



City of Detroit

CITY COUNCIL

MARY SHEFFIELD
CITY COUNCIL PRESIDENT
DISTRICT 5

MEMORANDUM

TO: Municipal Parking Department
FROM: Mary Sheffield, President, Detroit City Council
DATE: October 17, 2022
RE: Request for Updated Report on Detroit Resident Parking Discount Program

We have received numerous concerns from constituents that the Detroit Resident Parking Discount Program, which is intended to provide relief to Detroiters, is not being properly advertised. In 2018, it was found that more than 20% of unpaid parking violations belonged to Detroit residents. With the program, the rate of non-payment among residents should be significantly reduced. My office is asking the Municipal Parking Department to provide an updated report on the status of this program. The report should include the following information below, at minimum.

- Full program enrollment update, including data providing direct enrollment numbers
- Qualification measures, including registration requirements
- Process of residency verification
- Program's current advertising measures
- Program's advertising measures going forward to increase resident awareness
- Funding resources to date for advertising the program
- Where Detroiters can go to receive assistance with the program
- How much money is needed to increase advertising of the program

Please contact Caryn Shannon from my office at caryn.shannon@detroitmi.gov if you have any questions.

Cc: Honorable Colleagues
City Clerk