

PARKING SYSTEM

GENERAL INFORMATION:

The Parking System Enterprise Fund accounts for all metered, leased, and free parking provided by the City of Muscatine in the central business district. These parking spaces are located both on and off-street and involve four (4) specific activities including parking operations, parking enforcement, downtown landscaping and development of new parking. The City maintains 1,427 parking spaces in the downtown commercial area distributed as follows:

	<u>On-Street</u>	<u>Lot #1</u>	<u>Lot #2</u>	<u>Lot #4</u>	<u>Lot #6</u>	<u>Lot #7</u>	<u>Lot #8</u>	<u>Totals</u>
		<u>Chestnut Street</u>	<u>W. 2nd Street</u>	<u>Sycamore Street</u>	<u>W. 3rd Street</u>	<u>E 3rd Street</u>	<u>Cedar Street</u>	
Free Parking	143	0	16 (4 hour)	14 (3 hour)	0	0	5 (3 hour)	497 (24 hour) 675
2 Hour	287	0	5	0	0	0	0	0 292
Handicapped	14	1	1	3	1	0	2	17 39
10 Hour	56	19	15	42	0	9	0	0 141
Leased/Reserved	0	7 R	4 L	46 L	24 R	149 L	50 L	0 280
Totals	500	27	41	105	25	158	57	514 1,427

The four largest off street lots are located on 3rd Street across from City Hall, adjacent to Mississippi Drive at Sycamore, 2nd and Pine streets, and at the corner of 3rd and Cedar streets. These lots have a combination of leased parking spaces, and short and long-term meters. In September, 2007 on-street parking and off-street parking lot metered rates were increased from \$.20 to \$.30 per hour for short-term (two hour) meters and from \$.10 to \$.20 per hour for long-term (10 hour) meters. The 2013/2014 budget includes an increase in these rates to \$.50 per hour for two hour meters and to \$.25 per hour for ten hour meters.

The parking enforcement program provides control of the parking spaces in the central business district. This program is intended to insure that parking restrictions are enforced in order to meet the goals of the program. The primary goal is to provide short-term parking for customers in the downtown business district. The enforcement program is also involved in controlling loading zones, alley parking and other parking regulations in the downtown area.

The downtown landscaping program was initiated in conjunction with the reconstruction of Second Street which was funded as part of a Community Development Block Grant Program. This landscaping program has added aesthetically to the business environment to assist in promoting a healthy economic state in the downtown business district. One-half of a groundskeeper position is charged to this budget and this individual is responsible for maintenance and landscaping in the downtown area with supervision through the Park Maintenance division of the Parks and Recreation department.

Numerous modifications were implemented in the Parking operation in past years. An Administrative Review Panel was formed to hear citizen appeals of parking violations. A standardized alley parking program was established for the downtown area to improve traffic movement, the conditions for delivery

to merchants, and public safety response for fire and emergency medical services. Also, handicapped parking has been provided throughout the downtown area. Since 1985 the City has been providing free parking in all areas on Saturdays.

In 2007 the Mayor appointed a Parking Task Force which was given the responsibility to evaluate and make recommendations on changes to the downtown parking program. These recommendations were to include both operational and financial changes with the goal that revenues from the parking operation would fund costs associated with the system. The significant changes recommended by the Task Force and subsequently adopted by City Council included the following:

1. Removing 20 10-hour meters in Lot 4 and changing these to leased spaces.
2. Increasing leased parking rates from \$225 to \$300 if paid annually and from \$300 to \$350 if paid quarterly.
3. Removing the meters on Second Street and providing free parking up to 3 hours once per day in each space.
4. Changing metered parking rates from \$.20 to \$.30 for 2-hour meters and from \$.10 to \$.20 per hours for 10-hour meters.
5. Changing the daily beginning enforcement time from 9:00 a.m. to 8:00 a.m.
6. Increasing the fines for expired meter tickets from \$3.00 if paid within 72 hours to \$5.00 and from \$5.00 if paid after 72 hours to \$10.00.
7. Elimination of free holiday parking in the downtown area.
8. Increasing the ticket fee to \$25 per ticket after 20 tickets are issued each calendar year.
9. Adding 2-hour parking meters on 4th Street between Iowa and Chestnut Street.
10. Removing or changing time limits for parking in various other areas.
11. Purchasing electronic meters and phasing out the mechanical meters that were still in use.

