

**PARKING DIVISION
2020 FOURTH QUARTER ACTIVITY REPORT
(Year-to-date through December)**

Revenues and Occupancies:

YTD revenues through December 2020 were \$6.9M which reflects a decrease of \$9.7M or -58% compared with YTD revenues through December 2019. The COVID-19 pandemic resulted in a significant decline in parking demand, and substantial revenue losses. The Parking Division's largest source of revenue is typically from hourly parking in garages (Attended Facilities), which had the greatest percentage and total dollar decrease of parking revenue sources. All revenue sources saw significant decreases compared to 2019 and prior years.

A comparison of YTD revenues by category for 2019 (through December), and 2020 (through December) is shown below:

Revenues by Category	YTD 2019	YTD 2020	Change (\$)	Change (%)
Attended Facilities	\$9,733,197	\$2,809,056	(\$6,924,141)	-71%
Meters (Off-Street)	\$978,640	\$301,112	(\$677,527)	-69%
Meters (On-Street)	\$2,651,322	\$1,324,124	(\$1,327,198)	-50%
Monthly & LT Agreements	\$2,978,531	\$2,245,279	(\$733,252)	-25%

2019 vs. 2020 YTD (through December) Revenues and Occupancies at Attended Facilities:

2019 YTD average peak occupancies (Monday through Friday from 10 AM – 2 PM) decreased at all facilities compared to the same period 2019.

A comparison of YTD through December 2019 vs. December 2020 YTD average weekday peak occupancies and revenues is shown in the chart below. Occupancy data is for the timeframe of Monday - Friday from 10 AM - 2 PM.

Facility	Weekday 10 am - 2pm Peak Occupancies (YTD through December)			Attended Facilities Revenues (YTD through December)			
	2019	2020	% Change	2019	2020	\$ Change	%Change
Brayton Lot	70%	28%	-42%	\$646,348	\$161,992	-\$484,356	-75%
Capitol Square North	72%	35%	-37%	\$1,212,413	\$357,220	-\$855,193	-71%
Gov. East/Wilson	70%	19%	-51%	\$1,655,198	\$458,913	-\$1,196,285	-72%
Overture Center	82%	40%	-42%	\$1,490,665	\$429,332	-\$1,061,333	-71%
S. Livingston Street	42%	22%	-20%	\$345,728	\$69,675	-\$276,053	-80%
State Street Campus	63%	44%	-19%	\$3,388,438	\$1,073,288	-\$2,315,150	-68%
State Street Capitol	51%	36%	-15%	\$1,653,121	\$420,630	-\$117,404	-75%

Expenses:

YTD operating expenses were \$11.49M. \$7.7M (68%) of YTD expenses are related to direct employee costs for salaries and benefits, \$1.2M (11%) of expenses are PILOT and Meter Fee. Purchased services were \$1.7M (14%) of YTD expenses, and \$816K (7%) are for supplies and interdepartmental charges. A comparison of YTD expenses through December for 2019 and 2020 is shown in the chart below.

Expense Type	Annual Operating Expenses 2020 vs 2019 (YTD through December)				
	2019	2020	\$ Change	% Change	% of Operating Expenses to date
Salaries	\$4,966,443	\$5,550,840	\$584,397	12%	49%
Benefits	\$1,975,718	\$2,186,877	\$211,159	11%	19%
Supplies	\$285,341	\$113,285	-\$172,056	-60%	1%
Services	\$2,168,605	\$1,653,788	-\$514,817	-24%	14%
Inter Agency Charge*	\$701,331	\$703,042	\$1,711	0%	6%
PILOT & Meter Fee	\$1,493,667	\$1,240,577	-\$253,090	-17%	11%
YTD Total	\$11,591,105	\$11,448,409	-\$142,696	-1%	100%

Parking Reserve Fund Balance 3-year Projection 2020 – 2022:

Operating deficits are projected to continue due to impacts on parking demand and revenue from COVID-19, requiring the use of Reserve Funds to cover operating expenses. Pre-pandemic annual revenues typically generated \$4M-\$5M in net revenues, increasing Parking Reserve Balances to fund future capital repair, replacement, and improvement projects.

