

# PARKING

RESOURCES	ACTUAL FY06	ACTUAL FY07	BUDGET FY08	PROJECTED FY08	RECOMMENDED FY09
Personnel Expenses	\$ 6,943,488	\$ 7,184,864	\$ 7,550,266	\$ 7,527,591	\$ 6,721,116
Operating Expenses	5,723,149	5,810,125	7,023,696	6,700,576	6,044,546
Operating Budget	\$ 12,666,637	\$ 12,994,989	\$ 14,573,962	\$ 14,228,167	\$ 12,765,662
Capital Outlay	116,511	136,197	741,789	656,848	359,139
Transfers	2,471,920	2,260,204	2,137,196	2,137,196	1,429,173
Budget Allocation	\$ 15,255,068	\$ 15,391,390	\$ 17,452,947	\$ 17,022,211	\$ 14,553,974
Authorized Positions	149	149	140	140	122

**Vision and Mission:** The City of Tampa parking division will be perceived positively by our customers and be recognized as an industry leader by offering quality service and continually striving to satisfy the needs and expectations of the public. The mission of the parking division is to provide the highest level of customer service by following the most current and up to date practices in the parking industry at the most affordable cost.

**Goals and Objectives:** The goal of the parking division is to improve performance to the level necessary to achieve national recognition among all municipal parking systems. Accomplishing such a goal requires:

- Achieving 100% revenue collection and reconciliation.
- Pursuit of new industry specific technology to help reduce operating costs and increase revenue potential.
- Improving customer service by offering additional web based services for all parking division products and service items.
- Upgrading existing parking division operating systems to improve the parking data collection efficiency.
- Maintaining the on going customer service training program for all parking division personnel.

**Current Operations and Initiatives:** Parking, an enterprise division of the department of public works, continues to be responsible for the development and implementation of parking policies. The parking division has been successful in developing the maximum parking space inventory under current conditions. Current initiatives include the design and implementation of an enhanced on-street parking program. Such an enhanced program will include an equipment upgrade to accept multiple payment method, while standardizing the parking rate structure among streets and avenues. Premium on-street parking spaces will be enforced within the downtown core, while reduced-fee; on-street parking will be relocated to the perimeter of the downtown area. Additional parking division initiatives include the installation of pay and display parking machines throughout the special event surface lots underneath the downtown portion of the Tampa Hillsborough Expressway Authority Crosstown freeway.

Performance Measures	FY07 Actual	FY08 Projected	FY09 Estimated
Increase On-line Parking Transactions by 25%	33,165	38,080	47,600
Achieve 90% Customer Satisfaction Per Facility	73%	85%	90%
Reduce Parking Facility Crime and Incidents to 0	54	20	0
Reduce Parking Meter Complaints by 25%	3,722	3,500	3,000
Reduce Parking Citations Contested by 25%	644	600	500