

**PARKING UTILITY  
NOVEMBER 2010 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE**

**MMB/GE Parking Garage:** The work on the rail station parking has been put on hold. Attended meetings related to the building of the new subterranean parking garage. Parking Utility planning funds (\$1.2M) are in this year's Parking Utility Capital Budget. We envision a 5-level garage with 1,435 vehicle stalls that starts at the historic portion of the MMB and continues below Pinckney Street, ending up at the wall of the Great Dane and Magnus buildings. It will be multi-use serving the neighboring business community and above-grade uses. The above-grade uses may include a public market, bike station, retail space, office space and a hotel. Contracted with CGC for borings on the GE and MMB parcels to determine soil and water conditions. The soil condition report is good. Soils at all locations are generally dense silty clay or silty sand till and glacial till. This type of soil is good for excavating, retention and building. While the permanent water table is at about level 17.5', the planned footings would begin at about level 15' or about 2.5 ft. below the water table. The bottom floor slabs will be above the ground water level. Adding a 6<sup>th</sup> level below this water table line would be increasingly expensive. We are working with a city staff team to create a process to master plan the two parcels.

**Multi-space meters:** The multi-space meters opened at Buckeye lot on Sept. 15<sup>th</sup>. The two machines (replacing 54 single pole meters) have been heavily used with over 21,000 transactions. Ambassadors helped customers during the first week of use. The meter on the Gorham end of the lot is used about twice as much as the meter on the Gilman end at this time. Signage has been added on the Gilman Street end to encourage better use of that machine. To our surprise, credit card use represents over 50% of total transactions. This would indicate a high customer demand for this payment option. In other cities, credit card demand starts around 40% and ramps up to 60% following extended use. A transactions analysis indicates an average coin transaction of \$1.22 and an average credit card transaction of \$1.67 (both are increasing). The average credit card transaction fee for these machines has been \$ .15 vs an anticipated fee of \$ .26 per transaction. Following comments from customers and ambassadors, we are tweaking the software, signage and graphics to make the meters more customer-friendly before opening up other streets. Particularly troubling to us was the tendency of some customers to print a receipt before adding time. A software fix was added in November to greatly reduce this activity. Besides the Buckeye Lot, we have opened: Henry Street, North Pinckney Street, E&W Main Street, 10 & 100 E Doty Street, 10 W Johnson Street and 100 N Carroll Street. Since the Buckeye meters are AC-powered, we are just beginning to test the solar-powered meters under actual working conditions. Citations are now being issued for expired meters in all locations.

In mid-October, the multi-space meter on the Gilman end of the Buckeye Lot along with several space markers were vandalized. They were repaired and put back into service quickly. In November, the Gorham Street meter was vandalized by jamming the coin slot. We are making preparations to install video cameras for surveillance purposes in Buckeye Lot.

**On-street and garage-related vandalism:**

Twenty-nine on-street meters were heavily damaged in October and November by individuals trying to steal money from the coin canisters. The robberies occurred in the Johnson Street, Langdon Street and Winnebago Street areas. Since the meters cost about \$500 to replace not including the lost cash, this crime would likely be considered a felony. Police are investigating and have eye-witness descriptions of the suspects.

Equipment in a basement storage area at State Street Capitol garage was heavily damaged by vandals. A Bob Cat Toolcat had more than \$2000 in damages. Due to quick work by our maintenance and revenue staff, two individuals were apprehended as suspects in this crime.

In a separate incident at the same garage, a glue-like substance was placed in the cabinet locks of automated entry and exit stations. This would make the most simple maintenance process (such as changing ticket paper) into a complex time consuming operation that could inconvenience customers. The motive for this type of vandalism is unclear.

**Safety & security:** The Parking Utility has tested cameras for use in/around our facilities. The first camera demonstration was at the Overture garage and the results were good. Following the Overture camera installations, we will install them at Buckeye Lot. A larger video surveillance project is included in the 2011 operating budget. A customer survey indicates that safety and security are a parker's #1 concern in Parking Utility structures.