2020 Reserve Fund Balance Projections	
2020 SOY Reserve Fund Balance	\$ 21,590,136.96
Less \$3.3M projects	\$ (3,360,000.00)
Less \$5.5M for operating in 2020	\$ (5,500,000.00)
2020 Year-End projected	\$ 12,730,136.96
Sale of Podium: PU Reimbursement	\$ 4,995,492.00
2020 Year-End Balance	\$ 17,725,628.96

2021 Reserve Fund Balance Projections*	
Projected 2021 Starting Balance	\$ 17,725,628.96
Less \$6M for 2021 Operating Deficit	\$ (6,000,000.00)
2021 Year-End Projected Balance	\$ 11,725,628.96

2022 Reserve Fund Balance Projections*	
Projected 2022 Starting Balance	\$ 11,725,628.96
Less \$3M for 2022 Operating Deficit	\$ (3,000,000.00)
2022 Year-End Projected Balance	\$ 8,725,628.96

* 2021 and 2022 Projections do not reflect Capital Expenditures. Estimated capital expenses for projects currently planned for construction during this period are approximately \$2M.

Facilities and Activities:

Wilson Street Garage Opening

This year marked the opening of the Parking Division's first underground parking garage, the Wilson Street garage. The new garage includes a bicycle center and an enclosed free public bicycle parking room. The Wilson Street garage has a central Customer Service office to enhance services provided by the Parking Division, some of which had only been available in the Madison Municipal Building.

COVID-19 Response and Operational Impacts

Over the past year, Parking Division staff produced and posted approximately 120 Curbside Pickup Spaces along with signing and hooding for ten Streateries. The posting activities represented about 140 hours of field staff time.

Suspension of on-street metered parking fees, various parking restrictions, and selected reduced rates at City owned parking facilities helped provide relief to the public and businesses impacted by COVID-19.

Cashiered operations in parking garages were suspended, and Parking Cashiers supported the community and COVID-19 response through redeployment to other job duties, including at the Clerk's Office to assist with election work, public health testing and vaccination sites, and Streets Department yard waste sites.

COVID-19 impacted operations in varied ways. Employees were restricted to one employee per vehicle, reducing efficiency. Dropping off or picking up vehicles was facilitated to some extent by employees having access to B-Cycle bicycles.

Fewer consumables such as multi-space meter receipts and spitter tickets at gated facilities were used, and there was less overall wear and tear on equipment and parking structures. Warranty items needing attention at the new Wilson Street garage were attended to more easily, with less disruption to customers, due to the low occupancy at the new garage.

Garage repairs consisted of substantial structural repairs at State Street Campus Lake, Capitol Square North, and State Street Capitol garages. Silane sealer, membrane replacement, sealant replacement and expansion joint replacement was done at various locations, and removing and replacing a large pour strip was done at the Capitol Square North garage. This represented over \$430,000 in essential repairs.

Garage repair work was more efficient due to low parking demand. Entire bays and levels could be closed for repairs. Quality of repairs was higher because of this as well, as a more consistent and uniform repair is possible when a larger area is worked on. Overall this resulted in lower cost and higher quality of repairs.

Demolition of the Government East garage was simplified due to less need for parking in the area and the suspension of peak hour lane restrictions.

GIS Improvements

More timely mapping of changes to on-street conditions such as Curbside Pickup spaces was made possible through the continued development of our GIS and integration with our CityWorks asset tracking program. Without these capabilities, the volume and speed of changes to on-street conditions would have been extremely difficult to track. Similarly, information for the public regarding changes in parking was more effective thanks to staff working closely with other departments.

