

March 4, 2016

To Whom It May Concern:

I am writing in response to the notification on the City of Madison Parking Utility website that the parking rates will be increasing in 2016.

My main concern is with the amount of the increase itself which is approximately 20% or retroactively speaking 5% per year since the last rate increase which happened in 2012.

A majority of the people using the City of Madison parking are Government employees. Many of whom have not seen wage adjustments in years, in fact, with Act 10 have actually seen cuts to their benefits that have resulted in a cut in pay. This substantial parking rate increase is going to result in a decrease in pay for those Government workers who pay for hourly parking of approximately \$.21 to \$.31/hour and for those workers who pay for monthly parking a loss of \$.12 to \$.23/hour. Government workers provide a valuable service to the public and are important consumers and supporters of downtown businesses. A cut in pay could equate to a cut in business. In addition, parking costs are a huge determining factor when trying to attract talent. An increase in parking costs makes attracting talent to government jobs located downtown that much more difficult.

Further making the issue hard to accept is the fact that the City has hardly any availability for monthly parking and the waiting lists are so long that the City will no longer accept names (as of the date of this letter). In addition, when asked, the City cannot even divulge any information on the waiting list including how many names are on it, and whether or not any openings or movement will come up in the future.

I understand that the City needs to maintain its parking ramps, lots and meters and that many of them are in need of repair, refurbishment or replacement but I believe there are other more constructive ways to accomplish the increase in revenue the City is requesting from the people who utilize parking. I do not think these suggestions are unreasonable and I hope they will be considered at the hearing on March 9th.

- 1) Increase the hourly rates between 5 pm and 7 am
- 2) Increase hourly rates on weekends – Friday 4 pm – Monday 7 am
- 3) Increase one time rates for special event parking (i.e. Farmer's Market, Concerts on Square, etc.)
- 4) Consider programs for people who work for Government agencies like discounts in rate per hour (M-F between 6 am and 5 pm) or discounts in monthly parking costs. This could be, for example, an hourly discount if you park in the ramp for more than six hours a day. Or, if you have more than five years of government service you can get a discounted rate per hour...etc. Perhaps something like this already exists for City employees, if so, can this program be expanded to County and State employees?
- 5) Increasing the amount of monthly spots available to rent in each ramp or lot. Or producing more transparent availability including number of spots rented, number of people on waiting list and potential times of year when there is movement to waiting lists/when monthly parking may become available.
- 6) When repairing, rebuilding or otherwise refurbishing parking ramps or lots please construct more levels in order to add more parking stalls and increase the amount of monthly spots available to rent.

Thank you for your consideration,



Michelle Flood

Subject: FW: Proposed Parking Price Hike

-----Original Message-----

From:
Sent: Thursday, March 10, 2016 2:01 PM
To: Benishek Clark, Anne
Subject: Proposed Parking Price Hike

Hi Anne,

My sister and I own Anthology, a paper and craft shop on the 200-block of State Street. We wanted to share our thoughts on the proposed price hike for special event parking from \$5 to \$8.

The 60% hike seems pretty drastic, so I wonder if \$6 would be more reasonable, paired with a hike in the hourly rates so all ramps are uniform in pricing. Perhaps also the street meter enforcement could be expanded to 7 or 8 PM.

Pay-Upon-Entry can be an unpleasant surprise for those who simply want to get a bite to eat or run in to pick up that book they ordered at A Room of One's Own. It might also have the effect of shifting people to private lots which seem to be increasing in number. Even people who are coming to Overture for the special events have already paid a lot of money for their performance tickets and to get \$4/hour from them for a two-hour performance seems high. Expanding hours of enforcement until 7 or 8PM for street meters might generate extra revenue, spread out across more users, and also mean faster turnover for 30 min and 2 hour spaces (maybe reduce 2 hour meters to 1 hour, particularly in the Overture zone). Overture attendees would be less likely to try their luck with street parking, blocking those who are making a quick trip downtown. As it is right now, it seems that the people who come downtown between 8 am and 6 pm are generating more of the parking revenue, even though people who park outside of those hours certainly benefit from parking just as much.

(My husband also points out that you could fit one and a half cars in a single parallel space, so maybe redraw the lines to accommodate more compact cars).

Thank you for your consideration,

Laura & Sachi Komai
Anthology
218 State Street
Madison, Wisconsin 53703
www.anthology.typepad.com

Subject: FW: Parking rate raises

From: Christa Berce
Sent: Friday, March 11, 2016 2:48 PM
To: Parking
Subject: Parking rate raises

Dear City of Madison Traffic Engineering and Parking Divisions,

I am writing in response to the proposal for the system-wide parking rate modifications.

First, while I understand the need for rises in prices in order to mend and replace certain structures, the rate of increase far surpasses the rate of other increases (e.g. in income, food, etc.) and perhaps reflects poor usage of finances.

Secondly, I would suggest that more specific details are given when spreading the word about price changes. Given that the new rates would go into effect in June 2016, it is likely that they have already been chosen (and should be, for that matter, if notices are being given out to every patron), and it is people of the city's right to know what the proposed rates will increase to before they choose to or not to complain.

Finally, I am challenging the City of Madison to be more transparent in the language used in these types of notices. Rather than calling it a "rate modification," why not call it a more accurate "rate increase"?

For these three reasons I am not in support of the proposal of system-wide rate increases.

