



City of Madison
Proceedings - Final
TRANSIT AND PARKING
COMMISSION

City of Madison
Madison, WI 53703
www.cityofmadison.com

Tuesday, February 14, 2006

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)
(After 6 pm, use Doty St. entrance.)

Items presented in the order they were listed on the agenda although some items were discussed out of order.

Present: Ald. Kenneth Golden, Ald. Noel T. Radomski, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Chris R. Carlsen, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Diane L. Paoni and Kenneth M. Streit

A. Call to Order

Chair Durocher called the meeting to order at 5:02 PM.

B. Approval of Minutes - 1.10.06

A motion was made to Approve the Minutes Wong asked that the minutes be checked and corrected for votes that don't list who moved and seconded and any other recording irregularity. The motion passed by acclamation.

C. Public Appearances

There were no public appearances.

D. Transit and Parking Reports

D.1. [02945](#) Parking December 2005 Revenue Report

Bill Knobloch said that this is the year-end wrap up. The 2005 numbers are not finalized; they might be tweaked. The report also includes financial analysis and data about occupancy. The trend of having a somewhat soft demand continues. December amounts are down 1%. This shows some softness in demand, not an incredible amount. Wong asked if the historical information with the charts will be a regular feature. Knobloch said it is an annual feature. Every ramp is noted. The PARC System can provide a printout every half hour of what's going on in each ramp, including time of day and how many hours a day each facility is full or near full. Wong asked about the Government East (GE) data. When he parked his bike at that facility some years ago, it was almost always full by 8:30 or 9:00 AM. That is not reflected in the chart. Knobloch said that GE was in maintenance 3 months last year and maintenance will start in good weather again this year. During those times, the full light will go on by 9:00 AM. It used to be usual that the full light would go on at 10:00 and the ramp would stay full until around 2:00 PM. Wong asked if the Commission could get a mid-year report. Knobloch said that the information is available; the Utility would just have to run the report because it isn't usually done mid-year.

Paoni asked for some historical data about rate increases. Knobloch said the

last increase was January 2003. Rates haven't increased in over 3 years. Paoni noted that the occupancy rates going down couldn't be attributed to raising rates. Knobeloch agreed - not in the last three years.

Wong moved and Sanborn seconded to accept the report. Passed by acclamation.

D.2. [02947](#)

Metro YTD Financial and Performance Indicator Reports

Catherine Debo said that this is a preliminary financial Report. The final report will be made after the audit in March or April. Performance indicators are included. Ridership, at 11.8 million is at a 20-year high. One chart compares ridership and revenue in the period since fares were increased (Sept-Dec.'05). Rides and revenues have increased in most fare categories. The performance indicator reports are also pre-audit. Reports pre and post audit are usually pretty similar.

In addition to the usual information, some maps and other information were included with this report:

- One map shows service levels Metro provides within a quarter mile of residences. Data from the last census indicates that Metro provides service to 97% of the population. Between census reports, Metro tracks proximity of routes using housing units. Metro serves about 90 % of housing units in Madison. Serve means that there is a route within a quarter mile and a stop within a reasonable distance. That has fallen from 94%, attributable to the fact the city is growing through annexation and new developments, but not providing funding for expansion of route services. A second map shows areas where only commuter service is located and other areas where some service is provided all day long.
- Information about the Verona service that began in September. Metro is encouraged by the trend.
- A year-end report for the City of Madison employee bus pass program. This program has exceeded expectations.

Sanborn said that when TPC was debating raising fares, Metro made projections and has exceeded projections. During that time, there was also a major increase in gas prices. Sanborn wondered if there were a way to see how Metro would have come out with the fare increase but not the major increase in gas prices. Debo said there is no way to sort it out. Metro experience is that transit doesn't lose riders when fares increase. But Metro does attribute the large bump in ridership this year to increased gas prices. Sanborn asked if Metro has an internal model about the effects on ridership of gas price increases. Debo said no, but when she worked in Burlington, if there was a great increase in gas prices there was an impact but not if gas prices crept up slowly. Other transit systems experience the same. Wong said he has seen an econometric model that says if gas prices go up a certain percent then ridership will go up a certain percent. When he plugged in numbers, it was true to what Madison has experienced. Wong was concerned about Debo's statements regarding ridership going up no matter what. He believes it is the gas prices and unlimited ride pass agreement increases. Debo agreed that those are factors.

