

**CITY OF STEVENS POINT  
SPECIAL COMMON COUNCIL MEETING**

College of Professional Studies  
1901 Fourth Ave, Room 116  
Stevens Point

January 31, 2017  
6:30 p.m.

**Mayor Mike Wiza, Presiding**

**PRESENT:** Ald. Doxtator, Shorr, Ryan, Oberstadt, Johnson, Kneebone, McComb, Morrow.

**EXCUSED:** Ald. Dugan, Slowinski, Phillips.

**OTHERS**

**PRESENT:** Attorney Beveridge; Clerk Moe.

**Discussion and Possible Action on the Following:**

**1. Presentation and discussion on City Parking Study – Mayor Wiza and City staff.**

Mayor Wiza stated in order for alderpersons to participate, this meeting needed to be conducted as an official Common Council meeting. He stated there would not be any action taken by the City Council tonight.

Mayor Wiza stated this is a presentation and listening session. He stated the study was commissioned in early 2015 to evaluate parking and make recommendations. Mayor Wiza said there have been parking concerns throughout the city but the two major concerns were UWSP and the downtown area.

Mayor Wiza stated SEH was hired to do the project. He added interested parties were brought in for discussion and comments concerning the project. Mayor Wiza outlined all the various meeting times and open house events that occurred. He said SEH met specifically with UWSP to discuss the parking situation.

Mayor Wiza stated a plan was presented to the Common Council in September of 2016 and was accepted. He said the study included short, medium and long-term recommendations for both the university area and the downtown.

Mayor Wiza stated what is being discussed now is the short-term recommendations for the university area. He said this is not specifically targeting the university but this is a comprehensive plan that is being enacted with the downtown short-term recommendations which will be setup shortly.

Mayor Wiza stated one of the complicating factors for this project was the road maintenance schedule. He said the City has approximately 150 miles of roads in the City of Stevens Point. Mayor Wiza stated based on the annual budget to repair the

roads replacement schedule is once every 150 years, which is not sustainable. Mayor Wiza went on to explain how the roads are evaluated and prioritized for maintenance/replacement and what exactly that maintenance entails.

Dir. Joel Lemke outlined the lifespan of a road and what type of maintenance is involved.

Mayor Wiza stated the bottom line is that this is not be sustainable. He added a standard parking spot costs approximately \$200.00 a year to maintain and realistically there is no free parking.

Mayor Wiza went on to add that the philosophy of the Common Council has changed and is more bike, pedestrian and public transportation friendly. He added that because of this philosophical shift, consideration was given to implementing some of the Phase 1 recommendations from the Parking Study.

Mayor Wiza reviewed the short-term recommendations in the university area which included no parking zones, multi-space meter parking (7 a.m. to 6 p.m.), two hour parking, four hour or permanent parking, unrestricted and two hour parking with permits.

In the fall of 2016, Mayor Wiza stated the Common Council was presented with a capital budget that included the purchase of fourteen parking kiosks, which will cover approximately 25 parking spots. He said the kiosks were chosen because of their ease of use and methods of payment which are currency and credit/debit cards as well as a phone app.

Mayor Wiza stated that the kiosks would not necessarily provide additional new meter parking but rather replace existing crank operated meters. He stated that \$350,000.00 was allocated in the capital budget to purchase and install the fourteen kiosks, which would be done by the summer of 2017. Mayor Wiza stated pricing is currently being reviewed. He added that specific locations for the kiosks have not been determined yet and the cost would be approximately \$0.75/hour.

Mayor Wiza reiterated this is one phase of a comprehensive parking study. He added the long-term phase for both the downtown and university included a parking structure, which will require more planning and a financial commitment.

## **2. Presentation on UWSP parking – Trevor Roark, UWSP Parking Advisory Board.**

Trevor Roark stated parking studies are very complex to understand. He reviewed the UW strategies involved with parking, one of which is a land grab. Mr. Roark stated this is the purchase of a residential parcel which is converted to a UW parcel and actually becomes a tax loss for the City. He identified Parking Lot T as an example of the land grab. Mr. Roark stated that approximately \$51,000 over the next 10 years will be lost in property tax dollars to the City as a result of this parking Lot T land grab.

Mr. Roark discussed the “induce demand” phenomena. He stated this occurs when supply increases then demand increases as a result. Mr. Roark stated when this occurs, it results in more cars on campus. He stated both the City and the UW are to blame for this practice. Mr. Roark stated another way demand is increased is through free and cheap parking.

Mr. Roark said the fourth strategy used by the UW is the over-selling of parking permits. He explained if permits are over-sold, the assumption is that not all the permit holders will be on campus at the same time.

As a result of these practices, Mr. Roark cited the negative impact on neighborhoods include road and sidewalk degradation, air, water and soil pollution, less green space and a higher frequency of pedestrian and bike injuries.

Mr. Roark stated lot Y cost \$1 million to construct, has approximately 75 spots and costs about \$13,000 per spot. He stated the return on investment without resurfacing, snowplowing or striping is approximately 49 years.

Mr. Roark shared a video from Donald Shoup, Professor of Urban Planning, UCLA.

Mr. Roark provided possible solutions to the parking problem, which involve both the City and the UW. He suggested ending the practice of land-grab, managing the demand, as well as setting the appropriate meter and permit parking prices.

