

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>Chestnut</u> <u>Street</u>	<u>Lot #2</u> <u>W. 2nd</u> <u>Street</u>	<u>Lot #4</u> <u>Sycamore</u> <u>Street</u>	<u>Lot #6</u> <u>W. 3rd</u> <u>Street</u>	<u>Lot #7</u> <u>E. 3rd</u> <u>Street</u>	<u>Lot #8</u> <u>Cedar</u> <u>Street</u>	<u>Levee</u>	<u>Totals</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	<u>0</u>	<u>7 R</u>	<u>4 L</u>	<u>46 L</u>	<u>24 R</u>	<u>149 L</u>	<u>50 L</u>	<u>0</u>	<u>280</u>
Totals	<u>500</u>	<u>27</u>	<u>41</u>	<u>105</u>	<u>25</u>	<u>158</u>	<u>57</u>	<u>514</u>	<u>1,427</u>

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 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 2011/2012 revised estimate expenditures are under the budgeted amount by \$3,300 due to a vacancy in one of the part-time Meter Attendant positions during the year, as well as the new hire being at a lower pay rate. Revised estimate revenues are projected to be \$3,800 higher than budgeted. While these two factors have a positive impact on the fund balance, expenditures are still expected to exceed revenues for the year by \$8,100.

The 2012/2013 budgeted expenditures for the Parking operation are \$19,400 (10.5%) higher than the budgeted amount for 2011/2012 due to increased personal services, contractual services, and administrative fees. Beginning in 2012/2013 City Council chose to include all of the parking related costs in this budget. This includes \$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 includes \$7,500 for contracted snow removal costs for the downtown parking lots. This cost has been funded from the Snow and Ice Control budget in previous years.

During the 2012/2013 budget review City Council discussed but chose not to implement parking fee rate increases for the upcoming year. While there will still be a positive fund balance at the end of 2012/2013, this balance will decrease by \$30,300 to \$19,036 with the additional allocated costs and no fee increases. Fee increases or other changes in the parking operation will again be considered for the 2013/2014 budget year.

The 2012/2013 budget continues allocating one-fourth of one of the Equipment Operator positions in the Street Cleaning activity budget to this operation to provide assistance in repairing and maintaining the parking meters.

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 2008/2009	Actual 2009/2010	Actual 2010/2011	Estimated 2011/2012	Estimated 2012/2013
Metered Parking Spaces	439	432**	432	433	433
Leased Parking Spaces	174	174	174	174	174
Reserved Parking Spaces *	106	104	106	106	106
Free Parking Spaces (Inc. Handicapped)	713	713	718	714	714
Total Parking Spaces	1,432	1,423**	1,430	1,427	1,427
Overtime Parking Tickets Issued	7,816	8,465	8,684	8,800	8,800
Overtime Tickets Paid or Dismissed	6,627	7,533	7,603	7,744	7,714
Percent Paid or Dismissed	84.79%	88.99%	87.55%	88%	88%
Handicapped Tickets Issued	33	42	40	40	40
Handicapped Tickets Paid or Dismissed	32	36	37	36	36
Percent Paid or Dismissed	96.97%	85.71%	92.50%	90%	90%
Other Parking Tickets Issued	1,438	1,484	1,173	1,280	1,280
Other Tickets Paid or Dismissed	1,003	1,157	908	998	998
Percent Paid or Dismissed	69.75%	77.96%	77.41%	78%	78%
Overall Collection Rate	82.50%	87.34%	86.39%	86.74%	86.44%
Leased Parking Spaces Available	174	174	174	174	174
Spaces Leased	145	136	119	126	131
Percentage Leased	83.33%	78.16%	68.39%	72.41%	75.29%
Fines Collected by County Treasurer	N/A	\$6,915	\$15,201	\$10,000	\$10,000
Courtesy Tickets Issued	417	490	517	520	520

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

** Reduction due to reconfiguration of Lot 1.

RECENT ACCOMPLISHMENTS:

The City entered into a 28E agreement with Muscatine County in March of 2009 which provides that the City can forward delinquent parking tickets to the Muscatine County Treasurer's Office to place as a required charge to be paid before the vehicle owner can renew their vehicle registration. This system required the City to charge the wording on the tickets as well as delinquent notices prior to forwarding delinquent tickets to the County. A total of \$6,915 in parking fines was collected through the Treasurer's Office in 2009/2010 and this increased to \$15,201 in 2010/2011. The 2009/2010 collection amount reflected only a partial year of collections since the vehicle registrations are renewed throughout the year based on the birth month of the vehicle owner. The 2010/2011 collection amount reflects more collections than expected in a normal fiscal year since it was the first full year after implementation and there was a "catch-up" period for the prior year. The staff of both offices continues to work well together in making this collection option successful.

