



Traffic Engineering and Parking Divisions

David C. Dryer, P.E., City Traffic Engineer and Parking Manager

Madison Municipal Building, Suite 100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2986
Madison, Wisconsin 53701-2986
PH 608 266 4761
TTY/Textnet 866 704 2315
FAX 608 267 1158

DATE: February 24, 2009
RELEASE: Immediately
CONTACT: Bill Knobloch, Parking Operations Manager
266-4761

PUBLIC HEARING ON PROPOSAL FOR SYSTEM-WIDE PARKING RATE MODIFICATIONS

On Tuesday, March 10, 2009, at 6:00 PM, in Room 260 of the Madison Municipal Building, 215 Martin Luther King, Jr., Boulevard, the Madison Transit and Parking Commission will hold a public hearing on a proposal to modify parking rates at Parking Utility-operated lots, ramps and on-street meters.

The last system-wide rate increase was made in June 2006. (The rates are attached.) If approved, rate changes are proposed to take effect June 1, 2009.

The proposed parking rate increases would serve several purposes; the primary one being to retain sufficient cash reserves needed for parking garage replacements. In addition to providing new facilities, the proposed rate increases are needed to replace the on-street meters and provide necessary funds for repair and maintenance on the current facilities. Additional rate increases will be necessary in the next ten years to accomplish all of these items.

The proposed rates for monthly parking continue our policy of charging lower rates for residents than non-residents. This discounted rate for residents is seen as a means to assess non-residents for a portion of the costs of the City's transportation infrastructure. Note that eligible carpoolers also qualify for the discounted Resident rate and are entitled to immediate occupancy in select ramps.

Parkers parking at our most popular facilities, especially those that fill up frequently like Government East and Brayton Lot are scheduled to receive the largest increase. Facilities that are substantially underutilized like Overture and Capital Square North garages will receive little or no increase. Hopefully some of the parkers at overused facilities will move their parking use to these less expensive garages.

You are welcome to address the Transit and Parking Commission at the March 10, 2009 meeting (each speaker is allowed a maximum of three minutes to present comments). If you cannot attend the March 10, 2009, public hearing and wish to submit written comments, send them to the Madison Parking Utility, P. O. Box 2986, Madison WI 53701-2986, before 4:30 PM on Friday, March 6, 2009. Alternatively, our email address is: Parking@cityofmadison.com

