

**PARKING UTILITY
MAY 2016 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE**

Note: The revenue data in the attached reports reflect sales tax reporting differences between the prior system and new MUNIS system. 2014 and prior revenues include 5.5% sales tax (prior to remittance), and 2015 – present revenues reflect the actual revenues after remitting 5.5% sales tax.

Revenues 1st Quarter 2016:

YTD revenues for the first quarter (January through March) 2016 were \$3,262,067 which reflects an increase of \$193,693 or 6% compared with the first quarter of 2015. The category with the largest dollar increase, compared with YTD 2015 revenues through March, was *Attended Facilities* with an increase of \$195,124 or 10%. The category with the largest dollar decrease, compared with the first quarter 2015, was *Monthly and Long-Term Agreements*, with a decrease in revenues of \$59,466 or -12%. Decreases in revenues for *Monthly and Long-Term Agreements* is likely due to efforts to reduce the number of permit holders at facilities, through attrition, to provide greater availability to transient parkers at facilities with high average occupancies. The \$195,124 increase in revenues for *Attended Facilities* represents an increase in revenue collected from transient (non-permit) parkers over the same period last year. This increase is correlated to the reduction in the number of permit holders, reflected by the \$59,466 decrease in revenues from *Monthly and Long-term Agreements*, over the same period in 2015.

YTD first quarter 2016 revenues for *Off-Street Meters* were \$42,211 or 25% higher than revenues for the same period in 2015. Brayton Lot is included in this category and accounted for a majority of this increase with revenues \$21,291 or 22% greater than the same period of 2015. Buckeye Lot revenues were \$11,258 or 27% higher in the first quarter 2016 compared to the first quarter of 2015.

A comparison of First Quarter 2015 and First Quarter 2016 revenues by category is shown below:

Revenues by Category	1st Quarter 2015	1st Quarter 2016	Change (\$)	Change (%)
Attended Facilities	\$1,858,592	\$2,053,716	\$195,124	10%
Meters (Off-Street)	\$168,820	\$211,031	\$42,211	25%
Meters (On-Street)	\$536,489	\$551,470	\$14,981	3%
Monthly & LT Agreements	\$494,926	\$435,461	(\$59,466)	-12%

Occupancies and Revenues at Attended Facilities, 1st Quarter 2016:

YTD average peak occupancies (Monday through Friday from 10 AM – 2 PM) for transient parkers showed a 5% increase at Brayton Lot, a 2% decrease at Government East Garage, and 1% decreases at Capitol Square North, State Street Campus, and State Street Capitol Garages in the first quarter 2016, compared to the same period in 2015. Revenues at all attended facilities showed increases for the first quarter 2016 compared with the same period of 2015.

A comparison of YTD First Quarter 2016 and First Quarter 2015 revenues and average peak transient occupancies is shown below:

Facility	Occupancies (YTD through March)			Revenues (YTD through March)			
	2015	2016	% Change	2015	2016	\$ Change	% Change
Brayton Lot	81%	86%	5%	\$98,335	\$119,626	\$21,291	22%
Capitol Square North	81%	80%	-1%	\$187,094	\$236,510	\$49,416	26%
Government East	85%	83%	-2%	\$378,011	\$417,718	\$39,707	11%
Overture Center	86%	86%	0%	\$295,562	\$344,187	\$48,625	16%
State Street Campus	61%	60%	-1%	\$625,015	\$636,409	\$11,394	2%
State Street Capitol	57%	56%	-1%	\$372,910	\$418,893	\$45,983	12%

It should be noted that there can be more variability in a month or quarter than over an entire year, so these comparisons are not sufficient to indicate any overall trends.

Expenses:

YTD operating expenses through March 2016 are \$1,361,541. Expenses by category are shown in the YTD expense graph for 2016 through March. \$1,048,121 or 77% of expenses are related to direct employee costs (salaries and benefits), \$131,016 or 10% are for purchased services, and \$182,404 or 13% are for other expenses (supplies and interdepartmental charges).

Facilities:

Engineering Consulting Services Contract:

Proposals have been received, evaluated, and a preferred consultant chosen. The resolution to approve the contract is on the May 11 TPC agenda, will go to BOE on May 23 and Common Council on June 7.

