
PARKING DIVISION

Staff Updates

March 24, 2021

Joint Meeting of the Transportation Commission and
Transportation Policy and Planning Board

Sabrina Tolley, Assistant Parking Utility Manager



parking division

2019-2025 Cash Flow Projections & Reserve Balances

Projections for 2021 - 2025: Assumes revenue recovery by end of 2022, no capital expenditures, and no operating expense increase

(\$ in Millions)

Year	2019	2020	2021	2022	2023	2024	2025
Operating Revenue							
<i>Revenue from parking user fees - hourly, metered, permit parking</i>	\$16.7	\$7.2	\$7.0	\$10.0	\$14.0	\$15.5	\$15.5
Sale of Assets							
<i>Judge Doyle Square Podium Parking in 2020</i>		\$5.0					
Parking Division Operational Expenses							
<i>Parking Division staff, operating expenses for purchased services and supplies</i>	-\$8.8	-\$8.2	-\$9.0	-\$9.0	-\$9.0	-\$9.0	-\$9.0
PILOT (Payment in Lieu of Taxes & 10% of on-street metered revenues)							
<i>Payment to the General Fund from Parking Revenues/Reserves</i>	-\$1.5	-\$1.4	-\$1.4	-\$1.5	-\$1.5	-\$1.5	-\$1.5
Allocations/Inter-Departmental Charges							
<i>Payments to the General Fund for Central Service Agencies (Human Resources, Finance, Attorney's Office, etc)</i>	-\$0.7	-\$0.7	-\$0.8	-\$0.8	-\$0.8	-\$0.8	-\$0.8
Parking Enforcement Expenses							
<i>Parking Enforcement Staffing, City towing contract, Enforcement software & Licenses</i>	-\$1.1	-\$2.8	-\$3.2	-\$3.2	-\$3.2	-\$3.2	-\$3.2
Surplus/Deficit							
<i>Parking Reserve Funds Generated/Used for Operating Expense Deficit</i>	\$4.6	-\$0.9	-\$7.4	-\$4.5	-\$0.5	\$1.0	\$1.0
Parking Reserves Fund Balance (at year-end)	\$21.6	\$17.7	\$10.3	\$5.8	\$5.3	\$6.3	\$7.3

Wilson Street Garage Sprinkler Malfunction

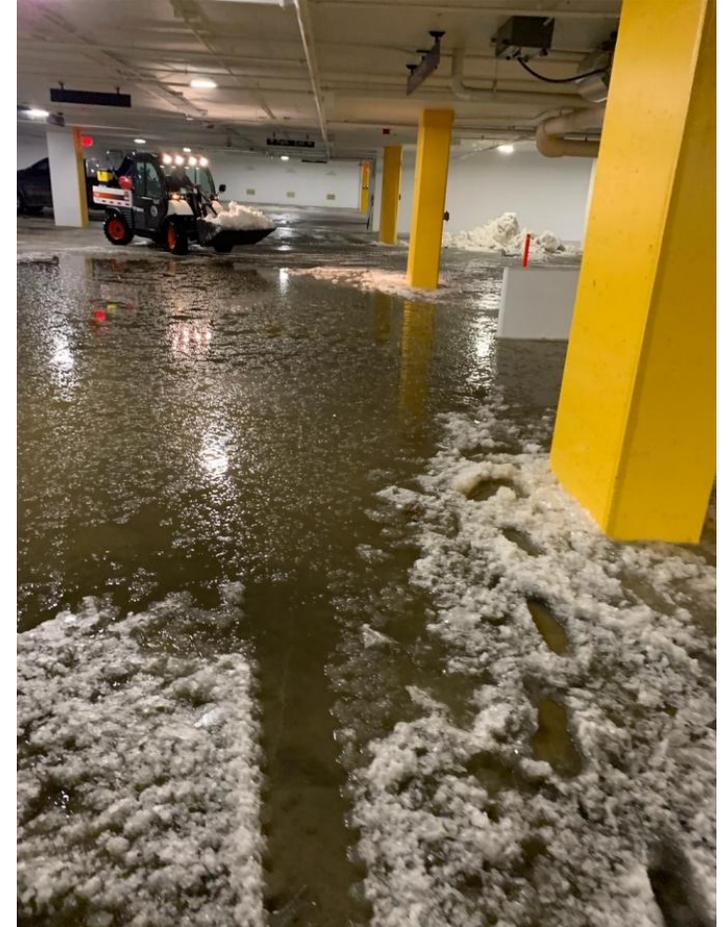
Resulted in Temporary Closure February 20th – March 16