#####

Bill Knobloch, Parking Operations Manager

WK:jme

| PARKING UTILITY -- RATE INCREASE PROPOSAL for 2009 | | | | | 2/23/2009 | |
|--|---|-------------------------|-------------------------------|----------------------------|----------------------------|---------------|
| F:\InCommon\PARKING\rates\2009 rate increase\2009 Rate Increase Proposal for TPC - FINAL (022309).xls\2009 RI Schedule | | | | | | |
| (All rates include 5.5% sales tax) | | | | | | |
| Ref's | | CURRENT | | PROPOSED BY STAFF (PLAN A) | | |
| | | Rate | Rev (est) w/OUT Rate Increase | Rate | Add'n'l Rev | |
| Street Meters (hourly rates) | | | | | | |
| (a) | CBD | \$1.25 | \$ 1,482,580 | \$1.50 | \$ 202,050 | |
| | Monroe & Schenks | \$0.50 | \$ 85,130 | \$1.00 | \$ 54,170 | |
| Note: Multi-space meters to be phased-in during 2009 at rate of \$1.70/hour (revenue impact unknown) | | | | | | |
| | 10 hr meters | \$0.50 | in above | \$0.75 | unknown/immat'l | |
| | Meter Enforcement | 8 am - 6 pm | -- | 8 a - 6 p | unknown/immat'l | |
| | Subtotal | | \$ 1,567,710 | | \$ 256,220 | |
| Off Street Meters & Brayton Paystations (hourly rates) | | | | | | |
| | Blair Lot | \$0.50 | \$ 4,300 | \$0.75 | \$ 1,420 | |
| | Block 88 | \$1.10 | \$ 11,200 | \$1.25 | \$ 1,050 | |
| | Brayton Lot Meters | \$1.00 | \$ 3,300 | \$1.20 | \$ 450 | |
| | Brayton Lot Paystations | \$1.00 | \$ 333,800 | \$1.35 | \$ 78,280 | |
| (a) | Buckeye Lot | \$1.10 | \$ 136,700 | \$1.25 | \$ 12,800 | |
| | Evergreen Meters | \$0.50 | \$ 22,700 | \$1.00 | \$ 14,450 | |
| | State St Capitol Meters | \$1.00 | \$ 27,660 | \$1.25 | \$ 4,690 | |
| | Wingra Lot | \$0.50 | \$ 9,100 | \$0.75 | \$ 3,000 | |
| | Cycles | \$0.50 | \$ 3,000 | \$0.75 | \$ 990 | |
| | Subtotal | | \$ 551,760 | | \$ 117,130 | |
| (b) | Monthly & Long-Term Lease (LTL) (monthly rates) | | | | | |
| Residents/Carpoolers | | | | | | |
| | Blair Lot | \$75.00 | \$ 18,000 | \$95.00 | \$ 3,660 | |
| | Cap Sq No Ramp | \$100.00 | \$ 94,650 | \$116.00 | \$ 22,280 | |
| | CSN Prem Pass (approved May 08) | \$145.00 | n/a | \$168.00 | unknown/immat'l | |
| | Government East Ramp | \$133.00 | \$ 128,370 | \$180.00 | \$ 42,270 | |
| | Overture Center Ramp | \$103.00 | \$ 36,880 | \$103.00 | \$ (7,220) | |
| | State St Capitol Ramp | \$113.00 | \$ 40,680 | \$136.00 | \$ 6,650 | |
| | State St Campus L-F | \$0.00 | n/a | \$171.00 | unknown/immat'l | |
| | Wilson Lot | \$80.00 | \$ 4,800 | \$101.00 | \$ 1,260 | |
| | Subtotal - Resid's/CP's | | \$ 323,380 | | \$ 68,900 | |
| Non-Resid's/Businesses (RES Rate + 20%) | | | | | | |
| | Blair Lot | \$85.00 | \$ 29,600 | \$114.00 | \$ 10,070 | |
| | Cap Sq No Ramp | \$117.00 | \$ 96,930 | \$139.00 | \$ 9,820 | |
| | CSN Prem Pass (app'd May08) | \$160.00 | n/a | \$201.60 | unknown/immat'l | |
| | Government East Ramp | \$156.00 | \$ 38,120 | \$210.00 | \$ 9,750 | |
| (c) | Overture Center Ramp | \$118.00 | \$ 28,320 | \$124.00 | \$ 10,370 | |
| | State St Capitol Ramp | \$130.00 | \$ 64,260 | \$163.00 | \$ 13,980 | |
| | State St Campus L-F | n/a | n/a | \$205.00 | unknown/immat'l | |
| | Wilson Lot | \$86.00 | \$ 47,500 | \$121.00 | \$ 23,650 | |
| | Subtotal - Non-Res/Bus | | \$ 304,730 | | \$ 77,640 | |
| Long-Term Leases (RESIDENT Rate + 5% Admin Fee, until Contracts Renegotiated - 2013 & 2020 !) | | | | | | |
| (d) | No Sq Assoc (SSCap) - tax exempt | \$112.46 | \$ 80,970 | \$135.00 | \$ 16,230 | |
| (e) | West Wash Assoc's (Overture) | \$108.15 | \$ 58,400 | \$108.15 | \$ - | |
| | Subtotal - LT Lease | | \$ 139,370 | | \$ 16,230 | |
| Other Monthly | | | | | | |
| (f) | Concourse Hotel (o/nite pkg, 3 sp) | \$220 (3 24/7 sp's) | \$ 7,920 | \$220 (3 24/7 sp's) | \$ - | |
| | Subtotal - Mo'y & LTL | | \$ 775,400 | | \$ 162,770 | |
| Cashiered Facilities (hourly rates unless indicated otherwise) | | | | | | |
| | Cap Square North Ramp | \$0.80 | \$ 505,300 | \$0.80 | \$ 600 | |
| | Gov East Ramp | \$1.10 | \$ 1,113,210 | \$1.40 | \$ 179,320 | |
| | Overture Center Ramp | \$0.70 | \$ 452,280 | \$0.70 | \$ 3,620 | |
| | State St-Campus (L/F) Ramp | \$1.10 | \$ 2,174,390 | \$1.25 | \$ 138,870 | |
| (g) | State St-Capitol Ramp | \$0.85 | \$ 955,360 | \$1.00 | \$ 53,280 | |
| | Subtotal for 'Reg' Hourly Rates (Wkdays) | | \$ 5,200,540 | | \$ 375,690 | |
| | Evening/Weekend Max | \$3.00 / event | 1,092,900 | \$4.00 / event | \$ 238,210 | |
| (h) | Special Event POE | \$4.00 / event | \$ 596,440 | \$5.00 / event | \$ 129,690 | |
| | Grace Period | 15-20 Mins | \$(300) (incl'd above) | 20 mins | unknown/immat'l | |
| | Failure to Pay Ticket | \$2.00 / occurrence | in above | \$5.00 / occurrence | unknown/immat'l | |
| | Lost Ticket Fee | \$10.00 / occurrence | in above | \$20.00 / occurrence | unknown/immat'l | |
| | Subtotal | | \$ 6,889,880 | | \$ 743,590 | |
| Miscellaneous | | | | | | |
| (i) | RP3 | \$21 / year | \$ 92,200 | \$21 / year | \$ 10,000 | |
| | Advertising Revenue | \$50,000 Min | \$ 33,000 | \$33,000 Min | \$ - | |
| | Replacement permit (e.g., RP3) | \$1.00 / ea | included | \$5.00 / ea | unknown/immat'l | |
| | Meter Hoods | \$1.00 / hood | \$ 100,000 | \$1.00 / hood | \$ - | |
| (j) | Meters Out of Service (per meter) | \$7 Half-day, \$13 Full | \$ 97,500 | \$8 Half-day, \$15 full | \$ 7,500 | |
| | Miscellaneous | various | \$ 2,300 | various | \$ - | |
| | Motorcycle Permits | \$180 / year | \$ 1,200 | 200 / year | unknown/immat'l | |
| | Operating Lease Payments | various | \$ 4,000 | various | \$ - | |
| | Contractor Hangtags (per hangtag) | \$7 Half-day, \$13 Full | \$ 70,870 | \$8 Half-day, \$15 full | \$ 2,130 | |
| | Subtotal | | \$ 401,070 | | \$ 19,630 | |
| | Total Operating Revs (excl's Interest) | | \$ 10,185,820 | | \$ 1,299,340 | |
| | vs 2008 Actuals (pre-closing) ... | | \$ 10,709,260 | | | |
| | | | | | APPROX Half-Year Impact >> | \$ 649,670 |
| TOTAL PROPOSED REVENUE -- FULL YEAR IMPACT (Current + Addn'l) | | | | | | \$ 11,485,160 |
| Other Initiatives | | | | | | |
| | Kohl Center and UW | | | Standard rate/day | | |
| | Overture Center | | | Standard rate/day | | |
| | Bill vendors for cost of covering/uncovering DIS/VET signs when removed | | | \$50 per sign | | |