Capitol Square North Garage Relighting Electrical Controls and Upgrade:

The contractor has begun work, which includes new LED lighting throughout the facility, new electrical distribution circuits, and upgraded controls for the exhaust fans. The contract should be completed by early June.

Multi Space Meter order:

An order for 20 new multi-space machines will be completed by May 8th and are expected to be installed this summer.

Parking Enforcement Management Systems (PEMS):

The selection Committee completed negotiations with the preferred vendor for the replacement of the Police Department's Parking Enforcement Management System, including handheld devices Parking Enforcement Officers use to issue citations and check the payment status for spaces controlled by multi-space meters. A resolution to authorize the City to enter into a contract and to amend the Parking Utility's 2016 adopted Capital Budget by \$120,600 to cover the total capital expenses of \$420,600 was introduced at the May 3, 2016 Common Council Meeting, with referrals to BOE and TPC.

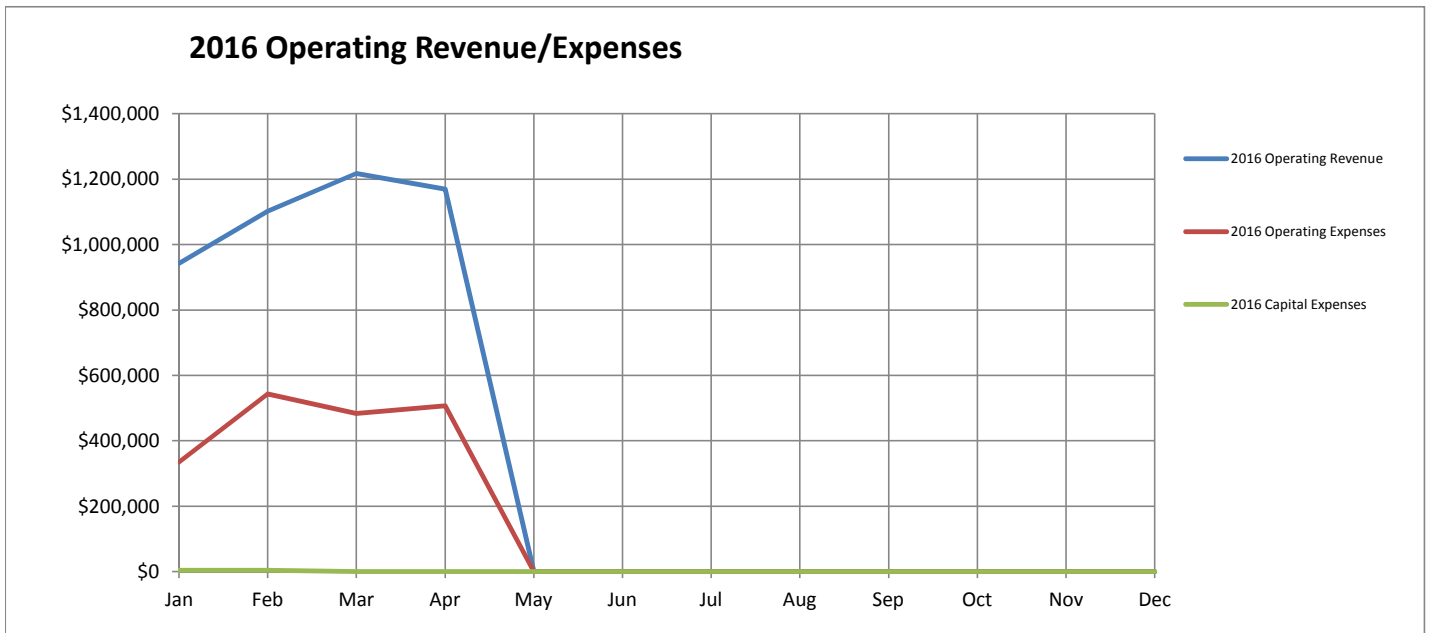
2016 Parking Garage Maintenance:

Bids have been received for this contract. Approval of the low bid goes before the Board of Public Works May 4. Work should begin mid-June and be completed by mid September, and includes concrete repair of slabs, top and underside, and columns, sealant replacement at slab cracks and joints, waterproof traffic coating placement, silane water repellent, expansion joint replacement, pour strip repair, block repair, and angle and steel haunch painting.