These changes were fully implemented by September 1, 2007.

CURRENT TRENDS AND ISSUES:

The City Council during their 2012/2013 budget discussions chose to include all of the parking related costs in this budget. This included \$6,700 in employee insurance benefit costs for the Parks Groundskeeper that previously only had 50% of his wages and payroll taxes charged to the Parking budget. The 2012/2013 Parking budget also for the first time included \$7,500 for contracted snow removal costs for the downtown parking lots. This cost had been funded from the Snow and Ice Control budget in previous years. With these added costs, the Parking Fund balance was budgeted to decrease by \$30,300 to \$19,036 during the 2012/2013 year.

The 2012/2013 revised estimate expenditures are under the budgeted amount by \$2,300 due to a reduction in personal services costs. This was due to a vacancy in the Equipment Operator position allocated 25% to Parking as well as part-time Meter Attendant hours being less than originally budgeted. Revised estimate revenues are projected to be \$5,200 higher than budgeted due to increased parking fees and fines. While these two factors have a positive impact on the fund balance, expenditures are still expected to exceed revenues for the year by \$22,800 and the ending fund balance will decrease by that amount to \$33,555.

The 2013/2014 budgeted expenditures for the Parking operation are \$8,400 (4.1%) less than the 2012/2013 budgeted amount. The 2013/2014 budget includes reductions in the Finance Director's allocation to Parking from 10% to 5% and the Equipment Operator's allocation from 25% to 10%. These allocation changes better represent the actual time spent by these positions on parking-related items.

The 2013/2014 budget includes an increase in parking meter rates from the current \$.30/hour for 2-hour meters and \$.20/hour for the 10-hour meters to \$.50 and \$.25, respectively. This is projected to generate \$30,000 in additional revenue. Leased parking rates are not budgeted to change since there are currently a significant number of spaces that are not leased.

With the increase in the meter rates and the position allocation changes, the parking fund revenues are projected to exceed expenditures by \$12,100 in 2013/2014. This will restore some of the parking fund balance that was used in recent years when parking expenditures exceeded parking revenues. The Parking fund balance at the end of 2013/2014 is estimated at \$45,655.

GOAL STATEMENT:

To provide attractive, convenient, low-cost parking in order to aid in the growth and improvement of the Central Business District and adjacent commercial areas.

PERFORMANCE MEASURES:

	Actual 2009/2010	Actual 2010/2011	Actual 2011/2012	Estimated 2012/2013	Estimated 2013/2014
Metered Parking Spaces	432	432	432	433	433
Leased Parking Spaces	174	174	174	174	174
Reserved Parking Spaces *	104	106	106	106	106
Free Parking Spaces (Inc. Handicapped)	713	718	718	714	714
Total Parking Spaces	1,423	1,430	1,430	1,427	1,427
Overtime Parking Tickets Issued	8,465	8,684	11,212	11,000	11,000
Overtime Tickets Paid or Dismissed	7,533	7,603	9,400	9,350	9,350
Percent Paid or Dismissed	88.99%	87.55%	83.84%	85.00%	85.00%
Handicapped Tickets Issued	42	40	54	60	60
Handicapped Tickets Paid or Dismissed	36	37	49	54	54
Percent Paid or Dismissed	85.71%	92.50%	90.74%	90.00%	90.00%
Other Parking Tickets Issued	1,484	1,173	1,607	1,600	1,600
Other Tickets Paid or Dismissed	1,157	908	1,127	1,200	1,200
Percent Paid or Dismissed	77.96%	77.41%	70.13%	75.00%	75.00%
Overall Collection Rate	87.34%	86.39%	81.99%	83.76%	83.76%
Leased Parking Spaces Available	174	174	174	174	174
Spaces Leased	136	119	113	104	113
Percentage Leased	78.16%	68.39%	64.94%	59.77%	65.00%
Fines Collected by County Treasurer	\$6,915	\$15,201	\$8,945	\$9,000	\$9,500
Courtesy Tickets Issued	490	517	654	754	750

* Reserved spaces include those reserved for the Library, Clark House and Central State Bank.