Wong asked about continuing the report showing a breakdown by fare types. Debo said it takes Sharon Persich a long time to produce that report, and it was

not intended to be produced forever. Metro would like to stop providing it either now because the Commission has an idea of the impact of the fare increase or stop it in August when there is a full year of information. In the future when there is a reason, such as another fare increase, Metro can produce the report again. Wong said he found this report to be very useful so he would like to see it monthly or at least quarterly. He thought that with the new farebox data, it would be easy to produce this type of report. Paoni agreed she would like to see this report past August.

Paoni also wondered if the Commission could receive maps with different visual breakdowns such as frequency of routes. To just show routes can be misleading since service every 15 minutes versus 6 times a day would look very different. Debo said that maps showing the frequency of route service could be produced in connection with proposed service changes.

Debo said that Metro will be conducting four surveys in unserved areas. Paoni said she would like to encourage Metro to survey people riding on the bus. Debo said on-board surveys could cost \$500,000 and that Metro will be soliciting feedback broadly through Listening Sessions, on the Website, and through Customer Service feedback. Proposed routes and schedules will be located at libraries and other places so a variety of people will have access in addition to the website. Paoni said that during the re-certification review this past summer, it came up that it has been some time since Metro has done even a small on-board survey. Paoni felt the funding source is trying to communicate that on-board surveys are something they'd like to see Metro do. Debo said that Metro has been broadly soliciting feedback in a variety of ways over the years.

Wong wondered about the rule that within $\frac{3}{4}$ of a mile of fixed routes, paratransit services will be provided. If there is route restructure that makes routes quicker and a straighter shot, could this affect paratransit service? Debo said that is has happened in the past and that when all of the changes are mapped, they will see what effect there might be on paratransit service. At present, there are no known differences from the present service area.

McCabe moved to accept Debo's report; Streit seconded. Passed by acclamation.

E. Old Business

E.1. [02951](#) Status Report: West/South-Side Route Restructure

Debo said that route changes planned for the Fall of 2006 will reduce duplication, find efficiencies and maximize ridership potential in Metro service. Sharon Persich, Transit Planning and Scheduling Manager, and Colin Conn, Transit Scheduler, presented the planned route changes using route maps. Currently planned service improvements include:

- Significant improvement in service design for Middleton - with intro of NWTP
- Significant improvement in service to Hilldale re-development with re-routing of Route 2
- New connecting service between STP and ETP
- Simplification of Route identification and patterns:
 - o Route 6 - by ending it at WTP, and designating a new Route 67 for connection between WTP and West Towne Mall, we obtain a significant reduction in "vias"

and use Route numbering instead.

- o Route 5 - by splitting two "vias" into two routes with separate ID #s.
- o Routes 40 and 47: by consolidating service on Grandview rather than splitting it between Grandview and Todd Drive for greater consistency of service in the Arbor Hills area.
- o Routes 8 and 15 - by discontinuing Route 8 on the far west side and expanding Route 15 to operate all day (rather than commuter hours only), there will be greater consistency of service in that service area.
- o Routes 21 and 27 - simplification and greater consistency of service on the northside with re-introduction of Route 21 all day-long and discontinuation of Route 27 north of the north transfer point.
- o Routes 41,42,43 - will be discontinued and replaced by Route 16 on the southside and augmented by Routes 11/12, providing simpler, more consistent pattern of service on the southside.
- Introduction of direct connection from WTP to west campus, using Route 11.
- Introduction of direct connection from STP to campus, using Route 49 (replacing segments of current Route 27);
- ETP Park & Ride lot;
- New South Campus Loop connecting new dorms and offices to other campus areas;
- Increased frequency off-peak on University Avenue at Capital Avenue and beyond;
- A higher level of service at Sheboygan Avenue - where overloads tend to occur;
- Added service on Fish Hatchery;
- Potentially - greater similarity between weekday and weekend service.

