

Benishek Clark, Anne

---

**From:** Alexis Turner [enjoy.adt@gmail.com]  
**Sent:** Tuesday, March 01, 2016 3:43 PM  
**To:** Parking  
**Subject:** Proposed Parking Rate Increase Notification

Dear Members of the Transit & Parking Commission,

While information on proposed parking rate increases was released on February 19, 2016, informational flyers, to offer to all customers, first became available on the afternoon of February 26, 2016. For those only able to provide written comments and whose only notification was through a flyer, this eliminated seven out of eleven days for written comments by the public. Please consider reopening the opportunity for written public comments and offering the information in a timely manner in multiple mediums and formats.

Sincerely,  
Alexis Turner

P.S. Though I am writing as a public citizen, I am also a Parking Utility employee of nearly 23 years and a city employee for nearly 32 years.

Benishek Clark, Anne

---

**From:** Tolley, Sabrina  
**Sent:** Tuesday, March 01, 2016 3:43 PM  
**To:** Benishek Clark, Anne  
**Subject:** FW: Parking rates proposed schedule

Public comment

-----Original Message-----

**From:** Parking  
**Sent:** Tuesday, March 01, 2016 2:24 PM  
**To:** Tolley, Sabrina  
**Subject:** FW: Parking rates proposed schedule

-----Original Message-----

**From:** Dolores M. Emspak [<mailto:dempak@gmail.com>]  
**Sent:** Tuesday, March 01, 2016 2:13 PM  
**To:** Parking  
**Subject:** Parking rates proposed schedule

We are opposed to an increase in the rates for parking in Madison.

Dolores and Frank Emspak  
916 Castle Place  
Madison, WI 53703

**From:** tom@3pc.com [mailto:tom@3pc.com] **On Behalf Of** Capt  
**Sent:** Tuesday, March 01, 2016 9:02 AM  
**To:** Parking  
**Subject:** Comments for: Transit and Parking Commission meeting 3/9/16

Dear Commission,

I'm wondering why the proposed increases are different for each garage? Parking is needed for a wide range of economic households. If bus transportation is not a workable solution for a downtown worker they must pay for parking or walk long distances from free parking options. The average income worker can weigh convenience with price to determine where to park. I would propose considering an across the board \$0.20 increase for all lots to maintain the current pricing strategy and budget goals. Or an across the board percentage increase to meet desired budget goals. Please find my hourly analysis attached. The proposed solution seems overly punitive to the Overture Center parker.

Thank you for your consideration.

	<u>spaces</u>	<u>current</u>	<u>new</u>	<u>% increase</u>	<u>current</u>	<u>new</u>	<u>\$ increase</u>
<b>Parking Div. Proposed</b>							
<b>Capitol Square North</b>	613	\$1.00	\$1.20	20.00%	\$613.00	\$735.60	\$122.60
<b>Government East</b>	516	\$1.50	\$1.80	20.00%	\$774.00	\$928.80	\$154.80
<b>Overture Center</b>	620	\$0.75	\$1.10	46.67%	\$465.00	\$682.00	\$217.00
<b>State Street Campus</b>	1063	\$1.25	\$1.30	4.00%	\$1,328.75	\$1,381.90	\$53.15
<b>State Street Capitol</b>	844	\$1.00	\$1.10	10.00%	\$844.00	\$928.40	\$84.40
					\$4,024.75	\$4,656.70	\$631.95
<b>% increase</b>							
<b>20.00%</b>							
<b>Capitol Square North</b>	613	\$1.00	\$1.20	20.00%	\$613.00	\$735.60	\$122.60
<b>Government East</b>	516	\$1.50	\$1.80	20.00%	\$774.00	\$928.80	\$154.80
<b>Overture Center</b>	620	\$0.75	\$0.90	20.00%	\$465.00	\$558.00	\$93.00
<b>State Street Campus</b>	1063	\$1.25	\$1.50	20.00%	\$1,328.75	\$1,594.50	\$265.75
<b>State Street Capitol</b>	844	\$1.00	\$1.20	20.00%	\$844.00	\$1,012.80	\$168.80
					\$4,024.75	\$4,829.70	\$804.95
<b>\$ increase</b>							
<b>\$0.20</b>							
<b>Capitol Square North</b>	613	\$1.00	\$1.20	20.00%	\$613.00	\$735.60	\$122.60
<b>Government East</b>	516	\$1.50	\$1.70	13.33%	\$774.00	\$877.20	\$103.20
<b>Overture Center</b>	620	\$0.75	\$0.95	26.67%	\$465.00	\$589.00	\$124.00
<b>State Street Campus</b>	1063	\$1.25	\$1.45	16.00%	\$1,328.75	\$1,541.35	\$212.60
<b>State Street Capitol</b>	844	\$1.00	\$1.20	20.00%	\$844.00	\$1,012.80	\$168.80
					\$4,024.75	\$4,755.95	\$731.20