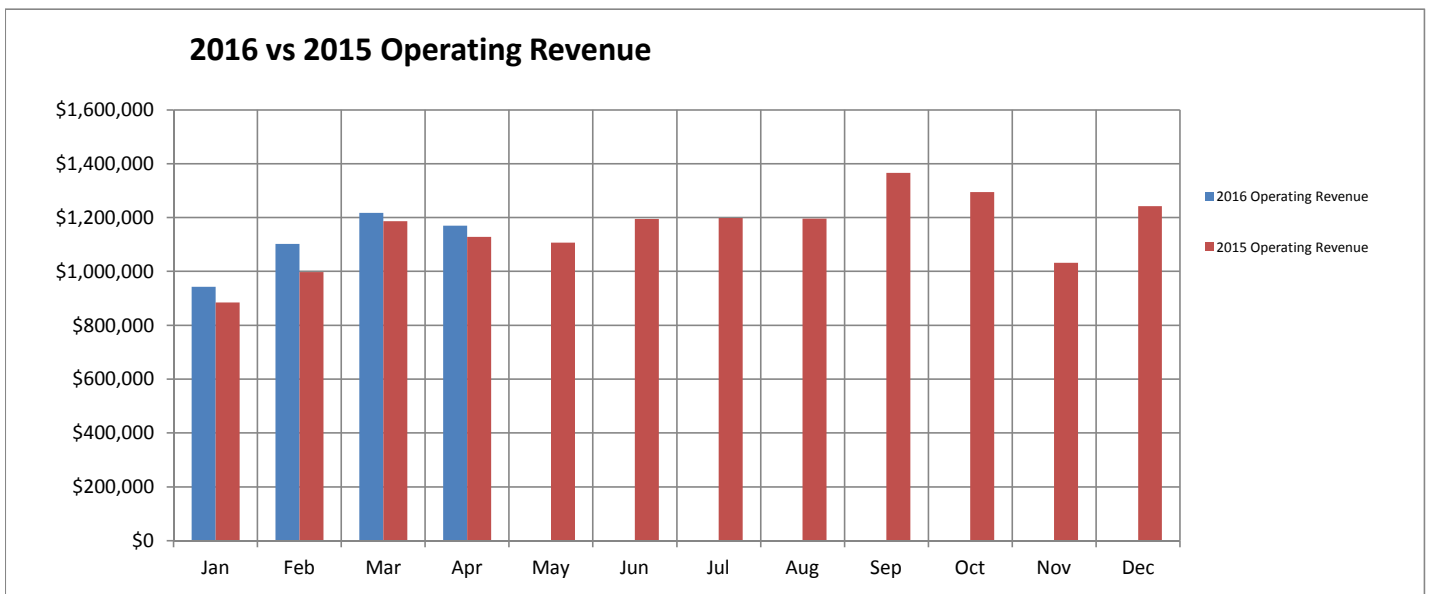
License Plate Recognition (LPR) system:

To enhance parking data collection efforts, the Parking Utility will be issuing an RFP for a mobile License Plate Recognition system by mid-summer. This will allow more efficient use of staff time for parking studies, and provide the ability to do more studies than are currently done. These data will be used to support the Park + GIS Model that the city purchased recently, to better analyze the impact of changes in land use and parking supply.

City of Madison Parking Utility YTD Summary



Month	2016 Operating Revenue	2016 Operating Expenses	2016 Capital Expenses	2015 Operating Revenue
Jan	\$942,433	\$335,165	\$4,377	\$885,228
Feb	\$1,102,069	\$543,131	\$3,616	\$997,067
Mar	\$1,217,565	\$483,245	\$0	\$1,186,079
Apr	\$1,169,848	\$507,450	\$0	\$1,128,753
May	\$0	\$0	\$0	\$1,106,765
Jun	\$0	\$0	\$0	\$1,194,530
Jul	\$0	\$0	\$0	\$1,198,059
Aug	\$0	\$0	\$0	\$1,195,562
Sep	\$0	\$0	\$0	\$1,365,890
Oct	\$0	\$0	\$0	\$1,294,949
Nov	\$0	\$0	\$0	\$1,031,870
Dec	\$0	\$0	\$0	\$1,241,966
Total	\$4,431,916	\$1,868,991	\$7,993	\$13,826,717



