



# City of Madison

City of Madison  
Madison, WI 53703  
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## Master

**File Number: 35087**

**File ID:** 35087

**File Type:** Resolution

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** DOWNTOWN  
COORDINATING  
COMMITTEE

**File Created Date :** 08/05/2014

**File Name:** Creating an ad hoc Parking Strategic Plan  
Committee.

**Final Action:**

**Title:** Creating an ad hoc Parking Strategic Plan Committee.

**Notes:** Parking Contact: Tom Woznick

**Sponsors:** Paul R. Soglin and Chris Schmidt

**Effective Date:**

**Attachments:** Parking Utility Financial Sustainability Report April  
2014.pdf, Staff Report & Executive  
Summary-Parking Financial Sustainability Rept.pdf,  
Golden Amendment 1 to 35087 Ad Hoc Pkg  
Comm-TPC 08.13.14.pdf, Body of proposed Sub to  
Leg File 35087 as approved at TPC 08.13.14.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** abenishek-clark@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Parking Utility	08/05/2014	Referred for Introduction				
	<b>Action Text:</b>	This Resolution was Referred for Introduction					
	<b>Notes:</b>	Common Council Organizational Committee, Transit and Parking Commission, Downtown Coordinating Committee					
1	COMMON COUNCIL	08/05/2014	Refer	COMMON COUNCIL ORGANIZATIONA L COMMITTEE			Pass
	<b>Action Text:</b>	A motion was made by DeMarb, seconded by Clausius, to Refer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE. The motion passed by voice vote/other.					
	<b>Notes:</b>	Additional referrals: Transit and Parking Commission, Downtown Coordinating Committee					
1	COMMON COUNCIL ORGANIZATIONAL COMMITTEE	08/05/2014	Refer	TRANSIT AND PARKING COMMISSION		08/13/2014	
	<b>Action Text:</b>	This Resolution was Refer to the TRANSIT AND PARKING COMMISSION					
	<b>Notes:</b>						
1	COMMON COUNCIL ORGANIZATIONAL COMMITTEE	08/05/2014	Refer	DOWNTOWN COORDINATING COMMITTEE		08/21/2014	

**Action Text:** This Resolution was Refer to the DOWNTOWN COORDINATING COMMITTEE  
**Notes:**

1	TRANSIT AND PARKING COMMISSION	08/13/2014	Return to Lead with the Following Recommendation(s)	COMMON COUNCIL ORGANIZATIONA L COMMITTEE	Pass
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**Action Text:** Schmidt/Golden moved to approve the resolution with the Golden amendments, as shown in the document distributed to members (attached). Schmidt said the intent of the resolution was to follow up on the Parking Sustainability Report, to bring some stakeholders, policy makers and TPC members together to take the next steps outlined in the resolved clauses, to look at certain areas of interest, and hopefully complete its work by June 2015, in time for 2016 budget. Golden's amendments seemed to refine the general idea, and he had no concerns with them.

Golden discussed his amendments. The intent of changes to the 5th Whereas was to conceptualize what was meant by many parking choices, to give the committee a little more guidance. The 3 bullet points in the Resolved's were important issues that the committee should deal with.

- As they began replacing garages, the Utility would be going into debt. One kind of bonding provided a lower rate, but placed limitations on monthly parking. The other kind of bonding charged a higher rate but allowed more flexibility. The committee should again look at the options and make a decision.
- Previously when we leased to employers, we required them to develop TDM programs. Now we didn't require this, because the Utility needed the revenue.
- The third item was explicitly aimed at starting/ending times for meters. It wasn't reasonable to stop charging at meters at 6 PM on Friday and Saturday when they were in the highest demand. The Utility needed the money to build facilities. Its purpose was also to provide parking. Pricing was one way of creating availability.

Golden didn't think these changes were inconsistent with the original resolution. Schmidt had done a good job drafting it. The changes would just give the committee guidance.

