



Council Agenda Item

Meeting Date:	December 3, 2024
Agenda Item:	Ordinance to amend Ordinance 1.21.010
Staff Contact (name, email, phone):	Rachelle Blicht, rblitch@whitewater-wi.gov , 262-473-1380

BACKGROUND

(Enter the who, what when, where, why)

Ordinance 1.21.010 Schedule of Deposits (relating to Ordinance 11.56.010 (4) General Parking Violations) was last updated in 2009. The current fee schedule is as follows:

Parking Violations 1 to 11

- o Paid within 7 days forfeiture amount will be \$20
- o Paid after 7 days forfeiture amount will be \$30
- o Paid after 30 days forfeiture amount will be \$40

The PD has issued 2,535 parking violation in 2021, 2,559 parking violations in 2022, 2,750 parking violations in 2023, and has issues 1,804 to date this year.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

10/22/2024 – Finance Committee recommended a fee increase from \$20 to \$40

11/19/2024 – Common Council approved first reading

FINANCIAL IMPACT

(If none, state N/A)

Increasing the base violation from \$20 to \$40 would add at minimum \$52,000 in revenue. This figure uses the average number of tickets issued and assumes the tickets will be paid in the first 7 days.

STAFF RECOMMENDATION

Staff recommends amending the ordinance to increase the fines to encourage compliance, improve public safety, recover costs, and discourage individuals from abusing parking. Each of these reasons can contribute to more efficient use of parking resources, enhanced public safety, and improved City operations.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Ordinance 1.21.010 Schedule of Deposits
2. Proposed Amendment of Ordinance 1.21.010