TRANSIT AND PARKING COMMISSION
COVER SHEET

AGENDA ITEM F.1.	MEETING DATE Nov. 9, 2006
ITEM Multi-space meter ordinance	
ID Number 04879	**Council report back due date:**

OTHER REFERRALS AND ACTIONS TAKEN TO DATE: (* denotes Lead agency)
 *TPC
Common Council 11/07/06

STAFF DISCUSSION OF ITEM:

Multi-space meters provide advantages over the current single/dual head meters used now in Madison:

The current meters accept only coins for making payment for metered parking time, which is cumbersome if the parker doesn't have the correct change. The new multi-space meters will take coins, (prepaid) smart cards, and credit/debit cards. Since street meter rates in the CBD have increased to $1.25/hr., having sufficient change to feed a 2-hour meter has become even more problematic.

Pay and Display multi-space meters provide a duplicate receipt that the parker can carry with them that indicates the expiration of prepaid parking time. This style of multi-space meter cleans up the street scape because meter posts/bases are removed leaving one Pay & Display meter per block face per street side. This enhanced street scape area can then be used for items such as outdoor cafes, benches and planters. In Pay & Display areas stall lines are often removed (except in diagonal parking areas) so this method typically increases parking capacity by approximately 10%.

Pay by Space multi-space meters provide the same payment advantages of Pay and Display machines, however the meter pole is left in place to designate meter stall numbers. The motorist need not walk back to his/her vehicle to place a prepaid receipt on the dashboard since all of the transactions are accomplished at the master machine. Enforcement and Pay by Space machines are easier. Stall lines usually remain in place in the Pay by Space method of parking.

Both systems reduce collection efforts by the Parking Utility since the majority of the transactions are paid for by credit card. Revenue typically increases in both systems due to credit card systems.

Both systems have additional enforcement issues because dashboard receipts are more challenging to check and both systems have additional exceptions such as people parking at no charge because they have tags or plates that indicate they have parking rights provided for people with disabilities. We don't know the impact on citations and citation revenues.

Both systems have challenges when spaces are taken out of service for maintenance or special events.

The cost of multi-space machines is usually in the $10,000 - $14,000 range and carry with them maintenance and credit card processing fees. Single space meters now cost us approximately $500 each including purchase and installation charges. Multi-space machine typically replace 8 – 12 single space meters.

FISCAL IMPLICATIONS:

Revenues and costs will increase. Precise estimates will not be available until after a pilot program has been completed.

MATERIALS PRESENTED WITH ITEM:

File ID # 04879 - Proposed multi-space meter ordinance modifications

STAFF RECOMMENDATION/RATIONALE:

The City of Madison Parking Utility wants to perform a pilot test for multi-space meters. We want to test both methods (Pay & Display and Pay by Space) of multi-space operations to measure customer acceptance and determine the costs involved. To test both methods we need to have ordinances in place to authorize this type of operation and to authorize citations for multi-space meter violations. This ordinance has the following provisions to accomplish this purpose:

Allows for parking payment methods other than just coin

Allows for restricted parking areas and associated fees within multi-space parking areas

Allows for no parking areas and associated fees within multi-space parking areas

Allows for meter hooding fees in multi-space parking areas equivalent to those fees charged in single space metered areas ($13/day/space or $7/half day /space).

Allows for spaces to be designated for people with disabilities and associated fees in multi-space metered areas.

Allows for citations to be issued in multi-space metered areas for violations of this ordinance.

When this pilot program is complete, a detailed analysis will be performed to analyze the costs and benefits to the utility and the community. This report will be brought back to the TPC for their recommendation.

Parking Utility Staff recommends that these ordinance modifications be approved and sent to the Common Council for their action.

| **PREPARED BY:**
 William Knobeloch, Parking Operations Manager | **SIGNED** | **DATE:** 11/09/06 |