

**From:** Beatty, Christine  
**Sent:** Thursday, February 26, 2009 2:02 PM  
**To:** Knobeloch, Bill  
**Subject:** RE: Public Hearing on Proposal for System-wide Parking Rate Modifications

Dear Mr. Knobeloch,

I am unable to attend the Public Hearing on Parking Rate Modifications, but I do wish to comment on behalf of the Madison Senior Center, located at 330 West Mifflin Street, adjacent to the Overture Center Parking Facility. Parking expenses do impact the ability of senior adults in all areas of Madison to attend programs, activities and events at this municipal facility, dedicated to "promoting successful aging."

We are most grateful that the Madison Transit and Parking Commission is discussing no hourly rate increase at the Overture Center Parking Facility. This will allow more senior adults more time to learn, volunteer, participate, and enjoy our facility. On behalf of the approximately 7,600 unduplicated individuals who use our facility annually, we applaud your consideration and this support.

Sincerely, Christine

Christine Beatty, Director  
Madison Senior Center  
330 West Mifflin Street  
Madison, WI 53703

608-267-8652 (Telephone)  
608-267-8684 (FAX)  
[cbeatty@cityofmadison.com](mailto:cbeatty@cityofmadison.com)  
[www.madisonseniorcenter.org](http://www.madisonseniorcenter.org)

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From: Herl, Angela K - DOA [<mailto:Angela.Herl@wisconsin.gov>]  
Sent: Tuesday, March 03, 2009 10:08 AM  
To: Parking  
Subject: Proposed parking rate increase  
Importance: High

I am writing in response to a notice I received yesterday regarding raising the parking rates in the Parking Utility-operated lots, ramps and on-street meters.

I have worked for the State of Wisconsin in the downtown area since 1987 with the exception of a few years while I worked at the Department of Revenue on Rimrock Road. Some of those years, I lived downtown and walked to work. When I moved to Monona, I rode the bus. When I bought my first home, I rode the bus. When I started having children, I made the decision that it was important to have immediate access to my vehicle in case of an emergency. I started driving and succumbed to paying the outrageous parking fees charged by both private and public vendors in the downtown area. I currently park in the Government East ramp and pay \$133.00 monthly. According to the proposal, the rate will increase to \$180.00 monthly. This amounts to an increase of 35%.

I feel that I'm being placed in a position to choose between the safe-being of my children or going broke paying for parking. According to Governor Doyle, state employees will not be receiving further increases that normally amount to a minimal 1% - 2% per year. Expenses continue to escalate at a rapid speed; however, the salary does not and cannot keep up.

Please re-consider this unmanageable increase.

Many thanks,

Angie Herl

**From:** Tilley, Debbie

**Sent:** Tuesday, March 03, 2009 2:07 PM

**To:** Parking

**Subject:** March 10, 2009 Public Hearing - please forward this email as I can't be there in person to speak.

**TO:** Transit and Parking Commission

**RE:** NOTICE of Proposal to modify Parking Rate (VERY UNFAIR and NOT SPREAD EVENLY)

**DATE:** 3/3/09

This email is to express my concern and many other City staff's concerns about parking rates going up once again. Being a City employee who is required to work downtown definitely does not have it's advantages. A few points I think you should consider for City staff who are not Directors, or who do not have access to a car are:

1. Regular city staff who have kids....the car pool options, rideshare, or buss is not convenient to most of us. We are forced to drive ourselves due to schedules, etc., that we must maintain with our families and jobs.
2. Why doesn't the City do what the State of WI does and subsidize parking for it's employees. Example: Even if you don't work downtown for the State, you still pay a parking fee of \$40 or more a month, which in turn helps the employees who are forced to work downtown.
3. No seniority given to those of us who have waited to get into ramps. We get put on waiting lists for years to be put into ramps. Instead of taking each ramp and doing an increase (fairly between the ramps) – you are targeting the Government East ramp with a HUGE increase which now penalizes the people who have waited years to get into and have already paid higher monthly rates.
4. City will not let us use pre-tax dollars to pay for parking. This is a simple payroll setup, which should have been dealt with a long time ago. Again, the City refuses to supply their employees with this benefit.
5. Some managers and agencies at the City are not willing to expand or even look at telecommuting for staff that are more than willing and able to do so. Some telecommuting is allowed, but then due to "older workers who don't agree" or for other reasons...most agencies are not willing to let their staff reap the benefits to save gas, parking and our environmental resources.

**PLEASE, if you have to increase parking rates – make it fair across the whole City.**

- A. Don't target one ramp and one set of employees.
- B. Encourage Managers to let their staff telecommute where possible and to accommodate schedules to better encourage car pooling, etc.
- C. Make all the off-site staff anti- up – they should pay this increase – (since some of them have never had to pay parking in their whole entire City career).
- D. If you would like, I'm sure if you surveyed the employees who work downtown that they would agree and possibly I should do a petition.?

**THANK YOU!**

Deborah A. Tilley  
IT Project Manager/Team Leader  
City of Madison  
(608) 261-9621

March 3, 2009

City of Madison Parking Utility  
P.O. Box 2986  
Madison, WI 53701-2986

Re: Parking Ramp Rate Increases

Dear City of Madison Transit and Parking Commission:

I would like to submit the following written comments regarding the parking utility rate increase proposal for 2009.

