

Parking Division

Sabrina Tolley, Assistant Parking Utility Manager

Parking Division Overview

The Parking Division is responsible for the construction, maintenance, and operation of on-street & off-street public parking infrastructure.

Four Services:

1. **Garage Parking:** 7 garages totaling ~ 4,300 spaces.
2. **Lot Parking:** 6 parking lots totaling ~ 450 spaces.
3. **On-Street Parking:** 1400 metered spaces, on-street loading zones, accessible parking, permit parking programs- including Residential Parking Permit Program.
4. **Parking Operations (Administration):** overall management of operations, financials, and policy

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City of Madison Parking

Garages, Lots, & Meters



Organizational Structure

99 Total Positions:

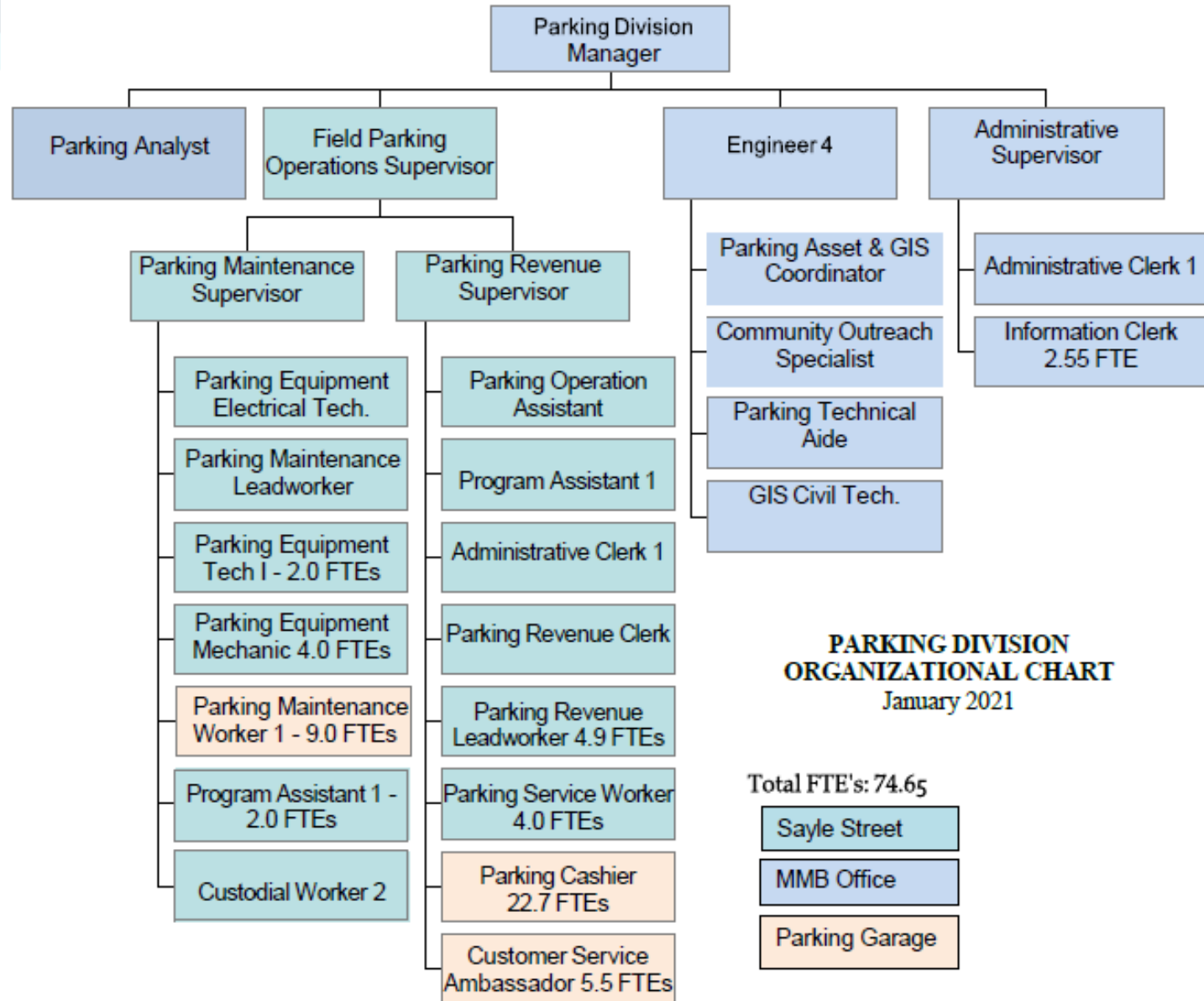
- 81 Permanent (74.65 FTE's)
- 18 Hourly