Paoni said what would be helpful in the future is to size the change in terms of minutes. Conn said that is difficult to time until the buses actually use the routes. Most time changes are a minute or a minute and a half. Paoni said that some changes look bigger.

Wong said one issue is that there is a lot of development near the South Transfer Point south of the Beltline but it is difficult to get to that area in a timely fashion. Debo noted that it was a quick presentation with a lot of information. She passed out some written information that the Commission could study. Durocher noted that some routes on the north side and Allied Drive would be clipped or commuterized to serve only during peak hours. He was concerned about how that would affect paratransit service. Debo said that because there is other all day service in those areas, there should not be any impact on paratransit service. Conn said that the changes cut a total of 38 hours and 10 buses. Debo noted this would have a big impact on the Metro 2007 budget.

E.2. [02949](#)

Transit Update: CITGO fuel, shelters on Capitol Square, discussion w/ other communities regarding transit service expansion: Sun Prairie, Oregon/Stoughton, Cross Plains, and McFarland

Susan DeVos, 626 Gately Terrace, spoke about issues listed under E.2. She is a member of Madison Area Bus Advocates. Fuel costs are much higher than anticipated and could lead to more fare hikes or service cuts later this year. Endorsing the idea of taking advantage of CITGO's reduced cost fuel to other areas would not cost the TPC anything and could save painful situations later in the year. She suggested getting a Federal representative such as Feingold involved and partnering with other transit system like Kenosha.

Transit disregards consumers by supporting the removal of 3 bus stops from the Square. TPC voted to keep the stops even though there isn't money to replace their shelters. Four shelters will be torn down and replaced, but three others will not be replaced. It appears the situation is one of money and city policy. DeVos would like to see the TPC do several things:

- set a policy of replacing bus shelters if money can be found
- suggest that shelters could be replaced with less expensive shelters than those that already have funding
- private donations could be used to replace shelters without funding
- don't tear down shelters until private funding is sought to replace them

Debo referred to the memo from Ann Gullickson about the CITGO fuel issue that was included in the packets. She said it was important to remember that Metro has been offered nothing. Many municipalities have gotten heating fuel deals, but Metro has found no locality other than Chicago that has been offered a deal for transit fuel. Although the whole issue has died down, Metro is trying to keep on top of it. Metro is certainly open to possibilities, but there is nothing - no local offer, or action in the Chicago area at present.

Debo said that right now the capitol budget provides for funding for replacing four shelters. The city would be interested to see about getting funding for more. It is possible that in the future, advertising revenues would provide money to replace up to 7 shelters on the square. At the next TPC meeting, members will see a charter ordinance change being proposed that would allow Metro to seek bids for new shelters and advertising. There are no current plans to tear down shelters or do anything. The funding is only there to replace four shelters, but there is no plan to remove any of the 7 shelters at this time that Debo is aware of. The issue is sitting for a time while the focus is on other things.

Metro is currently involved in discussions about transit service with other communities, including Oregon/Stoughton, Cross Plains, and Sun Prairie and is soon to meet with McFarland. There is no further information to report at this time.

F. New Business

F.1. [02948](#) Overture Center Bagging of City Parking Meters

Two registrants wanted to speak on this issue:

1) Rudy Lienau, 1214 Painted Post, is the Director of Theater Operations and Facilities for the Overture Center. He appreciated Bill Knobloch's work and keeping Overture in the loop. The Overture wants to do their share in supporting downtown parking. They feel the recommendation as proposed by the Parking Utility is a fair one.

2) Robbie Webber, 2613 Stevens Street, was thrilled that Rudy feels that way. She was bothered that when the Overture was built, they did not include places for their performers if they knew that was a need. Overture should pay for parking just as everyone else does. These meters on the street that get bagged are the short term parking that doesn't cost \$4 and is really needed by people just running in to a business. If Overture bags them, the fair thing to do is pay for

them. She supports the staff proposal.

