

**Item 25-0483: Request the Approval of Department of Public Works Parking Re-organization**

**Item 25-0484: Request the Approval of Finance Department of Re-organization**  
**Human Resources Information Technology Committee**

Wed, May 14, 2025 6:30PM

**Aldersperson Sheri Hartzheim (District 13) 01:14**

We have no public hearings or appearances, so we'll move right into our action items. First item is 25-0483, request to approve Department of Public Works parking reorganization. Do I have a motion?

**Aldersperson Patrick Hayden (District 7) 01:28**

Move to approve.

**Adrian Stancil-Martin (District 11) 01:29**

Second.

**Aldersperson Sheri Hartzheim (District 13) 01:30**

We have a motion and a second. Who would like to address us on this one? Deputy Director Neuberger. Director three.

**Deputy Director Pete Neuberger (Public Works) 01:39**

Thank you, Chair. So, I'd like to highlight some of the areas that are provided in the in the memo. So I could emphasize some needs in the parking utility that this to change will help shepherd through into what we—what we have is a vision for a more modern parking utility that's able to, at the same time that we are taking advantage of improvements and technology, we're also better to able to deal with some of the challenges of the expanded needs for parking resources and how best to distribute those limited resources and to help enforce associated regulations.

**Deputy Director Pete Neuberger (Public Works) 02:26**

So improved use of technology and customer engagement. We've got electronic ticketing software, mobile phone parking applications, significant written communications and productivity software, online tools such as the city website and social media. I think all of these things were not really part of the vision for what it takes to be a successful enforcement arm of the parking utility when the current table of organization was developed. So, putting us in a better position to have staffing that's able to better leverage this technology, I think will make us a more customer friendly utility. It'll allow us to make better use of our resources, and it will allow us to do a better job of identifying changing needs within areas that can be challenging to manage, such as congested downtown areas and school zone areas.

**Deputy Director Pete Neuberger (Public Works) 03:29**

In addition to that, we're looking for other changes where this staff person can help provide better support to the parking utility manager. We're really looking in—for the future of our parking utility manager to be more engaged in strategic decision making, marketing, and really helping our parking utility be like a Class A parking utility that does a really good job of reaching out to the communities and our customers. And being able—his position will provide greater operational leadership and oversight in support of the parking utility manager.

**Deputy Director Pete Neuberger (Public Works) 04:09**

In addition to that, I kind of touched on this a little bit before, as we were talking about keeping tabs on needs. The ability to think strategically, to observe the behavior of our customers, what rules are being followed, what rules are not being followed, to be able to discern why—all of that more high-level observation and strategic thinking is another aspect that we're hoping to get out of this position.

**Deputy Director Pete Neuberger (Public Works) 04:38**

And finally, this position will allow us to implement cross training between enforcement and operation arms so that we can maintain better continuity of service when we have excused absences or during times of peak demand. So, with all those things being the case, we think this is the right solution to help really bring our parking utility and make it a modern parking utility.

**Aldersperson Sheri Hartzheim (District 13) 05:05**

Thank you. Might I ask Director Ratchman what is the dollar figure we're talking as far as, generally, the difference between grade three and grade five.

**Director Jay Ratchman (HR) 05:17**

District Four. So, pay grade three, the maximum rate of pay is \$24.82. Pay grade five, the maximum is \$30.03.

**Aldersperson Sheri Hartzheim (District 13) 05:30**

Okay, thank you. Does anyone on the committee have questions? Aldersperson Hayden.

**Aldersperson Patrick Hayden (District 7) 05:36**

Thank you, Chair. May I direct a questions Director Neuberger—or Deputy Director Neuberger. You were talking about like this brings us down to two people who are doing basically parking enforcement. Is there any concern—you did talk about as we get into the holiday season and people take off, typically, during the holiday season, and my expectation is that there's a lot more people coming to the shops downtown, and parking enforcement is probably—that's probably their busy time. Is there any concern that, as you kind of dip down, that we're not going to be able to keep downtown up and functioning while people are on PTO and things like that?

**Deputy Director Pete Neuberger (Public Works) 06:16**

Right. I appreciate the question. I want to—I should have emphasized this a little bit more. Even though we're creating a lead enforcement position, this position will still be boots on the ground as well. So, we can—we can kind of lean into different aspects of what this position is capable of depending on the need.

