

## Parking Study Stakeholder Interviews

The City of Saugatuck Parking Improvements Task Force identified organizations for Walker to contact for stakeholder interviews. These organizations represent short-term rental owners and managers, including individual hosts and larger property managers, event planners, arts organizations such as the Saugatuck Center for the Arts and the Chamber Music Society, and marina operators. Saugatuck's city manager sent email inquiries to numerous community representatives; 10 inquiries were received and responded to, with expressions of interest in participating in a stakeholder survey. Each interview lasted approximately 30 minutes and was conducted by telephone on March 9, 10, and 12. Questions were emailed to participants before the calls. Each respondent was contacted separately. Below is a compilation of the questions and responses.

## Summary of Responses

### Opinions on the Current Parking System

Most stakeholders agree that parking functions adequately during off-peak seasons but becomes highly constrained from June through September. Common concerns include a lack of enforcement, illegal parking, insufficient accessible spaces, and employees parking in prime spots. Some believe there is no real parking problem outside of summer, while others highlight visitors' frustration and safety issues.

### Annual Days Reaching Capacity

Consensus indicates that parking reaches or approaches capacity most days between Memorial Day and Labor Day, especially in July and August. Many noted a growing shoulder season and increased demand on fall weekends.

### Views on a Parking Structure

Most stakeholders oppose a parking garage due to cost, seasonal usefulness, and concerns over aesthetics and community character. A minority believes it could support long-term growth or reduce congestion, though funding remains a major concern.

### Support for Paid Parking

Opinions are split. Some support seasonal paid parking or limited paid areas to encourage turnover. Others strongly oppose it, believing it would harm the small-town feel or burden residents and workers.

### Support for Paid On-Street Parking to Fund a Garage

Nearly all oppose using paid on-street parking to subsidize a garage. Even those open to paid parking generally do not support linking it to a structure they believe is unnecessary.

## City's Role in Managing Parking

Many believe the city should focus on enforcement, communication, signage, and partnerships with schools, Douglas, and Interurban. Some support city management through contracted operators. Others believe the city should explore remote lots and multi-modal transportation.

## Private Sector Role

Most felt the private sector should play a limited role, though some support employers encouraging employees to park remotely or private partnerships for remote lots or garage development. Many believe parking is ultimately a municipal responsibility.

## Effective Aspects of the Current System

Interviewees cited the high school lot, the Interurban system, the fundraising lots, and the availability of on-street parking as functioning reasonably well. Some noted the informal flexibility allowed by lenient enforcement.

## Ineffective Aspects of the Current System

Common themes include a lack of enforcement, insufficient peak-season capacity, confusing or inadequate communication, limited shuttle options, and safety concerns arising from angled parking in narrow areas.

## Perceptions of Enforcement

Nearly all agreed that enforcement is minimal to nonexistent. Many had never seen a parking ticket issued. This contributes to overstaying in limited-time spaces and illegal parking.

## Remote Parking for Employees

Opinions vary. Some support it to keep prime spaces open for visitors, but many question the feasibility, fairness, and enforceability. Some believe employee participation would require reliable shuttles.

## Best Practices from Other Cities

Suggestions included seasonal paid parking, improved transit frequency, angled parking in select corridors, tram-style shuttles, multi-modal planning with bike infrastructure, and exploring low-speed vehicle (golf cart) regulations used in other resort communities.

## Detailed Responses

1. What are your opinions on the current parking system in downtown Saugatuck? Do you believe it meets the needs of your employees, customers, and the community?

Stakeholder #1 – Chicago transplant. Wants to be objective. Silly to think there's a parking problem at Saugatuck, but the Saugatuck Center for the Arts has its own parking lot. You might have to walk a block. He leans towards the idea that paid parking is a great idea. A parking structure is a great idea. She thinks people

should pay for parking. There is a parking problem in the summer. Lives in Saugatuck as a permanent resident. People might struggle to find parking, but it's because it's free.

