

**PARKING UTILITY**  
**March 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 and Occupancies:**

YTD revenues for 2016 through January show an increase of \$57K (6%) compared with 2015 revenues. The category with the largest dollar increase, compared with January 2015, was attended facilities with an increase of \$64K (13%). The category with the largest dollar decrease, compared with January 2015, was Monthly Parking and Long-Term Agreements. The decrease in this category is likely due to efforts to reduce the number of permit holders at facilities through attrition. The only facility where monthly permits are currently available is the State Street Campus Garage.

A comparison of revenues by category for January 2015 and January 2016 is shown below:

<b>Revenues by Category</b>	<b>Jan 2015</b>	<b>Jan 2016</b>	<b>Change (\$)</b>	<b>Change (%)</b>
Attended Facilities	\$508,067	\$572,478	\$64,411	13%
Meters (Off-Street)	\$45,448	\$65,165	\$19,717	43%
Meters (On-Street)	\$163,257	\$159,797	(\$3,460)	-2%
Monthly & LT Agreements	\$164,290	\$142,030	(\$22,260)	-14%

Average peak occupancies for transient parkers showed a slight increase in January 2016 over January 2015 for attended facilities. Revenues at all attended facilities showed an increase in January 2016 compared to January 2015. A comparison of January 2015 and January 2016 revenues and average peak (transient) occupancies is shown below:

<b>Facility</b>	<b>Occupancies (January)</b>			<b>Revenues (January)</b>			
	<b>2015</b>	<b>2016</b>	<b>% Change</b>	<b>2015</b>	<b>2016</b>	<b>\$ Change</b>	<b>% Change</b>
Brayton Lot	72%	70%	-2%	\$26,099	\$35,905	\$9,806	38%
Capitol Square North	80%	78%	-2%	\$53,414	\$70,740	\$17,326	32%
Government East	81%	80%	-1%	\$115,325	\$127,269	\$11,943	10%
Overture Center	80%	83%	3%	\$83,074	\$89,749	\$6,675	8%
State Street Campus	48%	54%	6%	\$162,724	\$177,323	\$14,599	9%
State Street Capitol	50%	54%	4%	\$93,530	\$107,396	\$13,867	15%

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

**Expenses:**

YTD Expenses through January 2016 are \$315,302. Expenses by category are shown in the YTD expense graph for 2016 through January; 87% of expenses are related to direct employee costs, 11% for services, and 2% for other expenses.

**Facilities:**

**Judge Doyle Square:** The Board of Estimates will meet on Wednesday, March 9<sup>th</sup> at 6:00 PM at Monona Terrace for presentations on the proposals from Beitler Real Estate Services Joint Venture and Vermilion Enterprises LLC. The proposals are available on the City's website at: <https://www.cityofmadison.com/planning/judgeDoyleSquare/gallery/>.

**Capitol East Garage Update:** The request for proposals (RFP) for engineering/architectural consulting services for the Capitol East Garage was released on Tuesday, March 1, 2016 (RFP # 8518-0-2016-BP). Proposals are due Tuesday, March 29, 2016 at 2:00 PM. A staff team will review and score the proposals to select the recommended consulting firm. A resolution to authorize awarding a contract will be drafted and brought to the Council with referrals to other Committees, including TPC, for approval.

**Engineering Consulting Services contract renewal:**

Proposals have been received and are currently being reviewed and scored by the staff team. Four firms submitted proposals, with one of these firms submitting two different proposals.

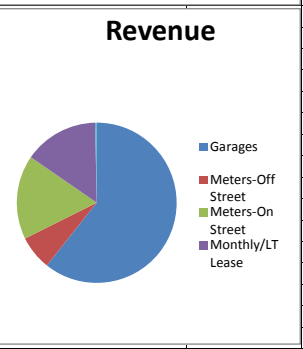
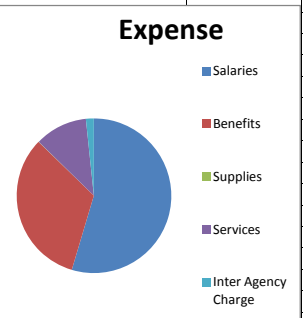
The schedule for reviewing proposals is:

