

**CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE**

DATE: May 5, 2011

TO: Noble Wray, Chief of Police

FROM: Richard Bach, Captain of Police

SUBJECT: **2011 First Quarter Parking Enforcement Report**

This information is offered to report the parking enforcement activity for the Madison Police Department that has occurred during the first quarter of 2011.

For comparison purposes, the following chart identifies parking citation data collected by the Madison Police Department. Among the many types of parking violations, four (4) of the largest citation categories comprise a majority of the citations routinely issued. Those citation categories include: Overtime 2-Hr. Zone (Non-Metered), Expired Meter (On Street), Alternate Side Parking and Snow Emergency Parking. As part of our quarterly reporting process we will continue to assess the following factors as they directly impact parking enforcement operations: 1.) Staffing levels 2.) Staffing allocation 3.) Inclement weather 4.) Technology improvements.

Specific Citations Issued*	January - March 2011	January - March 2010	January - March 2009
Overtime 2-Hr. (Not Metered)	4,427	4,963	5,376
Expired Meter (On-Street)	9,216	11,789	10,532
Alternate Side Parking	15,908	14,987	17,720
Snow Emergency Parking	1,537	2,335	2,694
Sub-Total	31,088	34,074	36,322

Quarterly Citations Issued*	January - March 2011	January - March 2010	January - March 2009
TOTAL	45,224	46,697	49,220

*Madison Police Department Data

Staffing Levels

During the first quarter of 2011 the Parking Enforcement Unit remained at a full strength staffing level of thirty (30) officers. The Unit is pleased to report that the four Probationary Parking Officers successfully completed their six (6) month probation period at the end of the first quarter.

The Parking Enforcement Units eleven (11) hourly Alternate Side Parking Enforcement Officers (ASPEO) completed their term of employment on March 15, 2011.

Staffing Allocation

The Parking Enforcement Unit is organized in a decentralized configuration amongst five (5) patrol districts. We believe this model provides the highest quality of service to the community.

The Parking Unit completed the first of two scheduled beat picks during the first quarter of 2011. There were few adjustments made to the beat pick which included the addition of three beats. The three beats included adding PEOs to the East and Central Districts. This adjustment was a result of the three PEOs who recently completed their six month probation period.

The Parking Supervisor continues to provide oversight for day to day operations. The Lead Workers remain available to work directly in the field when needed. This has allowed for more effective on-street PEO coverage including, but not limited to, filling last minute sick-ups, assisting with tow routes and Special Events.

Inclement Weather

In February a significant snowfall of 18.4 inches resulted in a Citywide Snow Emergency being declared. Parking services were directly affected for several days after the snowfall greatly contributing to a decrease in enforcement.

Technology Updates

The Parking Unit continues to face numerous challenges with the new parking meters which has made routine enforcement difficult. This has resulted in lower than expected citation totals for meter parking. The Unit is working in conjunction with Parking Utility and City Information Services to explore new technology to assist with the enforcement of the pay by space meters.

Summary

For the first quarter of 2011, a decrease was observed in the number of meter citations issued as compared to the first quarter of 2010. Several factors may have contributed to this including the aforementioned technological challenges with the pay by space meters, the inclement weather which affected the Madison area during that time period, and the impact of multiple street closures related to the Budget Repair Bill protests in February and March.