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FOR INFORMATION CALL

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Ald. Michael S. D'Amato
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New Parking Program Making Impact Near UWM *Resident Preferred Parking Plan Changing Commuter Habits, Ald. D'Amato Says*

The weeks-old Resident Preferred Parking (RPP) plan has not only freed up hundreds of parking spaces for residents living near the UW-Milwaukee campus, it's also altering the daily habits of thousands of campus commuters, according to Ald. Michael S. D'Amato.

Ald. D'Amato, who invested years of work with neighbors and UWM officials to develop the RPP, said UWM reports 15,000 students have already picked up tuition-funded bus passes for the semester, an increase of nearly 10% from last semester. "The lasting value of RPP is not only to bring true parking relief to residents living near UWM it's also to channel commuters to other transit and parking options," said Ald. D'Amato. "That's good for the neighborhood and good for the environment."

"Instead of circling around and around looking for parking spots on residential blocks, commuters are finding other ways to get to campus or are using alternative parking strategies," the alderman said. He noted that the reduced traffic circulation means safer streets, less air pollution and enables commuters to use their time more efficiently.

The RPP – in effect since September 3 – allows vehicles with RPP permits to park on one side of an RPP-designated street from 7 a.m. to 7 p.m. Monday through Friday. Residents of RPP-designated blocks are allowed to receive two permits per household to use for parking on their block and their street only.

-More-

Parking Program Making Impact/ADD ONE

Each RPP street and block has signs posted clearly identifying the RPP-designated side of the street. The RPP area stretches from N. Shepard Ave. on the east to N. Newhall St. on the west, and from E. Edgewood Ave. on the north to E. Locust St. on the south.

Ald. D'Amato said UWM has also reported a major increase in usage of the Klotsche Pavilion parking structure, which in the past has been underutilized as commuters opted instead for spaces on nearby streets. "On a good day the Klotsche parking structure would have 200 to 300 empty parking spaces," he said. "This semester that structure is filling up to near full capacity every day, eliminating thousands of miles driven by cars hunting for a rare available street space."

According to the Department of Public Works, more than 400 RPP permits have been entered into the system so far.