Contributing factors

- Duration of sprinkler discharge
- Temperature
- Drainage
- Damaged Sprinkler heads

Repairs and Future Prevention

- Ventilation System – reviewing additional control sequences to reduce amount of cold air pulled in during extreme temperatures and improve efficiency year-round.
- Inspection of all sprinkler heads and replacement of damaged
- Drainage & Additional Waterproofing
- Expanded Training on Wilson sprinkler System including non-maintenance field staff.



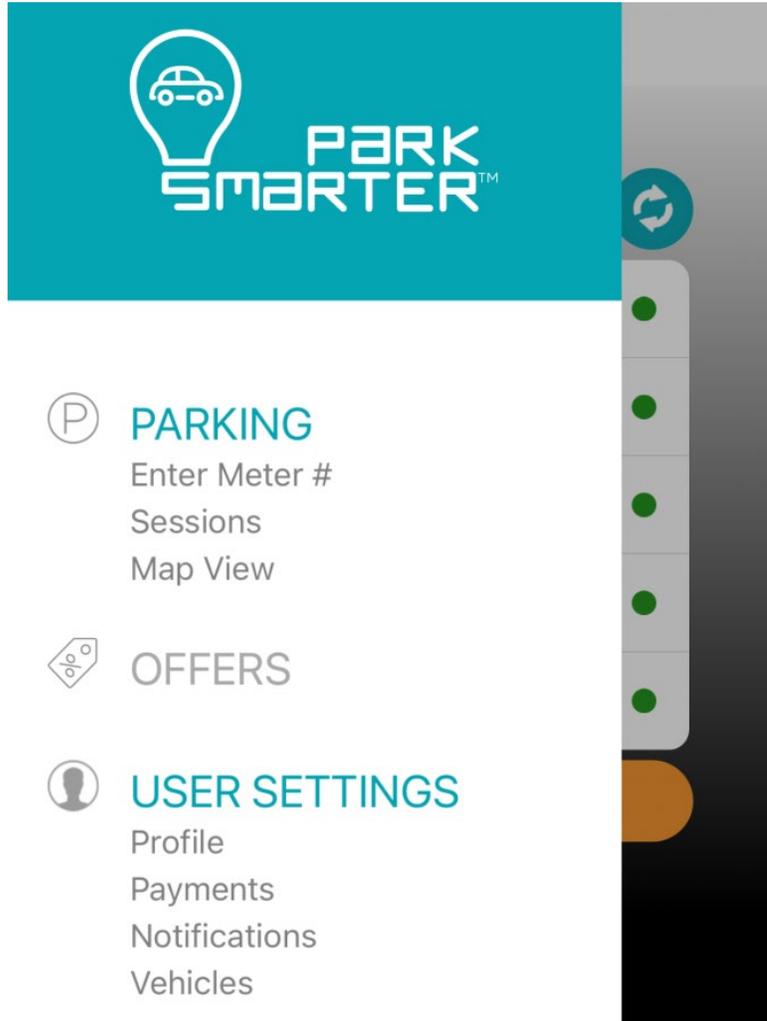
METER REPLACEMENT PROJECT

- Replacement of aging multi-space machines continued in 2020.
- Completion of project expected early summer.
- Replacement of all on-street coin-only meters completed in 2019 (620 spaces).



New Pay By Cell Application

Park Smarter



- Went live March 15, 2021
- Pay as you go with Visa and MasterCard – no wallet
- No convenience fee for customers
- Available at all metered spaces, including off-street motorcycle “coin-only” meters
- Software integration with Parking Enforcement’s system completed

Proposed Parking Enforcement Transfer to Parking Division

- Legistar File 64333: *Transferring Parking Enforcement Duties from Madison Police Department to Parking Division*

Status of Committee Actions

- Transportation Commission March 10th - recommended enforcement not be transferred
- Public Safety Review Committee March 10th – recommended to adopt
- Finance Committee March 21st – recommended to adopt
- Return to Common Council next Tuesday March 30th for final action