

OUR CITY OF MADISON



Parking Division Budget Overview

Stefanie Cox, *Parking Manager*

Our Agency's Operating Budget Overview

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CITY OF MADISON

Our Agency's Operating Budget

As of January 2023, our agency maintains a \$16,692,102 operating budget across five budgeted services:

Service	Operating Budget
Garage Parking	\$10,117,709
Lot Parking	\$244,496
On-Street Parking	\$414,301
Parking Enforcement	\$3,943,725
Parking Operations	\$1,971,872
TOTAL	\$ 16,692,102

Garage Parking

Lt

Land Use &
Transportation

2023 Total Operating Budget

\$10,117,709

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

2023 Total Operating Budget

\$244,496

Service: Lot Parking

Service Description

This service operates six parking lots: Blair Lot, Brayton 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

2023 Total Operating Budget

\$414,301

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

2023 Total Operating Budget

\$3,943,725

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. Beginning in 2020 the full cost of this service began to be funded by the Parking Utility, while remaining operationally within the Police Department. The 2021 Adopted Budget moved the Parking Enforcement service from the Police Department to the Parking Utility. The Parking Enforcement section is to be fully merged into the Parking Division by the end of 2023.

Activities Performed by this Service

- **Enforcement:** Monitor and enforcement for on-street parking meters and Residential Parking Permit Program time-limit restrictions.
- **Other Enforcement:** Monitor and enforcement activities related to peak-hour, loading zones, time-limits, private lots, and abandonments.

Parking Operations

Lt

Land Use &
Transportation

2023 Total Operating Budget

\$1,971,872

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; encourage the use of other forms of transportation; balance parking demand across the system to provide reliable availability; and generate sufficient revenue to fund operating and capital costs.

Activities Performed by this Service

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

Operating Budget by Fund

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

Fund	2023 Adopted Budget
Charges for Services	\$11,469,235
Licenses and Permits	\$2,605,114
Interest	\$40,000
Misc. Revenue	\$10,000
Fund Balance	\$2,567,753
TOTAL	\$16,692,102

Our Agency's Capital Budget Overview

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Our Agency's Capital Budget

As of January 2023, our agency maintains a 2023 Capital Budget of 50,335,195 across five Projects and Programs.

Project / Program	2023 Capital Budget
Garage Lighting Replacement	\$420,00
Intercity Bus Terminal	\$1,700,00
PEO Technology Equipment	\$169,700
State St. Campus Garage Replacement	\$47,957,495
Vehicle Replacement	\$88,000
TOTAL	\$50,335,195

PROGRAM



2023 Program Capital Budget
\$420,000

Project **Garage Lighting Replacement** Project # **16120**
 Citywide Element **Green and Resilient** Project Type **Program**

Project Description

This project will replace the overhead lighting fixtures with energy efficient LED lights in Parking garages, specifically the Overture garage, operated by the Parking Division. The goal is to replace obsolete fixtures with energy efficient, longer lasting, and higher quality lights.

Project Budget by Funding Source

	2023	2024	2025	2026	2027	2028
Reserves Applied	420,000	-	-	-	-	-
TOTAL	\$ 420,000	\$ -	\$ -	\$ -	\$ -	\$ -

PROJECT



2023 Project Capital Budget	
	\$1,700,000

Project **Intercity Bus Terminal**
Citywide Element **Land Use and Transportation**

Project # **14146**
Project Type **Project**

Project Description

This project constructs an Intercity Bus Terminal as part of the State Street Campus Garage reconstruction and mixed use development. The Intercity Bus Terminal will include an indoor waiting area with the potential for restrooms and other service amenities. The Intercity Bus Terminal is one component of a public-private partnership that includes replacement of the State Street Campus garage as well as student housing.

Project Budget by Funding Source

	2023	2024	2025	2026	2027	2028
GF GO Borrowing	1,700,000	-	-	-	-	-
TOTAL	\$ 1,700,000	\$ -	\$ -	\$ -	\$ -	\$ -

PROJECT



2023 Project Capital Budget
 \$1,700,000

Project
 Citywide Element

PEO Technology Equipment
Effective Government

Project # **14147**
 Project Type **Project**

Project Description

This project replaces 32 handheld radios and vehicle computer equipment used by Parking Enforcement Officers and are needed with the transfer of Parking Enforcement Officers from the Police Department to the Parking Division.

Project Budget by Funding Source

	2023	2024	2025	2026	2027	2028
GF GO Borrowing	169,700	40,500	42,500	-	-	-
TOTAL	\$ 169,700	\$ 40,500	\$ 42,500	\$ -	\$ -	\$ -

PROJECT



2023 Project Capital Budget

\$47,957,495

Project **State Street Campus Garage Replacement**
 Citywide Element **Land Use and Transportation**

Project # **14145**
 Project Type **Project**

Project Description

This project replaces a parking facility nearing the end of its structural life while providing additional housing and an intercity bus terminal through a private public partnership. The project is connected with the complementing projects of an intercity bus terminal and student housing.

Project Budget by Funding Source

	2023	2024	2025	2026	2027	2028
Non-GF GO Borrowing	29,457,495	-	-	-	-	-
Reserves Applied	18,500,000	-	-	-	-	-
TOTAL	\$ 47,957,495	\$ -	\$ -	\$ -	\$ -	\$ -

PROGRAM



2023 Program Capital Budget	
	\$88,000

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

Project Description

This program funds the replacement of Parking Utility vehicles. The goal of the program is to replace vehicles on a ten year cycle, realizing savings on maintenance, repairs, and fuel. Planned purchases in 2023 include two replacement vehicles.

Project Budget by Funding Source

	2023	2024	2025	2026	2027	2028
Reserves Applied	88,000	37,000	96,000	40,000	74,000	93,000
TOTAL	\$ 88,000	\$ 37,000	\$ 96,000	\$ 40,000	\$ 74,000	\$ 93,000

AGENCY Additional Budget Resources

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Upcoming Budget Concerns

The following budget concerns are important for Alders to be aware of:

- The Parking Division's revenue only slightly exceeds operating costs.
- Debt occurred with the State Street Campus Garage Replacement and Intercity Bus Terminal Projects.

AGENCY Budget Resources

- 2023 Adopted Capital Budget
[2023 Parking Division Capital Budget](#)
- 2023 Adopted Operating Budget
[2023 Parking Division Operating Budget](#)

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Stay Connected!

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