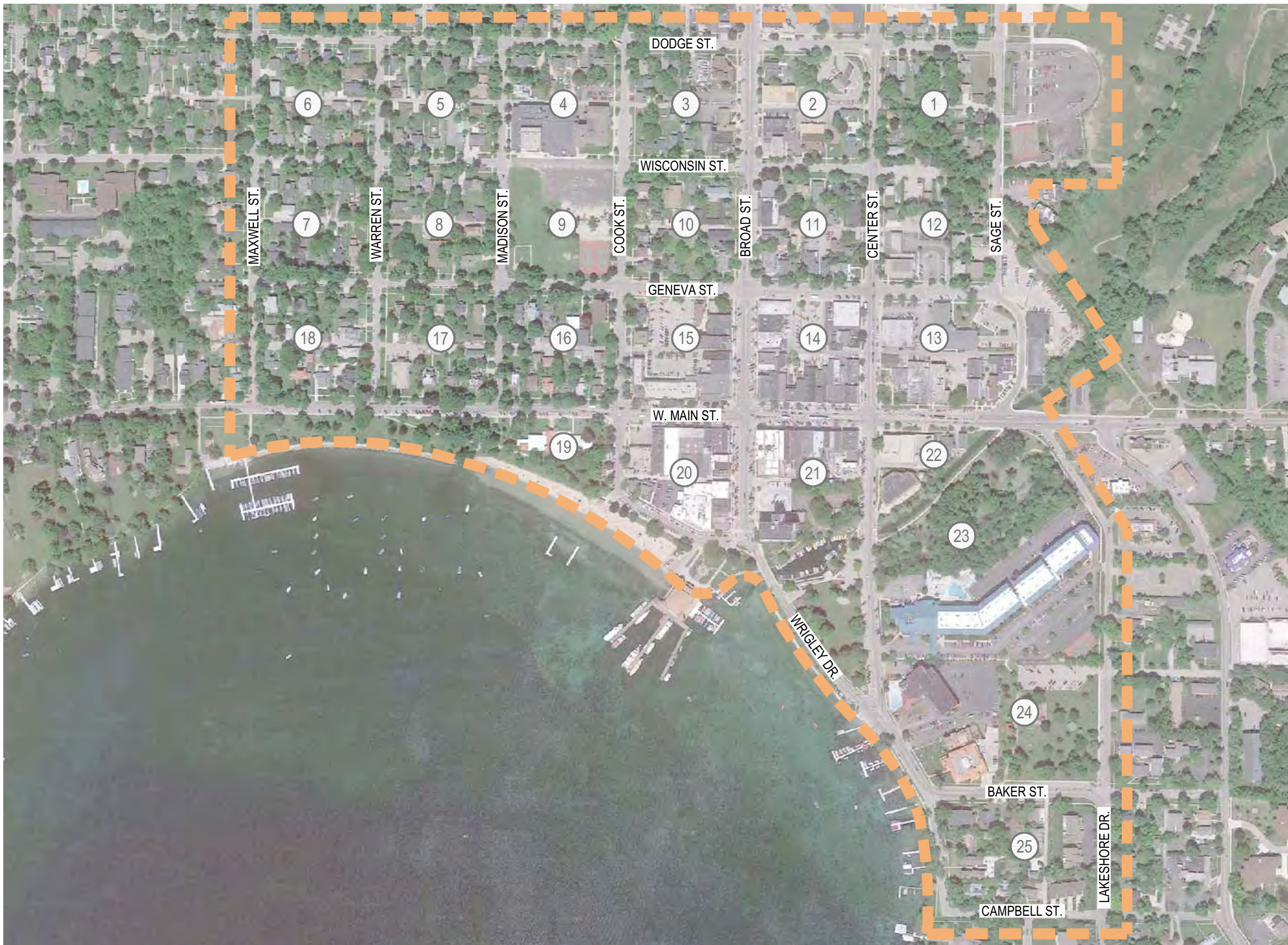
Study Area

The study area, as determined by the City of Lake Geneva, is comprised of 25 blocks with the majority of the area being the core downtown. However, the core downtown parking demand could not be assessed without including the effects of parking in the neighborhoods, especially in the summer peak season. Rich & Associates evaluated the parking conditions, supply and activity of the 25 block study area, as well as blocks just outside the study area. A map of the study area can be found on the next page.

Study Area:

The study area is bounded by Dodge Street to the north, Sage Street and Lake Shore Drive to the east, Campbell Street to Wrigley Street to W. Main Street on the south and Maxwell Street on the West.

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**PARKING
STUDY**
FOR
**THE CITY OF
LAKE GENEVA**

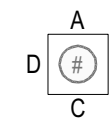
Lake Geneva, Wisconsin

**Parking Consultants
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Planners**
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Fax: 248.353.3830
RICH
& ASSOCIATES
Lutz, Florida
Tel: 813.949.9860
www.RichAssoc.com

LEGEND:

- # BLOCK NUMBER
- STUDY AREA

BLOCK FACE KEY PLAN:



Sheet Title:

**STUDY
AREA**

File No	1317
Scale	NTS
Date	12-05-2013
Checked By	ALN



MAP Number:

MAP 1

Page Number:

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Section 2 Analysis

Introduction

This section of the report is an assessment of how the existing parking is operating and how much new parking may be required based on current and anticipated future development. For the analysis, Rich & Associates used turnover and occupancy data, parking and building inventories, downtown business owner surveys, previous study work and previous experience with parking to refine and project current and future needs.

The process consisted of a two part analysis. The first part of the analysis included a determination of the parking demand by block based on the provided building inventory and calculated parking generation factors per 1,000 square feet of gross floor space. The demand was compared to the available supply and the resulting surplus or deficit determined on a block-by-block basis.

The second part of the analysis involved comparing the parking surplus and deficit patterns to the observed conditions as determined by the turnover and occupancy data. This comparison offered a benchmark by which the surplus and deficit data was calibrated.

Parking Inventory

Table 2A summarizes the existing parking supply in the study area for downtown Lake Geneva. There are a total of 3,122 parking spaces in the study area. Of these spaces 1,251 are on-street spaces and 598 are off-street public spaces. There are 1,273 off-street private spaces.

Table 2B on **page 9** is a detailed parking supply inventory, listing types and durations of parking permitted on each block. **Map 2, page 11**, is a spatial view of the parking supply. In cases where parking spaces were not marked, the number of parking spaces was estimated. For the purpose of the study any parking marked reserved or privately owned was designated as private parking. Whereas any parking that is available for use by the general public was designated as public parking.

Table 2A

Public On-Street Totals =	1251	(40%)
Public Off-Street Totals =	598	(19%)
Public Parking Totals =	1849	(59%)
Private Parking Totals =	1273	(41%)
Total Parking in Study Area =	3122	

The City of Lake Geneva manages and controls 59 percent of the parking in the study area. Based on Rich & Associates experience and best practices, we have found that to successfully manage municipal parking it is desirable for the municipality to have control of at least 50 percent of the parking supply. This allows the municipality to effectively manage the parking in terms of allocation, changing demand, market pricing, and allows the parking to be enforced with greater efficiency. Lake Geneva meets this benchmark.

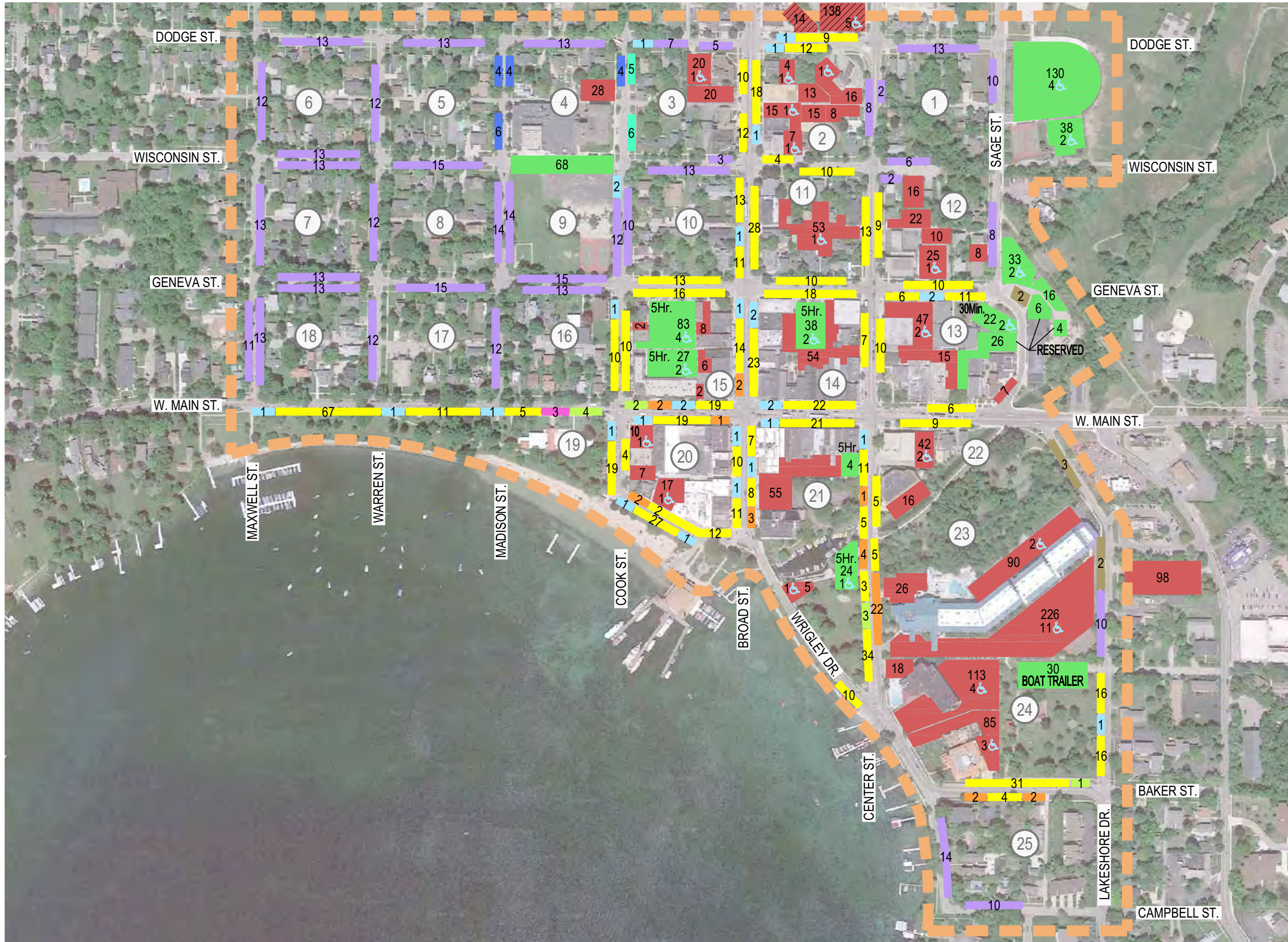
Shared use parking is the concept whereby the same parking spaces can be used by different groups that need the spaces at different times during the day. Efficient parking use cannot occur if the majority of parking is privately owned and reserved. In order for shared use parking to work, the parking needs to be available for all users allowing customers and visitors to park once rather than move their vehicle for each errand. Shared use occurs between uses such as office and restaurants, with peaks for office in the morning and restaurant in the afternoon and then again in the evening.

It should be noted that during the peak season, the downtown relies on approximately 407 unrestricted parking spaces in the residential neighborhoods for employee, customer and visitor parking. The amount of traffic and congestion from customers/visitors and employees parking in the neighborhoods is creating issues with area residents. The residents are voicing a concern regarding the noise and congestion occurring around their homes, as well as the shortage of available parking for themselves and guests. Additionally, there are two school lots with 202 parking spaces that are only available when school is not in session. The 202 parking spaces for the schools does not include the Dunn Field lot (40 spaces) which is free parking available year round.

**Table 2B
Parking Supply**

Block >	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	TOTALS	
On-Street																											
Barrier Free		3	1						2	1			2	4	3	1			6	3	3			1		30	
Bus																							5			5	
LZ 8am-5pm				8	10																					18	
1 hour			11																							11	
25 Min																			3							3	
5 Hour meter		43	22							37	61	19	33	70	59	10			129	60	99	14	5	63	4	728	
5 Hour meter compact															4					1	8		22		4	39	
5 Hour meter motorcycle															2				4		3			1		10	
Unrestricted	31	8	15	13	13	50	51	29	41	23		10				13	27	49					10		24	407	
																											1,251
Off-Street																											
Public																											
5 hr Meter														38	110						28					176	
30 min													71													71	
Bus/Boat trailer													2											30		32	
Pubic Free Seasonal	130								68																	198	
Pubic Free	38																									38	
Boat Trailer																								30		30	
Public Reserved													36													36	
Barrier Free	6												2	2	6						1					17	
																											598
Private																											
Private/Reserved		78	40	28							53	81	79	54	18					34	60	58	440	216		1,239	
Barrier Free		4	1								1	1	2							2	1	2	13	7		34	
																											1,273
Summary	205	136	90	49	23	50	51	29	111	61	115	111	227	168	202	24	27	49	142	100	203	74	495	348	32	3,122	
Source: Rich and Associates Spring 2013																											

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PARKING STUDY

FOR
THE CITY OF LAKE GENEVA

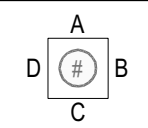
Lake Geneva, Wisconsin

**Parking Consultants
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RICH & ASSOCIATES
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Tel: 813.949.9860
www.RichAssoc.com

LEGEND:

- # BLOCK NUMBER
- STUDY AREA
- OFF STREET PARKING
 - PRIVATE
 - PUBLIC
 - BARRIER FREE
- ON STREET PARKING
 - BARRIER FREE
 - BUS
 - LZ 8am-5pm
 - 25 Min.
 - 1 Hr.
 - 5 Hr.
 - 5 Hr. COMPACT
 - 5 Hr. MOTORCYCLE
 - UNRESTRICTED

BLOCK FACE KEY PLAN:



Sheet Title:

PARKING SUPPLY

File No	1317
Scale	NTS
Date	12-05-2013
Checked By	ALN



MAP Number:	MAP 2	Page Number:	11
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Accessible Parking Inventory

As part of the analysis, Rich & Associates was asked to review the number of barrier free (handicap) parking spaces in Lake Geneva. **Table 2C** Listed below is the Americans with Disabilities Act (ADA) guidelines for off-street parking which is subject to both Federal and Wisconsin Law per this table. **Table 2D** on the following page shows the comparison of publicly provided off-street barrier free parking spaces to the ADA guidelines. The Sage Street lot that is located across from City Hall is the only lot in need of one additional barrier free parking space.

Table 2C
Off- Street ADA Parking Guidelines

Total Parking in Lot	Required Minimum Number of Accessible Spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4
101 to 150	5
151 to 200	6
201 to 300	7
301 to 400	8
401 to 500	9
501 to 1000	2 percent of total
1001 and over	20, plus 1 for each 100 over 1000

One in every six accessible spaces, but not less than one, shall be served by an access aisle 96 in (2440 mm) wide minimum and shall be designated "van accessible".

Department of Justice, ADA Standards for Accessible Design, July 26, 2010

Table 2D
Number of Barrier Free Stalls in Public Lots

Lot	Block #	Total Capacity	# of Barrier Free Spaces Required	# of Barrier Free Spaces Provided	Surplus/ Shortfall
City Hall Visitor/Employee	13	48	1	2	(+)1
City Lot	14	40	2	2	0
City Lot	15	116	5	6	(+)1
City Lot	21	25	1	1	0
Sage Street Lot		52	3	2	(-)1

Currently, accessible spaces are not required to be provided on-street, although changes are being proposed. **Table 2E** is the proposed ADA guideline for areas where there is metered parking. Lake Geneva has 25 barrier free spaces on-street in metered five hour parking areas in the downtown. If the proposed guidelines were implemented, there are several on-street blocks that are in need of additional barrier free spaces (see **Table 2F**). There were several respondents in the surveys that described how difficult it was to find a barrier free parking space in the downtown.

Along with the ADA parking guidelines it is important to make sure that once a person is parked they will be able to access the sidewalk from where they parked. All intersections should have sidewalks that are barrier free and all lots should have a clear path of access.

Table 2E
Proposed On-Street Accessible Parking Spaces

Total number of marked or metered parking spaces on the block perimeter	Minimum required number of accessible parking spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4
101 to 150	5
151 to 200	6
201 and over	4% of total

Federal Register, Vol. 76 Tuesday, No. 143 July 26, 2011 Part II Architectural and Transportation Barriers Compliance Board 36 CFR Part 1190, Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way; Proposed Rule

Table 2F
Current On-Street Accessible Parking Spaces

Block #	# of metered spaces	# of Barrier Free Stalls Proposed	# of Barrier Free Stalls Provided	Surplus/ Shortfall
2	34	2	2	0
3	22	1	0	-1
10	37	2	1	-1
11	61	3	0	-3
12	19	1	0	-1
13	33	2	2	0
14	70	3	4	1
15	65	3	4	1
16	8	1	0	-1
19	109	5	4	-1
20	58	3	3	0
21	100	4	3	-1
23	41	2	0	-2
24	64	3	1	-2
25	10	1	0	-1
Boat ramp	10	1	1	0

Turnover and Occupancy

Turnover and occupancy studies were completed on four different dates. The turnover and occupancy study involved an examination of both on-street and off-street parking occupancies and vehicle movements encompassing both daytime and evening hours during peak season and off peak season periods. Parking in both public and private areas were observed. The occupancy studies occurred on a Thursday and Saturday both in May and July.

- Thursday May 16, 2013 9:00 AM – 9:00 PM
- Saturday May 18, 2013 9:00 AM – 9:00 PM
- Thursday July 18, 2013 9:00 AM – 9:00 PM
- Saturday July 20, 2013 9:00 AM – 9:00 PM

The turnover and occupancy analysis was completed to gain an understanding of how the parking was being utilized in the downtown study area. The days chosen represent a typical weekday and weekend during the peak and off peak seasons providing a base line analysis to compare with a seasonal peak weekday and weekend.

The turnover portion of the analysis, where license plate numbers were recorded, applied to on-street spaces in the core downtown and were observed during each two-hour circuit. This is done to determine how long specific vehicles were parked in certain spaces and if parkers were moving their vehicles to different spaces to avoid being cited for overtime parking. At the same time the turnover information also yields occupancy results and therefore for each circuit a composite occupancy can be derived.

Turnover is an indicator of how often a parking stall is being used by different vehicles throughout the course of the day. Turnover is most relevant to the short term customer trying to find parking. **Table 2G** is the summary results of the turnover findings.

Occupancy is an important aspect of parking because it helps us to understand the dynamic of how parking demand fluctuates throughout the day. Likewise, the occupancy can be used to illustrate how parking demand is impacted by events in the downtown area. Overall, the occupancy data is used by Rich & Associates to calibrate the parking demand model. The full turnover and occupancy results can be found in **Appendix A, B, C and D**.

It should be noted that there were a couple of changes to the parking supply between the first and second turnover and occupancy studies with new meters being added and striping of stalls on Dodge and Wisconsin Streets. Additionally, the school lots were not counted during the Thursday counts in May due to school being in session.

On-Street Turnover Results

Table 2G is the summary result of the turnover findings. Most of the on-street spaces observed were signed five hour. The optimal turnover rate for five hour parking is 2.4 for a twelve hour day. This would occur if there were not any vehicles staying beyond five hours and the spaces were continually occupied throughout the day. The turnover rate was at 2.52 (May 16) and 3.65 (July 18) on Thursday counts. The Saturday turnover rates were 4.06 (May 18) and 3.72 (July 20). With circuits lasting approximately two hours, presumably, a vehicle could be observed three times in these spaces and not stay beyond five hours. The map insert below shows, in yellow, the areas that were observed for turnover.

Observations:

- The majority of vehicles for all four counts (66% and greater) parked in a space for two hours or less.
- Less than one percent of vehicles remained between 8 and 12 hours in the same parking space.



With a five hour posted limit it is very easy for a business owner or an employee to park on-street because they would only have to move their vehicle once in an 8 hour day. With the off-street parking also signed five hours the only incentive to park off street is that the parking is regularly full in the afternoon making it difficult to move a vehicle. On street parking is the most important parking for businesses and should remain available for customers/visitors of the downtown.

Table 2G

Parking Turnover Summary, Select Five Hour Metered Parking In The Core Downtown							
Thursday May 16, 2013		Saturday May 18, 2013		Thursday July 18, 2013		Saturday July 20, 2013	
Vehicles that remained less than 2 hours	617 (83.6%)	Vehicles that remained less than 2 hours	930 (78.1%)	Vehicles that remained less than 2 hours	821 (76.7%)	Vehicles that remained less than 2 hours	722 (66.2%)
Vehicles that remained between 2 and 4 hours	87 (11.7%)	Vehicles that remained between 2 and 4 hours	241 (18%)	Vehicles that remained between 2 and 4 hours	183 (17.1%)	Vehicles that remained between 2 and 4 hours	241 (22.1%)
Vehicles that remained between 4 and 6 hours	28 (3.8%)	Vehicles that remained between 4 and 6 hours	37 (3.1%)	Vehicles that remained between 4 and 6 hours	58 (5.4%)	Vehicles that remained between 4 and 6 hours	90 (8.3%)
Vehicles that remained between 6 and 8 hours	4 (less than 1%)	Vehicles that remained between 6 and 8 hours	8 (less than 1%)	Vehicles that remained between 6 and 8 hours	8 (less than 1%)	Vehicles that remained between 6 and 8 hours	27 (2.4%)
Vehicles that remained between 8 and 10 hours	2 (less than 1%)	Vehicles that remained between 8 and 10 hours	1 (less than 1%)	Vehicles that remained between 8 and 10 hours	0	Vehicles that remained between 8 and 10 hours	10 (1%)
Vehicles that remained between 10 and 12 hours	0	Vehicles that remained between 10 and 12 hours	1 (less than 1%)	Vehicles that remained between 10 and 12 hours	0	Vehicles that remained between 10 and 12 hours	0
Total number of vehicles analyzed (8:00 A.M. - 5:00 P.M.) for turnover	738	Total number of vehicles analyzed (9:00 A.M. - 9:00 P.M.) for turnover	1191	Total number of vehicles analyzed (9:00 A.M. - 9:00 P.M.) for turnover	1070	Total number of vehicles analyzed (9:00 A.M. - 9:00 P.M.) for turnover	1090
Total number of stalls analyzed for turnover	293	Total number of stalls analyzed for turnover	293	Total number of stalls analyzed for turnover	293	Total number of stalls analyzed for turnover	293
Average Turnover	2.52	Average Turnover	4.06	Average Turnover	3.65	Average Turnover	3.72

Occupancy Results

Figure 1

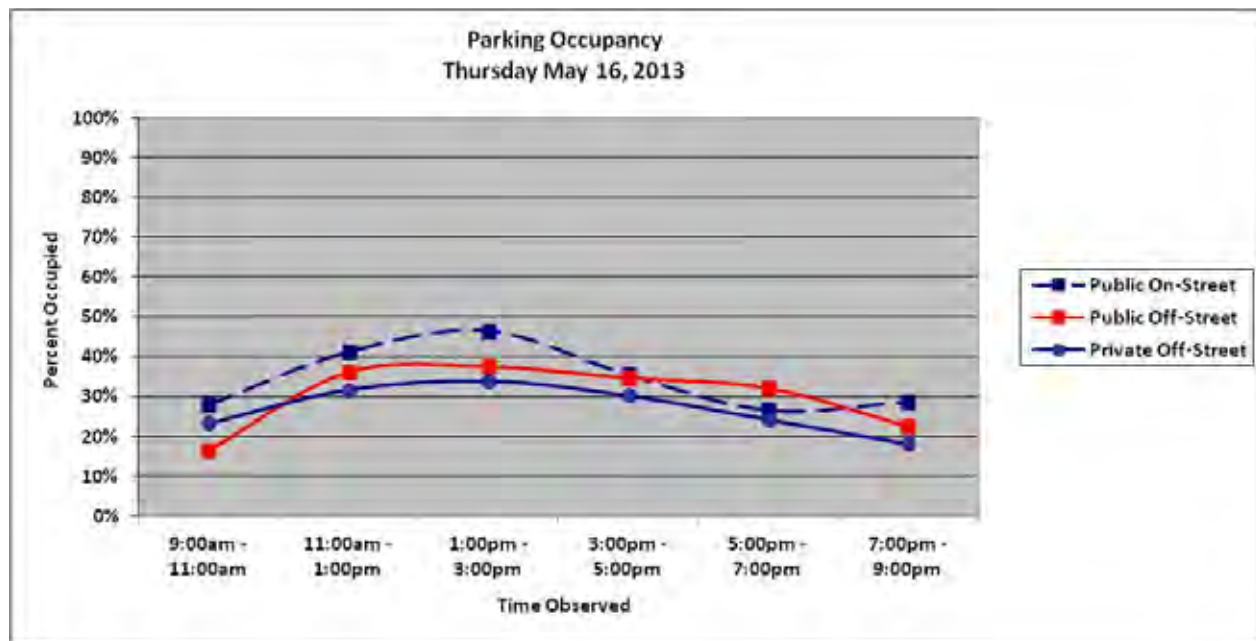


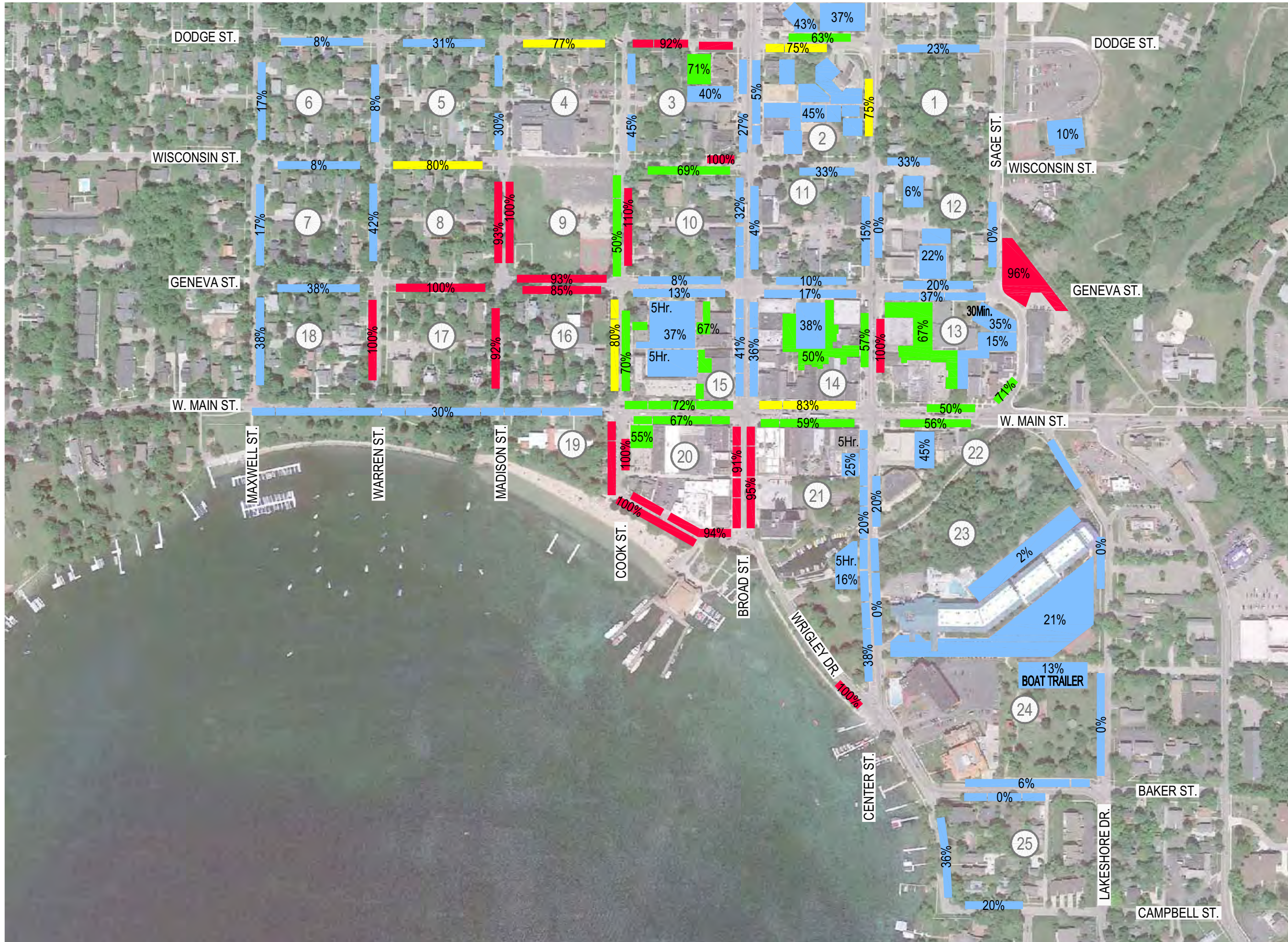
Table 2H

Lake Geneva, WI Occupancy Thursday, May 16, 2013													
	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
Public On-Street Totals	1170	325	28%	480	41%	542	46%	414	35%	310	26%	334	29%
Public Off-Street Totals	356	58	16%	128	36%	133	37%	123	35%	114	32%	80	22%
Public Combined Totals	1526	383	25%	608	40%	675	44%	537	35%	424	28%	414	27%
Private Off-Street Totals	849	197	23%	268	32%	287	34%	256	30%	206	24%	155	18%
Overall Totals	2375	580	24%	876	37%	962	41%	793	33%	630	27%	569	24%

Observations:

- On-street parking had the highest observed occupancy throughout the day except the 5:00pm – 7:00pm circuit.
- The overall peak observed occupancy occurred between 1:00pm – 3:00pm.
- The overall peak observed occupancy was 41percent occupied.

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PARKING STUDY

FOR
THE CITY OF
LAKE GENEVA

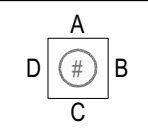
Lake Geneva, Wisconsin

Parking Consultants
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Southfield, Michigan 48033
Tel: 248.353.5080
Fax: 248.353.3830
RICH & ASSOCIATES
Lutz, Florida
Tel: 813.949.9860
www.RichAssoc.com

LEGEND:

- # BLOCK NUMBER
- STUDY AREA
- PARKING OCCUPANCY**
 - 85% through 100%
 - 75% through 84%
 - 50% through 74%
 - 0 through 49%

BLOCK FACE KEY PLAN:



Sheet Title:

PEAK OCCUPANCY
Thursday May 16, 2013
1:00pm - 3:00pm

File No	1317
Scale	NTS
Date	12-05-2013
Checked By	ALN



MAP Number:	Page Number:
MAP 3	21

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Figure 2

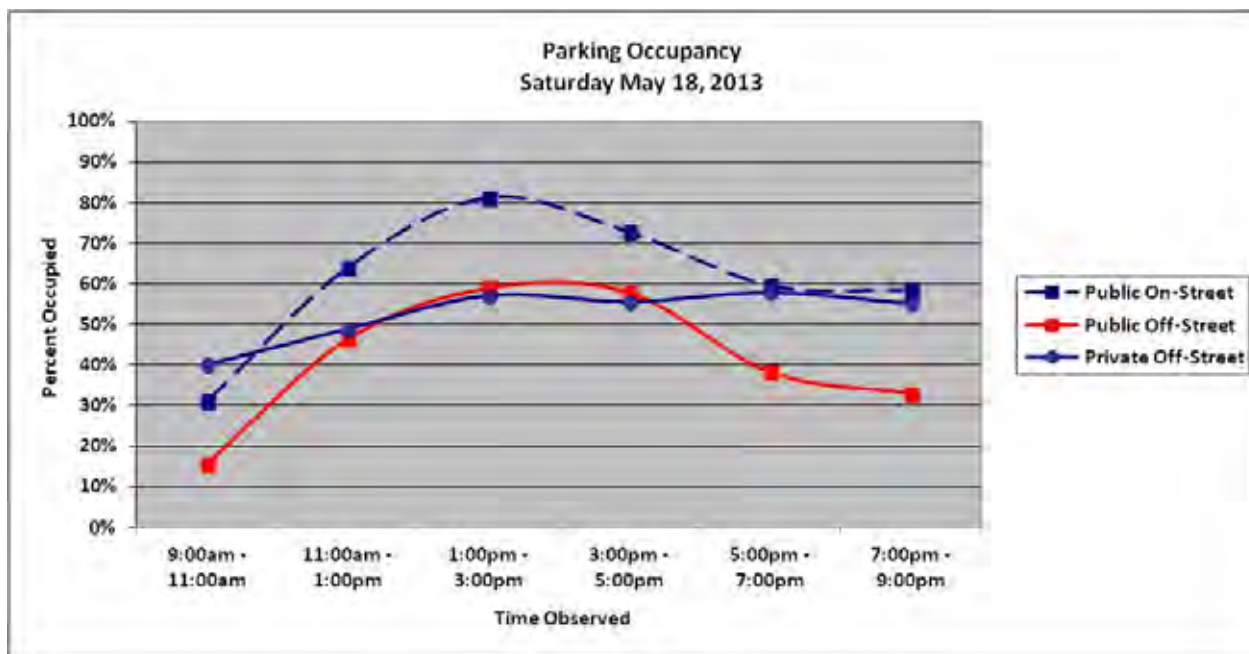


Table 2I

Lake Geneva, WI Occupancy Saturday May 18, 2013													
	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
Public On-Street Totals	1172	363	31%	749	64%	950	81%	850	73%	696	59%	684	58%
Public Off-Street Totals	550	86	16%	263	48%	337	61%	332	60%	228	41%	207	38%
Public Combined Totals	1722	449	26%	1012	59%	1287	75%	1182	69%	924	54%	891	52%
Private Off-Street Totals	785	314	40%	383	49%	447	57%	435	55%	453	58%	431	55%
Overall Totals	2507	763	30%	1395	56%	1734	69%	1617	64%	1377	55%	1322	53%

Observations:

- On-street parking had the highest observed occupancy throughout the day except the 9:00am – 11:00am circuit. Many of the shops are just opening during this circuit and the vehicles counted during this circuit are largely employees of downtown businesses.
- The overall peak observed occupancy occurred between 1:00pm – 3:00pm.
- The overall peak observed occupancy was 69 percent occupied.