Stakeholder #2 – Lived there her whole life. Working in the tourism industry, they hear visitors' woes. Not enough parking. Parking enforcement is not enforced, which is frustrating for residents and visitors alike. People park everywhere; there are lots of illegal parking, blocking traffic and emergency vehicle access. Employees parking in the downtown area would be nice if these employees did not generate parking demand downtown, so visitors could use these spaces; one sheet executed one time. There has been a program, but it hasn't taken off, promoting employees using the interurban, parking remotely, or not driving. Interurban costs \$1 per person.

Stakeholder #3– Second year as superintendent; previously principal. Interurban uses Douglas Elementary School and Middle School/High School. Has had a place in Douglas since 1993; moved there about 12 years ago. Lucky to have a parking problem. Tourism is great. Not all the squawk is valid; we shouldn't pay attention to it all. Some shops and quaint downtown; people like to walk downtown. Tourists are aging out.

Stakeholder #4 – For most of the year, yes, it meets the needs. During the peak season, when kids are out of school, mid-June through early September, parking is a challenge. Every day is a weekend in the summer.

Stakeholder #5– People avoid downtown in the summer. We need to make it easier to bike around. There are no safe bicycle lanes. A garage would only be helpful for two months out of the year, and maybe on some weekends. Instead of building a garage, it would be much more cost-effective to invest in some bicycle infrastructure. The City has not invested in bicycle lanes; it reacts to complaints. People are complaining about parking. There have been some discussions about creating a bike path along the Blue Star Highway. We need to connect Saugatuck to Douglas with a bike path.

Stakeholder #6– He has an assigned parking space at the yacht club, so he does not have parking problems. Grew up in Douglas and has been in the area his entire life. Residential areas have plenty of parking. Parking seems to be at its maximum.

Stakeholder #7 – No, parking does not meet the community's needs. During the in-peak season, parking is at a premium. The advertisement for shuttles is incomplete. More shuttle parking venues are needed. The high school lot gets heavy use during the season, but it fills up and is inadequate. Interurban needs to be on a regular schedule. On demand is inadequate. Need to have a more regular schedule. Another pick-up location, in addition to the high school, would be beneficial. High school, Wicks Park, and Chain Ferry are designated pick-up/drop-off points.

Stakeholder #8 – Parking is super tight, especially during peak season.

Stakeholder #9 – June 1 through October 31, Thursday through Sunday, is when prime parking is an issue. Weekends get busier in the fall with local travel; people from Holland come over. Hollanders have different expectations than people from larger cities; city folks from Chicago do not have issues with walking.

Stakeholder #10 - There are definite challenges with the current parking system. One of the most significant issues is the lack of consistent enforcement. Fifteen-minute and two-hour spaces are not reliably monitored, and vehicles often remain longer than permitted, reducing turnover and increasing congestion.

I also do not believe there are enough accessible/handicap spaces. Additionally, some angled parking spaces extend too far into the roadway, particularly on Lake Street and Water Street, making it difficult for two vehicles to pass safely and creating pedestrian safety concerns.

Overall, I believe the system needs thoughtful revision.

In terms of meeting needs:

- **Employees:** Employees working late at night should have safe and reasonable parking options. While I believe employees should park offsite during peak season (as is common in many tourist communities), safety must be prioritized. A designated remote lot with reliable shuttle service would make sense.
- **Customers and Guests:** Visitors often struggle to find parking, especially during peak season. The high school has been used as overflow, but during school hours, it is not safe or realistic due to security concerns. Even in summer, students use those spaces. It is not a sustainable long-term solution. Another alternative lot is needed.
- **Community:** Residents have access to the Interurban and walkable options, yet many still choose to drive, often with multiple vehicles per household. The community also plays a role in easing congestion, not just the city.

2. Considering a full year, including winter off-peak, shoulder, and summer peak seasons, how many days annually would you estimate that the parking system would reach its capacity? Is it primarily during weekends in July and August?

Stakeholder #1 – Summer, including weekdays and weekends; amplified on weekends. Memorial Day to Labor Day parking challenge. Center for the Arts stretching program into the fall.

Stakeholder #2 – The July-September peak season is when parking problems occur. A seven-day-a-week problem. People drive around for maybe ten minutes.

Stakeholder #3– 2-3 months a year. Shoulder seasons have grown, but still... People want to go where other people are. Weekdays and weekends are busy during peak season. COVID was good to Saugatuck.