**From:** Tolley, Sabrina  
**Sent:** Friday, February 19, 2016 10:50 AM  
**To:** 'John Bergh'  
**Cc:** Benishek Clark, Anne  
**Subject:** RE: Parking Changes  
**Attachments:** Approved Agenda 2.22.16 TPC Subcommittee.pdf

Mr. Bergh,

Thank you for your comments. I am copying Anne Benishek-Clark on this message to share with TPC members and include in the public comment related to the proposed rate changes. The Transit and Parking Commission (TPC) Subcommittee will be discussing the proposed changes at their February 22nd meeting, and the TPC will be holding a public hearing on this topic at their March 9th meeting at 6:00 PM in room 260 of the Madison Municipal Building.

Sabrina Tolley  
Assistant Parking Utility Manager  
City of Madison Parking Utility  
(608) 266-4761  
[stolley@cityofmadison.com](mailto:stolley@cityofmadison.com)

-----Original Message-----

**From:** John Bergh [<mailto:jbergh@whiteboxcpg.com>]  
**Sent:** Tuesday, February 16, 2016 4:20 PM  
**To:** Tolley, Sabrina  
**Subject:** Parking Changes

To whom it may concern:

I urge that the City not consider parking rate increases that will affect shoppers or diners visiting the Capitol Square and State Street areas. My company does considerable work with retailers and restaurants wanting to locate businesses in Central Madison. One of the most frequently voiced complaints by these potential new businesses is the cost of parking for their customers and employees. Furthermore the City should not extend enforcement hours for metered parking. Our retailers have already too much competition from suburban malls, big box stores and from internet sellers. Increases in short term parking rates and extended enforcement hours will push more business in to the pockets of those competitors.

John Bergh  
President  
White Box Commercial Property Group  
301 N. Broom Street  
Madison, WI 53703  
Office - 608 442-4120  
Mobile -608 772 5077  
[JBergh@whiteboxcpg.com](mailto:JBergh@whiteboxcpg.com)

Benishek Clark, Anne

---

**From:** Tolley, Sabrina  
**Sent:** Monday, February 22, 2016 2:54 PM  
**To:** Benishek Clark, Anne; Putnam, William  
**Subject:** FW: Input for today's Transit and Parking Commission Subcommittee Meeting

---

**From:** Ken Rosenberg [<mailto:kwrosenb@gmail.com>]  
**Sent:** Monday, February 22, 2016 1:12 PM  
**To:** Tolley, Sabrina  
**Subject:** Input for today's Transit and Parking Commission Subcommittee Meeting

I would like to submit comments related to the *Discussion on hours of enforcement for on-street meters and residential parking permit areas* for today's Transit and Parking Commission Subcommittee Meeting.

Monday  
February 22, 2016  
5:30pm

Madison Municipal Building, Room 300  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53703

I live on Langdon Street, an area where available parking can be difficult to find. The residential parking spots are often unavailable as well as the metered spots in the area. It is very helpful to be able to park at metered spots from 6 pm until 8 am without having to worry about paying the meter. It would be very unfortunate to increase the hours when payment at meters is required for residents that rely on parking at these spaces before and after work. If you increase the costs please keep the hours for metered spaces at 8 am until 6 pm, rather than increasing these times.

Sincerely,

Ken Rosenberg

636 Langdon Street  
Madison, WI 53703

Benishek Clark, Anne

---

**From:** Tolley, Sabrina  
**Sent:** Thursday, February 25, 2016 8:05 AM  
**To:** Benishek Clark, Anne  
**Subject:** FW:

For the public comment on rates.

