



# **Parking & the downtown Eau Claire experience**

***Thursday, June 19***





**Parking & the downtown  
Eau Claire experience**

***Thursday, June 19***



Thank you to our Investors!

## VISIONARY

---



University of Wisconsin  
Eau Claire

WIPFLI





Thank you to our Investors!

## ADVOCATE

---

**Eau Claire Energy  
Cooperative**

Your Touchstone Energy® Partner 





Thank you to our Investors!

## CATALYST

---

Benedict Sales & Service  
BMO Bank N.A.  
Cascades Tissue Group  
CCFBank  
City of Eau Claire  
Double Forte  
Eau Claire County

Godfrey & Kahn, S.C.  
Hoeft Builders, Inc.  
Marshfield Clinic - Medical Center  
McDonough Manufacturing Company  
Minnesota Wire  
Miron Construction Co., Inc.

PESI, Inc.  
Prevail Bank  
Silver Spring Foods, Inc.  
Trubilt Collision Center  
UKG Inc.

## INVESTOR

---

Barks & Recreation  
Bauman Associates, Ltd.  
Brotoloc North  
Cellcom  
City of Altoona  
Compeer Financial

Eau Claire Co-op Oil/  
Chippewa Valley Energy  
Global Finishing Solutions, LLC  
Group Health Cooperative  
of Eau Claire  
Itechra

King Pin Management  
Landmark Company  
Lee Beverage of Wisconsin LLC  
Markquart Motors  
Morrie's Eau Claire Subaru

Mower Sperry Insurance Agency  
NBI, Inc.  
NEI Electric Inc.  
OakLeaf Clinics, SC  
Rock Falls Raceway

The Business News  
The Phoenix Taproom & Kitchen  
U.S. Bank  
WQOW-TV 18  
WRR Environmental Services Co., Inc.



**Parking & the downtown  
Eau Claire experience**

***Thursday, June 19***

T  
H  
U

July  
**24**



## Eggs & Issues: Legislative Breakfast

7:00 AM - 9:00 AM

We've invited members of the State Assembly and Senate who represent the Chippewa Valley to give us a timely look at how our regional priorities are faring in Madison.

T  
H  
U

August  
**21**



## Eggs & Issues: Higher Education in the Chippewa Valley

7:00 AM - 8:30 AM

At this edition of Eggs & Issues, we'll hear from the leaders of the three major institutions of higher learning in the Chippewa Valley: CVTC President Sunem Beaton-Garcia, UW-Stout Chancellor ...

F  
R  
I

September  
**19**



## Eggs & Issues: The Economic Value of Local Tourism

7:00 AM - 8:30 AM

At this edition of Eggs & Issues, we'll get the latest economic figures, look at the challenges, and consider what the future may hold for this critical segment of our economy.









CHAMBER ALLIANCE  
Chippewa Falls • Eau Claire • Menomonie

32<sup>nd</sup> Annual  
**Chippewa Valley Rally**  
Thursday, February 19, 2026

*The* **ECHAMBER**  
Eau Claire Area Chamber of Commerce



**GOLF**

**DAY**

**IN EAU CLAIRE, WI**

**MONDAY, AUGUST 4, 2025 @ EAU CLAIRE GOLF & COUNTRY CLUB | WILD RIDGE GOLF & EVENT CENTER**



**Parking & the downtown  
Eau Claire experience**

***Thursday, June 19***



City of Eau Claire

## Draft Parking Recommendations

---

June 18, 2025





# Downtown Parking

---

- Parking has been present in the downtown for well over 100 years
- Parking is vitally important to the health of the downtown.
- Changes in land use in downtown have changed parking as well.
- When parking became highly utilized, tools were used to administer parking.
- Downtown had paid on-street parking as recently as 2014.
- City Staff has continually monitored parking to ensure the most efficient use of parking assets and promote the downtown.

# Parking Study Executive Summary

## Findings & Recommendations

---

- Reset the parking program.
- Implement paid on-street parking.
- Restructure Pricing – Most desirable parking spots should have highest rates. Off street parking should be lower priced.
- Simplify Enforcement – Enforcement is based solely on paid status, not time limits, block face, loading zone, etc.
- Integrate Management – All aspects of parking is lead by a single position



# Downtown Parking - Parking Studies

---

- Parking Studies in 2014, 2019, 2024.
- Each study was conducted to study a changing downtown.
- The most recent study had several goals
  - “Manage the Curb” which is making the best use and best operation of parking
  - Plan for the future and implement organizational parking change
  - Find strategies for parking to not require a general fund subsidy each year.