The Government East ramp is of vital importance to the many neighboring office buildings. I own two of these properties: the Cantwell building (121 S. Pinckney St.) and the Eddy Block building (106 E. Doty St.). Both of these buildings are historic office buildings which do not have any underground parking. A majority of the building's tenants use the Government East ramp for their daily employee parking.

It seems that the monthly parking fee being assessed to this ramp is higher due to its popularity. What needs to be noted is that this really shows the need for additional parking in this location, not higher fees. A fee increase to \$210 would have a major impact on these businesses. The lack of available parking at this location could inhibit the long term viability of these buildings for office use. We are already having difficulty leasing available space because the Government East ramp has a waiting list for daily parking permits.

I sincerely hope that the Government East replacement ramp will include an increase in parking availability and at a cost consistent with other downtown ramps. The historic buildings in the King and Doty area are part of the character and charm of downtown Madison. Please consider the importance of providing viable and affordable parking options in this immediate location.

Sincerely,

Scott Lewis

SL/cbm

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**From:** Lowell [mailto:lowell@chorus.net]  
**Sent:** Tue 3/3/2009 8:32 PM  
**To:** Parking  
**Subject:** Parking Rates

Thanks for letting me use email to comment on the proposed parking rate increase.

I park in Government East three days a week because I have to get my work hours in at GEF3 half a block away and then go directly home to supervise my mentally ill teenage daughter after school. Otherwise, I certainly wouldn't mind parking farther from GEF3 and walking there. My husband and I tried car pooling; but he works more than full-time, so we couldn't get home in time for supervising our daughter after school.

So that's my hard-luck story. Make of it what you will. I'll still have to park in Government East even if you raise the rates.

Sincerely,  
Lorraine Gardner

**From:** Jack von Rutenberg [mailto:JackvR@charter.net]  
**Sent:** Tue 3/3/2009 5:11 PM  
**To:** Parking  
**Subject:** rate increase objection

My name is Jack von Rutenberg and I am a parking pass holder for the Blair Street lot.

I will be unable to attend the hearing regarding rate increases so I am submitting my comments in writing.

On the notice I received it shows a rate increase for non residents from \$85 to \$114 for the Blair lot. I think that a 34% increase in even the most vibrant economy is totally unwarranted and unrealistic and in today's economic times is unfathomable. While the notice states the "increase is triggered by many items including multi-space meters and the aging Government parking structure", the reality of today's economy is that certain capital improvements / repairs may need to be delayed, down scaled, or funded in a different way.

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March 5, 2009

Dear Commission Members,

We are writing to protest the rise in special event parking fees from \$4.00 to \$5.00. As downtown business owners, we find the special event parking fee a deterrent to customers coming downtown. Since a person coming downtown to go to dinner, to pick up something at a store, or to attend a class at MATC will most likely only stay one-half hour to two hours, a \$5.00 fee translates into a much greater per hour fee than the normal charge of 70 cent to \$1.00 per hour. Customers coming downtown for reasons other than attending an event are surprised and alarmed by the charge. It makes the cost of parking downtown unpredictable. There are hundreds of special events per year so very often downtown customers are faced with a much higher cost than the standard hourly fee they expected to pay. These are customers that come to the downtown often, the bread and butter for not just the businesses but also the parking ramps.

In today's struggling economy, parking issues present another hardship for retail and other small businesses that are part of the downtown's lifeblood. The Greater State Street Business Assoc. and the Business Improvement District have worked hard to encourage retail stores to stay open at night. We all want to keep the State Street business district to be a strong business mix that includes retail, restaurants and entertainment. The unpredictable cost of parking makes it very difficult for downtown businesses to compete with outlying business districts of the city that have free or very low cost parking. We get many complaints from customers about the current cost of event parking when they are just coming to shop downtown or have dinner.

As we are all aware, the Overture Center is also struggling due to the economic downturn and consequently, with people cutting back on their entertainment spending. Is it wise to charge people more than double the daily rate to attend a three hour event? The Parking Utility could help the Overture Center by cutting the cost of event parking back to the \$3.00 rate of a few years ago.

When the parking fees were raised in 2006, the reasons given then were to help build a mid-State Street ramp (where the Buckeye lot is currently located) and to fix the Government East garage. Since the mid-State Street ramp is unlikely to be built anytime soon, what happened to the money raised from the last parking increase that should have all gone for the Government East improvements? Does not the Parking Utility have a reserve fund to help with ramp repairs? In these economic hard times, maybe it would be wise to use some of that money.

We are not protesting the increases of the meters or other hourly rates in the ramps. We would rather see a small rate increase there than in the special event parking rate. Customers will adjust to quarter or so increase per hour easily. The special event parking has in the past and continues to be a negative concern with downtown customers. We hope you will take the health of the whole downtown into consideration when dealing with the issue of raising money to fix the Government East Ramp.

John Hutchinson, Pres.  
Greater State Street Business Assoc.  
P.O. Box 1001  
Madison, WI 53701-1001