



2015 PARKING FUND BUDGET HIGHLIGHTS





Parking Helps Local Businesses to Thrive



100 spaces at 4th and Highland are being leased to the Aloft Hotel for guest valet parking.





35+ spaces for Hampton Inn valet parkers at 2nd/Plankinton.

Additional valet parkers at
2nd/Plankinton for
Fairfield Inn-Downtown



Potential 75 tenants of Posner Development at 2nd/Plankinton Garage

A parking agreement was vital in this development. Financing was contingent upon an agreement.



Parking to Add Convenience for Meter Parkers





Use Pay-by-phone Voice or App at Single or Multi-space Meters





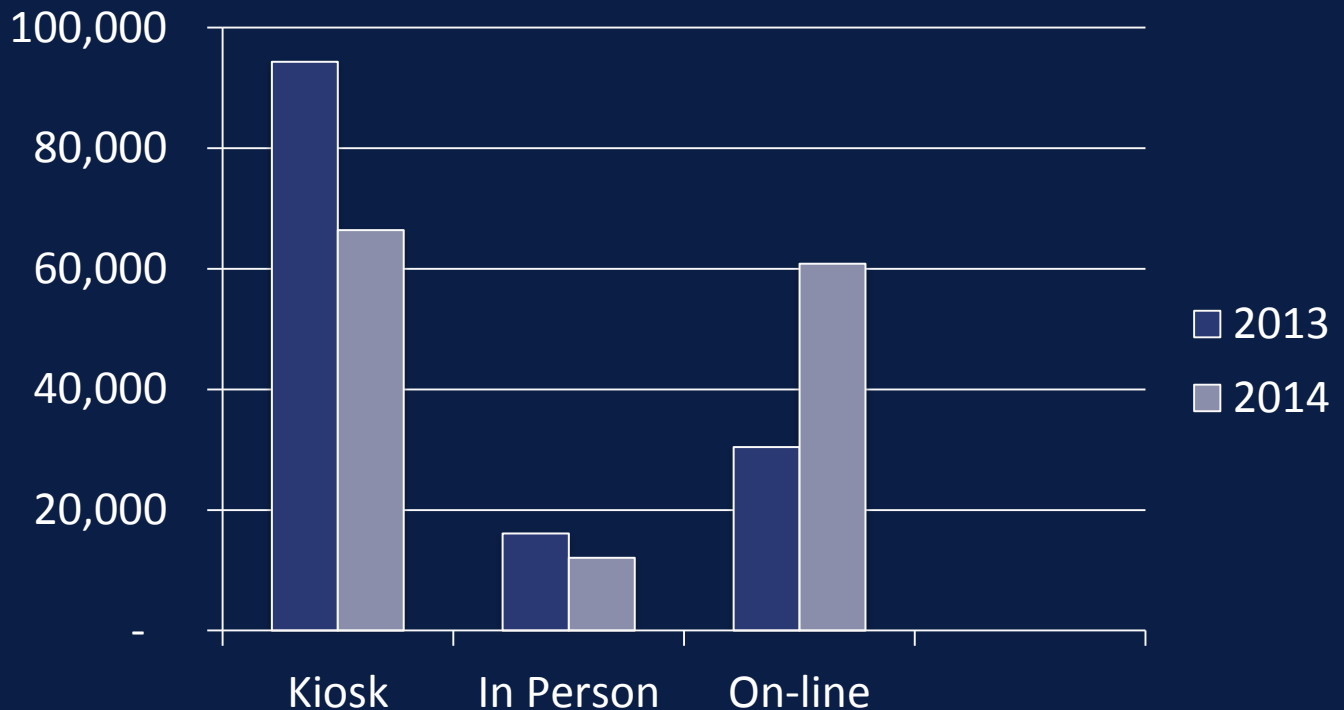
Virtual Permitting





Greater Convenience to Permit Buyers

On-line sales increasing, Kiosk and In-Person sales decreasing. (Thru Sept 25)





BENEFITS OF VIRTUAL PERMITTING

- No more long kiosk lines/fewer equipment problems
- Increased purchase of annual permits
- More efficient enforcement during snow season
- No mailed permits getting lost in mail or stolen from someone's mailbox.
- Fewer voided citations
- Increased efficiency for officers