YEAR-TO-DATE REVENUES: 2014 THRU 2016 (JAN-MAR)		2014	2015	2016
Permits (## = TPC Map Reference)				
RP3 (residential parking permits)		8,092	8,684	7,045
Motorcycle Permits		450	641	1,754
Resid Street Constr Permits		0	0	0
Total-Permits		8,542	9,325	8,798
Awards and Damages		193	0	0
Advertising Revenue		0	0	0
	Pct of Prior Year	115%	109%	94%
Attended Facilities				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	202,334	187,094	236,510
#6	Gov East	392,728	378,011	417,718
#9	Overture Center	286,559	295,562	344,187
#11	SS Campus-Frances	138,188	124,601	130,142
#11	SS Campus-Lake	492,381	500,414	506,267
#12	SS Capitol	392,453	372,910	418,893
Total-Attended Facilities		1,904,643	1,858,592	2,053,716
	Pct of Prior Year	100%	98%	110%
Off-Street Meters (non-motorcycle)				
#1	Blair Lot	1,156	1,244	1,937
#7	Lot 88 (Munic Bldg)	1,923	2,027	1,693
#2	Brayton Lot-Machine	97,084	98,335	119,626
#2	Brayton Lot-Meters	733	0	0
	Buckeye/Lot 58 Multi-Sp	43,579	41,822	53,080
	Evergreen Lot	10,724	0	0
	Evergreen Lot Multi-Sp	0	8,271	8,091
	Wingra Lot	2,026	2,104	1,912
#12	SS Capitol	9,881	10,623	10,675
	Subtotal-Off-Street Meters (non motorcycle)	167,222	164,426	197,014
Off-Street Meters (motorcycles)				
	ALL Cycles	0	4,394	14,017
Total-Off-Street Meters (All)		167,222	168,820	211,031
	Pct of Prior Year	95%	101%	125%
On-Street Meters				
	On Street Multi-Space & MobileNow	3,152	12,089	11,984
	Cap Sq Mtrs	5,203	5,208	4,378
	Cap Sq Multi-Space	10,058	9,345	9,707
	Campus Area	25,103	15,591	13,499
	Campus Area Multi-Space	43,233	50,549	56,932
	CCB Area	9,668	9,523	9,870
	CCB Area Multi-Space	34,163	32,143	24,653
	E Washington Area	9,994	10,793	10,476
	E Washington Area Multi-Space	5,043	4,274	4,250
	GEF Area	6,928	8,690	9,729
	GEF Area Multi-Space	30,445	20,451	23,397
	MATC Area	2,641	3,372	3,631
	MATC Area Multi-Space	29,370	33,703	37,892
	Meriter Area	9,514	9,557	11,475
	Meriter Area Multi-Space	31,460	28,595	29,922
	MMB Area	8,874	10,844	9,574
	MMB Area Multi-Space	38,075	33,672	29,413
	Monroe Area	29,920	29,277	29,132
	Monroe Area Multi-Space	0	317	0
	Schinks Area	3,982	3,936	2,768
	State St Area	6,597	3,883	5,019
	State St Area Multi-Space	35,030	42,977	44,357
	University Area	32,406	34,927	34,810
	University Area Multi-Space	31,932	32,761	35,603
	Wilson/Butler Area	7,867	9,849	8,896
	Wilson/Butler Area Multi-Space	9,416	11,380	11,833
	Subtotal-On-Street Meters	460,074	467,706	473,200
		105%	102%	101%
On-Street Construction-Related Meter Revenue				
	Contractor Permits	28,086	5,209	5,038
	Meter Hoods	33,312	63,575	73,232
	Construction Meter Removal	0	0	0
	Subtotal-On-Street Construction Related Revenue	61,398	68,784	78,270
Totals-On-Street Meters		521,472	536,489	551,470
	Pct of Prior Year	84%	103%	103%
Monthly Parking and Long-Term Agreements				
	Wingra Lot	0	0	0
#2	Brayton Lot	36,437	35,097	32,268
#11	State St Campus	46,785	46,204	94,351
#1	Blair Lot	17,043	17,995	15,387
#13	Wilson Lot	16,478	14,974	14,463
#4	Cap Square North	104,244	115,511	75,990
#6	Gov East	64,528	76,903	48,302
#9	Overture Center	48,528	20,113	14,192
#12	SS Capitol-Monthly (non-LT Lease)	60,970	102,720	55,149
	Subtotal-Monthly Parking Permits	395,014	429,519	350,102
	#9 Overture Center	53,026	64,339	55,956
	#12 SS Cap - LT Lease	9,856	1,069	29,403
	Subtotal-Long Term Parking Leases	62,882	65,408	85,359
Total-Monthly Parking and Long-Term Agreements		457,896	494,926	435,461
	Pct of Prior Year	146%	108%	88%
Miscellaneous Revenues				
	Operating Lease Payments	0	0	0
	Property Sales	0	0	0
	Other	7,832	221	1,592
	Subtotal-Miscellaneous	7,832	221	1,592
	Summary - RP3 and Misc Revenue (incl's Cycle Perms)	16,567	9,546	10,390
TOTALS		3,067,800	3,068,374	3,262,067
	Pct of Prior Year	101%	100%	106%