Stakeholder #4 – Hears from guests who complain about parking. Sets a bad mood. Lack of parking and driving around is the issue.

Stakeholder #5– July and August are the peak months; busy seven days a week. Avoids going downtown during these months. Weekends through Memorial Day through Labor Day are very busy.

Stakeholder #6– There has been a little bit of a shift. Early mornings, not much activity. Business volumes pick up Wednesday through the weekend, starting at 11 a.m. Prime time is June through September, Memorial Day through Labor Day.

Stakeholder #7 – July and August are peaks. Weekends are a huge problem. Weekdays during the season are also a problem. Parking is also challenging on weekends during June and September.

Stakeholder #8 – April through October/November is the season. Does not believe they should have to pay for parking in the off-season. Employees fill some parking spaces in the morning before visitors and customers arrive.

Stakeholder #9 – The peak is June 1 through October 31, Thursday through Sunday.

Stakeholder #10 - I would estimate that, from Memorial Day through Halloween, nearly every weekend reaches capacity. From mid-June through Labor Day, many weekdays also feel at or near capacity. Fall weekends are especially busy. Winter and shoulder seasons are increasingly active, though not consistently at capacity. Parking pressure is no longer limited to July and August weekends; the busy season has expanded significantly.

3. A 300-space parking structure would cost over \$10 million to construct and over \$1 million per year to operate and maintain. This represents approximately 20% of the city's annual budget. Do you consider this an appropriate expense?

Stakeholder #1 – Tourists will spend to park. Some hotels are charging \$700 per night in the summer peak season. Price sensitivity isn't there among travelers from large cities. Grand Rapids, Chicago, etc., Business owners could see an increase in business if parking is improved. He thinks business owners could possibly pay.

Stakeholder #2 – Maybe change Butler Street to one-way and switch to angled parking. A parking structure does not fit the aesthetics. Agrees with the garage's cost-prohibitive nature.

Stakeholder #3– Thinks it would be foolish to build a parking structure. We shouldn't be appeasing squawking tourists who might benefit from the garage 2-3 months a year. City should invest in signage, maps, communications, and usage of the school parking lot (interurban).

Stakeholder #4 – He is concerned about losing business because of a lack of parking. What are the long-term impacts? Not sure about the finances. A parking structure should be considered as a long-term goal. Parking rates could offset some costs. Lack of parking creates vehicular congestion as motorists search for parking spaces.

Stakeholder #5– Thinks parking garage is too expensive. It would primarily be used for two months out of the year. Unwise investment for Saugatuck. Locals avoid going downtown during peak hours. We need to focus on total access, not only cars and parking.

Stakeholder #6– No ROI on a parking garage. What about adding one level of parking to the Yacht Club parking lot, maybe in partnership with the city?

Stakeholder #7 – Doesn't like the parking garage idea. She doesn't think they need parking meters. This is a small town with an old feel. Losing some old buildings and don't want to continue to see the town change. The city owns an open-air trolley. In addition to the high school, the old furniture building, Saugatuck Church's paved lot and grassy field (which can hold a couple of hundred cars), and the new city hall sites could serve as remote parking sites. Advertise the trolley as public transportation; communicate well; could look

touristy, etc. The trolley is stored; it is not being used right now. Need a separate transportation mode from the interurban.

Stakeholder #8 – Does not think a parking garage is the solution. Should not create a taxpayer burden. Where would the garage be located? There's nowhere to put it.

Stakeholder #9 – Outlying area or remote parking with a shuttle is appropriate. Walking 3-4 blocks is not a big deal for most people. People are walking around anyway, so what's the issue with walking a few blocks from where you parked to downtown? City-owned land up by Blue Star; if we could find outlying areas that are free, then shuttle in, that works well. Parking garage costs are prohibitive; there are so many other solutions that could be implemented in lieu of a garage. Does not believe that a lack of parking is limiting business in the downtown; restaurants are already full. More parking will not induce more restaurant demand. A garage could be great; it would be empty nine months of the year. Where are you putting the garage? Sunday through Thursday, parking is not really an issue, even during the peak season. This garage would be a waste of money.

