



Empowered children.  
Engaged parents.  
Energized communities.

1. "walking problem, not parking problem"
  - a. This statement is not a unified throughout the City
2. This isn't a simple issue for parents with kids
  - a. Need for safe, accessible, quick parking
    - i. **Safe**
      1. Avoiding busy streets
      2. Easy to load and unload
      3. Avoid blind intersections
    - ii. **Accessible**
      1. Parents with strollers face many of the same obstacles that individuals in wheelchairs face
    - iii. **Quick**
      1. Speaks for itself – parents want/need to get to their destination as fast as possible with kids
      2. When weather is bad, quick is also a matter of safety
  - b. The BFK brought in 110,000 visitors in 2017 – all of them adults with children ages 0-8.
    - i. 15,000 increase from 2015 (year of the parking study) to 2017
    - ii. Almost all families drive here, with the major exception of field trips (which accounted for 10,000 visits)
      1. Bus parking/drop-off is another concern we have.
3. Impacts of Blue Ramp coming down
  - a. Survey shows that 35% of our visitors park at the Blue Ramp and 15% park at Library lot
  - b. **Survey also reported that 50% of our visitors will be coming less or not at all during times of construction**
  - c. Changes of ramp policies last year were beneficial to business after 6pm or for retail visitors who are coming to Downtown Appleton for a quick visit. Our visitors average 3-5 hours and their rate increased from \$2 to \$5 - a 150% increase for our visitors.
    - i. Since the BFK also has 25-30 part-time staff working two shifts a day (5 hours), the parking changes increased our parking expenses by thousands of dollars





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4. Questions:

- a. Timeline for the Blue Ramp?
- b. Where permit holders in the Blue ramp will move to?
- c. Actual impacts of Expo Center parking in Appleton?
- d. Impact study on Downtown Businesses?

5. Opportunities to explore

- a. To encourage families coming to Downtown Appleton, I'd ask this committee to consider offering free parking for all BFK guests during time of the Blue Ramp demolition and until future parking is added
  - i. This isn't a long-term solution that resolves the issues that parents face, it's an incentive to keep families coming to Downtown Appleton

