



Department of Transportation

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Parking Employees and Parking Enforcement Officers (PEO)

Regarding: Proposed Transfer of Parking Enforcement Duties to the Parking Division

There have been a number of questions and concerns raised regarding the budget proposal to move parking enforcement duties from the Madison Police Department to the Parking Division. This memo hopes to explain some of the background leading to this proposal, and what the next steps would be if the budget proposal was adopted.

Background

The City operating budget this year started with an \$11 million deficit just to maintain the same services provided in 2019. Many factors led to this shortfall, including wage increases and insurance costs. The City is committed to pay equity, yet with property tax levy limits, maintaining pay equity without substantial cuts in services was extremely challenging. One way to address this challenge includes transferring services currently funded by property tax, to divisions that have their own income stream. The Parking Division is an enterprise agency funded by revenues generated by parking fees. The transfer of parking enforcement activities from Madison Police Department to the Parking Division frees up about \$880,000 in the General Fund, allowing the negotiated pay increases to occur without staff reductions or service reductions. This integration should not have an adverse impact and wages and benefits for our employees. This transfer is just one measure the Mayor's office had to employ to address the significant budget deficit.

Importance

While the transfer of parking enforcement duties was first considered for fiscal reasons, it is not unprecedented. Parking divisions in other cities also handle enforcement activities. Parking policy and enforcement is a central issue to all of our residents. Parking policy and enforcement:

- Provides turnover for businesses.
- Educates the public on matters of safety, traffic flow, accessibility and related transportation needs.
- Prevents neighborhoods from being inundated with commuters.
- Influences Metro ridership more than any other single factor.
- Helps keep our streets clear in the winter.
- Aids in community safety and response.

An ancillary benefit is the revenue that parking enforcement provides. Residents regularly place parking enforcement as a high priority in their comments. Because of this, parking enforcement staff levels will remain with this alternate revenue source that is not tied to property tax.

Parking policy, including enforcement, has a significant impact on our land use and our transportation systems. Because of this, it is a very important service to the Mayor and one that she wants to preserve and enhance. The integration of parking policy and enforcement is a key part of the city's transportation policy going forward.

Process

Because of the difficulty of the decisions in bridging the shortfall, many budget decisions were not made until just prior to when the budget was submitted. This prevented discussions that best would have occurred prior to the release of the budget.

To support pay equity, the funding for parking enforcement will need to be transferred to the Parking Division if the 2020 budget is passed as proposed. To understand how to approach structural changes, we will use input from PEO staff to understand each service area and develop potential alternatives for integration. If approved, we would likely follow a process outlined below.

- Nov 2019- Interview PEO staff and union representatives to understand concerns and provide information.
- Jan- Feb 2020 - Interview PEO staff and union representatives, perhaps with a stakeholder committee, to inventory and understand service areas performed by PEOs.
- March-May 2020 - Interact with the stakeholder committee to develop integration options. We want to take this opportunity to hear PEO ideas on which enforcement activities should remain unchanged, and which activities could be transferred or modified to better serve our residents.
- June 2020 - Prepare a report that identifies service areas, and whether or how each service area could be integrated into the Parking Division. The report would also recommend a timeline for potential integration activities. This timeline could be a multi-year process. We anticipate that PEO staff will provide substantial contributions. We also anticipate the report would be reviewed by the appropriate city committees.

Because uncertainty is unsettling for everyone, we hope to have this review and report completed by June 2020. We have heard a couple of questions we would like to provide some certainty in response to. First, your jobs are secure. The 2020 budget only changes the funding source for Parking Enforcement services. As we shared above, we see Parking Enforcement as absolutely integral to the Mayor’s vision for transportation, and we are not anticipating any reduction in staff in Parking Enforcement or Parking Utility. Second, none of these changes have an impact on any of the benefits you receive through our ordinances and our handbook. Any change to those benefits are required to go through our meet and confer process in Labor Relations.

In closing, there should have been more communication as this transfer was being considered in the budget process. While the reasons prompting the proposal included a strong desire to maintain pay equity without staff reductions, we do recognize that communication was insufficient. Over the coming months, we will listen to and work in collaboration with MPD, PEOs, and the Parking Division to ensure we have an optimal structure that prioritizes staff safety and efficiency. We look forward to working with you as we continue to pursue serving our residents.

Sincerely,



Thomas W. Lynch PE PTOE PTP AICP
Director of Transportation