Stakeholder #10 - I do not believe allocating approximately 20% of the city's annual budget to a parking structure is appropriate. I am also not convinced it addresses the root issue.

It feels financially risky given the largely seasonal nature of the challenge and may not align with Saugatuck's charm and character. I would prefer to explore creative, flexible solutions first, such as expanding Interurban routes and frequency, adding remote lots with shuttle service, utilizing underused summer properties, such as the elementary school, and exploring the currently undeveloped Douglas property as a remote parking lot with buses. These approaches feel more adaptable and community-aligned.

#### 4. Do you support paid parking? If so, why?

Stakeholder #1 – Yes. See above. Charges for parking in its lot in season. \$20 flat rate for theatre events. Sells out every night. Has about 40 spaces, about 15 reserved for donors, plus a few for union employees. Sells 20-25 spaces regularly. The lot between Mason and Culver allows high school boosters to park cars, charging \$20 per car. Thinks this lot is owned by the city. Sell-outs on weekends during peak season.

Stakeholder #2 – Supports paid parking.

Stakeholder #3– Do not.

Stakeholder #4 – He supports paid parking in a garage.

Stakeholder #5– Not opposed to it. Year-round paid parking would be annoying during the off-season. Doesn't support year-round paid parking.

Stakeholder #6– No.

Stakeholder #7 – People grumble about paid parking. Saugatuck is an old town and needs to preserve some of its older practices. It would really detract. Doesn't work well for residents and locals during the off-season. Doesn't support paid parking for tourists either.

Stakeholder #8 – Saugatuck is behind other cities. Does support paid parking.

Stakeholder #9 – No. Does not support paid parking.

Stakeholder #10 - I partially support paid parking. While I hesitate to charge guests who are already spending money in our town, modest paid parking could discourage unnecessary multiple-vehicle trips and encourage greater use of the Interurban, biking, or walking. If implemented, it should remain affordable and reasonable. I also appreciate the paid parking near the school as a fundraiser; it feels transparent and community-driven. Many visitors are already accustomed to paying for parking in other tourist destinations.

5. Would you support paid on-street parking to subsidize the cost of constructing a parking structure?

Stakeholder #1 – Yes.

Stakeholder #2 – Yes.

Stakeholder #3– No.

Stakeholder #4 – No. Paid on-street parking would hurt the locals. It could be an hour's wages for a person. An interurban or shuttle ride adds to employees' workday.

Stakeholder #5– Doesn't like the idea of a parking structure. No, does not support paid on-street parking to support a garage.

Stakeholder #6– Questions the value of charging for parking. Saugatuck is a small city.

Stakeholder #7 – No.

Stakeholder #8 – Supports paid on-street parking but doesn't agree with the idea of building a parking garage.

Stakeholder #9 – No, does not support paid parking.

Stakeholder #10 - Since I do not support building a parking structure, subsidizing one through paid on-street parking does not make sense to me.

6. What should the city's role be in managing parking?

Stakeholder #1 – The surface lot in Duck Alley and the Saugatuck Center for Performing Arts might be a site for a garage. The city should build and manage or hire a commercial operator.

Stakeholder #2 – Enforcement.

Stakeholder #3– Provide signage, communicate verbiage (website and maps), partnership with school, partnership with interurban.

Stakeholder #4 – The city should oversee parking.

Stakeholder #5– The city should provide enforcement. Was unaware of posted time limits. City should enforce these time limits; enforcement can be expensive, though. Concern about the city spending resources on parking enforcement. Should not have rules if they go unenforced. We need an accessibility plan for

downtown Saugatuck. Need dedicated bike paths, bike parking, bike share, bike app, etc. The city should develop a multi-modal vision and execute the plan.

Stakeholder #6– It's not the city's sole responsibility to provide parking to everyone who comes into town. Every place has limiting factors. If parking is satisfied, other limiting factors will surface.

Stakeholder #7 – The city should work with Douglas to provide a shuttle and manage parking and shuttle sites. The city should also advertise shuttle and parking availability. Public outreach could be much better. City and CVB could provide more parking and transportation communications, and enhance their websites. Provide maps.