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PARKING STUDY

FOR
THE CITY OF LAKE GENEVA

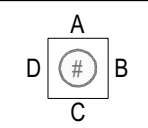
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LEGEND:

- # BLOCK NUMBER
- STUDY AREA
- PARKING OCCUPANCY**
- 85% through 100%
- 75% through 84%
- 50% through 74%
- 0 through 49%

BLOCK FACE KEY PLAN:



Sheet Title:

PEAK OCCUPANCY
Saturday May 18, 2013
1:00pm - 3:00pm

File No	1317
Scale	NTS
Date	12-05-2013
Checked By	ALN



MAP Number:	Page Number:
MAP 3.1	25

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Figure 3

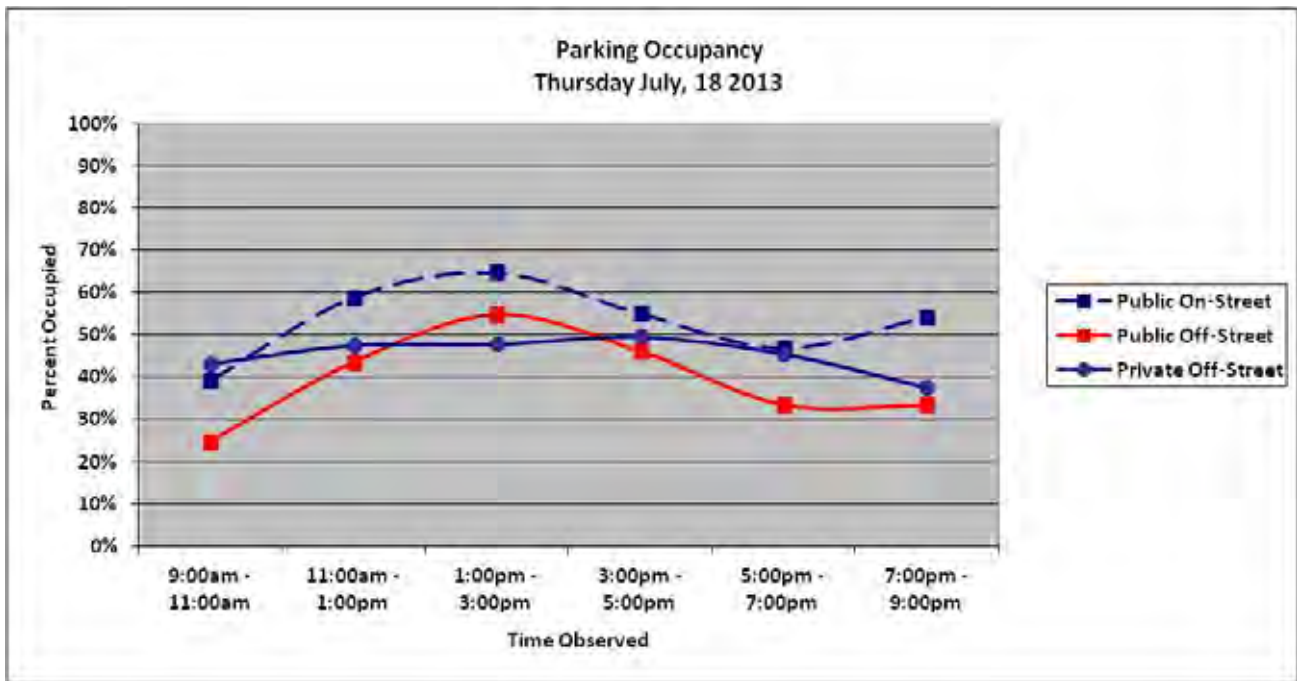


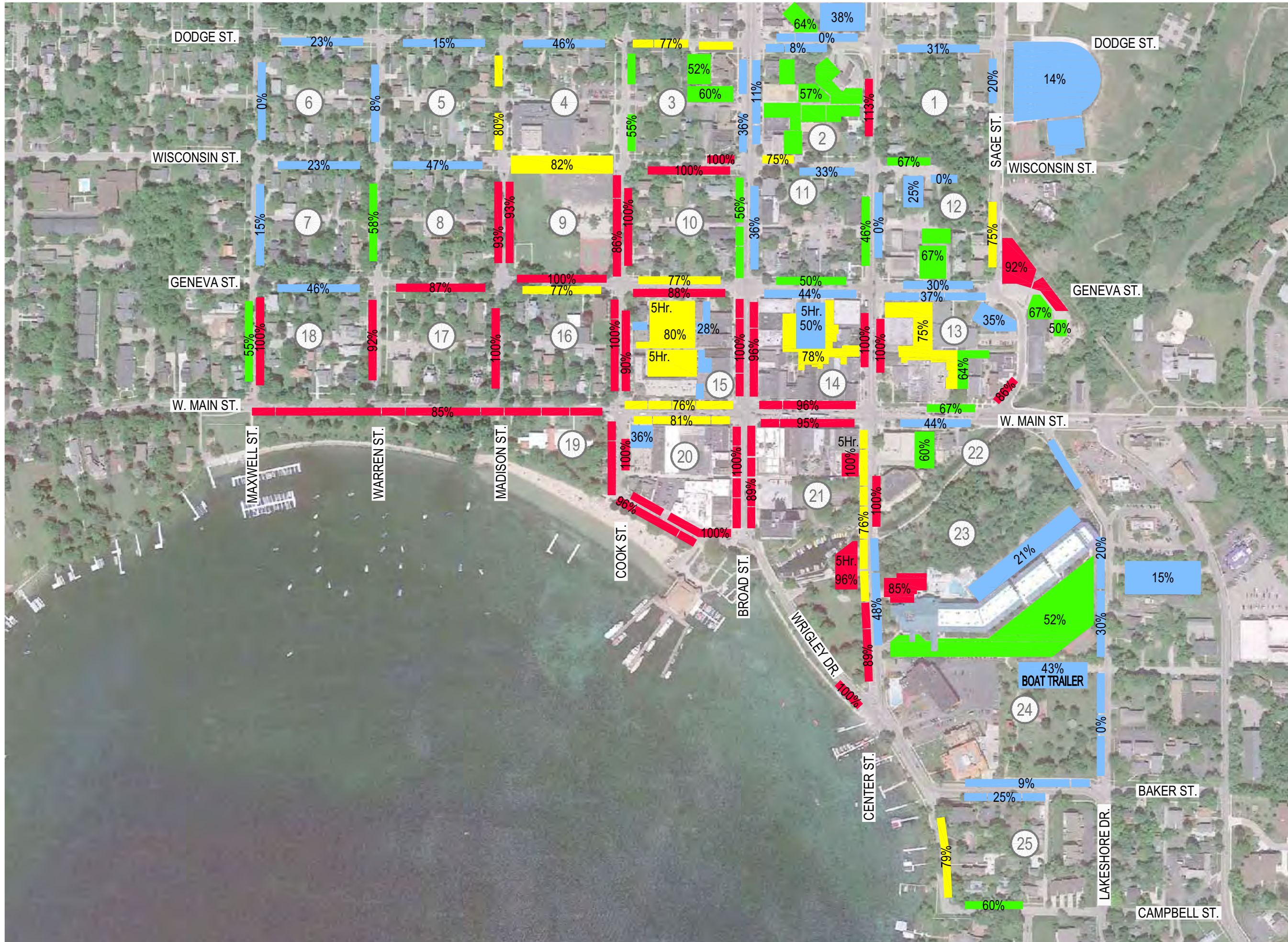
Table 2J

Lake Geneva, WI Occupancy Thursday July 18, 2013													
	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
Public On-Street Totals	1213	474	39%	712	59%	783	65%	668	55%	568	47%	657	54%
Public Off-Street Totals	543	134	25%	235	43%	297	55%	250	46%	181	33%	180	33%
Public Combined Totals	1756	608	35%	947	54%	1080	62%	918	52%	749	43%	837	48%
Private Off-Street Totals	966	416	43%	458	47%	461	48%	478	49%	439	45%	363	38%
Overall Totals	2722	1024	38%	1405	52%	1541	57%	1396	51%	1188	44%	1200	44%

Observations:

- On-street parking had the highest observed occupancy throughout the day except for the 9:00am – 11:00am circuit, this is most likely due to employees arriving in the downtown before the customer and visitors. Similar to the earlier Thursday count.
- The overall peak observed occupancy occurred between 1:00pm – 3:00pm.
- The overall peak observed occupancy was 57 percent occupied.

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PARKING STUDY

FOR
THE CITY OF LAKE GENEVA

Lake Geneva, Wisconsin

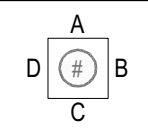
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LEGEND:

- # BLOCK NUMBER
- STUDY AREA
- PARKING OCCUPANCY**
 - 85% through 100%
 - 75% through 84%
 - 50% through 74%
 - 0 through 49%

BLOCK FACE KEY PLAN:



Sheet Title:
PEAK OCCUPANCY
Thursday July 18, 2013
1:00pm - 3:00pm

File No	1317	
Scale	NTS	
Date	12-05-2013	
Checked By	ALN	

MAP Number: **MAP 3.2** Page Number: **29**

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Figure 4

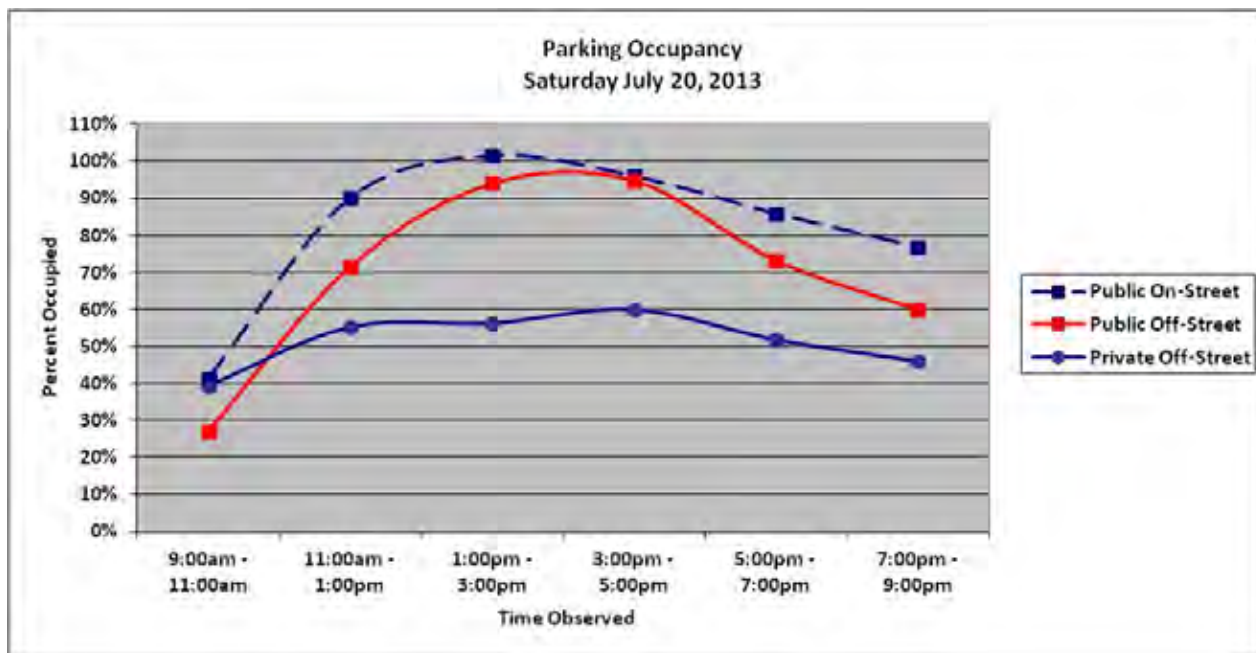


Table 2K

Observations:

Lake Geneva, WI Occupancy Saturday July 20, 2013													
	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
Public On-Street Totals	1214	504	42%	1095	90%	1234	102%	1167	96%	1044	86%	935	77%
Public Off-Street Totals	542	147	27%	388	72%	510	94%	514	95%	397	73%	325	60%
Public Combined Totals	1756	651	37%	1483	84%	1744	99%	1681	96%	1441	82%	1260	72%
Private Off-Street Totals	966	382	40%	534	55%	544	56%	579	60%	501	52%	445	46%
Overall Totals	2722	1033	38%	2017	74%	2288	84%	2260	83%	1942	71%	1705	63%

- On-street parking had the highest observed occupancy throughout the day.
- Some on-street parking areas were over 100 percent occupied. This is due to vehicles parking too close and parking spaces in the neighborhoods not striped.
- The majority of the on-street parking was at or near 100 percent occupied between 11:00am – 7:00pm.
- Several of the off-street parking areas were at or near 100 percent occupied between 11:00am – 5:00pm.
- The overall peak observed occupancy occurred between 1:00pm – 3:00pm.
- The overall peak observed occupancy was 84 percent occupied.

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PARKING STUDY

FOR
THE CITY OF LAKE GENEVA

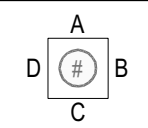
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LEGEND:

- # BLOCK NUMBER
- STUDY AREA
- PARKING OCCUPANCY**
 - 85% through 100%
 - 75% through 84%
 - 50% through 74%
 - 0 through 49%

BLOCK FACE KEY PLAN:



Sheet Title:

PEAK OCCUPANCY
Saturday July 20, 2013
1:00pm - 3:00pm

File No	1317
Scale	NTS
Date	12-05-2013
Checked By	ALN



MAP Number:	MAP 3.3	Page Number:	33
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Parking Demand Calculation

Analyses were performed to determine the current and future parking demands and needs for the study area. The data collected and compiled by Rich & Associates to calculate the parking demand included:

- An inventory of on-street and off-street parking supply.
- Turnover and occupancy studies for public and private on-street and off-street parking areas.
- Block-by-block analysis of square footage and use of every building in the core study area. Lake Geneva provided a building inventory of the downtown and this data was cross referenced with Rich & Associates' field notes regarding use and the number of floors per building to determine appropriate gross floor area for each building.

This demand study contains two levels of parking analyses to determine the number of parking spaces needed. First is a mathematical or hypothetical model of parking demand based on the building gross floor area. The mathematical model multiplies a parking demand generation ratio by the area of specific land uses to derive the number of spaces needed. The second is a method of using field observations to calibrate the mathematical model and help to establish projected parking spaces needed.

A point to consider regarding the parking supply and demand is that motorists in general perceive off-street spaces with occupancies greater than 85 percent to be at capacity. When this occurs, motorists will begin to re-circulate to seek more parking, adding to traffic congestion and the drivers' perception that there is not parking available in the downtown.

Table 2L identifies the specific daytime parking demand generation ratios used to calculate the demand for each block. These ratios are assigned according to the type of use present in the buildings. The parking generation ratios were established from surveys distributed to managers, business owners, and employees throughout the downtown area. The surveys helped establish how many people were in a given business at various times of the day, how they arrived and how much parking was necessary to support each business type.

The demand factor for each land use type includes an estimate for employees and patrons to that particular land use. The overall effect is that each type of downtown parker, whether an employee, business owner or customer/visitor is accounted for in the demand model for Lake Geneva. Once parking demand has been calculated for both current and future conditions, a comparison with the existing supply of parking is made. The resulting figures are parking surplus or deficit figures for each block.

The survey method of establishing parking generation ratios customizes the parking generation model specifically to the study area. The ratios are used in conjunction with information from the Institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI). These two sources are the generally accepted standards for parking generation. Rich & Associates uses experience and the Lake Geneva survey results to modify or customize the parking generation ratios specifically to the study area.

Once a parking generation model is developed that illustrates the surpluses and deficits of parking numerically and graphically, we then compare the model with the actual field observations, specifically the turnover and occupancy counts. The comparison serves as a test of the demand model and allows Rich & Associates staff to make further revisions or adjustments where necessary, thus ensuring accuracy to the overall parking dynamic in the downtown area.

The assumptions used for the parking demand calculations are:

Assumption 1: It was assumed that parking demand per block was dependent on the gross floor area contained in the block. Parking demand computed for one block was not affected by the amount of gross floor area available on surrounding blocks. Therefore, a block with surplus parking supply is not used to offset shortfalls on adjacent blocks.

Assumption 2: The parking demand calculations were derived under the assumption that currently occupied properties would remain occupied at existing or higher than existing levels into the future.

Assumption 3: Parking demand is not affected by parking availability, use, location and price.

Parking Need

The following issues were considered in developing the number of parking spaces needed:

- Building size, purpose and special use conditions.
- Alternative modes of transportation, which includes availability, use, attractiveness and policy impacts.
- Proportion of the downtown trips that are multiple-use or linked.
- Vehicle traffic.
- Cost of parking.

The demand factors developed for each land use reflect the peak daytime conditions. This is compared to the turnover and occupancy results to make sure that there is a correlation with the observed needs of the downtown.

The gross square footage of individual buildings was collected and then sorted by land use categories. The different land uses for each block are in general multiplied by a parking generation factor of parking spaces required per 1,000 square feet. The resulting parking space demand number is deducted from the available parking supply on each block and a surplus or deficit for each block is then calculated.

The parking demand model was run for both peak season and off peak season periods. **Table 2L** is the **Parking Demand Matrix on page 39**, followed by a summary of the parking demand represented spatially in the **Parking Surplus Deficit Maps 4 and 4.1**.

Peak Season Parking Demand

During peak season periods the parking system is reaching full capacity. This causes parking patrons to spill over into approximately 324 spaces in the residential areas, which are not included in the parking demand matrix as part of the parking supply. Even with the addition of 198 spaces in the school parking lots that are available for use when school is not in session, the entire parking system is full and parking begins to spill into residential parking beyond the parking study boundaries. During peak season weekdays the parking system is operating near capacity and on the weekends the parking system is operating beyond capacity.

Block 20 has the highest density without any off-street public parking which in turn creates the highest parking deficit in the downtown. This block contains several restaurants which require more parking than other types of uses. During peak season this block has a parking shortage of +/-630 spaces.

It should be noted that the peak season parking demand is driven by tourism, can be effected by economic factors and can change daily based on the weather. Many of the customer/visitors are coming to Lake Geneva for the waterfront area, specifically the beach and the boat cruises.

The current peak season deficit is -350 parking spaces, which does not include the 324 residential parking spaces. If these 324 spaces were included as available supply the deficit is reduced to -26 spaces. This correlates with the observed needs within the downtown during peak times.

There is 37,040 square feet of vacant space in the downtown. In the future this square footage was assumed to be 40 percent occupied in five years and 80 percent occupied in 10 years using the mixed use parking generation ratio of 3.45 parking spaces per 1,000 square feet. This additional parking demand increases the 5 year parking deficit to -401 spaces and the 10 year parking deficit to -452 spaces.

Off Peak Season Parking Demand

During the off season months in Lake Geneva there is not a parking problem. However, there are still people who will park in the residential areas and free parking lots, especially employees taking advantage of free all day parking. In the core area, employees would have to move their vehicle once given the five hour parking limits. This makes it even more beneficial to the employees to have both free parking and no time limits.

During the off season period, the study area has a surplus of 78 spaces. This surplus does not include the 324 on-street spaces in the residential areas, nor does it include the 198 spaces in the two school lots which are available only during peak season when school is not in session. The surplus does include the Dunn Field lot (40 spaces) that is available as free parking year round.

When looking at the future scenarios, there is 37,040 square feet of vacant space in the downtown. This square footage was assumed to be 40 percent occupied in five years and 80 percent occupied in 10 years using the mixed use parking generation ratio of 3.11 parking spaces per 1,000 square feet. This reduces the parking surplus in the 5 year to 2 and the 10 year changes to a parking deficit of -42.

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Table 2L
Parking Demand Matrix

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Block	Office	Medical Office	Retail	Service	Mixed Use	Restaurant	Bar	Residential (per unit)	Theater (per seat)	Resort (hotel) (per unit)	Banquet	Library	Government	Warehouse	Vacant	Demand	Parking Supply	Surplus/Deficit	Surplus/Deficit (5 years)	Surplus/Deficit (10 years)	Demand	Parking Supply	Surplus/Deficit	Surplus/Deficit (5 years)	Surplus/Deficit (10 years)
Day Peak Season Parking Generation Ratios	2.65	4.00	1.89	2.30	3.45	8.75	8.00	1.00	0.25	0.95	13.79	1.50	2.50	0.40	3.40	(current)		(current)	(5 years)	(10 years)	(current)		(current)	(5 years)	(10 years)
Day Off Peak Season Parking Generation Ratios	2.65	4.00	1.70	2.22	3.11	5.50	6.50	1.00	0.25	0.95	8.00	1.50	2.50	0.40	3.11	Peak Season	Peak Season	Peak Season	Peak Season	Peak Season	Off Peak Season	Off Peak Season	Off Peak Season	Off Peak Season	Off Peak Season
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	174	174	174	174	0	40	40	40	40
2	25,534	0	0	0	0	0	0	0	0	12	0	0	0	0	2,250	79	136	57	54	51	79	136	57	54	51
3	10,390	0	0	0	0	7,051	0	0	0	0	0	0	0	0	0	89	90	1	1	1	66	90	24	24	24
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	68	68	68	68	0	0	0	0	0
10	0	0	2,000	0	0	0	0	2	0	0	5,860	0	0	0	0	87	61	-26	-26	-26	52	61	9	9	9
11	14,516	3,276	7,384	2,434	6,256	3,773	0	14	0	0	0	0	0	0	14,238	140	115	-25	-44	-63	124	115	-9	-26	-44
12	10,838	0	0	0	0	0	0	0	0	0	0	0	0	0	0	29	111	82	82	82	29	111	82	82	82
13	3,520	0	5,355	0	43,278	0	0	0	0	0	0	0	45,000	9,783	0	285	227	-58	-58	-58	269	227	-42	-42	-42
14	3,757	0	32,190	0	46,870	2,773	2,240	0	0	0	0	0	0	0	0	275	168	-107	-107	-107	240	168	-72	-72	-72
15	7,176	0	20,596	0	27,954	0	0	0	0	0	0	0	0	0	20,552	154	202	48	20	-8	141	202	61	35	10
16	0	0	3,102	0	2,041	3,248	0	0	0	0	0	0	0	0	0	41	24	-17	-17	-17	29	24	-5	-5	-5
19	0	0	0	0	0	0	0	0	0	0	0	16,030	0	0	0	24	142	118	118	118	24	142	118	118	118
20	106,706	0	38,738	0	41,434	25,256	1,278	0	0	0	0	0	0	0	0	730	100	-630	-630	-630	625	100	-525	-525	-525
21	5,264	1,454	14,710	0	49,897	2,120	2,048	0	0	0	0	0	0	0	0	255	203	-52	-52	-52	225	203	-22	-22	-22
22	2,800	0	0	0	0	0	3,448	0	0	33	0	0	6,900	0	0	84	74	-10	-10	-10	78	74	-4	-4	-4
23	0	0	0	0	0	6,600	0	0	0	222	0	0	0	0	0	269	495	226	226	226	247	495	248	248	248
24	0	0	0	0	0	17,882	0	0	0	177	0	0	0	0	0	325	348	23	23	23	267	348	81	81	81
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	8	8	8	0	8	8	8	8
Beach	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101	0	-101	-101	-101	0	0	0	0	0
Boat Tours/Waterfront	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	130	0	-130	-130	-130	0	0	0	0	0
	190,501	4,730	124,075	2,434	217,730	68,703	9,014	16	0	444	5,860	16,030	51,900	9,783	37,040	3,096	2,746	-350	-400	-450	2,496	2,544	48	2	-44
															(stalls)	(stalls)	(stalls)	(stalls)	(stalls)	(stalls)	(stalls)	(stalls)	(stalls)	(stalls)	(stalls)

Blocks 1, 4,5,6,7,8,9,17,18 and 25 Building square footage is not included in demand due to residential use and elementary school use.

Blocks 4,5,6,7,8,17,18 parking is not included in demand.

Block 1 – Peak Season, Eastview/Dunn Field (174 spaces) included in parking inventory. Off peak only Dunn Field (40 spaces) is included in parking inventory, residential parking not included.

Block 9 – Peak Season, School lot (68 spaces) is included in the parking inventory, residential parking not included.

Block 25 – Parking inventory includes 8 meters.

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FOR
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LEGEND:

BLOCK NUMBER

STUDY AREA

SURPLUS OF PARKING

+100

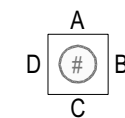
0 through 99

DEFICIT OF PARKING

-99 through -1

-100 +

BLOCK FACE KEY PLAN:



Sheet Title:

PARKING SURPLUS DEFICIT PEAK SEASON

File No	1317
Scale	NTS
Date	12-05-2013
Checked By	ALN



MAP Number:

MAP 4

Page Number:

41

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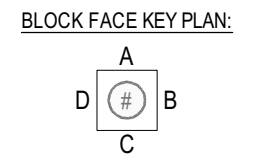


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- LEGEND:**
- # BLOCK NUMBER
 - STUDY AREA
 - SURPLUS OF PARKING**
 - +100
 - 0 through 99
 - DEFICIT OF PARKING**
 - 99 through -1
 - 100 +



Sheet Title:
PARKING SURPLUS/DEFICIT OFF PEAK SEASON

File No	1317
Scale	NTS
Date	12-05-2013
Checked By	ALN

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Section 3 Public Input

The Parking Commission was charged with providing input and feedback at the initiation of the project to aid consulting staff in formulating a project approach. Later, the Parking Commission, aided by Lake Geneva staff, provided feedback and guidance with the recommendations formulated for the community.

Public input involved face-to-face meetings with a variety of stakeholders from the community. The stakeholders were selected by City staff and the Parking Commission to represent a broad cross-section of parties involved in the downtown. The cross-section of stakeholders spans local business people, residents, non-profit organizations, and chamber members. The stakeholder meetings and interviews provided consultant staff with individual perspective on parking function in Lake Geneva.

A meeting with members of the Business Improvement District and Chamber of Commerce was held at 8:00am on May 15, 2013. Discussions with stakeholders included details on projects; buildings or situations specific to where they worked, lived or had other familiarity with. Other discussions that came out of the stakeholder meetings included impacts of beach parking, special events, and employee parking. Residential permits for downtown residents were also discussed along with barrier free parking and parking signs.

Topics that came up during the discussions:

- Relative convenience of parking for short-term use and walking distances.
- Enforcement policies.
- Need for residential parking options.
- Need for improved traffic circulation.
- Need for traffic calming and pedestrian enhancement.
- Need to get employees to ride bikes.
- Need for additional parking.

A public open house was held at 6:00pm on May 15, 2013 for anyone wanting to discuss parking concerns. A brief explanation of the project was given and then the group was divided into three sub groups; residential parking, beach parking and downtown parking. Each group rotated and was able to discuss concerns on all three areas of parking. Comments from this meeting can be found in **Appendix E**.

Topics that came up during the discussions:

- Many residents avoid the downtown due to the parking problem
- Enforcement policies

- Need for residential parking programs
- Need for additional parking
- Special events parking
- Employee parking
- Not enough lake front parking
- Parking rates are too high for employees
- Parking rates are not high enough for tourists

Three surveys were developed to gain additional public input. The surveys were directed toward Business Operators, Employees and General Parking Users. These surveys were available on the City's website. Paper surveys were made available at the Library and City Hall. The surveys collected are as follows:

On-Line Parking Survey Results:

- **Business Operator:** 34 Responses
- **Employee:** 68 Responses
- **Parking User Survey:** 534 Responses

The surveys included questions pertaining to how individuals traveled downtown, where they parked, how many businesses they visited, and how long they stayed. These questions, along with business specific questions on size of commercial area, number of employees, hours of operation and number of customers, helped Rich & Associates determine the parking generation rates applied to the demand model.

Additional questions provided an opportunity for participants to offer an opinion on various aspects of the parking system. Questions ranged from parking enforcement to overall parking adequacy. Results of the opinion based questions are located in the **Appendices F, G and H**.

A fourth survey was developed to ask beach goers similar questions to the general user parking survey without the opinion questions. This survey was conducted at the entrance to the beach on Saturday July 20th and Sunday July 21st. There were 48 people who responded to the survey. Results of the survey are located in **Appendix I**.

Section 4 Recommendations

Introduction

The recommendations presented here are intended to enhance the existing supply of parking through operational, management, configuration, parking pricing and allocation changes. While aimed primarily at increasing the efficiency of the parking system, the recommendations are comprehensive and provide a holistic approach to improving parking in the downtown today and provide a plan for future growth.

The recommendations in this section are a set of tools that Lake Geneva can use to manage the parking system. Lake Geneva will also be given the demand matrix chart (Table 2L) to maintain and manage the parking surplus and deficit in the downtown. This chart can be updated with new development, vacancy or in-fill and any changes to the parking inventory. The chart allows Lake Geneva to understand the impacts of potential development and allocate parking and durations to meet the parking needs in the downtown.

A successful parking system is not just about parking vehicles, it also involves the walkability of a downtown. Other contributory factors include; signage, parking enforcement, lighting, conditions of the parking areas, as well as, marketing parking. The utilization of lots will depend on many of these factors. Fundamentally, these issues can impact a parking system and therefore downtown economics in general.

All recommendations within this section are intended to aid Lake Geneva in creating an efficient parking system, whether used individually or as a package of system wide improvements. With a unified approach however, Lake Geneva will be best prepared to address parking related issues and handle new development now and in the future.

Lake Geneva at this time needs to decide if there will be policy decisions to develop additional parking now to handle the peak season issues or wait until there is a shortage in the non-peak season. Lake Geneva is currently at a point where the peak season traffic and parking issues are driving away local business customers to the downtown.

Some of these recommendations can be implemented with little or no cost to Lake Geneva, and some will take significant budgeting and time to complete. This section focuses on policy and actions to the current parking situation. The section that follows, addresses new parking solutions including locations, costs, and timing.

Parking Management

Lake Geneva's parking system is large enough to have one person heading up the parking to manage the whole parking function and act as the liaison between the Parking Commission, City Commission, City departments, Enforcement and the public. One of the best ways to oversee a parking system is by having a single source of management. This recommendation will bring singular management to a system that currently uses an interdepartmental approach. Parking benefits from having a 'face' for the public.

There is currently some confusion with the parking policies and rules and who to go to in order to clarify the rules. Having a single parking management source provides a "go to" person to answer questions, expedite decision making and allows for a better integration of the various aspects of parking. Implementing the revisions to the parking system under the direction of one person would benefit the parking system with the ability to adapt to changes in the downtown.

The organization chart (**Appendix J**) from 2012 lists a Parking Meters Superintendent as a position but this position has not been filled. This position should have an understanding of the entire parking system and oversee the Assistant Parking Meter Supervisor and all of the Parking Enforcement staff. The position would report to the City Administrator and the Parking Commission giving monthly updates of the system. Changes to the system that have been issued from City Commission would be directed by the Parking Manager to appropriate staff.

Additionally, a managed parking system is able to adapt to adjustments from changes in building uses and business moving in or out of the downtown. Some communities are able to create a whole new philosophy for the parking system by changing the traditional parking enforcement officers (PEO's) role into one where the enforcement officer acts as an ambassador on behalf of the community. Lake Geneva is working on changing this role for the PEO's.

Applications to develop parking facilities or lots on private property and zoning related requirements for parking would still be handled through the respective City departments. This position of Parking Manager can be a full or part time position and could potentially become the responsibility of a current employee. The position would create one "go to" person for parking.

Cost: To be determined, will involve City staff and time that should be assigned to the parking operations.

Action Time: Winter 2013

Parking Enforcement

Parking enforcement is an important component of a parking system that is designating on-street parking for customers and visitors. By recommending differentiated time limits of parking between off and on-street parking, we are helping to ensure that customers and visitors always have adequate and convenient parking. However, it is necessary to enforce the parking time limits in order for the allocation to work.

Parking Enforcement Officers (PEOs’) staffing levels need to be adequate to ensure that all of the parking is routinely monitored for the majority of the entire duration of the applicable regulations according to the day of the week. Specifically, one part time PEO can monitor between 400 and 600 parking spaces per day on foot completing up to four circuits during a standard shift. This ratio assumes a mixture of long and short-term parking as well as the use of handheld ticket writing for electronic chalking of vehicles.

All parking enforcement officers in Lake Geneva are part time and enforce on foot. There are currently 11 part time PEO’s/Parking Ambassadors. There are four hand held devices to write tickets so there cannot be more than four officers staffed to write tickets at a time. Though, the Ambassadors can be out helping direct customers/visitors and help with the parking meters to free up time for the PEO’s. As additional parking is added to the downtown, Lake Geneva will need to keep the staffing level adequate to cover approximately 400-600 parking spaces every 2 hours per PEO.

With the introduction of the new parking system the number of parking tickets has been reduced. It will be another year before the number of tickets being issued becomes more consistent. **Table 4A** is the breakdown of parking tickets per month for 2011-2013 up to September 24.

Table 4A

Parking Ticket Totals													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	504	486	504	480	3629	4042	3860	3092	2020	2448	504	524	22,093
2012	416	522	521	442	2061	1072	2031	1268	1264	1072	435	409	11,513
2013	315	337	434	406	2087	2371	3008	1965	1231				12154

When parking enforcement is conducted consistently there is no need to have full time PEO's or to cover every space for every hour of the enforcement time. However, it is important to maintain a level of staffing to cover the entire parking supply, though this can be done randomly. There should be multiple routes with varied times so that patterns are not developed allowing patrons to know when and where to park avoiding a citation. The enforcement staff is currently doing a good job routing PEO's and changing around the times covered. With a part time staff and limited schedules, the PEO's and Ambassadors are maintaining a good presence in the downtown.

It would be beneficial to add one additional hand held device to allow more flexibility in the PEO's routes and staffing. This would allow the PEO's to overlap schedules and allow time for charging and downloading information. It would also leave four handhelds available when one unit is out of service for repair and allow an Ambassador to write tickets as well as helping with the pay stations if all units are functioning.

Guidelines to efficient and effective parking enforcement:

- Routing of officers so that a complete circuit is followed every two hours in the downtown area
- PEO's should use handheld parking ticket writers that track license plate numbers
- Every parking space, whether occupied or not, when following a route is then entered into the handheld.
- Staffing should be at a level adequate to assign one officer to monitor between 400-600 parking spaces on a two hour circuit.
- PEO's should be dedicated to parking duties, only being reassigned during emergencies or special circumstances that may arise.
- Street signs should indicate that parking is enforced from 9:00 a.m. to 7:00 p.m. Monday – Sunday.

Handheld Ticket Writers should be used to the full extent by entering in every license plate rather than writing the license plate on a pad of paper and trying to manually see if a vehicle has moved to avoid a ticket. This feature can be added to the handheld making it easier to tell if a parker has moved their vehicle to avoid a parking ticket.