80 Current Employees:

- 66 Permanent/14 Vacancies
- 13 Hourly/ 5 Vacancies

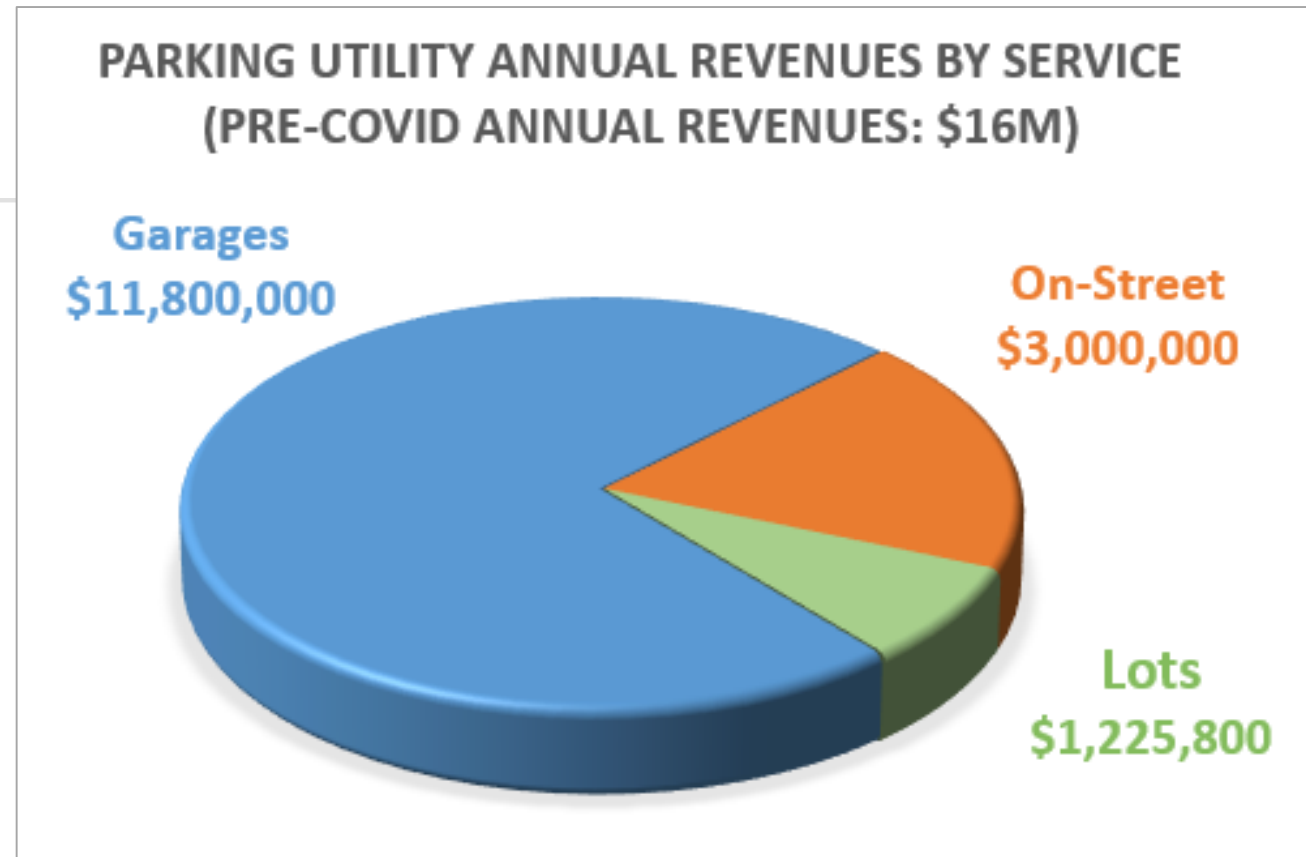
Two Office Locations:

1. 1120 Sayle Street (Field Office)
2. MMB Suite 109 (Downtown Office)