Kovich thought that the original, more general language (i.e., many parking related choices), offered more options. She wasn't in favor of being more specific about what the committee should do, which limited the parking choices and what could be done and studied. She also wondered how the TPC fit into this. She felt it was important, as a Commissioner, to be involved in the process.

Regarding the role of the TPC, Schmidt said that the committee would report back to the TPC, and a third of its membership would be TPC. But the idea was to bring in other stakeholders as well. There were different ways this could have been done. They could have formed a subcommittee; the effect would have been the same; they would have wanted to add stakeholders from the outside. Functionally, they went the ad hoc route because it was easier to define what the group was supposed to do and when. Along with more visibility and focus, an ad hoc committee could be given a deadline (vs. spinning out of control and running on for years).

Regarding the other changes, Schmidt said whereas clauses contained descriptive language. He didn't see that as excluding any options, because the actual actions were in the resolved clauses. Kovich suggested amending Golden's language to add "including but not limited to:" Golden said he would second Kovich's amendment: His intent was not to limit; it was to clarify and target. The motion to amend Golden's language passed by voice vote/other.

When asked, Schmidt said that unless specified otherwise, appointments to committees defaulted to the Mayor. Golden also noted that the resolution mentioned three alders, but didn't specify whether they were to be TPC alders or alders in general. This was fine, but he wanted to point that out. Schmidt said he had left that open, because he didn't want to guess which alders would want to serve on the committee. He added that Anne Monks and Tom Woznick did a lot of the work on the resolution initially.

Returning to the main motion made by Schmidt, seconded by Golden, to Return to Lead with a Recommendation for Approval with the Following Recommendation(s) to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE:

To amend the 5th Whereas clause as follows:

[Strike out: Whereas, the Walker report and the staff report have identified many public parking related choices that should be considered as part of a Parking Utility Strategic Plan for the coming one to two decades;] Replace with: Whereas, based on the recommendations in both the Walker report and the Staff Report and discussions by the TPC, there are many public parking choices facing the Utility and City. These fall into the following areas, including but not limited to:

- Facility placement construction: Both reports proposed replacement of current facilities but did not consider a potential role for the Utility in servicing the extension of the current downtown that has begun in the East Washington/Capital East Corridor and on South Park Street/Fish Hatchery Road.
- Financing options: These include extending the time when fees are required at meters to take

reflect the reality of when there is high demand at street meters, to consider variable pricing strategies for different locations depending on demand and other strategies that would increase Utility revenues and better manage scarce availability. Financing options also include considering different debt instruments trading higher interest rates to be paid for greater flexibility in how facilities are used. This would permit higher proportion of monthly leases which can be conditioned on Transportation Demand management program participation.

- Partnerships: Some of the Utility's existing facilities provide service to other public entities such as Lake /Francis providing services to the Kohl Center and Memorial Union. Capital needed to replace these facilities could be provided by the entities that benefit from the Utility's facility in such cases.

To add the following to the 3rd Resolved clause, after the bullet point about pricing flexibility and at the end:

- Pricing flexibility and surge pricing at meters and garages to maximize revenues while considering the special needs of the retail community as well as equity for downtown workers and shoppers;
- Add: Establishing starting and ending times for meter coverage that better reflects periods of high demand;
- Opportunities and options that may be created by changes in the ownership and use of automobiles; and
- Add: Strategies for financing the debt the Utility will incur when constructing new or replacement facilities;
- Add: Defining the role of the Utility in promoting Transportation Demand Management programs for public and private employers in the greater downtown; and....

The motion passed by voice vote/other. [The entire Body of the resolution as amended and approved by the TPC is attached to the Legislative File.]