**Aldersperson Sheri Hartzheim (District 13) 06:35**

Thank you. And it's my understanding that this is a one for one—correct? We're losing a standard enforcement person, but we're gaining this lead potentially?

**Deputy Director Pete Neuberger (Public Works) 06:44**

That's correct, and that lead person will still have all the capacity that the enforcement person has, but these additional capabilities as well.

**Aldersperson Sheri Hartzheim (District 13) 06:55**

For more pay, you'll do more things. Thank you. Does anyone else have any questions? I did have one—well, a couple questions. I see in the memo that 2025's budget has the capability of managing this. What are we looking at moving forward? Is there a problem that we are—are we anticipating that we won't be able to afford this

move forward? And will that potentially do anything to adjust the parking rates within the city? Because obviously this as a stand-alone utility is going to need the ins to make the outs.

**Deputy Director Pete Neuberger (Public Works) 07:31**

Right. So, so two thoughts on that. The first one has to do with the revenue side. The revenue picture is looking really good. So, revenues are up after a lull that was hit in the utility based mostly on COVID. Because of development that's been occurring downtown, right in our parking wheelhouse, we've seen increased use of the parking ramps and associated revenue increases not just as businesses move downtown, but also as more multi-family spaces become available downtown. So, the revenue picture is up.

**Deputy Director Pete Neuberger (Public Works) 08:11**

Then the other aspect of revenue is it's quite—the enforcement arm of the parking utility can be quite effective at paying for itself. Our—the goal of enforcement—the primary goal of enforcement, I want to, I want to be clear, it's compliance with the regulations. It's not to be a money maker. However, as we, as we do enforce and achieve compliance with that regulation, we do see, we do see the parking revenue increase through the form of tickets, and the more efficient, efficiently and effectively we operate on the enforcement side, we do consider that that revenue picture is going to hold steady or increase. We would, we would love to have perfect compliance and not even need enforcement. That's just not the case.

**Alderperson Sheri Hartzheim (District 13) 09:02**

Thank you. And then the other question I had is, we, as a Council, approved—me exempted—approved a consultancy in regards to the parking utility. Why are we jumping the gun on this potentially, as far as not knowing what that consultancy is going to result in, as far as recommendations for the utility?

**Deputy Director Pete Neuberger (Public Works) 09:26**

That's a really good question. I considered myself what's the right timing on this. And I would say part of what's driving the timing on this is as we—as we on board a new parking utility manager that has a tool set available with some training and experience more geared toward strategic thinking, marketing, the financial side of things, we really felt like now is the right time to give to give our new parking utility manager those tools needed to be able to hit the ground running and be successful and immediately begin implementing positive changes in terms of our operations. So, I don't consider this as a one-way street. I think we're very much open to the recommendations that are going to come out of the Walker strategic planning study, and we're going to make sure that Walker gets a fair shake at doing an analysis of our needs, and we will respond accordingly.

**Alderperson Sheri Hartzheim (District 13) 10:35**

Thank you. Director Ratchman, do you have anything else to add?

**Director Jay Ratchman (HR) 10:39**

I guess, Chair, what I would add is that our discussions with DPW started back in March. We asked that they really take a step back and think about the overall organizational structure, which included the parking manager position, which they did. I think they did a great job. It's what we ask each time we have a reorg that we're considering is to step back, think about the organization, think about how positions are structured, and think about the financial impact, and all those things happened. So, I'm 100% in support of what they're doing.

**Alderperson Sheri Hartzheim (District 13) 11:12**

Thank you. Anyone else on the committee have any questions, concerns? All right, there being none, all those in favor of this change, please signify by saying aye. Aye. Opposed? Abstentions? Passes four to zero. Thank you very much.

**Alderson Sheri Hartzheim (District 13)** 11:25

All right, we will move then to item number 25-0484, request the approval of finance department reorganization. Do I have a motion?

**Alderson Patrick Hayden (District 7)** 11:37

Move to approve.

**Alderson Sheri Hartzheim (District 13)** 11:39

We have a motion.

