

# CITY OF MADISON TRANSPORTATION COMMISSION

## ACTION ITEM DETAIL – NOVEMBER 8, 2023

**ACTION TITLE:** Parking Rate Increase – Garages and Lots

**PRESENTER:** Stefanie Cox

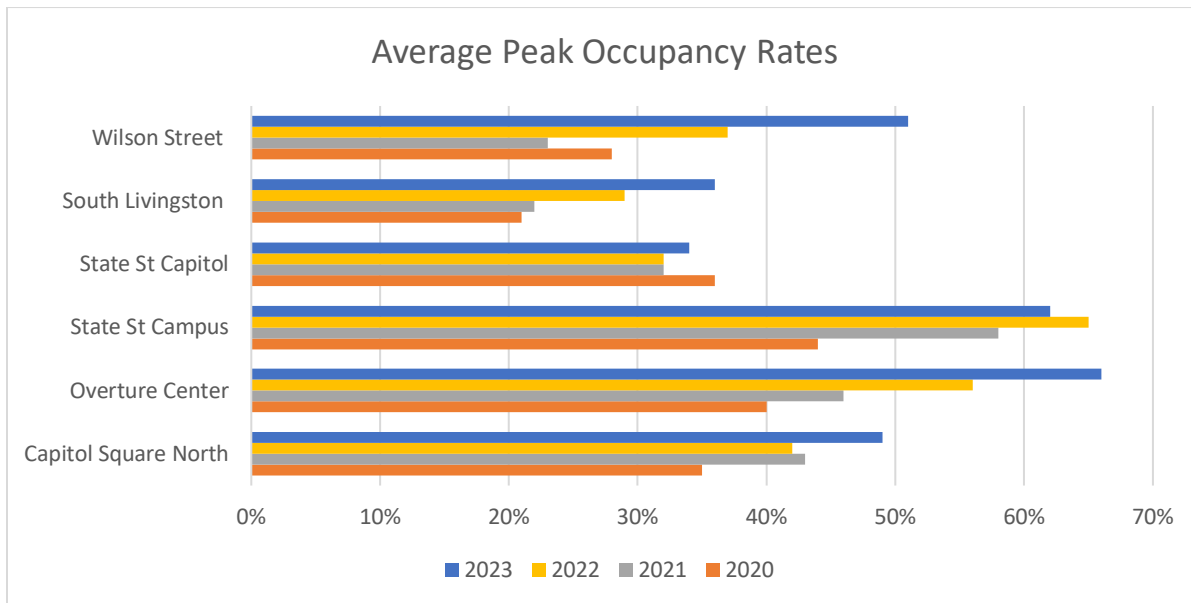
### ACTION SUMMARY

This resolution increases various parking rates in city owned garages and lots. The proposed changes will bring rates more in line with operating costs for all facilities, establish rates for Wilson Lot, and continue to provide a variety of parking options to visitors, residents, and businesses.

### BACKGROUND

The Parking Division provides over 5,000 public parking spaces through our 6 parking garages and 5 parking lots that serve Madison residents and businesses. Prior to the Covid-19 pandemic, rate changes had been implemented on a three-year rotation to address revenue needs that provide support to the system, future improvements, new facilities, and to balance system demand. Unfortunately, the pandemic caused the Division to bypass the 2021 review and continue with the rates last established in 2018. It is our goal moving forward, to conduct annual rate reviews based on occupancy levels, demand, and operating costs.

The Lake Street Garage is scheduled to close for redevelopment at the end of 2023, with plans to re-open 2026. This garage connects to the Frances Street Garage, which together provides 1053 parking spaces. The closure of Lake Street will eliminate 529 parking spaces in an area with high demand during the school year and special events. To limit the increase parking pressure on neighboring facilities and encourage use of other modes of transportation, we are proposing rate increases for hourly and monthly parking at various garages.



In addition to rate increases, we seek to establish a 24/7 permit rate for the Wilson Lot. This lot has historically only offered weekday parking permits between the hours of 6a- 6p and allowed for free public parking during the evening and weekend hours. We believe a 24/7 permit option could benefit neighboring businesses and residents by providing additional parking resources.

## **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>		

## **Special Event Rate Structure Proposal – For Discussion Only**

Special Event or Pay on Entry (POE) fees are currently set at a fixed rate of \$8, regardless of the event size or impact on a facility. We are proposing a demand-based pricing model that would activate POE when an event(s) is expected to cause increased demand on a facility. The event rates would vary depending on the size of the event and its proximity from the garage. Rates would activate up to two (2) hours prior to an event start time, still allowing daily user access to the garage prior to the event.

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

### Level I - \$10.00

1,200 – 2,999 expected attendees: this rate would apply to lower impact special events that trigger the Pay on Entry structure. These events could include downtown area community events (Night Market, Concerts on the Square, etc.) and are not venue specific.

### Level II - \$15.00

3,000 – 9,999 expected attendees: this would apply when there is sell-out or near sell-out events, or multiple events occurring at nearby venues. At 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.

### Level III - \$20.00

10,000+ expected attendees: this level would apply primarily 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.

## **EQUITY GOAL IMPACTS**

The rate increase could have a negative impact on those experiencing financial hardship.

**FISCAL & PROCUREMENT DETAILS**

This action is meant to increase occupancy and revenue at various facilities, helping to bring parking revenues in line with expenditures.