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3 **A RESOLUTION**

4
5 Placing a moratorium on the implementation of a new pay-to-park program along the
6 County-controlled streets and parkways along the Milwaukee County lakefront
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9 WHEREAS, the 2018 Adopted Budget includes a newly created “pay-to-park”
10 program for the Department of Parks, Recreation, and Culture; and
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12 WHEREAS, a pay-to-park program would charge for parking in designated areas
13 that were previously free of charge throughout the Milwaukee County Parks System,
14 including certain parkways and lots; and
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16 WHEREAS, the newly proposed pay-to-park program would also charge to park
17 along the lakefront at Lincoln Memorial Drive and in the parking lots at Linnwood,
18 Veterans, Bradford Beach, and Northpoint Parks, and additional paid parking at
19 McKinley Marina; and
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21 WHEREAS, other parks that border the Milwaukee County lakefront, but not
22 contained in the proposed pay-to-park program revenues include, Doctors, Big Bay,
23 Lake, Cupertino, South Shore, Bay View, Warnimount, Grant, and Bender Parks;
24 and
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26 WHEREAS, lakefront parking has historically been largely free of charge to all
27 residents and visitors; and
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29 WHEREAS, numerous residents and policymakers have expressed concerns
30 that paid parking at the lakefront will be burdensome for visitors, and will
31 disproportionately impact low-income demographics; and
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33 WHEREAS, the Milwaukee County lakefront is considered a crown jewel among
34 the County’s public spaces, and should remain accessible to all individuals, regardless
35 of economic status; and
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37 WHEREAS, policymakers have a duty to ensure that public parks and spaces
38 are attractions that all residents can enjoy, and all parks along Milwaukee County’s
39 lakefront should provide access to free parking to visitors, especially along public
40 streets and parkways; now, therefore,

41 BE IT RESOLVED, that the Milwaukee County Board of Supervisors hereby
42 establishes that street parking along the Milwaukee County lakefront, including Lincoln
43 Memorial Drive, Doctors, Big Bay, Lake, Cupertino, South Shore, Bay View,
44 Warnimount, Grant, and Bender Parks, and all County-controlled public streets and
45 parkways adjacent to the parks along the lakefront, shall remain free of charge to all
46 visitors; and

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48 BE IT FURTHER RESOLVED, that this resolution establishes a moratorium on
49 all future plans for paid parking along the County-controlled public streets of Milwaukee
50 County's lakefront, and prohibits the installation of infrastructure, technology, or
51 equipment that would be used to collect payment for parking along the lakefront streets,
52 unless otherwise directed by the County Board of Supervisors; and

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54 BE IT FURTHER RESOLVED, that this moratorium shall not be lifted without the
55 approval of the County Board of Supervisors.