Stakeholder #8 – Supports paid parking in season for on-street. Doesn't like the garage idea. The city should hire a firm to install meters and manage parking. The city should not do it. City should rely on a commercial operator to provide on a turnkey basis.

Stakeholder #9 – The city should look at the property owned by the city and build more remote parking capacity at a much lower cost than building a parking garage.

Stakeholder #10 - The city should lead parking management. However, this must be a tri-community effort involving Saugatuck, Douglas, and the township. When visitors come to town, all three communities benefit. Collaboration is essential.

## 7. What should the private sector's role be in managing parking?

Stakeholder #1 -

Stakeholder #2 – Encourage employees not to consume preferred parking. Thinks it's the city's problem to solve.

Stakeholder #3– No role for the private sector. Likes the idea of private businesses making parking available for visitors and customers. Might be difficult to implement. Many employees are commuting from other Michigan cities, including Grand Rapids.

Stakeholder #4 – Businesses are already paying taxes. They should be able to rely on the city to provide parking.

Stakeholder #5– Private sector could take on garage project; would support this before he supports city building a garage.

Stakeholder #6– If you're expanding your business, you need to anticipate the parking demand increase and plan accordingly.

Stakeholder #7 – She doesn't have any views on this.

Stakeholder #8 – The private sector should be hired to manage the city's parking. Local businesses should encourage employees to park remotely, but that's difficult to enforce. We should not be putting a public enterprise in the private sector. Employers should not be on the hook to make anything happen with their employees.

Stakeholder #9 – The private sector should work with the city to identify designated parking lots for use. Ordinances require enforcement. Employees working a six-hour shift should park remotely and not reserve a parking space for the entire shift. The private sector could require employees to park remotely to free up spaces for visitors and customers. A designated employee parking lot would help. The funeral home has been a good opportunity for shared parking. Employees arrive early and get the pick of the litter. Business owners and employees should be part of the solution by not taking up the most convenient spaces. How do we help travelers coming from out of town find the available spaces?

Stakeholder #10 - Ideally, minimal. I would be concerned about parking becoming overly profit-driven rather than community-focused. However, partnerships may make sense for things such as shuttle services or leasing remote lot space.

8. What aspects of the existing parking system are functioning effectively?

Stakeholder #1

Stakeholder #2 – Two lots downtown, high school fundraiser, and Lulu Cadieux (owner installed own meters, not owned by the city). \$10 flat rate?

Stakeholder #3– The fact that even if you must drive a bit, you get to see the place.

Stakeholder #4 – He likes that there is paid parking; it makes finding parking easier. One church has a lot and asks for donations. Police are not strictly enforced. Police not enforcing illegal parking is acceptable; it allows creative parking. The downtown area needs more parking.

Stakeholder #5– The high school lot and the interurban work well. It seems like a lot of people use it.

Stakeholder #6– Overall, what they have seems to work well. Using the school lot works well. Illegal parking should not be accepted. Need enforcement.

Stakeholder #7 – The high school parking works well. There is a lot of on-street parking. School is closed in the summer. The streets are wide, so on-street parking in the school area does not disturb residents.

Stakeholder #8 – The interurban is nice to have. They could be a big partner in the solution. Parking could be disallowed overnight; this addresses the short-term rental situation. Would require enforcement. This is a small town with some big city parking problems.

Stakeholder #9 – The high school lot and funeral home work well. It could be advertised better. If additional remote or shared lots are available, they should be advertised more prominently. SPA is used as a fundraiser for the elementary school; it works well. It would be good to identify more of these and advertise them.

Stakeholder #10 -The Interurban is a strong asset that could be expanded. The system has historically supported growth. Community-based solutions like school fundraising lots reflect local engagement.

9. What aspects of the existing parking system are not functioning effectively?

Stakeholder #1 – No parking enforcement, interurban limited, and could benefit from a more regular schedule, no paid parking, and no parking garage.

Stakeholder #2 – Lack of enforcement.

Stakeholder #3– Used to have a duck boat. People like driving around.

Stakeholder #4 – The lack of paid parking spaces is a problem.

Stakeholder #5– There is not enough parking in the summer. Could be limiting business and income.

