



## Traffic Engineering and Parking Divisions

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### \*\*\* NOTICE \*\*\*

The Madison Transit and Parking Commission will hold a public hearing on a proposal to modify parking rates at Parking Utility-operated lots, ramps and on-street meters. The hearing is scheduled for **Tuesday, March 10, 2009, at 6:00 PM**, in Room 260 of the Madison Municipal Building, 215 Martin Luther King, Jr., Boulevard. (The public hearing is part of the Transit and Parking Commission's regularly scheduled meeting that starts at 5:00 PM.)

Staff recommended the rate schedule proposal attached. Other alternatives will be discussed at this meeting.

The last system-wide rate increase was made in June 1, 2006. The new rate increase is triggered by many items including multi-space meters and the replacement of the aging Government East parking structure. Additional rate increases will be necessary in the next 10 years to replace other aging garages such as the Campus ramp at the bottom of State Street.

The proposed rates for monthly parking also continue our policy of charging lower rates for residents than non-residents. This discounted rate for residents is seen as a means to assess non-residents for a portion of the costs of the City's transportation infrastructure. Note that eligible carpoolers qualify for the discounted Resident rate and are entitled to immediate occupancy in select ramps. Parkers who park in popular garages like Government East will pay more than those who park in underutilized structures like Overture Center. It is important to the Parking Utility that our facilities have parking availability throughout the day.

You are welcome to address the Transit and Parking Commission at the March 10, 2009 public hearing (each speaker is allowed a maximum of five minutes to present comments). If you cannot attend the March 10 meeting and wish to submit written comments, send them to the Madison Parking Utility, P. O. Box 2986, Madison WI 53701-2986 or [parking@cityofmadison.com](mailto:parking@cityofmadison.com). Written comments must be received by 4:30 PM on Friday, March 6, 2009.

