



Department of Transportation

Traffic Engineering and Parking Divisions

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Date: August 23, 2016
Release: Immediately
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266-4761

PUBLIC HEARING ON PROPOSAL FOR SPECIAL EVENT PARKING AND STATE STREET CAPITOL GARAGE-LOWER LEVEL PARKING RATE MODIFICATIONS

The Madison Transit and Parking Commission (TPC) will hold a public hearing on a proposal to modify the special event parking rates at Parking Utility operated garages and implement an incremental hourly rate in the gated section of the State Street Capitol Garage's lower-level. The hearing is scheduled for Wednesday, September 14th, 2016, at 6:00 PM in Room 201 (Council Chambers) of the City-County Building, 210 Martin Luther King Jr. Boulevard. The public hearing is part of the Transit and Parking Commission's regularly scheduled meeting that begins at 5:00 PM.

People are encouraged to come and publicly comment on the staff proposal. Some key elements of the proposal are:

- Implementing a three-tiered special event parking rate schedule. Pay-on-entry special event rates at Brayton Lot and all Parking Utility garages, except State Street Campus, would be \$8 (tier I) or \$10 (tier II). The pay-on-entry special event rate at State Street Campus Garage would be \$10 (tier II) or \$15 (tier III).
- The gated section of the State Street Capitol Garage Lower-Level is proposed to be \$1 per ½ hour for the first two hours, \$3 per ½ hour thereafter, with a daily maximum of \$30. The purpose of the proposed rate is to encourage turnover and increase availability of short-term parking at this location.
- The special event parking rate change at State Street Campus Garage is proposed to go into effect November 1, 2016. The effective date for special event parking rate changes at other facilities is proposed to go into effect at a later date – anticipated to occur in summer 2017, in conjunction with a separate proposal related to extending on-street meter enforcement hours; this separate proposal will be introduced to TPC at a future meeting, and is not being considered with this proposal and public hearing.
- The hourly rate change at the State Street Capitol Garage Lower-Level is proposed to be effective upon installation of a pay-on-foot machine in the lower-level of the garage.

Additional information and background on the proposal are described in the attached August 10th letter to TPC members, which can also be found on the City's website at <http://www.cityofmadison.com/parkingutility>.

Each speaker will be allowed a maximum of five minutes to present comments at the public hearing. If you cannot attend the September 14th public hearing and wish to submit written comments to the Transit and Parking Commission and City staff, please mail them to: Madison Parking Utility, P.O. Box 2986, Madison, WI 53701-2986 or email to: parking@cityofmadison.com by 4:30 PM on Tuesday, September 13, 2016.



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Date: August 10, 2016
To: Transit and Parking Commission Members
From: Sabrina Tolley, Assistant Parking Utility Manager
Subject: Pay-On-Entry (POE) Special Event and State Street Capitol-Lower Level Rate Change Proposals

Background

Parking Utility staff proposed a parking rate change for Parking Utility lots, garages, on-street, and off-street meters in early 2016. The TPC Subcommittee reviewed the rate change proposal, and recommended at the February 8, 2016 meeting that the special event rate not be increased until additional options to accommodate short-term non-event parking were addressed.

The TPC Subcommittee asked staff to research rates at private and university parking facilities, and do an analysis on the number of special events, the types of events, locations, and number of attendees at events for Parking Utility special event parking. Additionally, the TPC asked staff to provide comparisons of special event rates at Parking Utility facilities to private and university special event rates for nearby locations and event types, and to consider a tiered special event rate schedule based on different event types, locations, and market rates.

In conjunction with considering changes to special event parking, the TPC Subcommittee is exploring the implementation of an initiative to extend the hours of enforcement for on-street meters. Extended meter enforcement hours at on-street meters would provide greater availability of convenient and high demand short-term parking spaces. It will shift longer-term parkers to garages and increase turnover. A separate proposal to extend hours of on-street meter enforcement will be brought to the TPC at future meeting, following additional input and review from downtown alders.

Additionally, Parking Utility staff are looking at options for converting the lower level of the State Street Capitol Garage into a short-term parking area. The lower level of the State Street Capitol Garage has been used in past years primarily for monthly permit parking and contract parking for various weekend/evening uses, and more recently for overflow parking when the upper section filled. The majority of permit parkers have been shifted to the upper level of the garage, and this area was opened to the public for hourly parking (currently credit card in/credit card out only) on February 25, 2016. There are 106 public spaces located in this area, which provides convenient access with entry and exits off of both Johnson Street and Dayton Street.