- Evaluation forms due March 7
- Evaluation team meeting March 9. Short list of firms will be determined at this meeting.
- Interviews of short listed firms and select winning firm week of March 28.
- Reference checks week of April 4.
- Award of contract to follow reference checks, contract start date May 4, 2016

YEAR-TO-DATE REVENUES: Jan 2015 vs Jan 2016							
Through JAN							
					+/- Over Previous Year		
Spaces	Occ	Days	2015	2016	Amount	Pct	
<b>Permits</b>							
			RP3 (Residential Parking Permits)	4,110	2,865	-1,245	-30%
			Motorcycle Permits	0	44	44	
<b>Total-Permits</b>			<b>4,110</b>	<b>2,909</b>	<b>-1,201</b>	<b>-29%</b>	
<b>Awards and Damages</b>			0	0	0		
<b>Advertising Revenue</b>							
Attended Facilities							
			ALL Cashiered Ramps	0	0	0	
603	78%	31	Cap Sq North	53,414	70,740	17,326	32%
511	80%	31	Gov East	115,325	127,269	11,943	10%
607	83%	31	Overture Center	83,074	89,749	6,675	8%
530		31	SS Campus-Frances	35,965	40,571	4,606	13%
518	54%	31	SS Campus-Lake	126,759	136,752	9,993	8%
779	54%	31	SS Capitol	93,530	107,396	13,867	15%
<b>Total-Attended Facilities</b>			<b>508,067</b>	<b>572,478</b>	<b>64,411</b>	<b>13%</b>	
Meters-Off-Street (non-motorcycle)							
13		24	Blair Lot	353	594	240	68%
8	100%	24	Lot 88 (Munic Bldg)	574	466	-108	-19%
241	70%	24	Brayton Lot-Machine	26,099	35,905	9,806	38%
53	33%	24	Buckeye/Lot 58 Multi-Space	12,591	15,064	2,473	20%
23	51%	24	Evergreen Lot Multi-Space	2,542	2,747		0%
19	47%	24	Wingra Lot	434	580	146	34%
36	14%	24	SS Capitol	2,854	3,631	777	27%
Subtotal-Off-Street Meters (non cycle)			45,448	58,988	13,540	30%	
51			All Cycles	0	6,177	6,177	
<b>Total-Off-Street Meters (All)</b>			<b>45,448</b>	<b>65,165</b>	<b>19,717</b>	<b>43%</b>	
On-Street Meters							
On Street Multi-Space & MobileNow							
11	62%	24	Capitol Square Meters	1,983	1,315	-668	-34%
14	69%	24	Capitol Square Multi-Space	2,923	2,878	-45	-2%
48	57%	24	Campus Area	5,147	3,724	-1,423	-28%
142	23%	24	Campus Area Multi-Space	14,848	15,836	988	7%
22	87%	24	CCB Area	2,643	2,600	-42	-2%
72	32%	24	CCB Area Multi-Space	9,888	6,507	-3,381	-34%
84	40%	24	East Washington Area	3,565	2,998	-567	-16%
10	68%	24	East Washington Area Multi-Space	1,633	905	-727	-45%
