

# OUR CITY OF MADISON



## Parking Division Budget Overview

*Stefanie Cox, Parking Director*

# Our Agency's Operating Budget Overview

**Inclusive – Innovative – Thriving**



CITY OF **MADISON**

# Our Agency's Operating Budget

As of January 2025, our agency maintains a \$17,516,551 operating budget across six budgeted services:

Service	Operating Budget
Garage Parking	\$7,381,503
Lot Parking	\$215,052
On-Street Parking	\$1,465,289
Parking Enforcement	\$4,610,104
Parking Administration and Operations	\$3,730,027
Transportation Demand Management	\$ 114,575

# Garage Parking

Lt

Land Use &  
Transportation

2025 Total Operating Budget

\$7,381,503

Service: Garage Parking

## Service Description

This service operates six city garages: Capitol Square North Garage, Wilson Street Garage, Overture Center Garage, South Livingston Street (Capitol East) Garage, State Street Campus Garage, and State Street Capitol Garage. The goals of the service are to provide a high quality user experience; serve and balance the parking needs of residents, visitors, businesses, and events; and continuously improve operations and efficiency.

## Activities Performed by this Service

- Facility Operations: Manage six public parking garages.
- Monthly and Long-term Leases: Manage monthly parking permits at the garages.
- Structural Maintenance and Repair: Oversee the structural repairs and engineering consulting services at the garages.

# Lot Parking

Lt

Land Use &  
Transportation

## 2025 Total Operating Budget

\$215,052

### Service Description

This service operates five parking lots: Blair Lot, Buckeye Lot, Evergreen Lot, Wilson Lot, and Wingra Lot. The goals of the service are to continue to meet the unique parking demands that each surface lot serves, increase utilization during off-peak timeframes, and encourage the use of surface lots before using on-street parking to accommodate special event parking needs.

### Activities Performed by this Service

- **Monthly Permits:** Manage monthly parking permits at the parking lots.
- **Facility Operations:** Oversee the operation and maintenance of six parking lots.

# On-Street Parking

Lt

Land Use &  
Transportation

2025 Total Operating Budget

\$1,465,289

**Service:** On Street Parking

## Service Description

This service operates on-street parking through meters in the downtown area and through a residential permit process in the nearby neighborhoods. The goals of the service are to manage on-street parking restrictions, rates, and programs to address the needs of the location and to provide convenient and available parking in accordance with transportation policies.

## Activities Performed by this Service

- On-Street Meters: Manage approximately 1,300 on-street metered spaces.
- Residential Parking Permit Program (RP3): Administer the program.
- Other On-Street Restrictions: Administer loading zone, ADA, time limit restrictions (non-RP3), and temporary no-parking restrictions.

# Parking Enforcement

Lt

Land Use &  
Transportation

**2025 Total Operating Budget**

**\$4,610,104**

## Service Description

This service ensures safe and efficient movement of vehicular and pedestrian traffic related to public and private parking along the City's streets and highways.

## Activities Performed by this Service

- **Enforcement:** Monitor and enforce on-street parking meters, loading zones, and time-restricted parking, including the Residential Permit Program.
- **Other Efforts:** Monitor and enforce activities related to vehicular storage and abandonments, peak-hour towing efforts, private property complaints, school zone enforcement, special event parking restrictions, and all other on-street parking restrictions.

# Parking Administration and Operations

Lt

Land Use &  
Transportation

**2025 Total Operating Budget**

**\$3,730,027**

## Service Description

This service includes administrative staff in the Parking Division, the overall management and supervision of maintenance and revenue staff, and all areas of parking not included above. The goals of the service are continuous improvement and flexibility to adapt to changes in transportation demand and behavior, changing technology, and user expectations; maintaining financial sustainability, while balancing strategies to provide affordable access; encouraging the use of other forms of transportation; balancing parking demand across the system to provide reliable availability; and generating sufficient revenue to fund operating and capital costs.

## Activities Performed by this Service

- **Management:** General management and administrative support for the Parking Division.



# Transportation Demand Management

Lt

Land Use &  
Transportation

**2025 Total Operating Budget**

**\$114,575**

## Service Description

This service focuses on using strategies to maximize the efficiency of our transportation systems, which will lead to improved mobility, reduced congestion, and lower carbon emissions. It aims to provide all people with transportation options that enable them to travel from their location to a destination in an affordable, efficient, and sustainable way.

## Activities Performed by this Service

- Program management: Review and ensure TDM plans meet minimum requirements.
- Enforcement: Perform site visits to verify that TDM measures are used appropriately.

# Operating Budget by Fund

The Parking Division is an enterprise fund agency. This means our operations are primarily funded by charges for services.

Fund	2025 Adopted Budget
Charges for Services	\$11,200,000
Licenses and Permits	\$3,200,000
Interest	\$100,000
Misc. Revenue	\$410,000
Fund Balance	\$2,606,551
TOTAL	\$17,516,551

# Our Agency's Capital Budget Overview

**Inclusive – Innovative – Thriving**



CITY OF **MADISON**

# Our Agency's Capital Budget

As of January 2025, our agency maintains a 2025 Capital Budget of 101,000 across one Project and Program.

Project / Program	2025 Capital Budget
Vehicle Replacement	\$101,000
TOTAL	\$101,000

# PROGRAM



2025 Program Capital Budget	
	\$101,000

Project	Vehicle Replacement	Project #	17600
Citywide Element	Green and Resilient	Project Type	Program

Project Description

This program funds the replacement of Parking Division vehicles. The goal of this program is to replace vehicles on a ten-year cycle, realizing savings on maintenance, repairs, and fuel. Planned purchases in 2025 include the replacement of two vehicles.

	2025		2026		2027		2028		2029		2030	
Reserves Applied	101,000		36,000		84,000		97,000		42,000		45,000	
Total	\$	101,000	\$	36,000	\$	84,000	\$	97,000	\$	42,000	\$	45,000

# AGENCY Additional Budget Resources

**Inclusive – Innovative – Thriving**



CITY OF **MADISON**

# AGENCY Budget Resources

- 2025 Adopted Capital Budget
- [2025 Parking Division Capital Budget](#)
- 2025 Adopted Operating Budget
- [2025 Parking Division Operating Budget](#)

# OUR CITY OF MADISON



## Stay Connected!

Stefanie Cox, Parking Director

[scox@cityofmadison.com](mailto:scox@cityofmadison.com)

265-1147

CITY OF **MADISON**