

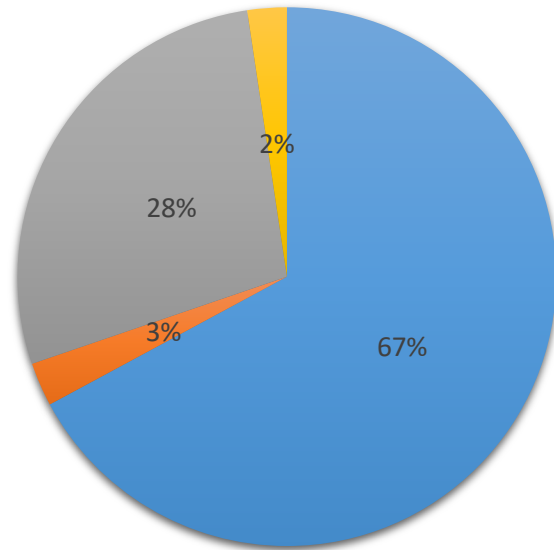


# PARKING DIVISION

2024 RATE INCREASE – PARKING FACILITIES



## Revenue



- Garages
- Meters-Off Street
- Monthly/LT Lease
- Other

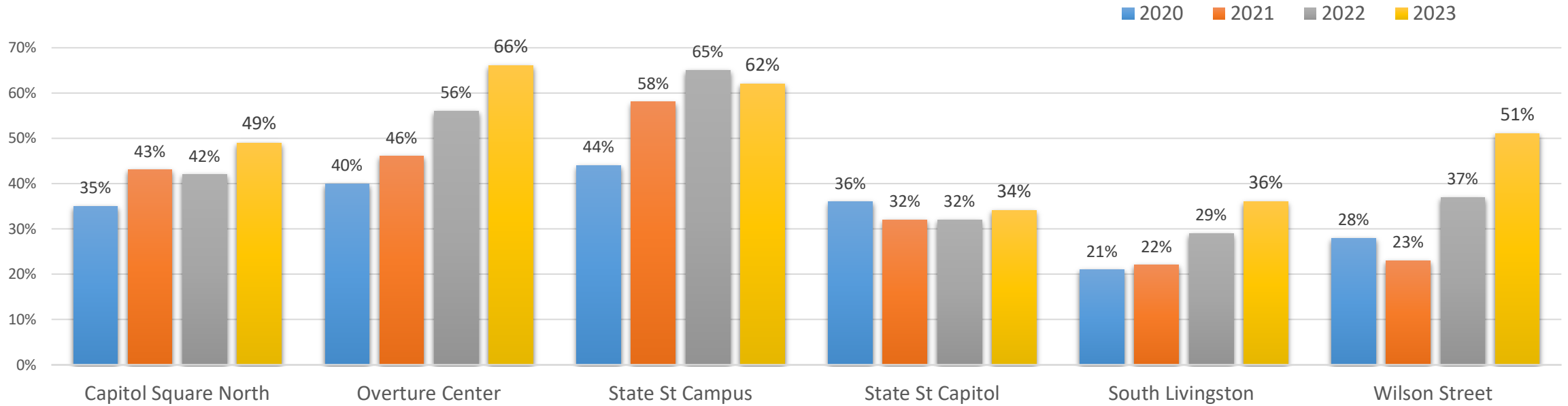
## BACKGROUND

- Rate changes have typically been implemented every three years to address revenue needs to support the system and future improvements/new facilities, balance system demand, and encourage other modes of transportation.
- Rate changes have historically been on a three-year rotation.
- The last rate change was in 2018.
- On-street meter rates are priced higher than off-street parking rates
- Periodic rate increases help develop reserves for replacement of garages and other capital projects.

## Proposed Rate Increases

Location	Ave Peak Occu	Spaces	Hourly		Monthly Daily	Monthly Daily	Monthly Evening	Monthly Evening
			Rate	24/7	Resident	Non-res	Res	Non-res
Capitol Square North	42%	603	1.20	215	150	170	65	75
<b>Capitol Square North - Proposed</b>			<b>1.50</b>					
Overture Center	52%	609	1.00	220	150	170	55	65
<b>Overture Center - Proposed</b>			<b>1.60</b>	<b>240</b>	<b>180</b>	<b>200</b>	<b>65</b>	<b>75</b>
South Livingston St	27%	617	0.80	140	92	105	42	48
<b>South Livingston St - Proposed</b>			<b>1.20</b>		<b>100</b>	<b>115</b>		
State St Campus	57%	1053	1.50	250	180	210	90	105
<b>State St Campus - Proposed</b>			<b>1.80</b>	<b>275</b>	<b>200</b>	<b>230</b>	<b>110</b>	<b>115</b>
<b>*State St Campus – Proposed w/Lake Closure</b>				<b>325</b>				
State St Capitol	34%	775	1.20	240	150	180	70	85
<b>State St Capitol - Proposed</b>			<b>1.50</b>	<b>250</b>	<b>190</b>	<b>200</b>	<b>80</b>	<b>95</b>
Wilson Lot		50			135	155		
<b>Wilson Lot - Proposed</b>				<b>200</b>	<b>155</b>	<b>175</b>		