RECENT ACCOMPLISHMENTS:

Parking enforcement, including the number of tickets issued, has improved during the last year. This can be attributed at least in part to a change in one of the Meter Attendant positions. The meter enforcement staff continues to enforce downtown parking ordinance requirements as well as provide parking-related information to those parking in the downtown area.

A “Lean” initiative currently underway in the Parking operation, will allow for the electronic transfer of the names and addresses of vehicle owners with unpaid tickets into the Parking software system. Past procedures involved forwarding lists of license plates with unpaid tickets to the County Treasurer’s office. That office would then look up that information and forward it back to the City’s parking staff who would then enter it into the parking software system. The City recently entered into an agreement with the Iowa Department of Transportation Motor Vehicle Division which will allow City staff to electronically send lists of license plates with unpaid tickets to that office. That office would then send the name and address information back electronically in a format which can be uploaded into the parking software system. The IT Manager and Parking Coordinator have worked to successfully implement this new process.

OBJECTIVES TO BE ACCOMPLISHED IN 2013/2014:

- * To continue to frequently send notices and perform other follow-up procedures for parking fine collections including forwarding unpaid tickets to the County Treasurer’s Office to be placed as a required charge to be paid in order to renew the vehicle registration.
- * To continue to increase marketing efforts for leased parking spaces available in the various City lots. The percentage of available spaces leased in the various lots has decreased from 88% in 2007/2008 to 78% in 2009/2010, to 68% in 2010/2011, to 65% in 2011/2012, and to 60% for the current 2012/2013 year. The goal is to increase this percentage to at least 65% for 2013/2014. Marketing efforts will include offering “specials” for current and new leased parking customers.
- * To complete the implementation of the process for electronic transfer of vehicle name and address information from the Motor Vehicle Division into the parking software system. This was a “Lean” initiative undertaken during the 2012/2013 fiscal year. (**Management Agenda High Priority**)
- * To review Parking processes for any other “Lean” efficiencies. (**Management Agenda High Priority**)

Parking System

Fund Statement

	<u>Actual</u> <u>2010/2011</u>	<u>Actual</u> <u>2011/2012</u>	<u>Budget</u> <u>2012/2013</u>	<u>Revised</u> <u>Estimate</u> <u>2012/2013</u>	<u>Budget</u> <u>2013/2014</u>
Beginning Balance, July 1	\$ 69,304	\$ 57,436	\$ 49,336	\$ 56,355	\$ 33,555
Revenues					
Parking Fees	\$ 81,425	\$ 82,794	\$ 80,000	\$ 82,000	\$ 112,000 (4)
Parking Permits	36,070	36,498	37,000	36,000	36,000
Meter Hoods	2,407	2,370	1,000	2,200	1,000
Fines	55,046	60,558	55,000	58,000	58,000
Interest	182	153	100	100	100
Donations	743	0 (2)	0	0	0
Total Revenues	<u>\$ 175,873</u>	<u>\$ 182,373</u>	<u>\$ 173,100</u>	<u>\$ 178,300</u>	<u>\$ 207,100</u>
Funds Available	\$ 245,177	\$ 239,809	\$ 222,436	\$ 234,655	\$ 240,655
Expenditures (1)	187,741	183,454 (2)	203,400 (3)	201,100 (3)	195,000 (5)
Ending Balance, June 30	<u>\$ 57,436</u>	<u>\$ 56,355</u>	<u>\$ 19,036</u>	<u>\$ 33,555</u>	<u>\$ 45,655</u>

