



CITY OF WAUKESHA

Administration

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Committee: Board of Public Works	Date: 8/19/21
Common Council Item Number: ID #21-2735	Date: 9/7/21
Submitted By: Alex Damien, Interim Director of Public Works	City Administrator Approval: Kevin Lahner, City Administrator
Finance Department Review: Bridget M. Souffrant, Finance Director	City Attorney's Office Review: Brian Running, City Attorney
Subject: Review and act on allowing parking at the Downtown Transit Center parking structure at no charge to the public during the shuttle hours for the Waukesha Unlocked Event sponsored by the City.	

Details:
 On Saturday, October 9 and Sunday, October 10, the City of Waukesha will host "Waukesha Unlocked". This 125th Anniversary event will help showcase Waukesha's architecture, community stories, history, cultural diversity as well as promote community pride and create opportunities to learn what Waukesha has to offer. Over 80+ tours and programs will be provided.
 "Waukesha Unlocked" will be held on Saturday, October 9 and Sunday, October 10 from 10:00am to 5:00pm. City Hall will serve as the headquarters for the event. Sponsorship dollars will help cover fares on Waukesha Metro Transit routes the weekend of the event and visitors will be encouraged to use bus service provided free of charge. Bus information has been included on publications and a Learn to Ride program is scheduled to further promote ridership. Free Public Parking at the Transit Center would provide easy access to the event and promote bus services.

Options & Alternatives:
 Options include approving the use of the Downtown Transit Center parking lot at no cost to patrons visiting the City of Waukesha Waukesha Unlocked. Alternatively, the City could charge participants to park reducing access, ease and promotion of the event.

Financial Remarks:
 Estimated potential revenue loss would be \$240.00. This is based off four days of parking for approx. 120 cars per day (\$2 per car) .

Executive Recommendation:
 Approve as submitted.