# 2024 Parking Study Executive Summary

## Findings & Recommendations

---

- Reset the parking program.
- Implement paid on-street parking.
- Restructure Pricing – Most desirable parking spots should have highest rates. Off street parking should be lower priced.
- Simplify Enforcement – Enforcement is based solely on paid status, not time limits, block face, loading zone, etc.
- Integrate Management – All aspects of parking is lead by a single position

# Draft Staff Recommendations

## Phased Approach

---

- Recommendations proposed to be implemented in three phases.
  - Phase I – July 2025 to January 2026
  - Phase II – 2026
  - Phase III – 2026-2027



# Draft Staff Recommendations

## Phased Approach - Phase I

---

- Implement paid on-street parking
  - South Barstow BID Limits: Lake St to EC River, Chippewa River to Farwell
  - North Barstow BID Limits: Riverfront Terrace
  - \$1 per hour
  - Paid parking from 12:00pm (noon) to 10:00pm, Monday – Saturday except holidays
  - Eliminate 2-hr and block face restrictions in paid zones.
- Maintain 2-hour restrictions in current areas that don't switch to paid parking

# Draft Staff Recommendations

## Phased Approach - Phase I

---

- Work with Businesses to implement Loading Zones.
- Keep Parking Ramps Operating As-Is. \$0.50/hr, \$10 daily max.
  - Add first hour free parking.
- Return Schlegelmilch Lot to free parking when able. Time limits and block face parking would be eliminated.
- Riverview Lot – Operate As-Is
- Seaver Street Lot – Convert to paid parking when able.



# Draft Staff Recommendations

## Phased Approach - Phase II

- Implement On-Street Parking in the full recommended map area from study.
- Implement two-tiered On-Street parking rates as recommended.
- Recommend implementation of full on-street parking program upon conversion of Farwell Street to a 2-Lane roadway with on-street parking.



# Draft Staff Recommendations

## Phased Approach - Phase II

---

- Monitor and adjust rates with inflation.
- Develop a downtown employee parking benefit
  - Implement after the general fund subsidy is eliminated?
  - Reduced ramp permit rates?
  - Free parking on top level of Gibson Street Ramp?
  - Other good suggestions.



# Draft Staff Recommendations

## Phased Approach - Phase II

---

- Coordinate with Visit Eau Claire and DECI to brand/outreach Parking Program
- Implement Public / Private Partnership for Private Lots Open to the Public.
  - Partner with revenue and enforcement
  - Parking assets added with minimal cost
- Hire Dedicated Parking Administrator
  - Revenue needs to be available
  - Consolidate all parking operations under the Parking Administrator.
  - Likely would be located in the Neighborhood Services Division.

# Draft Staff Recommendations

## Phased Approach - Phase III

---

- Continue Public / Private Partnership for Private Lots Open to the Public.
- Begin Ramp(s) Replacement Project(s)



Draft Staff  
Recommendations  
Alternate Option

- Implement On-Street Parking in the full recommended map area from study, effective January 1.
  - Hire a full-time Parking Administrator and Parking Administrative Professional immediately
- Implement Parking Ramp / Surface Lot / Other Changes as specified in other alternative







## Draft Staff Recommendations Alternate Option

---

- This alternative would require an additional \$227,000.
- May require higher fees than were recommended in the Parking Study to be budget-neutral.
- This alternative addresses criticism of not having a single point of contact for Parking.

