

CITY OF MILWAUKEE FISCAL NOTE

A) **DATE** January 20, 2006

FILE NUMBER: 051297

Original Fiscal Note Substitute

SUBJECT: A substitute resolution directing certain city departments to implement various recommendations of the Outstanding Debt Task Force, specifically authorizing the Department of Public Works, in conjunction with other departments, to establish an education/media effort to advise the public of the consequences of having outstanding parking fines.

B) **SUBMITTED BY (Name/title/dept./ext.):** Dorinda Floyd/DPW Administrative Services Director/ DPW-Administration/ x 5582

C) **CHECK ONE:** ADOPTION OF THIS FILE AUTHORIZES EXPENDITURES
 ADOPTION OF THIS FILE DOES NOT AUTHORIZE EXPENDITURES: FURTHER COMMON COUNCIL ACTION NEEDED. LIST ANTICIPATED COSTS IN SECTION G BELOW.
 NOT APPLICABLE/NO FISCAL IMPACT.

D) **CHARGE TO:** DEPARTMENT ACCOUNT(DA) CONTINGENT FUND (CF)
 CAPITAL PROJECTS FUND (CPF) SPECIAL PURPOSE ACCOUNTS (SPA)
 PERM. IMPROVEMENT FUNDS (PIF) GRANT & AID ACCOUNTS (G & AA)
 OTHER (SPECIFY) PARKING FUND

E) PURPOSE	SPECIFY TYPE/USE	ACCOUNT	EXPENDITURE	REVENUE	SAVINGS
SALARIES/WAGES:					
SUPPLIES:					
MATERIALS:					
NEW EQUIPMENT:					
EQUIPMENT REPAIR:					
OTHER:	Media Campaign	0450 6300	\$10,000		
TOTALS					

F) FOR EXPENDITURES AND REVENUES WHICH WILL OCCUR ON AN **ANNUAL** BASIS OVER SEVERAL YEARS CHECK THE APPROPRIATE BOX BELOW AND THEN LIST EACH ITEM AND DOLLAR AMOUNT **SEPARATELY**.

<input type="checkbox"/> 1-3 YEARS	<input checked="" type="checkbox"/> 3-5 YEARS	See calculations above for estimates for annual revenues and
<input type="checkbox"/> 1-3 YEARS	<input type="checkbox"/> 3-5 YEARS	
<input type="checkbox"/> 1-3 YEARS	<input type="checkbox"/> 3-5 YEARS	

G) **LIST ANY ANTICIPATED FUTURE COSTS THIS PROJECT WILL REQUIRE FOR COMPLETION:**

H) COMPUTATIONS USED IN ARRIVING AT FISCAL ESTIMATE:

The Parking Fund currently pays for a "Park Smart Milwaukee" media campaign to inform the public on various parking regulations, namely winter regulations and street sweeping programs. It will be expanded to include the consequences of not paying outstanding parking fines. This information is already included on the parking citation, parking brochure and the parking web site, but will be expanded to include newspapers, public service announcements, Channel 25 and other media outlets.