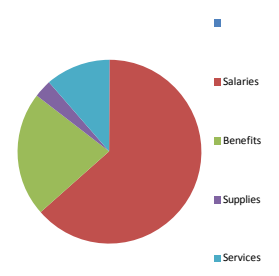
YEAR-TO-DATE REVENUES: 2015 vs 2016																MAR		3			
Through MAR																					
Spaces	Occ	Days								2015	2016	Actual +/- Budget		Amount	Pct						
Permits																					
			82127	RP3 (Residential Parking Permits)						8,684	7,045			-1,640							
			82058	Motorcycle Permits						641	1,754			1,113					174%		
Total-Permits										9,325	8,798			-527						-6%	
Awards and Damages										0	0			0							
Advertising Revenue																					
Attended Facilities																					
			82000	ALL Cashiered Ramps						0	0			0							
603	80%	91	82001	Cap Sq North						187,094	236,510			49,416					26%		
511	83%	91	82003	Gov East						378,011	417,718			39,707					11%		
607	86%	91	82002	Overture Center						295,562	344,187			48,625					16%		
530		91	82005	SS Campus-Frances						124,601	130,142			5,541					4%		
518	60%	91	82006	SS Campus-Lake						500,414	506,267			5,853					1%		
779	56%	91	82007	SS Capitol						372,910	418,893			45,983					12%		
Total-Attended Facilities										1,858,592	2,053,716			195,124						10%	
Meters-Off-Street (non-motorcycle)																					
13		76	82055	Blair Lot						1,244	1,937			693					56%		
8	79%	76	82056	Lot 88 (Munic Bldg)						2,027	1,693			-334					-16%		
241	86%	76	82008	Brayton Lot-Machine						98,335	119,626			21,291					22%		
53	36%	76	82053	Buckeye/Lot 58 Multi-Space						41,822	53,080			11,258					27%		
23	48%	76	82054	Evergreen Lot Multi-Space						8,271	8,091								0%		
19	32%	76	82057	Wingra Lot						2,104	1,912			-192					-9%		
36	14%	76	82052	SS Capitol						10,623	10,675			52					0%		
Subtotal-Off-Street Meters (non cycle)										164,426	197,014			32,588						20%	
51			82058-82071	All Cycles						4,394	14,017			9,622							
Total-Off-Street Meters (All)										168,820	211,031			42,211						25%	
On-Street Meters																					
			82074/82126	On Street Multi-Space & MobileNow						12,089	11,984			-106					-1%		
11	73%	76	82089	Capitol Square Meters						5,208	4,378			-830					-16%		
14	73%	76	82075	Capitol Square Multi-Space						9,345	9,707			361					4%		
49	52%	76	82090	Campus Area						15,591	13,499			-2,092					-13%		
141	25%	76	82076	Campus Area Multi-Space						50,549	56,932			6,384					13%		
22	84%	76	82091	CCB Area						9,523	9,870			347					4%		
72	35%	76	82077	CCB Area Multi-Space						32,143	24,653			-7,490					-23%		
84	41%	76	82092	East Washington Area						10,793	10,476			-317					-3%		
10	46%	76	82078	East Washington Area Multi-Space						4,274	4,250			-24					-1%		
39	77%	76	82093	GEF Area						8,690	9,729			1,039					12%		
33	78%	76	82079	GEF Area Multi-Space						20,451	23,397			2,945					14%		
27	62%	76	82094	MATC Area						3,372	3,631			259					8%		
75	35%	76	82080	MATC Area Multi-Space						33,703	37,892			4,189					12%		
60	47%	76	82095	Meriter Area						9,557	11,475			1,918					20%		
67	37%	76	82081	Meriter Area Multi-Space						28,595	29,922			1,328					5%		
16	95%	76	82096	MMB Area						10,844	9,574			-1,270					-12%		
89	57%	76	82082	MMB Area Multi-Space						33,672	29,413			-4,259					-13%		
123		76	82097	Monroe Area						29,277	29,132			-145					0%		
18		76	82098	Schenks Area						3,936	2,768			-1,168					-30%		
15	48%	76	82099	State St Area						3,883	5,019			1,137					29%		
112	35%	76	82085	State St Area Multi-Space						42,977	44,357			1,379					3%		
119	54%	76	82100	University Area						34,927	34,810			-116					0%		
83	36%	76	82086	University Area Multi-Space						32,761	35,603			2,842					9%		
72	73%	76	82101	Wilson/Butler Area						9,849	8,896			-953					-10%		
37	36%	76	82087	Wilson/Butler Area Multi-Space						11,380	11,833			453					4%		
Subtotal-On-Street Meters										467,706	473,200			5,494						1%	
			82107	Contractor Permits						5,209	5,038			-171					-3%		
			82111	Meter Hoods						63,575	73,232			9,657					15%		
Total-On-Street Meters										536,489	551,470			14,981						3%	
Monthly Parking and Long-Term Agreements																					
75	35%	64	82020	Brayton Lot						35,097	32,268			-2,829					-8%		
120	25%	64	82014	State St Campus						46,204	94,351			48,147					104%		
44		64	82018	Blair Lot						17,995	15,387			-2,608					-14%		
50		64	82023	Wilson Lot						14,974	14,463			-511					-3%		
194	54%	64	82010	Cap Square North						115,511	75,990			-39,522					-34%		
86	35%	64	82012	Gov East						76,903	48,302			-28,602			</				