# Next Steps / Schedule



July – City Council Action on  
Parking Changes



2026 – Parking Changes  
Implemented



**Parking & the downtown  
Eau Claire experience**

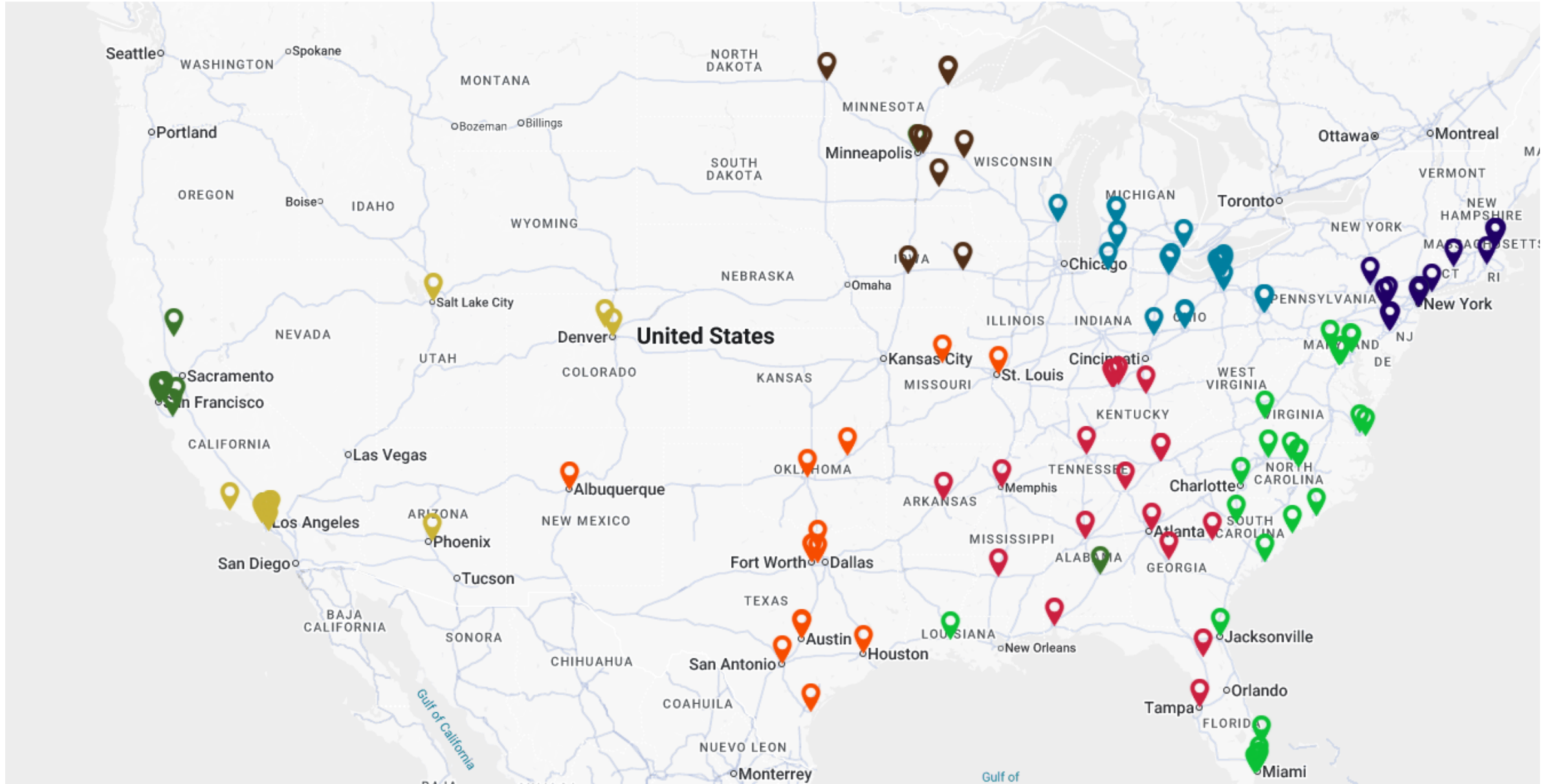
***Thursday, June 19***





DOWNTOWN  
GREENSBORO







# Who Is Block by Block?



There isn't one single reason why customers choose to partner with Block by Block – it's a combination of all we have to offer! Our customers invest in an operating model that's been developed over the course of 20 years and in our experience of operating in more than 100 locations across the country.

## OUR MISSION

**With pride, we make public spaces friendly and vibrant for the communities we serve.**

## OUR VISION

Block by Block is a group of diverse, innovative people who grow together because they are empowered to dream, problem-solve, and make things happen for their customers, spaces, communities, and coworkers.