Parking Division Operating Budget Overview

- Pre-COVID Annual Revenues ~ \$16M
- Annual Operating Expenses ~ \$13M

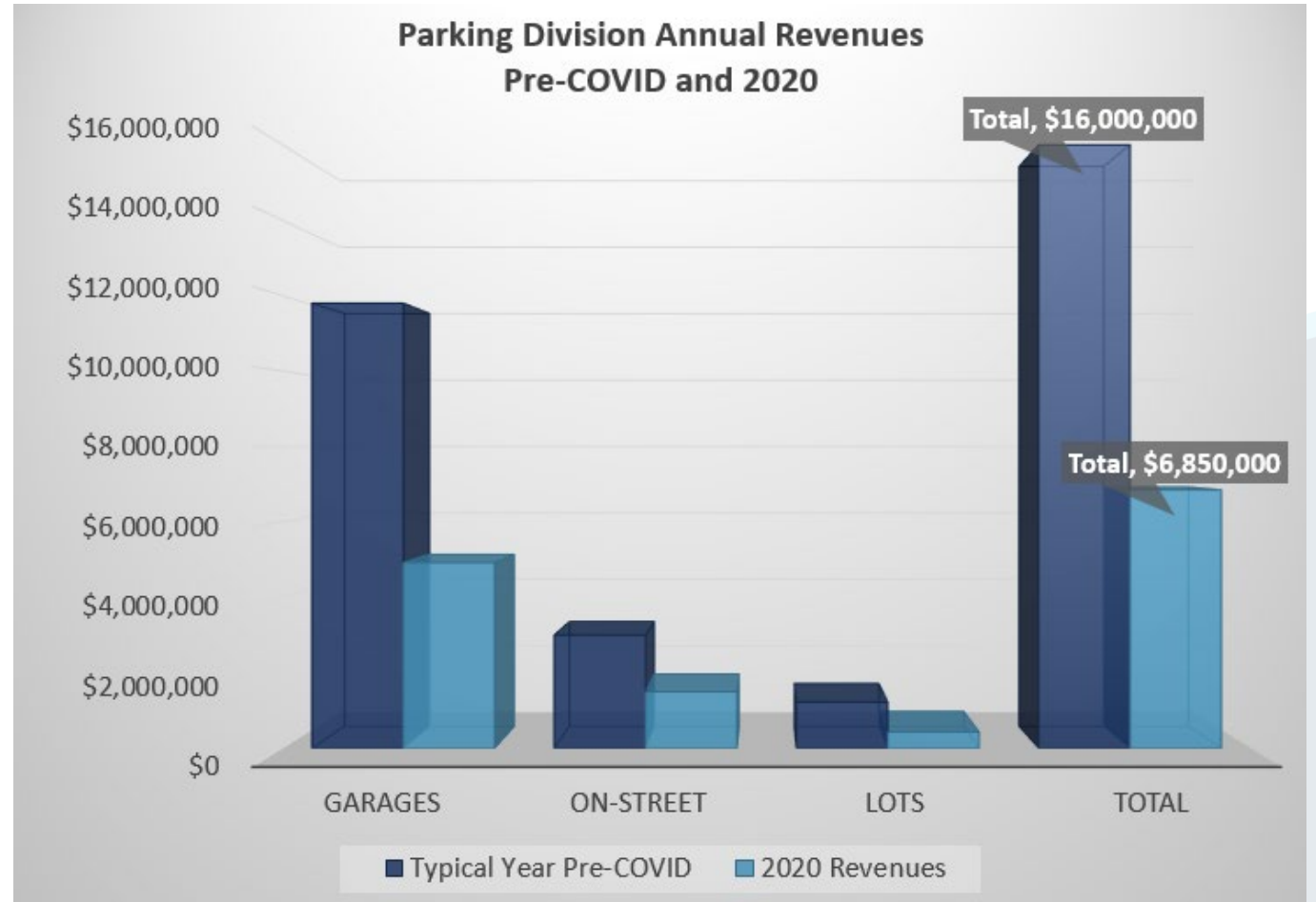


Current Initiatives & Projects

- COVID-19 recovery & recent personnel restructuring
- Possible transfer of Parking Enforcement Operations from Madison Police Department to the Parking Division
- Multi-space meter replacement project
- Pay-by-Cell application for parking meters
- Lake Street Parking Garage Redevelopment
- Transportation Demand Management and Corresponding On-Street Parking Adjustments

