

*FOCUS GROUP 1: Centrally-located Stakeholders*

***Residential Perspective***

Dependence

- Some residents feel entitled to on-street parking. One participant shared, "Traditional [*i.e. in-residence homeowners*] neighborhoods rely on on-street parking."

Shortages

- New developments that are "underparked" or allow residents to opt-out of off-street parking rental, are allowing new residents to take on-street spaces from existing residents. People have a strong aversion to priced parking when there are free alternatives.
- Entertainment venues generate irregular demand for parking and make it difficult for residents to find parking.
- The majority of downtown Madison was developed prior to WWII, so residential buildings rarely have off-street parking attached. As a result, off-street parking opportunities are rare.

Concerns with Existing Policies

- RP3 is seen as an ineffective measure. Participants said the shoulder of enforcement periods do not adequately prevent non-permit holders from taking up space from permit holders.
- Residents living in larger developments are frustrated they are ineligible for RP3. Residents feel penalized for living downtown.
- Residents are unhappy with there not being a parking permit for visitors or service workers (*i.e. babysitter, caretakers, etc.*).

***Employer & Developer Perspective***

Employer Demands

- Participants shared an understanding that there is currently more demand for parking, particularly with new office developments. Offices are becoming more densely populated, with more employees per 1000 sq. ft.
- Some employees simply do not want to take the bus. So long as parking is available, driving to work is seen as time-saving and convenient, which tends to outweigh the perceived costs of alternative transport modes.

Interests of Developers

- Mixed-use properties can be cost-saving. Employers/renters that offer synergistic peak hours (*e.g. offices operate during the day, restaurants/retail are popular in the evening, and residents park overnight*), can allow a single centralized parking structure to meet the development's needs. However, as one participant shared, the demand for parking within multi-use properties is difficult to predict.
- Madison is in competition with other communities, so it is a priority for developers to satisfy the needs and expectations of their employers. If a developer is unwilling to provide the parking a client asks for, the client has the option to take their property out of downtown to peripheral communities.
- Developers are motivated to provide "right size" parking, however see it as difficult to get it right (*i.e. building uses change over time, needs assessments are imperfect*).
- Property owners should not require renting of spaces from tenants, because there is enough demand for the space otherwise.

## 2019-07-18 Focus Group

### Challenges for Parking Regulation

- Banks require adequate parking to finance a project. If the development fails, the lenders want assurance they can re-sell the property to other owners.
- Developers perceive a property without parking as “hard-to-sell.”

### ***Blue Sky***

#### Efficiency

- All stakeholders are interested in getting people in and out of spaces quickly and efficiently. The current parking climate in downtown Madison is seen as inefficient.
- Participants would like to see parking used as a tool for developing a thriving community, rather than a problem that limits one.

#### Synergy and Long-term Thinking

- Mixed-use properties, as noted above, can be efficient land-use and an opportunity to reshape the parking problem.
- There is a need for better data to really evaluate and understand the parking needs of specific properties, neighborhoods, and the broader Madison community.
- We need to actively manage expectations around parking. Many drivers feel entitled to free parking and do not recognize the true costs of parking. We need to create new expectations around parking.
- A robust transit system would allow residents, tenants, and employees to feel confident in alternative transportation modes.
- Central to this project is the process of answering the question, “Who owns (or who should own) the street?”

## *FOCUS GROUP 2: Peripherally-located Stakeholders*

### ***Residential Perspective***

#### Parking Demand

- Since peripheral areas of Madison were developed post-WWII, the scarcity of off-street parking opportunities is not a problem. Most residential buildings offer some attached off-street parking space.
- There is an increase in density for residential developments. Often, surface parking is not a viable option.
- Out-of-area residents use on-street parking spaces.

### ***Employer & Developer Perspective***

#### Employer Demands

- Employers want structured parking for their employees, however the market is unwilling to pay for it. One participant shared their frustration with the city’s process for assessing TIF funding. They believed the city underestimates the increments that will be generated.
- Like downtown, office spaces in peripheral areas are becoming more efficiently staffed. The participants agreed that rather than 3 parking spaces/1000 sq. ft., 4 spaces is seen as the “new minimum”; 4.5 – 5 is common.
- Most employees live in suburbs or adjacent communities, so many employers see free parking as essential.

## 2019-07-18 Focus Group

### Interests of Developers

- For employers, the Westside and periphery are seen as more suitable for new offices (i.e. Epic, Exact Sciences), because parking is such an issue for downtown. Therefore, developers that focus in peripheral areas are not necessarily interested in seeing the downtown parking problem get better.

### ***Blue Sky***

#### Expectations around Parking

- For the users, when is the cost high enough to promote behavioral change?
- For employers, when is the cost low enough to prevent relocation and maintain Madison's competitiveness?

#### Transportation Infrastructure

- The city needs to lead in shifting the status quo. By investing in improvements to mobility and access between peripheral communities and Madison, the city will position developers and employers to see alternative transportation modes as viable means of access.
- The city needs to focus on inter-municipal communication and partnerships, to ensure Madison maintains its competitiveness. Can regional partnerships ensure that Madison and nearby municipalities share the burden of these investments?
- For developers, over-regulation of parking reduces Madison's competitiveness.