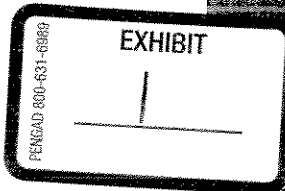


Michael D'Amato 3rd Aldermanic District Alderman D'Amato's Web Page



History Of Eastside Management Association (ETMA)

Fall 1998

Neighborhood Meeting – East of Downer

Neighbors Toni McBride, Pamela Shovers and Colleen Jacobus, along with invited guests, Ald. D'Amato and Sandra Hoeh-Lyon of UWM, discuss long term solutions to parking in the UWM neighborhoods. In reaction to neighborhood demands for long-term solutions, the group applies to WISDOT to create a Transportation Management Association (TMA). UWM provides an initial grant of \$50,000 to hire a consultant and create an organization to find lasting solutions to the decades-old problem of parking in the UWM area.

November 17, 1998

Mission Statement adopted

"The purpose of the ETMA is to stimulate and coordinate good neighbor initiatives relating to all forms of transportation." Stated another way, every stakeholder has felt an equal burden, but can also reap the rewards from equitable solutions.

December 1998

ETMA Survey

More than 4000 surveys were sent out and 463 responses were received. Responses were graded on a scale of 1 to 5, with 1 meaning "no problem" and 5 meaning "major problem."

Problem	Average Score
"Parking available for visitors to my home"	3.58
"Parking availability on my block"	3.42
"Parking available for contractors/domestic help"	2.91
"Parking enforcement"	2.67
"Hourly restrictions are too short"	2.03
"Hourly restrictions are too long"	1.50

July 1999

Focus Group – 30 people in attendance

Summary:

Parking Congestion

Congestion in all areas is compounded by winter parking restrictions and plowing problems. How parking congestion affects different populations i.e. students, employees, residents, guests, contractors, etc., was also commented on. A large number of cars contributing to the congestion are parked illegally.

There was a sense that the time limits for street parking were not well conceived.

Parking Time Limits

The city should review limits so that they are realistic to meet student needs. **For example, time limits should allow students to attend a class and leave without a violation.**

Decided the following were unacceptable outcomes of ETMA study:

- ❑ Doing Nothing – Status Quo
- ❑ Parking structures on campus
- ❑ Parking meters in residential areas
- ❑ No Resident Only Parking
- ❑ Satellite lots don't serve part-time students and employees

Decided the following were acceptable outcomes of ETMA study:

- ❑ Increased enforcement
- ❑ Resident Only Parking on street
- ❑ Neighbors should not view UWM as an adversary
- ❑ Better and more convenient satellite parking
- ❑ Less congestion on residential streets
- ❑ UBUS should run during the summer
- ❑ UWM should cater to older students in the evening – those are the ones who park on the streets at night
- ❑ UWM needs to centralize the campus
- ❑ Parking for students
- ❑ A middle ground outcome would be strict enforcement of parking regulations and parking only on one side of the street
- ❑ Increase in safety

October 1999

ETMA meeting - Uniform Parking Appears

Short-term Solution Descriptions as described in minutes:

On-Street Parking Time Restrictions

It is probably impossible to meet everyone's parking needs without a significant increase in overall parking supply in the UWM area. Management of the existing parking supply is one approach to improving parking availability between competing users. The following concepts are general descriptions requiring detailing definition by the TMA Advisory Committee:

Uniform Parking Time Limit: Under this concept on-street parking in the

UWM-Eastside study area would have a uniform single parking time limit of 2-hours during 6 a.m. to 9 p.m. time period. This would provide unrestricted residential parking from basically 7 p.m. in the evening until 8 a.m. in the morning. During the daytime period, parking would be limited to 2-hours. This concept provides a standard parking restriction for enforcement purposes. It does restrict residential and student daytime parking. A 2-hour limit would meet most visitor needs as well as meeting the needs of those students with one or two consecutive class periods.