**Notes:** A motion was made by Schmidt, seconded by Golden, to Return to Lead with a Recommendation for Approval with the Following Recommendation(s) to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE, to amend/add the following to the 5th Whereas clause:

~~Whereas, the Walker report and the staff report have identified many public parking related choices that should be considered as part of a Parking Utility Strategic Plan for the coming one to two decades; Whereas, based on the recommendations in both the Walker report and the Staff Report and discussions by the TPC, there are many public parking choices facing the Utility and City. These fall into the following areas, including but not limited to:~~

- Facility placement construction: Both reports proposed replacement of current facilities but did not consider a potential role for the Utility in servicing the extension of the current downtown that has begun in the East Washington/Capitol East Corridor and on South Park Street/Fish Hatchery Road.
- Financing options: These include extending the time when fees are required at meters to take reflect the reality of when there is high demand at street meters, to consider variable pricing strategies for different locations depending on demand and other strategies that would increase Utility revenues and better manage scarce availability. Financing options also include considering different debt instruments trading higher interest rates to be paid for greater flexibility in how facilities are used. This would permit higher proportion of monthly leases which can be conditioned on Transportation Demand management program participation.
- Partnerships: Some of the Utility's existing facilities provide service to other public entities such as Lake /Francis providing services to the Kohl Center and Memorial Union. Capital needed to replace these facilities could be provided by the entities that benefit from the Utility's facility in such cases.

Also, to add the following to the 3rd Resolved clause, after the bullet point about pricing flexibility:

- Pricing flexibility and surge pricing at meters and garages to maximize revenues while considering the special needs of the retail community as well as equity for downtown workers and shoppers;
- Establishing starting and ending times for meter coverage that better reflects periods of high demand;
- Opportunities and options that may be created by changes in the ownership and use of automobiles; and
- Strategies for financing the debt the Utility will incur when constructing new or replacement facilities;
- Defining the role of the Utility in promoting Transportation Demand Management programs for public and private employers in the greater downtown; and

[The entire Body of the resolution as amended and approved by the TPC is attached to the Legislative File.]

1 DOWNTOWN  
COORDINATING  
COMMITTEE

08/21/2014

Return to Lead with  
the Following  
Recommendation(s)

COMMON  
COUNCIL  
ORGANIZATIONA  
L COMMITTEE

Pass

**Action Text:** Tom Woznick, Parking Utility Manager, and Anne Monks from the Mayor's Office gave a brief presentation by about the Parking Utility Financial Stability Report and the 2014 Walker Parking Consultants Report. Woznick directed Committee members to the general conclusion and opportunities as outlined in the report that has led to the proposal to form an Ad Hoc Strategic Parking committee. Committee members had several questions about different financial implications of different parking ramp costs. The Committee discussed several policy implications of parking strategies for the present and the future, including TIF policy, cost estimates on underground vs. aboveground parking, relationships between garages and on street meters, overnight parking opportunities, partnerships, special events parking and short vs. long term parking needs throughout the downtown.

A motion was made by Carbine, seconded by Hirsch, to Return to Lead with the Following Recommendation(s) to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE.

Approve the resolution with the following amendments:

#1: Add the following two bullets under the first "Be it further resolved" clause with the numerous bullet points.

- Strategies for marketing, branding and wayfinding for parking facilities to help customers find parking and maximize utilization of parking garages

- Strategies for modifying parking garage operations and physical layout to promote efficient use during special events and to more efficiently address the different needs of short term and long term parking users

#2: Fix a few typographical errors in the fifth "Whereas" clause. In the second bullet, remove the word "take" in the middle of the first sentence and capitalize the word "Management" when referring to "Transportation Demand Management. In the third bullet, rename the "Lake/Francis (sic)" to "State Street/Campus Garage" as it is referred by that name throughout the parking study.

The motion passed by voice vote/other.

**Notes:** Approve the resolution with the following amendments:

#1: Add the following two bullets under the first "Be it further resolved" clause with the numerous bullet points.

- Strategies for marketing, branding and wayfinding for parking facilities to help customers find parking and maximize utilization of parking garages

- Strategies for modifying parking garage operations and physical layout to promote efficient use during special events and to more efficiently address the different needs of short term and long term parking users

#2: Fix a few typographical errors in the fifth "Whereas" clause. In the second bullet, remove the word "take" in the middle of the first sentence and capitalize the word "Management" when referring to "Transportation Demand Management. In the third bullet, rename the "Lake/Francis (sic)" to "State Street/Campus Garage" as it is referred by that name throughout the parking study.