Footnotes / Miscellaneous

- (a) Multi-space meters to be phased-in during 2009 at \$.20/hour more than the 'single pole' rate (e.g., \$1.70/hr on-street, \$1.45/hr Buckeye Lot)
As implementation dates unknown, revenue impact not yet estimated
- (b) To *better* ensure continuation of our '100% Occupancy' rate for monthly parkers, we are proposing that parkers provide 30-days notice of termination (the Parking Utility currently provides *parkers* with 30-days notice of termination)
- (c) The Overture Foundation pays the monthly parking fee of \$111.85/mo for the Overture Center Director (Business/Non-Res rate less sales tax, \$118/1.055).
- (d) NSA (SSCo) **Monthly Payment** (2008 example) = 60 spaces x \$112.46 (\$113 Res rate / 1.055 tax-exempt!) = \$107.11 x 1.05 = **\$6,748 / mo**
(The initial 10-year term for the NSA Agreement expired 2008; automatic 5-year renewal thru 2013)
- (e) WWA (OC) **Monthly Payment** (2008 example) = 45 spaces x \$108.15 (\$103 Res rate x 1.05) = **\$4,866.75 / mo**
(The initial 10-year term for the WSA Agreement expires 2015; automatic 5-year renewal thru 2020)
- (f) Concourse (SSCo - 3 'overniters') **Monthly Payment** (2008 example) = 3 spaces x \$220/space = **\$660 / mo**
- (g) Bethel = SSCo Hourly rate x 1.84 average LOS x # of Parkers Sun's betw 7a and 12:45p (e.g., 2008 = \$.85 x 1.84 = \$1.56 x # Parkers)
- (h) Competitive Pricing -- UW/Kohl Center/Camp Randall SE pricing = \$15, Alliant Center SE pricing = \$5 (5800 stalls).
- (i) RP3 -- We are proposing discontinuation of pro-ration of the permit cost (e.g., presently, a permit purchased Sept-Dec costs \$21 (full-year rate, a permit purchased Jan-Apr costs \$14, etc.) We estimate this change would generate about \$10,000 add'l revenue.
- (j) Meters Out of Service -- to clarify, the *current* charges are \$7 per meter for Half-Day out of service, and \$13 per meter for Full-Day out of service.
unknown/immat'l -- revenue impact not estimated because (1) implementation date unknown, (2) no history / too many unknowns at this point and/or (3) immaterial amount

Miscellaneous

Per September 2008 Ordinance change, the rate for NON-metered two-hour and one-hour parking zones to go from \$2 to \$5 per day