Costs: An additional Handheld Unit: \$5,000-\$10,000 depending on contract. Software upgrade to manually key in every license plate may be included in the existing contract.

Action Time: Winter 2014

Parking Fines

The overtime parking fine is \$12.00 and doubles if not paid within 10 days. Consider introducing a graduated fine system to aid in discouraging multiple infractions by individuals (see example below). The use of handheld computer technology compliments this effort, as the software can track license plate information and the infraction particulars. The software can then identify multiple infractions within a given time period and issue a ticket accordi

Graduated Fine Example:

- 1st ticket – 12.00 if paid within 10 days.
- 2nd ticket - \$15.00
- All subsequent increase to \$20.00. The fine stays the same for individuals that pay their fines.
- Accumulation of 6 or more unpaid fines. Six or more tickets are set at \$40.00 each with no reductions.
- Illegal parking infractions (such as parking at a fire hydrant or in a handicap parking stall) remain the same.



An example of a map and explanation of graduated fines, attached to parking tickets (including courtesy tickets) in Fort Collins.

Consider offering courtesy tickets when making any changes to the parking system. This would provide an opportunity to explain the new rules and not upset customers and visitors of the downtown. To avoid abuse of the system, a parker would only be allowed one free pass with the courtesy ticket and the next ticket would be a regular parking ticket.

Cost: Depending on contract, software upgrade may be included in the existing contract.

Action Time: Winter 2014

Parking Duration/Allocation

On-Street Parking

Two hour parking should be the dominant duration for on-street parking as it suits the needs of the majority of customers and visitors. Individuals requiring more than two hours for parking should be directed to off-street parking areas as identified in our recommendations.

Fifteen minute to thirty minute parking should be located on-street for use as customer loading and unloading spaces or very short-term parking. These parking spaces should be situated as either the first or last space on a block face where needed. When there are long blocks it is sometimes necessary to place the fifteen to thirty minute parking spaces in the middle of a block face.

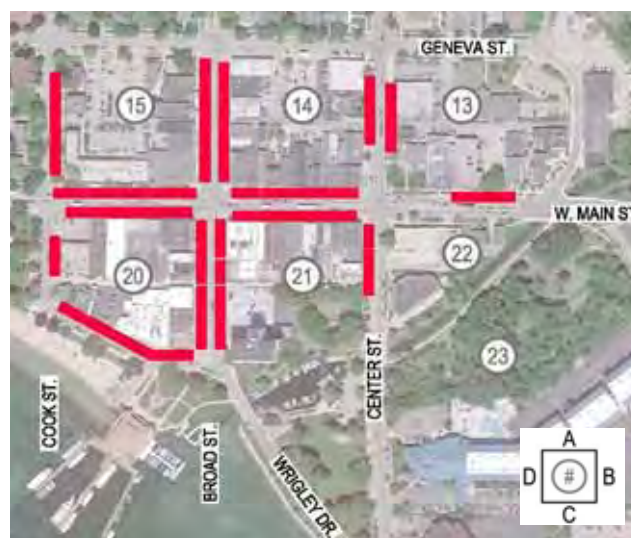
In areas where there is little or no demand for short term customer-visitor parking, long term on-street parking can be used to add to the overall long-term parking supply. Long term on-street parking is appropriate in areas that are farther away from the core shopping district or specifically needed for long term parking needs. An example of this is the on-street spaces on Cook Street (south side) that are mainly used for the beach and the Lake Geneva Cruise Lines which are currently five hour parking. Adding and maintaining all on-street parking signs will indicate the duration of parking allowed.

As discussed in **Section 2** on **page 17**, these turnover and occupancy study found that the majority of the customers are staying 2 hours or less. The retail and restaurants in the core area would benefit from converting some of the on-street parking to two hour. This will help create more turnover and potentially bring some of the residents back into town for shopping.

Convert on-street parking from five hour to two hour on these blocks:

1. Block 13 C & D
2. Block 14 B, C & D
3. Block 15 B, C & D
4. Block 20 A, B, C & D
5. Block 21 A, B (to alley), D

Consider adding angled parking to the east side of the 200 block of Cook Street between Geneva Street and Main Street. There is a potential to get +/- 25 spaces where there are currently 10, providing an additional 15 spaces.



Cost: Minimal. Signs on-street along with re-striping Cook Street.

Action Time: Spring 2014

Off-Street Parking

The five hour parking in lots should be changed to ten hour parking to accommodate the customer/visitor wanting to spend more time in the downtown. The closest and most convenient spaces towards the back of the building could be changed to four hour spaces leaving these spaces for customers/visitors. To keep it simple and encourage additional shopping, all of the lot parking should be changed to ten hour time limits. In order to make this successful and keep the employees parking in the correct spaces, there should be an employee permit available for use in the back spaces of the lots at a slightly discounted rate. Currently it is very difficult for an employee to find parking during peak season and with the five hour parking durations all employees have to move their vehicle at least once per shift to avoid getting a parking ticket.

Many of the employees park in the free parking lots and the free on-street parking in the residential areas during the peak season. If a residential permit program was created removing the residential parking from the general supply, the city would need to reserve parking in the free lots for employees. If there is not any reserved employee parking, employees will be forced to park in the public lots creating a parking shortage for downtown customers/visitors.

Cost: Minimal. Signs in lots.

Action Time: Spring 2014

Library Parking

Consider adding two additional 25 minute parking spaces in front of the library creating 5 short term parking spaces. These spaces should have single head meters that accept coin so a library patron can drop off or pick up books without having to wait in line at the multi-space meter.

Cost: To be determined.

Action Time: Spring 2014

Residential Permit Program (RPP)

Currently all residential blocks within the study area are having difficulty parking due to downtown employees and customers/visitors parking on street all day in this area. One way to control parking in residential areas is to use a Residential Permit Program (RPP). As the city continues to develop and other residential areas begin to have the same problems, the residential permit program can be expanded.

Although moving to a RPP will make many residents happy, it will create a shortfall of parking in the downtown during peak season. It is important to note that the downtown relies on the parking in the residential neighborhoods during peak season. There are approximately 407 unrestricted parking spaces in the residential neighborhoods that are heavily used for employees, customer/visitor and beach parking. While Rich & Associates was conducting the turnover and occupancy analysis in July, it was noted that residential parking was full one entire block beyond the study area. Without building new parking, a RPP will not work at this time.

When Lake Geneva has developed enough parking to replace the 407 plus parking spaces lost, consider creating a residential hang-tag permit program to allow downtown residents to park on-street during the day. The street should be signed two hour parking or residential permit parking. The permit should be either a hangtag or dash permit that indicates the dates of validity and made available from the city for residents. The two hour parking would allow most visitors to park without having to acquire a visitor parking permit from City Hall. The fee for the permits should be a nominal fee to cover printing and administration charges.

The residential parking permits should be renewable annually and based on proof of residency and vehicle registration. The fee would be at least \$40 per year to cover printing, signs and administration fees. There should be a limit of three residential permits to one address. Otherwise, abuse of the system may become a problem with residents supplying permits to downtown employees.

Cost: To be determined. Signs, administration of program, printing or purchase of permits and enforcement.

Action Time: Undetermined

Barrier Free Parking

On-street

Consider adopting the ADA proposed recommendations for on-street parking. Currently the ADA Guidelines for on-street parking are not finalized. **Table 4B** is the ADA proposed guideline for areas where there is metered parking. Lake Geneva has 25 barrier free spaces on-street in metered five hour parking areas in the downtown. There are several on-street blocks that are in need of additional barrier free spaces when using the proposed ADA on-street guidelines below. There were several respondents in the surveys that described how difficult it was to find a barrier free parking space in the downtown.

There are 14 additional on-street barrier free spaces that need to be developed if following these guidelines. See **Table 2F** on **page 15**.

Table 4B
On-Street Accessible Parking Spaces

Total number of marked or metered parking spaces on the block perimeter	Minimum required number of accessible parking spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4
101 to 150	5
151 to 200	6
201 and over	4% of total

Federal Register, Vol. 76 Tuesday, No. 143 July 26, 2011 Part II Architectural and Transportation Barriers Compliance Board 36 CFR Part 1190, Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way; Proposed Rule

Off-Street

When examining the number of barrier free spaces in the public off-street parking lots, the Sage Street lot located across from City Hall is the only lot in need of one additional barrier free parking space. Rich & Associates has provided two alternatives to lay out the lot that would provide additional parking spaces.

Cost: Approximately \$225-275 to restripe and sign for each barrier free space.

Action Time: Spring 2014

Valet Parking

Valet parking is not currently being used, though the Lake Geneva Cruise Line has offered valet for large events. A policy needs to be put into writing to regulate valet parking. This policy should include requirements and rules for using public parking areas and private off-street lots as valet parking storage and on-street spaces for vehicle drop off and pick up. The policy should specify rental charges for on-street parking spaces used for pick-up and drop-off by valet operators and state that the operator should only be allowed a minimal number of on-street spaces for their operation.

Overall, the policy should specify valet operation standards, performance standards, the use of and design of permissible signs, on-street parking space rental charges and the necessary parking area lease agreements with private parking owners or with the city to provide the valet with evening parking privileges. Furthermore, the policy and agreement should specify penalties and or the revoking of the valet operator's license for violation of the policy regulations.

Cost: Minor.

Action Time: Spring 2014

Delivery/Commercial Loading Zones

There is a need to address delivery and commercial loading within the downtown area. Currently, delivery trucks frequently double park on Main Street if they are unable to find enough space to temporarily park their vehicle. When this happens, a delivery vehicle may block several on-street vacant spaces which removes parking supply for the duration that they are parked or in some cases, delivery vehicles block a parked vehicle in their space and creates traffic issues.

Consider the possibility of creating a truck delivery loading area on the north side of Main Street that would be signed delivery trucks only in the space(s) for specific hours in the morning (7:00 AM to 10:00 A.M. for example). City Council would have to enact an ordinance that would not allow other vehicles in these spaces during the specified times. It would also require businesses to schedule their deliveries to match the time set. This may only need to occur during the peak season when there is a greater amount of traffic congestion in the downtown. Finally, there would then be a need to restrict double parking for delivery vehicles.

Cost: To be determined, will involve City staff and time that should be assigned to the parking operations.

Action Time: Winter 2014

Overnight Parking

Currently it is illegal to park overnight anywhere in the downtown business district from 3:00am to 6:00am anytime of year. Any vehicle left overnight is subject to towing by the Police Department. Permission may be granted for guest parking for residents by the Police Department outside of the “downtown business district” (South Lake Shore Drive on the east, Cook Street on the west, Wrigley Drive on the south and Geneva Street on the north). This is granted on a per night basis and can allow up to 14 days for one person or vehicle. If more than three days are required an application form must be filled out at the police station, all other requests can be granted over the phone.

It is recommended that leniency be used in regards to overnight parking in the Central Business District to make sure that this rule does not encourage drunk driving. Some communities choose not to ticket a vehicle until the designated time when parking enforcement begins (example 9:00am) the next day. This can create issues with street cleaning and snow removal.

Cost: Minimal. Currently towing is not occurring unless the vehicle is abandoned or deemed not running.

Action Time: Winter 2013

Stripe all On-Street Parking Spaces

Striping the on-street parking spaces in the residential area within in the study area will help residents and customers from being blocked in due to other vehicles parking too close creating difficulty in maneuvering out of the space and parking more vehicles than should be allowed on a block face. Additionally, striping and maintaining the striping will give the driver an indication that on-street parking is allowed, where it is allowed keeping parkers from blocking driveways. This is important where there is unrestricted and unsigned on-street parking.

Cost: Approximately \$15 - \$30 per space and again every 2-3 years in maintenance.

Action Time: Fall/Winter 2013

Marketing

Marketing is a key aspect of a successful parking system. Marketing should be done every time there is a change to the parking system and should be directed towards downtown employees, business owners, residents and customer/visitors of the downtown. It is important to help encourage downtown employees to park in the long term parking areas, leaving the most valuable on-street parking for customers and visitors. Additionally, an individual’s perception of Lake Geneva is greatly enhanced if they know ahead of time where they can park and what the parking fees are.

Materials can include direct mailings, brochures, maps, kiosks, on-line web pages, articles in magazines and newspapers. Information contained in the marketing materials should include location, up-coming

changes, pricing, regulations, fine payment options and any other information relating to the parking system.

Lake Geneva has parking information available on the city website under the tab, Parking Enforcement. This tab includes a video that details how to use a parking pay station and has links to the rules and regulations regarding parking and parking enforcement. The Parking Rules & Regulations brochure found following this recommendation is available for download along with a map of the parking areas in the downtown. The information available on this tab is easy to understand and clearly defines all pertinent rules and regulations regarding parking.

During stakeholder meetings several people brought up that they felt the parking regulations and policies were unclear and that there was not a single source of information that explained the parking regulations and policy. The issue appears to be that not everyone has seen the Parking Rules and Regulations brochure or gone to the website.

It is recommended that the City conduct a marketing effort along with the businesses and Chamber to get out the parking related materials so there can be a clear understanding of the rules. The Parking Rules & Regulations brochure should be distributed to businesses and can be available on pay stations (detailed in recommendation for Parking Pay Stations) as well as being carried by the PEO's and Downtown Ambassadors.

Consider changing the Parking Enforcement tab on the website to read Parking. The tab explains and has links to all things parking not just parking enforcement.

Cost: \$1,000-\$2,500 for flyers and up to \$1,000 annually for ongoing maintenance.

Action Time: Winter 2013

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Parking Stations

In May 2012, the City of Lake Geneva replaced all coin-operated parking meters with LUKE II parking stations at the rate of \$1.00 per hour. Visitors can now conveniently purchase parking at any station using a variety of payment options including quarters, bills, credit or debit card and even an option to extend-by-phone (via text message). Please note that the parking stations do not provide change or give refunds.

HOW TO PAY FOR PARKING

Park and note your parking stall number. Then at any station:

1. Go to any pay station and press any key to "wake" the unit from power save mode.
2. Using the key pad, enter your parking space number, then press "OK." Then press "1" to Make Your Purchase. Wait for pay prompt.
3. Insert quarters, bills or use credit/debit card for your length of stay (\$1 per hour). MACHINE DOES NOT GIVE CHANGE. Press "OK" to complete payment.
4. Take your receipt with you. The time your parking expires is printed right on the receipt.

There's no need to take your receipt back to your car. You can add time at any pay station (before your session expires) using the Add Item # on your receipt. To use the extend-by-phone feature, pay with debit/credit card and follow the prompts.



For more information, visit
www.cityoflakegeneva.com/parking
or scan the QR below:



CITY OF LAKE GENEVA
626 GENEVA STREET
LAKE GENEVA, WI 53147
P: 262.248.3673 • F: 262.248.4715
www.cityoflakegeneva.com

CITY OF LAKE GENEVA,
WISCONSIN

Parking Rules & Regulations



www.cityoflakegeneva.com

Updated 5.16.13

Parking Permits

AVAILABLE WITH CURRENT VEHICLE REGISTRATION ONLY. NOT VALID UNLESS AFFIXED TO THE VEHICLE ACCORDING TO CITY HALL INSTRUCTIONS.

RESIDENT

Any person who is a resident homeowner or a resident tenant, eligible to vote in the City, with a vehicle registered to that person at his/her City address is eligible for this type of parking sticker. This sticker allows parking for up to one, two-hour consecutive session per day without depositing payment (except for the 25-minute spaces near the library which always require payment). This sticker is free and renews every even-numbered year.

NONRESIDENT PROPERTY OWNER

Any person who owns a second home in the City with a vehicle registered to that person is eligible for a City parking sticker. This sticker allows parking for up to one, two-hour consecutive session per day without depositing money in the parking station (except for the 25-minute spaces near the library which always require payment). This sticker is free and renews every even-numbered year.

BUSINESS IN THE CITY OF LAKE GENEVA

Any business owner holding a valid business license to operate in the City limits of Lake Geneva may purchase for a two-year period, a City parking sticker which will allow parking at any space where applicable for up to one, two-hour consecutive session per day without depositing payment (except for the 25-minute spaces near the library which always require payment). The fee for the purchase of this sticker is established by resolution of the Common Council.

WALWORTH COUNTY RESIDENTS

Any resident of Walworth County, with a vehicle registered to that person at his/her Walworth County address, may purchase a City parking sticker which will allow parking for one, two-hour consecutive session per day without depositing payment (except for the 25-minute spaces near the library which always require payment). The fee for the purchase of this sticker is established by resolution of the Common Council.

Parking Hours

Parking fees in the parking station zones are in effect from 9 a.m. to 7 p.m. Mon. – Sun.

Exceptions: Each year from Nov. 1 until Apr. 30 of the following year, two-hour free parking is in effect for all parking station zones except in the following zones where there is no two-hour limit: Cook Street lot, Center Street lot, Main Street (south side, from Madison Street west to Maxwell Street), Sage Street lot, Geneva Street lot, Eastview/Dunn Field lot. There is no free parking (either seasonal or by sticker) at any 25-minute red designated space.

Parking at the Sage Street and Eastview/Dunn Field parking lots is free, year-round. No vehicle may be parked on any City street for a period of time longer than 24 consecutive hours.

NIGHT PARKING

From Nov. 15 – Mar. 31 vehicles may not park between the hours of 2 – 6 a.m. on any City street or parking lot and year-round from 3 – 6 a.m. downtown.

Parking Fines/Tickets

Fines are payable immediately. Fines double if not paid within 10 days. Fines may be paid using any of the following methods: hand-deliver to City Hall Front Desk; deposit in either of 24/7 secure payment boxes at City Hall (yellow pay box on sidewalk outside City Hall or pay box in foyer of City Hall); pay online with a credit card at www.cityoflakegeneva.com/parking (a service charge will apply); or place in an envelope with appropriate postage and mail to the address on ticket.

Please note that the City of Lake Geneva does place unpaid tickets with a collection agency and additional charges will apply. Multiple violations could result in a suspension/refusal order of your vehicle registration with the State of Wisconsin Department of Transportation.

WINTER PARKING

Vehicles may not park on the street until the snow has been plowed to the curb line. Signs have also been erected, prohibiting parking on certain streets to facilitate snow removal.



Pedestrian Enhancements

Pedestrian movement is an important aspect of parking. It is difficult to get people to park beyond the front door of their destination if there are any concerns regarding personal or vehicle safety or the experience is not pleasant. Lighting and landscaping can greatly change the perception of safety in lots and along sidewalks.

Consider adding pedestrian wayfinding to the downtown. Kiosks near parking areas and on busy corners with maps and listings of businesses in the downtown are very helpful in directing customers/visitors in the downtown. Pedestrian wayfinding will work hand in hand with marketing and signage in the downtown. The maps show where long term parking should occur without the worry of a parking ticket. This is especially important when visitors are parking in the school lots further away from the downtown. This is further discussed in the signage recommendation on pages 63-65.

Minimize pedestrian and vehicular interaction by creating a clear differential between the street and sidewalk. This can be done using texture, colors, trees, or planters between the sidewalks and streets. It is also important to provide handicap accessibility at all intersections. When all sidewalks are accessible it is then possible for someone with less mobility to park at an available non- barrier free designated parking space when all barrier free spaces are full.

Minimize surface lots and breaks between buildings to promote walking in the downtown. People tend to walk further without complaints if the walk is pleasant, enjoyable and engaging. Landscaping, murals and decorated store windows tend to create an experience worth walking. Parking areas are important, though large parking lots without appropriate landscaping and lighting can be viewed as unsightly and unsafe.

Cost: To be determined.

Action Time: Spring 2015

Bike Parking

Having a safe and secure place to store a bicycle is paramount to successfully promoting the use of bicycles for downtown employees who would otherwise commute using a motor vehicle. Lockers and shelters will also benefit employees of the downtown by providing a secure place to store a bicycle out of inclement weather. Lake Geneva currently has bike racks installed on the pay station numbering signs.



The existing signs prohibiting bicycles on the sidewalk are confusing and appear to read that there is no bicycle riding allowed in the downtown period.



It is recommended that Lake Geneva use the following guidelines on bicycle racks when choosing any additional racks for the downtown.

Guidelines on Bicycle Racks (*Bicycle Parking Guidelines, first edition 2002*):

- Racks should allow bike frame to make contact at two points.
- Should allow for more than one bike per rack.
- Needs to allow for popular “U” shape lock.
- Racks should be placed where they will not impede upon pedestrian traffic, though need to be readily identifiable.
- Should be clearly signed with a bicycle parking sign.

Create a marketing program to promote bicycle use as an alternative to driving. Develop a brochure that markets bicycle ridership in the Lake Geneva area. Include a bicycle rack locations map as well as a map detailing bicycle routes that connect to the downtown. Consider policies directed toward achieving the designation as a “Bicycle Friendly Community” as recognized by the League of American Bicyclists.

Marketing Bicycle Ridership

- Federal law provides tax incentives to bike to work which are explained by The League of American Cyclists, <http://www.bikeleague.org/news/100708faq.php>.
- Host a special event to promote bicycle ridership in a city wide effort to use alternative modes of transportation.
- There are several communities throughout the U.S. that participate in National “Ride Your Bike to Work Day/Month” in May. Information can be found through the League of American Bicyclists www.bikeleague.org.
- Source of possible grant funding through Bikes Belong Coalition, <http://bikesbelong.org>
- Pedestrian and Bicycling Information center is a helpful link that offers advice on funding and marketing bicycling in downtowns. <http://www.bicyclinginfo.org>

“Communities that are bicycle-friendly are seen as places with a high quality of life. This often translates into increased property values, business growth and increased tourism. Bicycle-friendly communities are places where people feel safe and comfortable riding their bikes for fun, fitness, and transportation. With more people bicycling, communities experience reduced traffic demands, improved air quality and greater physical fitness”
www.bicyclefriendlycommunity.org

Cost: Between \$500 - \$6,000 depending on the number of racks, signs and the level of marketing.

Action Time: Ongoing efforts.

Moped Parking

Consider adding moped parking areas to provide a parking area other than on the sidewalk. The current regulations allow mopeds to park on the sidewalk, though they create barriers for pedestrians on the sidewalks. Moped parking areas should be well signed and remain free of charge. Consider working with the property owner at the entrance of the public parking lot off Cook Street to use the wood chipped area as moped parking. This would benefit the businesses in the development by freeing up sidewalk space.

The city could help maintain the parking area by pouring a concrete pad, signing and marketing the new parking. The space would be a simple concrete pad striped using the minimum motorcycle stall dimension of 3'4" x 7'.

Cost: \$700-\$2,000 depending on the number of signs and size of concrete pad.

Action Time: Spring 2014

Signage

Lake Geneva has vehicular wayfinding in the downtown. The signs work well and look good in text and color. This recommendation focuses specifically on the parking wayfinding that leads a customer/visitor to the public parking lots. There needs to be more directional location signs leading a driver to the public parking areas.

It is difficult to know if certain parking lots are public or private. All public parking lots should have identification parking signs listing who can use the parking, the duration of parking, the hours of operation and the hours of parking enforcement. All lots should be named and signs should identify the name of the parking lots. This lack of identification creates issues with marketing and wayfinding.

Best Practice For Parking Signage

Rich & Associates has established a best practice for vehicle and pedestrian wayfinding parking signage. These best practices have been developed by looking at successful signage in other communities and through signage programs that we have developed. Lake Geneva has a variation of many of these signs, though all are listed to show how all of the sign types work together.

As a best practice, the following four types of parking signs that increases drivers' wayfinding experience are strongly recommended. Communities often miss the important role that signs play in making visitors comfortable with their surroundings and the effect that signs can have on vehicle travel and efficiency of parking use. Additionally, there needs to be pedestrian wayfinding signs to deal with the driver/passenger transition from vehicle to pedestrian modes. It should be noted that sign color, size design and placement may be impacted by local, county or State highway department's regulations.

Directional/Location: Directional-parking signage is distinct in color, size and logo and directs drivers to off-street parking areas. Parking location signage complements the directional parking signage. The signs have arrows pointing to the off-street lots. The signs are mounted on poles at standard heights, on the streets.



Identification: Identification signage is placed at the entry of each parking lot. The name of the parking area is identified and the type of parking available as well as hours of enforcement and the hours of lot operation is listed on the signage. The identification signage is distinctive in color and size, and it is located on a pole at a lower height.



Vehicular Wayfinding: Vehicular wayfinding signs are placed at the points in the downtown to lead to places of interest and parking locations. The sign also points out the various landmarks or attractions that can be found. These types of signs are placed at locations easily located by a driver and are intended to help that driver orient themselves to the downtown area.



Pedestrian Wayfinding: Pedestrian wayfinding signs or kiosks are placed at the points of pedestrian entry/exit to parking lots. Typically a map illustrating the downtown area that points out the various shops or attractions. These types of signs are placed at locations easily found by a pedestrian and are intended to help that person orient themselves to the downtown area to locate their destination and then be able to return to where they parked.



There should be more directional/location signs in the downtown, especially signs that lead drivers to public parking lots. These signs should clearly identify customer/visitor parking. There are a few of these signs though they should lead a driver all the way to the parking lot. The recommendation is for additional signs and that all signs to be the same color and shape.

Use identification signs that inform a customer/visitor of the downtown what lots are public, the allowed parking durations and hours of operation. Each lot in Lake Geneva has a name and this sign should display the name and be located at the entrance to the lot.

Pay stations need to be better identified especially in the parking lots. They should be easy to locate once a parker has left their vehicle. This sign should be included in the parking signage family and is further discussed in the Parking Pay Stations recommendations below.

Consider adding a pedestrian wayfinding kiosk to the downtown. Kiosks should be near major parking areas and on busy street corners displaying maps and listings of businesses in the downtown. Pedestrian wayfinding will work hand in hand with the marketing and signage in the downtown. The maps show where long term parking should occur without the worry of a parking ticket.

Cost: \$30,000-\$100,000 depending on the graphics, type of sign and number of signs and kiosk.

Action Time: Winter 2014

Parking Pay Stations

Pay stations need to be better identified especially in the parking lots. They should be easy to locate once a parker has left their vehicle. This sign should mirror the color and text of the parking wayfinding signs. The picture on the left is the sign used in Lake Geneva to identify a parking pay station. This sign is vague and appears to be pointing to a parking area rather than the pay station. The picture in the middle is an example of how Ferndale, MI identifies their pay stations and the sign on the left is designed to lead parkers to the pay station.

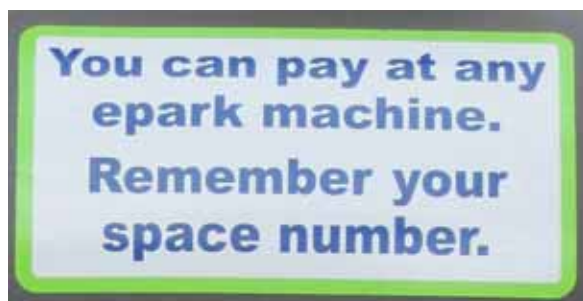
A pay here type of sign should be developed for all pay stations in lots and on-street areas where the pay stations are not clearly visible. In parking lots it is important that the sign be tall enough that once a parker has left their vehicle they can see the sign over parked cars. Rich & Associates noted lines forming at pay stations when there was another meter within sight though the meter was slightly obscured by vehicles.



The city currently has a flyer that details the parking rules and regulations and has detailed instructions on how to use the parking pay stations. The flyers can be distributed to businesses and can be available on the kiosks and pay stations as well as being carried by the PEO's and Downtown Ambassadors. The picture on the right is a pay station in Ann Arbor, MI with attached flyers instructing parkers on how to use the meter. The flyer holder is made of a plastic material with a lid and is attached to the side of the machine using an adhesive.



Many parkers do not know that they can pay for parking at any meter in the downtown. Both Ferndale and Ann Arbor have a uniform sticker on the Luke II pay stations letting parkers know that payment for parking is accepted at any pay station in the downtown. The sticker Ann Arbor, MI uses is shown below. The sticker uses the same colors found in the signage package and is placed on every meter in the same location.



The PEO's and Parking Ambassadors are both on the lookout for anyone struggling with the pay stations and offer help using the machines. It typically only takes one time with help for someone to understand the system. There was a question in the general user survey asking if the parking pay stations were easy to use. Of the residents who responded, there were 41% who strongly disagree or disagree, 26% were neutral, 33% agreed or strongly agree. The non-resident visitors response was 46% strongly disagree or disagree, 22% were neutral and 32% agree or strongly agree. The answers clearly state the need to continue to provide assistance with instruction at the pay stations.

Rich & Associates' was asked to look into parking validation, smart cards or other ways in which merchants could purchase parking to thank customers for their patronage. These options below came directly from Digital Payment Technologies (DPT):

Smart Cards – A back end system is POM (company that developed and sells the smart card) and any customer utilizing this product will source the cards directly from POM. There is NO COST in Enterprise Management System (EMS) to add this capability or feature, and the card readers currently in Lake Geneva can handle this type of card with no upgrade or extra cost. The cost of the cards is approximately \$10.00 each. These are typically sold to a user and are part of a program whereby individuals can preload their own card, and then use it as a debit down type card until their balance is back down to zero. The City could elect to use these cards and give

them out as a 'gift card' though this would not typically be a very cost effective way to do so. The value is held on the card, so if the card is lost, there is no way to redeem the value from it.

Mag Stripe Cards – Are utilized much like a frequent user card and can be set up to allow for a certain number of uses, or unlimited uses. The card is then either pre-billed to a user [for monthly access or annual access] or post billed, based on how many times it is used within a set period. One possibility is a merchant could feasibly purchase a card from the City – and then the City would bill the merchant for however many times free parking was used with the card/s. These merchant issued cards can be purchased from DPT for approximately \$8-10 per card, depending on the number of cards and if there is any customization done on the card, such as printing. There is an EMS fee of \$10.00 per month to manage this card program – for the volume that Lake Geneva has DPS has indicated that they could discount this by 50% and charge \$5.00 per unit/month (each machine would need to be reprogrammed to accept the mag stripe cards). No value is held on the card – only access based on how often the card can be swiped for parking.

Coupons – There is no additional infrastructure or card required for this choice – this is a number/character string that can be used to issue free/vip/post billed for parking. Lake Geneva would need to create a coupon to print out the unique number when purchased. The merchant can pre-purchase a number of coupon uses, and then issue the coupons to their customers. Or the city could give out a number of 'free' uses of parking to someone based on their license plate or other unique code issued from the system. Coupons can be used to discount parking [50% discount, 100% discount etc.] or can be used towards a dollar value [\$2.00 coupon - \$4.00 coupon etc] and for a set number of uses, or for a set amount of time. This is the most robust system we have for validated/free parking, and has the tightest control as a coupon code can be deleted in EMS or created upon the City's intent. No cards are needed to be purchased driving down the cost considerably to utilize this option for giving free parking. It is an EMS feature, again list price is \$10.00/unit/month, though DPT is willing to discount and charge \$5.00/unit/month as the City has a number of units, and also already have a few different EMS services. This would be DPT's recommended solution for Lake Geneva.

Issues with the meter performance should be quickly addressed with the supplier of the pay stations. They will typically offer suggestions and even contact DPT to create a solution for tough issues. There are many adjustments that can be made to screen time and the number of prompts necessary for transactions.

When looking at the parking pay station transactions from similar periods of time in 2012 and 2013 the number of cash transactions is significantly higher than credit card transactions. In Lake Geneva it has been found that parkers using credit cards are tending to purchase more time which is a higher cost. It has been found in other communities that the number of credit card transactions tends to increase over time when given the option due to user convenience. Currently a parker has three payment options; coins, bills and credit cards.

Table 4C

Number of Parking Pay Station Transactions

			Credit		Cash	
			Card	%	Cash	%
2012	July - September	#	72,040	34%	138,772	66%
2013	July - September 23	#	79,919	37%	135,674	63%

Amount Collected from Parking Pay Station Transactions

			Credit		Cash		Totals
			Card	%	Cash	%	
2012	July - September	\$	\$226,427	49%	\$233,885	51%	\$460,312
2013	July - September 23	\$	\$211,285	47%	\$234,746	53%	\$446,031

Cost: Signage cost is included in the Sign recommendation.

Action Time: Winter 2013

Pay by Phone

Rich & Associates was asked to offer information on pay by phone parking. There are multiple companies that provide pay by phone parking systems that can work with Lake Geneva’s current pay by space pay stations. In order to use pay by phone with the pay stations, the parker would have to establish an account with Cities pay by phone vender in advance. Once they park a vehicle the parker logs into their account from a smart phone and enters in the parking stall number along with a zone number and the amount of time they want to purchase. This information would then be incorporated real time into the overall “cloud based” data system and when a PEO pulls a report from the pay station or their handheld unit, the pay by phone payment and valid time is also reported.

Pay by phone accounts may be set up directly from a smart phone when parking, either through a phone number or through an internet address. However, Rich & Associates has found through experience, that this process typically takes a few minutes and is an easier set up when done from a computer because the account set up requires inputting user names, addresses, forms of payment and license plates. This process is continually evolving and becoming more user friendly. A user of the system can set up multiple vehicles and additional users under the same account allowing one family to use the same payment method when parking.

Pay by phone systems typically involve little or no cost to the city and instead charge the end user a small fee of \$0.15-\$0.35/per transaction for the convenience. Each vendor offers a different pricing strategy which can vary depending on the size of the parking system. There are options for the city to add parking permits, parking coupons, validation and special event parking.

Most pay by phone vendors will offer marketing support for the initial kick off of the service as well as signage and backend support for the application and connection to the current payment system. In

order to be cost effective it is vital that the system selected will work with the current multi space parking meters. The handheld ticket writers will need to have wireless communication capabilities in order to continually be updated by the pay by phone service and the pay station with currently paid parking stalls or the PEO will end up writing a parking citation for a vehicle that has paid for parking. Therefore, there is a possibility that new handheld units would need to be purchased in order to make the system work together.

Rich & Associates recommends that Lake Geneva issue a request for proposal for a pay by phone system that will work with the current pay stations in the downtown. This will add another level of convenience for all parkers in the downtown by offering another form of payment for parking.

Pay by Phone Companies:

Pay by Phone – <http://www.paybyphone.com>

Parkmobile – <http://us.parkmobile.com>

PassportParking – <http://passportparking.com>

Pango Parking - <http://www.mypango.com>

Cost: To be determined.

Action Time: Winter 2013

Special Events Parking Plan

Rich & Associates reviewed the plan developed for parking and using a shuttle during special events. This plan is well thought out with signage directing customers and visitors to the parking lot. Consistency is important when it comes to parking. If the shuttle is scheduled for specific times these times must be followed as published. The shuttle should circulate at 15-30 minute intervals with published schedules in order to get people to ride. It is typically difficult to get people to use a shuttle unless it is specifically for a special event. Shuttle effectiveness ultimately depends on the amount of traffic congestion along the shuttle route.