Stakeholder #6– Residents take up parking spaces that could otherwise be used by visitors and customers. Used to have a meter maid who marked tires, no longer in play.

Stakeholder #7 – Seems disorganized and discombobulated. The shuttle advertisement is weak. She doesn't know if Saugatuck is interested in working with Douglas; she thinks they should collaborate. Douglas would like to see more tourism and visitation. The Supervalu grocery in Douglas has a large lot.

Stakeholder #8 – There is too much parking demand. Decrease demand by charging for the supply. Encourage the use of interurban; encourage carpool use through parking rates.

Stakeholder #9 – Not enough parking spaces during peak times. The power plant must have capacity during peak demand, even though it sits unused much of the time. The capacity is not there. Can we get more parking on the hill?

Stakeholder #10 - Lack of consistent enforcement for timed parking. Safety concerns from angled parking extending too far into traffic lanes. The high school is listed as an overflow during school hours. Residents on the hill are experiencing congestion and parking directly in front of their homes.

10. How do you perceive parking enforcement policies and practices? Are they effective, ineffective, appropriate, overly harsh, or overly lenient?

Stakeholder #1 – Has never seen a parking enforcement officer, and he's been there for 12 years (8 full-time, most of the year). Doesn't have its own police force.

Stakeholder #2 – Has never seen a parking ticket in Saugatuck. Does not have city police.

Stakeholder #3– Thinks what they're doing is effective. Lives in Douglas; can ride his bike if he needs to get around. Doesn't see much parking abuse. People cycle in and out.

Stakeholder #4 – He thinks the parking enforcement is appropriate. He doesn't see many parking problems.

Stakeholder #5– Was not aware of time limits. Has never seen anyone enforce parking. Does not pay attention to existing signage.

Stakeholder #6– There is no parking enforcement. Saugatuck does not have a police department. Has not seen any enforcement. Enforcement can create turnover, but it might not solve a problem. Cars can be moved to another space.

Stakeholder #7 – There is no parking enforcement. There is no police department or security. Given the lack of meters, is enforcement necessary? Has never seen any enforcement. The Allegan County Sheriff is contracted to provide services, but does not enforce. She did not know that there were three-hour spaces.

Stakeholder #8 – There is no parking enforcement. There is no police department. The sheriff is not writing parking tickets. The three-hour on-street spaces are acknowledged, but everyone knows there is no enforcement. People will take the risk of a ticket as the cost of doing business. Not aware of anyone who's received a parking ticket.

Stakeholder #9 – He likes parking enforcement. He has some favorite spaces he uses, parks illegally, and rarely receives a ticket. There is no parking enforcement; the sheriff has been writing tickets sporadically for the last couple of years; he's received a couple. Not sure what happens when tickets go unpaid. The sheriff's department does not go after scofflaws. Fifteen years ago, they had a dedicated enforcement officer.

Stakeholder #10 - Currently, I find enforcement ineffective and overly lenient. If we establish time limits and policies, they must be consistently enforced. Otherwise, they lose meaning.

11. Would you be interested in assigning employees to park remotely during peak season to alleviate parking congestion for visitors and customers?

Stakeholder #1 – Supports enforcement. Doesn't think existing regulations are well understood and not consistently enforced.

Stakeholder #2 – Yes, would like to see more enforcement. Might also benefit from assigning employees to park outside the downtown.

Stakeholder #3– No. He thinks what they're doing now is effective.

Stakeholder #4 – It would be unfair to put this on workers. They are already dealing with commutes and housing affordability issues in Saugatuck. A lot of them live in other Allegan County communities and the west side of Grand Rapids.

Stakeholder #5– Does not know whether parking employees remotely is a good idea. Could park employees at the high school, and they could walk or take a shuttle.

Stakeholder #6– Would add to the challenges of finding people to work. It would add one more layer of bureaucracy to someone's job.

Stakeholder #7 – Assigning employees outside the downtown could make spaces available for visitors and customers, but how do you enforce it?

Stakeholder #8 – Thinks it would be a good idea to park employees outside of downtown. She is from Detroit.

