



~~LA CROSSE~~ WISCONSIN

2025 Operating Budget

BOARD OF ESTIMATES RECOMMENDED
OCTOBER 8, 2024

COMMON COUNCIL ADOPTED
NOVEMBER 18, 2024

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Parking Enterprise

Description/Services:

The Parking Utility is managed by a Parking Coordinator who works directly with the Assistant Police Chief. The Parking Utility has two responsibilities, the enforcement of all parking regulations within the City and the operation of all City-owned parking facilities. The enforcement division is responsible for the enforcement of all parking rules and regulations on approximately 225 miles of city streets. This work is done through a staff of Community Service Officers (CSO's) who are tasked with the enforcement of parking violations. Office support staff process data entry and revenue collections. The grounds division of the Parking Utility is responsible for the operation of all the municipally-owned ramps and surface lots. These include the Market Square Ramp with a total of 632 spaces, the La Crosse Center Ramp with a total of 893 spaces, the Main Street ramp with a total of 395 spaces, the Riverside Ramp with a total of 903 spaces, and the Pine Street ramp with a total of 606 spaces. When you add in the surface lots, the Parking Utility manages almost 4,000 parking spaces. In addition, the Parking Utility manages downtown on-street hourly parking to ensure customer turnover for downtown businesses.

2024 Accomplishments/Highlights

1. Fully outfitted the La Crosse Center Ramp with a security camera system.
2. Increase in contactless transactions (275,000) /users (30,000) via ParkMobile App.
3. Improved wayfinding signage and made consistent color-coded parking levels of each garage.
4. The Boot & Tow program has recovered over \$18,000 in habitual parking offenders.
5. All parking ramp windows/glass were professionally cleaned.

2025 Goals

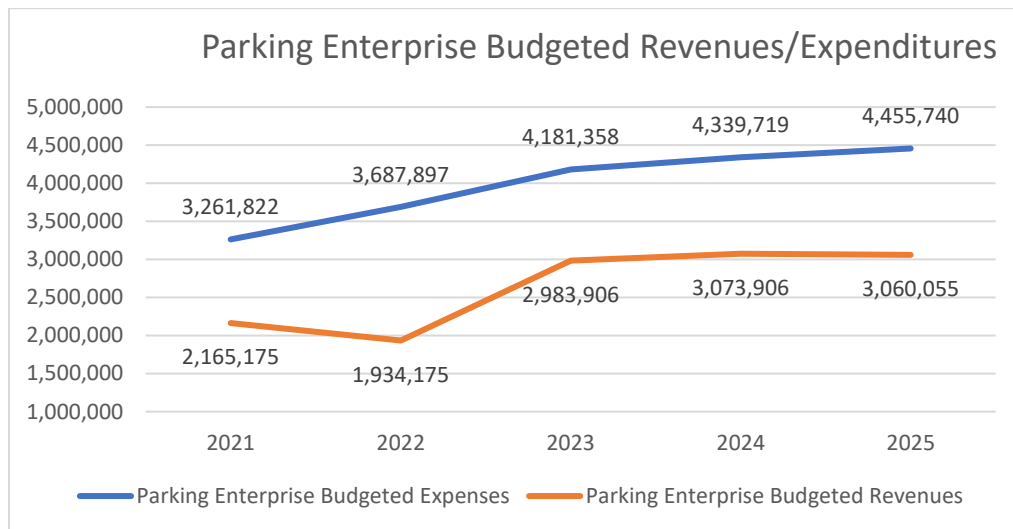
1. Improve and promote storage lockers for bicycles.
2. Revitalize the east side of the Main St. Ramp along 3rd street.
3. Increase permit sales in downtown parking ramps.
4. Replace lighting panel system in the Riverside Ramp.
5. Install Security Cameras in the Pine St. Ramp and the Main St. Ramp.

Performance Measures	Projected 2024	2025 Goal/Benchmark
Contactless Transactions	76,500	85,500
Pay Station Transactions	70,000	75,000
Ramp Permits	1,600	1,800
Ramp Security Cameras	102	128
Citation Collection rate	97%	98%
Enforcement Actions Taken	34,000	35,000

Parking Enterprise

Staffing

	2023	2024	2025
Full Time Equivalents	20	21	21



Revenues

	2023 Actual	2024 Budget	2025 Budget	\$ Change- 2025 v 2024
Parking Revenue	\$3,036,623	\$3,073,906	\$3,060,055	-\$13,851

Expenditures

	2023 Actual	2024 Budget	2025 Budget	\$ Change- 2025 v 2024
Personnel	\$1,094,297	\$1,401,929	\$1,482,442	\$80,513
Contractual Services	\$841,700	\$1,050,254	\$1,030,762	-\$19,492
Commodities	\$33,908	\$53,700	\$51,700	-\$2,000
Capital Outlay	\$1,706,126	\$1,833,836	\$1,890,836	\$57,000
Total Expenses	\$3,676,031	\$4,339,719	\$4,455,740	\$116,021