

CITY OF MADISON
 TRANSPORTATION AGENCY
INTER-DEPARTMENTAL
 CORRESPONDENCE

DATE: June 5, 2006

TO: Transit and Parking Commission

FROM: Bill Knobeloch, Parking Operations Manager

SUBJECT: Parking Retreat Follow-Up

At the Parking Retreat on 5/30/06, I was asked to relate five critical parking issues to the strategies discussed. The issues are:

- Improved utilization of the current parking supply
- Government East Ramp replacement
- Proposed State Street Parking Structure on the Buckeye Lot sight
- Marketing, branding and wayfinding for parking facilities
- Brayton Lot expansion through purchase of adjacent State property

Commission members discussed the positives and negatives of the following parking strategies:

Make no long-term plans and see what happens

POSITIVES	NEGATIVES
What programs do we relate to?	Never right
Coordinate with 2020	Infrastructure (loss of flexibility)
Easy to do	Potential losses of opportunities
Never wrong	Higher cost
Easy adapts, flexible	Plans are not realistic

Remove the city from the off-street parking business and let the private sector provide the service if it is economically feasible (Pure example, allow competition but maintain base)

POSITIVES	NEGATIVES
Residential provided	Impact on transportation (trip generation)
Remove taxpayers' risks	Price will have to go up
Market rates driven by private sector	More poorly maintained surface lots
Announces: "You have to plan for parking."	Real estate speculation
Perception of availability of parking might change	Front load of rates impact on programming
Cost of capital & city financing	Cost of capital & city financing
	Lack of control over number of spaces
	Impact on traffic
	Externalize costs
	General fund loses revenue

Build more parking structures to the point where the public is priced out (price exceeds value)

POSITIVES	NEGATIVES
Accommodates people coming downtown	Parking Utility will go broke
Addresses perception of insufficient parking	Length of time to achieve goal
Capacity would exist	You'll never be right
Puts it into peoples court	TDM
Impact on building setback	Parking Utility couldn't build enough spaces
May limit need to TIF funding	

Keep the number of parking stalls constant and use various funding sources for alternatives (UW Model) Precondition (What is adequate?) Shifting sites around

POSITIVES	NEGATIVES
Switches out high property value sites	We get blamed for everything
Cheap	Lose control of market
Predictable	Would need both parts of the equation (difficult to achieve)
Meets public policy goals at once	
Seems to be working at UW	
TDM opportunities	
Promotes internal circulator	
Creates options for sites	

Use various funding sources to subsidize higher level parking developments and build when needed (communication with public about costs)

POSITIVES	NEGATIVES
Produces more leverage for us	Statement for subsidizing autos
Better ramps/better land use	We'll be providing the least amount of parking for the \$
Spurs development of East Rail corridor	

Create "free" parking by use of other funding sources

The Commission did not discuss this strategy due to lack of time.

Keep building and replacing above ground ramps and surface lots only

The Commission did not discuss this strategy due to lack of time.

Build below ground parking structure only when parkers can support them financially

The Commission did not discuss this strategy due to lack of time.

Building peripheral lots frees us up to:

- Increase revenue (property tax revenue)
- Create development fund
- Partner with Transit
- Create multi-modal centers
- Reduce need for parking
- Disperse parking:
 - Less pollution
 - May reduce congestion
- May improve traffic flow
- Alliant Center parking

The purpose of relating these possible strategies to the 5 critical issues is to develop the best solution. For discussion purposes, the attached table links the strategies to the issues.

Five Critical Parking Issues and Possible Strategies
Transit and Parking Commission Parking Retreat, May 30, 2006

<i>Possible Strategies</i>	<i>Government East Replacement</i>	<i>Brayton Lot Expansion</i>	<i>Proposed Mid-State Street Ramp</i>	<i>Improved Utilization of Available Space</i>	<i>Marketing Signing Branding Wayfinding</i>
Make no plans					
Remove city from off-street parking and allow private sector to provide it					
Build until price exceeds value					
Keep the number of parking stalls constant (UW Model)					

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Use other funding sources to subsidize higher level parking					
Create "free" parking by use of other funding sources					
Keep building and replacing lots and ramps only					
Build below ground parking structures only when parkers can support them financially					