March 1, 2010

Re: Multi-space parking meter installations

Dear Area Business Owner,

The City of Madison Parking Utility and Metric Meters will begin installing multi-space meters in your area in February and March. The option to use a credit/debit card should provide a better parking experience for your customers. We know how frustrating it is for parkers to use meters without adequate change available. Hopefully, this will reduce the number of parking citations issued and improve the quality of the downtown experience for visitors.

In a pay-by-space operation, the parking customer follows these steps:

- Parks in a numbered stall.
- Walks to the multi-space meter and enters the stall number.
- Selects payment type (coin or credit/debit card).
- Enters the amount of time (payment) requested up to the maximum time limit.
- Takes the receipt displaying the meter expiration time and continues on towards her/his destination (no need to display the receipt on your dash as in other systems).

It is similar to the current single space meters but has more flexibility in payment method. It’s the same type of system used in Milwaukee. We plan to have employees available to help customers during the busiest times of the day for awhile.

The first two multi-space meters will be put in service on March 3rd, 2010 at the Buckeye Lot. The next 13 meters (see attached map for locations) will be put in service later in March. By the end of this year we expect to have a majority of the single-pole meters in the central business district replaced by multi-space machines.

If you have questions or comments, please feel free to call the Parking Utility Office at 266-4761.

Sincerely,

William Knobeloch
Parking Operations Manager

WK:abc