



Department of Transportation

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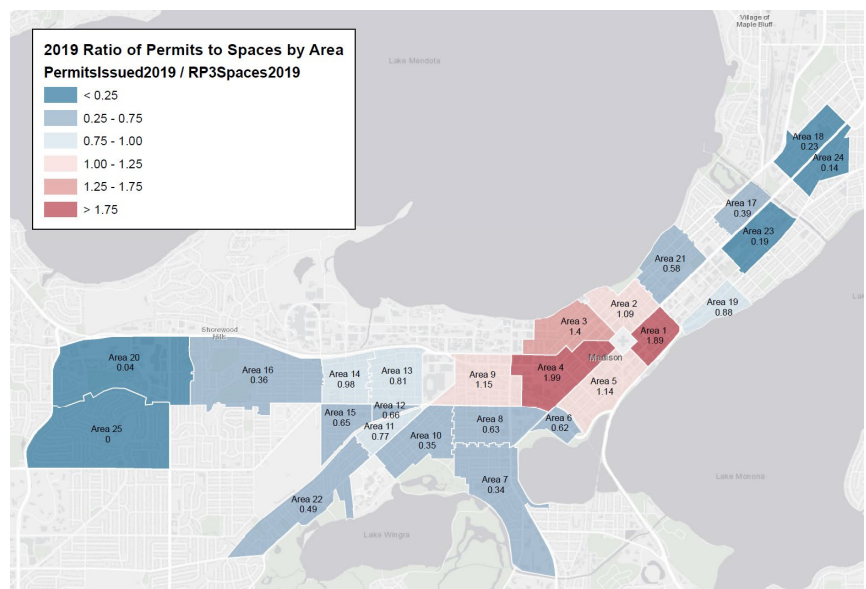
RE: Possible Interim On-Street Parking Measures to Address TDM Parking Effects

The City of Madison is considering the implementation of a Transportation Demand Management (TDM) program that reduces motor vehicle travel. These programs have been effective in providing more transportation options, and reducing greenhouse gas emissions. Many TDM programs across the nation focus on limiting parking while increasing other transportation options because studies show parking is the key factor in motor vehicle use. Madison's proposed TDM ordinance will also be linked to parking, where required TDM measures increase as parking increases. There is an incentive for developers not to provide more parking than is needed. While studies shows that using parking as a base for the amount of TDM measures is effective, there could be unintended consequences. Specifically:

- Residents or patrons of the development could use street parking instead of development parking. The availability of street parking therefore reduces the impetus to use other non-motorized transportation modes and diminishes the effectiveness of the TDM program.
- Neighboring residents may oppose a development with merits out of fear of losing on-street parking availability.

Because of these potential unintended consequences, on-street parking options should be reviewed. Members of the TPPB have been working on an overarching revision of the City's Residential Parking Permit Program and policy, which is contained in MGO 12.138. Many of the measures being considered are significant, and will require time for legal review, budgeting and staff allocation. These efforts will be delayed due to the recent decision to transfer Parking Enforcement to the Parking Division. Consequently, we are providing several possible interim parking measures that are less substantive yet could reduce the unintended parking consequences of the TDM. These measures could be implemented in-tandem with enactment of the TDM ordinance.

- Limit the number of residential parking permits so that program is not oversubscribed. Currently some RP3 areas sell up to twice the number of permits as there are spaces available. (See graphic). There are several options:
 - Limit the number of available permits based on the number of available spaces (e.g., 1.2 permits per space).Other items that could be implemented in a longer time frame (2 to 4 years) and may be part of the product of the



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parking subcommittee recommendations include:

- Limit the number of permits per address or dwelling unit - tied to number of available spaces.
- Limit the number of permits per building based on the year of construction (e.g., 0.6 permits per unit for newer buildings).
- Limit the number of permits per dwelling unit based on the availability of off-street parking.
- Limit the number of permits based on curb frontage.

This measure is a change in operating policy and could be implemented without an ordinance change.

- Make it easier to proactively implement RP3 (or RPO) for streets within a 2-block radius of a proposed development, where parking impacts would be anticipated. This could include modifying the commuter impact requirement listed in MGO 12.138(4)(c). This measure would require an ordinance change.
- Transition to the use of Residential Parking Only (RPO) permits instead of RP3. The RP3 system allows residents the ability to park in areas with 2-hour parking restrictions. The time period for the 2-parking restrictions, aimed at reducing commuter parking, creates an effective restriction only from 10 am to 4 pm. This enables residents of a development to circumvent the parking restriction intent because they are off the street from 10 am to 4 pm for their work trip. The effective on-street parking restriction for the RPO program is 8 am to 6 pm –increasing the parking restriction span by 4-hours. This measure could be implemented on a case by case basis without an ordinance change.
- Revise the RPO so that it covers 100 percent of the street. This is a suboption of the previous measure. The current RPO ordinance [MGO 12.138(3)(j)] requires that approximately 50 percent of the street be unrestricted parking – open to commuters. This measure would modify the ordinance so that 100 percent of the on-street parking would be restricted to residents only.
- Eliminate the exemption for temporary residents, and require that the person purchasing an RP3 or RPO permit have a vehicle registered to the dwelling for which the parking permit is being sought. This would mostly affect student parking permit purchases, and would impact RP3 areas that are the most oversubscribed. This measure would require a change in MGO 12.138(8)(a).

One longer term option is the broader implementation of metered parking in residential areas and other locations not suited for traditional metered parking. Because meters are costly and require a monthly subscription fee, as well as undesirable to residents to have meters installed on their terraces, the metering would likely need to be accomplished through signage using a phone app for payment. This has both legal, equity, and signage considerations that need to be worked out prior to broad implementation.

Note that the interim parking measure(s) could be used until a parking subcommittee completes efforts on a broader parking ordinance update. These measures could be implemented individually or in combination with other measures to offset possible unintended parking impacts of implementing a TDM program.

Sincerely,



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