



CITY OF DETROIT
MUNICIPAL PARKING DEPARTMENT

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To: CM Latisha Johnson
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 03/11/24, regarding the proposed Fiscal Year 2025 Proposed Budget for the Municipal Parking Department.

The Mayor proposes a \$3.8M increase in revenues for FY25 (B34-5) and a \$40k reduction in Salaries & Wages, \$873K reduction in Professional & Contracted Services (B34-5), and about the same number of FTEs (B34-11).

1. How does this work?

The FY24 Adopted Budget estimate of \$7.7m represents an outdated revenue forecast. The FY25 proposed revenue of \$9.374m is updated based on FY 23 actuals of \$9.925m and YTD trends. Similarly, the reduction in professional and contractual services is in line with spending expectations based on FY 23 audited actuals. The net reduction in salaries and wages is due to savings for expected turnover in the department. There is no expected reduction in services as a result of this budgeted savings.

2. What are the Professional & Contracted Services, who provides them, what were they paid in FY2024?

The Professional Services contracts address Meter Operations, Parking Application functionality, LPR Enforcement, Ticket Processing, Enforcement Collections, Ticket Writing, Reporting and Data Management, 36th District Court interface, Towing Software, and Security services. The companies are Flowbird, Conduent, Professional Account Management, and HP Protective Services. FY 2024 has not concluded so the final cost is unavailable.

3. Your goal was to add 15-20 residential Parking Zones by November 2024 (B34-2), you have approved 13 zones (B34-3):

a. What has prevented you from reaching your goal of 15-20 residential zones?

Twenty-one (21) residential zones have been added, of which 13 are active and 8 have signs and meters being installed. MPD exceeded the goal with potentially 3 additional zones being considered by the Neighborhood and Community Services considering zones in Northern Brush Park.

b. Where are these 13 zones and are they functional and effective?

The Thirteen (13) active zones are in Cass Park, Southern Brush Park, and on Selden and Second Avenues.



c. How do the residents feel about these zones?

Based on feedback and media coverage, the residents are happy with the residential parking zone's ability to provide parking relief.

d. Have you had any pushback from the current building owners?

The only push back from building owners has come from Kappa Alpha Psi, Alpha Phi Alpha and the Eastern Star organizations. They are all advocating for the status quo and not supportive of residential parking.

The city has ten (10) Strategic Neighborhoods some of which are experiencing significant commercial and/or residential growth:

4. What are you doing to reach your goal to expand parking opportunities in commercial zones, particularly in the ten (10) Strategic Neighborhoods?

Municipal Parking is creating supplemental parking in these corridors to address current and future parking needs.

5. Has the municipal department begun identifying creative ways to meet parking demands along commercial corridors (i.e. E Warren Avenue, Michigan Avenue etc.) that are in areas experiencing increased development/commercial activity?

Municipal Parking will use multiple tools to address parking needs. Tools such as meters, parking lots, valet zones will be used. Additional tools, like employee parking will be added to address parking concerns in the future.

6. What are your plans to educate residents in your efforts to enforce parking on the commercial and residential streets? What is the status of launching the ParkDetroit app, and has it met expectations?

The department will continue to enhance the city webpage to provide information regarding legal parking. In addition, the ParkDetroit app will continue to evolve to provide guidance and influence parking and mobility behaviors that enhance the visitor experience, reduce congestion, and slow cost growth. MPD is pleased with the ParkDetroit app to date. With minimal advertising, the use of the app is expanding monthly. It is anticipated that once the next step of development is completed and advertising about the app commences, the platform will transform the consumer parking and mobility experience when enjoying the Detroit experience or conducting business within the city

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