

# PARKING DIVISION

2024 EVENT RATE INCREASE



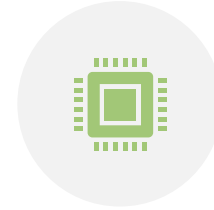
THE SPECIAL EVENT RATE WAS LAST INCREASED IN 2016 FROM \$5 TO \$8



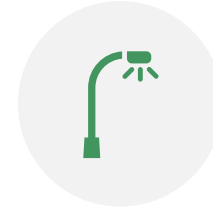
RATE INCREASES ARE NECESSARY TO ADDRESS INCREASED OPERATING COSTS, BALANCE SYSTEM DEMAND, AND ENCOURAGE OTHER MODES OF TRANSPORTATION.



AN EVENT RATE IS ACTIVATED WHEN A FACILITY IS IMPACTED BY INCREASED PARKING DEMAND, RESULTING IN A SHIFT IN OPERATIONS.



LARGE EVENTS TRIGGER A CHANGE IN OPERATIONS TO ALLOW FOR PAYMENTS TO BE MADE DURING ENTRY TO PROVIDE A QUICKER EXIT SYSTEM FOR USERS.



ON-STREET METERED PARKING IS AVAILABLE AT THE STANDARD RATE FOR SHORT-TERM PARKING



NEARBY PARKING FACILITIES' RATES RANGE FROM \$15 - \$40 DURING EVENTS.

## BACKGROUND



## 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

In many cases, on-street and other nearby garages will be at standard rate unless it is a large event that impacts the entire downtown



## 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.

EVENT PARKING VS  
STANDARD  
PARKING

## SPECIAL EVENT PARKING RATES- 2023 PROPOSAL

- Current rate set at \$8 maximum, regardless of the event size or impact on a facility.
- Nearby event rates range from \$15 - \$40.
- Event parking demand is highest at State St. Campus, State St. Capitol, and South Livingston Garages.
- Below market rates discourage using other transportation options.
- Special Event or Pay on Entry (POE) would begin two (2) hours prior to the start of the event and are valid until 7a the next morning.

Tiered System	Price	Attendees	Triggers
Level 1	\$10.00	1,200 – 2,999	<ul style="list-style-type: none"> <li>• lower impact special events that trigger POE</li> <li>• downtown area community events (Night Market, Concerts on the Square, etc.)</li> <li>• not venue specific.</li> </ul>
Level 2	\$15.00	3,000 – 9,999	<ul style="list-style-type: none"> <li>• sell-out or near sell-out events, or multiple events occurring at nearby venues.</li> <li>• South Livingston Street and State Street Campus Garage, this tier would apply to events with under 10,000 expected attendees, such as concerts and other events.</li> </ul>
Level 3	\$20.00	10,000 +	<ul style="list-style-type: none"> <li>• apply primarily to State Street Campus Garage or South Livingston Garage during highly attended Kohl Center, Camp Randall, or nearby venue events.</li> </ul>

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## ITEMS CONSIDERED

- The current event rate (\$8) no longer covers operating costs, including staffing, facility maintenance, and necessary technology upgrades.
- At \$8, the City of Madison event parking rates remain significantly lower than those of our nearby competitors, which range from \$15 to \$40.
- The Parking Division has seen a shift in demand for parking from weekday/daytime peaks to evenings and weekends.
- The Parking Division continues to recover from the financial impacts caused by the pandemic.
- By implementing a more competitive event rate, we can cover our added staffing and general operations costs and provide our customers with a more efficient and less congested parking experience.
- While rate changes could negatively impact those experiencing financial hardship, the City, through other efforts (implementing BRT, bike share, bike lane improvements, affordable housing in high-frequency transit areas), is working towards lessening car dependency and investing in all modes of transportation.
- It's important to note that alternate parking options remain readily available for those looking to park for short periods or at a lesser rate. These include metered parking, on-street 2-hour parking, or other nearby facilities unaffected by events, providing flexibility and choice for our patron's parking, or other nearby facilities unaffected by events.
- Businesses can pre-pay parking in facilities using coupons for their staff and volunteers.

## RATE COMPARISON

- Current Event Rate
  - \$8 @ 8hrs = \$1.00/hr
- Proposed Event Rates
  - \$10 @ 8 hrs = \$1.25/hr
  - \$15 @ 8 hrs = \$1.88/hr

Facility	Standard Rate (8 hours)
Wilson Street Garage	\$1.80 = \$14.40
Capitol Square North	\$1.50 = \$12.00
Overture Center Garage	\$1.60 = \$12.80
State Street Capitol	\$1.50 = \$12.00
State Street Campus	\$1.80 = \$14.40
South Livingston Street	\$1.20 = \$9.60

# PROPOSED EVENT RATE CHANGES



Rates valid for 8 hours' worth of parking



Event rate may activate 1-3 hours prior to start of event



State Street Campus and South Livingston Street Garage

\$15



Wilson Garage, State Street Capitol, Overture Center, and Capitol Square North

\$10