

Madison Ordinance Analysis of Parking Strategies

Resolution 54961

Resolution tasks the staff team to address the issues of on-street parking in the City and policies that influence such parking. The study shall:

- *Develop a policy that minimizes development parking impact on existing residential neighborhoods while encouraging mode shift.*
- *Investigate measures to manage shared parking demand of infill development such as business, high density residential, entertainment, and special event needs and recommend associated policies.*
- *Develop a policy for responding to developer requests for and or/reliance on use of city owned parking and use of public right-of-way to meet their parking and loading requirements; and,*
- *Review current RP3 permit and enforcement revenue streams and investigate potential new costs that could be included in RP3 on-street parking rates.*

The Staff Team shall complete its review and make final recommendations to the Transportation Policy and Planning Board on or before April 30, 2020. The Transportation Policy and Planning Board will review the Staff Team's recommendations and then develop and recommend ordinance and policy changes to the Common Council on or before September 30, 2020.

Objective

After focus group meetings associated with the study, it became clear that parking could not be managed without also managing transportation demand. A subsequent, perhaps briefer study objective to the study is:

Reduce motor vehicle travel while minimizing neighborhood parking impacts.

Bloomberg Harvard TDM

A staff team is being mentored by the Bloomberg Harvard project to study implementing Transportation Demand Management within the City. The initial workshop lists the following project objective:

The focus of our project is to facilitate equitable outcomes in measure of quality of life by providing transportation options that are responsive to the changing needs of our growing population aligned to both resident and city values.

It is unclear how or if the Bloomberg Harvard will integrate with MOAPS.

The staff team will be performing a substantial amount of user and stakeholder research, and is able to supplement information needed by the MOAPS team.