## Average Peak Occupancy

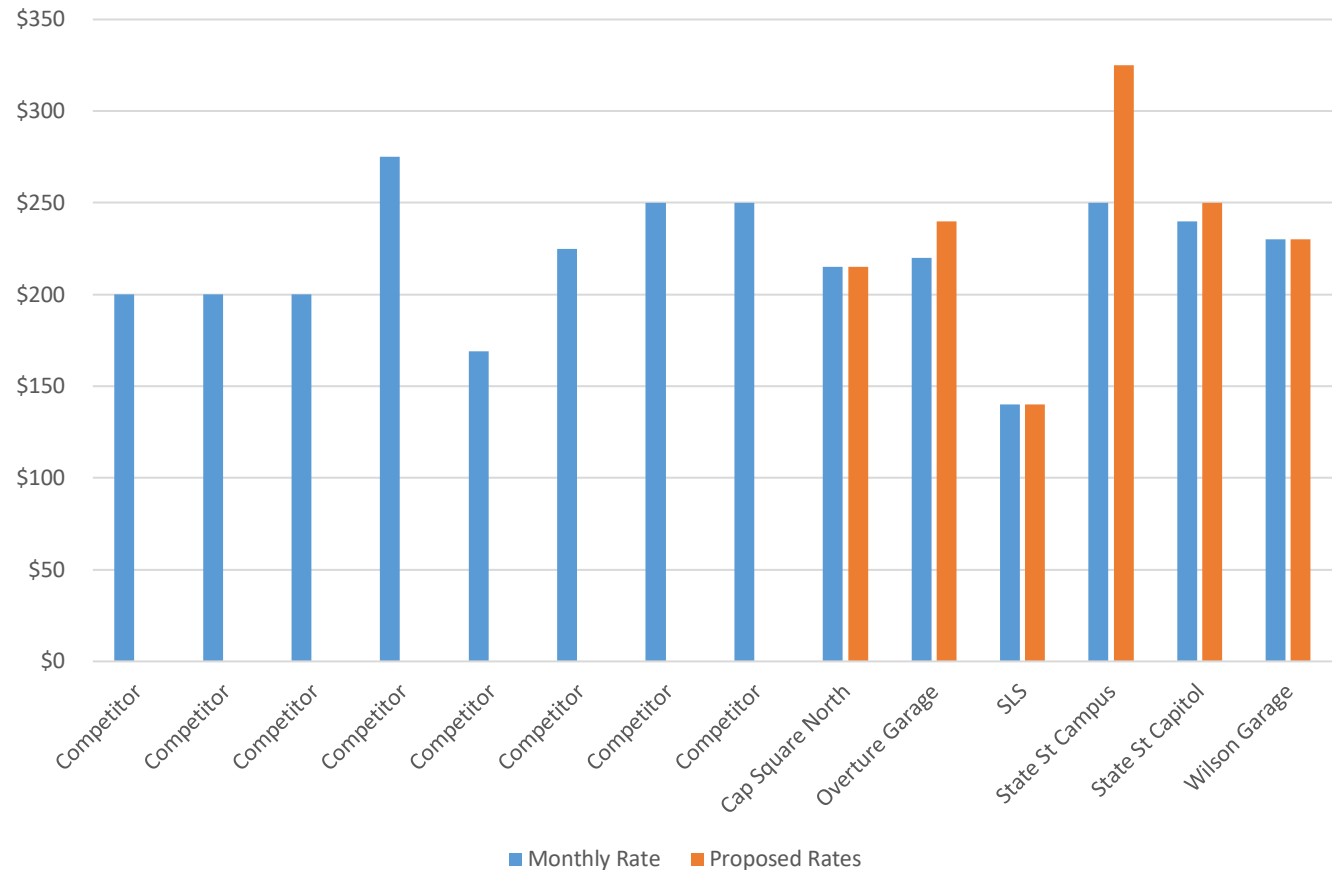


AVERAGE PEAK GARAGE OCCUPANCY RATES 2020 - 2023

# 24/7 MONTHLY PARKING RATES

- State St Campus and Wilson Garage have highest nearby competition
- Lake St Garage closure will eliminate 529 spaces
- No monthly rate changes at Cap Square North, South Livingston, or Wilson Garage
- Anticipate increased demand at State St. Campus, Overture, and State St. Capitol with Lake Garage closure.

24/7 Monthly Parking Comparison Rates



# SPECIAL EVENT PARKING RATES

- Current rate set at \$8 maximum, regardless of the event size or impact on a facility.
- Nearby event rates range from \$15 - \$40.
- Event parking demand is highest at State St. Campus, State St. Capitol, and South Livingston Garages.
- Below market rates discourage using other transportation options.
- Special Event or Pay on Entry (POE) would begin two (2) hours prior to the start of the event and are valid until 7a the next morning.

Tiered System	Price	Attendees	Triggers
Level 1	\$10.00	1,200 – 2,999	<ul style="list-style-type: none"> <li>• lower impact special events that trigger POE</li> <li>• downtown area community events (Night Market, Concerts on the Square, etc.)</li> <li>• not venue specific.</li> </ul>
Level 2	\$15.00	3,000 – 9,999	<ul style="list-style-type: none"> <li>• sell-out or near sell-out events, or multiple events occurring at nearby venues.</li> <li>• South Livingston Street and State Street Campus Garage, this tier would apply to events with under 10,000 expected attendees, such as concerts and other events.</li> </ul>
Level 3	\$20.00	10,000 +	<ul style="list-style-type: none"> <li>• apply primarily to State Street Campus Garage or South Livingston Garage during highly attended Kohl Center, Camp Randall, or nearby venue events.</li> </ul>