

TRANSIT AND PARKING COMMISSION COVER SHEET

AGENDA ITEM FINAL	MEETING DATE April 11, 2006
ITEM Parking Rate Modifications	
ID Number 03199	Council report back due date: April 18, 2006
<p>OTHER REFERRALS AND ACTIONS TAKEN TO DATE: (Asterisk indicates lead agency.) TPC 2/14/6 approved rate modifications, enforcement times, meter hood changes following a public hearing. DCC meeting of 20, 2006</p>	
<p>STAFF DISCUSSION OF ITEM: The purpose of this ordinance modification is to accomplish the following:</p> <p>Change references to "Parking Manager" and "Director of Transportation" in Chapter 12 to "City Traffic Engineer" or designee.</p> <p>Change various combination zone designations in Chapter 12 to include 25 minute and 10 hour meters.</p> <p>Change meter hood rates and procedures approved at the 2/14/06 TPC. Event sponsors will be required to pay for meter hoods for meters outside of the streets closed for the event. Operators of large trucks and buses will be able to purchase meter hoods for temporary loading and unloading when no reasonable alternative is available in the immediate vicinity. To require the person/firm/event sponsor who removes a parking stall reserved for people with disabilities to replace that stall in close proximity by buying a meter hood to create a temporary parking space for people with disabilities.</p> <p>Change on-street meter rate ordinances to reflect rates approved at the 2/14/06 TPC. The \$1/hr. meters will be \$1.10/hr and the \$.35/hr. meters will be \$.50/hr.</p> <p>Clarify the expired meter parking violation and increase enforcement times of 8 a.m. to 6 p.m. to 7 a.m. to 7 p.m.</p> <p>Create a new violation for street vending from a parking meter.</p> <p>Modify the parking ordinances relating to Railroad Street between Blair Street and Blount Street to reflect the distribution of 10-hour and 25-min meters.</p> <p>Change references in Chapter 12 from "coins" to "payment" to reflect other methods of parking payment such as bills and credit cards.</p> <p>The Parking Utility has various financial obligations including the following: Employee salary & benefits Purchased services such as electricity, snow removal, credit card fees, security and general repairs Materials & supplies such as uniforms and building and equipment supplies Fixed assets such as revenue equipment, vehicles, consultant fees and signage Interagency charges from entities such as Madison Police Dept., Treasurer and Traffic Engineering Debt service – principal and interest for large building projects Payment in Lieu of Taxes (PILOT) - \$1.2M in 2006 Fee on revenue generated by on-street parking meters – approximately \$100,000 in 2006</p> <p>From time to time these financial needs change, and rates are adjusted to compensate for these changes and still maintain a healthy financial picture. In 2001 three rounds of rate increases were proposed. Two of these were approved and implemented on Jan. 1, 2002 and Jan. 1, 2003. The rate increase proposed for Jan. 1, 2004 was not approved or implemented. The last rate increase was over 3 years ago (Jan. 1, 2003).</p>	

Normal inflationary pressures, increased on-street parking meter fee (approximately 10% of gross revenue), the building of the proposed Mid State Street Ramp with a \$6M Parking Utility financial obligation, the replacement of the Government East Ramp at a cost of \$15M (minus a developer payment if any) and the potential for developing parking on the Municipal Building site have combined to trigger another series of rate increases. Without appropriate rate increases the Parking Utility cannot fund these items.

At its Dec. 8, 2005 meeting the TPC asked staff to come back with some alternatives that would generate around \$1,100,000 in additional revenue. There are many rate scenarios that would generate the needed revenue, and staff has identified approximately 40 rate items that can be adjusted on an individual basis. As demonstrated at the TPC meetings there is a constituency for keeping nearly every parking rate where it is or even lowering it. Maintaining certain rates at current levels means raising others higher than anticipated to generate the same amount of revenue.

At the Jan. 10, 2006 TPC meeting four rate scenarios were discussed. The Commission agreed to submit the attached proposed rate increase at a public hearing at the Feb. TPC meeting.

The rate proposal includes these features:

