

**From:** [Jessi A](#)  
**To:** [Harrington-McKinney, Barbara](#); [Guequierre, John](#); [Myadze, Charles](#); [Madison, Sabrina](#); [Currie, Jael](#); [Martinez-Rutherford, Dina Nina](#); [Knox Jr., Isadore](#); [Evers, Tag](#); [Latimer Burris, Amani](#); [Tishler, Bill](#); [Figueroa Cole, Yvette](#); [Conklin, Nikki](#); [Govindarajan, MGR](#); [Wehelie, Nasra H](#); [Rummel, Marsha](#); [Vidaver, Regina](#); [Verveer, Michael](#); [Field, Derek](#); [Bennett, Juliana](#); [All Alders](#); [Duncan, John](#); [Park Commission](#)  
**Subject:** OPPOSE Parking fees  
**Date:** Wednesday, November 13, 2024 10:44:13 PM

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Some people who received this message don't often get email from [jessialter@gmail.com](mailto:jessialter@gmail.com). [Learn why this is important](#)

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Hello Alders & Commissioners,

This email is to express my opposition to the recent announcement of the pilot program, as well as to any future plans that would require Madisonians to "pay to play." It's a barrier. Free public recreational spaces are necessary for the wellbeing of our society. Whats next, paying to park at the library? It just seems wrong.

Thanks for your care and dedication to our city,  
Jessi Alter

**From:** [Terrie Anderson](#)  
**To:** [All Alders](#)  
**Subject:** Parking fees in city parks  
**Date:** Wednesday, November 13, 2024 6:35:23 PM

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Some people who received this message don't often get email from [terrieanderson@sbcglobal.net](mailto:terrieanderson@sbcglobal.net). [Learn why this is important](#)

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Dear Madison Alders,

Please do not approve the pilot program being considered to charge parking fees in city parks. One of Madison's jewels is the green space and nature we have available. And that resource should be available to all.

I see several potential problems with such a program:

- Adding a cost to the use of a park will put that kind of outing out of the reach of some families...probably the ones who need it most.
- Neighborhoods surrounding the parks will be inundated with cars parked to avoid the city parking fee.
- The cost to install the mechanism to collect fees hardly seems worth the return, and that infrastructure will need to be maintained.
- Warner Park fills beyond capacity during event, such as Mallards Baseball games and overflow moves to North Towne Plaza. That will be a challenge to charge for.

Sincerely,  
Theresa Anderson  
1409 Iowa Drive  
Madison, WI 53704

Black Lives Matter!

Register, vote and make your voice heard for fairness and justice in a caring nation.  
<https://vote.gov/>

**From:** [Livia Asher](#)  
**To:** [council](#)  
**Subject:** Proposed charges for parking in city parks  
**Date:** Thursday, November 14, 2024 7:51:38 AM

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You don't often get email from livia.asher@gmail.com. [Learn why this is important](#)

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Madison claims to be a city that strongly supports equity and accessibility, yet this proposal strikes me as the opposite of that idea. Families use the parks. Seniors use the parks. Disabled people use the parks. Why would we want to make it more expensive for those who might not be able to walk or bike to use the parks? In many cases it's the only recreational spot for those with few financial options. The funds raised from this proposal are minuscule as a % of the budget. And we just passed a large tax increase to shore up the budget. Please do not put additional burdens on our marginalized population. It's not a good look.

I strongly urge you not to pass this proposal.

Thank you for your consideration  
Livia Asher

**From:** [noreply](#)  
**To:** [All Alders](#)  
**Subject:** [All Alders] Parking fees at Madison parks  
**Date:** Wednesday, November 13, 2024 5:31:53 PM

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Recipient: All Alders:

Wednesday, November 13, 2024 – 5:28pm

Anne Brasier

She/her

605 Woodward Drive

Madison, Wisconsin. 53704 Yes, by email. [Abrasier2@gmail.com](mailto:Abrasier2@gmail.com) All Alders Parking fees at Madison parks I wish to register extreme disagreement with charging parking fees at the parks. Residents should be encouraged to use our parks for all kinds of health and quality of life reasons, not deterred. An occasional charge for an event such as the football games where the people parking aren't using the park might be okay.