A marketing plan should be developed to spread the word to the community before the special event. These measures will help alleviate traffic congestion directly around the special event. Letting people know that there is free parking available that is conveniently located just off the highway is beneficial. Consider working with the Lake Geneva Cruise Line to coordinate with boat schedules and special functions they are holding. It would also be beneficial to work with the business associations to have a clear message regarding the shuttle service dates and instructions on use.

Cost: Bus cost is \$20 per hour plus \$2 per mile. Total for 2012 was \$4,270.

Action Time: Winter 2013

Shuttle Bus Operation

Although a shuttle can work well during special events it is not recommended for everyday use in the downtown due to the high cost to operate and an unwillingness for parkers to park in a remote lot and use a shuttle to get downtown. A customer or visitor coming into a downtown for a special event will know ahead of time that parking will be difficult and they are more willing to use a shuttle because they have planned to spend the day in the downtown. There are some parkers willing to use a shuttle on a daily basis but not enough overall to outweigh the total operating costs of the system. This point can be best proven by the lack of shuttles used in small towns for anything other than special events.

Cost: To be determined, direct labor (operators) wages and benefits, indirect labor (managers, technicians, cleaners) wages and benefits, fuel, vehicle repairs, vehicle parts, tires, insurance, and the miscellaneous expenses. The cost per hour would increase and buses would need to be purchased.

Action Time: None recommended

Create a Sinking Fund for Maintenance and Upgrades to Parking

Create a sinking fund for maintenance and upgrades to the current parking system and begin to put aside \$25.00 per parking space per year. Based on 1,849 City owned parking spaces within the study area the set aside would be approximately \$46,225 annually.

Cost: Approximately \$46,225 annually.

Action Time: Winter 2013

Traffic

Consider hiring a traffic engineer/planner to conduct a traffic study of the downtown to address the issue of congestion and pedestrian/vehicle conflicts particularly during periods of peak activity. The use of on-street angle parking spaces and pedestrian crossing signs which cite state law to yield to pedestrians in crosswalks certainly helps to slow traffic down. One downside is that pedestrians will often step into the roadway without regard to traffic expecting the driver to be paying attention and be able to stop. While slower traffic is generally a good thing to make pedestrians feel safe, there may be opportunities to keep pedestrians safe and maintain a pedestrian friendly environment while still addressing traffic congestion. The intent would be to eliminate some of the congestion issues when traffic is unable to move efficiently through an intersection, creating backups when the traffic signal has changed and opposing traffic is unable to proceed because it is blocked by vehicles still in the intersection. Other changes that a professional traffic engineer will be able to address include signalization changes and use of roundabouts to help with traffic flow.

Areas of observed issues:

1. The intersection at Dodge and Broad Street is very difficult to cross due to parked cars blocking sight lines.
2. Geneva and Broad Street appears to confuse many drivers who think the intersection is a four way stop. Additionally both public lots on Geneva Street are difficult to exit due to on-street parked cars blocking sight lines.
3. Traffic backs up for lengthy periods of time at Cook and Main Street. This intersection can be difficult for pedestrians when motorists get upset from long waits and do not allow pedestrians to cross.
4. Many people either cannot see or refuse to observe the “no left turn sign”. This area is highly congested due to bus and buggy parking.
5. Boat launch traffic creates various traffic issues at this corner. This intersection is also difficult for pedestrian traffic with a wide roadway, boat traffic and hotel entrances.

Cost: To be determined

Action Time: Fall 2014



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Section 5 New Parking

Current Parking Demand

During the off season, finding adequate and convenient parking in Lake Geneva is not a problem. Contrast this with peak season conditions where the parking needs exceed the parking system capacity resulting in patrons spilling over into the residential areas. Even with the addition of 324± on-street spaces in the residential district of the study area, plus the use of 198 spaces on two school lots that are available during the peak summer months, the parking system capacity is exceeded.

The analysis shows that parking in Lake Geneva is short by 350± spaces during the peak season if the 324± residential spaces are not included. The deficit is reduced to just 26± spaces if the residential spaces are included as part of the intended peak season parking supply. Similarly, including use of the residential spaces during the off-season period increases the parking surplus from 78± spaces to 402±.

Off Peak Season Parking Demand

During the off season months in Lake Geneva there is no parking problem. The study results show a surplus of 78 spaces. This surplus does not include the 324 on-street spaces in the residential areas, nor does it include the 198 spaces in the two school lots which are available only during peak season when school is not in session. Even with a surplus during the off season, there are still people who will park in the residential areas, especially employees taking advantage of free parking and not time limits.

Options

There are several options for addressing the parking situation in Lake Geneva. These range from a “Do Nothing” option since the deficit is only during part of the year (though this is the most critical period for many businesses), to a modest increase in parking supply with added surface parking, to a significant capital expense with a new parking garage.

1. Do Nothing Option

The Do Nothing Option may severely limit the development potential in the core downtown. It will affect businesses that are currently downtown as well as how the downtown currently functions. The recommended policy changes and reallocation of parking will not increase the total parking supply or the availability of parking in the downtown during the peak season. Therefore, Rich & Associates does not recommend this option.

2. Provide New Surface Public Parking

Another option is to increase parking supply through the re-design of existing surface parking lots or the creation of additional surface parking on vacant or underutilized property. Rich & Associates analyzed the potential for re-design of existing public parking areas. We determined that there is an opportunity for adding 42 additional spaces in the Sage Street Lot (See Drawing 1 & 2).

Both design options require the removal of trees in the back of the lot and the relocation of two bus parking spaces. The two design options yield the same net increase of 42 spaces. Option 1 (Drawing 1) allows for more street front landscape area. Option 2 (Drawing 2) uses all of the available space, leaving no room for landscaping. Both options require the lot be extended 20.5 feet beyond the current boundary of the lot to maximize the number of parking spaces gained.

Note, these drawings are taken from an aerial photo and are not to scale. To scale drawings are required to develop an exact final layout.

Rich & Associates also reviewed potential sites for the construction of new surface parking lots in the core downtown. However no viable sites were identified.

Drawing 1



Drawing 2



3. Structured Parking

A multi-level parking structure would be required, in conjunction with the Sage Street Parking Lot expansion, to yield a net add of new parking to meet the projected deficit of 350 spaces. Rich & Associates identified one potential site for a parking structure. The site is the Cook Street lot located on block 15. This potential site encompasses both the city owned parking lot and the city run parking lot to the south. There are approximately 116 spaces on these two lots.

A multi-level parking structure could be built on this combined site rising over the alley. The current grade parking on the south end of the lot could be replaced with some layout adjustments to accommodate the columns of the proposed parking structure. Once the structure is up to the second level, the typical floor could be repeated as high as necessary to reach the necessary capacity.

A 424± parking structure would be required on this site to yield a net add of new spaces to meet the 350 space deficit.

New Parking Structure:	424
Existing Surface Spaces Lost at Grade:	<u>116</u>
<i>Net New Additional Parking:</i>	308
Sage Street Lot Expansion Net Add:	<u>42</u>
Total Net New Parking Spaces:	<u>350</u>

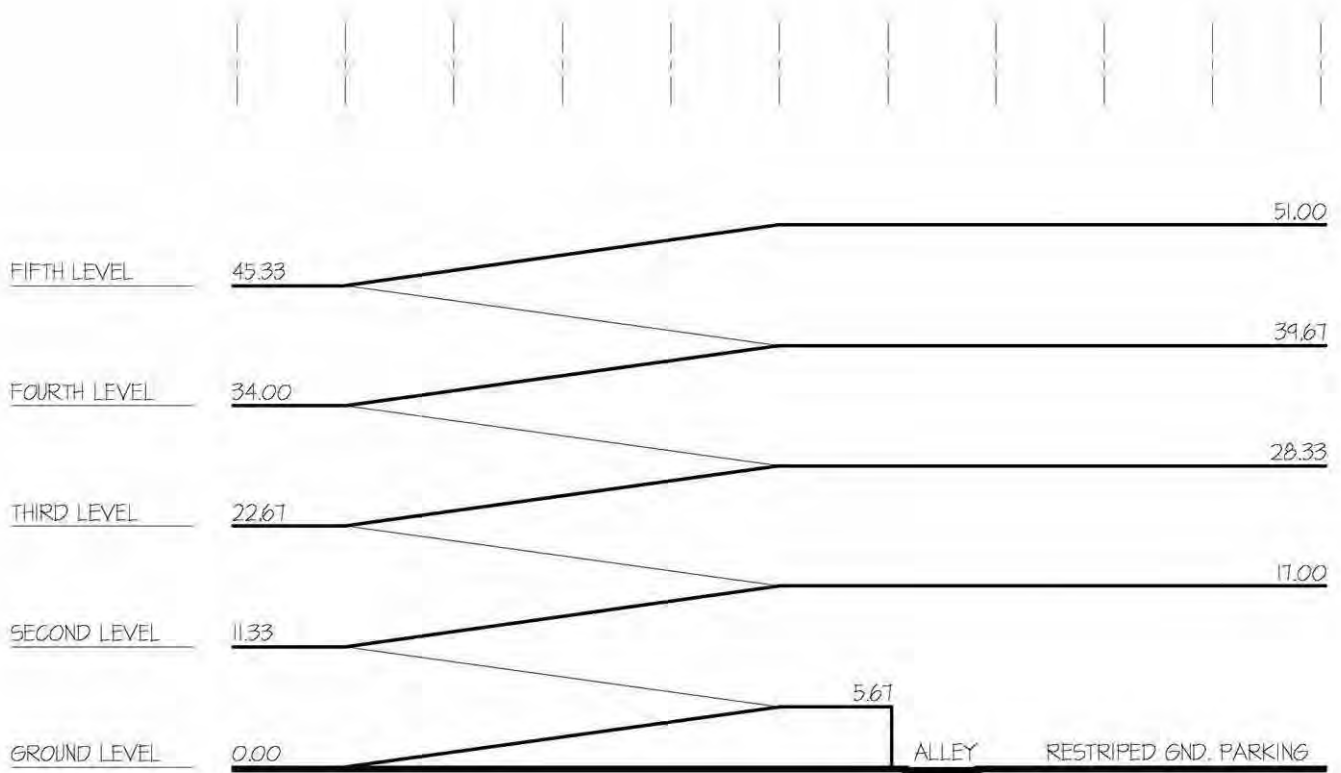
Drawing 3 is a schematic section illustrating a proposed structure on this site. Note that this illustration identifies a potential parking garage capacity 438 spaces (the 14 space difference are additional spaces due to the design). This is a function of design and how the roof level is terminated.

One challenge of constructing a parking structure on this site is the short term disruption to the City’s existing parking system. The parking spaces on the proposed site would be displaced during construction. Short term arrangements would need to be made to relocate these displaced spaces or the system would operate at a larger deficit during the peak season. This displacement of spaces during construction may also result in a temporary loss in revenue.

Another challenge to building a parking structure to accommodate seasonal demand is the economic impact to Lake Geneva’s General Fund. The surplus of parking system funds previously transferred to the City’s General Fund will need to be redirected to help fund the parking structure.

However, parking is an important economic development tool. Parking is an essential service or resource that is used to not only attract new development to a downtown, but to retain existing businesses. For Lake Geneva the key question is whether to plan, design and construct a new parking structure to meet a seasonal need that lasts six months a year or less. If a parking structure is built, it will not likely be fully utilized throughout the entire year.

Drawing 3



SECTION A-A

GARAGE EXTENTS SHOWN: 438 SPACES
NET ADD: 322 SPACES

Additional Considerations Regarding Structured Parking

Green Design

Green design elements can be included in the design and construction of a concrete parking structure. In the plan, the amount of pervious land area will be increased by the landscape areas that will be added and that storm water will be held. Another element that meets the green design principles is that we are adding several hundred parking spaces under cover and therefore they are not on surface lots that reflect solar light. Consideration for the top level of the parking structure would be a reflective surface (high albedo level) which do not absorb as much solar radiation.

From a construction standpoint, the use of recycled materials is a principle of green buildings. For the concrete part of the building, which is the majority of a parking structure, there can be concrete add mixtures such as fly ash, silica fume and slag cement. These are all considered post-industrial recycled material. Rebar, which is generally from recycled steel, is also considered recycled material.

Finally, there is the use of regional materials which supports local industries and reduces transportation distances. Generally, the requirement is that a minimum of 20 percent of the materials are manufactured regionally, within 500 miles. This can also assume landscaping and the use of native planting material to screen the parking structure or on the face or roof of the structure which will help reduce solar heat.

User Groups and Requirements

The parking structure should be planned for several user groups: customers/visitors of the downtown, employees and specifically for reoccupied vacancy, and infill development that will occur within downtown. Parking structure should be user friendly to include:

Lighting

- Light levels on parking floors have a minimum of six foot candles.
- Light levels at vertical cores and at entry and exit have a minimum of 20 foot candles.
- Lighting on the roof level must take into account lighting effects on surrounding buildings.
- Lighting spill over from parking floors must also be considered.

Safety and Security

- At a minimum, the parking structure should be wired to accept CCTV if the system is not installed up front.
- The parking structure and site design should take the principles of CPTED (Crime Prevention Through Environmental Design) into account.
- Limit hiding places.

- Use glass elevator cabs, shafts and glass enclosed stairways.
- Use landscape that will not conceal a person.
- Appropriate outdoor/indoor lighting, and
- Make wayfinding easy.

Parking Operations

- The best option would be to use a pay by space machine. This would require that every space be numbered and that the parker would go to a machine and enter their stall number and then the amount of time they wished to stay. Payment could be by coin, paper bills, credit card, debit card and smart card.
- Permit or monthly parkers would have a sticker or other way of alerting the enforcement officer that they are a permit parker.

Facade and Massing

- The facade should not look like a typical gray concrete parking structure.
- Glass should be used for the stair and elevator towers consistent with Safety and Security discussed above. Mullions should be provided in the windows to give the parking structure an “office/retail” building look.
- At a minimum, brick or pre cast concrete material resembling stone should be incorporated into the stair and elevator towers.
- Several examples of facades that address these issues are shown on the following page.





Issues Related to Construction Period

Interim Parking

Regardless of when the construction period occurs, there may be a temporary loss of parking on any of the blocks that were identified as possible sites. When the City decides to proceed with a parking structure, they will need to address the issues of temporary parking. There should be specific plans developed on using existing parking locations for interim overflow temporary parking. It would be premature to identify a location(s) now. There are several issues to be considered with the temporary parking.

- **Employee Parking:** This group will be the easiest to handle from a logistics and location standpoint. Since an employee is a re-occurring parker, we are not as concerned about temporary signage. The parking locations can be further away than a visitor/customer location. This may require a shuttle. Additionally, the ability to communicate with the employee is easier than with a customer/visitor.
- **Visitor/Customer Parking:** Visitor/customer parking is more difficult to handle. These parkers may not be frequent parkers, thus signage must be used. Where temporary visitor/customer parking will be located is important. If the parking area is remote, a shuttle will have to be incorporated, though we would prefer not to use the shuttle. A marketing plan should also be developed for customers and visitors.

Access During Construction

Questions may come up regarding access and loading/unloading during construction. Specific issues will need to be addresses prior to construction. This will require language written into the specifications for the contractors. Temporary signage may be needed for example. Information on construction should be put in the monthly newsletter.

Effects of Construction

There are several issues with the construction of the parking structure:

Noise: While noise is a factor during construction, it should be written into the specifications specific times when construction may occur i.e. not before 8:00 a.m. and not after 5:00 p.m.

Dust and Dirt: This may also be a problem during construction. The specifications should contain requirements for debris removal, dust mitigation and general maintenance of the site.

Safety: The construction will be fenced in. Storage of materials will be in a fenced-in area.

Damage to Surrounding Buildings: During the normal construction process there is the possibility of vibration damage. Buildings with basements should be photographed both inside and outside walls of all buildings should be included.

In general, the contractor will be required to present a plan to address these issues. Also, there will be the issue of truck access to the site and lay-down area for materials. The proposed method of construction is pre-cast concrete which will require delivery of the material on flat bed trailers, but generally the material is delivered and then erected the same day.

Monthly Newsletter

Rich & Associates strongly recommends that a newsletter be sent out each month during the design and construction phases. During the design phase, planning for the structure may be highlighted, including the issues discussed above (temporary parking, access and effects from construction). During construction, the newsletter should discuss schedule, closures and general progress of the project.

During construction, you may also want to hold monthly meetings to discuss progress and any specific problems. Area businesses, residents and property owners should be on the mailing list.

Project Delivery Methods

There are three possible project delivery methods for the design and construction of the proposed parking structure; conventional design/bid, design build and construction management. Each delivery method has certain positive and negative aspects.

Conventional Design/Bid

Conventional design/bid starts with Lake Geneva retaining a design firm to design the facility. The project would then be bid out after the design process. It is assumed that the City would manage the project or retain a person or firm to fulfill that responsibility.

The positive aspects of the design/bid process are that the City controls the design process during all stages and that the architect/engineer works for the City and not the contractor. However design/bid can involve more time during design, more effort on the part of the City to manage the process, and the costs are not known until the time of bidding.

Design/Build

Design/build is a process where the City would retain a design firm to prepare a set of bridging documents, including design and specification information. The City would then issue the bidding documents to design/build contractor teams consisting of a general contractor and architect. The successful design build team would complete the working drawings and construction based on a guaranteed maximum price.

The design/build process can potentially result in a lower overall cost for the project and compressed schedule. The City should retain the firm that prepared the bridging documents to review the bids, review the design (so that it conforms to the performance specifications) and review the project during construction.

Alternative Delivery

The City could decide to retain a construction manager at the beginning of the design phase. The role of the construction manager is to provide pre-construction services, cost estimating during the design phase, and value engineering.

Working with the design team and the City, the construction manager would recommend bidding packages, bid the project and then manage the construction process. The construction manager may also provide a guaranteed maximum price for the project similar to a design build project. This would be termed an “at risk” construction management contract.

Possible Project Schedule

Rich & Associates prepared a preliminary schedule (shown below) for the design and construction of the parking structure. The schedule does not include the time that may be required to present and obtain approvals from the property owners or for finding alternate financing sources. The schedule assumes a design/bid scenario.

The next step in the process is to complete a preliminary design for a parking structure based on the work completed in this study. This would require an accurate, up-to-date survey and topography of the site, including any underground utilities. The purpose of this step is to confirm the parking structure footprint, layout and cost estimate. A geotechnical study will also need to be done to establish soil conditions and foundation type. Finally, a Phase 1 environmental study may be required.

The preliminary design process including all of the studies referenced above may take from six to 12 weeks. During this time, the facade needs to be finalized and then submitted to the City. The review by the City could occur during the schematic design phase.

The next steps are design related and depend on the delivery system. In general, design development would take six weeks and construction documents six more weeks. Bidding would be approximately six weeks and construction (which would vary by site, size, etc.) and could run approximately 42 weeks.

Potential Project Schedule:

A. Complete Schematic Design	Weeks 1 - 12
B. Complete Design Development	Weeks 13 - 17
C. Complete Construction Documents	Weeks 18 - 25
D. Bidding	Weeks 26 - 30
a. Pre-bid Conference	Week 27
b. Bids Due	Week 30
E. Award Of Bid*	Weeks 31
F. Construction	Weeks 32 - 74

* Does not include time for issuance of building permit.

Finance Costs

As part of the parking study analysis, the parking demand assessment has demonstrated that the City of Lake Geneva is experiencing a significant deficit of parking during the peak season months. This parking deficit in the downtown forces many visitors and some downtown employees to park ever further in the residential neighborhoods. This adds to the frustration of many local residents. For this reason, the possibility of developing a parking garage has been investigated.

Within the downtown there are very limited locations that are of sufficient size to provide for the necessary geometry of a parking, are not currently occupied by existing commercial or residential buildings and/or are close enough to the downtown to provide the beneficial parking. Therefore, the proposed site is the existing municipal (and private lot) on Geneva Street between Broad and Cook. Rich & Associates investigation of this site has shown that a structure of 438 spaces could be developed that would produce a net addition of 322 parking spaces for the downtown.

Rich and Associates have calculated that a parking structure of this capacity would cost between \$18,000 and \$20,000 per space to construct. This gives a construction cost that ranges from just under \$7.9 million to \$8.8 million. Additional hard costs associated with the project that need to be added to this amount include architectural and engineering fees, fees for site and survey work, legal fees, premiums for insurance and a project contingency to account for unknown conditions. The addition of these costs brings the total project costs to be financed before any potential equity contributions to between \$8.8 million and \$9.8 million. The City has indicated that this could be reduced by an equity contribution of approximately \$6 million from the TIF fund balance leaving a cost to be financed of just \$2.8 to \$3.8 million.

Additional data provided by the City reported that the City was recently quoted an interest rate on another issue of a similar size of about three percent. Rich has therefore applied this rate to the project cost to be financed under varying construction cost per space. It has also been assumed that the construction term would be about 12 months. In addition to the “hard costs” amounts noted above, there would be some costs associated with borrowing this amount that would be rolled into the amount borrowed. These include interest cost incurred while the garage is being constructed as well as some legal fees related to the bond issue and fees paid to the bond underwriters. After factoring these amounts in, the total amount borrowed ranges from just under \$3 million to just over \$4 million depending on the ultimate construction cost of the garage.

Because the amount financed is relatively small, Rich has calculated repayment periods ranging from 10 to 20 years rather than the typical 25 to 30 year term that a larger financial issue may require. The shorter terms obviously require a larger payment but show substantial savings to the City in the amount of interest paid. This information is detailed in Table 5A on the following page.

Rich & Associates prepared Project and Finance Costs for a proposed parking structure. First the construction costs were estimated. The construction costs were estimated at \$18,000 per space and assumed a 2015 construction start.

Table 5A

City of Lake Geneva						
Project & Finance Costs - 5% Contingency						
438 Car Parking Garage						
	Garage Cost / Space	\$18,000	\$18,500	\$19,000	\$19,500	\$20,000
1	Construction Costs	\$7,884,000	\$8,103,000	\$8,322,000	\$8,541,000	\$8,760,000
2	Professional Fees (Architectural/Engineering & Reimbursed)	\$473,000	\$486,000	\$499,000	\$512,000	\$525,000
3	Geotech and Survey	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
4	Project Specific Insurance	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
5	Legal and Accounting	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
6	Contingency	\$394,000	\$405,000	\$416,000	\$427,000	\$438,000
7	TIF Funds (Project Equity)	(\$6,000,000)	(\$6,000,000)	(\$6,000,000)	(\$6,000,000)	(\$6,000,000)
8	Project Cost to be Financed	\$2,811,000	\$3,054,000	\$3,297,000	\$3,540,000	\$3,783,000
9	Interest Rate	3.00%	3.00%	3.00%	3.00%	3.00%
10	Term of Construction (Months)	12	12	12	12	12
11	Interest During Construction	\$90,000	\$97,000	\$105,000	\$113,000	\$121,000
12	Legal & Accounting Fees	1.00%	\$30,000	\$32,000	\$35,000	\$40,000
13	Financing Fees (Points)	2.00%	\$60,000	\$65,000	\$70,000	\$81,000
14	Total Financing Costs	\$180,000	\$194,000	\$210,000	\$226,000	\$242,000
15	+ Project Cost to Be Financed	\$2,811,000	\$3,054,000	\$3,297,000	\$3,540,000	\$3,783,000
16	Total Amount of Borrowed	\$2,991,000	\$3,248,000	\$3,507,000	\$3,766,000	\$4,025,000
If Amount Borrowed Repaid over 10 Years						
17	Annual Payment	\$351,000	\$381,000	\$411,000	\$441,000	\$472,000
18	Total Amount Paid	\$3,510,000	\$3,810,000	\$4,110,000	\$4,410,000	\$4,720,000
19	Total Interest Paid	\$519,000	\$562,000	\$603,000	\$644,000	\$695,000
If Amount Borrowed Repaid over 15 Years						
20	Annual Payment	\$251,000	\$272,000	\$294,000	\$315,000	\$337,000
21	Total Amount Paid	\$3,765,000	\$4,080,000	\$4,410,000	\$4,725,000	\$5,055,000
22	Total Interest Paid	\$774,000	\$832,000	\$903,000	\$959,000	\$1,030,000
If Amount Borrowed Repaid over 20 Years						
23	Annual Payment	\$201,000	\$218,000	\$236,000	\$253,000	\$271,000
24	Total Amount Paid	\$4,020,000	\$4,360,000	\$4,720,000	\$5,060,000	\$5,420,000
25	Total Interest Paid	\$1,029,000	\$1,112,000	\$1,213,000	\$1,294,000	\$1,395,000

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APPENDICES

**Lake Geneva, WI
Occupancy Thursday May 16, 2013**

Block/ Face	Description	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
2	private lots combined	96	40	42%	39	41%	43	45%	43	45%	32	33%	12	13%
2A	on-street	12	11	92%	11	92%	9	75%	7	58%	5	42%	3	25%
2AA	on-street	8	4	50%	6	75%	5	63%	2	25%	4	50%	3	38%
2AA	Medusa lot	14	4	29%	7	50%	6	43%	3	21%	13	93%	13	93%
2B	on-street	8	6	75%	7	88%	6	75%	1	13%	1	13%	0	0%
2D	on-street	19	3	16%	0	0%	1	5%	2	11%	0	0%	7	37%
3	private lot	20	12	60%	10	50%	8	40%	8	40%	8	40%	7	35%
3A	on-street	13	12	92%	12	92%	12	92%	12	92%	6	46%	7	54%
3A	Tuscan lot	21	4	19%	10	48%	15	71%	10	48%	14	67%	15	71%
3B	on-street	22	2	9%	3	14%	6	27%	2	9%	5	23%	7	32%
3C	on-street	3	3	100%	3	100%	3	100%	2	67%	1	33%	3	100%
3D	on-street	11	7	64%	6	55%	5	45%	4	36%	2	18%	2	18%
4A	on-street	13	8	62%	8	62%	10	77%	9	69%	4	31%	3	23%
5A	on-street	13	2	15%	4	31%	4	31%	5	38%	2	15%	2	15%
5B	on-street	10	1	10%	1	10%	3	30%	6	60%	1	10%	1	10%
6A	on-street	13	0	0%	0	0%	1	8%	3	23%	1	8%	0	0%
6B	on-street	12	0	0%	1	8%	1	8%	0	0%	0	0%	0	0%
6D	on-street	12	1	8%	1	8%	2	17%	1	8%	1	8%	1	8%
7A	on-street	13	0	0%	0	0%	1	8%	1	8%	1	8%	2	15%
7B	on-street	12	1	8%	4	33%	5	42%	2	17%	2	17%	0	0%
7D	on-street	12	2	17%	2	17%	2	17%	1	8%	2	17%	4	33%
8A	on-street	15	7	47%	9	60%	12	80%	10	67%	1	7%	2	13%
8B	on-street	14	12	86%	14	100%	13	93%	10	71%	5	36%	3	21%
9B	on-street	14	14	100%	15	107%	7	50%	8	57%	8	57%	7	50%
9C	on-street	15	15	100%	15	100%	14	93%	12	80%	8	53%	13	87%
9D	on-street	14	14	100%	14	100%	14	100%	14	100%	5	36%	2	14%
10A	on-street	13	13	100%	13	100%	9	69%	6	46%	4	31%	0	0%
10B	on-street	25	9	36%	15	60%	8	32%	1	4%	0	0%	0	0%
10C	on-street	13	1	8%	5	38%	1	8%	2	15%	2	15%	1	8%
10D	on-street	10	10	100%	10	100%	11	110%	8	80%	8	80%	4	40%
11A	on-street 2 hr	9	10	111%	7	78%	3	33%	1	11%	0	0%	0	0%
11B	on-street	13	0	0%	0	0%	2	15%	0	0%	0	0%	1	8%
11C	on-street	10	0	0%	0	0%	1	10%	1	10%	1	10%	7	70%
11D	on-street	28	7	25%	11	39%	1	4%	0	0%	0	0%	1	4%
12A	Denigan lot	16	2	13%	1	6%	1	6%	2	13%	1	6%	0	0%
12B	on-street	8	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
12C	on-street	10	2	20%	2	20%	2	20%	0	0%	3	30%	2	20%
12D	on-street	9	0	0%	1	11%	0	0%	0	0%	1	11%	0	0%
12	US Bank lot	36	7	19%	15	42%	8	22%	10	28%	6	17%	1	3%
13	City employees (4 spaces blocked)	26	4	15%	5	19%	4	15%	4	15%	6	23%	3	12%
13	Sage Street Parking Lot	52	20	38%	46	88%	50	96%	41	79%	46	88%	15	29%
13A	City Hall general parking	23	8	35%	23	100%	8	35%	15	65%	21	91%	16	70%
13A	on-street	19	4	21%	6	32%	7	37%	4	21%	5	26%	6	32%
13B	lot	7	1	14%	6	86%	5	71%	4	57%	7	100%	7	100%
13C	on-street 5 hr.	6	2	33%	6	100%	3	50%	4	67%	2	33%	0	0%
13D	on-street	10	3	30%	10	100%	10	100%	6	60%	6	60%	7	70%
13D	lot combined	64	30	47%	54	84%	43	67%	47	73%	39	61%	16	25%
14	Geneva Street Public lot	40	7	18%	15	38%	15	38%	17	43%	14	35%	17	43%
14	private lot	54	10	19%	19	35%	27	50%	32	59%	23	43%	13	24%
14A	on-street	18	0	0%	3	17%	3	17%	2	11%	3	17%	5	28%
14B	on-street	7	6	86%	5	71%	4	57%	6	86%	4	57%	2	29%
14C	on-street 5 hr.	24	2	8%	10	42%	20	83%	14	58%	13	54%	17	71%
14D	on-street 5 hr.	25	4	16%	6	24%	9	36%	5	20%	4	16%	4	16%
15	Cook Street Public lot	116	15	13%	33	28%	43	37%	31	27%	11	9%	10	9%
15	private lot	18	6	33%	9	50%	12	67%	13	72%	2	11%	2	11%
15A	on-street	16	0	0%	0	0%	2	13%	2	13%	0	0%	0	0%
15B	on-street 5 hr.	17	2	12%	7	41%	7	41%	6	35%	3	18%	1	6%
15C	on-street 5 hr.	25	15	60%	14	56%	18	72%	11	44%	6	24%	8	32%
15D	on-street	10	2	20%	9	90%	7	70%	8	80%	7	70%	4	40%
16A	on-street	13	12	92%	11	85%	11	85%	6	46%	8	62%	9	69%
16B	on-street	10	6	60%	5	50%	8	80%	6	60%	6	60%	6	60%
17A	on-street	15	8	53%	15	100%	15	100%	12	80%	5	33%	6	40%

**Lake Geneva, WI
Occupancy Thursday May 16, 2013**

Block/ Face	Description	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
2	private lots combined	96	40	42%	39	41%	43	45%	43	45%	32	33%	12	13%
2A	on-street	12	11	92%	11	92%	9	75%	7	58%	5	42%	3	25%
2AA	on-street	8	4	50%	6	75%	5	63%	2	25%	4	50%	3	38%
2AA	Medusa lot	14	4	29%	7	50%	6	43%	3	21%	13	93%	13	93%
2B	on-street	8	6	75%	7	88%	6	75%	1	13%	1	13%	0	0%
2D	on-street	19	3	16%	0	0%	1	5%	2	11%	0	0%	7	37%
3	private lot	20	12	60%	10	50%	8	40%	8	40%	8	40%	7	35%
3A	on-street	13	12	92%	12	92%	12	92%	12	92%	6	46%	7	54%
3A	Tuscan lot	21	4	19%	10	48%	15	71%	10	48%	14	67%	15	71%
3B	on-street	22	2	9%	3	14%	6	27%	2	9%	5	23%	7	32%
3C	on-street	3	3	100%	3	100%	3	100%	2	67%	1	33%	3	100%
3D	on-street	11	7	64%	6	55%	5	45%	4	36%	2	18%	2	18%
4A	on-street	13	8	62%	8	62%	10	77%	9	69%	4	31%	3	23%
5A	on-street	13	2	15%	4	31%	4	31%	5	38%	2	15%	2	15%
5B	on-street	10	1	10%	1	10%	3	30%	6	60%	1	10%	1	10%
6A	on-street	13	0	0%	0	0%	1	8%	3	23%	1	8%	0	0%
6B	on-street	12	0	0%	1	8%	1	8%	0	0%	0	0%	0	0%
6D	on-street	12	1	8%	1	8%	2	17%	1	8%	1	8%	1	8%
7A	on-street	13	0	0%	0	0%	1	8%	1	8%	1	8%	2	15%
7B	on-street	12	1	8%	4	33%	5	42%	2	17%	2	17%	0	0%
7D	on-street	12	2	17%	2	17%	2	17%	1	8%	2	17%	4	33%
8A	on-street	15	7	47%	9	60%	12	80%	10	67%	1	7%	2	13%
8B	on-street	14	12	86%	14	100%	13	93%	10	71%	5	36%	3	21%
9B	on-street	14	14	100%	15	107%	7	50%	8	57%	8	57%	7	50%
9C	on-street	15	15	100%	15	100%	14	93%	12	80%	8	53%	13	87%
9D	on-street	14	14	100%	14	100%	14	100%	14	100%	5	36%	2	14%
10A	on-street	13	13	100%	13	100%	9	69%	6	46%	4	31%	0	0%
10B	on-street	25	9	36%	15	60%	8	32%	1	4%	0	0%	0	0%
10C	on-street	13	1	8%	5	38%	1	8%	2	15%	2	15%	1	8%
10D	on-street	10	10	100%	10	100%	11	110%	8	80%	8	80%	4	40%
11A	on-street 2 hr	9	10	111%	7	78%	3	33%	1	11%	0	0%	0	0%
11B	on-street	13	0	0%	0	0%	2	15%	0	0%	0	0%	1	8%
11C	on-street	10	0	0%	0	0%	1	10%	1	10%	1	10%	7	70%
11D	on-street	28	7	25%	11	39%	1	4%	0	0%	0	0%	1	4%
12A	Denigan lot	16	2	13%	1	6%	1	6%	2	13%	1	6%	0	0%
12B	on-street	8	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
12C	on-street	10	2	20%	2	20%	2	20%	0	0%	3	30%	2	20%
12D	on-street	9	0	0%	1	11%	0	0%	0	0%	1	11%	0	0%
12	US Bank lot	36	7	19%	15	42%	8	22%	10	28%	6	17%	1	3%
13	City employees (4 spaces blocked)	26	4	15%	5	19%	4	15%	4	15%	6	23%	3	12%
13	Sage Street Parking Lot	52	20	38%	46	88%	50	96%	41	79%	46	88%	15	29%
13A	City Hall general parking	23	8	35%	23	100%	8	35%	15	65%	21	91%	16	70%
13A	on-street	19	4	21%	6	32%	7	37%	4	21%	5	26%	6	32%
13B	lot	7	1	14%	6	86%	5	71%	4	57%	7	100%	7	100%
13C	on-street 5 hr.	6	2	33%	6	100%	3	50%	4	67%	2	33%	0	0%
13D	on-street	10	3	30%	10	100%	10	100%	6	60%	6	60%	7	70%
13D	lot combined	64	30	47%	54	84%	43	67%	47	73%	39	61%	16	25%
14	Geneva Street Public lot	40	7	18%	15	38%	15	38%	17	43%	14	35%	17	43%
14	private lot	54	10	19%	19	35%	27	50%	32	59%	23	43%	13	24%
14A	on-street	18	0	0%	3	17%	3	17%	2	11%	3	17%	5	28%
14B	on-street	7	6	86%	5	71%	4	57%	6	86%	4	57%	2	29%
14C	on-street 5 hr.	24	2	8%	10	42%	20	83%	14	58%	13	54%	17	71%
14D	on-street 5 hr.	25	4	16%	6	24%	9	36%	5	20%	4	16%	4	16%
15	Cook Street Public lot	116	15	13%	33	28%	43	37%	31	27%	11	9%	10	9%
15	private lot	18	6	33%	9	50%	12	67%	13	72%	2	11%	2	11%
15A	on-street	16	0	0%	0	0%	2	13%	2	13%	0	0%	0	0%
15B	on-street 5 hr.	17	2	12%	7	41%	7	41%	6	35%	3	18%	1	6%
15C	on-street 5 hr.	25	15	60%	14	56%	18	72%	11	44%	6	24%	8	32%
15D	on-street	10	2	20%	9	90%	7	70%	8	80%	7	70%	4	40%
16A	on-street	13	12	92%	11	85%	11	85%	6	46%	8	62%	9	69%
16B	on-street	10	6	60%	5	50%	8	80%	6	60%	6	60%	6	60%
17A	on-street	15	8	53%	15	100%	15	100%	12	80%	5	33%	6	40%