Increase (Decrease) in Fund Balance	\$ (11,868)	\$ (1,081)	\$ (30,300) (3)	\$ (22,800) (3)	\$ 12,100
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1. Expenditures include changes in compensated absences and other post-employment benefits.
2. Beginning in 2011 the Downtown Flower Basket program is no longer being accounted for in the Parking Fund. This program is currently being funded from the Park Maintenance budget.
3. Per City Council direction during the 2012/2013 budget review, the Parking fund expenditures include \$7,500 for contracted snow removal in the parking lots and \$1,000 for parking stall paint striping. These costs were formerly funded from Public Works budgets. The addition of these costs contributed to the decrease in parking fund balance in 2012/2013.
4. The 2013/2014 budget reflects a rate increase from \$.30 to \$.50/hour for 2-hour meters and from \$.20 to \$.25/hour for 10-hour meters.
5. The 2013/2014 budget reflects a reduction from 25% to 10% in the allocation of the Equipment Operator and a reduction from 10% to 5% in the allocation of the Finance Director to the Parking fund. These allocations more accurately reflect the actual time spent by these positions on parking-related functions.

Explanation of Changes in Fund Balances:

In 2012/2013 City Council chose to include all parking-related costs in this budget including contracted snow removal costs, parking lot striping, and 50% of the employee insurance costs for the Parks Groundskeeper charged 50% to this budget. This contributed to the fund balance decrease in 2012/2013. The fund balance increase in 2013/2014 is primarily due to the budgeted increase in parking meter rates.

Function:
Business Type

Department:
Finance

Activity:
Parking System

	Actual 2010/2011	Actual 2011/2012	Budget 2012/2013	Revised Estimate 2012/2013	Budget 2013/2014	Percent Change
Expenditure Summary						
Personal Services	\$ 147,167	\$ 144,620	\$ 161,700	\$ 159,400	\$ 152,700	-5.57%
Commodities	2,354	2,338	3,300	2,000	2,000	-39.39%
Contractual Services	5,676	9,537	16,700	18,000	18,000	7.78%
Capital Outlay	10,000	1,170	1,200	1,200	1,200	
Transfers	<u>19,300</u>	<u>19,900</u>	<u>20,500</u>	<u>20,500</u>	<u>21,100</u>	2.93%
Total Expenditures	<u><u>\$ 184,497</u></u>	<u><u>\$ 177,565</u></u>	<u><u>\$ 203,400</u></u>	<u><u>\$ 201,100</u></u>	<u><u>\$ 195,000</u></u>	-4.13%
Funding Sources						
Parking Fees	\$ 119,902	\$ 121,662	\$ 118,000	\$ 120,200	\$ 149,000	26.27%
Parking Fines	55,046	60,558	55,000	58,000	58,000	5.45%
Interest	182	153	100	100	100	0.00%
Donations	<u>743</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	
Total Funding Sources	<u><u>\$ 175,873</u></u>	<u><u>\$ 182,373</u></u>	<u><u>\$ 173,100</u></u>	<u><u>\$ 178,300</u></u>	<u><u>\$ 207,100</u></u>	19.64%

	Personnel Schedule					
	Actual 2010/2011	Actual 2011/2012	Budget 2012/2013	Revised Estimate 2012/2013	Budget 2013/2014	Budget Amount 2013/2014
Full Time Positions/Position Allocations:						
Finance Director	0.10	0.10	0.10	0.10	0.05	
Parking Meter Repairperson	0.25	0.25	0.25	0.25	0.10	
Groundskeeper	0.50	0.50	0.50	0.50	0.50	
Finance Secretary/Parking Coordinator	0.50	0.50	0.50	0.50	0.50	
Office Assistant	<u>0.25</u>	<u>0.25</u>	<u>0.25</u>	<u>0.25</u>	<u>0.25</u>	
Total Full Time	1.60	1.60	1.60	1.60	1.40	
Part Time/Temporary Positions:						
Meter Attendant	1.50	1.50	1.50	1.50	1.50	
Seasonal Laborers	<u>0.05</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	
Total	3.15	3.10	3.10	3.10	2.90	\$ 115,300
Employee Benefits						37,400
Total Personal Services						\$ 152,700

	Capital Outlay			
Item:		Quantity	Replacement	Amount
Electronic Meters		9	Yes	\$ 1,200