**Alderson Nate Wolff (District 12)** 11:41

Second.

**Adrian Stancil-Martin (District 11)** 11:42

Okay, second.

**Alderson Sheri Hartzheim (District 13)** 11:43

And one of them is seconded. Which of you would like the privilege?

**Adrian Stancil-Martin (District 11)** 11:47

It's Alder Wolff.

**Alderson Nate Wolff (District 12)** 11:48

I'll take it.

**Alderson Sheri Hartzheim (District 13)** 11:49

Alder Wolff, all right. Director Ohman, would you like to speak on this?

**Director Jeri Ohman (Finance)** 11:54

Absolutely. Thank you, Chair. We have seen significant staffing turnovers on our front line—our Account Clerk positions—and it's required a lot more time of our supervisor on the first floor in working on daily schedules, revamping that, or whether someone's absent, or we're dealing with vacancies, the training issues come into play. So, what we're trying to do is really revamp the responsibilities of that supervisor to make the other items that they need to complete more of a flexible nature. They still have other work to do, but if it's more flexible versus rigid and needs to be done day to day, it'll help that that position out. So, this is really just taking items between two positions and flipping them around to put the flexibility where we need it.

**Alderson Sheri Hartzheim (District 13)** 12:45

Thank you. But I see that it does come with changes in pay grade. Are we looking at almost like a net zero? I mean, we're—it—it's four different grades, 9, 8, 6, 7, but are we looking close to a net zero potentially? Director Ratchman or Director Ohman.

**Director Jay Ratchman (HR)** 13:02

So, if we take worst case scenario, like we're paying top wage, this would actually be a decrease in budget.

**Alderson Sheri Hartzheim (District 13)** 13:08

Okay.

**Director Jay Ratchman (HR) 13:09**

So going from pay grade nine down to eight is about a \$5.25 per hour decrease. Going from pay grade six to seven is about a \$3.31 cent increase. So, there's a reduction.

**Aldersperson Sheri Hartzheim (District 13) 13:22**

Thank you. That's helpful. Anyone have any questions on the committee? All right, there being none—oh, I apologize.

**Aldersperson Nate Wolff (District 12) 13:30**

Thank you, Chair. So, I just wanted to touch base on some of the potential difficulties the Finance Department is facing down there. I know that for a long time we had a—due to retirements we—this is when we started to have more turnover. But is there anything specifically that's happening that's causing more turnover down there that you might want to mention?

**Aldersperson Sheri Hartzheim (District 13) 14:00**

Director Ohman.

**Director Jeri Ohman (Finance) 14:01**

Thank you. There's—I think there's a combination of things happening here. We—because this is—that front line is on the lower end of the pay scale within the city, we have staff who start in that position, and then they grow into other positions, whether it's within our department or in other departments. So, we see turnover from that. We also see turnover of individuals who didn't understand exactly what the position entailed. So, it's not quite what they thought; it's not the right fit for them. So it's just kind of all over the board with what we're seeing down there.

**Aldersperson Sheri Hartzheim (District 13) 14:41**

Thank you. I'd like to be careful about straying away from the particular item at hand, but thank you for that information. Did you have another question in that regard, Alder Wolff?

**Aldersperson Nate Wolff (District 12) 14:49**

I'm just kind of making sure that, like—part of it was, out of curiosity, was to see if, potentially, there were mental health issues going on, and maybe like expanding and making sure that we're talking to people more and making sure that they're all right was part of the issue. I guess I don't really know if that's part of what we do on this committee, but I do think that it's important, especially in the month of May, to make sure that people who are dealing with our people, our citizens, are being looked after the same way say our police department does, because we spend a lot of time making sure they're okay, and they deal with unruly people. So, like, people giving their money to us might be upset sometimes, and we—you know, that's more or less where I was looking at.

**Aldersperson Sheri Hartzheim (District 13) 15:42**

Thank you for your concern, Alder Wolff. I think if you have further questions in that regard, if you could talk offline with Director Ratchman, that would be helpful, because that will show you that there's some support within the city. Any other questions on the committee? All right. There being none, all those in favor, please signify by saying aye. Opposed? Abstentions? That passes four, zero. Thank you very much, Director Ohman.