

## **DEPARTMENTAL BUDGET INFORMATION MUNICIPAL PARKING DEPARTMENT (34)**

### **MISSION**

The Municipal Parking Department (MPD) is to provide economical on and off-street public parking services; to enforce City of Detroit parking ordinances; and to coordinate parking with economic development projects throughout the city of Detroit.

### **DESCRIPTION**

This agency is responsible for planning, operating and maintaining the City of Detroit's Auto Parking and Arena Systems (APS) Enterprise Fund and for the management of 7 parking garages and various surface lots. In addition, the APS maintains the City of Detroit's parking meters.

This agency is also responsible for the Parking Violations Bureau (PVB) General Fund which is charged with the enforcement of on-street parking ordinances within the City of Detroit, the processing of parking violation notices, and the subsequent collection of the funds from these notices.

### **MAJOR INITIATIVES FOR FY 2009-10**

Municipal Parking Department and APS have three objectives. They are: growing our business, increasing our revenue, and customer service excellence.

The Municipal Parking Department (MPD) is excited by the myriad of opportunities for improvements in new equipment and monitoring systems, Web/social media, and infrastructure. The business advantage innovation will bring increased productivity, process improvement, efficiencies and new revenues that will help the department to ride the wave of uncertainty and embrace the possibilities.

Likewise, the Automated Parking System

(APS) has developed new measures to reduce costs (security, operating and insurance), increase scalability of existing technologies and implement greater management and financial oversight over all processes.

With the expectation and installation of new technologies the department will be in a better position to realize increased revenue, experience considerable decreases in lost revenues, and opportunity costs while creating accountable processes for sustainable growth with measurable compliance methods; and to implement control steps to achieve overall accountability. Additionally, APS will continue to create business and customer value in the following areas: service excellence, marketing and strategic planning.

The Parking Violations Bureau (PVB) will increase the safety of vehicular and pedestrian traffic by expanding the hours of operation during the months of April through September to cover special events parking in the evening Monday through Friday and during the day on Saturdays. In addition, the PVB will concentrate on improvement in three areas: customer service, educating the public, and productivity. Continuous improvement programs will be established to improve our customer service on all levels. We will solicit requests for proposals to run our parking ticket processing and collections area.

### **PLANNING FOR THE FUTURE FOR FY 2010-11, FY 2011-12 and BEYOND**

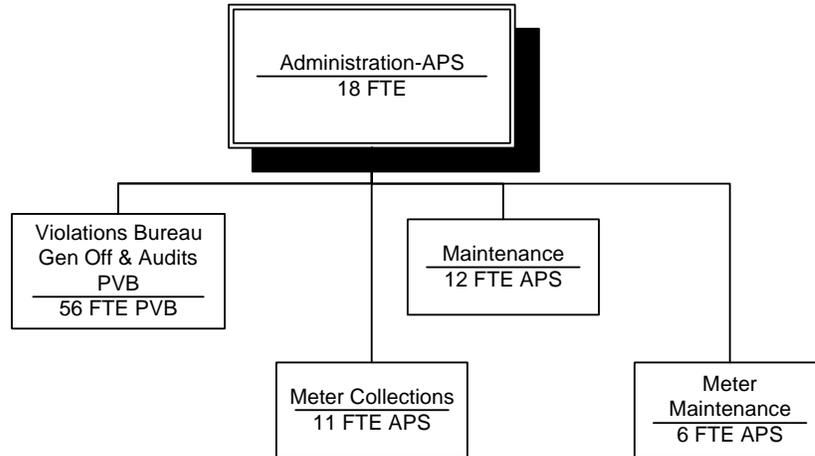
Future forward, MPD plans to explore new ways to increase revenues, reduce department expenses, and measure

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everything for results. The department will continue to update facilities, as financing is available to approve major construction projects for facilities. The Auto Parking System will meet the debt service requirements: reevaluate operations, and initiatives for viability. Additionally, the Auto Parking System will continue to develop market-driven, customer-focused initiatives to reduce and where possible eliminate waste and redundancy, and increase our revenues through 100%

utilization of parking facilities. The PVB will reduce costs associated with parking ticket processing and collections. The PVB will increase the collection rate on delinquent tickets through expanded noticing practices and the Court process. In addition, we will continue to lobby Lansing to change state statute to allow for license plate registration holds for citizens with six or more tickets.

