

**RESOLUTION NO. TPC-40
OF
TRANSIT AND PARKING COMMISSION
REGARDING
PARKING UTILITY AND PARK NOW PAY BY CELL FEE**

**Drafted by: Thomas Woznick
Date Presented: 08/08/12
Date Adopted: 08/08/12**

WHEREAS, the Transit and Parking Commission shall approve all parking fees associated with the Parking Utility's facilities and meters; and

WHEREAS, the City of Madison, the Parking Utility and ParkNOW! entered into an agreement to pilot a Pay by Cell program at Buckeye Lot starting July 3, 2012; and

WHEREAS, the ParkNOW! Pay by Cell program allows customers the convenience of using their cell phones to pay for parking at multi-space meters; and

WHEREAS, this should enhance the parking experience, reduce the number of parking citations, and improve the downtown experience for visitors; and

WHEREAS, ParkNow! charges a 45¢ convenience fee to customers for each parking session, which includes everything associated with the complete parking session, as follows:

- Initiating the parking session
- The option to extend time remotely up to the maximum allowed for the space
- The option to stop the parking session to pay for actual time parked only
- Any texts and/or reminders for any and/or all of these purposes
- Access to the ParkNOW! website to reference all their pay-by-cell activities.

WHEREAS, the Parking Utility and the City of Madison have entered into an agreement whereby ParkNOW! shall collect a 45¢ convenience fee, to pay for the service provided by the Pay by Cell program.

NOW, THEREFORE, BE IT RESOLVED that the TPC hereby approves the 45¢ convenience fee charged by Park NOW! as part of the Parking Utility's Pay by Cell program.

Approved the 8th day of August, 2012, by the City of Madison Transit and Parking Commission.

Gary Poulson, Chair, Transit and Parking Commission