2016 REVENUES-BUDGET VS ACTUAL MARCH

Variations from budget typically result from one or more of the following factors: changes in the number of spaces in service and/or revenue-generating days; changes in usage levels due to events, weather, price resistance, etc.; changes in length of stay; and projection 'misses'. Such impacts are listed in the right-hand columns for variances of +/- \$1,000 or greater.

						Actual +/- Budget		Category		Expenses
Space	Occ	Days		Budget	Actual	Amount	Pct			
Permits										-412.28
			82127 RP3 (Residential Parking Permits)	2,266	2,266	0	0%			307,220.14
			82058 Motorcycle Permits	736	1,710	974	132%			105,778.24
Total-Permits				3,002	3,976	974	32%			15,344.45
			82106 Awards and Damages	545		-545	-100%			55,314.75
Advertising Revenue										Mar Total
Attended Facilities										\$483,245
			82000 ALL Cashiered Ramps			0				
603	78%	31	82001 Cap Sq North	71,654	83,117	11,462	16%			
511	81%	31	82003 Gov East	136,562	146,439	9,877	7%			
607	89%	31	82002 Overture Center	123,713	137,342	13,630	11%			
530		31	82005 SS Campus-Frances	43,952	47,074	3,123	7%			
518	62%	31	82006 SS Campus-Lake	247,136	191,285	-55,851	-23%			
779	58%	31	82007 SS Capitol	155,213	171,935	16,722	11%			
Total-Attended Facilities				778,230	777,193	-1,038	0%			
Meters-Off-Street (non-motorcycle)										
13		27	82055 Blair Lot	419	721	302	72%			
8	100%	27	82056 Lot 88 (Munic Bldg)	792	692	-100	-13%			
241	83%	27	82008 Brayton Lot-Machine	35,180	43,153	7,973	23%			
53	41%	27	82053 Buckeye/Lot 58 Multi-Space	16,365	19,014	2,650	16%			
23	46%	27	82054 Evergreen Lot Multi-Space	3,208	2,458	-750	-23%			
19	16%	27	82057 Wingra Lot	771	797	26	3%			
36	14%	27	82052 SS Capitol	4,472	3,001	-1,471	-33%			
Subtotal-Off-Street Meters (non cycle)				61,207	69,836	8,629	14%			
51			82058-82071 All Cycles	97	7,174	7,077	729281%			
Total-Off-Street Meters (All)				61,304	77,010	15,706	26%			
On-Street Meters										
			82074/82126 On Street Multi-Space & MobileNow	4,993	5,084	91	2%			
11	78%	27	82089 Capitol Square Meters	1,619	1,412	-207	-13%			
14	76%	27	82075 Capitol Square Multi-Space	3,056	3,773	717	23%			
50	55%	27	82090 Campus Area	6,254	5,743	-510	-8%			
140	27%	27	82076 Campus Area Multi-Space	19,697	21,261	1,564	8%			
22	67%	27	82091 CCB Area	3,560	3,711	150	4%			
72	35%	27	82077 CCB Area Multi-Space	11,526	10,067	-1,459	-13%			
84	39%	27	82092 East Washington Area	3,681	3,885	204	6%			