Parking Enforcement Study

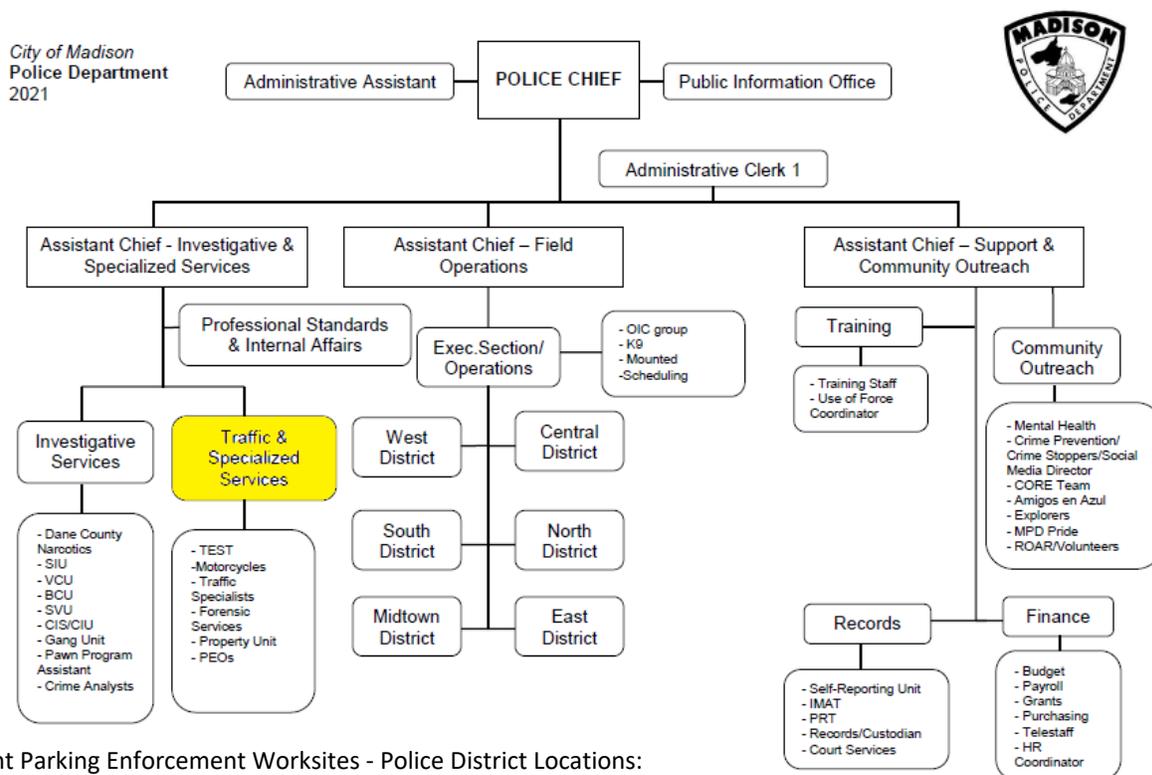
The 2020 Adopted Operating Budget directed a study to be performed in 2020 that evaluated the feasibility of moving Parking Enforcement from MPD to the Parking Division, which was not

completed due to the multiple events occurring in 2020.

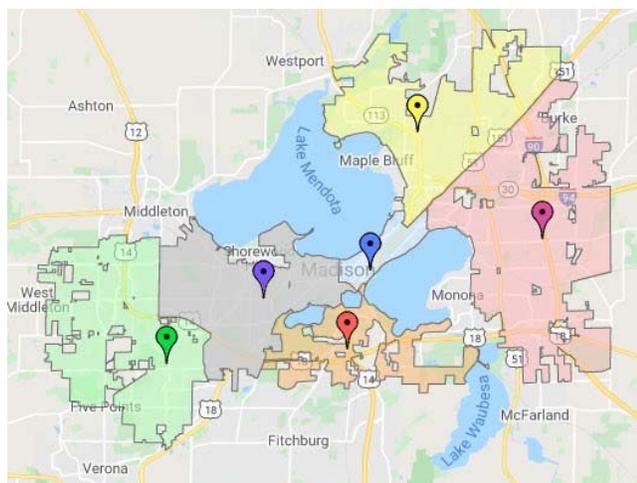
The 2021 Operating Budget Finance Committee Amendments adopted by Council included moving the PEO service from the Police Department to the Parking Division by March 31, 2021, pending completion of a report and adoption of a resolution by the Common Council directing the transfer of Enforcement Operations from MPD to the Parking Division. A number of meetings identified operational and legal options with staff from Parking Division, Transportation, Attorney’s Office, Dane County, and Madison Police Department Parking Enforcement and Court Services.