Paoni asked if to achieve what's in the staff report, the City Council would need to change the law. Knobeloch and Webber can work together on that. There will need to be a change to MGO 12.1425, which is no parking zone for special events. It states that with a permit, bags are free. The staff proposal is a compromise to that. The proposal states that meters on streets that have been closed are free. But the meters bagged on streets that are kept open must be paid for. It will make special event sponsors think about how many meters they need and how many days they will need them. Venues will be charged the same fee as anybody else. This won't start immediately; a good starting date is around July 1st so acts who are booked already won't have to pay new fees.

Knobeloch clarified that 10% of revenues from the all hoods and street meters goes to the general fund because of resolution a few weeks ago. The rest of the hood revenue goes to the Parking Utility. The revenue generated from a paid hood or a street meter in use all day is very close to the same amount.

Streit moved to adopt the staff proposal and for Knobeloch to come back to the Commission if any is any need to provide language for an ordinance change. McCabe seconded. Passed by acclamation.

F.2. [02952](#)

Materials for Retreat

The TPC Retreat is scheduled for Saturday, February 18, 2006. Durocher expressed concern that Sanborn cannot attend since he is new. Hoag also cannot attend, and Carlson resigned from the TPC and won't be there. Wong cannot go until later in the day. However, rescheduling would be impractical. It's difficult to find a time when everyone can get together, and Metro has already paid for the facility and food. This retreat is focused mostly on transit. It would be possible to have another retreat focused more on parking, although any issue could be discussed. Paoni reminded people that the Commission voted to have two retreats before June of this year.

F.3. [02701](#)

Authorizing the Mayor and City Clerk to enter into an agreement with Dane County to provide \$19,280 in assistance to Metro Transit for transit information services, promotion efforts and operations for the calendar year 2006; and \$12,850 to the Madison Area Metropolitan Planning Organization (MPO) and Planning Unit to support the 2006 County Specialized Transportation coordination activities for the calendar year 2006.

A motion was made by Streit, seconded by Ald. Radomski, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation

Present: Ald. Noel T. Radomski, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe, Diane L. Paoni and Kenneth M. Streit

Excused: Ald. Kenneth Golden, Chris R. Carlsen and Kevin L. Hoag

G. Public Hearing - 6:00 PM

G.1. [02811](#)

Parking rate increase proposal for 2/14/06 public hearing

Durocher said that the hearing had been publicly noticed. Registrants had five minutes each to speak.

1) Sandra Torkildson, 1214 Elizabeth Street, wants some consideration on the special event fee. She has run A Room of Ones Own bookstore for almost 32 years. There are hundreds of special events every year, especially during the holidays. People going downtown for something other than a special event do not want to pay \$4 for a half hour visit to a store. It is a problem she hears from customers all the time and that she herself experiences. It hurts businesses.

She suggests two possible solutions:

- 1) People entering the ramp during the two hours prior to the special event pay the special event fee on entrance. If they leave at a time other than the end of the event, perhaps they could get a coupon for a dollar off the next time they park.
- 2) There could be a two-hour limit on the lower ramp floors to encourage all day parkers to park further up in the ramp. This is done in the ramps in downtown Milwaukee; people are not allowed to park on the lower levels until 9:00 or 10:00 AM. Then the lower levels can be quick, convenient parking for people who are downtown for shorter durations. This would require some enforcement, but it could be done. It wouldn't cost much other than signage and enforcement.

Wong said that the problems with people not going to special events getting stuck paying special event rates exist whether the fee is \$3 or \$4. Paoni asked if the Overture hooding meters impacts businesses. Torkildson said that has been happening since the Civic Center was there. It does have some effect, but they do put up signs when the hoods are not in effect, such as at night. The signs could be better. Other people consider the hooding a bigger issue. However, if there were quick, convenient parking on the lower levels of ramps, it could alleviate complaints about the hooding too.

The MATC ramp has two entrances - one for the lower levels that have shorter term metered parking and one for the ticketed upper levels for short or long term parking. It is difficult to do that at other ramps that aren't separated like that. Torkildson said perhaps it would be possible to do it just by enforcement. Post signs about short-term parking on the lower levels; mark the cars and ticket people who are still there after two hours. It would not have to be done all the time, just enough so that people would know they are taking a chance on getting ticketed if they park too long on lower levels.