**Electric vehicle-charging stations:** Madison Gas and Electric and the Parking Utility have chosen seven locations for electric vehicle-charging stations in our facilities. The sites will be: Overture Garage (2), Campus Garage (2), Capital Square North Garage (2) and Wingra Lot (1). A contract must be signed before MG&E starts the installation process next year. There will be no out-of-pocket costs for the Parking Utility for the original installation or the electricity usage. Stalls will not be exclusively reserved for charging station users.

**Concrete remediation contract:** The annual concrete remediation contract has been let and awarded to CWS Source Inc. for \$392K. Work began June 1<sup>st</sup> at State Street Capitol Garage and will end soon. A change order for approx. \$62K has been executed for work at State Street Capitol garage (built in 1963) for additional concrete remediation found during the original construction phase. They have now discovered additional concrete deterioration that will require \$300,000 to repair. The Board of Estimates and Common Council has approved a \$300,000 amendment to the 2011 PU Capital Budget to repair this, bringing the 2011 total to \$1,147,000 for parking garage repairs (about 10% of our entire budget). Since the garages are now about 40 years old (average), we would expect the amount/cost of this remediation work to increase. The Lake Street garage is now 46 years old (built in 1964) and will soon have heavier remediation costs associated with it. Replacing our aging infrastructure is our #1 challenge.

**Revenues (Comptroller's figures):** In year-to-date comparisons through October, revenues have increased over the previous year's revenues (\$710K). Occupancies were up at every structure in Oct. 2010 vs. Oct. 2009. This is a good sign.

**Expenses:** Year-to-date expenses through Oct. 2010 have decreased (\$808K) since 2009 largely due to lack of debt service (\$603K) following the redemption of our outstanding bonds last December. It is noteworthy that most major categories of expenses (wages/benefits, purchased services, supplies, debt service, capital assets and PILOT) decreased this year.

**Bottom Line:** Increased revenues and decreased expenses have led to an increase in the Utility's operating income (\$1.5M) year-to-date. Caution should be exercised in reviewing these operating results since many expense items are year-end loaded.

**2011 Budget activity:** The Common Council has approved the 2011 Parking Utility Capital and Operating Budgets. The Common Council has also approved a PU Capital Budget narrative addition that states, "The extent to which the new parking facility will be an automated facility will be determined by the Common Council and Transit and Parking Commission." The Executive Operating Budget is included in this report.

The following Parking Utility operating budget amendments were approved by the Common Council:

**Amendment No. 20**

Agency:		<b>Parking Utility</b>	
Page(s):		129	
Sponsors:		Alds. Verveer, Rhodes-Conway	
Add a budget highlight as follows: "Further automation of parking facilities is prohibited unless approved by the Transit and Parking Commission and the Common Council."			
Total:	-\$	Levy Impact:	-\$

**Amendment No. 21**

Agency:		<b>Parking Utility</b>	
Page(s):		129	
Sponsors:		Alds. Verveer, Rhodes-Conway	
Add a budget highlight as follows: "Funding of \$50,000 for Signage in the Parking Utility's capital assets budget is to be utilized solely for the improvement of communication to customers, including improvement to signage informing customers when a cashier is available, and not for the purpose of additional automation of parking facilities."			
Total:	-\$	Levy Impact:	-\$