The report is anticipated to be completed and introduced at the Common Council on March 2nd. The report is intended to provide an overview of current operations and identify implementation options, logistics, and work processes that would be involved with transferring enforcement operations to the Parking Division. An overview of the existing structure and the proposed future structure of Parking Enforcement Operations that will be considered by the Council is shown below.

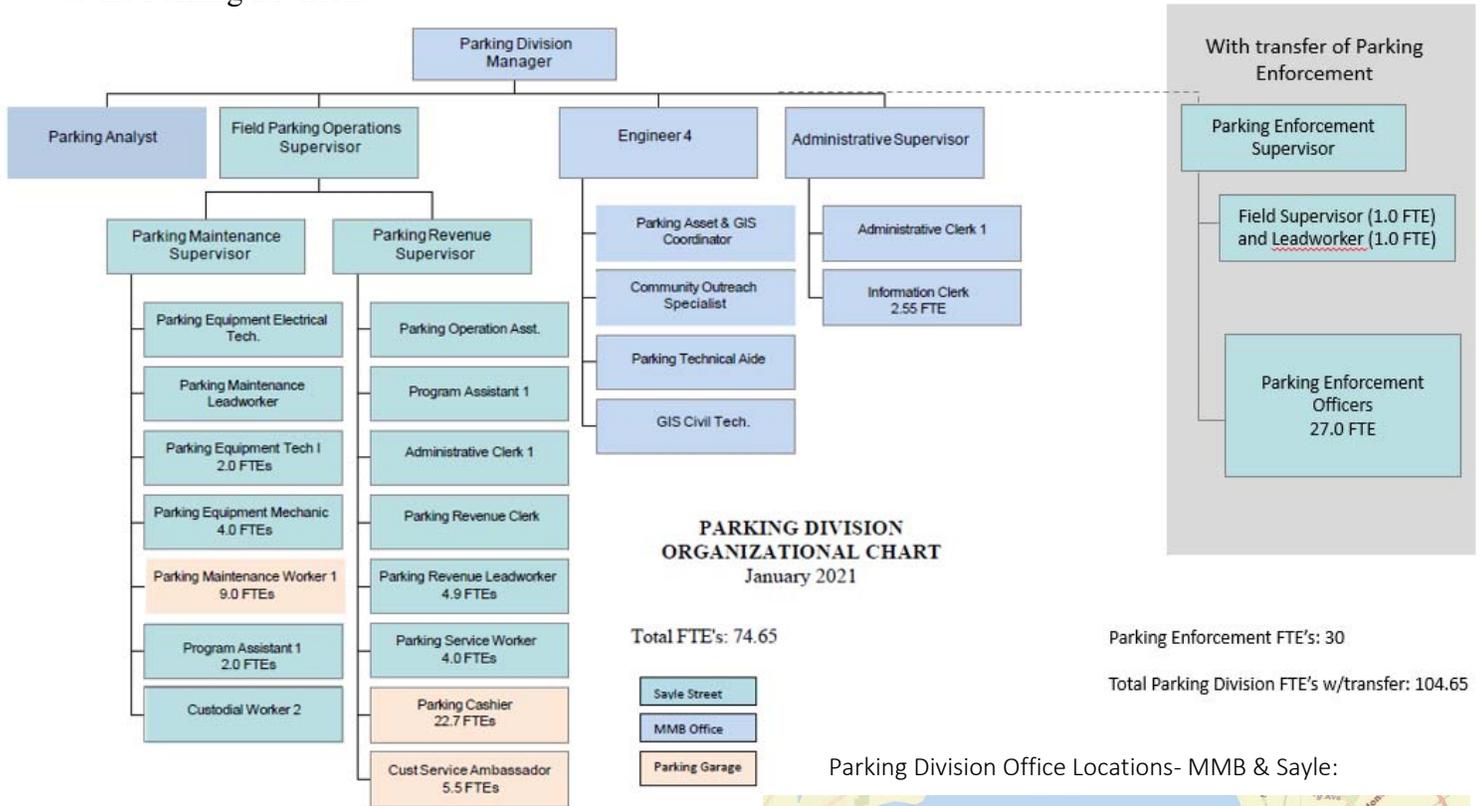
The existing structure and work locations of Parking Enforcement in the Madison Police Department are shown below.