**From:** [Rita Baldacchino](#)  
**To:** [All Alders](#)  
**Subject:** I oppose the proposal to charge for parking in city parks  
**Date:** Thursday, November 14, 2024 9:17:28 AM

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[Some people who received this message don't often get email from bilena\_baldacchino@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

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Dear Aldermen,

Please reject the proposal to charge parking fees in City Parks.

Parks were created so that citizens might enjoy a variety of recreational activities, from walks, to bringing their young children to enjoy the various swinging and climbing activities, to learn about nature, to have respite from their daily challenges...

Say NO to parking fee in parks.

Thank you.

Rita Cairns  
1622 Lake View Avenue  
Madison WI 53704

Sent from my iPhone

**From:** [Marsha Cannon](#)  
**To:** [All Alders](#)  
**Subject:** Please support Agenda Item 108, Legistar 86251  
**Date:** Monday, November 25, 2024 4:14:04 PM

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Some people who received this message don't often get email from mpcannon76@gmail.com. [Learn why this is important](#)

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As I understand it, Agenda Item 108 proposes to remove authorization for a paid parking pilot program and associated revenues and expenses from the Parks Division 2025 Adopted Operating budget.

The pilot addresses a very unpopular and unduly complex option for a way to generate revenue for the Parks Division. Please do not waste time on the current proposal.

Sincerely,

District 18 Resident  
Marsha Cannon  
5 Cherokee Cir. Unit 202  
Madison, WI 53704

**From:** [noreply](#)  
**To:** [All Alders](#)  
**Subject:** [All Alders] Parking at Madison Parks  
**Date:** Friday, November 15, 2024 6:41:19 AM

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Recipient: All Alders:

Friday, November 15, 2024 – 6:37am

Susan Ciurczak

2591 Oak View Ct

Fitchburg, Wisconsin. 53711 Yes, by email. [sjvacurczak@gmail.com](mailto:sjvacurczak@gmail.com) All Alders Parking at Madison Parks Please vote NO to charging for parking at Madison parks. I enjoy the Madison parks very much. It would be a deterrent if parking becomes a huge issue. There are precious few things that can be enjoyed for “free.”

Thank you for considering my objection.

**From:** [noreply](#)  
**To:** [All Alders](#)  
**Subject:** [All Alders] Budget - parking fees for city parks  
**Date:** Wednesday, November 13, 2024 12:11:22 PM

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Recipient: All Alders:

Wednesday, November 13, 2024 – 12:06pm

Kassidy Dehne

she her

1609 n Thompson drive

Madison, Wisconsin. 53704 Yes, by email. [kdehne24@outlook.com](mailto:kdehne24@outlook.com) All Alders Budget - parking fees for city parks I think that requiring community members to pay to park at local parks would negatively affect those who are low income. Going to the parks or zoo is one of the few free options residents have to spend time in the community and get outside, and these areas are not generally high demand for parking with limited space. Having free things to do in the community decreases crime and drug use in youth, and would be a barrier to utilization for many people. I think there could be a way to use event parking to generate revenue without negatively impacting people who use these public spaces regularly. I personally use Warner park to exercise my dog, so utilizing public transport would not be an option for me.



**From:** [noreply](#)  
**To:** [All Alders](#)  
**Subject:** [All Alders] Paid Parking at City Parks  
**Date:** Friday, November 15, 2024 4:37:08 PM

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Recipient: All Alders:

Friday, November 15, 2024 – 4:32pm

Pam Garrett

She/her

214 Knutson Dr.

Madison, Wisconsin. 536 Yes, by email. [stillenuf@gmail.com](mailto:stillenuf@gmail.com) All Alders Paid Parking at City Parks I am appalled at the decision by the council to charge for parking at city Parks. The parks in many areas are utilized by seniors, children, and often moderate to lower and fixed income members of our city. This is an example of elitist thinking and behavior in my opinion and puts pressure on many who already have less disposable income, to make up for budgeting shortfalls. City parks are one of the ways resources are made available to all of our citizens and I believe this will limit utilization and participation in outdoor leisure activities available through the Madison Parks system.