**Lake Geneva, WI
Occupancy Saturday May 18, 2013**

Block/ Face	Description	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
1C	on-street	6	0	0%	3	50%	4	67%	4	67%	1	17%	0	0%
2A	on-street	12	10	83%	10	83%	7	58%	3	25%	3	25%	4	33%
2AA	on-street	8	7	88%	6	75%	8	100%	3	38%	4	50%	4	50%
2AA	medusa lot	14	7	50%	8	57%	11	79%	10	71%	11	79%	12	86%
2B	on-street	8	0	0%	8	100%	9	113%	8	100%	3	38%	0	0%
2C	on-street	4	0	0%	0	0%	4	100%	0	0%	0	0%	0	0%
2D	on-street	19	0	0%	3	16%	9	47%	1	5%	1	5%	0	0%
3	Tuscan lot	21	4	19%	6	29%	13	62%	14	67%	15	71%	19	90%
3A	on-street	13	6	46%	12	92%	13	100%	9	69%	10	77%	8	62%
3B	on-street	22	2	9%	5	23%	9	41%	8	36%	14	64%	9	41%
3B	Harris Bank lot	20	6	30%	7	35%	2	10%	3	15%	14	70%	14	70%
3C	on-street	3	1	33%	3	100%	3	100%	2	67%	1	33%	3	100%
3D	on-street	11	8	73%	10	91%	9	82%	8	73%	4	36%	6	55%
4A	on-street	13	0	0%	1	8%	1	8%	2	15%	1	8%	0	0%
5A	on-street	13	0	0%	0	0%	1	8%	2	15%	2	15%	3	23%
5B	on-street	10	1	10%	12	120%	8	80%	8	80%	4	40%	4	40%
6A	on-street	13	0	0%	1	8%	2	15%	2	15%	3	23%	1	8%
6B	on-street	12	1	8%	1	8%	4	33%	0	0%	0	0%	0	0%
6D	on-street	12	2	17%	2	17%	3	25%	3	25%	1	8%	1	8%
7A	on-street	13	1	8%	1	8%	3	23%	5	38%	2	15%	2	15%
7B	on-street	12	0	0%	8	67%	11	92%	8	67%	3	25%	3	25%
7D	on-street	13	4	31%	3	23%	2	15%	2	15%	2	15%	3	23%
8A	on-street	15	0	0%	7	47%	9	60%	10	67%	7	47%	4	27%
8B	on-street	14	9	64%	14	100%	12	86%	14	100%	7	50%	7	50%
9	School lot	68	10	15%	59	87%	61	90%	57	84%	35	51%	28	41%
9B	on-street	14	13	93%	13	93%	12	86%	9	64%	10	71%	8	57%
9C	on-street	15	15	100%	15	100%	15	100%	15	100%	12	80%	13	87%
9D	on-street	14	12	86%	12	86%	12	86%	14	100%	12	86%	10	71%
10A	on-street	13	11	85%	13	100%	13	100%	9	69%	8	62%	9	69%
10B	on-street	25	0	0%	8	32%	24	96%	11	44%	0	0%	1	4%
10C	on-street	13	1	8%	8	62%	13	100%	7	54%	4	31%	5	38%
10D	on-street	10	10	100%	10	100%	11	110%	9	90%	12	120%	9	90%
11A	on-street	9	0	0%	0	0%	2	22%	2	22%	1	11%	0	0%
11B	on-street	13	0	0%	8	62%	13	100%	11	85%	3	23%	6	46%
11C	on-street	10	0	0%	7	70%	10	100%	4	40%	9	90%	8	80%
11D	on-street	28	1	4%	10	36%	24	86%	10	36%	5	18%	8	29%
12	U.S. Bank	36	7	19%	12	33%	9	25%	8	22%	3	8%	3	8%
12A	Deignan lot	16	1	6%	1	6%	1	6%	0	0%	0	0%	0	0%
12B	on-street	8	0	0%	10	125%	8	100%	9	113%	3	38%	1	13%
12C	on-street	10	1	10%	4	40%	10	100%	6	60%	6	60%	2	20%
12D	on-street	9	1	11%	6	67%	6	67%	7	78%	5	56%	5	56%
13	private lot combined	64	25	39%	51	80%	53	83%	47	73%	30	47%	24	38%
13	City Hall employee	26	1	4%	0	0%	0	0%	0	0%	1	4%	1	4%
13	City Hall lot	23	10	43%	23	100%	22	96%	18	78%	9	39%	17	74%
13	Sage Street Lot	52	28	54%	53	102%	55	106%	54	104%	37	71%	25	48%
13	Museum lot	6	0	0%	8	133%	7	117%	6	100%	0	0%	0	0%
13A	on-street	19	2	11%	9	47%	17	89%	16	84%	4	21%	5	26%
13B	private lot	7	3	43%	6	86%	3	43%	8	114%	5	71%	8	114%
13C	on-street	6	1	17%	5	83%	5	83%	7	117%	5	83%	4	67%
13D	on-street 5 hr.	10	9	90%	10	100%	10	100%	10	100%	9	90%	9	90%
14	private	54	25	46%	35	65%	41	76%	40	74%	21	39%	13	24%
14	Geneva Street Public lot	40	7	18%	27	68%	37	93%	38	95%	34	85%	40	100%
14A	on-street	18	1	6%	8	44%	18	100%	16	89%	11	61%	11	61%
14B	on-street	7	7	100%	7	100%	6	86%	7	100%	7	100%	7	100%
14C	on-street	24	17	71%	24	100%	23	96%	23	96%	21	88%	22	92%
14D	on-street 5 hr.	25	1	4%	23	92%	25	100%	21	84%	20	80%	23	92%
15	Cook Street Public lot	116	17	15%	45	39%	86	74%	63	54%	30	26%	34	29%
15	private lot	18	5	28%	5	28%	8	44%	7	39%	4	22%	3	17%
15A	on-street	16	1	6%	12	75%	16	100%	11	69%	5	31%	8	50%
15B	on-street	17	8	47%	17	100%	17	100%	16	94%	11	65%	9	53%
15C	on-street	25	21	84%	25	100%	23	92%	22	88%	24	96%	18	72%

**Lake Geneva, WI
Occupancy Saturday May 18, 2013**

Block/ Face	Description	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
15D	on-street	10	9	90%	11	110%	10	100%	10	100%	10	100%	10	100%
16A	on-street	13	6	46%	12	92%	12	92%	13	100%	11	85%	9	69%
16B	on-street	10	9	90%	10	100%	10	100%	8	80%	8	80%	9	90%
17A	on-street	15	8	53%	15	100%	16	107%	14	93%	10	67%	9	60%
17B	on-street	12	9	75%	11	92%	11	92%	9	75%	9	75%	9	75%
18A	on-street	13	2	15%	6	46%	8	62%	6	46%	3	23%	1	8%
18B	on-street	12	5	42%	13	108%	12	100%	11	92%	12	100%	3	25%
18D	on-street	13	3	23%	6	46%	10	77%	11	85%	4	31%	3	23%
19A	on-street	93	14	15%	51	55%	80	86%	74	80%	64	69%	56	60%
19B	on-street	49	27	55%	48	98%	48	98%	47	96%	48	98%	48	98%
20A	private lot	11	4	36%	5	45%	3	27%	10	91%	4	36%	3	27%
20A	on-street 5 hr.	21	13	62%	19	90%	20	95%	19	90%	15	71%	19	90%
20B	on-street	23	13	57%	20	87%	23	100%	23	100%	21	91%	22	96%
20C	on-street	16	8	50%	15	94%	15	94%	14	88%	16	100%	16	100%
20D	on-street	4	4	100%	4	100%	4	100%	4	100%	4	100%	4	100%
21	Center Street Public lot	25	1	4%	9	36%	12	48%	25	100%	25	100%	24	96%
21	Public lot	4	0	0%	4	100%	4	100%	3	75%	4	100%	3	75%
21A	on-street	22	5	23%	20	91%	22	100%	22	100%	20	91%	20	91%
21B	on-street (public lot S.)	37	2	5%	29	78%	37	100%	37	100%	37	100%	37	100%
21B	on-street	25	5	20%	18	72%	25	100%	24	96%	22	88%	23	92%
21CC	on-street by boat launch	10	4	40%	9	90%	10	100%	10	100%	10	100%	10	100%
21D	on-street	19	9	47%	19	100%	18	95%	18	95%	17	89%	19	100%
22A	on-street	9	5	56%	3	33%	8	89%	6	67%	6	67%	8	89%
22D	on-street 5 hr.	5	1	20%	1	20%	4	80%	5	100%	4	80%	4	80%
22D	Post Office (top level)	20	12	60%	13	65%	10	50%	10	50%	10	50%	12	60%
23	The Cove N. lot	92	40	43%	36	39%	35	38%	41	45%	50	54%	59	64%
23	The Cove S. lot	237	123	52%	125	53%	192	81%	191	81%	237	100%	231	97%
23B	Bus on-street	4	0	0%	0	0%	0	0%	2 cars	0%	0	0%	0	0%
23B	on-street unrestricted	10	0	0%	0	0%	2	20%	3	30%	5	50%	5	50%
23D	on-street	27	0	0%	6	22%	29	107%	28	104%	22	81%	27	100%
23D	Sprechers lot	26	3	12%	8	31%	26	100%	31	119%	29	112%	25	96%
24	Boat Trailer lot	30	8	27%	8	27%	5	17%	6	20%	6	20%	6	20%
24B	on-street 5 hr.	32	0	0%	2	6%	0	0%	1	3%	0	0%	0	0%
24C	on-street 5 hr.	32	0	0%	1	3%	17	53%	28	88%	14	44%	17	53%
25A	on-street	8	0	0%	3	38%	7	88%	3	38%	2	25%	7	88%
25C	on-street	10	6	60%	10	100%	14	140%	12	120%	10	100%	10	100%
25D	on-street	14	11	79%	13	93%	14	100%	16	114%	12	86%	16	114%
	Eastveiw/Dunn Field lot	174	4	2%	35	20%	55	32%	68	39%	47	27%	29	17%
	Talmer Bank lot	143	49	34%	57	40%	33	23%	9	6%	20	14%	5	3%
Totals		2515	763	30%	1395	55%	1734	69%	1617	64%	1377	55%	1322	53%

Lake Geneva, WI
Occupancy Thursday July 18, 2013

Block/ Face	Description	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
1A	on-street	13	3	23%	4	31%	4	31%	4	31%	2	15%	3	23%
1C	on-street	6	3	50%	5	83%	4	67%	6	100%	2	33%	2	33%
1B	on-street	10	2	20%	4	40%	2	20%	5	50%	5	50%	5	50%
2	private lots	77	34	44%	45	58%	44	57%	47	61%	23	30%	5	6%
2A	on-street	12	0	0%	1	8%	1	8%	0	0%	1	8%	3	25%
2AA	on-street	10	0	0%	0	0%	0	0%	0	0%	4	40%	3	30%
2AA	medusa lot	14	4	29%	8	57%	9	64%	7	50%	11	79%	12	86%
2B	on-street	8	10	125%	9	113%	9	113%	3	38%	1	13%	0	0%
2C	on-street	4	1	25%	0	0%	3	75%	0	0%	0	0%	0	0%
2D	on-street	19	1	5%	1	5%	2	11%	0	0%	0	0%	7	37%
3	Tuscan lot	21	5	24%	7	33%	11	52%	13	62%	12	57%	17	81%
3A	on-street	13	10	77%	11	85%	10	77%	7	54%	11	85%	12	92%
3B	on-street	22	9	41%	12	55%	8	36%	1	5%	5	23%	11	50%
3B	Harris Bank lot	20	11	55%	10	50%	12	60%	9	45%	2	10%	1	5%
3C	on-street	3	3	100%	3	100%	3	100%	1	33%	0	0%	0	0%
3D	on-street	11	8	73%	7	64%	6	55%	7	64%	5	45%	4	36%
4A	on-street	13	3	23%	7	54%	6	46%	5	38%	3	23%	5	38%
5A	on-street	13	1	8%	3	23%	2	15%	3	23%	2	15%	2	15%
5B	on-street	10	0	0%	7	70%	8	80%	4	40%	2	20%	0	0%
6A	on-street	13	3	23%	3	23%	3	23%	4	31%	2	15%	3	23%
6B	on-street	12	1	8%	1	8%	1	8%	2	17%	1	8%	2	17%
6D	on-street	12	0	0%	0	0%	0	0%	0	0%	1	8%	4	33%
7A	on-street	13	2	15%	4	31%	3	23%	2	15%	4	31%	5	38%
7B	on-street	12	0	0%	8	67%	7	58%	3	25%	1	8%	2	17%
7D	on-street	13	0	0%	1	8%	2	15%	4	31%	4	31%	3	23%
8A	on-street	15	1	7%	9	60%	7	47%	7	47%	3	20%	3	20%
8B	on-street	14	8	57%	13	93%	13	93%	10	71%	9	64%	8	57%
9	School lot	68	38	56%	62	91%	56	82%	47	69%	43	63%	33	49%
9B	on-street	14	13	93%	12	86%	12	86%	10	71%	10	71%	11	79%
9C	on-street	15	15	100%	15	100%	15	100%	15	100%	15	100%	13	87%
9D	on-street	14	9	64%	13	93%	13	93%	11	79%	11	79%	9	64%
10A	on-street	13	14	108%	13	100%	13	100%	9	69%	7	54%	3	23%
10B	on-street	25	19	76%	20	80%	14	56%	6	24%	0	0%	2	8%
10C	on-street	13	2	15%	7	54%	10	77%	3	23%	2	15%	1	8%
10D	on-street	10	10	100%	10	100%	10	100%	12	120%	11	110%	9	90%
11A	on-street	9	1	11%	1	11%	3	33%	1	11%	0	0%	1	11%
11B	on-street	13	0	0%	1	8%	6	46%	1	8%	1	8%	3	23%
11C	on-street	10	0	0%	0	0%	5	50%	2	20%	5	50%	6	60%
11D	on-street	28	20	71%	13	46%	10	36%	7	25%	3	11%	0	0%
12	U.S. Bank	36	30	83%	32	89%	24	67%	19	53%	16	44%	6	17%
12A	Deignan lot	16	2	13%	5	31%	4	25%	2	13%	1	6%	0	0%
12A	on-street	2	1	50%	1	50%	0	0%	1	50%	1	50%	0	0%
12B	on-street	8	4	50%	7	88%	6	75%	7	88%	7	88%	6	75%
12C	on-street	10	3	30%	2	20%	3	30%	0	0%	3	30%	2	20%
12D	on-street	9	0	0%	0	0%	0	0%	2	22%	2	22%	3	33%
13	private lot combined	64	29	45%	39	61%	48	75%	44	69%	28	44%	17	27%
13	City Hall employee	11	7	64%	8	73%	7	64%	7	64%	0	0%	1	9%
13	City Hall lot	23	6	26%	9	39%	8	35%	10	43%	9	39%	15	65%
13	Sage Street lot	52	30	58%	49	94%	48	92%	50	96%	41	79%	33	63%
13	Museum lot	6	0	0%	4	67%	4	67%	2	33%	0	0%	0	0%
13	Museum lot staff	6	2	33%	2	33%	3	50%	2	33%	0	0%	0	0%
13A	on-street	19	5	26%	9	47%	7	37%	9	47%	5	26%	5	26%
13B	private lot	7	4	57%	7	100%	6	86%	8	114%	6	86%	8	114%
13C	on-street	6	3	50%	5	83%	4	67%	3	50%	4	67%	5	83%
13D	on-street 5 hr.	10	10	100%	10	100%	10	100%	9	90%	9	90%	6	60%
14	private	54	23	43%	38	70%	42	78%	35	65%	39	72%	22	41%
14	Geneva Street Public lot	40	6	15%	13	33%	20	50%	21	53%	17	43%	27	68%
14A	on-street	18	1	6%	3	17%	8	44%	7	39%	1	6%	1	6%
14B	on-street	7	6	86%	4	57%	7	100%	7	100%	3	43%	6	86%
14C	on-street	24	9	38%	21	88%	23	96%	22	92%	22	92%	21	88%
14D	on-street 5 hr.	25	3	12%	19	76%	24	96%	20	80%	15	60%	11	44%
15	Cook Street Public lot	116	18	16%	47	41%	93	80%	56	48%	24	21%	16	14%

**Lake Geneva, WI
Occupancy Thursday July 18, 2013**

Block/ Face	Description	# of Spaces observed	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
15	private lot	18	3	17%	3	17%	5	28%	5	28%	3	17%	1	6%
15A	on-street	16	0	0%	9	56%	14	88%	11	69%	3	19%	2	13%
15B	on-street	17	9	53%	12	71%	17	100%	13	76%	8	47%	9	53%
15C	on-street	25	23	92%	22	88%	19	76%	19	76%	17	68%	17	68%
15D	on-street	10	7	70%	10	100%	9	90%	9	90%	9	90%	8	80%
16A	on-street	13	12	92%	12	92%	10	77%	10	77%	10	77%	8	62%
16B	on-street	10	10	100%	10	100%	10	100%	7	70%	10	100%	9	90%
17A	on-street	15	10	67%	15	100%	13	87%	14	93%	10	67%	6	40%
17B	on-street	12	12	100%	12	100%	12	100%	12	100%	11	92%	10	83%
18A	on-street	13	2	15%	5	38%	6	46%	5	38%	2	15%	0	0%
18B	on-street	12	10	83%	11	92%	11	92%	11	92%	7	58%	8	67%
18D	on-street	13	4	31%	9	69%	13	100%	7	54%	8	62%	4	31%
18DD	on-street	13	3	23%	6	46%	8	62%	9	69%	4	31%	4	31%
19A	on-street	93	12	13%	59	63%	79	85%	60	65%	36	39%	69	74%
19B	on-street	49	47	96%	49	100%	47	96%	49	100%	49	100%	46	94%
20A	private lot	11	3	27%	5	45%	4	36%	5	45%	6	55%	6	55%
20A	on-street 5 hr.	21	9	43%	18	86%	17	81%	18	86%	13	62%	18	86%
20B	on-street	23	13	57%	23	100%	23	100%	17	74%	20	87%	22	96%
20C	on-street	16	14	88%	16	100%	16	100%	16	100%	14	88%	16	100%
20D	on-street	4	4	100%	4	100%	4	100%	4	100%	4	100%	4	100%
21	Center Street Public lot	25	8	32%	18	72%	24	96%	17	68%	15	60%	25	100%
21	Public lot	4	1	25%	3	75%	4	100%	4	100%	3	75%	4	100%
21A	on-street	22	10	45%	17	77%	21	95%	15	68%	17	77%	19	86%
21B	on-street (public lot S.)	37	5	14%	23	62%	33	89%	25	68%	24	65%	37	100%
21B	on-street	25	4	16%	12	48%	19	76%	17	68%	10	40%	20	80%
21CC	on-street by boat launch	10	3	30%	10	100%	10	100%	9	90%	10	100%	10	100%
21D	on-street	19	15	79%	19	100%	17	89%	17	89%	17	89%	17	89%
22A	on-street	9	2	22%	3	33%	4	44%	5	56%	1	11%	1	11%
22D	on-street 5 hr.	5	0	0%	0	0%	5	100%	5	100%	3	60%	5	100%
22D	Post Office (top level)	20	16	80%	14	70%	12	60%	7	35%	4	20%	4	20%
23	The Cove N. lot	92	40	43%	28	30%	19	21%	22	24%	41	45%	39	42%
23	The Cove S. lot	237	130	55%	117	49%	123	52%	171	72%	186	78%	175	74%
23	The Cove overflow	98	6	6%	14	14%	15	15%	14	14%	21	21%	16	16%
23B	Bus on-street	5	0	0%	0	0%	1	20%	1	20%	0	0%	0	0%
23B	on-street unrestricted	10	1	10%	2	20%	3	30%	4	40%	8	80%	10	100%
23D	on-street	27	0	0%	2	7%	13	48%	21	78%	14	52%	27	100%
23D	Sprechers lot	26	7	27%	5	19%	22	85%	17	65%	19	73%	26	100%
24	Boat Trailer lot	30	6	20%	9	30%	13	43%	13	43%	9	30%	8	27%
24B	on-street 5 hr.	32	0	0%	0	0%	0	0%	0	0%	1	3%	2	6%
24C	on-street 5 hr.	32	0	0%	2	6%	3	9%	2	6%	2	6%	15	47%
25A	on-street	8	0	0%	0	0%	2	25%	2	25%	2	25%	7	88%
25C	on-street	10	5	50%	7	70%	6	60%	2	20%	7	70%	4	40%
25D	on-street	14	11	79%	14	100%	11	79%	10	71%	12	86%	12	86%
	Eastview/Dunn Field lot	174	14	8%	17	10%	24	14%	25	14%	20	11%	18	10%
	Talmer Bank lot	143	67	47%	75	52%	54	38%	49	34%	21	15%	8	6%
Totals		2722	1024	38%	1405	52%	1541	57%	1396	51%	1188	44%	1200	44%

**Lake Geneva, WI
Occupancy Saturday July 20, 2013**

Block/ Face	Description	# of Spaces observe d	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
1A	on-street	13	1	8%	9	69%	11	85%	10	77%	6	46%	4	31%
1C	on-street	6	1	17%	6	100%	7	117%	5	83%	2	33%	2	33%
1B	on-street	10	3	30%	7	70%	10	100%	10	100%	6	60%	7	70%
2	private lots	77	36	47%	41	53%	9	12%	12	16%	14	18%	13	17%
2A	on-street	12	0	0%	2	17%	12	100%	8	67%	1	8%	6	50%
2AA	on-street	10	1	10%	4	40%	12	120%	7	70%	3	30%	4	40%
2AA	medusa lot	14	10	71%	11	79%	14	100%	13	93%	13	93%	15	107%
2B	on-street	8	1	13%	11	138%	12	150%	11	138%	5	63%	5	63%
2C	on-street	4	0	0%	3	75%	4	100%	4	100%	4	100%	3	75%
2D	on-street	19	0	0%	19	100%	18	95%	11	58%	12	63%	13	68%
3	Tuscan lot	21	6	29%	8	38%	12	57%	14	67%	14	67%	12	57%
3A	on-street	13	9	69%	11	85%	13	100%	8	62%	7	54%	18	138%
3B	on-street	22	1	5%	20	91%	22	100%	17	77%	18	82%	10	45%
3B	Harris Bank lot	20	5	25%	2	10%	3	15%	10	50%	16	80%	16	80%
3C	on-street	3	2	67%	3	100%	3	100%	3	100%	3	100%	3	100%
3D	on-street	11	9	82%	9	82%	10	91%	8	73%	9	82%	7	64%
4A	on-street	13	4	31%	8	62%	11	85%	6	46%	10	77%	8	62%
4B	on-street	4	2	50%	4	100%	5	125%	4	100%	2	50%	2	50%
5A	on-street	13	2	15%	4	31%	14	108%	13	100%	5	38%	4	31%
5B	on-street	10	0	0%	4	40%	12	120%	11	110%	7	70%	8	80%
6A	on-street	13	2	15%	1	8%	12	92%	11	85%	6	46%	3	23%
6B	on-street	12	0	0%	6	50%	13	108%	12	100%	8	67%	6	50%
6D	on-street	12	0	0%	4	33%	10	83%	10	83%	4	33%	2	17%
7A	on-street	13	1	8%	8	62%	14	108%	12	92%	11	85%	4	31%
7B	on-street	12	1	8%	14	117%	15	125%	15	125%	9	75%	8	67%
7D	on-street	13	10	77%	11	85%	15	115%	10	77%	6	46%	6	46%
8A	on-street	15	1	7%	13	87%	13	87%	12	80%	6	40%	8	53%
8B	on-street	14	5	36%	13	93%	14	100%	14	100%	12	86%	13	93%
9	School lot	68	10	15%	48	71%	64	94%	64	94%	56	82%	36	53%
9B	on-street	14	12	86%	14	100%	14	100%	12	86%	12	86%	9	64%
9C	on-street	15	15	100%	15	100%	15	100%	14	93%	15	100%	15	100%
9D	on-street	14	9	64%	13	93%	18	129%	18	129%	12	86%	9	64%
10A	on-street	13	6	46%	13	100%	13	100%	12	92%	12	92%	10	77%
10B	on-street	22	0	0%	22	100%	22	100%	22	100%	20	91%	13	59%
10C	on-street	13	2	15%	13	100%	13	100%	13	100%	13	100%	9	69%
10D	on-street	10	9	90%	10	100%	11	110%	10	100%	10	100%	9	90%
11A	on-street	9	0	0%	8	89%	10	111%	8	89%	6	67%	3	33%
11B	on-street	13	2	15%	13	100%	13	100%	13	100%	10	77%	7	54%
11C	on-street	10	0	0%	10	100%	10	100%	10	100%	10	100%	10	100%
11D	on-street	28	0	0%	28	100%	28	100%	28	100%	22	79%	21	75%
12	U.S. Bank	36	11	31%	20	56%	25	69%	28	78%	22	61%	18	50%
12A	Deignan lot	16	0	0%	0	0%	0	0%	1	6%	1	6%	0	0%
12A	on-street	2	0	0%	1	50%	2	100%	2	100%	1	50%	1	50%
12B	on-street	8	5	63%	7	88%	10	125%	10	125%	8	100%	6	75%
12C	on-street	10	1	10%	9	90%	10	100%	10	100%	9	90%	6	60%
12D	on-street	9	0	0%	9	100%	9	100%	9	100%	7	78%	5	56%
13	private lot combined	64	23	36%	39	61%	33	52%	48	75%	29	45%	21	33%
13	City Hall employee	11	1	9%	2	18%	1	9%	2	18%	1	9%	1	9%
13	City Hall lot	23	7	30%	14	61%	23	100%	19	83%	18	78%	16	70%
13	Sage Street lot	51	49	96%	50	98%	50	98%	51	100%	51	100%	46	90%
13	Museum lot	6	0	0%	0	0%	3	50%	1	17%	3	50%	2	33%
13	Museum lot staff	6	0	0%	2	33%	1	17%	1	17%	0	0%	0	0%
13A	on-street	19	1	5%	19	100%	19	100%	18	95%	13	68%	16	84%
13B	private lot	7	3	43%	6	86%	5	71%	6	86%	7	100%	5	71%
13C	on-street	6	2	33%	6	100%	5	83%	6	100%	6	100%	5	83%
13D	on-street 5 hr.	10	7	70%	10	100%	10	100%	10	100%	10	100%	10	100%
14	private	54	24	44%	39	72%	47	87%	54	100%	34	63%	22	41%
14	Geneva Street public lot	40	11	28%	40	100%	40	100%	40	100%	32	80%	39	98%
14A	on-street	18	1	6%	18	100%	18	100%	17	94%	18	100%	15	83%
14B	on-street	7	7	100%	7	100%	7	100%	7	100%	7	100%	4	57%

**Lake Geneva, WI
Occupancy Saturday July 20, 2013**

Block/ Face	Description	# of Spaces observe d	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	5:00pm - 7:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
14C	on-street	24	15	63%	24	100%	24	100%	24	100%	24	100%	23	96%
14D	on-street 5 hr.	25	9	36%	25	100%	25	100%	25	100%	23	92%	20	80%
15	Cook Street Public lot	116	22	19%	114	98%	115	99%	110	95%	78	67%	62	53%
15	private lot	18	4	22%	4	22%	5	28%	4	22%	3	17%	3	17%
15A	on-street	16	1	6%	16	100%	16	100%	17	106%	13	81%	13	81%
15B	on-street	17	7	41%	17	100%	16	94%	16	94%	17	100%	11	65%
15C	on-street	25	24	96%	25	100%	25	100%	24	96%	24	96%	22	88%
15D	on-street	10	10	100%	10	100%	10	100%	10	100%	9	90%	9	90%
16A	on-street	13	12	92%	13	100%	13	100%	15	115%	12	92%	12	92%
16B	on-street	10	9	90%	10	100%	10	100%	10	100%	10	100%	8	80%
17A	on-street	15	7	47%	16	107%	15	100%	16	107%	14	93%	11	73%
17B	on-street	12	12	100%	12	100%	13	108%	13	108%	12	100%	13	108%
18A	on-street	13	2	15%	13	100%	14	108%	12	92%	11	85%	4	31%
18B	on-street	12	8	67%	13	108%	13	108%	12	100%	13	108%	9	75%
18D	on-street	13	10	77%	13	100%	13	100%	13	100%	11	85%	5	38%
18DD	on-street	13	8	62%	12	92%	11	85%	11	85%	8	62%	9	69%
19A	on-street	93	32	34%	90	97%	93	100%	89	96%	87	94%	76	82%
19B	on-street	49	48	98%	49	100%	49	100%	49	100%	49	100%	47	96%
20A	private lot	11	2	18%	5	45%	4	36%	7	64%	3	27%	2	18%
20A	on-street 5 hr.	21	18	86%	21	100%	21	100%	19	90%	21	100%	20	95%
20B	on-street	23	20	87%	23	100%	23	100%	23	100%	23	100%	22	96%
20C	on-street	16	16	100%	16	100%	16	100%	15	94%	16	100%	16	100%
20D	on-street	4	4	100%	4	100%	4	100%	4	100%	4	100%	4	100%
21	Center Street Public lot	25	8	32%	25	100%	25	100%	25	100%	20	80%	25	100%
21	Public lot	4	2	50%	4	100%	4	100%	4	100%	4	100%	3	75%
21A	on-street	22	20	91%	22	100%	22	100%	22	100%	21	95%	21	95%
21B	on-street (public lot S.)	37	14	38%	37	100%	37	100%	37	100%	37	100%	37	100%
21B	on-street	25	5	20%	24	96%	25	100%	25	100%	24	96%	21	84%
21CC	on-street by boat launch	10	10	100%	10	100%	10	100%	10	100%	10	100%	10	100%
21D	on-street	19	13	68%	19	100%	19	100%	18	95%	18	95%	19	100%
22A	on-street	9	4	44%	8	89%	9	100%	9	100%	9	100%	9	100%
22D	on-street 5 hr.	5	3	60%	5	100%	5	100%	5	100%	5	100%	5	100%
22D	Post Office (top level)	20	12	60%	16	80%	13	65%	13	65%	16	80%	12	60%
23	The Cove N. lot	92	66	72%	65	71%	72	78%	75	82%	63	68%	58	63%
23	The Cove S. lot	237	122	51%	199	84%	202	85%	215	91%	187	79%	186	78%
23	The Cove overflow	98	15	15%	22	22%	27	28%	27	28%	28	29%	22	22%
23B	Bus on-street	5	0	0%	0	0%	0	0%	0	0%	1	20%	1	20%
23B	on-street unrestricted	10	1	10%	5	50%	10	100%	10	100%	9	90%	6	60%
23D	on-street	27	1	4%	27	100%	27	100%	27	100%	27	100%	27	100%
23D	Sprechers lot	26	5	19%	9	35%	22	85%	20	77%	26	100%	26	100%
24	Boat Trailer lot	30	12	40%	16	53%	18	60%	30	100%	26	87%	18	60%
24B	on-street 5 hr.	32	1	3%	9	28%	33	103%	32	100%	27	84%	24	75%
24C	on-street 5 hr.	32	0	0%	26	81%	32	100%	30	94%	30	94%	26	81%
25A	on-street	8	0	0%	8	100%	8	100%	8	100%	8	100%	8	100%
25C	on-street	10	10	100%	18	180%	16	160%	18	180%	17	170%	14	140%
25D	on-street	14	15	107%	16	114%	18	129%	18	129%	17	121%	16	114%
	Eastveiw/Dunn Field lot	174	25	14%	75	43%	170	98%	169	97%	111	64%	79	45%
	Talmer Bank lot	143	38	27%	46	32%	47	33%	30	21%	22	15%	12	8%
Totals		2722	1033	38%	2017	74%	2288	84%	2260	83%	1942	71%	1705	63%

Comments from Public Open House May 15, 2013

Residential issues

LG Daycare

- Parents picking up is difficult
- Two (2) 15 minute added and one parking space.
- One space around corner was free.

Cook & Geneva

- Buses an issue when they double park
- Church puts out cones on Sunday.

Senior Citizen Residents

- Were allowed 4 hours free
- Discriminatory, had special pass.