---

**From:** Parking  
**Sent:** Wednesday, February 24, 2016 8:11 AM  
**To:** Tolley, Sabrina  
**Subject:** FW:

---

**From:** Paul Fotes [<mailto:pjfotes@live.com>]  
**Sent:** Tuesday, February 23, 2016 6:50 PM  
**To:** Parking  
**Subject:**

Did you know ,I have been in AZ for two months and I have not seen a parking meter. That is because they do not charge for parking. Even in ramps, lots or streets will you find a meter. Have you ever thought of that concept. May be you should try . You know that people really do get out and visit stores etc. Maybe there cities are smarter than Madison, Maybe you do not get the concept. I have lived in Madison my whole life and Madison has never been business friendly. You worry too much about how to balance your books. Madison is the best place in the country to live. Right!

Benishek Clark, Anne

---

**From:** Tolley, Sabrina  
**Sent:** Thursday, February 25, 2016 3:28 PM  
**To:** 'Benjamin.Stine@dwd.wisconsin.gov'  
**Cc:** Benishek Clark, Anne  
**Subject:** RE: Public Hearing on Proposal for System-Wide Parking Rate Modification

Benjamin,

Thank you for your comments. I am copying Anne Benishek-Clark on this message to share your comments with TPC members and include with the public comment.

Sabrina Tolley  
Assistant Parking Utility Manager  
City of Madison Parking Utility  
(608) 266-4761  
[stolley@cityofmadison.com](mailto:stolley@cityofmadison.com)

---

**From:** Parking  
**Sent:** Tuesday, February 23, 2016 10:45 AM  
**To:** Tolley, Sabrina  
**Subject:** FW: Public Hearing on Proposal for System-Wide Parking Rate Modification

---

**From:** Stine, Benjamin A - DWD [<mailto:Benjamin.Stine@dwd.wisconsin.gov>]  
**Sent:** Tuesday, February 23, 2016 10:21 AM  
**To:** Parking  
**Subject:** Public Hearing on Proposal for System-Wide Parking Rate Modification

I will be unable to attend the hearing for Mar 9<sup>th</sup> for a system wide parking rate modification, so I am voicing my concerns below.

I am a state employee and serve the people of the State of Wisconsin. As such I am already paying the state \$130 a month, in order to have a place to park, to serve the people of the state.

Most private sector businesses provide parking for their employees to begin with. However, I accept having to pay what are already high prices every month in order to park downtown.

I would accept a \$5 price hike in parking, but \$20 is too much. What happened to allowing (TIF) Tax Incremental Financing on these garages to allow for improvements?

I park in the North Capital Ramp and you already did major renovation work in that ramp closing off 2/3rds of it and inconveniencing people with not allowing us to park in certain areas for over a month. When the repairs were done, they had to come back because they didn't do the job correctly the first time and they shut down portions of the ramp again.

Charging people more money is going to cause a lot of people to start taking the bus and not parking downtown period. This in turn is going to decrease your revenue and not allow you to replace anything.

That is my two cents on the matter.

Have a good week.

**From:** Tolley, Sabrina  
**Sent:** Thursday, February 25, 2016 3:56 PM  
**To:** 'jacquelyn.m.adams@gmail.com'  
**Cc:** Benishek Clark, Anne  
**Subject:** RE: Parking increase concerns

Jackie,

Thank you for your comments. I am copying Anne Benishek-Clark on this message to share your comments with TPC members and include with the public comment.

Sabrina Tolley  
Assistant Parking Utility Manager  
City of Madison Parking Utility  
(608) 266-4761  
[stolley@cityofmadison.com](mailto:stolley@cityofmadison.com)

---

**From:** Parking  
**Sent:** Tuesday, February 23, 2016 8:14 AM  
**To:** Tolley, Sabrina  
**Subject:** FW: Parking increase concerns

---

**From:** Jacquelyn Adams [<mailto:jacquelyn.m.adams@gmail.com>]  
**Sent:** Monday, February 22, 2016 8:50 PM  
**To:** Parking  
**Subject:** Parking increase concerns

Good evening,

Thank you for the recent notice regarding the proposal to modify parking rates. Unfortunately, I will be unable to attend the meeting, and wanted to express my concerns regarding the increases.

Costs for services such as childcare, transportation, water, healthcare, etc. continue to increase in Dane County, and unfortunately not all salaries are increasing to help account for these cost of living increases. It has been difficult to not have the city acknowledge this.

I would ask that the city please consider a more moderate increase or try to divide up the cost over a 3 year period(\$5/year over 3 years) to avoid causing financial hardship for people because even though \$15 a month might not seem like a lot it adds up when a lot of other services offered through the County are increasing as well.