Graduated Parking Time Limit: Under this concept on-street parking in the UWM area would be limited to 1-hour within one to two blocks of the university; to 2-hours within two to four blocks; and to 4-hours outside of a 5 or 6 block radius of the university. This concept would provide short-term parking in close proximity to UWM while also providing longer-term parking at greater distances from the university. It could potentially relocate longer-term student parking into neighborhood areas away from the university. A 1-hour parking limit probably is difficult for students to use to attend one class without violating the on-street parking restriction.

Hybrid Parking Time Limit: Under this concept 2-hour parking could be permitted on all east-west or north-south streets with 4-hour parking permitted on the remaining streets. Another approach would be to locate pockets of long-term parking within neighborhood areas with all other parking limited to 2-hours. This hybrid concept attempts to balance neighborhood parking needs with those of university students.

October 7, 1999

Advisor Committee Meeting

In minutes:

"Ken Voigt led the committee through a discussion of potential solutions developed at earlier committee meetings. It was agreed that a 1-hour uniform parking restriction would be difficult to enforce as it did not permit a UWM student to attend a 1-hour class without receiving a parking ticket. A one and one-half hour limit would work better. Pam Shovers questioned if such a restriction would solve any problems as the streets are parked full of cars all day anyway. It was agreed that enforcement was an important element of any program solution that needed to be combined with other actions to solve neighborhood parking/traffic problems. Perhaps a 4-hour limit for residents would be a potential solution."

October 27, 1999

Notices to more than 4,000 neighbors went out for first large neighborhood meeting

Meeting held 6:30 p.m. November 15, 1999 at Riverside High School Cafeteria.

November 15, 1999

UWM – Eastside Neighborhood Transportation Open House Meeting
Short-term solutions described above were presented and discussed.

April 25, 2000

UWM introduces first uniform parking map

In minutes:

"The parking map prepared by UWM aims to provide 1-hour parking close to campus, 2-hour parking for 1-class students and 3 to 4-hour parking for students with several classes. Longer class schedules should use the satellite lots. Pam Shovers indicated the Citizens for City Neighborhoods also prepared a draft plan for ETMA consideration that considers 30-minute parking plus residential permit zones in the Water Tower area. It includes no parking on one-side of the street for improved corner sight distance and in the Columbia Hospital area. It attempts to reduce traffic in the neighborhood area. Ken Voigt suggested that due to the length of the meeting both plans should be forwarded to the subcommittee for review and comment/refinement." Uniform parking sub-committee was then created.

April 2000

First discussion of introduction of uniform parking for June 2000

In the minutes:

Ald. D'Amato answers question from President Pamela Shovers regarding a possible schedule to implement uniform parking for 2000-2001 school year.

"In order to implement changes in the existing parking ordinance in the UWM-Eastside area a request needs to be submitted to the Milwaukee Common Council. The Council will refer the request to the city Public Safety Committee for public hearing. The Council does not meet in August due to summer break. The last two Public Safety Committee meetings before the summer break are June 22nd and July 18th."

May 17, 2000

Pamela Shovers, Chair of ETMA, signs letter asking for Bradford Beach/North Point parking lots to become off-campus parking lots to add relief to the UWM parking challenge.

ETMA successfully convinces Milwaukee County to open up Bradford Beach/North Point parking lots, making available hundreds of new spaces and providing relief for UWM neighbors.

Nov. 8, 2000

Annual ETMA Neighborhood Meeting

More than 4,000 notices were sent out to neighbors. There were 48 people from the neighborhood who attended the meeting. Among the topics were questions regarding uniform parking.

April 26, 2001

Spring Open House – more than 4,000 residents were sent invitations to talk about ETMA proposals.

October 22, 2002

Annual Meeting – more than 4,000 residents were sent invitations to talk about ETMA proposals.

The meeting included discussion of the uniform parking concept in two/three/four hour zones, yet there was no specific map available.

January-March 2003

Neighborhood Association Approval

Representative ETMA members take the uniform parking proposal to the following neighborhood associations: Murray Hill, Cambridge Woods, Mariners and Water Tower Landmark Trust. Murray Hill, Mariners and Cambridge Woods approved the uniform parking proposal. Water Tower Landmark Trust voted to object.

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