**CITY OF MADISON PARKING UTILITY  
COMPARISON OF ACTUAL TO BUDGET  
For the Ten Months Ending October 31, 2010**

Percent of Fiscal Year Completed:			83.3%
	<u>2010 BUDGET</u>	<u>ACTUAL YTD</u>	<u>PERCENT OF BUDGET</u>
<b>REVENUES:</b>			
Parking & Other Revenue	\$ 11,128,407	\$ 9,671,502	86.9%
Interest on Investments	<u>260,000</u>	<u>186,520</u>	71.7%
<b>TOTAL REVENUES</b>	<u><u>\$ 11,388,407</u></u>	<u><u>\$ 9,858,022</u></u>	86.6%
<b>EXPENDITURES:</b>			
Permanent Wages	\$ 3,259,498	\$ 2,385,738	73.2%
Hourly Wages	225,000	185,343	82.4%
Overtime Wages	36,000	12,462	34.6%
Benefits	<u>1,365,255</u>	<u>969,928</u>	71.0%
Total Payroll	4,885,753	3,553,471	72.7%
Purchased Services	1,562,232	699,524	44.8%
Supplies	298,800	168,901	56.5%
Payments to City Depts.	1,103,950	480,626	43.5%
Reimbursement from City Depts.	(101,100)	(1,113)	1.1%
Debt Service	580,637	0	0.0%
Payment in Lieu of Taxes	1,144,800	572,400	50.0%
Transfers Out	195,092	0	0.0%
Capital Assets	287,000	63,732	22.2%
State & County Sales Tax	<u>579,740</u>	<u>498,289</u>	86.0%
<b>TOTAL EXPENDITURES</b>	<u><u>\$ 10,536,904</u></u>	<u><u>\$ 6,035,830</u></u>	57.3%
<b>OPERATING INCOME (LOSS)</b>	<u><u>\$ 851,503</u></u>	<u><u>\$ 3,822,192</u></u>	448.9%

**CITY OF MADISON PARKING UTILITY**  
**STATEMENT OF REVENUES AND EXPENDITURES**  
For the Ten Months Ending October 31, 2010 and 2009

	Actual 2010	Actual 2009
<b>REVENUES:</b>		
Attended Facilities	\$ 6,620,120	\$ 5,974,213
Metered Facilities	510,710	491,446
Monthly Parking	630,858	580,961
Street Meters	1,523,172	1,412,877
Parking Revenue	9,284,860	8,459,497
Residential Permit Parking	102,555	91,294
Miscellaneous	284,087	347,438
Interest on Investments	186,520	249,741
<b>TOTAL REVENUES</b>	<b>\$ 9,858,022</b>	<b>\$ 9,147,970</b>
<b>EXPENDITURES:</b>		
Permanent Wages	\$ 2,385,738	\$ 2,473,837
Hourly Wages	185,343	168,464
Overtime Wages	12,462	18,413
Benefits	969,928	927,981
Total Payroll	3,553,471	3,588,695
Purchased Services	699,524	896,910
Supplies	168,901	202,552
Payments to City Depts.	480,626	473,587
Reimbursement from City Depts.	(1,113)	(48,119)
Debt Service	0	603,800
Payment in Lieu of Taxes	572,400	584,000
Transfers Out	0	3,804
Capital Assets	63,732	80,729
State & County Sales Tax	498,289	457,926
<b>TOTAL EXPENDITURES</b>	<b>\$ 6,035,830</b>	<b>\$ 6,843,884</b>
<b>OPERATING INCOME (LOSS)</b>	<b>\$ 3,822,192</b>	<b>\$ 2,304,086</b>

**CITY OF MADISON PARKING UTILITY**  
**STATEMENT OF REVENUES AND EXPENDITURES**  
For the Month of October, 2010 and 2009

	Actual 2010	Actual 2009
<b>REVENUES</b>		
Attended Facilities	\$ 736,373	\$ 663,673
Metered Facilities	50,443	51,530
Monthly Parking	64,842	77,355
Street Meters	156,647	162,461
Parking Revenue	1,008,305	955,019
Residential Permit Parking	4,279	4,527
Miscellaneous	26,814	17,339
Interest on Investments	23,366	33,081
<b>TOTAL REVENUES</b>	<b>\$ 1,062,764</b>	<b>\$ 1,009,966</b>
<b>EXPENDITURES:</b>		
Permanent Wages	\$ 230,251	\$ 236,795
Hourly Wages	17,149	10,465
Overtime Wages	414	318
Benefits	97,783	91,938
Total Payroll	345,597	339,516
Purchased Services	62,266	121,273
Supplies	9,415	16,524
Payments to City Depts.	5,101	10,637
Reimbursement from City Depts.	(222)	(105)
Debt Service	0	0
Payment in Lieu of Taxes	0	0
Transfers Out	0	0
Capital Assets	0	20,791
State & County Sales Tax	53,770	50,827
<b>TOTAL EXPENDITURES</b>	<b>\$ 475,927</b>	<b>\$ 559,463</b>
<b>OPERATING INCOME (LOSS)</b>	<b>\$ 586,837</b>	<b>\$ 450,503</b>