The motion passed by voice vote/other.

1 COMMON COUNCIL ORGANIZATIONAL COMMITTEE 09/02/2014

1 COMMON COUNCIL 09/02/2014

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## Text of Legislative File 35087

### Fiscal Note

No appropriation is required.

### Title

Creating an ad hoc Parking Strategic Plan Committee.

### Body

Whereas, the Mayor and Common Council created a Parking Task Force in 1990 and adopted the Task Force report in August of 1991;

Whereas, in May 2006, a Transit and Parking Commission ad hoc subcommittee identified five critical issues including:

- Improved utilization of the current parking supply;
- Government East Garage replacement;
- Proposed State Street Parking Structure on the Buckeye Lot site;

- Marketing, branding, and way finding for parking facilities;
- Brayton Lot expansion through purchase of adjacent State owned property; and

Whereas, in 2013 the City hired Walker Parking Consultants to undertake a financial sustainability study to make recommendations on the economic and operational functions of the parking utility to provide a good base of information for moving forward with decisions about parking garages, revenue options, improved customer service and possible operational efficiencies;

Whereas, based on the Walker study and their independent analysis, staff has concluded:

- Current demand and expenses could finance the replacement of the two oldest parking garages - Government East and State Street Campus-Lake - over the next decade; and
- Replacement of other garages can be more fully and usefully considered at a future time when trends for transportation and development can be evaluated as part of a decision about garage replacement;

Whereas, the Walker report and the staff report have identified many public parking related choices that should be considered as part of a Parking Utility Strategic Plan for the coming one to two decades;

Whereas, a Strategic Plan should include strategies and actions for how the City's parking utility can serve the growing and changing needs of the City and promote a stronger downtown and central Madison for working, living, shopping and cultural activities;

Now therefore be it resolved that the Mayor and Common Council create an ad hoc Parking Strategic Plan Committee ("the Committee") of nine members including 3 Common Council members, 3 citizen members of the Transit and Parking Commission, and three additional members with a committee membership that includes a range of stakeholders including business interests, the University of Wisconsin-Madison, and a central area resident; and

Be it further resolved that the Common Council refers the Parking Utility Financial Sustainability Report and Staff Report to the Committee; and

Be it further resolved that the Committee will develop recommendations that shall address the following areas:

- Developing a mission statement for the Parking Utility including but not limited to:
  - Bringing more employment, long term residents and community activities to Madison's downtown and other high density areas;
  - Making the Parking Utility system a part of a broader balanced transportation system promoting walking, biking and transit as alternatives to owning and driving an automobile;
  - Maintaining the financial independence and long-term viability of the City of Madison Parking Utility;
- Strategies for maximizing utilization of parking garages 24 hours a day;
- Strategies for engaging and involving the UW and similar entities that drive high use of Parking Utility facilities in planning and financing of future Parking Utility projects;
- Guidelines and strategies for managing the stock of parking garages, specifically replacement of garages, increasing or decreasing the size of garages to fit the needs of their sites, addition of new garages, and the sale of current garages if deemed no longer necessary;
- Construction of more publicly owned and managed structured parking in Madison, including

the Capitol East District and as part of a regional transit system;

- Accommodating and financing an intercity bus terminal at the Lake Street garage location;
- Maximizing convenient bicycle and moped parking in Parking Utility garages;
- Pricing flexibility and surge pricing at meters and garages to maximize revenues while considering the special needs of the retail community as well as equity for downtown workers and shoppers;
- Opportunities and options that may be created by changes in the ownership and use of automobiles; and

Be it further resolved that the Committee will be staffed by the Parking Operations Manager and other City staff as needed; and

Be it further resolved that the Committee will complete its work by June 1, 2015 and deliver to the Common Council and TPC a report containing its recommendations.