



Leanne Scott <scottl@rochesterhills.org>

Bloomer parking question

3 messages

Theresa Mungiola <mungiolit@rochesterhills.org>

Sun, Mar 8, 2026 at 4:58 PM

To: Ken Elwert <elwertk@rochesterhills.org>, Leanne Scott <scottL@rochesterhills.org>, Jason Carlock <carlockj@rochesterhills.org>

Ken,

Some questions about the Bloomer parking purchase:

- Why don't we add these at Spencer Park as well and get rid of the booth at the gate? This way we are consistent across all parks that charge for parking.
- Will we have someone onsite to sell parking passes like we did at Innovation Hills?
- What is the staffing cost to check if people actually paid thru the app? Are we finding that visitors are paying or skipping the process?
- Is the ROI for the machine comparable to what we spent at Innovation Hills?
- Did the investment at Innovation Hills meet our initial projections?

Thanks for your help with these questions.

Theresa Mungiola

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Ken Elwert <elwertk@rochesterhills.org>

Mon, Mar 9, 2026 at 11:26 AM

To: Theresa Mungiola <mungiolit@rochesterhills.org>

Cc: Leanne Scott <scottL@rochesterhills.org>, Jason Carlock <carlockj@rochesterhills.org>, Bryan Barnett <barnettb@rochesterhills.org>, Dennis Andrews <andrewsd@rochesterhills.org>, Kelly McBride <mcbridek@rochesterhills.org>, Jodi Welch <welchj@rochesterhills.org>, Mike Viazanko <viazankom@rochesterhills.org>

Dear Councilwoman Mungiola,

Thanks for your questions, see my answers in Blue Bold below:

- Why don't we add these at Spencer Park as well and get rid of the booth at the gate? This way we are consistent across all parks that charge for parking.

I understand your point and we have debated it internally. Spencer Park has a much different use pattern, with the vast majority of the usage occurring during the summer months, then the usage pattern shifts to almost a neighborhood park level. We don't currently charge for parking at any neighborhood parks. That combined with the requirement for additional parking enforcement staff pointed to not implementing Park Mobile at Spencer Park right now. Because of union limitations we cannot add additional part-time parking enforcement and do not believe it is in the City's best interest to add a much more costly full-time position to perform this function at this time.

- Will we have someone onsite to sell parking passes like we did at Innovation Hills?

We will have a presence similar to what we did at Innovation Hills, however it may not be a full month, as Bloomer already had a parking fee so this is not a new idea to Bloomer users. We will evaluate on a week by week basis.

- What is the staffing cost to check if people actually paid thru the app? Are we finding that visitors are paying or skipping the process?

Total part-time staff enforcement costs last year were \$25k (note this does not include any staff time from the Ordinance Manager in scheduling, dealing with customer requests, or time in court). Staff is coordinated through the Building Department, Code Enforcement Division. When we started this process in the summer, compliance (cars that paid or have an annual pass) was 63%. This number has increased every month and at the end of the year was 83%.

- Is the ROI for the machine comparable to what we spent at Innovation Hills?

I'm not entirely sure I understand this question, please followup if I didn't hit the mark. If approved, this is an additional service we will be providing, responding to the people who don't want an app and have trouble with calling to pay (the wait times can be long). This is an additional cost on top of enforcement. It is hoped that installation of these machines will increase awareness and raise our compliance numbers, however the main purpose is increasing customer service. Note, of the four kiosk parking units being requested, three are at Bloomer and one will be at Innovation Hills.

- Did the investment at Innovation Hills meet our initial projections?

Yes, projecting forward for a full year it appears we will be close. Initial projections we're around \$300k, assuming a 10% drop in attendance. While attendance hasn't dropped significantly, many more people are using the free lot across the street. Yearly projections for all parking revenue (Hourly fees, increased annual pass revenue, and ticket fines) are between \$275k-300k. For the half year (July 1 -Dec31) we have received \$167k.



innovative by nature

Ken Elwert

Director
Parks and Natural Resources
CPRE

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Leanne Scott <scottl@rochesterhills.org> Mon, Mar 9, 2026 at 11:37 AM
 To: "David (Personal) Blair" <blaird@rochesterhills.org>, Bradley Limberg <limbergb@rochesterhills.org>, Diana Mannino <manninod@rochesterhills.org>, Marvie Neubauer <neubauerm@rochesterhills.org>, Mark Skelcy <skelcym@rochesterhills.org>

Sent from my iPhone

Begin forwarded message:

From: Ken Elwert <elwertk@rochesterhills.org>
Date: March 9, 2026 at 11:26:51 AM EDT
To: Theresa Mungiolit <mungiolit@rochesterhills.org>
Cc: Leanne Scott <scottl@rochesterhills.org>, Jason Carlock <carlockj@rochesterhills.org>, Bryan Barnett <barnettb@rochesterhills.org>, Dennis Andrews <andrewsd@rochesterhills.org>, Kelly McBride <mcbridek@rochesterhills.org>, Jodi Welch <welchj@rochesterhills.org>, Mike Viazanko <viazankom@rochesterhills.org>
Subject: Re: Bloomer parking question