Another important issue to address is that some workers have FSA accounts to assist with transportation costs and had to determine the amount to be withdrawn during open enrollment, which occurred in October. By increasing costs mid year you are not allowing employees to deduct the full amount that transpiration will end up costing them because you are not allowed to make adjustments mid year. If you are to move forward with



the increase it would be helpful to wait until 2017 so that employees have an opportunity to update their accounts during open enrollment to reflect any cost increases.

Thank you for your time and consideration.

Sincerely,  
Jackie Irving  
(downtown parking patron)

Benishek Clark, Anne

---

**From:** Tolley, Sabrina  
**Sent:** Monday, February 29, 2016 11:49 AM  
**To:** Benishek Clark, Anne  
**Subject:** FW: Parking Rates at Overture Ramp

Comment for public hearing

---

**From:** Parking  
**Sent:** Monday, February 29, 2016 10:47 AM  
**To:** Tolley, Sabrina  
**Subject:** FW: Parking Rates at Overture Ramp

---

**From:** Beatty, Christine  
**Sent:** Monday, February 29, 2016 10:43 AM  
**To:** Parking  
**Cc:** Okeefe, James; Crawley, Katie; Blinda Beason; Daryl Sherman; Donna Bryant; Canfi, Edna; Faisal Kaud; Fay Ferington; Kathy Poi; Whitt, Kathy; mr jrimkus; Verveer, Michael; phkmail; Kemble, Rebecca; Bibo, Laurie; Cator, Karen; Flesher, Gary; Hunt, Laura; SCIntern2; SCIntern3; Weichelt, John  
**Subject:** Parking Rates at Overture Ramp

Transit and Parking Utility Members:

I am sorry that I will be out-of-town for the public hearing on rate increases scheduled for March 9 and not available to meet with you.

Thank you for your previous considerations regarding parking rates at the Overture Ramp, a primary resource for older adults participating at the Madison Senior Center, 330 West Mifflin Street, a City of Madison agency. Thoughtful members of your commission have understood that this ramp directly affects the ability of senior adults to access services and activities, especially when walking distances may be physically impossible and limited direct bus transit is available. Their deliberate policy has kept rates at the ramp the lowest possible to serve this important Madison population.

Cost becomes a burden and a disincentive to elders who most need these essential services, which are meals and nutrition education, exercise and health programs, socialization and support groups, life-long learning classes, and senior services and benefit information. Please help keep Madison's older adults healthy and active and a presence in downtown Madison at a City facility built especially for them.

Regards, Christine Beatty



**Christine Beatty, Senior Center and Services Director**  
City of Madison DPCED • Community Development Division  
Madison Senior Center  
330 West Mifflin Street  
Madison, Wisconsin 53703  
*Tel* 608 267 8652 • *Fax* 608 267 8684  
*Email* [cbeatty@cityofmadison.com](mailto:cbeatty@cityofmadison.com)  
*Web* [cityofmadison.com/dpced/communitydevelopment](http://cityofmadison.com/dpced/communitydevelopment)  
[www.madisonseniorcenter.org](http://www.madisonseniorcenter.org)

---

*In compliance with State public records law, the City of Madison retains copies of ALL email messages to and from this mailbox. Email messages may be released in response to appropriate open record requests.*

**From:** Tolley, Sabrina  
**Sent:** Monday, February 29, 2016 3:07 PM  
**To:** Benishek Clark, Anne  
**Subject:** FW: rate increases

For public comment.

---

**From:** Parking  
**Sent:** Monday, February 29, 2016 3:06 PM  
**To:** Tolley, Sabrina  
**Subject:** FW: rate increases

---

**From:** jo mo [<mailto:bigredkill@yahoo.com>]  
**Sent:** Monday, February 29, 2016 2:58 PM  
**To:** Parking  
**Subject:** rate increases

I think the proposed rate increases are still on the low end. I don't think it's too outrageous for all the ramps to charge \$1 per half hour. Special event parking I think could be increased to let's say 8 dollars. Also charging people \$0.25 for using a card when paying is something that could be implemented. It costs the city money when people use the cards and that should be passed on to the people who want to use them rather than making cash customers carry that burden.

Thanks for your attention

Is a dream a lie if it don't come true or is it something worse?  
- Bruce Springsteen-

Do you know the difference between education and experience? Education is when you read the fine print;  
experience is what you get when you don't  
- Pete Seeger-

In the practice of tolerance, one's enemy is the best teacher.  
-Dalai Lama-

Hope is the last to die  
- Russian proverb-