

Dear Madison Transit and Parking Commission,

I am writing in regard to the proposal to increase parking rates at certain City Parking Utility lots and ramps. While I understand that rate increases are, at times, unavoidable, as a downtown employee who regularly utilizes downtown parking ramps (and has no other choice but to do so), I urge you to reconsider the significant rate increases currently under consideration. In particular, I urge you to reconsider the 0.30 cent per hour rate increase at certain parking garages.

As I'm sure you are well aware, students and downtown employees regularly utilize city parking ramps during the work and school day because, quite simply, there are no other options. While 0.30 cents per hour may not immediately seem like a significant amount, for these users, I assure you that this amount is anything but insignificant. In fact, I'd like for you to consider the financial impact of a 0.30 cent per hour rate increase on such individuals.

Among the information available on the City of Madison's parking website is a comparison of monthly savings for a monthly permit holder compared to the cost of hourly parking. Per the website (<https://www.cityofmadison.com/parking-utility/permits/monthly-parking-permits/monthly-permit-savings>), these monthly savings are calculated based on 9 hours of parking on 22 days per month. Using those numbers, a 0.30 cent per hour increase represents: (1) a daily parking increase of \$2.70 (9 x \$0.30); a monthly increase of \$59.40 (22 x \$2.70); and a yearly increase of **\$712.80** (12 x \$59.40). Please take a moment and let that sink in. A 0.30 cent per hour rate increase for the average student and downtown employee who has no choice but to utilize hourly city parking in these ramps will result in a yearly parking expense increase of **\$712.80**. In a word, that is unconscionable.

As previously indicated, I understand that rate increases are often unavoidable. However, the impact that a proposed increase of 0.30 cents per hour will have is excessive and I implore you to consider alternative rate increases that will distribute the financial burden across a much larger group. For example, I hope you will consider the following (among other) possibilities:

1. Impose separate daytime and evening/weekend rates, with a lesser rate increase during the daytime hours and a higher rate in effect on the evening and weekends.
2. Significantly increase the number of residential and non-residential monthly parking permits available at city ramps and lots.
3. Increase the hourly rate at the State Street Capitol Garage and State Street Campus Garage by a lesser amount while also increasing the monthly parking rate as is currently proposed for the Brayton Lot.
4. Increase parking rates across ALL city parking ramps and lots so that the increased financial burden is distributed across a greater number of individuals.

While these suggestions surely do not encompass the entirety of alternate options the Commission should consider, they offer, at the very least, a starting point for alternative rate increase options that will lessen the significant financial impact on students and downtown employees who simply have no other parking options available that will result if the current proposal is enacted.

Sincerely,


A downtown Madison employee