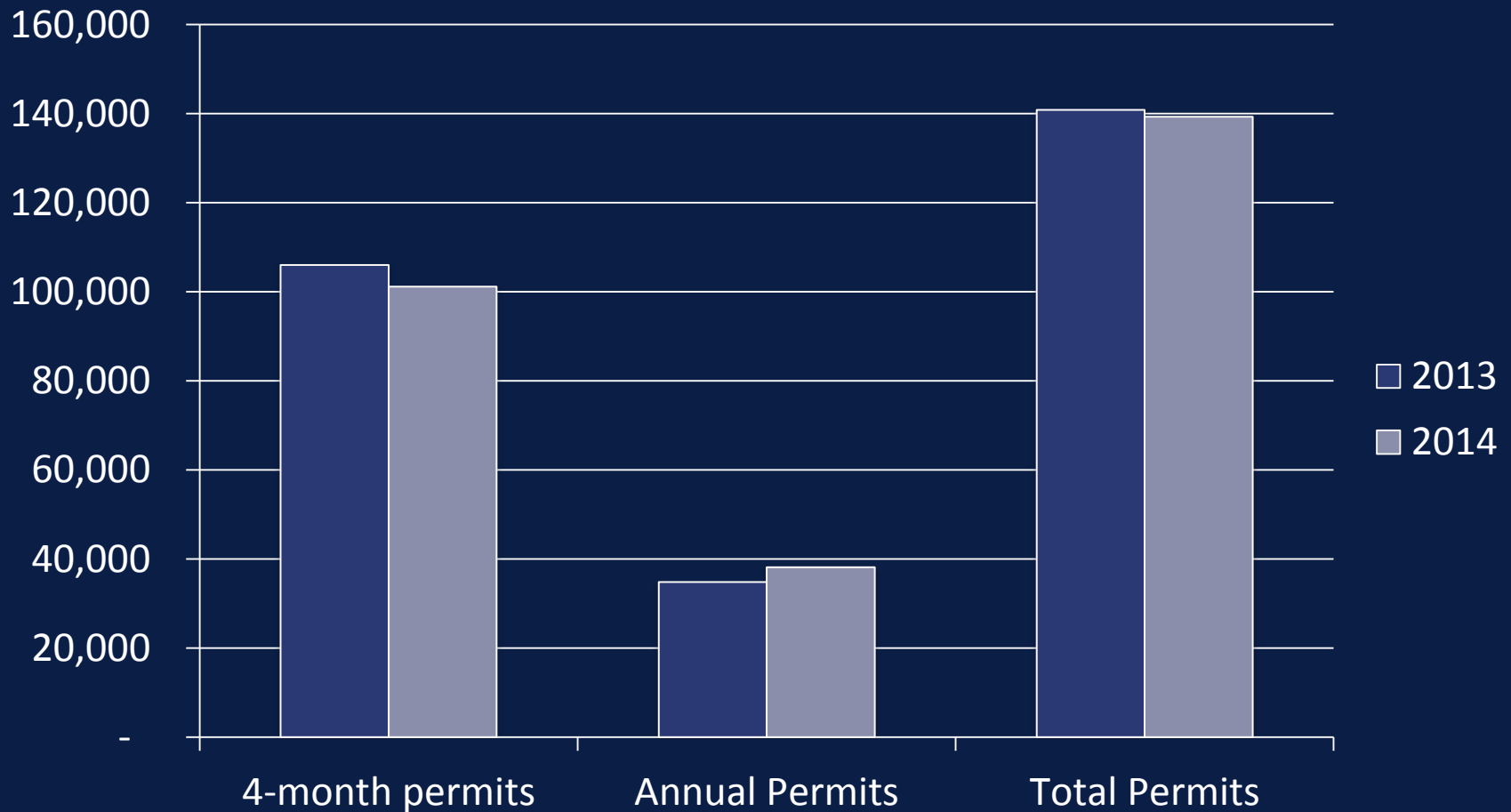
Transitional Jobs – Compete Milwaukee

- 2 Workers to perform tasks to benefit the quality of life in Milwaukee
 - Marking of crosswalks
 - Cleaning and painting meters
 - Perform functionality tests of meters
 - Label space numbers
 - Assistants to the Meter Technicians





Annual Permits Increasing; 4-month Permits Decreasing. YTD 2013 – 2014 (Thru Sept 25)





DPW RECOGNIZES CHALLENGES TO ENFORCEMENT OF ILLEGAL DISABLED PARKING



| | Number of Citations | Percentage Change |
|------|---------------------|-------------------|
| 2012 | 816 | |
| 2013 | 1146 | 40% Increase |



Private Property

July 1 – Sept. 30

| | 2013 | 2014 | Change |
|--|---|---|----------------|
| Citations Issued | 2,602 | 1,770 | -32% |
| Collections | \$59,100 <small>Citation revenue</small> | \$40,400 est. <small>57% of Potential - \$40 violation</small> | -\$18,000 est. |
| Private Contractor Tows Reported | 660 | 1,443 | 119% |
| Towed by City | - | 252 | N/A |
| City Tow Revenue (Estimate) | - | \$7,500 est. | \$7,500 est. |
| City Revenue from Private TOWS (Estimate 1,443 x \$35) | - | \$50,500 est. | \$50,500 est. |
| Estimated Total Revenue | \$59,100 | \$98,400 est. | \$39,300 est. |



Ordinance Change Relating to Parking Structure Staff

- One human operator to be on the premises whenever the structure is in operation.
- 4 Structures in operation 24/7 = 34,944 hours to be staffed per year.
- Currently the structures are unstaffed for approx. 16,692 hours with call center access 24/7 (Exception of roving security guard 24/7)
- To meet the requirement, the structures would be staffed during the day with attendants /maintenance and night hours with security guards.



MacArthur Square

- Currently staffed 24 hours per day, 7 days per week.
- No additional coverage is needed to meet ordinance requirement.



2nd and Plankinton

- Currently staffed on event nights with cashier and maintenance staff.
- Needed: Attendants 112 hours @\$1451 per week.
- Needed security staff for 56 hours @ \$876 per week.
- Total: \$2,327 per week, \$121,000 per year.



1000 N. Water

- Currently staffed 6am to 6pm.
- Additional attendants needed 62 hours @ \$1451 per week.
- Additional security needed 56 hours @ \$876 per week.
- Additional total needed = \$1680 per week, \$87,400 per year.



4th and Highland

- Currently staffed 8am to 10pm weekdays; 12pm to 10pm on weekends with additional staff hours during special events. Additionally, one security guard monitors 6 hours per day.
- Additional attendants required -27 hours @\$350 per week.
- Additional security required -14 hours @ \$219 per week.
- Total additional =\$569 per week, \$30,000 per year.



Total Cost

- Additional \$238,400 per year
- Eliminate the overnight roving guard savings of \$50,000
- Approximate cost to the City is \$188,400.
- Creation of 7.4 full time jobs



Additional Security Enhancements

- Recently installed multiple cameras in the 4th and Highland Structure.
- Added patrols through all the structures by parking enforcement staff
- Will be securing north end of the first level of 4th and Highland to prevent pedestrians from entering at unauthorized entrances.
- Investigating cost and ability to monitor all garages from central location