39	82%	24	GEF Area	2,924	2,759	-165	-6%
33	82%	24	GEF Area Multi-Space	6,031	7,292	1,261	21%
27	57%	24	MATC Area	938	1,013	76	8%
75	34%	24	MATC Area Multi-Space	10,264	11,121	857	8%
60	46%	24	Meriter Area	2,751	2,917	167	6%
67	36%	24	Meriter Area Multi-Space	9,777	8,657	-1,120	-11%
16	93%	24	MMB Area	2,595	2,783	188	7%
89	58%	24	MMB Area Multi-Space	11,150	9,069	-2,081	-19%
123		24	Monroe Area	11,591	9,030	-2,562	-22%
18		24	Schenks Area	1,093	843	-251	-23%
15	52%	24	State St Area	1,305	1,293	-13	-1%
112	34%	24	State St Area Multi-Space	12,434	13,546	1,111	9%
119	50%	24	University Area	10,518	9,331	-1,187	-11%
83	33%	24	University Area Multi-Space	9,121	10,055	933	10%
72	61%	24	Wilson/Butler Area	2,996	2,545	-452	-15%
37	49%	24	Wilson/Butler Area Multi-Space	3,780	3,745	-35	-1%
			145,454	136,317	-9,137	-6%	
Contractor Permits							
			1,246	1,479	232	19%	
Meter Hoods							
			16,557	22,002	5,445	33%	
			17,804	23,481	5,677	32%	
<b>Total-On-Street Meters</b>			<b>163,257</b>	<b>159,797</b>	<b>-3,460</b>	<b>-2%</b>	
Monthly Parking and Long-Term Agreements							
75	26%	20	Brayton Lot	11,657	9,351	-2,306	-20%
136	23%	20	State St Campus	13,893	29,086	15,193	109%
44		20	Blair Lot	4,934	5,097	163	3%
50		20	Wilson Lot	4,059	5,526	1,467	36%
201	78%	20	Cap Square North	38,795	24,919	-13,875	-36%
88	30%	20	Gov East	23,902	15,043	-8,859	-37%
45	53%	20	Overture Center	6,768	4,597	-2,171	-32%
149	42%	20	SS Capitol-Monthly (non-LT Lease)	25,891	18,304	-7,587	-29%
			129,898	111,923	-17,974	-14%	
178		20	Overture Center	34,392	20,473	-13,919	-40%
50		20	SS Cap-Long Term Lease	0	9,634	9,634	
Subtotal-Long Term Parking Leases			34,392	30,107	-4,285	-12%	
<b>Total-Monthly Parking and Long-Term Agreements</b>			<b>164,290</b>	<b>142,030</b>	<b>-22,260</b>	<b>-14%</b>	
Miscellaneous Revenue							
Operating Lease Payments							
			0	0	0		
Other (Advertising; Residential Street Construction Permits; Property Sales; Other;							
			56	54	-2	-4%	
Subtotal-Miscellaneous Revenue			56	54	-2	-4%	
Summary-RP3 & Miscellaneous Revenue			4,166	2,963	-1,203	-29%	
<b>GRAND TOTALS</b>			<b>885,228</b>	<b>942,433</b>	<b>57,205</b>	<b>6%</b>	