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**PERFORMANCE MEASURES AND TARGETS**  
*Automobile Parking Division*

<b>Type of Performance Measure:</b> List of Measures	<b>2008-09</b> <b>Actual</b>	<b>2009-10</b> <b>Projection</b>	<b>2010-11</b> <b>Target</b>
<b>Outputs: Units of Activity directed towards Goals</b>			
Number of new facilities opened	0	0	0
Parking garages	10	10 <sup>1</sup>	7
Garage parking spaces	8,283	8,283	7143
On-street metered spaces (year end)	4,700	4,700	4,700
<b>Outcomes: Results or Impacts of Program Activities</b>			
Average number of monthly customers	3,850	4140	4600
Average number of transient customers	121,00	131,00	144,00
Total number of Meter Cards sold per year	1,615	2000	2500

**PERFORMANCE MEASURES AND TARGETS**  
*Parking Violations Bureau*

<b>Type of Performance Measure:</b> List of Measures	<b>2008-09</b> <b>Actual</b>	<b>2009-10</b> <b>Projection</b>	<b>2010-11</b> <b>Target</b>
<b>Outputs: Units of Activity directed toward Goals</b>			
Number of violations issued for blocking crosswalk	17,000	17,000	17,000
Number of parking violations issued for handicap violations	13,000	13,000	13,000
Number of violations issued for no standing	72,000	72,000	72,000
Number of violations issued for meter violations	116,000	116,000	116,000
Number of violations issued for overtime parking	8,500	8,500	8,500
Number of overdue notices mailed	220,000	220,000	220,000
Number of citation notices mailed	150,000	150,000	150,000
Number of Administrative Conference-Single Tickets scheduled	20,000	20,000	20,000
Number of vehicles booted	3,000	4,000	4,000
Number of vehicles towed	2,500	3,500	3,500
Total number of tickets issued	380,000	400,000	400,000
Total number of tickets collected	300,000	300,000	300,000
<b>Outcomes: Results or Impacts of Program Activities</b>			
Number of auctions for impounded boot and tow vehicles	7	12	12
Number of 36 <sup>th</sup> District Court judgments	200,000	200,000	200,000
Revenue collected	\$12,592,730	\$13,357,689	\$12,873,060
<b>Efficiency: Program Costs related to Units of Activity</b>			
Average daily tickets per Parking Enforcement Unit employee	60	65	65

<sup>1</sup> Pending Cobo becoming an Authority

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**EXPENDITURES**

	2008-09		2009-10	2010-11		
	Actual		Redbook	Mayor's	Variance	Variance
	Expense			Budget Rec		Percent
Salary & Wages	\$ 3,889,322	\$	4,425,214	\$ 3,617,354	\$ (807,860)	-18%
Employee Benefits	2,566,628		3,063,370	2,845,156	(218,214)	-7%
Prof/Contractual	7,022,242		7,897,434	5,717,280	(2,180,154)	-28%
Operating Supplies	280,627		324,650	279,888	(44,762)	-14%
Operating Services	3,597,914		3,451,511	2,938,158	(513,353)	-15%
Capital Equipment	410,271		23,556	35,956	12,400	53%
Fixed Changes	-		4,416,864	1,655,801	(2,761,063)	-63%
Other Expenses	23,027,865		14,305,134	6,871,058	(7,434,076)	-52%
<b>TOTAL</b>	<b>\$ 40,794,869</b>	<b>\$</b>	<b>37,907,733</b>	<b>\$ 23,960,651</b>	<b>\$ (13,947,082)</b>	<b>-37%</b>
<b>POSITIONS</b>			104	114	103	(11) -11%

**REVENUES**

	2008-09		2009-10	2010-11		
	Actual		Redbook	Mayor's	Variance	Variance
	Expense			Budget Rec		Percent
Fines/Forfeits/Permits	\$ 12,497,844	\$	13,357,689	\$ 11,924,789	\$ (1,432,900)	-11%
Rev from Use of Assets	17,089,728		18,733,000	8,991,000	(9,742,000)	-52%
Contrib/Transfers	21,653,478		10,739,744	6,947,242	(3,792,502)	-35%
<b>TOTAL</b>	<b>\$ 51,241,050</b>	<b>\$</b>	<b>42,830,433</b>	<b>\$ 27,863,031</b>	<b>\$ (14,967,402)</b>	<b>-54%</b>

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