**From:** [Fields, Debbie](#)  
**To:** [All Alders](#)  
**Subject:** FW: Parking fees at parks.  
**Date:** Thursday, November 21, 2024 10:23:24 AM

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Alders,

Following please find an email that was received in the Council Office inbox.

Best,  
Debbie Fields  
Program Assistant 2  
Common Council Office  
608-266-4297

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

From: Alison Gold <[alisongold@msn.com](mailto:alisongold@msn.com)>  
Sent: Thursday, November 21, 2024 9:03 AM  
To: council <[council@cityofmadison.com](mailto:council@cityofmadison.com)>  
Subject: Parking fees at parks.

[You don't often get email from [alisongold@msn.com](mailto:alisongold@msn.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

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Hello, I'm a little late to the party, but I want to challenge the wisdom of charging for parking at city parks. Didn't we just approve our property taxes to be increased so as to ward off extreme cuts to city services?

The parks are for everyone's enjoyment. Charging for parking is going to be a barrier for some, and the principle of paid parking at OUR parks in the first place is a turn off. We regularly attend Madison Mallard and Nightmare games. If parking is charged on top of ticket prices at Warner Park that will end our attendance. The zoo? That's just wrong.

Thank you for this consideration.  
Sincerely, Alison Gold.

**From:** [Stasha](#)  
**To:** [council](#)  
**Subject:** City Park Parking Fees  
**Date:** Thursday, November 14, 2024 7:07:40 AM

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You don't often get email from stasha@chorus.net. [Learn why this is important](#)

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Dear Madison Alders,

I am writing to express my concerns about an article that I read in the Cap Times about council members considering charging fees for parking at city parks. 3 resolutions were just passed which will raise Madison's property tax. The median tax rate in Madison is higher than the rest of the state and is one of the highest in the country. This increase will affect homeowners as well as renters. I believe one reason the resolutions passed is because Madison is a wonderful city to live in and residents appreciate what our tax dollars pay for—including free access to local parks. We are getting taxed out of our city and adding fees increases the burden. I urge you to vote no on the pilot program being proposed!

Thank you,  
Stacy Levin  
201 Dempsey Road,  
Madison, WI 53714

**From:** [gordian@nym.hush.com](mailto:gordian@nym.hush.com)  
**To:** [All Alders](#)  
**Subject:** Support Agenda item 108, Legistar 86251  
**Date:** Monday, November 25, 2024 12:29:50 PM

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Mon. Nov. 25, 2024

Madison Common Council Members,

Please vote to support Agenda item 108, Legistar 86251. Vote to remove authorization for a paid parking pilot program and associated revenues and expenses from the Parks Division 2025 Adopted Operating budget.

The estimated \$23,900 per year in net parking fees is only 0.0055% (55 millionths) of the 2025 budget. Besides the the City's estimated overhead costs of \$15,100, there are three non-monetary costs due to charging a parking fee at Madison's parks.

- \* Some people will be discouraged from visiting the parks or visit parks less often.
- \* Other people will park their vehicles on surrounding streets and in nearby parking lots.
- \* Drivers might travel farther in order to visit parks without paying parking fees.

Such a paltry amount of revenue is not worth discouraging people from using their parks, inconveniencing the parks' neighbors, and adding to traffic congestion and air pollution.

The economic law of supply and demand tells us that a parking fee will discourage some park visitors. Parents with small children, dog owners visiting dog parks, and people who are not able to walk or bike to parks usually drive. So do visitors who picnic in the parks. Some people will visit parks less often or not at all.

By how much will parking fees reduce the number of people enjoying Madison's parks? The pilot parking fee program will provide some information about revenues, but at only one price point. The revenue estimates are based on charging \$35 for special event parking and \$50 for commuter parking. Elasticity of demand is the slope of the demand curve across a range of prices; it can be found only from empirical data. By itself a parking fee program, such as the one used to make the \$23,900 net revenue estimate, cannot provide an estimate of how many people might be discouraged from using Madison's parks. The contemplated pilot program will not provide this important information on the elasticity of demand.

