

TPC 09.14.16
ITEM G.I.

9/9/16 FORWARDED TO

TPC MEMBERS/STAFF

Benishek Clark, Anne

From: Parking
Sent: Friday, September 09, 2016 8:54 AM
To: Benishek Clark, Anne
Cc: Tolley, Sabrina
Subject: FW: Raise in parking ramp rates

From: Jim & Carol Mayfield [<mailto:cjmayfield@charter.net>]
Sent: Monday, September 05, 2016 8:13 PM
To: Parking
Subject: Raise in parking ramp rates

Does it really have to be this high? Some of us are retired, elderly seniors on fixed, moderate incomes, who find it difficult enough to be able to occasionally attend special events in the downtown area.

Jim and Carol Mayfield

9/13/14 FORWARDED TO
TPC MEMBERS/STAFF

Benishek Clark, Anne

Subject: FW: Event Parking Increase

From: Lori Wilson [<mailto:lhope26@yahoo.com>]

Sent: Sunday, September 11, 2016 1:06 PM

To: Parking

Subject: Event Parking Increase

Hello,

I would like to comment on the proposed parking increase, to be discussed at the September 14 meeting. Although I cannot make this meeting, I would like to leave feedback for the City of Madison Transit and Parking Commission.

Earlier this year, parking increases were approved, costing users more at many downtown and isthmus locations. These changes were touted as the first since 2012, a much-needed increase. At that time, we were told the Special Event Parking rate wouldn't change. A few months after these rates were approved, the City wants to increase Event parking by up to 200%? Ouch!

I understand that there are capital needs, but I don't see how increasing Special Event Parking parking from \$5 to \$8, 10 or even \$15 just a few months after downtown rates were raised is a good move. It wasn't that long ago that the Overture Center was teetering on the brink, and now we're going to charge patrons \$5 to \$10 more an event? The East Washington corridor is finally seeing renewal after so many years of neglect, and now it's going to cost \$8 to \$10? How is this encouraging visitors to come to downtown Madison?

Additionally, due to the pay-on-entry restrictions of Event Parking if you would like to pop into a store or eat a quick bite at the same time as an event, you are now saddled with additional parking costs that amount to a \$8 to \$15 tax on a dinner, or even worse, on a 15-minute errand. Mayor Soglin has stressed the importance of a mix of retail, restaurants and bars for a dynamic and sustainable downtown. Driving up costs for a special night out doesn't seem like behavior that encourages downtown spending. (While I would love to take a bus to downtown, the routes just aren't quick or frequent enough to begin to make sense from non-isthmus locations, especially outside of rush hour times.)

Compare these parking costs with Hilldale Shopping Center (free), Greenway Station (free), and many of Madison's suburban downtowns (free). I can actually park in the most expensive lot at the airport for the same or less than what it would cost me downtown. Bradley Center parking is getting to be comparable (or cheaper), as well.

Please reconsider these rate changes, especially at such a steep increase. It will not only price out some downtown enthusiasts but also adds to the conception that downtown Madison is expensive, overpriced and not for everyone.

Thank you for your time,
Lori Wilson

CC: Mayor Soglin, via contact form.