David C. Dryer  
City Traffic Engineer and Parking Manager

Attachment

PARKING UTILITY -- RATE INCREASE PROPOSAL for 2009					2/23/2009	
F:\Tcommon\PARKING\Rates\2009 rate increase\2009 Rate Increase Proposal for TPC - FINAL (0223109).xls\2009 RI Schedule						
(All rates include 5.5% sales tax)						
Ref's		CURRENT		PROPOSED BY STAFF (PLAN A)		
		Rate	Rev (est) w/OUT Rate Increase	Rate	Addn'l Rev	
<b>Street Meters (hourly rates)</b>						
(a)	CBD	\$1.25	\$ 1,482,580	\$1.50	\$ 202,050	
	Monroe & Schenks	\$0.50	\$ 85,130	\$1.00	\$ 54,170	
Note: Multi-space meters to be phased-in during 2009 at rate of \$1.70/hour (revenue impact unknown)						
	10 hr meters	\$0.50	in above	\$0.75	unknown/immat'l	
	Meter Enforcement	8 am - 6 pm	--	8 a - 6 p	unknown/immat'l	
	Subtotal		\$ 1,567,710		\$ 256,220	
<b>Off Street Meters &amp; Brayton Paystations (hourly rates)</b>						
	Blair Lot	\$0.50	\$ 4,300	\$0.75	\$ 1,420	
	Block 88	\$1.10	\$ 11,200	\$1.25	\$ 1,050	
	Brayton Lot Meters	\$1.00	\$ 3,300	\$1.20	\$ 450	
	Brayton Lot Paystations	\$1.00	\$ 333,800	\$1.35	\$ 78,280	
(a)	Buckeye Lot	\$1.10	\$ 136,700	\$1.25	\$ 12,800	
	Evergreen Meters	\$0.50	\$ 22,700	\$1.00	\$ 14,450	
	State St Capitol Meters	\$1.00	\$ 27,660	\$1.25	\$ 4,690	
	Wingra Lot	\$0.50	\$ 9,100	\$0.75	\$ 3,000	
	Cycles	\$0.50	\$ 3,000	\$0.75	\$ 990	
	Subtotal		\$ 551,760		\$ 117,130	
(b)	<b>Monthly &amp; Long-Term Lease (LTL) (monthly rates)</b>					
<b>Residents/Carpoolers</b>						
	Blair Lot	\$75.00	\$ 18,000	\$95.00	\$ 3,660	
	Cap Sq No Ramp	\$100.00	\$ 94,650	\$116.00	\$ 22,280	
	CSN Prem Pass (approved May 08)	\$145.00	n/a	\$168.00	unknown/immat'l	
	Government East Ramp	\$133.00	\$ 128,370	\$180.00	\$ 42,270	
	Overture Center Ramp	\$103.00	\$ 36,880	\$103.00	\$ (7,220)	
	State St Capitol Ramp	\$113.00	\$ 40,680	\$136.00	\$ 6,650	
	State St Campus L-F	\$0.00	n/a	\$171.00	unknown/immat'l	
	Wilson Lot	\$80.00	\$ 4,800	\$101.00	\$ 1,260	
	Subtotal - Resid's/CP's		\$ 323,380		\$ 68,900	
<b>Non-Resid's/Businesses (RES Rate + 20%)</b>						
	Blair Lot	\$85.00	\$ 29,600	\$114.00	\$ 10,070	
	Cap Sq No Ramp	\$117.00	\$ 96,930	\$139.00	\$ 9,820	
	CSN Prem Pass (app'd May08)	\$160.00	n/a	\$201.60	unknown/immat'l	
	Government East Ramp	\$156.00	\$ 38,120	\$210.00	\$ 9,750	
(c)	Overture Center Ramp	\$118.00	\$ 28,320	\$124.00	\$ 10,370	
	State St Capitol Ramp	\$130.00	\$ 64,260	\$163.00	\$ 13,980	
	State St Campus L-F	n/a	n/a	\$205.00	unknown/immat'l	
	Wilson Lot	\$86.00	\$ 47,500	\$121.00	\$ 23,650	
	Subtotal - Non-Res/Bus		\$ 304,730		\$ 77,640	
<b>Long-Term Leases (RESIDENT Rate + 5% Admin Fee, until Contracts Renegotiated - 2013 &amp; 2020 !)</b>						
(d)	No Sq Assoc (SSCap) - tax exempt	\$112.46	\$ 80,970	\$135.00	\$ 16,230	
(e)	West Wash Assoc's (Overture)	\$108.15	\$ 58,400	\$108.15	\$ -	
	Subtotal - LT Lease		\$ 139,370		\$ 16,230	
<b>Other Monthly</b>						
(f)	Concourse Hotel (o/nite pkg, 3 sp)	\$220 (3 24/7 sp's)	\$ 7,920	\$220 (3 24/7 sp's)	\$ -	
	Subtotal - Mo'y & LTL		\$ 775,400		\$ 162,770	
<b>Cashiered Facilities (hourly rates unless indicated otherwise)</b>						
	Cap Square North Ramp	\$0.80	\$ 505,300	\$0.80	\$ 600	
	Gov East Ramp	\$1.10	\$ 1,113,210	\$1.40	\$ 179,320	
	Overture Center Ramp	\$0.70	\$ 452,280	\$0.70	\$ 3,620	
	State St-Campus (L/F) Ramp	\$1.10	\$ 2,174,390	\$1.25	\$ 138,870	
(g)	State St-Capitol Ramp	\$0.85	\$ 955,360	\$1.00	\$ 53,280	
	Subtotal for 'Reg' Hourly Rates (Wkdays)		\$ 5,200,540		\$ 375,690	
	Evening/Weekend Max	\$3.00 / event	1,092,900	\$4.00 / event	\$ 238,210	
(h)	Special Event POE	\$4.00 / event	\$ 596,440	\$5.00 / event	\$ 129,690	
	Grace Period	15-20 Mins	\$(300) (incl'd above)	20 mins	unknown/immat'l	
	Failure to Pay Ticket	\$2.00 / occurrence	in above	\$5.00 / occurrence	unknown/immat'l	
	Lost Ticket Fee	\$10.00 / occurrence	in above	\$20.00 / occurrence	unknown/immat'l	
	Subtotal		\$ 6,889,880		\$ 743,590	
<b>Miscellaneous</b>						
(i)	RP3	\$21 / year	\$ 92,200	\$21 / year	\$ 10,000	
	Advertising Revenue	\$50,000 Min	\$ 33,000	\$33,000 Min	\$ -	
	Replacement permit (e.g., RP3)	\$1.00 / ea	included	\$5.00 / ea	unknown/immat'l	
	Meter Hoods	\$1.00 / hood	\$ 100,000	\$1.00 / hood	\$ -	
(j)	Meters Out of Service (per meter)	\$7 Half-day, \$13 Full	\$ 97,500	\$8 Half-day, \$15 full	\$ 7,500	
	Miscellaneous	various	\$ 2,300	various	\$ -	
	Motorcycle Permits	\$180 / year	\$ 1,200	200 / year	unknown/immat'l	
	Operating Lease Payments	various	\$ 4,000	various	\$ -	
	Contractor Hangtags (per hangtag)	\$7 Half-day, \$13 Full	\$ 70,870	\$8 Half-day, \$15 full	\$ 2,130	
	Subtotal		\$ 401,070		\$ 19,630	
	Total Operating Revs (excl's Interest)		\$ 10,185,820		\$ 1,299,340	
	vs 2008 Actuals (pre-closing) ...		\$ 10,709,260			
					APPROX Half-Year Impact >>	\$ 649,670
<b>TOTAL PROPOSED REVENUE -- FULL YEAR IMPACT (Current + Addn'l)</b>						\$ 11,485,160
<b>Other Initiatives</b>						
	Kohl Center and UW			Standard rate/day		
	Overture Center			Standard rate/day		
	Bill vendors for cost of covering/uncovering DIS/VET signs when removed			\$50 per sign		