2) Susan Schmidt, 210 Marinette Dr., spoke representing DMI, 615 E. Washington Avenue. DMI has been researching other downtowns the last few years to learn about how they approach parking challenges. Innovative things in other communities have changed the perception that there is no parking available. DMI is very serious about changing that perception in Madison, but we have to communicate to the public where the parking is. We also have to focus on the parking experience. Right now it is negative. Charging more for a negative experience will keep people from going downtown. DMI proposed that the city go ahead with the increase but look into a parking marketing plan that will help make parking downtown more positive before the next increase. Once we have changed the experience we can market the change. Parking should be friendly, not free. Parking is the first and last experience when visiting downtown. The business improvement district oversees the ambassador booth program downtown in summer time. The most asked question every day is "I can't find my car." People park and go wherever and then get confused. There needs to be

signage that makes sense to people.

3) Patricia Jacobson, 418 ½ Roosevelt Street, Rio said she is a student and can't afford higher parking rates. However, her main concern is security. She knows of 3 students in the last 10 days who had parked cars burglarized during the day. The police and parking booth workers both say there is no security. When she called a city office, she was told there is security. She is paying over \$1000 a year to park her car in an unsecured area.

4) Carrie Ferguson, 6161 Dell Drive, passed out a sheet of calculations regarding the proposed increases. The percentage of increase ranges is generally above 20 %. Most of the people using ramps daily are government employees. As a state employee her salary has not increased 20%, but she still has to pay for parking. The reason for the increase is the proposed Mid-State Street ramp and the replacement of the GE ramp. These are capitol projects and should not be funded by current revenues. The city should create a capitol budget plan and bond for the projects. Then rates at structures that are created would pay off the debt and upkeep on those new ramps. She would not expect current ramps to have to fund other ramps. She also wondered why non-resident rates were allowed since those people were not paying into the city taxes. In addition, parkers unable to get a monthly space through no fault of their own have to pay higher daily fees. She also feels that having the public hearing on Valentine's Day created lower turnout. Special event rates are hurting MATC students because a lot of people are parking there for the Overture. Perhaps entities holding special events could be assessed a fee rather than the people parking, and that could be built into the price of event tickets.

Knobeloch said that the bonding rules require pledging system wide revenue. No bond underwriter would allow one ramp to be the sole revenue source for a bond.

5) Alexis Turner, 4470 Hillcrest Drive, is a parking ramp cashier speaking on her own time. She felt there was a lack of information getting out to people about the public hearing. A very limited number of flyers were available for her to hand out to customers, some of whom she would only see once a week. Later, during a special event, she ran out of flyers to hand out. The reasons for the increase are there, but people have been saying the increase seems high. Daily parkers are going from \$6.60 to \$8.80 or more. Perhaps have more park and rides. There also needs to be an improvement in signage.

6) Troy Thiel, 2514 Chamberlain, a member of the city's Downtown Coordinating Committee and has worked on parking issues in other localities. Independent businesses are the character of downtown Madison. These businesses often operate on a small margin. A small change could mean they are not in business next year. A lot of people utilize parking in their business to attract consumers. There is a lack of equity for downtown businesses because of parking. Extending hours that parking fees are enforced could make people stay at local cafes on the East or West sides rather than going downtown. If they are not working downtown, they could stay away. There needs to be a master parking plan - getting long term parkers to the top levels of ramps is good idea. There should be an increase in bike racks. Use other strategies to get people downtown. Have the incentive of free parking after 6:00 PM, free Sundays or an occasional free Friday. Raising rates is not the only way to raise revenue.

7) Tim Rupinski, 1630 Fordem Avenue, is a state employee opposed to the rate increase. Hourly rates are going up 21 to 29%. His wage increases are significantly lower than this. Perhaps some of the parking congestion could be alleviated by moving employees from the downtown State Office Building to other locations. Although that would hurt downtown businesses. Wong asked if Rupinski doesn't think there should be a rate increase, where should the money for the proposed projects come from? Rapinski felt the projects should be financed by state income tax because then the cost would be spread across more people and be a more progressive tax.

