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From: **Peter Taglia** <peter.taglia@gmail.com>
Date: Mon, Apr 1, 2019 at 1:20 PM
Subject: On Street Parking Policy Comments for TPPB
To: <district2@cityofmiddleton.us>, Tom Wilson <tlwilson1986@gmail.com>, <district18@cityofmadison.com>, <mcsheppard@madisoncollege.edu>, <district2@cityofmadison.com>, <jesse_the_k@pobox.com>, <district15@cityofmadison.com>

Transportation Policy and Planning Board Members:

The parking assessment proposal and resolution are a positive step in the right direction and I encourage you to support them with some modifications. I have been fortunate to raise two children here who are now both in college and I have also been fortunate to participate in many aspects of involvement in our community as a resident, volunteer and currently, the owner of three properties and a small business. I will share some comments based upon these experiences and thank you in advance for your consideration.

Environmental: The current draft correctly identifies climate change as a criteria for evaluating parking policy but I believe it misses some important aspects of environmental sustainability relevant to on street parking.

- **Stormwater Infiltration:** On street parking forms a significant amount of the impervious surface in our watershed and this contributes to problems with our local hydrology including reduced groundwater recharge and increased chloride contamination, decreased lake water quality, and flooding. The February 1, 2019 Technical Report from Dane County's Flooding Task Force identified the problem as follows: "Urbanization greatly increases the amount of impervious surface such as roads, parking lots, and rooftops, which greatly reduces the amount of water that infiltrates into the ground and increases surface water runoff. Since 1970, the area of urbanized land has almost doubled from 41,000 acres to 71,000 acres." Street parking provides storage for individual vehicles and therefore has a disproportionate impact on our impervious surface problem resulting from transportation compared to other modes. Two opportunities to help address stormwater infiltration from parking: add permeable pavements or other infiltration systems to existing street parking spaces (and recover these costs through the parking user fee system), and recognize that street parking pavement takes public space that could be used for even more effective infiltration systems like biofiltration basins (raingardens engineered to treat street runoff). Infiltration in areas with high street parking demand (the isthmus and adjacent neighborhoods) are also the areas that have the fewest alternative opportunities for stormwater management such as retention basins.
- **Bicycle/Pedestrian/Transit**: On street parking is precious public space that becomes unusable for alternatives to automobile travel. In addition, the loss of street parking forms a disproportionate basis of local opposition to increasing bicycle/pedestrian/transit improvements. Official communication materials (presentations on design alternatives, transportation planning documents, etc.) should have a more expansive description of the costs and alternatives to street parking to avoid the "us versus them" dynamic. Often the loss of street parking is presented as a binary choice between maintaining an existing parking spot OR expanding a bike lane, adding a cycletrack, bump out or bus loading zone. But those alternative uses of public space can provide more benefits than just the alternative modes of transportation for more people. Cycletracks, bump outs or bus loading zones also create more opportunities for stormwater infiltration, as described above as well as green space and trees. The cost of building and maintaining street parking should be identified by the number of users and compared with the number of users that a travel lane or the other alternative uses of the public space could accommodate. The City can help manage the opposition to any

change in street parking by doing a better job of identifying the true costs and alternative uses of that public space. Finally, when the loss of street parking becomes an insurmountable barrier to multimodal and more equitable street designs, I encourage the City to consider flexible alternatives to addressing the loss of the street parking such as relaxed restrictions on off street parking for impacted businesses or reduced fees assessed on the impacted businesses associated with the street reconstruction.

- **Alternative Temporary Uses of Street Parking:** Sponsor or encourage alternatives for existing street parking such as portable bicycle corrals and parklets. The city could prioritize offering or supporting these alternatives in many ways including reduced or eliminated fees and financial or logistical assistance to public educational initiatives that use corrals and parklets in street parking spots.
- **Fuel use and efficiency in enforcement**: Existing street parking enforcement, particularly for 2-hour parking, is inefficient and does not use data or demand analysis. For example, many parts of the Monona Bay, Vilas and Greenbush neighborhoods have very high demand for street parking during game days and seasonal events (e.g., ice fishing) and much lower demand during mid-weeks when school is on break. However, despite repeated requests from individuals and the neighborhood association, parking enforcement refuses to patrol for 2-hour parking on Saturdays and instead wastes resources enforcing 2-hour parking when we don't need it. This not only ignores the quality of life impacts of high demand, it results in much more fuel used per violation, much lower revenue (and a lower percentage of the revenue from non-residents), and violates the importance of uniform enforcement in policing. I encourage the street parking evaluation to incorporate data about the number of citations and sources of the citations (e.g., residents versus non-residents) to better target enforcement.

Economic Costs: Many of the environmental impacts of street parking are also economic costs but the overall evaluation of parking should also be done through a direct economic lens. The direct cost of street parking for users is totally divorced from the actual costs of the parking. New structured off street parking in my neighborhood can cost as much as $40,000 per space and retail for around $150 to $225 per month. Compare that to the $40 annual cost of a permit. The permit cost also does not distinguish between when or how often street parking is used. We must close the gap between the direct costs to street parking users and the actual costs of the street parking space and begin moving toward a more economically efficient model. This should include evaluation of different types of street parking permits and opportunities to use newer technology to assess these costs more equitably based in when and how often street parking is used.

The economic analysis of street parking also needs to consider the nearby properties and private parking. I urge the evaluation of two policies that relate on and off street parking:

- **Street Parking Eligibility**. The availability of off street parking should be incorporated into the eligibility of street parking permits for existing developments. Residents of new apartments downtown cannot get street permits but existing residents of condos and single and two unit homes can get permits independent of their ability to have off street parking. This creates an economic distortion that encourages residents to use their own property for higher value uses while storing vehicles on scarce public space at a very low cost. Even worse, property owners like myself can rent spots off street to the residents of nearby new developments who are prohibited from getting permits and then allow the tenants of our older buildings to buy street permits at a fraction of the price (e.g., $40 per year for a permit versus $100 or more per month for off street designated parking). These concerns can be addressed in the way eligibility for permits are evauated and the cost of the permit. Additional permits for the same property should be assessed at higher cost and consider the number of units and amount of off street parking available for the applicant.
- **Innovative market designs and flexibility:** On and off street parking are economically linked by policies such as the zoning restriction that off street parking for rent is limited to residents living within 1,000 feet of the off street spot. This was done to prevent wealthy commuters from increasing the market for downtown parking to levels out of reach of residents but has outlived it's usefulness and now prevents innovative approaches to maximizing the use of space. For example, in my downtown neighborhood many residents commute to Epic and leave their spots empty during the day when commuters from outside Madison need parking

at work. New technology (electronic entry and exit systems) and services (Apps like ParkX, Spot Hero, etc) can help match supply and demand in ways that allow the same number of parking spaces to be used by more vehicles. Moving towards a more efficient market for off street parking by eliminating the restriction on renting commuter spots off street will complement efforts to more accurately price on street parking.

In closing, I urge you to adopt a resolution that recognizes the importance of a re-evaluation of existing street parking policies and incorporate the recommendations I have outlined for consideration by staff.

Thank you for your time,

Sincerely,
Pete

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