

PARKING

RESOURCES	ACTUAL FY03	ACTUAL FY04	BUDGET FY05	PROJECTED FY05	RECOMMENDED FY06
Personnel Expenses	\$ 6,204,415	\$ 7,241,865	\$ 7,652,315	\$ 7,310,540	\$ 6,904,821
Operating Expenses	6,533,017	6,803,050	7,761,933	7,205,130	6,212,146
Operating Budget	\$ 12,737,432	\$ 14,044,915	\$ 15,414,248	\$ 14,515,670	\$ 13,116,967
Capital Outlay	165,811	188,962	296,882	296,725	171,643
Debt Service & Transfers	6,437,489	6,529,234	6,958,771	6,958,771	2,699,090
Budget Allocation	\$ 19,340,732	\$ 20,763,111	\$ 22,669,901	\$ 21,771,166	\$ 15,987,700
Authorized Positions	180	180	180	180	149

Vision and Mission: The parking division recognizes that customer satisfaction is our most important goal. We strive to accomplish this by providing cost effective, dependable and timely service in a courteous, equitable and professional manner. The mission of the parking division is to provide the highest level of customer service by following the best practices in the parking industry at the lowest possible cost to the public.

The parking division's vision is three-fold:

- Commitment – Provide a welcoming atmosphere and friendly parking. Be a good neighbor and partner in the business community, approach changes with a new attitude, which allows for expansion and growth that meets the needs of the community. Encourage quality long-term growth with emphasis on providing a higher level of customer service.
- Self-Development – Continually develop improved methods of operational performance levels by measuring current efforts. Assess current standards and conduct our business with the needs of customers in mind.
- Technological Awareness – To continue to research new parking technology that will assist with the growth and development needs as the City of Tampa's skyline changes.

Goals and Objectives: In executing its goals the division will focus on the following objectives:

- Learn the latest technological breakthroughs by attending conferences and reading related periodicals.
- Monitor parking utilization for maximization of all facilities.
- Improve methods of operational performance through parking industry benchmarks.
- Compare parking rate structure with private and public entities.
- Increase customer awareness.
- Expand security at facilities.
- Evaluate products for feasibility, reassessing current technology.
- Implement new equipment, procedures and policies to ensure the division is functioning at a high rate of efficiency and with reliable fiscal procedures.

Current Operations and Initiatives: Parking, an enterprise division of the public works department, is responsible for the development of parking policies and specific facility expansion plans to serve the parking demand in the central business district and adjacent commercial area. Parking operates, maintains, and manages 10 garages and 21 off-street lots, comprising a total of 11,317 spaces. Additionally, the division is responsible for an on-street program comprised of 3,928 spaces. The division's five functional areas of operation are: administrative services provides support personnel and customer service; garage operations provides cashiers and the computerized cash system; maintenance installs and repairs parking meters, signs and facilities appearance; security and safety for patrons of garages and lots, responds to incidents; and meter enforcement and collection issues parking tickets and removes and counts money from meters.

	FY04	FY05	FY06
Performance Measures	Actual	Projected	Estimated
Monthly Garage and Lot Spaces	8,906	8,906	8,867
Daily Garage and Lot Spaces	5,349	5,349	5,310
On-Street Meter Spaces	2,136	2,136	2,309
On-Street Controlled Spaces	1,447	1,447	1,619
Total Spaces	17,838	17,838	18,105
Parking Tickets Issued	137,183	136,000	136,000