North & South Warren Street

- Employees park all day in the residential areas and there is no parking for guests.
- People park against yard, block driveways and cars park too close to other cars blocking them in.
- Should be allowed a Residential Parking Permit

Residents Target Road Bypass

- Need sidewalk/bike markings.

No Parking on Wisconsin

- One side road.
- Coming in from the west the parking is maxed!
- People park down the alley

Geneva/Warren pres of Maple Park Ho.

- Employees take parking
- Street sweeper is not productive

Retail / Restaurant

- The parking issues are in the core area
- Would have shopped but couldn't park so went on
- Definite need for parking in core.
- Typically park in residential area.
- In summer walk.
- Business north on Broad Street typically have available parking.
- Residents never go downtown on weekends
- Handicap parking is difficult in peak times
- Number of functions held in downtown – 26 special events
 - Special events cause major parking issues.
 - October is a very busy month.
- Block #15 – good location for parking structure (City Lot)
- Library after 1 p.m. – when working could not find parking have to go to residential area.
- Minimum wage employees cannot afford parking
- Having to pay is not an issue – having to repay is an issue
- Discount employee passes would be helpful
- Employee pass does not mean you get a space
- Compact car sign very confusing – no differentiation
 - Makes difficult for large cars to find spaces.

Visitors –

- Difficult to get back to town when driving by boat launch because Lakeshore Drive is one way.
- Need better wayfinding signage
- Many people still having trouble with meters – people not shopping due to meters.
- Many people stay away from business on weekends.
- Residential parking pass being used as an employee pass.
- Warren Street difficult.
- People often looking for entertainment.
- Some residents go downtown to see all the people.

- Shuttle bus with school
 - Shuttle bus not consistent
 - How do they find out about this
 - Need better marketing of shuttle
 - Shuttle free – it competes with meter revenue source.
- How often is Eastview filled?
- Slip you can pick up with instructions for parking, So many visitors and first time users

Labor Day and parking Opens up.

- People park as close to downtown as possible when meters are full
- Traffic is congested
- Signs would need to be huge and offensive to make shuttle work.
- We could raise the price of parking – at what point do you scare people away.
- Parking in structure should be cheaper than on-street
- Retail is very important aspect in structure,
- Additional parking surface lots would be better than a structure
- Need two parking structures. Need 1,000 spaces at least.
- Like it when Broad Street is closed and turned into a pedestrian mall.
- If you closed off Main Street then a structure makes sense.
- parking stalls tight
- long stalls in front of day care - Cook & Geneva
- ruts in road
- would like to see one or two stickers because business owners get one ticket a day. – would like to move business
- Create a permanent parking area in Dennison lot.
- Free lots too far away
- Cook Street lot employers are encouraged to buy permits for employees this is premium space that takes away from visitors.
- Convince Tennesen Bank to open up their parking.
- Put kiosks on the residential streets – residents would be angry.
- Residential parking permits – or put 4 hour parking signs only.

Structure

- Give employees top spaces

- Eastview parking area needs to be better utilized for employees – give shuttle service every 2 hours. – How to fund? Employees pay?
- Traffic will become an issue for shuttle
- Park at Eastview and get a Dairy Queen coupon
- Parking problem only 6 weeks
- Parking Structure - How do you justify parking structure for peak season?
- A garage would allow businesses to rent parking to provide for employees.

Lake Front

- Not enough parking at beach
- A prime area for parking
- Give employees a place to park.
- Cruise is longer than 5 hours.

Machines

- Steals a quarter.
- Can clear someone's meter with a quarter. Machine assumes you left (software fix).
- Need a shelf to put things on – women with purses.
- Guard for sun.

Wrigley Drive

- Can we move the buses, horse and buggy to somewhere else?
- People wait for a parking space, wait for valet at Popeys
- Double parking at restaurants creates traffic issues
- Move the boat launch – affects 5 houses.
- Parking brings in a good deal of money for the community
- Create a higher fee at peak times
- Montessori School – needs parking.
- Wedding receptions need more parking
- Have police direct traffic
- Need more than 5 hours somewhere else
- Barge on the lake
- Create an incentive to park further away.

Lake Front

- Keep buses from parking in front of residential area.

- Bus dropped off for boat trips.
- No designated beach parking.
- Parking lot behind the cove.
- Shuttle people from school to beach.
- Lakefront people park everywhere free.
- People on Main west of library, park for free on residential streets.
- Locals don't park downtown.
- Need to justify a parking structure for it to pass
- Parking income pays for things – a revenue generator
- Employees \$8 - \$1 parking
- Employees will have to pay more
- Add the beach pass kiosk for handicap
- Ask people on the beach where they park and why?
- People fishing need more than 5 hours.
- Need a residential pass for visitors in Maple Park.

22. There are an adequate number of parking spaces for your downtown employees in the summer (peak season).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	38.2% (13)	29.4% (10)	17.6% (6)	5.9% (2)	8.8% (3)	2.18	34
answered question							34
skipped question							0

23. There are an adequate number of parking spaces for downtown employees in the fall/winter/spring (off peak).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	8.8% (3)	11.8% (4)	8.8% (3)	55.9% (19)	14.7% (5)	3.56	34
answered question							34
skipped question							0

24. There are an adequate number of parking spaces for downtown customers/visitors in the summer (peak season).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	41.2% (14)	29.4% (10)	14.7% (5)	5.9% (2)	8.8% (3)	2.12	34
answered question							34
skipped question							0

25. There are an adequate number of parking spaces for downtown customers/visitors in the fall/winter/spring (off peak).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	2.9% (1)	17.6% (6)	14.7% (5)	52.9% (18)	11.8% (4)	3.53	34
answered question							34
skipped question							0

26. The parking downtown is reasonably close to my place of business for customers.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	11.8% (4)	17.6% (6)	23.5% (8)	35.3% (12)	11.8% (4)	3.18	34
answered question							34
skipped question							0

27. Please feel free to make additional comments regarding parking:

	Response Count
	20
answered question	20
skipped question	14

Q27. Please feel free to make additional comments regarding parking:

1	I live in the Maple Park neighborhood and the majority of the people parking in the summer are going to the beach and in the Sept - May months the majority are the staff at Central-Dennison School. We need to do more to encourage bike use and shuttle use. Better signage for the free lots is needed. A parking ramp should be a part of the discussion but the City needs to make it affordable to employees and business owners in the non-peak periods of November - May, Mondays - Saturdays.	Jun 19, 2013 4:51 PM
2	Our service guest complain about the cost, as well as how aggressive the city writes tickets!	Jun 19, 2013 4:18 PM
3	The parking lot for the Riviera needs to be addressed. There are catering trucks that use the lot for parking, when the lot is posted as a loading and unloading only but there is no enforcement.	Jun 17, 2013 12:37 PM
4	Parking in LG is a nightmare... I hate it that we charge our consumers to park. Should be free.	Jun 17, 2013 12:24 PM
5	Lake Geneva makes it very difficult to run a business with it continually taking free parking away from business's, employees, customers. Why should we pay to bring people into our area that potentially leave our business and generate income to this area? Without parking available that is within a reasonable distance to the office in rain, snow it is a continuous thought to move out of here so that we can have parking to work, leave to do business out of the office and come back to finish our business in the office.	Jun 17, 2013 10:10 AM
6	WE are located in a city owned building with parking available and east of the "downtown"	Jun 16, 2013 5:49 PM
7	The parking permits for business owners/employees are over priced. There needs to be parking for them closer than a 3 block walk. The afternoon and evening shifts are often late for work because of lack of available parking in the free lots and there are no street spots available closer. A remote lot with shuttle service may be an option in peak season.	Jun 16, 2013 12:13 AM
8	I feel business owners should be able to purchase a sticker to park closer to their business. I feel that a lot of parking for the downtown is used by people going to the beach or walking the lake. Shopping customers have expressed often how difficult it is to park close, especially elderly customers. They have to move their cars often. A lot with reliable shuttle service would help. So would a parking structure.	Jun 15, 2013 8:56 AM
9	As I have stated many times in the last 15 years, the city should build an attractive parking lot behind the power & light building. Go to Oak Park, IL to see one that looks like a Frank Lloyd Wright building. You would not know it was a garage. spend the money on the parking and stop spending money on skate parks, dog parks, and things that do not bring tax money into the community.	Jun 14, 2013 5:34 PM
10	There is a need to provide some type of lots for employees that are accessible, for customers some type of transport when peak season is here and better signage for customers to be aware of where alternative parking is when it is busy. Also, re parking meters: a) many customers cannot see the screens - some type of shield is needed, many former regular customers no longer shop	Jun 10, 2013 7:17 PM

Q27. Please feel free to make additional comments regarding parking:

downtown as the ease of shopping is no longer - a suggestion we would still like to see implemented is a reduced rate 2 hour pass for Walworth County residents so that either business owners can purchase them and provide to their former regular customers or the customers can have access inexpensively to them to return to shopping downtown. The estimate of lost tax revenue (of customers who no longer shop the downtown area) is potentially impactful economically and should be addressed proactively to support the tourism revenue which results from visitors to the downtown business area

- | | | |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 11 | Parking in downtown Lake Geneva is a nightmare the locals don't want to come into town because they have to fight the tourist in the summer and there's no reason for them to come in second your question is do you drive into town and park well of course it's Walworth County there is no public transportation I wonder if the parking has anything to do with plenty of parking spaces all memorial weekend I think people are very upset about the parking I believe it will deter people from visiting Lake Geneva if this parking issue continues | Jun 4, 2013 10:45 AM |
| 12 | I am definitely in favor of the parking structure. We have all been waiting long enough for this to happen. The way I understood how it was supposed to work was that the parking meter revenues were to be used for our parking related issues. This has not happened. My wife and I own two buildings in the 800 block of West Main Street (Fancy Fair Mall and the LeCookery building) and have been in business here for over 37 years. We feel fortunate to have been successful doing what we enjoy, and to be able to do it in a place as beautiful as Lake Geneva. We need to keep improving so that we don't lose our momentum. The property behind the old theater is the absolute perfect place for this structure. It is close to everything we have to offer and where everyone wants to park. If you put a simple, tasteful lit sign, directing people informing them the number of available spots, real time, it would really work. Will it pay for itself, absolutely. The parking system as a whole will pay for itself as long as parking money remains only for parking. Don't forget to add public restrooms in the plan as well. It doesn't have to be anything elaborate. Centrally located with proper signage and long over due. I have observed these problems first hand for almost four decades, let's do what is right for our visitors and get the job done this time. It will enhance our already beautiful little town and keep us vibrant for years to come. Thanks, Bob Skibitzki Galerie Matisse | Jun 3, 2013 3:29 PM |
| 13 | Parking Supply - I would oppose more surface lots. We have paved enough of Lake Geneva already. That leaves adding spaces by building a ramp or accessing parking at outlying locations via shuttle services. Parking Demand - Our zoning code needs to be revised to accommodate parking, e.g. allow more housing downtown, reduce required off-street parking for businesses (this reduces the available space for new businesses which would bring more revenue to LG to support a garage), make LG more bike friendly, make LG more pedestrian friendly (e.g. it took the Department of Public Works over four months to respond to a request to change the timing of the new stop lights downtown to be more friendly to pedestrians), eliminate blight on Broad Street (theater and Trevor Hotel) allowing people to feel safe walking further, increase public amenities to areas at the fringes of downtown. | May 28, 2013 7:01 AM |
| 14 | Great to have valet company to assist or Parking garage | May 24, 2013 9:33 PM |
| 15 | Parking is fine anytime but summer | May 24, 2013 5:52 PM |

Q27. Please feel free to make additional comments regarding parking:

16	While there may not be adequate parking in close proximity to downtown during the peak months, it would be cost prohibitive to create sufficient parking for those few months.	May 24, 2013 4:48 PM
17	We here alot of locals not wanting to visit during summer, and then dont really come here in winter. Your employees here will spend money and visit more if its easy to enjoy, its to difficult to enjoy the city.	May 20, 2013 3:37 PM
18	I own and operate a professional service business in downtown Lake Geneva. (201 Broad St.) I have been downtown Lake Geneva for the last 6-7 years. My clients (and I) like the fact that I maintain a downtown professional service business. I personally believe that the downtown should not be limited to retail. But be a mix of services, professionals, retail and entertainment. However, as a business owner, parking downtown has become very taxing. Limiting "free" parking to only (1) use (up to 2 hours max) per day might be the final straw. At times, I come and go (for meetings, field measuring, getting prints, etc.) 3-6 times a day. Walking 4 - 6 blocks is not an option. I hate to leave the downtown, but parking is literally "driving" me out. Is it the city's desire for all non-retail business to move out by Walmart? Is there any hope to nullifying the one-time-use for our "free" parking? Respectfully, Jason R. Bernard.	May 16, 2013 6:39 PM
19	The spaces are to small people can not get back in their car if a car parks on both sides of them. We watch people crawl in back ends of cars, wait for or look for owners of cars so they can move. People have said they will not come back.	May 16, 2013 6:11 PM
20	give discounts to business that pays for the city to operate	May 16, 2013 3:05 PM

11. Please only answer if you work downtown during the summer (peak season). There are an adequate number of parking spaces for downtown employees in the summer.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	77.6% (52)	14.9% (10)	4.5% (3)	1.5% (1)	1.5% (1)	1.34	67
answered question							67
skipped question							1

12. Please only answer if you work during the fall/winter/spring (off peak). There are an adequate number of parking spaces for downtown employees in the fall/winter/spring.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	17.2% (11)	10.9% (7)	18.8% (12)	48.4% (31)	4.7% (3)	3.13	64
answered question							64
skipped question							4

13. Please only answer if you work during summer months (peak season). There are an adequate number of parking spaces for downtown customers/visitors in the summer.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	52.3% (34)	18.5% (12)	15.4% (10)	12.3% (8)	1.5% (1)	1.92	65
answered question							65
skipped question							3

14. Please only answer if you work during the fall/winter/spring (off peak). There are an adequate number of parking spaces for downtown customers/visitors in the fall/winter/spring.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	15.9% (10)	6.3% (4)	17.5% (11)	54.0% (34)	6.3% (4)	3.29	63
answered question							63
skipped question							5

15. The parking downtown is reasonably close to my place of work.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	16.2% (11)	14.7% (10)	16.2% (11)	48.5% (33)	4.4% (3)	3.10	68
answered question							68
skipped question							0

16. The parking pay stations are easy to use.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	11.8% (8)	26.5% (18)	25.0% (17)	33.8% (23)	2.9% (2)	2.90	68
answered question							68
skipped question							0

Q19. Please feel free to make additional comments regarding parking:

1	Garbage pick up around 1st two blocks on weekend. Street sweep does not clean up debris from tourists. No trailer parking on residential streets. Mirrors in alleys	Jul 12, 2013 9:00 AM
2	Parking structure would greatly reduce the stress in finding parking for all parties concerned.	Jul 12, 2013 8:57 AM
3	Lake Geneva needs to reconsider better parking accommodations for the employees of the downtown business districts. This has been a point of contention for our business and we are considering relocating outside of the downtown due to the inconvenience of parking for the employees. This includes the fact that employees need to either walk a great distance to find free parking or need to pay a large sum of money to park within a reasonable proximity of where they work. It is one thing to charge out-of-towners a small sum to use a parking space for an hour or two so as to generate revenue, but when employees of the downtown need to pay for 8-10 hours a day for parking at these same rates, it is unreasonable and will eventually drive some smaller businesses to look to lease elsewhere.	Jun 24, 2013 3:31 PM
4	There should be one free parking lot for downtown employees only.	Jun 24, 2013 10:00 AM
5	The free parking is quite a hike from where I work, sometimes making me late by the time I can find a spot and walk. Any metered parking requires me to move in the middle of my shift, either making my lunch break extremely short, or requiring me to spend more time away from work.	Jun 24, 2013 9:57 AM
6	BRING BACK THE SENIOR PARKING PASSES.	Jun 22, 2013 10:04 AM
7	One library patron complained to me that even with his handicapped parking sticker and being able to park anywhere, in those other spaces he could not open his car door wide enough to get inside-something I had not considered	Jun 17, 2013 6:38 PM
8	we employees shouldnt have to pay for parking even if we have a parking sticker.	Jun 15, 2013 12:12 PM
9	I know where the free parking is, the issue is that during the summer month I need to arrive to work sometimes an hour early, depending on what is going on in the city, just to find parking. By the time I leave for the day, and I usually close, it's dark out and I am walking upto a mile some days away from where I work. There needs to be a better solution for employees who work in and around the downtown arena for business who can't provide employee parking due to the fact it's all mattered	Jun 4, 2013 10:45 AM
10	As a library employee we now have a business parking pass enabling us to park in the metered lot behind Jasmine salon, which is fantastic. This does not help though if your shift starts later in the day when the parking lot is already full.	Jun 3, 2013 10:32 AM
11	Many residents tell me they never shop downtown because they have to pay for short visits and try to find parking for those quick visits I.e. pick up a birthday card or just have a coffee. It is too much hassle and they shop elsewhere all year round because of the lack of parking. When I leave later at night It makes one angry to see not a soul in sight and your car is blocks away because visitors choose to find the free parking (both in public lots as well as free street parking) instead of paying for their parking. Those that work or live around the Lake	May 28, 2013 6:45 PM

Q19. Please feel free to make additional comments regarding parking:

	Geneva area should be given some special parking area (not the school that is BLOCKS AWAY from the downtown) that is convenient and accessible. Without those employees that make the downtown run there would not be much business without their valuable help. Do they not deserve some acknowledgement of their value and contribution to making Lake Geneva a Beautiful place to visit again and again?	
12	Greed and ignorance control the parking situation. Employees, many of us at minimum wage, use meters because the LG Website identifies the free sites and tourists use THOSE ! We are always left with the meters. Clocking out and moving a car after 5 hours, if one can find one in summer, eats into paycheck, as does the meters. In summer, I have walked a MILE to and from my car after 8 hours on my feet. Every employee I speak to is angry about the lack of passes, discounts, employer parking help etc. It is a nightmare for summer and yet nothing has changed in all the years I have been here in LG...It is sad that no one in LG cares!	May 25, 2013 7:42 PM
13	Parking is a terrible problem for those of us who work downtown during the summer. Since many of us work many different hours, it is almost impossible to find free parking or side street parking after 11:00 AM on any given day. I have walked almost to Dunn Lumber on a summer day when I start work at 11:30 in the morning. When I start earlier at 9:30 or 10:00 I still find it hard to find anything within two to three blocks from where I work. This has a problem for me for 25 years, that's how many years I have worked downtown in Lake Geneva. It seems that our complaints have always gone unheard. We have been told that the tourist should come first, but what about those of us who serve these people? I am glad that I have a job, however, the city needs to take care of it's own also. This is why most of my friends and neighbors do not want to shop downtown during the summer. We would rather drive 25 to 30 Miles than put up with the parking .	May 25, 2013 1:14 PM
14	Any thoughts on some sort of exemption for downtown employees when it comes to parking for work.	May 25, 2013 9:22 AM
15	The City makes it very difficult for a business to be in Lake Geneva with minimal parking and those spaces are so limited. In our business if we leave for an hour or so (on business) & come back there is no where to park.	May 23, 2013 5:25 PM
16	The answer is More parking for all individuals needing space. Perhaps a parking structure?	May 22, 2013 3:10 PM
17	Question17. Once I leave work I never come back to lake Geneva because of no parking. Question 18. There isn't a parking problem in winter there is no one here. I've been to work when spots are open all day in winter If the city would of put up a parking garage years ago it would of been paid or by now. Please find a spot for employees to park at if they start at 8 am or noon they should be able to park somewhere near to town	May 22, 2013 7:08 AM
18	Parking garage would be wonderful!	May 21, 2013 3:11 PM
19	I think that it's absolutely ridiculous that employees have to pay to park to work a 9 hour plus day to make the city more money by attracting tourists and locals or the employees have to walk 2 plus blocks half the time again, just to make the	May 20, 2013 9:53 PM

Q19. Please feel free to make additional comments regarding parking:

town more money.

20	Parking passes for the cook street lot should not be \$400. Its a ridiculous price especially if you work in Lake Geneva. We bring a lot of business to Lake Geneva and if anything employees that work in Lake Geneva should get a deal on this price. I paid \$200 last year and I thought that was a reasonable price. But \$400 is just not worth spending. I have heard the prices were raised because there wasnt enough money being made off the new meaters as expected and because the price has doubled. But now nobody will buy a pass. Last year at least 7 people bought passes to park back in the cook street lot. Now nobody wants to buy a pass. So your loosing money from that as well.	May 20, 2013 8:41 PM
21	The issue I have with these parking meters is that there are many problems with cell number contact through meter when entered. Also, amount of days for fee to be paid is still unreasonable. 30 days should be the respectable amount of time given to any offender per the parking violation fee's. I also believe the people who work in Lake Geneva should be given a parking pass for a \$ amount in which they would have at least 4-6 hours of free parking per each meter every day. This is only a suggestion, thanks for allowing me to voice my opinion on this matter.	May 20, 2013 2:10 PM
22	The parking in downtown Lake Geneva seems to be worse than ever, and with the parking prices for what little parking is available having doubled, it is BEYOND ridiculous! Not to even mention the new parking meters and how you put money in and it doesn't even give you credit for how much you put in. Not good especially when you have allotted a certain amount of quarters that you have with you, as this is the only change that it accepts. This is the only place in the county that is like this, and though I understand (in a way) that we do get a lot of revenue from visitors, I feel that it is SO not right for those of us who live here year round, whether we live here and are shopping, or working there. It's really a shame that it's like this, and is quite ridiculous for those of us who do work there to have to walk MANY BLOCKS AWAY simply to get to our place of employment, especially in the summertime when it's so hot, and you're sweating so bad before you even begin your shift! I do hope that this will change. I know it would be greatly appreciated by many people.	May 19, 2013 9:35 PM
23	Eliminate angle parking and all parking on Main Street. Build a parking structure on the lot across from City Hall and the old Ace Hardware lot.	May 17, 2013 1:34 PM
24	The parking rates are too expensive per hour. \$1.00 an hour is terrible. Also if you receive a ticket the \$13.00 fine is quite high. I believe if you work in Lake Geneva you should be able to get a discount for parking. I don't know why I'm doing this survey nothing will be done about any problems.	May 17, 2013 1:11 PM
25	Parking stickers for business employees for longer than 2 hour parking times, especially when an employee works for 8 hours a day.	May 17, 2013 12:12 PM
26	If I purchase a parking sticker and am allowed 2 hrs free, why do I get a ticket if I am at one space for 30 minutes and later that day park at another space for 30 minutes and get a ticket. I still have 1 hour free parking...not fair.	May 17, 2013 9:54 AM
27	I have not used the kiosk but hear it is confusing. I have a 2hour sticker so I park in metered areas...wish there was a 'business class' sticker so I could park	May 16, 2013 8:52 PM

Q19. Please feel free to make additional comments regarding parking:

longer in metered area..but also understand that visitors may need the space as well...I would pay more \$\$ for a 'business class' sticker with longer parking than 2 hours....just a thought!

28	why doesn't LG put parking meters on every street in town & drive everyone to a different town to shop	May 16, 2013 8:51 PM
29	I work downtown and have NO parking close to my work.	May 16, 2013 8:00 PM
30	I commute to two separate part time jobs, both down town, neither with a parking lot. I have to walk at least 3 blocks to each after parking, which means I have to incorporate extra commute time.	May 16, 2013 7:21 PM
31	Not enough downtown parking (free or metered) during summer and peak weekends. I often need to just drop something off at work (5 min.) but spend almost that much time using the parking meter. Would be nice if the first 15-30 min. of parking were free for quick errands/shopping.	May 16, 2013 6:44 PM
32	A parking garage would be very beneficial to the locals and visitors of Lake Geneva.	May 16, 2013 4:47 PM
33	Parking downtown. LG. is ridiculous!! No where to park and the traffic lights are so slow!	May 16, 2013 4:23 PM
34	Now that the meters are only good for 5 hours it's extremely inconvenient when you work an 8+ hour shift.	May 16, 2013 4:05 PM
35	When working downtown & having to carry a heavy briefcase, I don't want to park far away from where I am going. However, I don't feel that it should cost me \$\$\$ to go to work. In addition, MANY visitors to this area are from the Chicago area & those pay stations are EXACTLY what they come here to get away from. It is an insult to all of the visitors I have interacted with to have installed them. It is a deterrent to the businesses in Lake Geneva.	May 16, 2013 3:56 PM
36	When working downtown & having to carry a heavy briefcase, I don't want to park far away from where I am going. However, I don't feel that it should cost me \$\$\$ to go to work. In addition, MANY visitors to this area are from the Chicago area & those pay stations are EXACTLY what they come here to get away from. It is an insult to all of the visitors I have interacted with to have installed them. It is a deterrent to the businesses in Lake Geneva.	May 16, 2013 3:56 PM
37	The free parking lots are typically full on weekends starting April if the weather is nice and even on cold days when there is something going on downtown. I think the parking downtown Lake Geneva is the thing I dislike the most about my job. It is very expensive for me during the summer.	May 16, 2013 3:22 PM

16. It is easy to locate a parking space downtown in the summer (peak season).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	60.9% (319)	25.0% (131)	6.9% (36)	5.5% (29)	1.7% (9)	1.62	524
answered question							524
skipped question							10

17. It is easy to locate a parking space downtown in the fall/winter/spring (off peak).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	2.9% (15)	11.3% (59)	17.9% (93)	50.8% (264)	17.1% (89)	3.68	520
answered question							520
skipped question							14

18. Parking signage (directional, length of stay, etc.) is easy to follow and understand.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	15.3% (80)	23.9% (125)	27.0% (141)	30.8% (161)	2.9% (15)	2.82	522
answered question							522
skipped question							12

19. There is enough public parking downtown in the summer (peak season).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	52.1% (272)	30.7% (160)	9.2% (48)	6.5% (34)	1.5% (8)	1.75	522
answered question							522
skipped question							12

20. There is enough public parking downtown in the fall/winter/spring (off peak).

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	5.2% (27)	9.8% (51)	17.9% (93)	54.4% (283)	12.7% (66)	3.60	520
answered question							520
skipped question							14

21. The on-street parking time restrictions generally give me enough time to complete my trip.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	15.7% (82)	23.7% (124)	24.7% (129)	32.1% (168)	3.8% (20)	2.85	523
answered question							523
skipped question							11

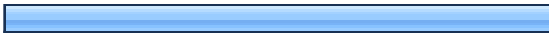

22. Parking enforcement is consistent and fair?

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	19.8% (104)	16.4% (86)	40.3% (211)	20.6% (108)	2.9% (15)	2.70	524
answered question							524
skipped question							10

23. The parking pay stations are easy to use.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Rating Count
Choose one	22.2% (116)	20.8% (109)	23.9% (125)	27.3% (143)	5.7% (30)	2.74	523
answered question							523
skipped question							11

24. If you answered "no" to question 22 have you used a parking pay station before?

		Response Percent	Response Count
Yes		82.4%	253
No		17.6%	54
answered question			307
skipped question			227

Q25. Please feel free to make any additional comments regarding parking below.

1	I am a general user of the parking system, but live in the Township of Linn and feel you should consider my input since my taxes pay for use of the public library and the Tif fund. In past years, I have enjoyed coming to Lake Geneva to meet with friends at restaurants and coffee shops, to spend time in the library, and to buy fresh produce at the Farmer's Market. Since the new parking meters have been put in and the free parking has been discontinued on Thursdays in front of the Farmer's Market, I have gone to Fontana for all of the above. Since your survey will not give you a good grasp of the parking situation, I am enclosing the front page of the Geneva Shore Report of May 8th. The Senior Editor is very accurate in his assessment.	Jul 12, 2013 10:27 AM
2	It is better if people walk. Parking close is for lazy folks	Jul 11, 2013 4:42 PM
3	to south of post office driveway should have compact car sign hard to see to pull out	Jul 11, 2013 4:40 PM
4	directions are not easy to interpret correctly.	Jul 11, 2013 4:38 PM
5	As a resident of LG; it is not fair/correct not to make booklets with new system to mail out to residents of LG on how to use the new parking pay station system. To tell your friends/visitors and tourists on how there is a new system and how to use it. As a walker/resident- did not know pricing-rates, increments consistently people cannot read screen with no sunshield/ running out of paper for receipts/ there is no shelter from sun/rain wind etc. People are now parking up north at bank lots, free parking to avoid not necessarily paying but not wanting to deal with an unfamiliar system. Merchants tell me it is taking away their business. To spend the amount of dollars on this system I and others people find it an insult to the residents of LG and surrounding areas to provide info to us and tourist on educating us on this new system of metering.	Jul 11, 2013 4:36 PM
6	I didn't like it that now there is parking meters by mecussg's restaurant and chase bank. I used to park by Horticultureal Hall until they put meters there. I come to a lot of fund raisers in LG. I really don't want to pay the meters or now kiosks too. I feel the free parking by the skate park is too close to a school. Some of the side streets have 2 hour rules. I hope you keep the free parking november - april I can't remember if its march.	Jul 11, 2013 4:30 PM
7	I avoid LG like the plague when fees are enforced.	Jul 11, 2013 4:27 PM
8	I, as a resident, would appreciate free parking time as I do live here, pay taxes, shop here year around. When I am hurried to leave (with the limit of parking time) I go elsewhere to spend money and hurry thru my shopping downtown.	Jul 11, 2013 4:25 PM
9	City residents need to be given free parking all day! The tourists should pay, but I have regular business downtown it is not fair that I should have to pay. Also, there should be resident parking spaces made available in the summer months.	Jul 11, 2013 4:23 PM
10	out of town visitors have a hard time.	Jul 11, 2013 4:21 PM
11	For first time users, incomprehensible what do the signs mean, what is the cost? have to pay at least twenty-five cents to get questions answered. Parking rates discourage shopping. I did not come prepared with change.	Jul 11, 2013 4:19 PM

Q25. Please feel free to make any additional comments regarding parking below.

12	Please consider residents to park free for the day or unlimited time. We love coming downtown, we would stay longer and shop more!	Jul 11, 2013 4:11 PM
13	I heard the parking sticker only lets you use it once a day and living in town I might visit more than once a day for things, so that makes no sense. I live two houses out of the city limits, so I have to buy a sticker, but I won't because of this rule.	Jul 11, 2013 4:09 PM
14	A parking structure would look ugly.	Jul 11, 2013 4:00 PM
15	Parking just to return library materials can be a nightmare. Wish there was a drive thru drop off like some communities. Love the idea discussed in the paper re: parking structures!	Jul 11, 2013 3:58 PM
16	Library visitors (residents) should have "free" space or two not to exceed 15 - 30 min or whatever works for enforcement. Can't use library when you can't park and there needs to be some consideration of those stopping by briefly...	Jul 11, 2013 3:54 PM
17	The charges are ridiculous. Since it is a big fancy machine it should be able to take dimes and nickels as well. Quarters are not always easy to come by and you're not getting my credit card #.	Jul 11, 2013 3:51 PM
18	Parking fees in LG are simply a form of taxation.	Jul 11, 2013 3:48 PM
19	Residents get Screwed!	Jul 11, 2013 3:46 PM
20	Residents should have more than 2 hours per day free.	Jul 11, 2013 2:24 PM
21	Parking downtown is awful! in the summer we avoid downtown activities and events and shops simply due to the terrible traffic and parking. It is even a hassle to take my kids to the library!!! We love LG but HATE the parking situation!!	Jul 11, 2013 2:05 PM
22	I'm moving	Jul 11, 2013 11:59 AM
23	Really need more spots for handicapped!	Jul 11, 2013 11:58 AM
24	When visiting the library I do not agree with the 25 min spaces. I do not feel I should pay for 25 min because I have a sticker. It should be for both non-sticker/sticker customers. I live here year round and should be able to have access to my library easily no 4 blocks away to park.	Jul 11, 2013 11:56 AM
25	People are bad about pulling out on me on Main Street.	Jul 11, 2013 11:54 AM
26	Only one handicapped parking space for library users negatively impacts number of library visitors and is very prohibitive for handicapped people navigating snow and ice.	Jul 11, 2013 11:32 AM
27	Usually I park on side streets. Please do not meter the side streets.	Jul 11, 2013 11:30 AM
28	Please bring back the senior parking stickers. I am both a resident and employee of LG I'm old and deserve a longer parking time, so I don't have to walk on the non-shoveled side walks.	Jul 11, 2013 11:24 AM
29	I really dislike the new parking meters. It is an unfair and cheap way to gain extra	Jul 11, 2013 11:20 AM

Q25. Please feel free to make any additional comments regarding parking below.

	money. The fact that it does not let money carry over is very frustrating. I feel it discourages people from spending time here in the summer.	
30	City residents should get free parking ALL THE TIME! a lot of us work in the shops and end up getting tickets because we don't have time to feed the meters or spend money on meters EVERY DAY!	Jul 11, 2013 11:18 AM
31	we need to do something else because what we have, is not working!	Jul 11, 2013 11:16 AM
32	If a credit card is used in meter, it should automatically extend meter time. Also, getting through foot traffic is difficult as well and being four minutes late on meter should not constitute a TICKET! we now choose to visit whitewater or Madison since the parking fee went up.	Jul 11, 2013 11:11 AM
33	There isn't free parking in LG anytime for residents. Can't go to dinner on 2 hour free parking. Need some free public parking year round. We all aren't able to pay! or want our guests to pay. Please lower prices.	Jul 11, 2013 9:44 AM
34	The parking in LG has always been a problem. The money spent on things to supposedly make LG beautiful should be spent on a parking garage. For the people that work downtown it really is difficult for us to regulate a system that we can park closer to our work.	Jul 11, 2013 9:16 AM
35	I have cut down on my local shopping downtown since the parking meters have been installed.	Jul 11, 2013 9:10 AM
36	increased fees unnecessary. No referendum in meters. Too much money spent.	Jul 11, 2013 9:09 AM
37	I have been to Door County WI, Carmel CA and Sausalito CA all resort areas that depend on tourist business a great deal as we do here and in all those towns there are no parking meters at all, which I feel makes the experience easier and friendlier.	Jul 11, 2013 9:02 AM
38	Parking would be so much easier if the streets were wider. Residents should be able to park for free in the summer.	Jul 11, 2013 8:56 AM
39	have had tickets for being 1 minute over for being on a parking line when covered by snow. Tickets are very unreasonable very irritating to have to pay to visit farmer's market in my own town every week. Very costly to live here and pay to park everywhere and then get tickets on top of it!!!	Jul 10, 2013 3:58 PM
40	Residents should not be limited to 2 hours per day!	Jul 10, 2013 3:56 PM
41	I am a senior and I've never had to pay to park at a library. I used the farmer's market for years, now I'm supposed to pay to shop there or walk blocks to park. You can't go without revenue for 8-10 spaces for 5 hours on a thursday? cheap and inconsiderate! This is a greedy town now.	Jul 10, 2013 3:54 PM
42	What are the orange spaces? are they free for 20 minutes? no one seems to agree.	Jul 10, 2013 3:51 PM
43	I think the fee of \$1 is a bit much for one hour of parking. Used to be fifty cents.	Jul 10, 2013 3:24 PM
44	Parking system in LG is poorly designed. Does not reflect resident needs but	Jul 10, 2013 3:22 PM

Q25. Please feel free to make any additional comments regarding parking below.

rather a revenue generator for city fathers to waste.

