



Department of Transportation

## Traffic Engineering and Parking Divisions

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**Date:** August 10, 2016  
**To:** Transit and Parking Commission Members  
**From:** Sabrina Tolley, Assistant Parking Utility Manager  
**Subject:** Pay-On-Entry (POE) Special Event and State Street Capitol-Lower Level Rate Change Proposals

### Background

Parking Utility staff proposed a parking rate change for Parking Utility lots, garages, on-street, and off-street meters in early 2016. The TPC Subcommittee reviewed the rate change proposal, and recommended at the February 8, 2016 meeting that the special event rate not be increased until additional options to accommodate short-term non-event parking were addressed.

The TPC Subcommittee asked staff to research rates at private and university parking facilities, and do an analysis on the number of special events, the types of events, locations, and number of attendees at events for Parking Utility special event parking. Additionally, the TPC asked staff to provide comparisons of special event rates at Parking Utility facilities to private and university special event rates for nearby locations and event types, and to consider a tiered special event rate schedule based on different event types, locations, and market rates.

In conjunction with considering changes to special event parking, the TPC Subcommittee is exploring the implementation of an initiative to extend the hours of enforcement for on-street meters. Extended meter enforcement hours at on-street meters would provide greater availability of convenient and high demand short-term parking spaces. It will shift longer-term parkers to garages and increase turnover. A separate proposal to extend hours of on-street meter enforcement will be brought to the TPC at future meeting, following additional input and review from downtown alders.

Additionally, Parking Utility staff are looking at options for converting the lower level of the State Street Capitol Garage into a short-term parking area. The lower level of the State Street Capitol Garage has been used in past years primarily for monthly permit parking and contract parking for various weekend/evening uses, and more recently for overflow parking when the upper section filled. The majority of permit parkers have been shifted to the upper level of the garage, and this area was opened to the public for hourly parking (currently credit card in/credit card out only) on February 25, 2016. There are 106 public spaces located in this area, which provides convenient access with entry and exits off of both Johnson Street and Dayton Street.

The proposals below reflect Parking Utility staff recommendations and the TPC Subcommittee recommendations for rates and implementation schedule. The special event rate proposal was approved by the TPC Subcommittee at the July 20, 2016 meeting to forward to the TPC for consideration and public input. Additionally, the TPC Subcommittee approved the rate concept for the State Street Capitol Garage Lower Level, with the request that Parking Utility staff propose a rate, in accordance with the approved concept, to the TPC for consideration.

### **Special Event Rate Proposal**

A review of 2015 special events and occupancies at the State Street Capitol and Overture Center Garages showed that the majority of Pay-on-Entry special events were related to Overture Center and Orpheum events. In general, parking demand, as measured by percent occupancy, was evenly distributed between the two garages during these events. Based on the number of estimated attendees at the events and occupancy percentages, comparison of rates at non-city parking facilities, and the 2016 Parking Utility rate schedule to go into effect on June 1<sup>st</sup>, staff recommend the following three-tiered rate schedule.

The proposed rate schedule is structured according to the expected number of attendees at a special event and by type of event. For context, the maximum capacity for Overture Hall is 2,200 people, Capitol Theater is 1,200 Orpheum Theater is 1,700 and the Kohl Center is 17,000. Most events would fall under the Tier I rate.

It is important to note that the Pay-On-Entry rate has historically been tied to the evening and weekend max rate, as the POE ticket is valid until 7AM the following day. Having a lower POE rate than the weekend/evening max provides an incentive for parkers intending to stay overnight or longer-term to seek out special event parking to obtain a lower rate. This incentive increases demand by non-event parkers, and rather than distributing demand among the system, further concentrates parking demand during highest demand timeframes. Additionally, event parkers may be displaced to other facilities further away from the event by non-event parkers taking advantage of the lower rate.

#### ***Proposed rates:***

A description of the three rate tiers for the proposed special event rate schedule is provided below.

##### Tier I - \$8.00

1200 – 2999 expected attendees: this would apply to the vast majority of Pay-on-Entry special events at Overture Center Garage and State Street Capitol Garage. Events not specific to a venue or that are downtown area community events (Shake-the-Lake, Concerts on the Square, etc.) would also fall under this tier.

##### Tier II - \$10.00

3000 – 9,999 expected attendees: this would apply to a few event days per year at Overture Center Garage and State Street Capitol Garage when there are sell-out or near sell-out events occurring at the same time at Overture Hall and Orpheum Theater. At State Street Campus Garage, this tier would apply to Kohl Center events with under 10,000 expected attendees, such as concerts and other events.

##### Tier III - \$15.00

10,000+ expected attendees: this tier would apply to specifically to the State Street Campus Garage during highly attended Kohl Center and Camp Randall events. UW Men's Basketball, Men's Hockey, and Football would generally fall under this tier.

***Proposed effective dates:***

Tier I and Tier II (with the exception of the State Street Campus Garage, which is proposed to be effective on November 1, 2016) rates to be effective upon implementation of extended hours of on-street meter enforcement. It is anticipated that this change would occur in spring to early summer of 2017 if an ordinance change to extend on-street meter hours is approved by the Common Council in late 2016.

Tier II and III rates to be effective at State Street Campus Garage on November 1, 2016.

**State Street Capitol Garage – Lower Level Rate Proposal:**

The lower-level of the State Street Capitol Garage is comprised of two bays of metered parking, and a separate gated area, which has traditionally been used for monthly permit parking. This location provides the most convenient access with vehicle entrance and exit from both Dayton and Johnson Streets, and street level pedestrian access, in addition to stairwells providing access one level down to the bays within the gated area. This location provides an opportunity to address the need for additional short-term, convenient parking in the State Street area, and better utilize the facility. To provide turnover and availability for short-term parkers, the proposed rate schedule is intended to discourage special event parkers and longer-term parkers of more than two hours from parking in the lower level of the State Street Capitol Garage.

In addition to establishing a rate schedule to create a short-term parking area, a pay-on-foot station and cameras will need to be installed so that patrons can pay with cash or credit-card. Wayfinding and informational signage will also need to be installed.

***Proposed rate:***

\$1.00 per ½ hour for the first two hours, \$3.00 per ½ hour thereafter. Daily max of \$30.

***Proposed effective date:***

Effective upon installation of a pay-on-foot station in the lower level.

Press releases and informational communications will be issued in advance of all implementations to notify the public of the changes and upcoming implementation dates.