- Increase the grace period time from the current 10 minutes to 15 minutes at all ramps and pay stations. Customers have complained that insufficient grace time exists to use the pay-on-foot machine and exit the facility during heavy periods without paying additional fees.
- Increase the street meter enforcement times from the current 8 am-6 pm to 7am-7 pm. and possibly longer at certain locations such as near the Kohl Center and Overture Center.
- Increase the on-street meter rate from the current \$1 to \$1.10/hour on time limits below 10 hours. On-street meters are the priority parking areas (nearest to the final destination) and the rates should reflect this convenience.
- Increase 10-hr meters from the current \$.35 to \$.50/hr. Lower rates on long-term meters will attract commuters to underutilized meters and generate additional revenue for the Utility and City.
- All of the on-street meters will be at the \$1.10 rate except Monroe Street and the Schenks meters which will be \$.50/hr (previously \$.35/hr).
- Lot meter prices will continue at different rates to reflect demand but will not go above the \$1.10 planned for the on-street meters.
- Standardize the ramp evening/weekend rate at \$3 (currently \$2 at most facilities). The parking ramps can be used free of charge between the times of 1am-7am on days when a snow emergency has been declared.
- Standardize the lost ticket rate in ramps at \$10/day. It is currently \$8 or \$9 depending on facility and is \$24/day in lots that are enforced 24 hrs/day.
- Enforce all surface lots and ramps 24/7 with the exception of Blair Lot because the land is owned by the Parks Dept. and operated under rules approved by the Parks Commission.
- Increase monthly rates by approximately 10-21% with the exception of Overture Center, which will not be changed. Since the Overture Center facility typically operates at under 50% occupancy at peak, a rate increase cannot be justified. Perhaps price sensitive customers at other facilities will switch their patronage to this facility.
- Increase the daily hourly rates in ramps by approximately 23% with the exception of Overture Center, which will not be changed. The hourly rate will be capped at the on-street meter rate (\$1.10 in this proposal) to discourage parkers from parking at the on-street meters and feeding the meters all day at a less expensive meter rate.
- Increase the special event price to \$4 from the current \$3 per event.
- Decrease the special event payment period from 2 hours before an event to 90 minutes before an event (see staff recommendations below on this item).
- Increase the meter hood rate to \$13 per day (12 x \$1.10/hr = \$13.20). These are currently \$7.50 - \$9.50 for a full day. Hangtags for the same purpose are currently \$10 for a full day or \$6 for a half day, and they will increase to \$13 for a full day and \$7 for half day. Contractors and others who want to hood a meter for their own use routinely purchase these. It often puts the meter out of service for all others for 24 hours. We anticipate that those bagging meters will be more conservative about the number of meters requested and the number of days bagged at this higher price.
- Increase motorcycle permits from \$165/year to \$180/year. The hourly rate for motorcycles will increase from \$.30 to \$.50.
- Retain the current fee for residential parking permits \$21/year. This is a stand-alone process that is

financially self-sufficient.

The above rate modification will generate approximately \$1,035,000 per year in additional revenue.

At the Feb. 14, 2006 TPC meeting following a public hearing, the Commission approved the rate modifications shown above except that the special event rate would be \$4.00 and enforced 2 hours before an event. Steps have been taken by the Parking Utility to implement the rate modifications starting June 1. Since rates for on-street parking require ordinance modifications, these changes cannot be implemented without Common Council approval.

FISCAL IMPLICATIONS: The on-street meter rate modifications will generate approximately \$280,000 in additional revenue. Approximately ten per cent of these revenues will be returned to the City's General Fund in the form of an in-street meter fee.

MATERIALS PRESENTED WITH ITEM:

Ordinance amendment
Parking Rate Survey

STAFF RECOMMENDATION/RATIONALE:

Parking Utility staff recommends adoption of the on-street parking meter ordinance modifications and the chapter 12 modifications.

The changes in off-street rates (lots & ramps) should be coordinated with the changes in on-street rates. The off-street rates/procedures have been approved by the TPC and implementation is underway. If the rates at Government East and Campus ramps are increased to \$1.10 per hour and the on-street rates remain at \$1.00 per hour, it would encourage parkers to use valuable on-street parking meters. It would save all-day parkers about \$1/day or \$20/mo. (assuming no citations). The on-street parking space may be more convenient to their final destination. This would be detrimental to area businesses as short-term parkers would be forced into the less convenient ramps and at a higher cost due to lack of on-street parking stalls. The on-street meter rates are recommended to increase by \$.10 per hour downtown and \$.15 per hour in the Monroe and Atwood areas. This is the first increase in over 3 years. It is a very reasonable parking fee increase and is necessary to support the current parking infrastructure and the potential building of new structures. Without this parking fee increase the Parking Utility cannot financially support the infrastructure maintenance and facility expansion in the planning stages.

The meter hood changes are designed to encourage contractors and event sponsors to use hoods sparingly. The daily hood rate is being raised from \$9.50 to \$13.00 to reflect a full day of meter use (\$1.10 x 12 - \$13.20). Half-day hoods will be available for \$7. Event sponsors will be required to pay for hoods on streets that are not closed for their event. In the past, event sponsors were given hoods free of charge for meters outside of the closed streets and without regard to the number or duration of the hooding. This practice encourages over-use of meter hoods at the expense of meter stall use by residents, shoppers and others that may have need of those same spaces. The Overture Center may be the largest user of meter hoods and agrees that they should pay the same meter hood fee as others for this service. We have agreed to implement this feature on July 1 to give Overture and others time to recognize this change in dealings with their customers.

Currently, contractors and event sponsors that remove a parking stall designated for use by a person with a disability (PWD) are not required to replace it. PWD have advised the Parking Utility that parking that is easily utilized by PWD are often non-existent close to special events or construction projects. This ordinance modification requires contractors and event sponsors to buy a meter hood for a meter in close proximity to the removed meter to be used only by people with disabilities. It is hoped that this will mitigate parking problems for PWD caused by events or construction.

Other ordinance changes are being recommended to reflect changes since the last modifications many years ago.

- There is no longer a "Parking Manager". The City Traffic Engineer is in charge of the Parking Utility and Traffic Engineering. Ordinance language needs to be modified to reflect this change.
- Twenty-five minute and 10 hour meters are not reflected in the current ordinance and need to be added.

- The expired parking meter violation is in need of clarification and a new section forbidding vending from a metered stall needs to be added.
- Pay-on-foot machines in the Parking Utility's ramps and lots accept coins, bills and credit card payments. Multi-space meters being considered will also accept these payment methods. The ordinance needs to be updated to reflect these new payment types.

PREPARED BY:

William Knobeloch, Parking Operations Manager

SIGNED

David Dryer, City Traffic Engineer

DATE: _____