45	I do not visit the library in the summer due to the parking situation. Many times I will go to another place so I don't have to deal with parking. I miss the convenience of just throwing a quarter to run into a store.	Jul 10, 2013 3:20 PM
46	The angled parking spaces in town are too narrow I have had damage to my car when using these spaces in peak months. Feel that I frequently support local business on a regular basis year around and that some sort of sticker should be available for purchase that would allow me to park for free even during summer months. Just attempted to use "meter" in front of library would only accept one of my quarters - very frustrating.	Jul 10, 2013 3:18 PM
47	The locations of the large free lots (eastview, central Denison etc.) could be noted (w/map) at each of the meter pay stations.	Jul 10, 2013 3:11 PM
48	Too confusing, a pain in the butt glare from sun too hard to read. I want my senior pass back which I deserve.	Jul 10, 2013 3:06 PM
49	It's time to bite the bullet and build a real parking structure (3-4 floors). Use the ground floor for Handicapped only! Keep parking funds and fines in the parking account and don't use for anything else - build the parking structure and finance through the fund. Get real - increase the parking fine to \$25 and increase it to \$100 after 60 days!	Jul 10, 2013 2:46 PM
50	working at the library we hear: Signage for kiosks is sometimes misleading, They don't understand the 25 minute machines, sometimes they can't read screens w/sunlight, they have to wait or walk elsewhere to use kiosk, kiosk is out of paper. In short, in my heart of hearts I wish you would have just upped the rate of coinage in old machines - easier to use. less costly to maintain and fix. This seems like a very costly and expensive upgrade for a system that was working and one that will be expensive to maintain. I don't think it in anyway appropriate to meter residents that would really change the character of the city.	Jul 10, 2013 2:42 PM
51	As a local, I am usually parked for only a few minutes so I can run in someplace quickly (i.e. library, bank, etc) to only allow one 2 hour time slot is silly since I am never usually at any one stop for more than 15 minutes. Most locals are in the same situation. P.S. and thanks for adding meters down by Medusa's - pretty soon. you'll be metering our driveways and the no free parking for the farmer's market.	Jul 10, 2013 2:35 PM
52	I pay thousands of dollars in property taxes on 900 square foot home and I can't even park in my hometown for more than 2 hours - unfair.	Jul 10, 2013 1:48 PM
53	I feel the stalls are smaller than usual. (I drive a subcompact). The fees are too high. Twenty five cents for half an hour is adequate. In Summer I use the library after 5, and there is plenty of parking, but I can't enjoy my library visit because I'm watching the clock. Same with my use of library park. Your tickets show up WAY too swiftly. During off-peak times (after 5 during week) parking should be free. Why not charge for parking at night when bars are full. You would make way more money. I used to work in town and half my time was spent agonizing over parking, moving my car feeding the meter more. How about a program for employees of this town? take care of your own!	Jul 10, 2013 1:38 PM

Q25. Please feel free to make any additional comments regarding parking below.

54	Backing onto Main is difficult.	Jul 10, 2013 10:51 AM
55	Build a multi-level parking garage like Burlington! can't figure out the new meters. Should have built a parking garage years ago with all of the meter money. Take a look at our neighbor Burlington - Class act!	Jul 10, 2013 10:43 AM
56	My concern is that I am a Lake Geneva resident and I have to pay above my 2 hour free parking just to use the downtown amenities (library etc). Parking far away from where I am visiting doesn't seem fair. I avoid downtown over the weekends all year around. Suggestions: free unlimited parking for LG residents. Additional paid /unpaid parking for visitors.	Jul 10, 2013 10:34 AM
57	I know of many people who have decided to shop in another town or at least avoid downtown because of the meters. I also know of several who now use other libraries where there is a free parking lot right next door.	Jul 10, 2013 10:31 AM
58	The pay stations take too long to use. As a resident I often run in and out of different stores. Having to wait in line, use the pay station, etc. takes extra long and I now avoid coming downtown in the summer since so many "new" pay station users take such a long time. I love plugging quarters in the old meters to visit/purchase items at many downtown businesses.	Jul 10, 2013 10:28 AM
59	As a local county resident that likes to shop locally, I am disappointed and annoyed that I cannot park and pay 25 cents for a 5-10 minutes dash into a store. I used to purchase the parking annual pass until the price jumped up over \$100. I wish there was an affordable option for out-of-the-city locals like myself to purchase a parking sticker.	Jul 10, 2013 10:25 AM
60	as good as can be expected.	Jul 10, 2013 10:22 AM
61	very hard to find a parking space to use the library in peak season, since most spaces are used by people using the beach or park!	Jul 10, 2013 10:08 AM
62	People are unhappy about red spots in front of library. There should be someplace to stop to just drop off books. Avoiding library.unfair for residents to get 2 hours per day we'll look for restaurant with parking on days when using other stores. What about people who park over lines and take 2 spots - get 2 tickets!! Need more than 2 hours.	Jul 9, 2013 4:25 PM
63	The ability to park our vespa (scooter) on the sidewalk is the only way to get around town hassle free in the summers. While parking is a challenge during summer it would be strange and potentially a waste of money to build more parking spaces. What about a valet service just on saturday/sunday during peak hours or a shuttle.	Jul 9, 2013 4:17 PM
64	I wish there were a way for people to buy a parking permit if you live in the area.	Jul 9, 2013 4:13 PM
65	Distance between cars is tight for a handicap, ore large person who needs to exit or return into his/her care without some damage to both vehicles.	Jul 9, 2013 4:10 PM
66	wider parking spaces and more for handicapped and disabled drivers are needed.	Jul 9, 2013 4:08 PM

Q25. Please feel free to make any additional comments regarding parking below.

67	Residents and seniors should be able to park for the length of the meter, like before. We pay high taxes and should get some priviledges. We should get special stickers to indicate full length of meter stay.	Jul 9, 2013 4:06 PM
68	Residents of Pell Lake, Genoa City and other areas that pay Lake Geneva school taxes should be able to get resident parking and beach passes. LG is technically our hometown!!!	Jul 9, 2013 4:03 PM
69	I am a new resident and my opinion has not been set. So far my experience has been good, no major problems.	Jul 9, 2013 4:00 PM
70	less stores, more parking.	Jul 9, 2013 3:58 PM
71	Parking to go to library is a disgrace. Had terrible time trying to use credit card. I hate coming to LG but certain errands must be done. How can you have a public library with no space to park.	Jul 9, 2013 3:55 PM
72	I always use free parking. I will walk any distance to use free parking. I will not pay for parking Ever . Gas and food already cost too much.	Jul 9, 2013 3:50 PM
73	you - City of LG are not thinking soundly or wisely. You need to lower parking fees like Fontana.	Jul 9, 2013 3:47 PM
74	Get new parking system. Plan for the 6 extra busy weekends.	Jul 9, 2013 3:40 PM
75	living in LG I know my way around but visitors have a hard time especially places like Lake Shore Drive because they can't figure out how to get back to town if they start up the hill from the boat launch area. A lot of visitors time is spent driving around looking for parking which makes them more irritated and claiming they will not come back especially on holiday weekends. The shuttle bus is a good beginning but we need more public transportation	Jul 9, 2013 3:37 PM
76	pay stations are difficult to understand and overcharge.	Jul 9, 2013 3:33 PM
77	Employees are "steered" toward residential areas!	Jul 9, 2013 3:02 PM
78	As a resident, shopping or at the beach, we should not be limited to just 2 free hours per day. We take our child to the beach in the morning and say we want to dine downtown, why should we have to pay, we live here!	Jul 9, 2013 2:53 PM
79	i think there should be free parking for working.	Jul 9, 2013 2:40 PM
80	I drive downtown and have to several blocks in the summer due to parking. Sometimes I spend 30 plus minutes trying to find a parking spot	Jun 30, 2013 9:15 PM
81	sometimes, I just don't stop and do business when I can't find a spot. Just skip the coffee, etc	Jun 29, 2013 2:07 PM
82	Sarasota Florida installed a similar system and ripped it out 2-years ago due to declining meter revenues and sales tax revenues. I think we will feel the same in a year or two. We are visitor destination with restricted disposable incomes so it is either pay the meter or shop till I drop. Time will tell.	Jun 28, 2013 1:50 PM
83	The meters are an inconvenience. Last week, I watched TWO people ahead of	Jun 28, 2013 12:44 PM

Q25. Please feel free to make any additional comments regarding parking below.

	me who could not get the station to take their \$1.00 bills. One of these people left in his car and I over heard him saying "this place isn't worth the hassle". Not a great way to promote tourism.	
84	Please provide free parking to residents without time restriction.	Jun 28, 2013 11:32 AM
85	The meter kiosks are a pain to locate and then have to wait while 4-9 people try to figure out how to use them. You have made this a parking nightmare. It's time to build a parking garage and get rid of the rude meter readers!	Jun 27, 2013 2:15 PM
86	Why is the that one block of Dodge Street the only street in the city that I know of to have parking on both sides of the street?	Jun 26, 2013 7:00 PM
87	An additional hour (3 instead of two) would be nice for residents. The 2 hours is limiting and frustrating.	Jun 24, 2013 7:43 PM
88	Please keep your parking fees reasonable.	Jun 24, 2013 4:02 PM
89	It should be easier to park on street and run in and pick up something from a shop or restaurant without having to find a pay station and pay to park	Jun 24, 2013 2:14 PM
90	I have not been to LG in well over a year and i live just in Elkhorn.. when i shop i shop elsewhere. I paid your \$12 ticket July 27th by check--it was 5 days late but i slipped a note in there explaining i could not pay it before that but i payed you regardless. Now a year later you DARE send me to collection and are asking for more \$\$\$\$. \$18 plus 4.00 almost \$25 . are you people nuts???? i payed the god dam thing you cashed it you better believe it!!! you arent getting 1 more penny out of me!!! i made the right and honest move to pay your stupid ticket you got nerve. screw LG i have been done with you and it will stay that way!!!	Jun 24, 2013 11:22 AM
91	Hate replacing receipt in car! Hate it!	Jun 24, 2013 10:47 AM
92	It's too expensive! Charge the IL people more.....	Jun 24, 2013 10:34 AM
93	My husband has helped at least 50 people just last summer who were so confused by the parking machines.	Jun 24, 2013 10:11 AM
94	You certainly have maximized the money you get from parking! If there is time left on a space, there is no way of knowing. And the meter people have such small areas they patrol, you get a ticket within minutes of the meter expiring. This is very frustrating, especially when shopping, and spending plenty of money in local businesses. Makes people think twice about coming into LG, traffic, hard to find parking in summer, tickets if your time runs out within minutes...	Jun 24, 2013 10:04 AM
95	Poor urban planning no parking have always rush back to meters have to cut restaurants and shopping short. Please provide additional free parking.	Jun 21, 2013 9:36 PM
96	I received a ticket when just 20 mins late (not unfair) but now find out that the fine doubled when I went to pay it just a few days later. I will never go downtown again. There are plenty of places around the lake where I can enjoy myself and not be be bothered by BIG BROTHER pestering me with parking violations. You have taken the joy out of downtown with this complicated time wasting system. This ticket just cost the downtown a ton of money I'm truly honked off and will	Jun 21, 2013 9:16 AM

Q25. Please feel free to make any additional comments regarding parking below.

	not return.	
97	More motorcycle parking!	Jun 20, 2013 9:35 PM
98	On street parking is terrible for drivers trying to pass thru Lake Geneva in the summer months. Traffic is always backed up, and I do avoid coming downtown on the summer weekends for this reason (weekdays not so bad).	Jun 20, 2013 12:16 PM
99	I have lived in Maple Park for over 35 years. The school takes the majority of parking during the school year, and in the summer the beach and employees take up most of the parking. I do not see many shoppers, they seem to pay for their parking.	Jun 19, 2013 4:30 PM
100	I avoid Lake Geneva's downtown businesses because of the parking situation.	Jun 19, 2013 10:59 AM
101	Question 22 does not give a yes or no answer for answering question 24. I paid \$2.45 for parking in stall 169 but only the number nine was actually displayed on the stub. I purchased it 11 minutes before I received a ticket for expired meter. It's difficult to see the screen on the meter in the glare of daylight. Not very user friendly. I'm accustomed to reading words, not using unfamiliar symbols for instruction/directions. Like your question 24, things aren't really clear in Lake Geneva.	Jun 17, 2013 6:12 PM
102	THE BACK OF A PARKING TICKET SHOULD STATE THERE IS A FEE TO PAY ON LINE!!	Jun 17, 2013 1:43 PM
103	I think it might be a good idea to have a general parking area further from downtown that is either free or at a severely reduced rate. It would encourage people to park away from the general hubbub and they will feel that they actually got a bargain for parking further away.	Jun 17, 2013 10:16 AM
104	I think people who live in the area should be able to have a way to pay for one hour and use it more than once until the hour is up - not pay for an hour when you only need 15 or 20 minutes.	Jun 16, 2013 11:40 PM
105	I have stopped supporting local stores unless I happen to find a FREE parking space. This is an insult to the TAXPAYERS that pay HUGE taxes, and can no longer drop a few coins in a meter and run an errand. These meters only help those that are going to the beach and want to be able to park long term. WHAT MONEY DO THEY SPEND other than a beach fee and ice cream cones????? After taking my visiting friends shopping one day and spending over \$5000.00 between us, we were hit with TWO parking tickets, by just a few minutes each time. THIS HAS BEEN AN INSULT AND A MISTAKE, but TYPICAL for Lake Geneva politicians....do you really care?????	Jun 16, 2013 10:53 PM
106	I think the "convenience" fee to pay a ticket online stinks. The one that it is convenient for is you!	Jun 15, 2013 10:02 PM
107	If it is financially viable, would strongly support construction of multilevel parking structures at one or both of the current city lots and elimination of the diagonal parking on Main Street.	Jun 15, 2013 2:34 PM
108	Free Bus or trolley for residents and visitors during events would be nice. Not	Jun 15, 2013 8:29 AM

Q25. Please feel free to make any additional comments regarding parking below.

	just for remote parking but that would have stops in the neighborhoods (maybe at parks) to pick up and drop off residents who would like to attend events. They would not use your parking spaces then and more spots would be available for visitors.	
109	Put in parking areas on edge of town and use shuttle buses to/from to eliminate some congestion. Another traffic disaster waiting to happen are the horse buggies at the Riviera. Put them someplace else and keep them off the main streets downtown.	Jun 14, 2013 8:56 PM
110	some times they give people a ticket too fast, i have seen people get a ticket for being 5 min late not fair. Give people a chance 12 dollars is alot of money these days to charge people. they are already in the town making it stay alive dont scalp them on parking!!!	Jun 14, 2013 8:29 PM
111	As a small business owner (i am own a computer repair company), and a frequent visitor to Lake Geneva since I could drive a car, I have always had a decent time in the offseason finding parking. The summer has always been alot harder to park, and usually I avoid the whole downtown area unless I have to until after Labor Day. From a business end, finding parking nearby can be difficult in the summer, and that is a real difficulty when I am carrying in equipment from a lot thats farther away, but it is just one of the problems I have to deal with. Other than that, i just stay out of the whole downtown area in the summer if I have to!	Jun 14, 2013 7:46 PM
112	You are hurting local businesses as people will not pay these fees to park. Lake Geneva is hurting their own town. Lake Geneva is running consumers out of town.	Jun 14, 2013 7:03 PM
113	Pay stations are harder in that there is the back and forth to the station, back to your card to put in the ticket....was easier to put in 2-3 quarters!	Jun 14, 2013 6:59 PM
114	I dislike the nw system as it gives nothing to residents nor business ownerse. I know many people in and out of town who will no longer do any shopping in LG, The town has gotten greedy and people do not understand where the town gets its money nor what they do with it.	Jun 14, 2013 5:16 PM
115	Being a year-round resident, I greatly appreciate the parking sticker available to me. However, I don't feel that it should have a time restriction enforced. Summer traffic is enough to make me avoid downtown at any cost!	Jun 14, 2013 5:08 PM
116	We need better employee parking, better parking for the beach and boats, more parking close to downtown, better signage, the parking kiosks need to be made easier to use, maybe a constant shuttle from the Grand Geneva to downtown during the summer paid in part by the out of town hotels, more close by parking.	Jun 13, 2013 7:40 PM
117	I used the parking pay station 6/12/13. When I went to add more time there were two people in front of me and the people had put their parking slip in their car (as required in Chicago) so they did not have the # to add more time then the machine would not accept any dollar (they tried many) so the people waiting to add more time gave them change which worked. Now we have all spent 10 min waiting to get more time added. I do not want to shop in Lake Geneva because of the parking. Go back to the friendly town that it use to be for visitors. I would	Jun 13, 2013 7:16 PM

Q25. Please feel free to make any additional comments regarding parking below.

	rather have the old meters back if meters are necessary. The new meters are a joke.	
118	The stations are not user friendly, especially for the senior citizens.	Jun 13, 2013 7:12 PM
119	the parking stations will be great as a younger generation starts using them, i just think it should still tell you how long the previous parker had left on their spot. the city is essentially getting double the \$ if someone leaves early. i'm 30 and also had to wait a LONG time to even access the single parking LUKE system because there were 4 people in front of me, 2 of whom i had to help because they were elderly and were confused and couldn't read the screen. parking in this city is really the reason i don't bring my family more often.	Jun 12, 2013 6:33 PM
120	Need more spaces during summer months especially. Parking attendants are not friendly!	Jun 12, 2013 1:55 PM
121	The time limit on the meters is random and stupid. What if I decide to stay longer and you won't let me replenish the meter?	Jun 10, 2013 9:55 PM
122	Recently we visited LG to walk around and shop. We didn't expect to spend more than 3 hours on our trip and fed the parking meter accordingly. However, we ended up spending more than 3 hours, spending around \$200 in your various shops and had a late lunch at Scuttlebutt's. Unfortunately, I didn't hear my phone warning from my parking meter and ended up with a \$12 (+\$1.25 convenience fee) parking violation. It seems to me that LG would be wise to initiate a system where your local businesses can validate a parking pass for us visitors who spend money in your city.	Jun 10, 2013 8:12 PM
123	My business is just outside the City limits and I have to make multiple trips/errands daily into town, in the past I could feed the meter that I parked in front of conveniently and efficiently, now I have to find a pay station, hope it's in the direction I'm walking and it takes quite a bit longer to pay then the old meter, even if I am not waiting in line.	Jun 10, 2013 4:26 PM
124	i think sometimes we, a a city, are driving tourists and residents AWAY rather than attract, with these big-city parking rules & enforcement, this is NOT the cityof Chicago...	Jun 10, 2013 10:15 AM
125	The lack of parking, traffic, and the meters keep me from patronizing local businesses. I do so in the off peak months when there is 2 hour free parking.	Jun 10, 2013 8:31 AM
126	I received a 12.00 parking ticket for being 7 minutes late on a Tuesday afternoon. I appealed for some common sense and was denied. I'm returning Friday to return the 94.00 in merchandise purchased on Tuesday.	Jun 6, 2013 7:19 PM
127	the cost for parking makes me want to shop and eat somewhere other than Lake Geneva	Jun 6, 2013 8:16 AM
128	Put up a parking structure behind the stores .make it 3 stories and have parking as long as u wish to stay . And pay as you go. Not take a guess and pay a fine,retail and food establishments would benefit	Jun 4, 2013 11:26 PM
129	More free parking lots are needed. residential streets are congested making it	Jun 4, 2013 10:49 PM

Q25. Please feel free to make any additional comments regarding parking below.

	unsafe for both pedestrians and drivers. Motorcycle parking is sparse!	
130	I don't go down town during peak time because there is no parking . So I get used to not coming down town during off peak.	Jun 4, 2013 10:18 PM
131	The "new" system in town is making lots of money, because many spots are earning double time, after one person leaves before their time is up, and another parks in that spot. Also....I live in Lake Geneva (53147) but have to pay for a residents pass b/c I live in Linn township. I think this is unfair, give Linn and Geneva township members a break.	Jun 4, 2013 9:27 PM
132	1st time using they are a bit confusing, but after that no problem	Jun 4, 2013 9:14 PM
133	should be more FREE(10-15 minutes). like the two in front of library which now arent free	Jun 4, 2013 7:42 PM
134	The parking situation in an absolute joke. What the City of Lake Geneva TRULY needs is a parking garage. I would not mind parking a little further away from the central downtown area if there were a parking garage, because at least I would KNOW that I would be likely to find a spot.	Jun 4, 2013 7:38 PM
135	It would be nice to have a parking space near the post office and an office building where a person could have a chance to run in and drop off and get out and not worry that the parking enforcement will ticket you for a quick drop off or in and out. Especially in front of the post office a space where you can run out drop your mail in the box	Jun 4, 2013 7:37 PM
136	Giving tickets for backing in is wrong.... large trucks park much better by backing in. This is not a one way issue this was in a square lot. All most won,t come back because of it.	Jun 4, 2013 7:37 PM
137	I live in Elkhorn and come only once in a while in the summer, because parking is terrible. BUT, I come during the off-season more regular. The parking meters are okay,(just ok) in winter, but in summer, there are often long lines at them. It's crazy. And I find them hard to read if it's sunny outside. I often have to hold my hand up to shade them before I can read them. I'm 64, and I can't imagine how an older (80's?) (90's) person can understand them. Everyone is not techy.	Jun 4, 2013 7:21 PM
138	Fontana put those crazy meters in as well. Fortunately, I have a sticker for there. It may be time to invest in a ramp!	Jun 4, 2013 7:00 PM
139	It really is bothersome that residents have a two-hour restriction with the parking sticker. It really inhibits our time at the beach and library in the summer, since we don't want to pay for the extra time! What are our taxes for?	Jun 4, 2013 6:21 PM
140	Residents o Lake geneva should receive free parking. As a business owner who is trying to reach more local residents, we hear that residents don't come into the downtown area because of parking	Jun 4, 2013 6:16 PM
141	As a resident of Genoa City I often want to go into Lake Geneva to visit the shops or go to Caribou or grab a bite to eat. Its a joke to do this during peak season, so I have stopped for the most part. I will try to come later into the day or evening and go to Caribou but that is about it. I also dislike paying the parking	Jun 4, 2013 6:11 PM

Q25. Please feel free to make any additional comments regarding parking below.

	meter at all if all I am doing is running to grab a coffee or something. I think that Lake Geneva residents and residents of the surrounding towns should be able to purchase a sticker which allows them to park for free at the meters. We want to support the local businesses but it is inconvenient to always have to pay the meter to do so. Its also a hassle to drive around looking for a place to park. Something needs to be done!	
142	if you work downtown lake geneva i dont think it is fair that we have to pay for parking or have to park far away.	Jun 4, 2013 6:02 PM
143	request post office to patrol their lot. 80% of cars during post office hours are not in the post office. people know it is free.	Jun 4, 2013 5:59 PM
144	many pay stations were not accepting credit cards	Jun 4, 2013 5:53 PM
145	As a full time resident I know we typically avoid holiday weekends and summer weekends due to crazy parking and traffic situations	Jun 4, 2013 5:49 PM
146	I think the parking is to expensive. 1\$ per a hour. Im not throwing in 2 or 3 dollars for 2 or 3 hours when im eating or doing something downtown thats going to take just over a hour. And waste money if i throw in 2\$ and only use a 1 hour and 15 mins. Call me cheap but money is money. I think there can be a better price. 50 cents per a hour. your making money off residents of lake geneva. and i live in the township of lyons with a lake geneva address and i dont not get a parking pass which is dumb. Thank You	Jun 4, 2013 5:48 PM
147	There is no NO for question 22.	Jun 4, 2013 5:47 PM
148	Anyone who pays taxes for anything in LG (Schools, etc.) Should receive the free parking sticker and beach passes.	Jun 4, 2013 5:43 PM
149	Number one complaint that I hear from locals and visitors who come in to our business is that the spaces are TOO TIGHT and that they can't get baby seats or even large adults in and out without dinging the car next to them. Next complaint is that people have a difficult time reading (from glare) and understanding (do they keep their receipt or put in the car window) the pay stations. Third complaint is that there is crossover time when a ticket is issued before a paystation is available to pay for parking. Overall, Lake Geneva is known for being "Parking Nazi's" our policy is not visitor/retailer friendly. People comment to our business regularly that our town is one of the worst they've visited with regard to parking. Final remark is that for employees who park in the free lots, it's dangerous to be walking back to their car at night, alone, when the parking is so far from the center of town. More lighting perhaps?	Jun 4, 2013 5:41 PM
150	simplify the parking for shoppers and employees of businesses .Your aim should be to encourage shopping in the downtown. If shoppers are discouraged, they won't come and the city will die!	Jun 4, 2013 3:46 PM
151	Parking Nazi's -- I got a ticket while I waited to put money into a kiosk. If I hadn't been local I wouldn't have turned around. Personnel at City Hall weren't the least bit apologetic about the inconvenience.	Jun 4, 2013 2:48 PM
152	Downtown lake geneva sucks I hate it. Also is it legal to have meters on a state	Jun 4, 2013 2:31 PM

Q25. Please feel free to make any additional comments regarding parking below.

	highway I was under the impression it is illegal	
153	I work on the outskirts of Lake Geneva and previously would stop to shop downtown after work. Since the new meters have gone in I rarely do this because I often have less than 1/2 hour to shop and will not pay a dollar for this. I didn't mind putting a quarter in the meter previously. It has just become a hassle to try to run a quick errand in town so I just don't do it anymore. I wish you could go back to meters for less than an hour or have some type of limited permit for Lake Geneva employees. I love the downtown and don't want the stores to suffer and die off. I'm sure I am not the only one who no longer stops in town much.	Jun 4, 2013 1:51 PM
154	I feel that the use of parking meters in the off months is ridiculous. If you are a resident of Walworth county, you should not have to pay parking meter fees. I understand that there is a 2 hour free parking during that time, but I still feel that it isn't enough time sometimes.	Jun 4, 2013 1:25 PM
155	I have visited/shopped in Lake Geneva less since the parking pay stations were installed	Jun 4, 2013 1:05 PM
156	the cost of parking has dissuaded me from making small incidental trips (to buy fudge, etc.).	Jun 4, 2013 12:54 PM
157	Get rid if those stupid pay stations. I take my business to Ekkhorn an NcGenry so I don't have to deal with them. This isn't Chicago. Go back to coin meters.	Jun 4, 2013 12:37 PM
158	As a resident, I don't like that there is a 2 hour limit for a day that is used up at one stop if you have 2 stops it is too bad I can not park for an hour, then go to another spot for an hour or come back later for an hour.	Jun 4, 2013 12:24 PM
159	Many older visitors do have problems understanding the pay stations. I have had to explain how to use them on multiple occasion. Many of them do not understand that you are able to add time to your spot regardless of which station you use. When traveling I avoid the lake geneva area as much as possible during the summer. Traffic gets more backed up than it should during the summer because of vehicles blocking the intersections. They try to pull out so they are able to go, or pull out into the intersection if traffic is backed up. This makes it so when the light does change that the traffic going the opposite direction can not move. I feel this is a problem that also need addressing. Possibly someone to direct traffic, where Broad and Center intersect with main, during the peak summer days. It would be a good idea to have a parking area out of town and then have a trolley bring visitors into the city. The trolley should leave town every 15-20 minutes to bring visitors back to their vehicles. Basically we need less cars coming into town. If traffic and parking continue the way they are now less people will come to lake Geneva to visit and it will hurt our local business.	Jun 4, 2013 11:29 AM
160	Do a summer pass for people who live around the lake. Would come more often if I could pay \$20 for unlimited parking	Jun 4, 2013 11:11 AM
161	I avoid coming to LG because the parking is so unfriendly.	Jun 4, 2013 11:01 AM
162	Need more free parking!	Jun 4, 2013 11:00 AM

Q25. Please feel free to make any additional comments regarding parking below.

163	Of course I've used to pay stations before your pay stations don't work plain and simple particulate Geneva is ridiculous	Jun 4, 2013 10:37 AM
164	The new parking stalls on Wisconsin Street by the bank and churches is ridiculous	Jun 4, 2013 10:27 AM
165	I dont use the meters because they are an annoyance. It is embarassing to me to live here and see those poor older people all staring at the meters trying to figure them out. It is just terrible!!!! shameful for this town	Jun 3, 2013 2:49 PM
166	My meter was expired for 1 minute and got a ticket. Is that any way to treat a visitor when it was a cold, cloudy day and not overly busy ?	Jun 3, 2013 2:38 PM
167	Local residents should get a free tag or at least 4 hours at the least! LG should not meter any more streets. The new meters cause nothing but lines and paper all over the sidewalks. Assuming the city is keeping them they need to add more so that a person is not getting a ticket because they are waiting in line while people in front of them are attempting to figure out how to use it. Meter staff should be cleaning up the pcs of paper that fly around the sidewalks. What a disappointment this new system is...all you hear are visitors complaining about them.	Jun 3, 2013 1:35 PM
168	Please review the way you have your survey set up. For instance #24 asks if I answered "no" to #22... there is no, "NO" option. In addition, look into SurveyMoneky's question logic it will allow the survey to take the user to appropriate questions based off answers.	Jun 3, 2013 10:15 AM
169	Unless you make more free parking available we will not shop nor visit the downtown.	Jun 1, 2013 11:28 AM
170	I visited Lake Geneva shopping district for the first time on 5/30/2013. This was my first experience with the type of meter system you have in place. I didn't understand how to pay (usually coins are put directly in the meter). I received a parking ticket and approached the meter police to understand/ask questions/etc. They said it's too late, I should have read the sign and sought out a "pay station" and said I need to pay \$12.00 for being parked for 45 minutes, but welcome to stay an additiona 5 hours since the fine covered that amount of time. Obviously I left.	May 31, 2013 12:19 PM
171	Residents should have unlimited free parking.	May 30, 2013 11:31 PM
172	I don't think there should be parking on Main St except in front of the Library. I don't think there should be lane changes on Main St. I think a multi-use parking garage should be built. In the off season schedule events in the parking garage: Garage Sales, "Farmers" Markets, Exhibits, October Fest Activities, Winterfest Activities...Charge fees for these activities to cover the loss of parking revenue,	May 30, 2013 2:22 PM
173	No to a structure. Yes to a weekend/holiday shuttle lot and yes to a clear large sign at both ends of 50 city limit that says "parking in city full, use shuttle lot" that the City can "turn on" and that clearly shows where the shuttle lot(s) are located. Shuttles are free.	May 27, 2013 2:50 PM
174	the focus for 'revenue' building is absurd...where is the welcoming attitude i find	May 27, 2013 9:54 AM

Q25. Please feel free to make any additional comments regarding parking below.

in nearly every other small town in wis,ill,mich,indiana.....?? how do they make 'ends meet'....not by everyone (and that is everyone)!!...talking about the ridiculous fees for parking.... how much parking fees did it take to pay for this survey ?? \$ 28,000 ?? are you kidding me. A welcoming parking attitude ...encourages visitors and locals alike...and when the merchants,restaurants etc benefit.....wow !! surprise so does the whole town.....no vacant retail locations..amazing !! when you do not feel rip off by the parking meters. they are also beyond !! ugly so inappropriate visually for our town.....where is the architectural review committee when these things were decided on?? and to top it off ...when a council member asks....do you live in town.....?? what has that got to do with it?? people that live in town...have an opportunity to walk all us other.....need to drive and we are supporting the town..... and lastly, to start charging charitable organizations or community events...such as Horticultural Hall Farmer Market. are you again kidding me ?? support your town council people and the people that elected you !!

