



CITY OF DETROIT
MUNICIPAL PARKING DEPARTMENT

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To: CM Young
City Council
From: Keith Hutchings, Director of Municipal Parking Department
Date: March 12, 2024
Re: Responses to 2024-2025 Budget Analysis

Please find below responses to your questions sent on March 11, 2024, regarding the proposed Fiscal Year 2025 Proposed Budget for the Municipal Parking Department.

1. A portion of the Municipal Parking Division's mission states in part "...Customer Loyalty Plans." Can you please explain this plan and what are the rewards, if any, associated with the plan?

The last stage of development for the ParkDetroit app will include a "Customer Loyalty" offering. When developed, the app will provide discounts or offers to businesses when specific parking garages or lots are in use or discounts to parking facilities when targeted businesses are patronized. For example, one may get a free appetizer at a specific restaurant when parking at a designated parking location. Or, if one visits a retail location, the store would be able to pick up the metered parking session. This is still conceptual and will be in the last stages of development and expansion of services.

Within the Goals, Strategic Priorities Item #6 is listed as:

Support the City's law enforcement strategies in parking related concerns - Explore the potential of automated optimized enforcement routing, maintain filled PEO positions and Sr. PEO positions support 7-day enforcement. MPD will continue to support DPD activities through late night overtime strategic enforcement coverage.

2. Can you explain this project and the proposed overall cost of this program to MPD- as described it is projected to use overtime, and is this a citywide effort or will it be targeted communities?

The concept of optimized routing is an operational efficiency effort. This concept would take parking occupancy, traffic volume, parking supply, parking compliance, and available staffing data using Machine Learning programs to map out the most efficient routes for enforcement. This would ensure more efficient coverage to allow for expanded coverage being requested by Council, the public, and businesses without massively increasing staffing. A massive increase in staffing would be cost prohibitive. The goal is to provide the required increase in coverage while moderately increasing staffing to maintain cost constraints. Success in this area will allow for continued expanded services that improve quality of life and support robust economic expansion.

3. In the review of the personnel within MPD there appears to be 1-Supervising Parking Enforcement Supervisor & 1- Parking Enforcement Investigator. Can you describe the duties of these positions, and is that enough for a city as large as Detroit for investigative duties?



The Assistant Administrative Supervising Parking Enforcement position is responsible for the day-to-day operations of the Parking Violations Bureau. That position reports directly to the General Manager, who reports to the Director. There are 8 additional supervision positions that report to the Administrative Supervision Assistant. The Supervising Parking Enforcement Investigator has one direct report. The two are responsible for representing the City of Detroit in traffic court. They prepare all documents for the violations hearing and complete violations investigations. Currently both positions sufficiently address the work requirements.

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