## Our Services

- Hospitality
- Safety Services
- Cleaning
- Outreach
- Landscaping
- Grounds Maintenance
- Transit Programs
- Parks
- Place Making
- Special Projects

# Program Specific for Eau Claire, Wisconsin



Each program is designed specifically for the Downtown Improvement District(DID) that has been contracted. Eau Claire has contracted Block by Block for 2 Specific areas, Cleaning and Outreach. Program has been funded by ARPA for 2 years.

The Eau Claire Ambassador Program is a team of five trained professionals who work in the heart of Eau Claire's downtown area, offering a friendly and welcoming presence. We work to improve safety, cleanliness and customer service. Ambassadors assist with tasks, such as working with people experiencing homelessness, greeting visitors, offering directions, helping with local information and ensuring that public spaces remain clean and well-maintained.



Left to Right:

Payton B. - Cleaning Ambassador  
Stephney B. – Operations Manager  
Kiwi G. – Outreach Specialist  
Jeremy H. – Cleaning Ambassador  
Kurt R. – Outreach Specialist

Hours of Operation  
Monday - Saturday  
7:30 am - 7:00 pm





# Stephney Brick Operations Manager



## Operations

Hybrid Model – In office and out in the field.

### Business Operations

- Monthly meetings with the Client
- Business check-ins
- Company Manager Meetings
- Manager Safety Meetings
- Program Budget
- Monthly Budget
- Recruiting
- Payroll
- Monthly Updates on program to client
- Daily Email and Phone communications
- Basic Operations
- City Council Meetings
- Following Weekly City updates and Calendar
- Collecting resources

### Employee Operations

- Uniform Ordering
- Supplies
- Attendance
- Time off
- Smart System Check in
- Daily Walking paths
- Incident Reports
- Smart System task deployment
- Deployment Plans
- Supervisor Audits
- Presentations
- Monitoring weather and air quality
- General announcements
- Uniform Inspections
- Monthly Safety Meetings

# Cleaning Ambassadors



Any janitor can clean, but an Ambassador understands the significance of the smallest details and knows the importance of their role in representing your space. High-lighted are the specifics of Eau Claire Cleaning Ambassadors.

**Manual Cleaning Patrol** – Ambassadors circulate through assigned areas with appropriate tools so that they can correct as many issues as they can in the public right of way, which can include removing litter, cigarette butts, graffiti, spills and stains, while also allowing them to wipe fixtures and other high interaction surfaces.

**Emptying of Public Receptacles** – Ambassadors can empty accumulated trash and recycling from public receptacles and replace can liners as necessary. Currently we remove the top ¼ when trash is overflowing.

**Mechanical Litter Collection** – Deploying litter vacuums can remove litter from sidewalks and clean curb lines in areas where cleaning Ambassadors working on foot would be far less efficient

**Graffiti Removal** – Prompt removal of tags (stickers, painted markings, etc.) from first-floor businesses and public infrastructure to prevent any new graffiti from popping up

**Power Washing** – Multiple types of power washing is suggested and often fits any budget. These includes:

**Scheduled, Full Washing** – from building line to curb line on a recurring basis

**Spot Washing** – addressing those areas of surfaces that frequently become grimy and dirty, along with providing the ability to tend to spills and stains

**Weed Removal** – Removing unwanted growth from building lines and curbs through either cutting, hand pulling or spraying, where applicable

**Special Projects and Place-Making** – Ambassadors can be utilized in flexible roles to address temporary needs, such as preparing for events, or to carry out a variety of additional projects that deliver long term visual impact, such as painting fixtures, cleaning and mulching of tree wells or mowing of public areas. We currently have been assisting the city to ensure the parking ramps are clean and safe for all visitors, residents, and business owners.



