

Madison Ordinance of Parking Strategies – Summary

2019-10-16

Origins

Prior to Alder Zeller’s departure from the council, she introduced File 54961 with multiple sponsors, which called for convening a staff team to address the issues of on-street parking in the City. The resolution tasks the staff team to:

- *Develop a policy that minimizes development parking impact on existing residential neighborhoods while encouraging mode shift.*
- *Investigate measures to manage shared parking demand of infill development such as business, high density residential, entertainment, and special event needs and recommend associated policies.*
- *Develop a policy for responding to developer requests for and or/reliance on use of city owned parking and use of public right-of-way to meet their parking and loading requirements; and,*
- *Review current RP3 permit and enforcement revenue streams and investigate potential new costs that could be included in RP3 on-street parking rates.*

The work plan intends to hold three sessions with two focus groups. One focus group consists of outlying employers, businesses and neighborhoods. The second focus group consists of centrally located employers, businesses and neighborhoods.

Meetings to date include staff team meetings on May 30 and September 25. Two focus group meetings were also held on July 18. A summary of the focus group discussion is attached.

Objective

After the focus group meeting it became clear that parking could not be managed without also managing transportation demand. (Also called Transportation Demand Management – or TDM). The corresponding objective to the study is:

Reduce motor vehicle travel while minimizing neighborhood parking impacts.

Alternative Strategies

Travel Demand Management is a combination of strategies to shift travel away from the automobile to transit and other non-motorized transportation. It includes policies and pricing mechanisms to shift mode share away from the auto. An excellent primer on Transportation Demand Management strategies was developed by the Mayor’s Innovation Project and SSTI – it is called “*Modernizing Mitigation, A Demand-Centered Approach to Reducing Car Travel*”, Sept 2018.

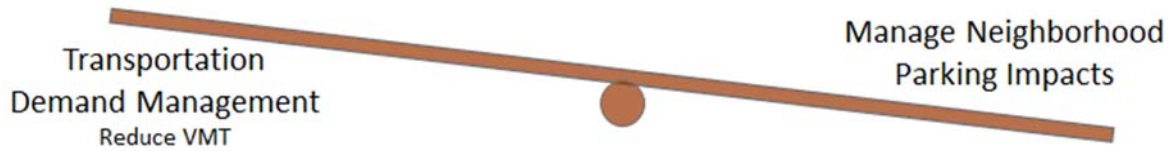
<https://www.mayorsinnovation.org/images/uploads/pdf/Transportation.pdf>

The MOAPS study team performed a literature review and called 5 peer cities to investigate Transportation Demand Management and Parking policy. The results of both are available upon request. The attached matrix provides a summary of their responses.

Examples of TDM strategies include:

- *Free bus passes.*
- *Charging for parking.*
- *Maximum parking requirements.*
- *Bike commute accommodations*

Reducing travel demand has a direct effect on parking, and particularly parking in neighborhoods. The following graphic and table was used at the September 25 staff meeting to prompt discussion.



9/25/2019

<p>TDM Ordinance</p> <ul style="list-style-type: none"> • Separate vs incorporated in zoning • Point vs VMT based? <p>Questions:</p> <ul style="list-style-type: none"> • Legal authority • Transferable • Enforceability • Monitoring • Application to existing uses? 	<p>RP3</p> <ul style="list-style-type: none"> • Change eligibility requirements • Change hours • Resident parking nights <p>Questions:</p> <ul style="list-style-type: none"> • Where do the cars get parked? • Legality of extending hours in current ordinance.
<p>Zoning</p> <ul style="list-style-type: none"> • Eliminate parking minimums • Implement the TOD overlay • Use in lieu of fees to reduce from minimum parking requirements • Reduce maximums • Prescriptive TDM requirements • Unbundle parking costs – opt-in/opt-out • Leasing of accessory parking <p>Questions:</p>	<p>RPO (Residential Parking Only)</p> <ul style="list-style-type: none"> • Institute in place of RP3 (requires opening some parking for commuters.) <p>Questions:</p> <ul style="list-style-type: none"> • Does RPO require 50%resident/50% open?
<p>Market based measures</p> <ul style="list-style-type: none"> • Eliminate or equalize subsidies given to specific modes <p>Questions:</p> <ul style="list-style-type: none"> • How? 	<p>RP3</p> <ul style="list-style-type: none"> • Increase costs to cover actual staff time and enforcement • Fees for curb management/loading zones
<p>Transit/Bike</p> <ul style="list-style-type: none"> • Expand/improve transit service 	<p>Parking infrastructure</p> <ul style="list-style-type: none"> • Build park n ride lots • Build structured parking <p>Questions:</p> <ul style="list-style-type: none"> • Financing and fee structure for park n ride lots

Strategies Currently Being Considered

Strategy 1:

Creation of a Transportation Demand Management (TDM) Ordinance. A point-based TDM ordinance could establish requirements for all new developments to implement strategies to reduce VMT, support public transportation infrastructure, and promote development and land use goals. A point-based system would provide consistency for all development projects, while also providing flexibility for each

unique project by allowing developers to “mix and match” the TDM measures they will implement to meet the point requirements for their project. A point-based system would eliminate uncertainty for developers, and ensure fair and consistent requirements for developments by eliminating the current practice of discretionary decision-making on parking requirements and what (if any) parking and traffic impact mitigation measures will be required of the developer. Separate TDM requirements could be established for small and large development projects. The ordinance could incorporate parking requirements, removing these from their current location in zoning code, and addressing parking requirements in the context of the development’s package of strategies for managing demand and mitigating impacts. This would allow for developments to reduce or increase the number of parking spaces built by selecting options for mitigation to achieve the required number of points for the project.

Strategy 2:

Zoning - Review and modify the Zoning code to eliminate discretionary authority to waive parking requirements, and instead develop a point sheet to assign point requirements for any parking space reductions below minimums or additional parking spaces in excess of maximums. Additionally, parking maximums should be evaluated with consideration of lowering the current maximums in the review process. Implementation of a transit-oriented district overlay could be incorporated into parking requirements and point system calculations to reduce parking requirements for developments served by transit. The point-based system would be calculated and applied similarly to the TDM ordinance described above, but would be located in code rather than general ordinances.

Parking Permit Programs

There are outstanding legal questions that must be answered before options can be considered for implementation. Several potential changes are proposed for further exploration and legal analysis.

1. One option is to extend RP3 hours until **8pm** in two-hour time-limited areas to allow for effective enforcement and restriction of commuter parking for the full 8am – 6pm commuter impacted timeframe.
2. Another option proposed is to change all RP3 time-limit restricted areas to Resident Parking Only (RPO). This would improve effectiveness and efficiency of enforcement, allowing PEOs to cover more areas of the city with greater frequency, by not having to chalk and then return to the block one or two hours later to check for commuter parking violations.

A third option includes use of daytime Permit-Only parking, as well as a night-time restriction for Permit-Only parking that would allow the purchase of permits by anyone. This would require every vehicle to have a valid permit displayed during the restricted times. Permit fees or different permit types at different rates could be considered, allowing residents to purchase a permit at a lower rate than a non-resident of the permit area, for example, or limiting non-residents permit options to daily or weekly permits, with an annual permit option available for residents. Legal analysis is necessary to determine viability