Current Parking Enforcement Worksites - Police District Locations:



The Parking Division organizational structure and work locations are shown below. The chart shows the existing organizational structure of the Parking Division on the left, and what the new Parking Division organizational structure might look like with the transfer of Parking Enforcement Operations to the Parking Division.



Meter Replacement Project

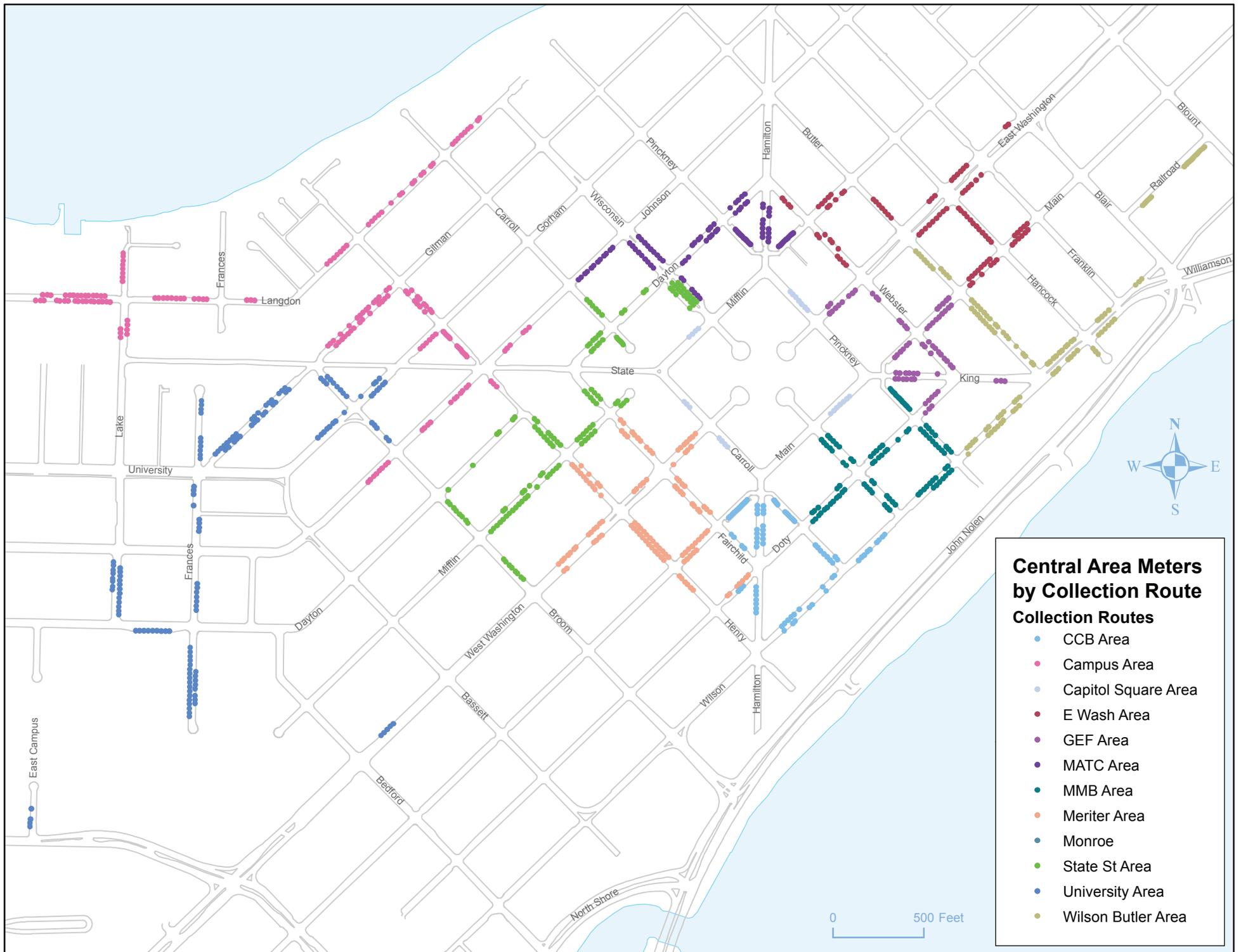
Staff installed approximately 430 IPS Smart Single Space meters on 62 block faces that had been previously served by Metric Multi Space meters. Approximately 35 block faces and 235 metered spaces remain before all spaces previously served by Metric Multi-Space meters are converted to new IPS meters. The City has been without a pay-by-cell option for on-street meters since the previous national mobile-payment provider declared bankruptcy due to COVID-19 nationwide impacts on parking revenues. Work to complete an integration between the Parking Enforcement Software System and the new Smart Meters is continuing, and once completed, will provide the ability for parkers to use the smart meter vendor's pay-by-cell application for parking meters. The meter replacement project will resume installation in spring and is expected to be completed in the 2nd quarter 2021.