The elasticity of demand for parking at Madison's parks affects two other non-monetary outcomes.

- 1) A parking fee means that some drivers will park on streets and in nearby parking lots. This

shifting of costs to neighbors of the parks is hard to quantify, but it must be recognized.

2) People might drive further in order to visit parks without fees, which adds to traffic congestion and air pollution.

Madison's Operating budget for 2025 totals \$431,703,759. [1] The estimated \$23,900 per year in net parking fees is only 0.0055% (55 millionths) of the 2025 budget. Is such a paltry amount of revenue worth discouraging people from using the parks that they have already paid for with their property taxes?

Don Lindsay

[1] Madison 2025 budget

<https://www.cityofmadison.com/finance/documents/budget/2025/operating/OpEx2025-AdoptedAmendments.pdf>

**From:** [noreply](#)  
**To:** [All Alders](#)  
**Subject:** [All Alders] Paid Parking in Parks  
**Date:** Thursday, November 21, 2024 12:01:27 PM

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Recipient: All Alders:

Thursday, November 21, 2024 – 12:00pm

Louise R Lund  
she/her  
4006 Hanover St.  
Madison

Madison, Wisconsin. 53704 Yes, by email. [weezlund@outlook.com](mailto:weezlund@outlook.com) All Alders Paid Parking in Parks The referendum passed. Even those who thought of this bad idea, only did it in case the referendum did not pass. It did pass. Now, making our parks and green spaces inaccessible, especially to those on limited incomes, without being forced to pay a fee, is totally unconscionable.

**From:** [Laura McNeill](#)  
**To:** [All Alders](#)  
**Subject:** fees in City Parks?  
**Date:** Thursday, November 14, 2024 6:44:27 AM

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Some people who received this message don't often get email from lauramcneill.hasse@gmail.com. [Learn why this is important](#)

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Dear Alders,

I don't agree with charging fees for using city parks. A place to drive/bike/walk to, spend a little time by a lake or walking in the woods, and then heading home after work to fix dinner is often how I spend my time. I don't have to think about putting money into a meter, or making sure I have my credit card with me or the right app to park. I can just show up and be in nature for a little while after a long work day, or just show up with my family on a weekend and throw a frisbee for an hour, or plan a picnic with friends.

City parks are one of the best 'third spaces,' spaces outside of school/work and home where people can gather, meet one another, have a conversation, share a kind word. City parks are the parks we all know and understand, they are the parks closest to us, down the street. Most people don't know about county parks or state parks or even national forest spaces. Everyone knows city parks. Please don't put up a barrier of money, to everyday people getting out and appreciating nature. That is the LAST thing we need.

I have curiosities too. What parks and why? Is it just to generate income? (Not a good enough reason in my opinion). How would fees be collected? What is the start-up cost? What infrastructure has to be installed to enable the fee collection machine or person to perform fee collecting? When then is the payback year? If the payback is greater than 10 years, then is this really a financially wise solution?

okay, thanks for all you do to keep our city running!  
Grateful,

Laura McNeill

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*"Love takes off the masks that we fear we cannot live without and know we cannot live within. I use the word love here not merely in the personal sense but as a state of being, or a state of grace – not in the infantile American sense of being made happy, but in the tough and universal sense of quest and daring and growth"*

James Baldwin, 'The Fire Next Time'

**From:** [Russell Novkov](#)  
**To:** [All Alders](#)  
**Subject:** Parking Fees  
**Date:** Monday, November 18, 2024 11:26:12 AM

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Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear All Alders:

Please don't charge any parking fees at city parks.