The proposals below reflect Parking Utility staff recommendations and the TPC Subcommittee recommendations for rates and implementation schedule. The special event rate proposal was approved by the TPC Subcommittee at the July 20, 2016 meeting to forward to the TPC for consideration and public input. Additionally, the TPC Subcommittee approved the rate concept for the State Street Capitol Garage Lower Level, with the request that Parking Utility staff propose a rate, in accordance with the approved concept, to the TPC for consideration.

Special Event Rate Proposal

A review of 2015 special events and occupancies at the State Street Capitol and Overture Center Garages showed that the majority of Pay-on-Entry special events were related to Overture Center and Orpheum events. In general, parking demand, as measured by percent occupancy, was evenly distributed between the two garages during these events. Based on the number of estimated attendees at the events and occupancy percentages, comparison of rates at non-city parking facilities, and the 2016 Parking Utility rate schedule to go into effect on June 1st, staff recommend the following three-tiered rate schedule.

The proposed rate schedule is structured according to the expected number of attendees at a special event and by type of event. For context, the maximum capacity for Overture Hall is 2,200 people, Capitol Theater is 1,200 Orpheum Theater is 1,700 and the Kohl Center is 17,000. Most events would fall under the Tier I rate.

It is important to note that the Pay-On-Entry rate has historically been tied to the evening and weekend max rate, as the POE ticket is valid until 7AM the following day. Having a lower POE rate than the weekend/evening max provides an incentive for parkers intending to stay overnight or longer-term to seek out special event parking to obtain a lower rate. This incentive increases demand by non-event parkers, and rather than distributing demand among the system, further concentrates parking demand during highest demand timeframes. Additionally, event parkers may be displaced to other facilities further away from the event by non-event parkers taking advantage of the lower rate.

Proposed rates:

A description of the three rate tiers for the proposed special event rate schedule is provided below.

Tier I - \$8.00

1200 – 2999 expected attendees: this would apply to the vast majority of Pay-on-Entry special events at Overture Center Garage and State Street Capitol Garage. Events not specific to a venue or that are downtown area community events (Shake-the-Lake, Concerts on the Square, etc.) would also fall under this tier.

Tier II - \$10.00

3000 – 9,999 expected attendees: this would apply to a few event days per year at Overture Center Garage and State Street Capitol Garage when there are sell-out or near sell-out events occurring at the same time at Overture Hall and Orpheum Theater. At State Street Campus Garage, this tier would apply to Kohl Center events with under 10,000 expected attendees, such as concerts and other events.

Tier III - \$15.00

10,000+ expected attendees: this tier would apply to specifically to the State Street Campus Garage during highly attended Kohl Center and Camp Randall events. UW Men's Basketball, Men's Hockey, and Football would generally fall under this tier.

Proposed effective dates:

Tier I and Tier II (with the exception of the State Street Campus Garage, which is proposed to be effective on November 1, 2016) rates to be effective upon implementation of extended hours of on-street meter enforcement. It is anticipated that this change would occur in spring to early summer of 2017 if an ordinance change to extend on-street meter hours is approved by the Common Council in late 2016.

Tier II and III rates to be effective at State Street Campus Garage on November 1, 2016.

State Street Capitol Garage – Lower Level Rate Proposal:

The lower-level of the State Street Capitol Garage is comprised of two bays of metered parking, and a separate gated area, which has traditionally been used for monthly permit parking. This location provides the most convenient access with vehicle entrance and exit from both Dayton and Johnson Streets, and street level pedestrian access, in addition to stairwells providing access one level down to the bays within the gated area. This location provides an opportunity to address the need for additional short-term, convenient parking in the State Street area, and better utilize the facility. To provide turnover and availability for short-term parkers, the proposed rate schedule is intended to discourage special event parkers and longer-term parkers of more than two hours from parking in the lower level of the State Street Capitol Garage.

In addition to establishing a rate schedule to create a short-term parking area, a pay-on-foot station and cameras will need to be installed so that patrons can pay with cash or credit-card. Wayfinding and informational signage will also need to be installed.

Proposed rate:

\$1.00 per ½ hour for the first two hours, \$3.00 per ½ hour thereafter. Daily max of \$30.

Proposed effective date:

Effective upon installation of a pay-on-foot station in the lower level.

Press releases and informational communications will be issued in advance of all implementations to notify the public of the changes and upcoming implementation dates.