YEAR-TO-DATE REVENUES: 2019 vs 2020

Through DEC

Dec

Spaces	Occ	Days	2019	2020	Change 2020 +/- 2019 Amount (\$)	Pct (%)
Permits						
		RP3 (Residential Parking Permits)	\$176,997	\$138,060	(\$38,937)	-22%
		Motorcycle Permits	\$0	\$0	\$0	
Total-Permits			\$176,997	\$138,060	(\$38,937)	-22%
Awards and Damages			\$0	\$0	\$0	
Advertising Revenue			\$25	\$3,819	\$3,794	14913%
Attended Facilities						
		ALL Cashiered Ramps	(\$12,365)	(\$2)	\$12,363	-100%
514	19%	10 Judge Doyle Sq	\$0	\$100,294	\$100,294	
638	22%	366 Livingston	\$345,728	\$69,675	(\$276,053)	-80%
603	35%	366 Cap Sq North	\$1,212,413	\$357,220	(\$855,193)	-71%
245	18%	366 Gov East	\$1,655,198	\$358,619	(\$1,296,579)	-78%
609	40%	366 Overture Center	\$1,490,665	\$429,332	(\$1,061,333)	-71%
537		366 SS Campus-Frances	\$402,941	\$110,192	(\$292,749)	-73%
517	44%	366 SS Campus-Lake	\$2,985,497	\$963,097	(\$2,022,401)	-68%
775	36%	366 SS Capitol	\$1,653,121	\$420,630	(\$1,232,491)	-75%
Total-Attended Facilities			\$9,733,197	\$2,809,056	(\$6,924,141)	-71%
Meters-Off-Street (non-motorcycle)						
13		314 Blair Lot	\$8,643	\$4,716	(\$3,927)	-45%
241	28%	314 Brayton Lot-Machine	\$646,348	\$161,992	(\$484,356)	-75%
53	16%	314 Buckeye/Lot 58 Multi-Space	\$238,265	\$101,631	(\$136,634)	-57%
23	28%	314 Evergreen Lot Multi-Space	\$32,403	\$15,801	(\$16,601)	-51%
19	16%	314 Wingra Lot	\$13,250	\$3,588	(\$9,662)	-73%
36	0%	314 SS Capitol	\$39,730	\$13,384	(\$26,347)	-66%
Subtotal-Off-Street Meters (non cycle)			\$978,640	\$301,112	(\$677,527)	-69%
73		All Cycles	\$0	\$0	\$0	
Total-Off-Street Meters (All)			\$978,640	\$301,112	(\$677,527)	-69%
On-Street Meters						
		On Street Multi-Space & MobileNow	\$119,577	\$30,359	(\$89,217)	-75%
16	43%	314 Capitol Square Meters	\$22,122	\$10,477	(\$11,645)	-53%
10	28%	314 Capitol Square Multi-Space	\$35,024	\$13,305	(\$21,719)	-62%
57	36%	314 Campus Area	\$38,689	\$46,363	\$7,673	20%
111	11%	314 Campus Area Multi-Space	\$338,617	\$124,058	(\$214,559)	-63%
32	32%	314 CCB Area	\$47,979	\$22,016	(\$25,963)	-54%
66	15%	314 CCB Area Multi-Space	\$139,015	\$52,770	(\$86,245)	-62%
82	17%	314 East Washington Area	\$73,705	\$32,319	(\$41,386)	-56%
10	13%	314 East Washington Area Multi-Space	\$22,292	\$10,057	(\$12,235)	-55%
41	29%	314 GEF Area	\$49,507	\$21,529	(\$27,978)	-57%
30	35%	314 GEF Area Multi-Space	\$94,577	\$33,163	(\$61,415)	-65%