OBJECTIVES TO BE ACCOMPLISHED IN 2011/2012:

- * 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 and to 68% in 2010/2011. The estimate for the current year is 72.4% and the goal is to increase this percentage to at least 75% for 2012/2013.
- * To review Parking processes for any "Lean" efficiencies. (**Management Agenda High Priority**)

Parking System

Fund Statement

	<u>Actual 2009/2010</u>	<u>Actual 2010/2011</u>	<u>Budget 2011/2012</u>	<u>Revised Estimate 2011/2012</u>	<u>Budget 2012/2013</u>
Beginning Balance, July 1	\$ 64,319	\$ 69,304	\$ 48,004	\$ 57,436	\$ 49,336
Revenues					
Parking Fees	\$ 81,770	\$ 81,425	\$ 80,000	\$ 80,000	\$ 80,000
Parking Permits	38,612	36,070	36,000	36,500	37,000
Meter Hoods	1,114	2,407	700	1,000	1,000
Fines	53,752	55,046	52,000	55,000	55,000
Interest	441	182	100	100	100
Donations	724	743	0 (2)	0	0
Miscellaneous	131	0	0	0	0
Total Revenues	<u>\$ 176,544</u>	<u>\$ 175,873</u>	<u>\$ 168,800</u>	<u>\$ 172,600</u>	<u>\$ 173,100</u>
Funds Available	\$ 240,863	\$ 245,177	\$ 216,804	\$ 230,036	\$ 222,436
Expenditures (1)	<u>171,559</u>	<u>187,741</u>	<u>184,000 (2)</u>	<u>180,700</u>	<u>203,400</u>
Ending Balance, June 30	<u>\$ 69,304</u>	<u>\$ 57,436</u>	<u>\$ 32,804</u>	<u>\$ 49,336</u>	<u>\$ 19,036</u>
Increase (Decrease) in Fund Balance	\$ 4,985	\$ (11,868)	\$ (15,200)	\$ (8,100)	\$ (30,300)

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.

Explanation of Changes in Fund Balances:

Actual Parking revenues in 2010/2011 were less than expenditures for the year and the estimated revenues for 2011/2012 are also projected to be less than expenditures. This is being attributed to reduced traffic in the downtown area. In 2012/2013 City Council chose to include all parking-related costs in this budget including contracted snow removal costs and 50% of the employee insurance costs for the Parks Groundskeeper charged 50% to this budget. This has contributed to the fund balance decrease in 2012/2013. While a balance remains in this fund at the end of 2012/2013, fee increases or other changes in the parking operation will need to be considered for future years.

Function:
Business Type

Department:
Finance

Activity:
Parking System

	Actual 2009/2010	Actual 2010/2011	Budget 2011/2012	Revised Estimate 2011/2012	Budget 2012/2013	Percent Change
Expenditure Summary						
Personal Services	\$ 147,617	\$ 147,167	\$ 151,400	\$ 147,500	\$ 161,700	6.80%
Commodities	2,127	2,354	3,300	3,300	3,300	0.00%
Contractual Services	5,773	5,676	8,200	8,800	16,700	103.66%
Capital Outlay	1,200	10,000	1,200	1,200	1,200	
Transfers	18,700	19,300	19,900	19,900	20,500	3.02%
Total Expenditures	\$ 175,417	\$ 184,497	\$ 184,000	\$ 180,700	\$ 203,400	10.54%
Funding Sources						
Parking Fees	\$ 121,496	\$ 119,902	\$ 116,700	\$ 117,500	\$ 118,000	1.11%
Parking Fines	53,752	55,046	52,000	55,000	55,000	5.77%
Interest	441	182	100	100	100	0.00%
Miscellaneous	131	-	-	-	-	
Donations	724	743	-	-	-	
Total Funding Sources	\$ 176,544	\$ 175,873	\$ 168,800	\$ 172,600	\$ 173,100	2.55%

Personnel Schedule						
	Actual 2009/2010	Actual 2010/2011	Budget 2011/2012	Revised Estimate 2011/2012	Budget 2012/2013	Budget Amount 2012/2013
Full Time Positions/Position Allocations:						
Finance Director	0.10	0.10	0.10	0.10	0.10	
Parking Meter Repairperson	0.25	0.25	0.25	0.25	0.25	
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	0.25	0.25	0.25	0.25	0.25	
Total Full Time	1.60	1.60	1.60	1.60	1.60	
Part Time/Temporary Positions:						
Meter Attendant	1.50	1.50	1.50	1.50	1.50	
Seasonal Laborers	0.07	0.05	-	-	-	
Total	3.17	3.15	3.10	3.10	3.10	\$ 122,600
Employee Benefits						39,100
Total Personal Services						\$ 161,700

Capital Outlay		
Item:	Quantity	Replacement Amount
Electronic Meters	10	Yes \$ 1,200