



Department of Administration
Budget and Management Division

Cavalier Johnson
Mayor

Preston D. Cole
Administration Director

Nik Kovac
Budget and Management Director

October 22, 2024

MEMORANDUM

To: Finance & Personnel Committee

From: Sarah Osborn, Budget & Management Division, and Tom Woznick, DPW-Transportation

Subject: Cursory Cost Benefit Analysis of Sunday Parking

This memo is in response to Alderman Burgelis' request for a breakdown of the potential costs and benefits of expanding metered parking to include Sundays.

Assumptions for this analysis:

- **Meter Revenue.** Meter occupancy and revenue data is not available by day of the week. Department staff estimate that occupancy may be half of average rates on Sundays, though this has not been comprehensively studied and external research was not identified.
- **Citation Revenue.** Analysis assumes half as many meter-related citations would be administered on Sundays as were administered on Saturdays in 2023 with the same rates of payment from 2023, but at proposed 2025 fee levels. Sunday data from 2023 is used where available (parking in excess of 24 and 48 hours).
- **Department Costs.** The Department estimates it would take 12 PEO's to enforce metered time regulations on Sunday between the hours of 8AM-9PM.

Revenue Estimates

Meters

The City earned the following total revenue from meters from 2019-2024:

Year	Total Metered Revenue	Per Day Revenue
2024*	\$3,411,155	\$14,213
2023	\$4,492,509	\$14,399
2022	\$4,578,417	\$14,628
2021	\$4,078,396	\$13,030
2020	\$2,623,998	\$8,357
2019	\$4,338,985	\$13,863

*Revenue data available through October 6, 2024

Average daily revenue in this period was \$13,082. Multiplied by 52 annual Sundays, this would general \$680,238.



Adjusted for Department expectations of Sunday parking behavior, we estimate annual meter revenue of approximately \$340,000.

Citations

The City has 19 fees related to meters, though several are rarely administered. Citations that were administered on Saturdays in 2023 are summarized below:¹

Violation	Proposed Fine (2025)	% Paid (2023)	# Saturday Citations (2023)*	Projected Revenue**
Meter Parking Violation	\$35	67%	5,916	\$69,149
Exceed 2-Hour Limit At Meter	\$35	74%	45	\$586
Parked In Excess Of 1 Hour	\$35	79%	54	\$748
Parked In Excess Of 2 Hours	\$35	76%	1,375	\$18,235
Parked In Excess Of 3 Hours	\$35	79%	43	\$592
Parking In Excess Of 24 Hours	\$50	22%	442*	\$4,889
Parking In Excess Of 48 Hours	\$50	44%	240*	\$5,273
Parked More Than 2 Feet From Meter/Marker	\$30	58%	30	\$263
Total				\$99,734

*Sunday citation data used where already available.

**Projections assumes 100% of 2023 Sunday citation levels and 50% of 2023 Saturday citation levels.

We estimate citation revenue of approximately \$100,000 from Sunday meters.

Total Revenue

Total projected revenue from Sunday meters is **\$440,000**.

Cost Estimates

Monetized Cost Estimates

The recruitment rate for a parking enforcement officer is \$49,184. Most parking enforcement officers are city residents, meaning they would make \$50,659 with the 3% incentive pay. The Department fringe rate of 40% puts total labor costs per person at \$70,923.

The Department already has auxiliary authority for 12 additional positions, but is only funded for six. Funding all 12 positions would add **\$417,029** to their budget, assuming a 2% personnel cost adjustment rate.

Non-Monetized Cost Estimates

Charging for parking on Sunday may disincentivize downtown visitation on Sundays. Department staff observe lower rates of parking occupancy on Sundays already at metered spots. Sales tax revenue by day of the week and location is not known at this time, so we are unable to estimate potential decreases to sales tax revenue from metered parking.

¹ Citations issued fewer than 5 times on a Saturday in 2023 were excluded.

The Department has also already struggled to recruit and retain staff for parking enforcement. Under this scenario, the Department would increase labor hours, but is unlikely to increase staffing levels. This may lead to further retention issues and leave fewer staff available for parking enforcement other days of the week.

Net Costs and Benefits

We estimate that charging for Sunday parking may generate net revenue of **\$22,971**, though the assumptions used for this calculation were highly uncertain. Actual revenue may vary considerably.