# Cleaning Ambassadors

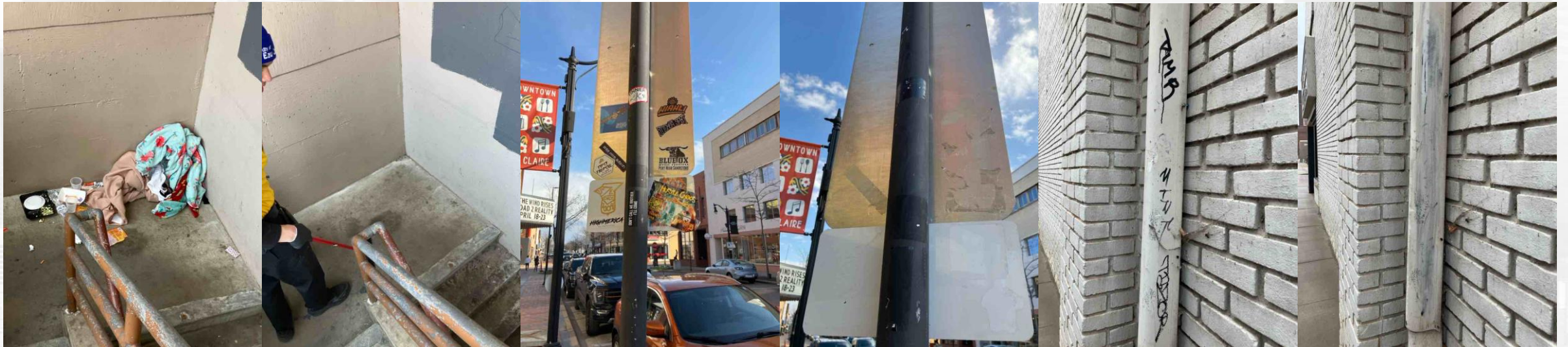


We have removed-

4,000+ Gallons of Trash

Over 1,000+ Stickers and Graffiti

Over 2,000 Individuals have been assisted with Directions, Carrying bags, opening doors, and a very warm and welcoming "Hello" with a smile.





## Outreach Services

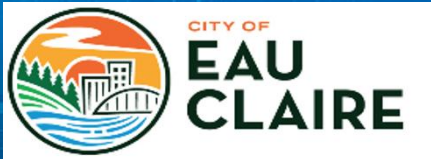
The issues involving the Street Population are more complex than ever.

There is a need to not only understand and connect with members of the Street Population, but to have a well-formulated plan for outreach. High-Lighted Below are the services Eau Claire currently has.

**Social Service Outreach** – Our Social Service Outreach Coordinators are experts in their field and are trained to engage the most vulnerable members of our society to determine what needs might be fulfilled and encourage a connection with known service providers in our community. Block by Block has developed a comprehensive approach and plan for outreach. Our plan is highly effective in engaging various partners in assisting individuals at a time when there are no short-term fixes to the many drivers of what's keeping people on the streets.

**Assessments** – Our Social Service Outreach Manager is available to perform assessments of your district or area. As part of this street outreach will occur to understand the trends that are keeping people on the street and to understand individual's perceptions of the local social service system. Also, as part of the site assessment, we will work to engage social service partners to understand their services, engagement processes and challenges they face in helping the local street population.

