

Parking Task Force Resolution

April 2014

Whereas, downtown Madison is located on an isthmus with limited land and surrounded by two lakes; and

Whereas, downtown draws people from all over our region to live work, play, and recreate; and

Whereas, the City of Madison and Dane County have experienced nearly uninterrupted growth for the past 20 years; and

Whereas, changes in demographics, the economy, the climate, job opportunities, preferences in the location of residences, and other factors are creating greater demand for transportation choices; and

Whereas, the City of Madison has begun work on a Sustainable Transportation Master Plan that seeks to forge a comprehensive solution to the transportation challenges the City currently faces, but the committee developing the Plan is not focusing on automobile parking; and

Whereas, transportation to, within and from downtown Madison is currently divided among automobiles, Metro bus, bicycling, taxicabs and walking; and

Whereas, determining the appropriate location for and amount of downtown automobile parking that reflects the needs of those who choose to drive downtown is key to a healthy and vital downtown Madison; and

Whereas, downtown property owners and employers report that the lack of appropriate automobile parking has adversely affected their ability to remain competitive in their industries and retain their downtown locations; and

Whereas, the City of Madison Parking Utility owns, operates and maintains over 5,000 parking spaces, 5 garages, 7 parking lots and over 1300 on street metered parking spaces; and

Whereas, 5 of the parking garages are close to 50 years old and currently are or soon will be in need of extensive and costly repair and/or replacement; and

Whereas the cost of replacing these facilities could result in increased rates for parking that may be difficult for new, young workers to afford and could move job growth to the periphery and even other nearby suburban communities; and

Whereas, communities have found that partnerships between the public and private sectors leads to better solutions; and

Whereas, there are many different groups of stakeholders who rely on and have a great interest in the plans, policies, capacities and rates charged by the parking utility for garage and street spaces;

Therefore, be it resolved that Downtown Madison, Inc. (DMI) believes that the best approach to addressing the current situation and giving voice to the various stakeholders would be for the City of Madison to partner with the private sector to form a **Parking Task Force** to work on solutions to the parking challenges that the City of Madison parking utility, private property owners and employers in the downtown area, and other downtown parking stakeholders will be facing in the future; and

Be it further resolved that DMI therefore requests that the City recommend in its Sustainable Transportation Master Plan that the Mayor and Common Council create a **Parking Task Force**; and

Be it further resolved, the **Parking Task Force** will work to build on the recommendations eventually adopted by the City of Madison in the Sustainable Transportation Master Plan to recommend a comprehensive and appropriate long-term solution to how best to replace facilities and manage the resources controlled by the City's Parking Utility.