



City of Madison Parking Division

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Background

- The Parking Division operates as an Enterprise Agency
 - Responsible for 7 garages, 5 lots, and 1,400 metered spaces
 - Employs a staff of 104 full-time and 20 hourly positions
 - The Parking Enforcement Unit was added to the Division in 2021
 - The Transportation Demand Management (TDM) Program was implemented in 2023
 - Offers 6 parking permit options to customers
 - Revenues generated from payments at meters, garages, and permits remain with the Parking Division.
 - Work closely with Traffic Engineering on signage updates/requests
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Parking Division Service Areas

Administration

Operations

Enforcement

Transportation Demand Management



Parking Division Services Offered

Permits

- Residential Permits
- Meter Reservation Permits
- Monthly Garage and Lot Permits
- Contractor Permits
- Street Occupancy Permits

Maintenance

- Repairs and maintenance of all garages and lots, stall line markings, and signage in facilities
- Meter installation and repair

Cashiering

- Customer Services Ambassadors in garages
- Revenue collections (meters, cashier, pay stations)
- Planning and operations for garages/lots impacted by events

Enforcement

- Education on parking regulations
- Addressing violations
- Towing
- Permit Fraud
- Special Event Services
- Safety

TDM

- Reviewing development plans to ensure TDM measures are in place
 - Bus Permit Program
 - Bicycle parking
 - Rideshare programs
 - Walking and bike path connections

Event Parking vs Standard Parking



Event Parking

Provides a shift in operations to allow for a flat rate paid during entry

Additional staff is required to assist with increased demand at facilities, traffic congestion, and payments

Pay on Entry creates a faster exit plan than the traditional payment at exit

Events tend to have a staggered entry (1-3 hours) but have a rush exit at the end of the event



Standard Parking

Hourly rate is calculated and paid when exiting for the time parked in the facility.

Standard rates create congestion during large rushes, resulting in long wait times to exit.

No additional staff on-site to address traffic congestion or assist with payments.

Accessible Parking

- Accessible parking stalls are located in all non-permitted city-owned lots and garages and on-street.
 - [Parking Division Accessible Parking Information](#)
- The majority of the Parking Division's garages were built over 40 years ago-State Street Capitol 1963, Capitol Square North 1970, Overture Center and State Street Campus Frances 1982.
- Staff have been working to improve accessibility at these facilities where practical. However, some elements of the original design, such as overhead clearance to structural members, are not practical to modify.
- Two newest facilities, South Livingston Street Garage and Wilson Street Garage, were built to current ADA requirements, however not all aspects of the designs have proven to meet current ADA requirements.



Parking Options for State-Issued Disabled Parking Permit Holders

- Parking spaces for permit holders are available in all non-permitted City lots and parking garages.
- A valid state-issued Disabled Parking Identification Permit or license plate exempts the permit holder from parking fees or time limit restrictions of 30 minutes or longer in any on-street or non-gated location.
- Parking within the gated section of any City garage or lot requires the payment of standard parking fees.



Current Parking Division Projects



Wilson Street Garage

Elevator repairs, ADA door improvements at elevator lobbies serving ADA spaces



Overture Center Garage

Lighting upgrade, Door and Window replacement

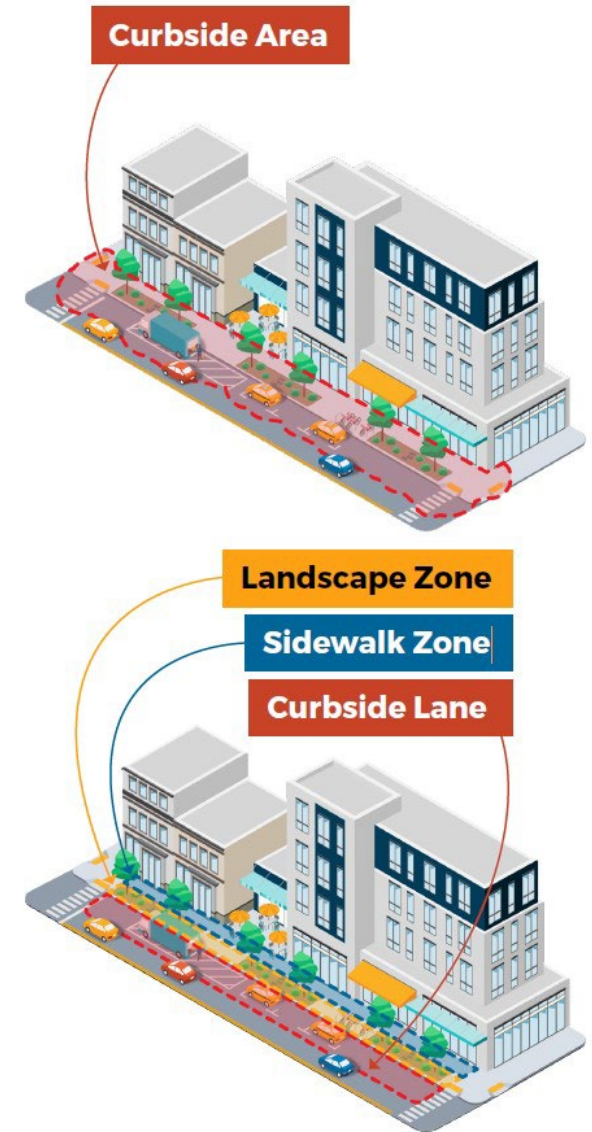


State Street Capitol Garage

Electrical upgrade with new emergency backup generator

What is Curb Management?

- Promoting equitable access for all curb uses
- Re-envisioning the “curb” – balancing modes
 - On-street parking/loading
 - TNCs (Uber/Lyft)
 - Bike lanes
 - Bus lanes
 - Streateries/public space
 - Sidewalks/crosswalks
 - Accessible parking and loading spaces



Engagement and Outreach

- Current engagement consists of meeting with area businesses and downtown groups (DMI, BID, Overture Board, UW) to discuss proposed changes to operations.
- Goals for improved engagement and outreach
 - Identify under-represented groups
 - Engage with various committees that are impacted
 - Develop a larger engagement and outreach plan
 - Transportation Initiatives
 - Parking
 - Traffic Engineering
 - Metro

