



## 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

FAX 608 267 1158

[parking@cityofmadison.com](mailto:parking@cityofmadison.com)

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Release: **Immediately**  
Contact: **Bill Knobloch, Parking Operations Manager**  
**266-4761**

### PUBLIC HEARING ON PROPOSAL FOR SYSTEM-WIDE PARKING RATE MODIFICATIONS

On Wednesday, March 14, 2012 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 proposed rates are attached.)

The last system-wide rate increase was made in June 2009. If approved, rate changes are proposed to take effect June 2012.

The proposed parking rate increases will serve several purposes, the most important being to develop sufficient cash reserves to replace parking garages. The Utility has three garages at or near replacement age. In addition to providing new facilities, the proposed rate increases are needed to replace on-street meters, and to repair and maintain current facilities. Additional rate increases will be needed over the next 10 years to address these ongoing issues.

The proposed rates for monthly parking continue the Utility's 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. Eligible carpoolers also qualify for the discounted resident rate and are entitled to immediate occupancy in select ramps. Staff recommends that electric car drivers be added to those entitled to the residential monthly rate.

Parkers parking at our most popular facilities, especially those that fill up like Capital Square North will receive the largest increase. Facilities that are substantially under-utilized like Overture will receive little or no increase. Hopefully some of the parkers at overused facilities will move their parking use to these less expensive garages.

Citizens are welcome to address the Transit and Parking Commission at the March 14, 2012 hearing, with each speaker allowed a maximum of five minutes to present comments. If you cannot attend the March 14<sup>th</sup> hearing and wish to submit written comments, please mail them to: Madison Parking Utility, PO Box 2986, Madison WI 53701-2986; or email them to: [parking@cityofmadison.com](mailto:parking@cityofmadison.com). Written comments should be submitted before 4:30 PM, Wednesday, March 7, 2012.

Bill Knobloch  
Parking Operations Manager

WK:abc  
Attachment