**YEAR-TO-DATE 2016 REVENUES--BUDGET VS ACTUAL THROUGH JAN**

										Actual +/- Budget			Category	Expenses	
Space	Occ	Days			Budget	Actual	Amount	Pct	Per Day						
<b>Permits</b>														Salaries	172,361
			82127	RP3 (Residential Parking Permits)	3,297	2,865	-431	-13%					Benefits	102,738	
			82058	Motorcycle Permits	0	44	44						Supplies	243	
													Services	34,750	
													Inter Agency Charge	5,209	
<b>Total-Permits</b>					<b>3,297</b>	<b>2,909</b>	<b>-388</b>	<b>-12%</b>					Jan Total	<b>\$315,302</b>	
<b>Advertising Revenue</b>															
<b>Attended Facilities</b>															
			82000	ALL Cashiered Ramps	0	0	0								
603	78%	31	82001	Cap Sq North	62,642	70,740	8,098	13%	\$3.78						
511	80%	31	82003	Gov East	116,994	127,269	10,275	9%	\$8.03						
607	83%	31	82002	Overture Center	94,320	89,749	-4,572	-5%	\$4.77						
530		31	82005	SS Campus-Frances	33,507	40,571	7,064	21%	\$2.47						
518	54%	31	82006	SS Campus-Lake	124,151	136,752	12,601	10%	\$8.52						
779	54%	31	82007	SS Capitol	94,844	107,396	12,553	13%	\$4.45						
<b>3548 Total-Attended Facilities</b>					<b>526,458</b>	<b>572,478</b>	<b>46,020</b>	<b>9%</b>	<b>\$5.20</b>						
<b>Meters-Off-Street (non-motorcycle)</b>															
			582324	Atwood Lot											
13		24	82055	Blair Lot	310	594	284	92%	\$1.90						
8	100%	24	82056	Lot 88 (Munic Bldg)	644	466	-178	-28%	\$2.43						
241	70%	24	82008	Brayton Lot-Machine	27,035	35,905	8,870	33%	\$6.21						
53	33%	24	82053	Buckeye/Lot 58 Multi-Space	12,903	15,064	2,161	17%	\$11.84						
23	51%	24	82054	Evergreen Lot Multi-Space	3,160	2,747	-412	-13%	\$4.98						
19	47%	24	82057	Wingra Lot	565	580	15	3%	\$1.27						
36	14%	24	82052	SS Capitol	3,170	3,631	461	15%	\$4.20						
<b>393 Subtotal-Off-Street Meters (non cycle)</b>					<b>47,787</b>	<b>58,988</b>	<b>11,202</b>	<b>23%</b>	<b>\$6.25</b>						
51			82058-82071	All Cycles	0	6,177	6,177								
<b>444 Total-Off-Street Meters (All)</b>					<b>47,787</b>	<b>65,165</b>	<b>17,378</b>	<b>36%</b>							
<b>On-Street Meters</b>															
			82074/82126	On Street Multi-Space & MobileNow	4,362	3,557	-805	-18%							
11	62%	24	82089	Capitol Square Meters	1,701	1,315	-386	-23%	\$4.98						
14	69%	24	82075	Capitol Square Multi-Space	2,774	2,878	104	4%	\$8.57						
48	57%	24	82090	Campus Area	5,279	3,724	-1,554	-29%	\$3.23						
142	23%	24	82076	Campus Area Multi-Space	14,067	15,836	1,770	13%	\$4.65						
22	87%	24	82091	CCB Area	3,006	2,600	-406	-13%	\$4.92						
72	32%	24	82077	CCB Area Multi-Space	9,573	6,507	-3,066	-32%	\$3.77						
84	40%	24	82092	East Washington Area	3,598	2,998	-600	-17%	\$1.49						
10	68%	24	82078	East Washington Area Multi-Space	1,385	905	-480	-35%	\$3.77						
39	82%	24	82093	GEF Area	2,454	2,759	304	12%	\$2.95						
33	82%	24	82079	GEF Area Multi-Space	5,845	7,292	1,447	25%	\$9.21						