COVID-19 Recovery & Staffing Changes

- COVID-19 pandemic had major impacts on revenues and staffing needs
- Significant personnel changes in 2021 Operating Budget Process – continuing to transition



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Possible Transfer of Parking Enforcement Operations

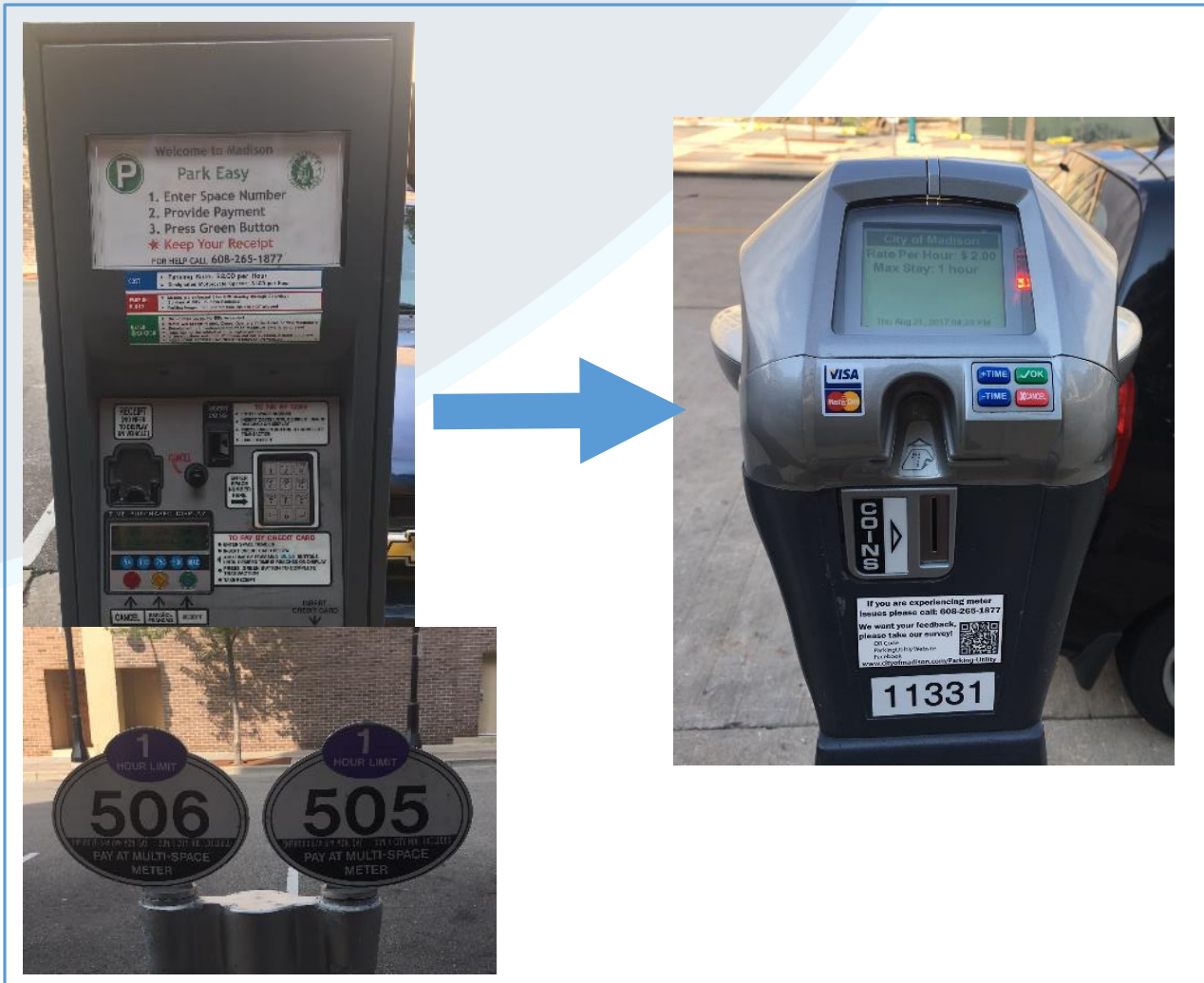
- Transfer proposed in 2020 Executive Budget and 2021 Finance Committee Budget Amendments
- The proposal would transfer Parking Enforcement Operations and personnel (31.0 FTE) to the Parking Division
- [Legistar File 64333](#): *Transferring Parking Enforcement Duties from Madison Police Department to Parking Division*
 - Staff Study and Report attached to Legistar file
 - Returns to Common Council for action on Tuesday 4/20/2021