Mayor Wiza stated this is a very comprehensive plan that will be implemented over the course of years.

Bernie Patterson, UW Chancellor, stated the UW System is supportive of the comprehensive parking study and noted UWSP as one of the green universities in the United States. He went on to state the UW provides over \$600,000 to the City in lieu of taxes and that the former Lot X will be the new home to a \$75 million science building, which will provide a ripple effect in revenue to the City.

### **3. Presentation on cooperative work on parking – John Peralta, UWSP Student Government Association.**

Mr. Peralta reviewed the timeline when SGA became involved with the parking plan. He added everyone is a stakeholder in this project and the end result is for the betterment of the community.

Mayor Wiza stated the relationship with UWSP is symbiotic and there has been considerable communication between these two stakeholders, with both recognizing the need for future changes.

### **4. City Transportation Plan discussion.**

Mr. Patterson raised a concern with regard to the downtown businesses accepting Phase 2 of the kiosk Parking Plan. He asked if consideration could be given to

moving Phase 2 to the downtown business district first. Mr. Patterson also questioned the cost of City/County parking permits versus UW staff permit parking.

Mayor Wiza stated the downtown businesses are not pleased with the Phase 2 plan of kiosks, but there continues to be dialogue. He pointed out that the plan includes a wide-range of parking options and that meters/kiosks are a small part of that plan for both the UWSP and the City. Mayor Wiza said the bottom line is parking lots cost money to maintain and everyone is looking at a sustainable way to do that.

Cindy Nebel, 1100 Phillips Street, stated she wants everyone to work together and would not like to see divisiveness in the community. She commended the University in its work with the Old Main Neighborhood.

Sarah Doucette, 401 Reserve Street, asked if any thought had been given to this project being made eco-friendly with green pavement.

Mayor Wiza stated that City staff are environmentally conscious as well as the alderpersons. He has no doubt that every sustainability option will be considered.

Chris Villarreal, 1133 Phillips Street, stated one of the biggest concerns residents have is paying for parking in front of their own property.

Mayor Wiza stated if Phillips Street was a part of the study to have meters, there will be meters placed. He added if a resident chooses to park on the street rather than in the driveway, the resident will be required to pay for the metered space.

Jim Lorgan, 3616 Doolittle, stated he felt the analogy with the Snickers bar should be more in line with going to the store to get bread and milk. He asked why the University was selected to enter Phase 2 before the downtown.

Mr. Roark said the Snickers analogy was meant to explain induced demand. He added the increased cost for parking would impact the individuals who live and work/attend school 5 to 7 blocks away who choose to drive rather than walk or take the bus.

Dir. Lemke stated he meets periodically with SGA to discuss the needs of UW students and bus routes. He added students ride for free with their I.D.

Ald. McComb, District #9 Alderperson, 2100 Elk Street, if there is an increase in demand for bus service the City can look at providing more routes or times.

Rick Whipp, 2016 Main Street, proposed that 35% of the revenues generated by the parking kiosks and permits go to programs for AODA prevention and to make the community safer. He stated once these programs are funded and operational, there will be less violence, vandalism and will provide for a better community.

Ethan Beilfuss, 401 Isadore St, asked what the City was going to do about bike lanes and safety for Northpoint Drive, Maria Drive and Fourth Avenue.

Mayor Wiza stated this discussion may be off topic, and he deferred to the City Attorney. He added Northpoint Drive is set to be restriped and the TAP grant will fund the bike lanes in the main corridors. He said this information is available online.

Attorney Beveridge stated the bike lane topic is germane to the current parking discussion.

Mr. Beilfuss asked what are the risks of biking versus driving to campus would be for students.

Mayor Wiza stated he cannot answer that question but added there are more vehicle accidents than bicycle accidents, but neither are foolproof.

Samantha Stine, The Pointer, stated customers who drive and shop downtown expect to pay for parking, students do not. She added there are many bike-car accidents that are unreported.

Mayor Wiza stated all accidents should be reported because there may be camera data or witnesses who can provide information concerning the accident. He also stated the City cannot repair the streets with free parking.

Meleesa Johnson, District #5 Alderperson 1703 Division Street, stated she would like to correct the term "accidents" to "crashes and near misses". She added the City has readopted the Vision Zero Policy, which is designed to eliminate bike, car, and pedestrian crashes.

Evan Yokers, 1220 Phillips Street, asked if the UW would consider increasing the payout to the City in place of the decreased parking revenue in order to utilize the money for public transportation for early morning or late evening riders.

Mayor Wiza stated there has always been a very good working relationship between the City and the University. He added expanding bus service, lighting, etc., for the good of the community would be considered.

Mr. Patterson stated if the purpose of the parking plan is to improve streets, lights and parking, then implement it at the University first. He added many students who do commute simply do not have a choice as they must drive and pay for parking. Mr. Patterson ended by requesting that Reserve and Isadore not be redone as one-way streets.

Mary Kneebone, District #7 Alderperson, 5718 Sandpiper Drive, commented that the parking fees discussed are not exorbitant and the revenue could assist with street, sidewalk and bike lane maintenance.

**Adjournment.**

Mayor Wiza announced the meeting is being adjourned at 8:18 p.m. due to lack of a quorum.