

May 2, 2013

Memo

To: Public Works/Parking Utility and Municipal Services

From: Appleton Downtown Inc.

---

## Parking 2014 ADI recommendations

- Credit card use in the ramps and the LUKE system continue to be a priority to our members and for the improved customer service of the downtown district.

We were told last year that a pilot test would be facilitated in the midtown ramp to test the use and cost of credit cards. To my knowledge this service has been offered only since April 16<sup>th</sup>.

We hear repeatedly from guests and ADI members that credit card use is needed and vital to our customer service and to any enhancement and expansion of the LUKE system. We know the pay station system offers wireless options for payments and see the benefits this could bring the district.

We strongly encourage City Council to adopt the decision to move forward with credit card acceptance.

Legally you are now able to forward the expense of fees to the card user.

In November 2012, the United States District Court for the Eastern District of New York preliminarily approved a proposed settlement agreement in the *In re Payment Card Interchange Fee and Merchant Discount Antitrust Litigation*. As part of this settlement, Visa is required to implement certain Visa International Operating Regulation rule changes, including the ability for merchants in the U.S. and U.S. territories to surcharge certain credit card transactions beginning January 27, 2013.

Merchants who choose to surcharge once the rule changes take place will be required to follow certain requirements, **including disclosure of surcharge practices to customers at the store entry point and at the point of sale.** [www.visa.com/merchantsurcharging](http://www.visa.com/merchantsurcharging)

- Expand the LUKE system to the Library lot  
While we feel the system should not expand until credit card capabilities are fully integrated, we see the next logical expansion of the LUKE system to be in the library lot with a pay station located within the library doors to make it more convenient for library patrons.
- Open for discussion with Council and Downtown business owners:  
Adjust meter time limits after 6pm from 2 hours to 3 or 4 hours  
ADI members report a neutral or supportive response to adjusting time limits for the meters after 6pm. It was suggested that 3 hours may be a better balance for turnover and accommodating evening customers over the dinner hour.

We look forward to more discussion at the May 7<sup>th</sup> meeting.

Thank you,  
Jennifer Stephany