10	21%	27	82078 East Washington Area Multi-Space	1,485	1,922	437	29%			
39	65%	27	82093 GEF Area	3,093	3,795	703	23%			
33	68%	27	82079 GEF Area Multi-Space	7,548	8,169	621	8%			
27	64%	27	82094 MATC Area	1,420	1,521	101	7%			
75	36%	27	82080 MATC Area Multi-Space	12,820	13,184	364	3%			
60	42%	27	82095 Meriter Area	3,600	4,541	941	26%			
67	38%	27	82081 Meriter Area Multi-Space	10,930	10,276	-654	-6%			
16	92%	27	82096 MMB Area	4,082	3,471	-611	-15%			
89	53%	27	82082 MMB Area Multi-Space	12,001	10,775	-1,226	-10%			
123		27	82097 Monroe Area	9,740	10,991	1,251	13%			
18		27	82098 Schenks Area	1,124	1,090	-34	-3%			
15	38%	27	82099 State St Area	1,508	1,842	333	22%			
112	36%	27	82085 State St Area Multi-Space	19,751	17,034	-2,717	-14%			
119	55%	27	82100 University Area	11,203	13,433	2,230	20%			
83	39%	27	82086 University Area Multi-Space	12,563	13,016	453	4%			
72	70%	27	82101 Wilson/Butler Area	4,372	3,149	-1,223	-28%			
37	14%	27	82087 Wilson/Butler Area Multi-Space	4,120	3,884	-236	-6%			
Subtotal-On-Street Meters				175,746	177,029	1,283	1%			
			82107 Contractor Permits	5,160	2,251	-2,909	-56%			
			82111 Meter Hoods	41,608	26,469	-15,139	-36%			
Total-On-Street Meters				222,514	205,749	-16,765	-8%			
Monthly Parking and Long-Term Agreements										
75	0%	23	82020 Brayton Lot	11,425	9,953	-1,472	-13%			
112	0%	23	82014 State St Campus	18,698	35,673	16,975	91%			
44		23	82018 Blair Lot	5,178	5,062	-116	-2%			
50		23	82023 Wilson Lot	7,235	4,605	-2,630	-36%			
191	0%	23	82010 Cap Square North	37,675	27,245	-10,430	-28%			
85	0%	23	82012 Gov East	25,898	17,027	-8,871	-34%			
45	0%	23	82011 Overture Center	6,807	4,389	-2,418	-36%			
169	0%	23	82016 SS Capitol-Monthly (non-LT Lease)	31,819	21,051	-10,768	-34%			
Subtotal-Monthly Permit				144,735	125,004	-19,731	-14%			
150		23	82027 Overture Center	16,582	17,296	713	4%			
49		23	82032 SS Cap-Long Term Lease	1,782	9,884	8,102	455%			
Subtotal-Long Term Parking Leases				18,364	27,180	8,816	48%			
Total-Monthly Parking and Long-Term Agreements				163,099	152,184	-10,915	-7%			
Miscellaneous Revenue										
			82134 Operating Lease Payments	916		-916	-100%			
			82112 Other (Advertising: Residential Street)	912	1,453	541	59%			
Subtotal-Miscellaneous Revenue				1,828	1,453	-375	-21%			
Summary-RP3 & Miscellaneous Revenue				5,375	5,429	53	1%			
GRAND TOTALS				1,230,523	1,217,565	-12,958	-1%			
46110:Sales Tax					55,581.23					

Expense



Revenue