**Footnotes / Miscellaneous**

- (a) Multi-space meters to be phased-in during 2009 at \$.20/hour more than the 'single pole' rate (e.g., \$1.70/hr on-street, \$1.45/hr Buckeye Lot)  
As implementation dates unknown, revenue impact not yet estimated
- (b) To *better* ensure continuation of our '100% Occupancy' rate for monthly parkers, we are proposing that parkers provide 30-days notice of termination (the Parking Utility currently provides *parkers* with 30-days notice of termination)
- (c) The Overture Foundation pays the monthly parking fee of \$111.85/mo for the Overture Center Director ( Business/Non-Res rate less sales tax, \$118/1.055).
- (d) NSA (SSCo) **Monthly Payment** (2008 example) = 60 spaces x \$112.46 (\$113 Res rate / 1.055 tax-exempt!) = \$107.11 x 1.05 = **\$6,748 / mo**  
(The initial 10-year term for the NSA Agreement expired 2008; automatic 5-year renewal thru 2013)
- (e) WWA (OC) **Monthly Payment** (2008 example) = 45 spaces x \$108.15 (\$103 Res rate x 1.05) = **\$4,866.75 / mo**  
(The initial 10-year term for the WSA Agreement expires 2015; automatic 5-year renewal thru 2020)
- (f) Concourse (SSCo - 3 'overniters') **Monthly Payment** (2008 example) = 3 spaces x \$220/space = **\$660 / mo**
- (g) Bethel = SSCo Hourly rate x 1.84 average LOS x # of Parkers Sun's betw 7a and 12:45p (e.g., 2008 = \$.85 x 1.84 = \$1.56 x # Parkers)
- (h) Competitive Pricing -- UW/Kohl Center/Camp Randall SE pricing = \$15, Alliant Center SE pricing = \$5 (5800 stalls).
- (i) RP3 -- We are proposing discontinuation of pro-ration of the permit cost (e.g., presently, a permit purchased Sept-Dec costs \$21 (full-year rate, a permit purchased Jan-Apr costs \$14, etc.) We estimate this change would generate about \$10,000 add'l revenue.
- (j) Meters Out of Service -- to clarify, the *current* charges are \$7 per meter for Half-Day out of service, and \$13 per meter for Full-Day out of service.  
unknown/immat'l -- revenue impact not estimated because (1) implementation date unknown, (2) no history / too many unknowns at this point and/or (3) immaterial amount

Miscellaneous

Per September 2008 Ordinance change, the rate for NON-metered two-hour and one-hour parking zones to go from \$2 to \$5 per day