27	57%	24	82094	MATC Area	883	1,013	130	15%	\$1.56						
75	34%	24	82080	MATC Area Multi-Space	11,022	11,121	99	1%	\$6.18						
60	46%	24	82095	Meriter Area	3,391	2,917	-474	-14%	\$2.03						
67	36%	24	82081	Meriter Area Multi-Space	7,843	8,657	814	10%	\$5.38						
16	93%	24	82096	MMB Area	2,222	2,783	560	25%	\$7.25						
89	58%	24	82082	MMB Area Multi-Space	11,470	9,069	-2,401	-21%	\$4.25						
123		24	82097	Monroe Area	10,241	9,030	-1,211	-12%	\$3.06						
18		24	82098	Schenks Area	1,290	843	-448	-35%	\$1.95						
15	52%	24	82099	State St Area	1,376	1,293	-83	-6%	\$3.59						
112	34%	24	82085	State St Area Multi-Space	12,538	13,546	1,008	8%	\$5.04						
119	50%	24	82100	University Area	9,834	9,331	-503	-5%	\$3.27						
83	33%	24	82086	University Area Multi-Space	7,517	10,055	2,537	34%	\$5.05						
72	61%	24	82101	Wilson/Butler Area	2,198	2,545	347	16%	\$1.47						
37	49%	24	82087	Wilson/Butler Area Multi-Space	2,822	3,745	923	33%	\$4.22						
<b>1388 Subtotal-On-Street Meters</b>					<b>138,690</b>	<b>136,317</b>	<b>-2,374</b>	<b>-2%</b>	<b>\$4.09</b>						
			82107	Contractor Permits	5,356	1,479	-3,877	-72%							
			82111	Meter Hoods	6,032	22,002	15,970	265%							
					11,388	23,481	12,093	106%							
<b>Total-On-Street Meters</b>					<b>150,078</b>	<b>159,797</b>	<b>9,719</b>	<b>6%</b>							
<b>Monthly Parking and Long-Term Agreements</b>															
75	26%	20	82020	Brayton Lot	11,887	9,351	-2,536	-21%	\$6.23						
136	23%	20	82014	State St Campus	14,882	29,086	14,204	95%	\$10.69						
44		20	82018	Blair Lot	4,468	5,097	628	14%	\$5.79						
50		20	82023	Wilson Lot	4,823	5,526	703	15%	\$5.53						
201	78%	20	82010	Cap Square North	35,581	24,919	-10,662	-30%	\$6.20						
88	30%	20	82012	Gov East	24,257	15,043	-9,215	-38%	\$8.55						
45	53%	20	82011	Overture Center	7,534	4,597	-2,937	-39%	\$5.11						
149	42%	20	82016	SS Capitol-Monthly (non-LT Lease)	24,241	18,304	-5,936	-24%	\$6.14						
<b>788 Subtotal-Monthly Permit</b>					<b>127,674</b>	<b>111,923</b>	<b>-15,751</b>	<b>-12%</b>	<b>\$7.10</b>						
178		20	82027	Overture Center	23,932	20,473	-3,459	-14%	\$5.75						
50		20	82032	SS Cap-Long Term Lease	1,782	9,634	7,852	441%	\$9.63						
<b>228 Subtotal-Long Term Parking Leases</b>					<b>25,714</b>	<b>30,107</b>	<b>4,393</b>	<b>17%</b>	<b>\$6.60</b>						
<b>1016 Total-Monthly Parking and Long-Term Agreements</b>					<b>153,388</b>	<b>142,030</b>	<b>-11,358</b>	<b>-7%</b>	<b>\$6.99</b>						
<b>Miscellaneous Revenue</b>															
			82134	Operating Lease Payments	0	0	0								
			82112	Other (Advertising; Residential Street	287	54	-233	-81%							
<b>Subtotal-Miscellaneous Revenue</b>					<b>287</b>	<b>54</b>	<b>-233</b>	<b>-81%</b>							
<b>Summary-RP3 &amp; Miscellaneous Revenue</b>					<b>3,799</b>	<b>2,963</b>	<b>-836</b>	<b>-22%</b>							
<b>GRAND TOTALS</b>					<b>881,509</b>	<b>942,433</b>	<b>60,924</b>	<b>7%</b>							