Sincerely,

Russell J. Novkov



**From:** [Josh Olson](#)  
**To:** [Evers, Tag](#); [Martinez-Rutherford, Dina Nina](#); [Finance Committee](#)  
**Cc:** [Rummel, Marsha](#); [All Alders](#)  
**Subject:** Save Parking for Park Users, not Gameday Commuters (keep the pilot!)  
**Date:** Sunday, November 24, 2024 10:03:29 AM

Some people who received this message don't often get email from jo.olson03@gmail.com. [Learn why this is important](#)

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Hi Alders Evers and Martinez-Rutherford and the Finance Committee,

I saw a motion to remove the planned parking pilot at Vilas. I'll summarize my main concerns and go deeper into detail below, but I think this is a mistake and the pilot should continue as planned.

1. As a pilot, and a pilot that supposedly generates revenue, I think it's bad practice to not test it to understand the tradeoffs based on the end results
2. The pilot was focused on Wisconsin football games. My understanding as a former resident of the Regent area is that on Gamedays a) there's a lot of congestion, b) people are able to charge \$30/spot for parking on their private lots in Vilas, and c) for people who don't like Wisconsin football, it's a negative (but part of the deal for living in the neighborhood)
3. [Parking Benefit Districts](#), which this could feasibly become, are boons to the surrounding community and tend to be positive for the neighborhood *if communicated effectively*

If this is all you read, thank you for your time. You should continue the pilot as planned.

...

1: For a council that just spent the whole year having to handle constituents frustrated with the levy limit increase, it's striking that we would immediately turn down a pilot that is revenue positive.

" This amendment anticipated the pilot would cost \$15,100 in staffing, supplies, and equipment, and generate \$39,000 in agency revenues."

Why does this generate revenue? How many hours of paid parking would there be? Can the revenue from this project be routed to Parks in a way that enhances the zoo/other parks?

What are the tradeoffs? How many less visitors does the zoo get during this time? What are the demographics of visitors to the zoo during this time? Does it meaningfully change? Do they complain about the parking? Do they park on the street outside of the zoo?

These and so many better questions that City Staff will probably think of are why it would be beneficial to study this. Is this a good idea or a terrible idea? Can we at least determine that, so if it's so awful we have evidence to point to in the future if someone tries to implement it again? If we stop the pilot here, we don't get to look at the complex tradeoffs of this system and understand if it's worth pursuing. Who knows, it could end up being a really great thing!

2: I lived on Mills and Spring for 2 years while attending UW-Madison. I walked through the Vilas neighborhood, typically to just around the zoo, on a daily basis. Gameday is a different beast. Thousands of Wisconsinites (and non-Madisonians) park in the neighborhood for

several hours, all for free. How do the residents feel about this?

For the ones that are savvy enough to realize you can get \$100 for parking 3 cars on your lawn for those hours, they probably like it. But for everyone else, I would question if they enjoy it. The atmosphere is great if you love football, but not everyone does.

Why don't we have a "tax" for these non-Madisonians who are attending these games? Why should they get to park their car in our parks for several hours while they stand in the stadium? What happens to the families who wanted to go to the zoo, forgot there was a home game, and can't find parking in a reasonable distance for their toddler? Is this fair?

The media jumped on "FrEe PaRkInG gOiNg AwAy?!?!?" and ran with it, and I'm sorry you have to deal with that, but it should be noted that this project would explicitly help Madisonians (unless you were driving from other parts of the City, but I wouldn't know this because I bike or bus to the games now that I'm further away). We could do a better job explaining that.

3: Speaking of better for Madisonians, have you considered a Parking Benefit District (<https://parkingreform.org/playbook/pbd/>)? Cities like Austin, TX and Pittsburgh, PA have seen hundreds of thousands of revenues each year generated in small districts that charge market-rate parking. These revenues are explicitly directed back to those small districts to help enhance/improve the area.

This means sidewalk networks, extra patrol shifts, newer facilities. Things that if you asked for as a neighborhood would probably end up on some budget item for 2031.

Vilas is attractive because of Camp Randall, Regent, and Monroe. This area can be easily overparked. The local residents get nothing but congestion. Why not flip it on its head? If the area that's serviced by multiple bus routes and one of the best bike paths in the city is so popular for private vehicles, they can help pay their fair share for what makes it so attractive. We can stop subsidizing these drivers and direct funds to the neighbors who have to deal with them. The neighborhood can then use those revenues for better infrastructure, or block parties, or whatever they decide is most valuable.