44	25%	314 MATC Area	\$59,034	\$23,600	(\$35,434)	-60%
55	8%	314 MATC Area Multi-Space	\$111,589	\$34,379	(\$77,211)	-69%
70	20%	314 Meriter Area	\$95,494	\$40,107	(\$55,387)	-58%
57	12%	314 Meriter Area Multi-Space	\$138,116	\$44,142	(\$93,973)	-68%
14	29%	314 MMB Area	\$12,291	\$5,166	(\$7,126)	-58%
77	17%	314 MMB Area Multi-Space	\$125,677	\$60,915	(\$64,762)	-52%
123		314 Monroe Area	\$139,359	\$68,521	(\$70,838)	-51%
17		314 Schenks Area	\$14,023	\$4,563	(\$9,460)	-67%
34	23%	314 State St Area	\$16,858	\$11,747	(\$5,112)	-30%
96	12%	314 State St Area Multi-Space	\$179,216	\$72,179	(\$107,037)	-60%
144	35%	314 University Area	\$200,102	\$126,605	(\$73,496)	-37%
49	14%	314 University Area Multi-Space	\$199,330	\$76,642	(\$122,688)	-62%
70	25%	314 Wilson/Butler Area	\$50,752	\$24,837	(\$25,915)	-51%
31	11%	314 Wilson/Butler Area Multi-Space	\$66,682	\$45,302	(\$21,380)	-32%
			\$2,389,629	\$1,035,120	(\$1,354,509)	-57%
Contractor Permits			\$21,766	\$6,937	(\$14,829)	-68%
Meter Hoods			\$239,927	\$282,067	\$42,140	18%
			\$261,693	\$289,004	\$27,311	10%
Total-On-Street Meters			\$2,651,322	\$1,324,124	(\$1,327,198)	-50%
Monthly Parking and Long-Term Agreements						
		Wingra Lot	\$3,981	\$3,275	(\$706)	-18%
47	21%	262 Brayton Lot	\$94,213	\$61,867	(\$32,346)	-34%
215	33%	262 State St Campus	\$478,287	\$427,647	(\$50,640)	-11%
44		262 Blair Lot	\$74,831	\$37,811	(\$37,021)	-49%
50		262 Wilson Lot	\$61,567	\$42,260	(\$19,307)	-31%
256	14%	262 Cap Square North	\$369,462	\$263,909	(\$105,553)	-29%
99	20%	262 Gov East/Judge Doyle Sq	\$233,090	\$134,474	(\$98,616)	-42%
251	20%	262 Overture Center	\$553,632	\$323,660	(\$229,972)	-42%
364	20%	262 SS Capitol	\$716,108	\$560,039	(\$156,069)	-22%
82	11%	262 Livingston		\$390,338	\$390,338	
Total-Monthly Parking and Long-Term Agreements			\$2,978,531	\$2,245,279	(\$733,252)	-25%
Miscellaneous Revenue						
Construction Permits; Property Sales;			\$21,079	\$48,529	\$27,449	130%
Subtotal-Miscellaneous Revenue			\$21,079	\$48,529	\$27,449	130%
Summary-RP3 & Miscellaneous Revenue			\$21,079	\$190,408	\$169,328	803%
GRAND TOTALS			\$16,539,791	\$6,869,979	(\$9,669,812)	-58%



YTD 2020 Expenses through December

Category	Expenses	% of Expenses
Salaries	\$5,550,840	49%
Benefits	\$2,186,877	19%
Supplies	\$113,285	1%
Services	\$1,653,788	14%
Inter Agency Charge	\$703,042	6%
PILOT & Meter Fee	\$1,240,577	11%
Total	\$11,448,408	100.0%