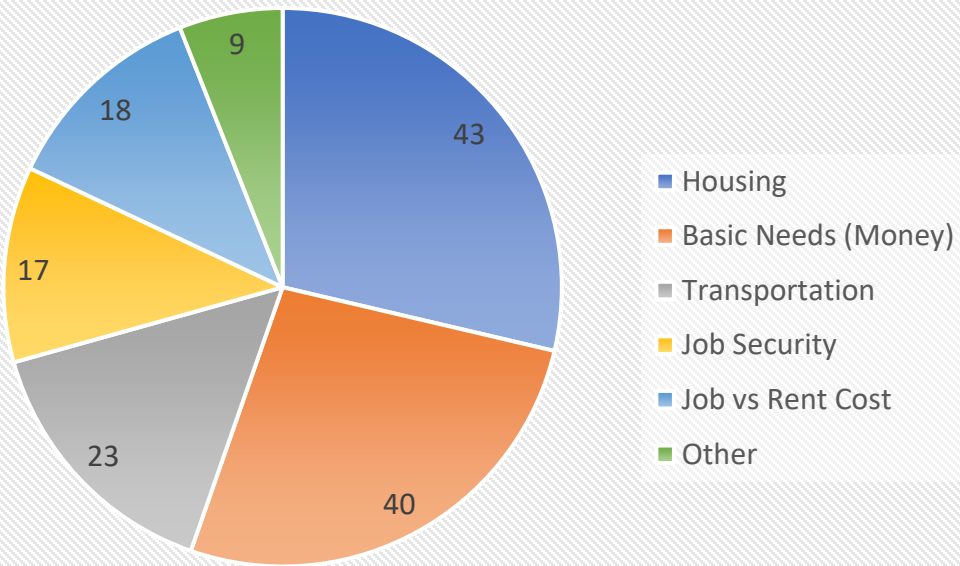




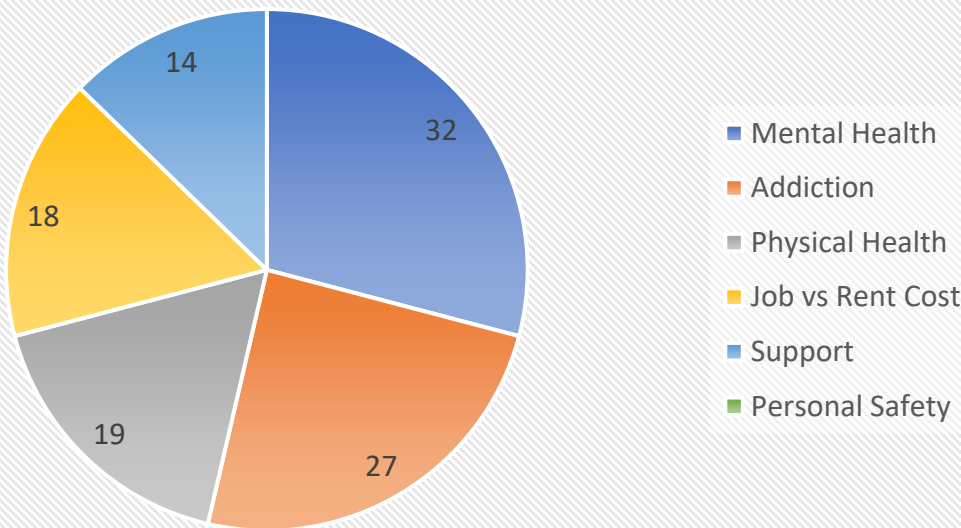
## Outreach Services

A poll was done on 6/4- 6/7/2025. Below is our findings from the unhoused individuals.

Financial



Personal





**Parking & the downtown  
Eau Claire experience**

***Thursday, June 19***



# Business Issues Agenda

*MOTTO:*

*"Together for Business • Together for Community"*

## **Address downtown parking, traffic, and visitor experience.**

With continued new housing, business, arts, and entertainment development, downtown Eau Claire has become a vibrant, desirable destination and is a critical asset for the broader community.



Given increased traffic, parking needs, and construction disruptions, this has led to challenges in managing parking and traffic.

It's important for the city to work closely with the business community to ensure well-managed access and positive visitor experiences.

*This should include careful assessment of the issues and implementation of best practices, including:*

## **Improved management of parking:**

Centralized, customer-focused management of parking resources, better public communication and wayfinding for parking availability, consistent enforcement of parking regulations, and development of an overall plan that ensures adequate parking for visitors and employees... without diminishing the attractiveness of downtown as a walkable destination.

Consider enhancing parking alternatives like improved transit availability and attractiveness.

Urgently address undesirable conditions of the Gibson Street Ramp.

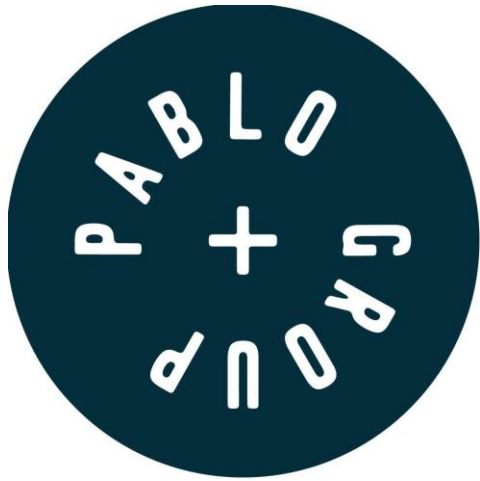
Fully engage businesses in decisions about parking regulations and fees.

Consider street changes and improvements consistent with the needs to keep the downtown core attractive as a destination.



**Parking & the downtown  
Eau Claire experience**

***Thursday, June 19***



Creating greater opportunity  
throughout our **community.**





**Parking & the downtown  
Eau Claire experience**

***Thursday, June 19***