8) Robbie Webber, a member of the City Council, spoke neither specifically in support of nor opposition to the parking rate increase. (Members of the City Council are not limited to five minutes.) An increase in parking rates is necessary if the Parking Utility plans these construction projects. However, she doesn't think the money should be used for Mid-State Street ramp. People only feel it is necessary because there is a perception that there is not enough parking downtown, and people don't want to walk more than a few blocks from parking to their destination. The Overture ramp is essentially empty during day; others are empty at night. Some suggestions to improve the experience of parking downtown:

- a) The parking utility should fund a bus shuttle between parking ramps and the lower State Street area.
- b) Have a real time online inventory of how many spots are available. That information should be available because the gates know when a ramp is full. Then savvy people could go online when they are going downtown and see where there are spaces. It would be nice to be able to check before leaving home. When a ramp is full, information about another ramp with space and a map to it could be given.
- c) Directions to available parking should be given when people show up at a ramp . If someone pulls up to a ramp and it's full, there should be a paper telling them where there is space and how to find it. There could be better signage directing people to parking.

Webber really opposed raising the special event fee. Predictability is the key issue. When people go downtown, they can't predict what parking will cost. They think it is one price, but then it is more because of a special event fee. This makes parking an unpleasant experience. If people go downtown for one thing, they might stay and patronize other businesses. But if they perceive that parking is too difficult, they won't go downtown in the first place. Sanborn pointed out that not raising the special event fee wouldn't make parking more predictable. That issue needs to be addressed as well.

Paoni asked how this shuttle idea would be different than shuttles in the past. Webber said that now with the Overture and Kohl Center, the shuttle would need to run nights and weekends as well. One way to pay for shuttle fares is if someone has a parking stub, they can ride the shuttle free. It could be free all the time, but the economics must be looked at. Another idea is to make the shuttle so cheap that even people not parking in the ramps would use it. The Parking Utility could pay for the shuttle as long as the main purpose was to support the ramps. Paoni said that perhaps there could be a telephone hotline to find available parking in addition to the online version.

White wondered how to go about pursuing the shuttle idea if the Commission

chooses to. Webber said the Mayor's Office is already looking into it. Durocher announced that Scott Herrick, 505 Walton Place, did not register to speak but did leave a handout.

Sanborn asked Knobeloch to reiterate information presented in previous meetings about the parking rate increase proposal. Knobeloch said there were originally three reasons for a proposed increase: 1) construction of a Mid-State Street ramp; 2) replacement of the GE ramp; and 3) the fee on parking spaces in the downtown area. The fee on parking spaces has now been implemented and 10% of the gross revenues for all parking meters goes into the general fund. The city now has to contemplate if the Mid-State Street ramp will be built and when to replace the 1957 GE ramp. It either needs to be replaced now or start replacing slabs which is more expensive. If those two projects still outstanding were not done, the Parking Utility would not need a rate increase. At some point the reserves will run out and at some point something must be done about GE. The last parking rate increase was January 1, 2003, and there was another rate increase of the same magnitude two years before that. There was a planned increase on January 1, 2004 that was put on hold, so it didn't happen.

Wong asked about decay dates for ramps other than GE. Knobeloch said other ramps are in pretty good shape; GE is the only one of concern at this time. Engineers have said it will cost \$15,000 per space to replace GE with a 1000 space entity if all the parking is above ground. If GE is rebuilt as a multi-use structure with parking below ground and condos and retail up above, the cost increases to \$30,000 or \$40,000 per space. Wong asked if the estimates take into account developing the MMB space for use while GE is being rebuilt. Knobeloch said at the last TPC meeting, Alder golden made a motion that a Request for Interest for development on the back lot of MMB lot be sent out. After that meeting, the Parking Utility found that the Hilton has the right of first refusal for that lot if a hotel is built. The city has contacted the Hilton, and they are deciding what they want to do. If there were construction at MMB, the cost of that would have to be added to the \$15 million cost of GE. However, that is a better plan than leaving customers who park at GE without an alternative.