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Meter Replacement Project



- Replacement of aging multi-space machines
- Completion expected early summer
- Phase 1 of project completed in 2019: 620 coin-only spaces replaced with Smart Meters

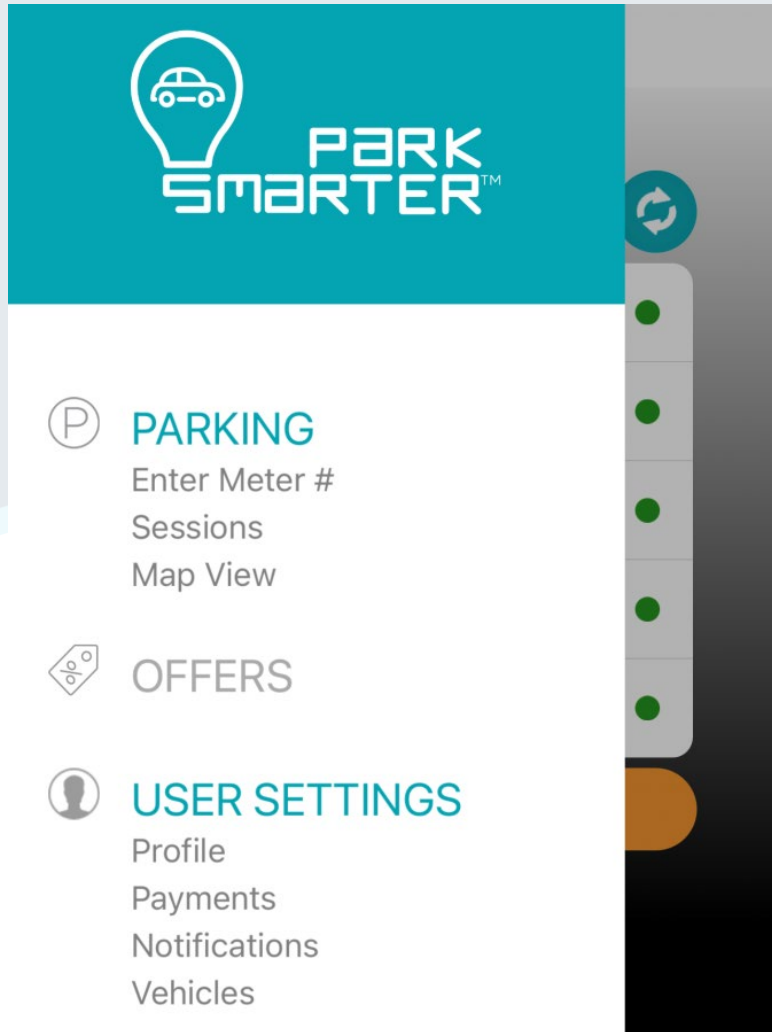
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New Pay By Cell Application

Park Smarter



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

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Lake Street Garage Replacement

- Replacement of State Street Campus Lake parking garage with mixed-use development to include replacement public parking structure, intercity bus terminal, retail, & housing.
- Draft RFP and authorizing resolution [Legistar File 64254](#) in process, to return to Council for final action.
- Possible timeline:
 - Development agreement 2022
 - Design completed 2024
 - Demolition & construction commence 2025
- Funding has not yet been identified.

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Transportation Demand Management Program



The Madison TDM Program intends to do the following:

- Reduce vehicle miles traveled, which decreases carbon emissions.
- Support multi-modal transportation and provide more equitable access.
- Decrease congestion.
- Support Transit Oriented Development (TOD) and infill projects.
- Reduce traffic-related safety impacts.
- Target locally generated resources to proactively minimize or avoid potential neighborhood-level negative traffic impacts.
- Provide a predictable process for developers as we partner with them in the development process to reduce auto trips and incentivize alternate modes.