Thank you,

Christa Berce

Benishek Clark, Anne

Subject: FW: System-Wide Parking Rate Modifications

From: Darla Flemming
Sent: Sunday, March 13, 2016 12:10 PM
To: Parking
Subject: System-Wide Parking Rate Modifications

Hello:

I would like to voice my opposition to the proposed parking rate increases. As someone who works downtown and parks in the ramps daily, I feel these increases are absurd.

Best,
Darla Flemming
Sheboygan Ave.
Madison, WI 53705

Benishek Clark, Anne

Subject: FW: Downtown Parking Adjustments

From: Sean Scannell
Sent: Thursday, March 17, 2016 2:10 PM
To: Benishek Clark, Anne
Subject: Downtown Parking Adjustments

Good Afternoon Anne,

I understand there are some intend changes to parking in the downtown area. I fully understand the need to adjust prices as time moves on but I hoped I could put in my 'two cents' as the new owner of The Soap Opera, a long standing state street business.

Parking is very important to our customers, especially that it is available 'on demand.' As I understand, someone could pay for an hour of parking, in the metered parking, at 5 pm and stay until the next morning. Having the meters enforced later then 6 pm would mean parking is available to people coming to shop at my store and other businesses that are open later than the current 6 pm enforcement time. This is especially important for us as we are considering staying open later on weekends and the lack of availability of short term parking spaces will have a direct effect on this decision.

In addition, the intended special event rate of \$8 is hard for people coming to shop and dine for just a few hours, so a smaller increase would be better -- or small increases over time to avoid the 'shock.'

Ultimately, if metered parking hours are extended this should help to alleviate a lot of concern for people who are stopping by for an hour or two.

Please do not hesitate to contact me if I can ever be of assistance.

Thank you,
Sean Scannell
The Soap Opera
(608) 921-7420

Subject: FW: Tutto Pasta Restaurant Customer Parking Info

From: Pamela McCord [<mailto:pastapassion305@gmail.com>]

Sent: Friday, March 18, 2016 3:01 PM

To: Benishek Clark, Anne; Sandi Torkildson

Subject: Tutto Pasta Restaurant Customer Parking Info

Dear Parking Committee Members,

As a restaurant owner in downtown Madison, I often hear comments about the cost of event parking from my customers when they are visiting my restaurant for a few hours. Please consider not raising the cost of event park. Also if there was more street parking available for my customers to use for a shorter time then people attending an event, it would be very helpful. We are open until 8:30 and 9 pm most evenings so street meters being enforced longer would help my business and make customers happier.

I meet people other places away from downtown and many say they do not like to go downtown as the parking is too complicated and expensive. I feel if our Madison was much more thoughtful to people to enjoy our downtown and feel also that it is the best and nicest one in the country, it would be a much better, special place!

Hope I hear good things soon!

Pam :)

Pam McCord
Owner & General Manager
Pasta Passion, Inc.
DBA Tutto Pasta State Street
305 State Street
Madison, WI 53703
608-294-1000

Subject: FW: Metered Parking on West Gorham

From: scott@communitypharmacy.coop [<mailto:scott@communitypharmacy.coop>]

Sent: Wednesday, March 23, 2016 1:26 PM

To: Benishek Clark, Anne

Subject: Metered Parking on West Gorham

Dear Parking committee members,

As an worker/owner at the Community Pharmacy on W. Gorham St., I think it would be helpful to our business to have the metered parking enforced until 7pm or longer to keep them available for our customers. Most of our customers drive in to pick up their prescriptions and other items. The short term meters are invaluable in making parking possible in front of our store. Many neighboring retailers are open past 7:00, so later meter would help them also, especially at times when the parking ramps have event parking rates enforced. Thank you for your consideration. I know you have a lot of conflicting interests to consider but this is a big deal for us.

Scott Chojnacki

Benishek Clark, Anne

Subject: FW: Parking fee revision

From: Lu, Alex W - DWD
Sent: Monday, March 28, 2016 1:41 PM
To: Benishek Clark, Anne
Cc: Tolley, Sabrina
Subject: RE: Parking fee revision

Good afternoon Anne, I have some feedback regarding the change in parking fees in the city of Madison. While I support the fee increase for metered street parking and parking garages, I do not support the somewhat drastic raise in fees for people with monthly parking pass for the various garages and lots in the city. For example, I have a monthly parking pass for the Capitol North Garage and I pay \$150 a month because I live in Monona. The revised fee of \$170 a month constitutes a 13.333% increase.

The increase in hourly rates for street and garage parking is justifiable, for example the City of Chicago charges \$2/hr for most areas, \$4/hr for their Central Business District and \$6.50/hr inside the Chicago Loop (this is around the Willis Tower, City Hall, Trump Tower, etc...). However, I believe the increase in monthly parking pass fees for the handful of city garages/lots should not exceed \$10, if any. I can only speak on behalf of the garage that I park in (Capitol North Garage) but I've only seen the "Full" sign once in the past year and half, which leads me to believe that there's plenty of room for people without a monthly pass. I want to say that it is a better idea to charge more for occasional parkers than permanent parkers since permanent parkers also tends to stick around the capital and spend their money in the area, that or they live around downtown and their apartment do not include a parking space. Now if the cost for parking garages are going to increase, I do have some expectations on improvement on said building. For example, the staircase in the Capitol North Garage do not have a drain point at the floor level and it often smells musty after maintenance washes the staircase. Also since the garage is not access-restricted, it often smells like urine due to unruly actions from some people. Whether a drainage can be installed is not something that I can figure out, but it is a suggestion.

In short, I support the increase in fees for hourly parking but not exactly (up to \$10 in increase if it needs to be done) for people with a monthly pass.

Alex Lu
IT Solutions Center
608-261-8357