Stakeholder #9 – Requiring employees to park outside of the downtown is a good idea, but how do you force compliance? Also, they do not like it when people put traffic cones to reserve spaces in the public right-of-way. Restaurants should not be allowed to occupy on-street spaces. COVID is over. Why are we still allowing

restaurants to use street parking? This is public space. Saugatuck should promote its parking problem; it's a good problem.

Stakeholder #10 - Yes. Most employees commute into town and must drive, but they should not occupy prime visitor parking spaces during peak season. A designated remote lot with shuttle service would help alleviate congestion. However, any policy must be enforceable to be effective.

12. Are there any best parking practices in other cities that could be implemented in Saugatuck and potentially be effective? If so, what are these practices?

Stakeholder #1 – Charge for parking. Santa Fe, Grand Rapids, and Chicago charge. The interurban system is woefully underutilized. Rode public transportation in Chicago for 25 years. The Interurban system could be improved, more regular, better promoted, and extended hours, etc.

Stakeholder #2 – No.

Stakeholder #3– Interurban operated by its own board; paid for by taxpayers. Becky Crandall runs the interurban. Traverse City does a good job of running parking; they provide diagonal parking. Allows traffic to move faster. Water Street has some angled parking. What about using at least one side of Butler for angled parking? Lucy, Culver, and Griffin might be other opportunities.

Stakeholder #4 – Allegan and Maple at the church - what about a paid shuttle service? Disney handles inbound guests well with its tram system. It could be a source of advertising income that could offset shuttle costs. How do we make the shuttle ride an attraction?

Stakeholder #5– Saugatuck is unique. He's not sure there are any other Michigan cities that run parking as well as Saugatuck. We need to focus on multi-modal solutions, not just car parking solutions. Moving employees to remote parking could help. We could also make it easier for employees to bike.

Stakeholder #6– No. He doesn't have any.

Stakeholder #7 – No. Does not have any examples. Dropping the hammer and writing parking tickets would create problems and not be part of the solution. Need to maintain a friendly, small-town feel. There is no Uber or Lyft in Saugatuck. There are a couple of taxis. The interurban shuts down at night, sometimes at 7 p.m. during the summer and 9 p.m. on weekends, and 11 p.m. on other nights.

Stakeholder #8 – In Grand Rapids, there is a 2-hour maximum, \$3.50 fee, and credit card payment is offered. One can park right in front of the salon and pay, or park several blocks away and not pay. When parking demand is high, people are willing to pay for convenience. Interurban needs to run on a schedule as well as on demand.

Stakeholder #9 – In Fort Lauderdale, there are private and public facilities. City-owned facilities are priced lower. Private companies tend to charge more, like city-operated parking, because they keep the rates down. It's easy to contract it out, but that comes at a cost.

Stakeholder #10 - I believe Saugatuck should approach parking as part of a broader mobility strategy rather than focusing on a single large infrastructure solution. In addition to remote parking, expanded Interurban

service, and stronger enforcement, I believe we should seriously evaluate a regulated golf cart (low-speed vehicle) ordinance.

Many resort and waterfront communities have successfully integrated Low-Speed Vehicles (LSVs) to reduce short in-town car trips. In Saugatuck, many peak-season trips are short, from rental homes to restaurants, shops, or the waterfront, and these are exactly the types of trips LSVs are designed for.

Research in transportation planning consistently shows that lower average vehicle speeds reduce crash frequency and severity. Golf carts and LSVs are typically limited to 20–25 mph, which can naturally calm traffic, an important consideration in our pedestrian-heavy downtown.

From a parking standpoint, smaller vehicles occupy less physical space and can be accommodated in designated compact areas. Communities that support alternative transportation options often see more “park once” behavior. If visitors can park remotely, shuttle into town, and then use a low-speed vehicle for short trips, they are less likely to repeatedly move full-sized vehicles in and out of prime downtown spaces.

This would only work if clearly regulated, with safety standards, designated parking, and coordination between Saugatuck, Douglas, and the township. It is not a standalone solution, but as part of a comprehensive mobility plan, it may be a more cost-effective and character-aligned alternative to investing over \$10 million in a parking structure.

Creative, layered solutions deserve serious study before committing to a single expensive structural fix.