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**PARKING STAFF REPORT TO  
TRANSIT AND PARKING COMMISSION COVER SHEET**

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**AGENDA ITEM: G.2.**

**MEETING DATE: January 15, 2008**

**ITEM: Ad Hoc Committee to Develop a Parking Strategic Plan (PSP) Committee Goals**

**STAFF DISCUSSION OF ITEM:**

The Transit and Parking Commission created the PSP to develop a short- and long-term strategic plan to optimize resource utilization and to assist in identifying and prioritizing capital parking projects. The Committee has met since mid-2007 to create a vision and goals. In January 2008, the following five goals were finalized for review, modification and validation by the TPC:

1. The Parking Strategic Plan shall be aligned with the City's plan(s) for the Central Area. The Central Area means all lands located in that area bounded by:
  - Blair Street to the northeast;
  - The shoreline of Lake Monona to the southeast;
  - Proudfit Street and Regent Street to the south;
  - Park Street, University Avenue and Lake Street to the west; and
  - The shoreline of Lake Mendota to the northwest (also known as Capitol Square and W-1 Plan Districts).
2. The Plan, while serving the needs of a variety of customers, will recognize the importance of energy conservation.
3. The Plan will use parking as one tool to promote and facilitate diversified development in the Central Area.
4. As a result of the Plan, parking will be perceived as an attractive, reliable and good use of land that complements neighborhoods.
5. The Plan will encourage parking facilities that are multipurpose (serving a variety of parking needs) and endeavor to be mixed-use (co-locating with other businesses and services).

**FISCAL IMPLICATIONS:** A fiscal implication cannot be predicted until strategies are developed.

**STAFF RECOMMENDATION/RATIONALE:**

Staff recommends careful review of the goals by the TPC. The PSP cannot move forward until these goals have been validated by the TPC. Staff believes that these goals are proper from a Parking Utility perspective and provide a good platform to develop specific strategies – our next step in the committee process.

**PREPARED BY:**

William Knobeloch, Parking Operations Manager

**DATE:**

January 9, 2008