175	As a year round resident, I am very disappointed that the city dropped the Seniors' parking privileges (extended time). Also, I currently do not have a handicapped sticker, but the way things are going I think many more people will need the handicapped stickers as the next 10-15 years go by. I did not feel like there were enough handicapped parking spots before and now some have been eliminated. C'mon, your population is getting older. Can you please work on an ap for the new parking meters to help out LG residents? Especially the Seniors. Also, I do like the way you can extend your parking from a smart phone, for the times you are on a Gage boat tour, or dining and need some more time.	May 26, 2013 7:19 PM
176	What about a free shuttle from elsewhere? (Walmart or ?)	May 26, 2013 12:17 PM
177	When you park your car and walk to the pay station, pay for parking the meter people have already put a ticket on your vehicle. When people are standing in line waiting to use the parking station and I'm 4th or 5th in line I get a ticket before I can even purchase time. Most of your meter people are not very friendly.	May 25, 2013 7:34 PM
178	There should be skywalks or underground walkways downtown.The congested traffic is more of a problem than parking.In the summer you can walk faster than the traffic moves downtown.If the pedestrians would have some seperate avenues ,then it would increase the business downtown.	May 25, 2013 12:58 PM
179	It is ridiculous to have to pay to drop off a book at the library. The old system of 15 minutes free or get a ticket worked well. It is also wrong to limit free parking off season to 2 hours a day--who know if some other member of the family used the car and if so if they parked downtown. Chicago is having problems with this systems and so will Lake Geneva. What happened to the smart phone application allowing parking meter charging?	May 24, 2013 6:48 PM
180	As a resident I know about the free parking lots. Not one person I talk with who visits me knows that free lots are available until I tell them. Maybe better signage as people enter town might help. This would eliminate some of the traffic into town if people turn at the Museum to the free parking rather than driving around for a spot in town.	May 23, 2013 10:46 PM
181	Move the Post Office to Geneva Square and make a circular parking building on that site. We can't get to the post office anyway, and we can't just park to mail a	May 22, 2013 7:13 PM

Q25. Please feel free to make any additional comments regarding parking below.

	letter. Why should we be so inconvenienced? Look at Wms. Bay's drive up mailbox or even the one in little Genoa City. We could have that in the square & then be able to park in town. I don't understand why the U.S.Postal service should have a prime location and the citizens be inconvenienced. That's why we don't support our town during peak times. We can't get there!!!	
182	Not enough parking stations. They should take any type of coin, not just quarters! I don't like waiting for someone else to read the directions when I know how to use it. find a way for me, as a local to pay using my phone and not the station - ever! i don't want to risk walking to the next station because during that time i might get a ticket which is too expensive as a local \$12. I should be given a local break on parking citations if I bring in proof of LG address (put on a sliding scale) 1st ticket should be free, 2nd ticket \$5, 3rd \$10, after that the normal ticket prices apply.	May 21, 2013 4:19 PM
183	I think \$1/hour parking is outrageous. What a rip-off for people who live in the area. Out of area and out of state should have to pay but not people who live nearby who are already getting ripped off by sky-high taxes because of the tourist area	May 21, 2013 1:55 PM
184	Too many questions on the parking prompt, not easy for elderly, they cause long lines behind pay station. I think the new parking meters are ridiculous. Perhaps it's time to build a parking garage just for IL visitors by the cop shop? They are horrible drivers. Also, businesses in LG should think about a discount card for wal county residents, much like a kama aina card in Hawaii	May 21, 2013 1:30 PM
185	We are in Desperate need of a PARKING GARAGE. 4/5 story, not too far off the beaten path.	May 21, 2013 12:45 PM
186	The ones in Europe are easier...not so much on-line direction....Note...you again named the incorrect question in Q.24...it should say 23 not 22	May 21, 2013 1:50 AM
187	Summer is horrible!!!! No parking anywhere! Try to make free parking available to residents or workers!	May 20, 2013 8:48 PM
188	Provide more public parking, we come to spend money, we are now spending dollars in other communities. Stopped dining in Lake Geneva!	May 20, 2013 6:19 PM
189	Parking sucks in the summer	May 20, 2013 5:10 PM
190	Easy to use, but not convenient for short term parking	May 20, 2013 4:39 PM
191	FREE ON SUNDAY and residents 2 hours free per stall not 2 hours free per day! Our taxes are high enough to support that!	May 20, 2013 3:37 PM
192	Number 22 is consist and Not fair. I've had many tickets with in a 2 minute window of the meter expiring, I understand the need for tickets but lake geneva is overly ticket happy	May 20, 2013 3:27 PM
193	Parking is a nightmare	May 20, 2013 3:24 PM
194	Parking is very difficult in peak season and very easy to find a spot in the off season. I tend to avoid the downtown area as much as possible in the summer	May 20, 2013 3:24 PM

Q25. Please feel free to make any additional comments regarding parking below.

	because of parking.	
195	I normally stay under the 2 hour parking with my sticker.. exception is when my hair service is longer then 2 hours which is at the most 3 times a year..	May 20, 2013 3:23 PM
196	Some of the parking stations do not state the after 7pm parking is free.....specifically the one on the side street by Popeyes near the gazebo/lake	May 20, 2013 3:19 PM
197	The last time I got a moving violation was in your town 15yrs ago and this parking ticket was the first violation since. I understand you have jobs program to keep the unskilled off the streets so you need fake jobs to harass the public but you could have your lesser skilled peopl clean garbage or anything else	May 20, 2013 1:33 PM
198	Pay stations have not worked correctly several times we've used them. Have used them elsewhere and they were fine and easy to use. Maybe get another company to program them and provide on screen directions that match the buttons, etc. on these machines.	May 20, 2013 1:30 PM
199	Paying \$1 per hour to eat lunch then getting a \$12 ticke for being 4 minutes late has stopped me from bringing out of town guest as well as pesonal trips to Lake Geneva. It is as bas as Chicago. I have warned my work associates, friends and relatives to stay away.	May 20, 2013 1:19 PM
200	the condo is a five min walk to the beach. we have no parking problems. we also love lake geneva.	May 20, 2013 12:47 PM
201	YOU SCARE PEOPLE AWAY WITH METERS BECAUSE THEY WORRY ABOUT THGEN RUNNING OUT. DOESNT THE CITY MAKE ENOUGH MONEY OFF THE TAXES FROM ALL THE MANSIONS AROUND THE LAKE? I THINK SO!!!!	May 19, 2013 10:30 PM
202	25 minute meters during free parking season was very deceptive. free parking should be free parking. I felt this was a trap that I and my out of state daughter got caught in.	May 19, 2013 9:09 PM
203	parking stickers should enable me to come downtown and have a cup of coffee at Caribou/Starbucks in the morning, and use the library in the afternoon without having to worry about getting a ticket.....even if one visit is for 20 minutes and the other for 10.....that equals only 30 minutes of metered space use, but I understand I am liable for a ticket on the second stopping	May 19, 2013 2:37 PM
204	2 story parking building min needed	May 19, 2013 1:09 PM
205	Your parking system turned me off on Lake Geneva. The ticket was on my car within 4 minutes of the violation. It seems like you have a money grubbing attitude that is not friendly to visitors. Won't be back.	May 19, 2013 10:08 AM
206	make the parking nazis leave the ambulances alone. we cannot park 2 blocks from the take out restaraunt then try to sprint to it when someone needs help. we also do not like our narcotic pain meds out of our view in a very busy area like downtown. right now we are parking as best we can and have to take turns getting food so we can drive away when the parking nazis come. they will actually write us a ticket while we sit in the ambulance doing the best we can to	May 19, 2013 9:38 AM

Q25. Please feel free to make any additional comments regarding parking below.

	stay out of the way. we have to have an efficient and effective response time for emergencies and they make it impossible. we understand they are doing their job. but if it was their family or your what would you want.	
207	Strongly disagree to a parking ramp; it will not be used; it will be a waste of taxpayers money and will require maintenance whether used or not. It will need to be torn down before the cost is recovered. Women will avoid for safety reasons.	May 19, 2013 8:40 AM
208	I feel there should be no parking on either side of Grant St. The street parking allowed causes numerous back-ups and problems, especially during the summer months when traffic is much heavier.	May 19, 2013 1:11 AM
209	Will NOT shop in town ... Sad, but true.	May 18, 2013 10:51 PM
210	We need a parking garage close to shops. Convert 1 of the lots behind main street stores to a garage. Additionally, offer Linn, Wbay, Fontana and Walworth residents 1-2 hours free and make the city's money from visitors. We support LG businesses!	May 18, 2013 10:22 PM
211	a parking ramp is a stupid idea	May 18, 2013 8:26 PM
212	Current system often has a line at the pay station and don't allow me to move my vehicle without paying twice (i.e. park at library and then go to Starbucks). It is ridiculous to pay money to shop....I avoid it and usually am dropped off or shop at the big box store on Edwards.	May 18, 2013 5:50 PM
213	since I am a vendor at the farmers market, I think special free parking passes should be given to us. we put in 7-8 hrs there--parking will be quite an expense if meters are put there!	May 18, 2013 3:20 PM
214	Parking Structure.	May 18, 2013 2:18 PM
215	I always thought that LG would benefit very much to a parking structure. It wouldn't have to be anything huge. It would help with getting the cars that are parked on the streets off and in long run help with congestion downtown. Which in turn would make the downtown area safer while walking around.	May 18, 2013 12:02 PM
216	While I do think parking and traffic are a problem during the summer, I don't know how much return on investment you would get by putting more parking in unless it was metered.	May 18, 2013 9:06 AM
217	There is not enough handicap parking on your main streets.	May 18, 2013 8:32 AM
218	I used the texting function to allow me to plug more time into the meter. I texted "60" as I was directed to input the number of minutes. It went through from my end. I received a \$12 ticket 9 minutes later when I went to out a bag in my car because the te ting function did not register my "60" minute text. I'm very disappointed with that. I don't feel I should have to pay \$12 when I clearly used the proper procedures that I felt were used. I have a picture of the text I was sent and replied to for verification. Jschmaling1@wi.rr.com	May 17, 2013 10:37 PM
219	I dislike the Parking Stations...always a problem, feels like I am getting cheated	May 17, 2013 9:47 PM

Q25. Please feel free to make any additional comments regarding parking below.

	all the time....definitely NOT coming to your city as often	
220	It sucks	May 17, 2013 7:56 PM
221	<p>I have grown up in Lake Geneva (total of 26 years), and am incensed and saddened at the way the city of Lake Geneva continues to expand the range of metered spaces - the Dodge street expansion that commenced this week comes to mind, which serves to push visitors into unmetered private parking lots and spaces. One of the wonderful things about Lake Geneva is that we are not Chicago - we are a small town that receives an influx of visitors in the summer season because of the beautiful lake. The automated parking pay stations is more or less an eyesore that disturbs the continuity of Lake Geneva's beauty. I remember when parking tickets were \$5.00 - they were a hassle, but they were something we could all afford if we happened to be waiting in line too long for coffee at our favorite local place, or spent to long talking with an old friend in Library Park. I have not spoken with one resident who proclaims the virtues and niceties of the way in which parking enforcement has expanded and changed. Our local businesses have a hard enough time competing with the large names and brands the city has graciously given space to park their monopolies - driving local residents to spend their hard-earned dollars stores on the outskirts of town, instead of giving them incentives to patronize the local business of the down-town area and keep our resources flowing and growing. Have the city planners taken a look at how Lake Geneva becomes more like every-town USA as they approve changes that have to do with increasing revenue instead of the quality and depth of the town itself? The parking enforcement situation is simply a symptom of a what is a deeper issue - why not spend effort and energy on something that works to secure the longevity of Lake Geneva the place, instead of Lake Geneva the institution? Placing mixed recycling bins next to down-town garbage cans is one of the first things that comes to mind. Instead of following on the heels of other money hungry cities, why not - at the very least - follow a more progressive example - one that is based on restoring the dignity of the lake, and the down-town local businesses that support our entire area. I am not in disagreement of metered parking in general, and understand the value in the extra revenue it provides, however we are too small and close of a town to be asking our neighbors and travelers to clean out their pockets just to step foot on our streets.</p>	May 17, 2013 5:30 PM
222	Living in Genoa City, WI, we are still held to all of the same fees and limitations that the out of state visitors have and frustrations that we share	May 17, 2013 4:52 PM
223	For question 24, please note, that question #22 was not a "Yes or No" question!! SHEESH!!!	May 17, 2013 4:36 PM
224	shopping in a city like LG should not cost a penny. Tourism is what you want, so don't bite the hand that feeds you. Just my opinion.	May 17, 2013 4:19 PM
225	We live here but have avoided the downtown area since the new meter system has been put in. Have no desire to attempt to use it. We did frequent eating establishments prior to the new meter system.	May 17, 2013 3:48 PM
226	regarding question # 24..."no" is not a possible answer for question # 22	May 17, 2013 1:48 PM
227	Whoever designed the parking in Lake Geneva is an idiot. All the parking	May 17, 2013 1:41 PM

Q25. Please feel free to make any additional comments regarding parking below.

	downtown makes it impossible to drive through Main Street. The angle parking on Broad Street makes it extremely dangerous to enter Broad Street from a side street. You should never have put City Hall downtown, and you should have built more parking instead. Figure out something different.	
228	Honestly I avoid Lake Geneva at all costs in the summer months. There isn't enough parking and I resent being required to pay for parking. I live in Genoa City and want to support local businesses; however, the parking situation (as well as having to pay to park, even for the library!) keeps me from shopping in Lake Geneva on a regular basis. I have to pay to park where I work in Milwaukee; I shouldn't have to do the same in Lake Geneva.	May 17, 2013 1:26 PM
229	I believe the bigger problem is the traffic entering Lake Geneva...Heading west on Main and approaching Center Street is where traffic becomes a nightmare...It has to do with the sudden changes of the designated lanes...Many people think they are in the center lane only to learn at the last minute they are in the right lane...as a result they cross over and cut back to the center lane causing chaos...When traffic is so congested, people can't see the layout of the white lines designating the left, middle, and right turn lanes.	May 17, 2013 1:19 PM
230	A REMOTE PARK AND RIDE SYSTEM THAT IS CLEARLY MARKED WOULD BE VERY HELPFUL.	May 17, 2013 11:37 AM
231	I think the parking increase rate is ridiculous. A dollar an hour??? That's a little expensive to park. It doubled from the year before. I pay it because I have to but I avoid the summer when the free 2 hour parking end. Plus summer is just WAY too crowded.	May 17, 2013 11:11 AM
232	I understand it is the nature of the beast to be crazy busy in LG in the summer time but now this crazyness is slipping over to other times of the year as well. I know many of my neighbors and friends (as well as myself) avoid LG in the summer because of the parking, rude people and general crowded feeling when trying to attend various events downtown. MY wife and I have just decided it is not worth the aggravation of trying to find a parking spot in LG on a busy Saturday to attend an event we would normally like to go to. May I suggest satellite parking where you are running a free shuttle service to various downtown attractions. Utilizing the high school or grade school parking lots on the weekend and running a shuttle will alleviate some of the parking hassle and save tax payers millions as you can avoid building parking garages and other expensive solutions that will likely only make the downtown traffic worse than better. Many major cities utilize shuttles and ADVERTISE them and they work with great success.	May 17, 2013 11:02 AM
233	Please consider adding additional handicapp parking on the streets near restaurants and stores. they would be filled immediately and help diabled enjoy the town	May 17, 2013 10:55 AM
234	The 2 hr sticker we get is unfairly regulated, we should get 2 hrs per spot. There are times I park for a half hour and then leave and then come back hours later and park again. Also the 5hr total time limit per spot is ridiculous, how is an employee suppose to park and work? As residents, what are we getting out of charging for parking? What is the money used for?	May 17, 2013 10:45 AM

Q25. Please feel free to make any additional comments regarding parking below.

235	I'm thinking #24 should read "If you answered no to question 23..." - not 22.	May 17, 2013 10:02 AM
236	I will visit downtown for lunch off season with free parking, I go elsewhere to avoid parking fee and traffic in the summer	May 17, 2013 9:43 AM
237	I come to town to visit 1 business every 2 weeks or so . The pay stations are often some distance in the opposite direction that I need to go . When it's raining and cold it is very difficult to fumble with money and try to get the machine to accept it. I am 63 years old and have been a resident of this area for my entire life . Finding parking in Lake Geneva has always been a problem and it still is . The new pay stations only serve to make a frustrating situation even worse.It was much easier to stick a quarter in the meter , twist the handle and walk away.	May 17, 2013 9:36 AM
238	the city should build a parking garage in the current lot behind egg harbor	May 17, 2013 8:53 AM
239	Not enough free parking, too much pay parking now!	May 17, 2013 8:32 AM
240	Free public parking is a must. I'm there to spend money in the town already!	May 17, 2013 1:27 AM
241	While the parking situation can be tricky in the summer I think huge parking structures ruin the quaintness (spelling) of Lake Geneva.	May 17, 2013 12:29 AM
242	I would like to see parking continue to be on the forefront of the council's agenda. Lake Geneva is a tourist town, and we need to make it easily accessible to visitors AND residents. What about an underground parking garage?	May 16, 2013 11:21 PM
243	Build a parking garage. Nothing too large and invasive but a small 2-3 level garage with free parking with validation.	May 16, 2013 10:29 PM
244	I tend to use areas in summer where I know its free. Finding a parking space is absolutely an issue. My guess is alot of the downtown conjection is because people are driving in circles looking for a parking spot. When a person backs out of a parking space then traffic stops also. Many more could get through a green light if they werent waiting for someone to back out of the spot too. I always thought Hwy 50 should have no long hour parking on either side.Less than 1 hr for anyone that needs to run into a store.	May 16, 2013 10:23 PM
245	We held a funeral at Hort Hall a few years ago and most everyone was ticketed. Clearly there was a huge event going on when usually that area is probably not that full of cars. As a member of the family of the person that we were memorializing, I was really disappointed that the City of LG did not extend us the courtesy of coming in and notifying someone of the parking meter violations -- we could have sent someone out to feed the meters. Simply it was a moment for the City of LG to "collect". As a former resident having grown up in the area and my parents had contributed so much to the community -- I am completely turned off by the City of Lake Geneva for not using some wisdom and discretion in this particular instance.	May 16, 2013 10:06 PM
246	I know that there is limited space allowed for parking, but there has to be something that can be done to make downtown more accessible than walking a mile or two. A parking garage would be ideal if there was a place to put one.	May 16, 2013 8:56 PM

Q25. Please feel free to make any additional comments regarding parking below.

247	We had senior parking stickers until the city eliminated them.	May 16, 2013 8:44 PM
248	4 story parking garage in back of theater	May 16, 2013 8:43 PM
249	Parking fee is expensive	May 16, 2013 7:11 PM
250	If I have a Lake Geneva address, but live in Linn Township, pay high taxes, and contribute to the city in many ways, why don't residents in Linn get parking permits as well? I and most people I know AVOID the city in the summer months. Also large vehicles parked by Library Park block traffic flow and no one should be able to turn left into those parking stalls. I love this city, but since I am a resident, Lake Geneva does NOT care about their residents. They care about the tourists and making sure they are treated right ONLY.	May 16, 2013 7:05 PM
251	1 minute?....?....?.	May 16, 2013 6:47 PM
252	Walk when on my own and stay downtown eg mill creek or the cove or other downtown. Park at sprechers when dining there. Need to drive when with elderly mother. If going to popeyes drop her off and then find spot to park.	May 16, 2013 6:42 PM
253	Hard to read display and instructions	May 16, 2013 6:31 PM
254	parking in LG in the summer sucks! Another think have traffic cops move the traffic through town on the weekends to free up HWY 50. best of luck	May 16, 2013 5:13 PM
255	There is a huge eyesore building closed for at least 10 years on Broad Street in the 300 block...that should be torn down for surface parking. Help with parking, get rid of a fire trap/eyesore.	May 16, 2013 4:49 PM
256	The parking pay stations are too far apart. It is VERY inconvenient to park, walk the distance to the nearest station then often track back to get to your destination. There is also often quite a few people standing in line at the station, many of whom do not know how to use the station. If Im not pressed for time I will help, but really.....its nuts that often I have had to stand out there for 10-15 minutes showing others how to use the station. I dislike these stations tremendously. I prefer the old style ones that went with the quaint laid back vibe that Lake Geneva seems to be getting away from. Sad. Really.	May 16, 2013 4:40 PM
257	I feel the parking pay stations are a pain in the butt. Last week I had to walk over a block because the one nearer my car was out of service. Normally this is not a problem for me; I love walking. However, I have been very ill and needed to get to the health food store for some items. What if I had been a handicapped person? Do they have to go thru all that also? Or a single mom with a few young babies or toddlers. Not convenient.	May 16, 2013 4:08 PM
258	I love technology and do not fear change, however, the pay stations are a pain. It's annoying to have to remember your spot #, it's annoying that it takes so long to put money in the pay station. It's annoying that you have to find the closest pay station. The meters were much easier to use. On the plus side it's nice being able to use my debit card to pay for my parking.	May 16, 2013 4:00 PM
259	Don't like the new metered parking. I believe you have to pay 1 hr at least even if you just want to run into a store real quick.	May 16, 2013 4:00 PM

Q25. Please feel free to make any additional comments regarding parking below.

260	I do not believe that it is fair that downtown employees have to pay to park considering the pay scale is low.	May 16, 2013 3:55 PM
261	I find the parking stations very hard to understand. For someone that is new to it, it takes 10-15 min. to figure it out and on a very hot day in summer it can be stressful to out of towners. I've since figured it out but they seem to be a big money trap for people coming up to enjoy the lake & shopping.	May 16, 2013 2:46 PM

Lake Geneva Beach Survey



1. Zip Code

	Response Count
	48
answered question	48
skipped question	0




2. Did you park In?

	Response Percent	Response Count
residential on-street parking	35.6%	16
on-street metered	57.8%	26
metered lot	4.4%	2
free lot	2.2%	1
Other (please specify)		4
answered question		45
skipped question		3

3. How far away did you park?

	Response Count
	47
answered question	47
skipped question	1

4. How did you arrive in Lake Geneva?

		Response Percent	Response Count
Drove myself		93.8%	45
Rode with friends or dropped off		0.0%	0
Bicycle		2.1%	1
Walk		4.2%	2
	Other (please specify)		0
		answered question	48
		skipped question	0




5. How long will your stay be in downtown Lake Geneva?

	Response Count
	47
answered question	47
skipped question	1

6. Have you visited or do you plan to visit any of the businesses in downtown Lake Geneva on this trip?

	Response Count
	48
answered question	48
skipped question	0

7. Day Answered Question

		Response Percent	Response Count
Saturday AM		33.3%	16
Saturday PM		29.2%	14
Sunday AM		0.0%	0
Sunday PM		37.5%	18
answered question			48
skipped question			0

Q1. Zip Code

1	60712	Aug 1, 2013 3:07 PM
2	53005	Aug 1, 2013 3:06 PM
3	60532	Aug 1, 2013 3:06 PM
4	53147	Aug 1, 2013 3:05 PM
5	60136	Aug 1, 2013 3:05 PM
6	53207	Aug 1, 2013 3:04 PM
7	60560	Aug 1, 2013 3:04 PM
8	60560	Aug 1, 2013 3:03 PM
9	61348	Aug 1, 2013 3:02 PM
10	60169	Aug 1, 2013 3:02 PM
11	60050	Aug 1, 2013 3:01 PM
12	60188	Aug 1, 2013 3:01 PM
13	60015	Aug 1, 2013 3:01 PM
14	53566	Aug 1, 2013 3:00 PM
15	60073	Aug 1, 2013 3:00 PM
16	61011	Aug 1, 2013 2:59 PM
17	53405	Aug 1, 2013 2:59 PM
18	60069	Aug 1, 2013 2:58 PM
19	61102	Aug 1, 2013 2:57 PM
20	60634	Aug 1, 2013 2:57 PM
21	53115	Aug 1, 2013 2:56 PM
22	60103	Aug 1, 2013 2:55 PM
23	60440	Aug 1, 2013 2:55 PM
24	60087	Aug 1, 2013 2:54 PM
25	60016	Aug 1, 2013 2:54 PM
26	60423	Aug 1, 2013 2:53 PM
27	60177	Aug 1, 2013 2:52 PM

Q1. Zip Code

28	60126	Aug 1, 2013 2:51 PM
29	60013	Aug 1, 2013 2:51 PM
30	53147	Aug 1, 2013 2:50 PM
31	60453	Aug 1, 2013 2:50 PM
32	53143	Aug 1, 2013 2:49 PM
33	53525	Aug 1, 2013 2:48 PM
34	60174	Aug 1, 2013 2:48 PM
35	60487	Aug 1, 2013 2:47 PM
36	52003	Aug 1, 2013 2:47 PM
37	60804	Aug 1, 2013 2:46 PM
38	60618	Aug 1, 2013 2:46 PM
39	53548	Aug 1, 2013 2:45 PM
40	60110	Aug 1, 2013 2:45 PM
41	60613	Aug 1, 2013 2:44 PM
42	60071	Aug 1, 2013 2:44 PM
43	60549	Aug 1, 2013 2:43 PM
44	60069	Aug 1, 2013 2:43 PM
45	60140	Aug 1, 2013 2:42 PM
46	60169	Aug 1, 2013 2:42 PM
47	53141	Aug 1, 2013 2:41 PM
48	60103	Aug 1, 2013 2:41 PM

Q2. Did you park In?

1	home - local resident	Aug 1, 2013 3:05 PM
2	hort hall	Aug 1, 2013 2:50 PM
3	wisconsin street	Aug 1, 2013 2:50 PM
4	hotel guest	Aug 1, 2013 2:47 PM

Q3. How far away did you park?

1	0 blocks	Aug 1, 2013 3:07 PM
2	3 blocks	Aug 1, 2013 3:06 PM
3	5 blocks	Aug 1, 2013 3:06 PM
4	2 blocks	Aug 1, 2013 3:05 PM
5	2 blocks	Aug 1, 2013 3:05 PM
6	3 blocks	Aug 1, 2013 3:04 PM
7	2 blocks	Aug 1, 2013 3:04 PM
8	1 block	Aug 1, 2013 3:03 PM
9	1 1/2 blocks	Aug 1, 2013 3:02 PM
10	0 blocks	Aug 1, 2013 3:02 PM
11	4 blocks	Aug 1, 2013 3:01 PM
12	0 blocks	Aug 1, 2013 3:01 PM
13	3 blocks	Aug 1, 2013 3:01 PM
14	3 blocks	Aug 1, 2013 3:00 PM
15	0 blocks	Aug 1, 2013 3:00 PM
16	4 blocks	Aug 1, 2013 2:59 PM
17	2 blocks	Aug 1, 2013 2:59 PM
18	0 blocks	Aug 1, 2013 2:58 PM
19	1 block	Aug 1, 2013 2:57 PM
20	3 blocks	Aug 1, 2013 2:57 PM
21	4 blocks	Aug 1, 2013 2:56 PM
22	6 blocks	Aug 1, 2013 2:55 PM
23	1/2 block	Aug 1, 2013 2:55 PM
24	1/2 block	Aug 1, 2013 2:54 PM
25	3 blocks	Aug 1, 2013 2:54 PM
26	2 blocks	Aug 1, 2013 2:52 PM
27	2 blocks	Aug 1, 2013 2:51 PM

Q3. How far away did you park?

28	2 blocks	Aug 1, 2013 2:51 PM
29	3 blocks	Aug 1, 2013 2:50 PM
30	4 blocks	Aug 1, 2013 2:50 PM
31	0 blocks	Aug 1, 2013 2:49 PM
32	3 blocks	Aug 1, 2013 2:48 PM
33	2 blocks	Aug 1, 2013 2:48 PM
34	2 blocks	Aug 1, 2013 2:47 PM
35	1 block	Aug 1, 2013 2:47 PM
36	1 block	Aug 1, 2013 2:46 PM
37	2 blocks	Aug 1, 2013 2:46 PM
38	3 blocks	Aug 1, 2013 2:45 PM
39	4 blocks	Aug 1, 2013 2:45 PM
40	3 blocks	Aug 1, 2013 2:44 PM
41	2 blocks	Aug 1, 2013 2:44 PM
42	3-4 blocks	Aug 1, 2013 2:43 PM
43	5 minute walk	Aug 1, 2013 2:43 PM
44	3 blocks	Aug 1, 2013 2:42 PM
45	2 blocks	Aug 1, 2013 2:42 PM
46	4 blocks	Aug 1, 2013 2:41 PM
47	2 blocks	Aug 1, 2013 2:41 PM

Q5. How long will your stay be in downtown Lake Geneva?

1	3 hours	Aug 1, 2013 3:07 PM
2	2 1/2 hours	Aug 1, 2013 3:06 PM
3	1/2 hour	Aug 1, 2013 3:06 PM
4	8 hours	Aug 1, 2013 3:05 PM
5	5 hours	Aug 1, 2013 3:04 PM
6	6 hours	Aug 1, 2013 3:04 PM
7	8 hours	Aug 1, 2013 3:03 PM
8	5 hours	Aug 1, 2013 3:02 PM
9	8 hours	Aug 1, 2013 3:02 PM
10	5 hours	Aug 1, 2013 3:01 PM
11	2 hours	Aug 1, 2013 3:01 PM
12	4 hours	Aug 1, 2013 3:01 PM
13	2 to 3 hours	Aug 1, 2013 3:00 PM
14	5 hours	Aug 1, 2013 3:00 PM
15	6 hours	Aug 1, 2013 2:59 PM
16	5 hours	Aug 1, 2013 2:59 PM
17	4 hours	Aug 1, 2013 2:58 PM
18	4 to 5 hours	Aug 1, 2013 2:57 PM
19	5 to 6 hours	Aug 1, 2013 2:57 PM
20	5 hours	Aug 1, 2013 2:56 PM
21	all day	Aug 1, 2013 2:55 PM
22	3 to 5 hours	Aug 1, 2013 2:55 PM
23	3 to 4 hours	Aug 1, 2013 2:54 PM
24	5 hours	Aug 1, 2013 2:54 PM
25	6 hours	Aug 1, 2013 2:53 PM
26	3 hours	Aug 1, 2013 2:52 PM
27	all day	Aug 1, 2013 2:51 PM

Q5. How long will your stay be in downtown Lake Geneva?

28	2 to 3 hours	Aug 1, 2013 2:51 PM
29	all day	Aug 1, 2013 2:50 PM
30	8 hours	Aug 1, 2013 2:50 PM
31	4 to 5 hours	Aug 1, 2013 2:49 PM
32	all day	Aug 1, 2013 2:48 PM
33	few hours	Aug 1, 2013 2:48 PM
34	4 hours	Aug 1, 2013 2:47 PM
35	all day	Aug 1, 2013 2:47 PM
36	all day	Aug 1, 2013 2:46 PM
37	6 hours	Aug 1, 2013 2:46 PM
38	5 hours	Aug 1, 2013 2:45 PM
39	5 hours	Aug 1, 2013 2:45 PM
40	2 hours	Aug 1, 2013 2:44 PM
41	2 hours	Aug 1, 2013 2:44 PM
42	5 hours	Aug 1, 2013 2:43 PM
43	don't know	Aug 1, 2013 2:43 PM
44	all day	Aug 1, 2013 2:42 PM
45	5 hours	Aug 1, 2013 2:42 PM
46	3 hours	Aug 1, 2013 2:41 PM
47	few hours	Aug 1, 2013 2:41 PM

Q6. Have you visited or do you plan to visit any of the businesses in downtown Lake Geneva on this trip?

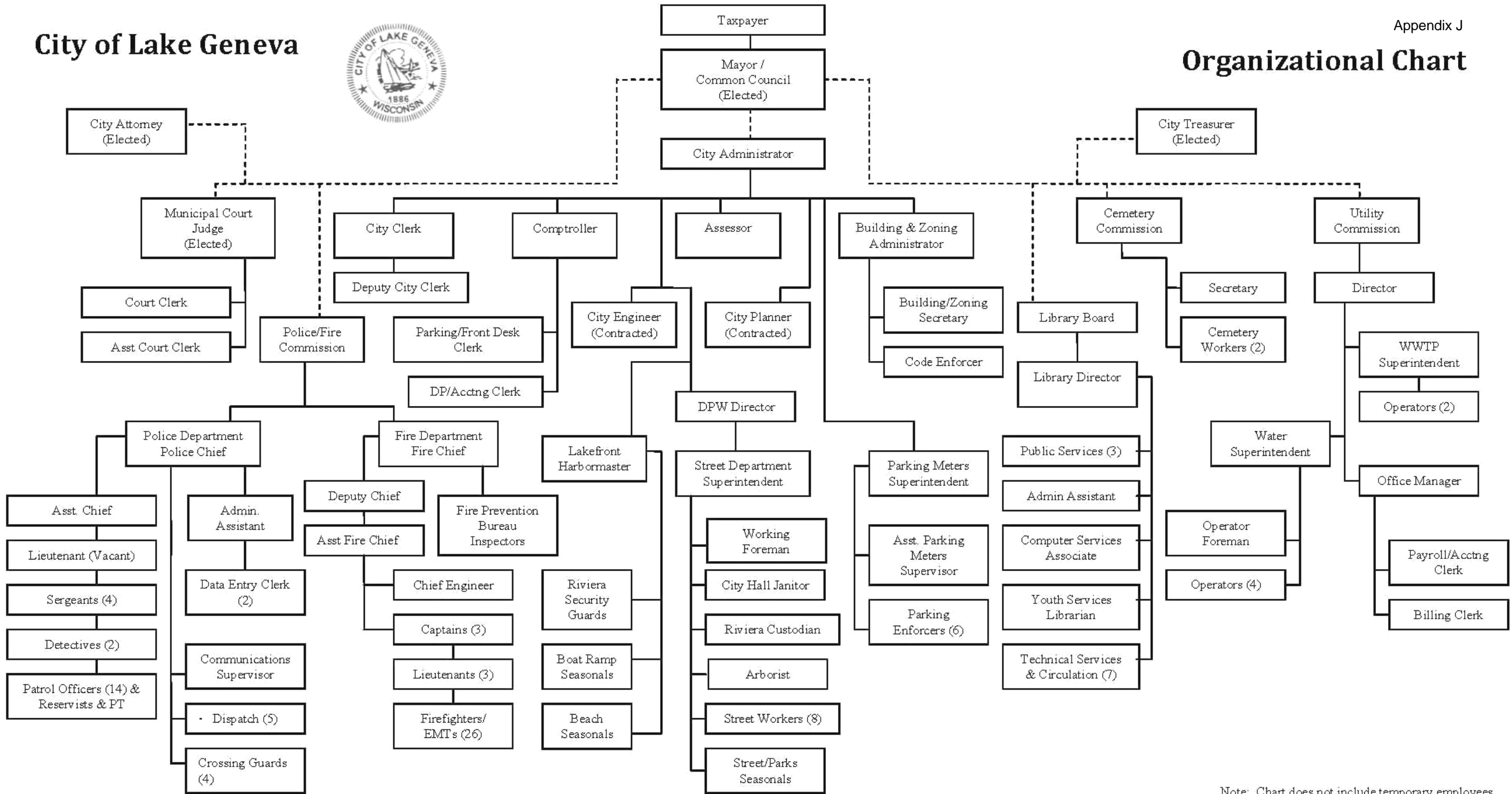
1	no	Aug 1, 2013 3:07 PM
2	yes	Aug 1, 2013 3:06 PM
3	it started to rain	Aug 1, 2013 3:06 PM
4	no	Aug 1, 2013 3:05 PM
5	yes	Aug 1, 2013 3:05 PM
6	no	Aug 1, 2013 3:04 PM
7	yes	Aug 1, 2013 3:04 PM
8	yes	Aug 1, 2013 3:03 PM
9	don't know	Aug 1, 2013 3:02 PM
10	yes	Aug 1, 2013 3:02 PM
11	yes	Aug 1, 2013 3:01 PM
12	yes	Aug 1, 2013 3:01 PM
13	yes	Aug 1, 2013 3:01 PM
14	no	Aug 1, 2013 3:00 PM
15	yes	Aug 1, 2013 3:00 PM
16	yes	Aug 1, 2013 2:59 PM
17	yes	Aug 1, 2013 2:59 PM
18	no	Aug 1, 2013 2:58 PM
19	no beach only	Aug 1, 2013 2:57 PM
20	yes	Aug 1, 2013 2:57 PM
21	yes	Aug 1, 2013 2:56 PM
22	not sure	Aug 1, 2013 2:55 PM
23	no just beach	Aug 1, 2013 2:55 PM
24	no	Aug 1, 2013 2:54 PM
25	no	Aug 1, 2013 2:54 PM
26	no just beach	Aug 1, 2013 2:53 PM
27	no	Aug 1, 2013 2:52 PM

City of Lake Geneva



Appendix J

Organizational Chart



Note: Chart does not include temporary employees.
Council approved April 9, 2012