White said that a twenty percent increase over three years is reasonable. Perhaps the only issue that needs further discussion is special event parking.

McCabe said that the increase should be accepted now because the GE problem isn't going to go away. It will just cost more later. She also supported the idea of future parking being built underground. She asked Knobeloch to talk about whether CDA would have less expensive bonding. Knobeloch said at the time the Capitol Square North ramp was built, CDA bought the air rights for \$5 million. The development fell through, and the Parking Utility bought the air rights back. Bonding through CDA would not be a significant savings. The Parking Utility wants to protect its reserve; the less money it has to borrow, the better. McCabe liked the ideas about marketing and making parking a positive experience. She felt the increase would be more palatable if the Parking Utility could say we are working towards a shuttle and other positive changes.

Knobeloch said that Metro and Parking staff met to discuss the shuttle. They decided on routes, and it is being priced out now. The Parking Utility only gets money from parkers, no other source. So the shuttle would have to be paid for by users. The Utility expects to generate new parkers with the shuttle. It would be

financially draining if all the shuttle did was move parkers from higher priced ramps. Knobeloch is looking into getting a SWOT analysis done for the Parking Utility. The whole of the parking situation can be looked at in the SWOT analysis, such as street meters taking credit cards. As meters get more expensive, people don't want to have to carry around a pocketful of coins. Credit card meters cost more to purchase, but if it is convenient to use them, parkers are less concerned about rate increases. Wong reminded everyone that there have been two bus fare increases since the last parking increase. He also thought it was time to stop saying that GE would cost \$15,000 a spot when it will really be \$30,000 for underground, which seems to be what people want. Knobeloch said that if the two outstanding projects go forward, there will have to be two more rate increases of similar magnitude spaced about 2 years apart. The MMB parking development was not figured into the capitol budget; it was just too expensive.

Knobeloch said that there was a recent analysis reviewing special events at ramps. The suggestion last time was to decrease the special event fee time from 2 hours before the event to 1.5 hours before the event. It was found that the Parking Utility will only gain 5 cents on the dollar if it raises the fee but also changes the start time. He suggested going back to the 2 hours and raising the fee to \$4. He spoke with Alder Golden, and he agreed. Streit agreed that the real issue needing to be dealt with was having some accommodation for a person just doing errands during a special event. Knobeloch said that people could look at the Parking Website and see which ramps have a special event. If they park elsewhere and perhaps walk a bit further, they can avoid that special event fee.

Sanborn said that he heard more negative comments about finding parking rather than higher rates. Building the Mid-State Street ramp could help with that. The parking rate increases are reasonable, especially when they go to fund future parking and because the Parking Utility is factoring in supply and demand.

The Commission agreed they want the shuttle idea to go forward as well as the marketing plan and the holistic approach to parking. The Commission also wants to find some ideas to deal with the special events issue for people parking, but not going to special events.

Sanborn moved approval of the staff recommendations for parking rate increases and keeping the special event fee time two hours before the event. Streit seconded. The motion passed with one no vote from Paoni.

H. Reports of Other Commissions/Committees/Ad Hoc Groups (for information only)

Streit moved acceptance of all reports; McCabe seconded. Durocher commented that CSOS, the Parking Council for People with Disabilities and the Long-Range Transportation Planning Commission could all use a member from the TPC. Interested members should contact him. The motion passed by acclamation.

- H.1. ADA Transit Subcommittee - 12.1.05 Minutes
- H.2. Contracted Service Oversight Subcommittee - 1.26.06 Minutes
- H.3. Parking Council for People with Disabilities - 1.13.06 Minutes

- H.4. Long-Range Transportation Planning Commission - 1.19.06 Minutes
- H.5. Mid-State Street Parking & Mixed Use Facility Evaluation Team
- H.6. State Street Design Project Oversight Committee
- H.7. Joint Southeast Campus Area Committee

ADJOURNMENT

McCabe moved adjournment; Sanborn seconded. Passed by acclamation. The meeting adjourned at 8:20 PM.