YEAR-TO-DATE REVENUES: 2014 THRU 2016 (JAN-JAN)		2014	2015	2016
	(## = TPC Map Reference)			
<b>Permits</b>				
	RP3 (residential parking permits)	2,929	4,110	2,865
	Motorcycle Permits	0	0	44
	Resid Street Constr Permits	0	0	0
<b>Total-Permits</b>		<b>2,929</b>	<b>4,110</b>	<b>2,909</b>
<b>Awards and Damages</b>		0	0	0
<b>Advertising Revenue</b>		0	0	0
	Pct of Prior Year	86%	140%	71%
<b>Attended Facilities</b>				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	65,831	53,414	70,740
#6	Gov East	128,721	115,325	127,269
#9	Overture Center	85,581	83,074	89,749
#11	SS Campus-Frances	41,784	35,965	40,571
#11	SS Campus-Lake	136,932	126,759	136,752
#12	SS Capitol	117,673	93,530	107,396
<b>Total-Attended Facilities</b>		<b>576,523</b>	<b>508,067</b>	<b>572,478</b>
	Pct of Prior Year	107%	88%	113%
<b>Off-Street Meters (non-motorcycle)</b>				
#1	Blair Lot	414	353	594
#7	Lot 88 (Munic Bldg)	602	574	466
#2	Brayton Lot-Machine	30,744	26,099	35,905
#2	Brayton Lot-Meters	733	0	0
	Buckeye/Lot 58 Multi-Sp	13,260	12,591	15,064
	Evergreen Lot	3,636	0	0
	Evergreen Lot Multi-Sp	0	2,542	2,747
	Wingra Lot	541	434	580
#12	SS Capitol	2,706	2,854	3,631
	Subtotal-Off-Street Meters (non motorcycle)	52,753	45,448	58,988
<b>Off-Street Meters (motorcycles)</b>				
	ALL Cycles	0	0	6,177
<b>Total-Off-Street Meters (All)</b>		<b>52,753</b>	<b>45,448</b>	<b>65,165</b>
	Pct of Prior Year	96%	86%	143%
<b>On-Street Meters</b>				
	On Street Multi-Space & MobileNow	856	3,557	3,557
	Cap Sq Mtrs	1,640	1,983	1,315
	Cap Sq Multi-Space	3,662	2,923	2,878
	Campus Area	6,949	5,147	3,724
	Campus Area Multi-Space	13,399	14,848	15,836
	CCB Area	2,926	2,643	2,600
	CCB Area Multi-Space	11,359	9,888	6,507
	E Washington Area	3,135	3,565	2,998
	E Washington Area Multi-Space	1,963	1,633	905
	GEF Area	2,169	2,924	2,759
	GEF Area Multi-Space	10,517	6,031	7,292
	MATC Area	644	938	1,013
	MATC Area Multi-Space	10,008	10,264	11,121
	Meriter Area	2,761	2,751	2,917
	Meriter Area Multi-Space	9,728	9,777	8,657
	MMB Area	2,588	2,595	2,783
	MMB Area Multi-Space	14,228	11,150	9,069
	Monroe Area	9,706	11,591	9,030
	Schenks Area	1,129	1,093	843
	State St Area	1,872	1,305	1,293
	State St Area Multi-Space	11,604	12,434	13,546
	University Area	10,033	10,518	9,331
	University Area Multi-Space	9,525	9,121	10,055
	Wilson/Butler Area	2,507	2,996	2,545
	Wilson/Butler Area Multi-Space	2,592	3,780	3,745
	Subtotal-On-Street Meters	147,499	145,454	136,317
		102%	99%	94%
<b>On-Street Construction-Related Meter Revenue</b>				
	Contractor Permits	6,345	1,246	1,479
	Meter Hoods	15,782	16,557	22,002
	Construction Meter Removal	0	0	0
	Subtotal-On-Street Construction Related Revenue	22,127	17,804	23,481
<b>Totals-On-Street Meters</b>		<b>169,626</b>	<b>163,257</b>	<b>159,797</b>
	Pct of Prior Year	109%	96%	98%
<b>Monthly Parking and Long-Term Agreements</b>				
#2	Brayton Lot	13,315	11,657	9,351
#11	State St Campus	14,023	13,893	29,086
#1	Blair Lot	5,476	4,934	5,097
#13	Wilson Lot	5,455	4,059	5,526
#4	Cap Square North	33,435	38,795	24,919
#6	Gov East	21,152	23,902	15,043
#9	Overture Center	16,085	6,768	4,597
#12	SS Capitol-Monthly (non-LT Lease)	24,475	25,891	18,304
	Subtotal-Monthly Parking Permits	133,416	129,898	0
#9	Overture Center	24,349	34,392	20,473
#12	SS Cap - LT Lease	0	0	9,634
	Subtotal-Long Term Parking Leases	24,349	34,392	30,107
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>157,765</b>	<b>164,290</b>	<b>142,030</b>
	Pct of Prior Year	154%	104%	86%
<b>Miscellaneous Revenues</b>				
	Operating Lease Payments	0	0	0
	Property Sales	0	0	0
	Other	159	56	54
	Subtotal-Miscellaneous	159	56	54
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		<b>3,088</b>	<b>4,166</b>	<b>2,963</b>
<b>TOTALS</b>		<b>959,755</b>	<b>885,228</b>	<b>942,433</b>
	Pct of Prior Year	112%	92%	106%
	Sales Tax		52,398	54,076