



## Department of Transportation

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To: Transportation Planning and Policy Board

From: Thomas W Lynch PE, PTOE, PTP, AICP

Re: Parking Division Name and Mission

Date: February 28, 2022

As the City embarks on recruiting its next Parking Manager, there may be value in clarifying the division name and mission. The name and mission will set the tone for applicants and may influence the type of applicant that is recruited. Additionally, the current mission, while good, does not fully reflect all of the values the City may have.

### Division Name

The “Parking Utility” was renamed “Parking Division” with the reorganization and start of the Transportation Department. Other parking organizations have made adjustments to their name to broaden their sphere of their mission. In the last three years, the International Parking Institute changed their name to the International Parking and Mobility Institute. Reasons for this name change given on their website include “*.. and mobility is a more apt description , . . . which can encompass such tasks as curb management, alternative commuting methods and data collection.*” Other Cities have included other words within their Department name.

- Oakland Division of Parking and Mobility – the words “and mobility” is to designate that their department has a role in both parking supply and demand. A description of their mission statement includes the following “*Parking and Mobility manages the city’s parking supply and curb space – including policy development and implementation, infrastructure and data management, and constituent-centered service – to serve the public needs for private vehicles, transit, taxis, commercial loading, preferential permit parking, bicycle parking, parklets, food trucks, and other public benefits.*” <https://cao-94612.s3.amazonaws.com/documents/OakDOT-Progress-Report-with-appendix.pdf> (upper left hand corner)
- San Francisco Parking and Curb Management – manages public parking assets to achieve the SFMTA’s strategic goals and to raise revenue to support transit and active transportation. <https://www.sfmta.com/units/parking-curb-management>
- Sacramento Parking Services – *Provides innovative and sustainable public infrastructure and services.* <https://www.cityofsacramento.org/Public-Works/Parking-Services>

Recommendation – Consider including the words “and Mobility” in the name of the Division and move TDM administration to the Parking Division. This reinforces that parking is central to reducing motor vehicle travel while continuing to provide an accessibility function. It also forces the Division to live with the healthy tension of providing motor vehicle accessibility while also decreasing VMT. Note that if this division name change is implemented, eventually ordinances will need to be revised to reflect the change.

## Division Mission

The current Parking Division mission is as follows:

*The mission of the Parking Utility is to provide safe, convenient, and affordable parking to the City's residents and visitors, consistent with City transportation policies.*

This mission statement could better reflect current City values. Areas for improvement include:

- “affordable parking” should not necessarily be a goal. Appropriately priced parking is one of the greatest drivers in mode shift.
- Providing access to employers and businesses is not mentioned in the mission statement.
- Curb management, or street parking management is not mentioned in the mission statement.
- Sustainability measures, such as TDM, are not incorporated in the mission statement.
- The PEO functions are not incorporated in the mission statement.

Recommendation: Consider changing the mission statement to a rendition of the following, which incorporates sustainability and the importance of providing access to businesses and events:

*The Parking (and Mobility) division manages Madison's on- and off-street parking supply to support sustainable transportation choices while providing equitable access to Madison businesses, events, and residents.*

This mission change includes:

- The words “sustainable transportation choices” – which broadens the mission so that it can include TDM, electric vehicle charging, and bike storage
- “Manages Madison's on- and off-street parking supply” – which broadens the mission to include having a role in curb management
- “Providing equitable access” – which provides the challenge of how to make Madison's downtown more accessible all of Madison's residents.
- “businesses, events, and residents” – which recognizes that parking seeks to serve all the activities that occur downtown.

Note that word “affordable” is removed – which does have an impact on equity.