**In conclusion:** there's a testable program, that generates money, that reduces things that people don't like (congestion, traffic, noise) for things that people do like (sidewalks, events, etc.). If I'm wrong about the benefits and the tradeoffs aren't worth it, feel free to put me on a pedestal and say "Josh Olson was wrong, and we aren't going to expand this program or do it again". But if I'm right, and we decided to not do the pilot, we are hamstringing ourselves for no reason.

Decisions like these have difficult tradeoffs, but I'm not seeing alders who are actively exploring what they are. Instead, they are trying to avoid the tradeoffs entirely. That's bad governance in my opinion.

Thank you,  
Josh Olson

**From:** [Benish Pam](#)  
**To:** [council](#)  
**Subject:** Charge for parking in city parks  
**Date:** Wednesday, November 13, 2024 5:59:29 PM

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You don't often get email from roadrunner625@yahoo.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Council Members,

I have recently become aware of a proposal to charge for parking in Madison city parks. I would like to voice my extreme disapproval of this idea.

Personally, I strongly believe that the city parks, like the public libraries, should be accessible to all people at no charge. Madison claims to be a city that strongly supports equity and accessibility, yet this proposal strikes me as the opposite of that idea. Families use the parks. Seniors use the parks. Disabled people use the parks. Why would we want to make it more expensive for those who might not be able to walk or bike to that destination to use the parks?

The people of Madison have only just approved a very substantial referendum to help fill the City of Madison budget shortfall. It was reported that the relatively small amount of revenue expected to be generated by this proposal is not necessary to balance the budget. To me, it feels disrespectful of the voters who supported you to ask for this ill-conceived pilot program. So many people are going to be affected by the tax increase just approved (many of whom do not recognize the impact of what they voted for), that it is unconscionable to ask for more.

I respectfully urge you to let this idea die in committee.

Pamela Benish

**From:** [noreply](#)  
**To:** [All Alders](#)  
**Subject:** [All Alders] Parking fee for parks  
**Date:** Friday, November 22, 2024 7:17:07 AM

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Recipient: All Alders:

Friday, November 22, 2024 – 7:14am

Barb Rice

She/her

1510 Brynwood Drive

Madison, Wisconsin. 53716 Yes, by email. [bberice@hotmail.com](mailto:bberice@hotmail.com) All Alders Parking fee for parks Hello: I can't believe this council would be so cruel as to cut off access to our parks for our most vulnerable population. Low income parents need to have a safe place to take their kids without fear of parking tickets.

**From:** [Allen Rickey](#)  
**To:** [All Alders](#)  
**Subject:** Today: Published in WSJ  
**Date:** Sunday, November 24, 2024 8:33:33 AM

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## YOUR VIEWS

# Parking fees in city parks will fleece taxpayers

It is incredible to watch the Madison City Council dream up new ways to fleece Madison citizens again. According to a Wisconsin State Journal article, the city and its parks department may implement parking fees at several Madison parks. Absolute genius.

Why stop there? How about picnic table rentals? Pay toilets? Bird-watching permits? Disabled pier rentals? Park fees for using bicycle paths. beaches. children's

playgrounds, basketball courts, volleyball and tennis courts, ice rinks, fishing, grilling food, baseball diamonds and maybe even hugging trees?

This fiscal misadventure should remind us again that progressive politics have a hefty price tag.

**Al Rickey, Madison**

Al Rickey

**From:** [Carol Rushmore](#)  
**To:** [council](#)  
**Subject:** Paid parking at parks  
**Date:** Thursday, November 14, 2024 8:53:55 AM

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[You don't often get email from [rushmore5116@gmail.com](mailto:rushmore5116@gmail.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Caution: This email was sent from an external source. Avoid unknown links and attachments.

It is my understanding that the city is looking at charging for folks (families) to park at city parks. REALLY!!! The referendum was just passed, got all the money you asked for and now this slap in the face.

This is truly a shame

Sent from my iPad