

**CITY OF MADISON PARKING UTILITY
COMPARISON OF ACTUAL TO BUDGET**
For the Four Months Ending April 30, 2010

Percent of Fiscal Year Completed:			33.3%
	<u>2010 BUDGET</u>	<u>ACTUAL YTD</u>	<u>PERCENT OF BUDGET</u>
REVENUES:			
Parking & Other Revenue	\$ 11,128,407	\$ 3,590,772	32.3%
Interest on Investments	<u>260,000</u>	<u>45,326</u>	17.4%
TOTAL REVENUES	<u><u>\$ 11,388,407</u></u>	<u><u>\$ 3,636,098</u></u>	31.9%
EXPENDITURES:			
Permanent Wages	\$ 3,259,498	\$ 866,692	26.6%
Hourly Wages	225,000	56,784	25.2%
Overtime Wages	36,000	4,300	11.9%
Benefits	<u>1,365,255</u>	<u>353,304</u>	25.9%
Total Payroll	4,885,753	1,281,080	26.2%
Purchased Services	1,562,232	311,539	19.9%
Supplies	298,800	50,592	16.9%
Payments to City Depts.	1,103,950	133,681	12.1%
Reimbursement from City Depts.	(101,100)	(452)	0.4%
Debt Service	580,637	0	0.0%
Payment in Lieu of Taxes	1,144,800	0	0.0%
Transfers Out	195,092	0	0.0%
Capital Assets	287,000	0	0.0%
State & County Sales Tax	<u>579,740</u>	<u>185,582</u>	32.0%
TOTAL EXPENDITURES	<u><u>\$ 10,536,904</u></u>	<u><u>\$ 1,962,022</u></u>	18.6%
OPERATING INCOME (LOSS)	<u><u>\$ 851,503</u></u>	<u><u>\$ 1,674,076</u></u>	196.6%

CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
For the Four Months Ending April 30, 2010 and 2009

	Actual 2010	Actual 2009
REVENUES:		
Attended Facilities	\$ 2,484,506	\$ 2,226,562
Metered Facilities	189,661	170,747
Monthly Parking	259,101	204,761
Street Meters	560,609	481,386
Parking Revenue	3,493,877	3,083,456
Residential Permit Parking	13,209	10,492
Miscellaneous	83,686	122,271
Interest on Investments	45,326	75,884
TOTAL REVENUES	\$ 3,636,098	\$ 3,292,103
EXPENDITURES:		
Permanent Wages	\$ 866,692	\$ 932,773
Hourly Wages	56,784	50,136
Overtime Wages	4,300	8,141
Benefits	353,304	348,876
Total Payroll	1,281,080	1,339,926
Purchased Services	311,539	390,162
Supplies	50,592	82,597
Payments to City Depts.	133,681	69,340
Reimbursement from City Depts.	(452)	(400)
Debt Service	0	520,138
Payment in Lieu of Taxes	0	0
Transfers Out	0	2,070
Capital Assets	0	12,397
State & County Sales Tax	185,582	166,203
TOTAL EXPENDITURES	\$ 1,962,022	\$ 2,582,433
OPERATING INCOME (LOSS)	\$ 1,674,076	\$ 709,670

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

	Actual 2010	Actual 2009
REVENUES		
Attended Facilities	\$ 658,829	\$ 611,701
Metered Facilities	50,313	47,973
Monthly Parking	58,754	50,431
Street Meters	158,537	141,813
Parking Revenue	926,433	851,918
Residential Permit Parking	3,913	2,072
Miscellaneous	26,674	30,756
Interest on Investments	45,326	23,931
TOTAL REVENUES	\$ 1,002,346	\$ 908,677
EXPENDITURES:		
Permanent Wages	\$ 232,450	\$ 239,362
Hourly Wages	15,267	11,310
Overtime Wages	832	2,532
Benefits	95,556	120,244
Total Payroll	344,105	373,448
Purchased Services	71,829	60,557
Supplies	16,180	22,192
Payments to City Depts.	126,554	48,580
Reimbursement from City Depts.	(88)	(49)
Debt Service	0	0
Payment in Lieu of Taxes	0	0
Transfers Out	0	1,197
Capital Assets	0	12,397
State & County Sales Tax	49,208	45,498
TOTAL EXPENDITURES	\$ 607,788	\$ 563,820
OPERATING INCOME (LOSS)	\$ 394,558	\$ 344,857

CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

COUNTS TAKEN ON TUES., WED. OR THURS. OF THE 2nd OR 3rd WEEK EACH MONTH

LOCATION / FACILITY	MAR 09				APR 09			MAY 09		
	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED
ON - STREET METERS	1080	909	381	58.1%	974	392	59.8%	927	352	62.0%
CITY LOTS:										
BUCKEYE - BLOCK 58	53	53	25	52.8%	53	7	86.8%	53	16	69.8%
BRAYTON - METERS	12	12	8	33.3%	12	6	50.0%	12	6	50.0%
PARKMASTER	154	154	5	96.8%	154	6	96.1%	154	4	97.4%
MUNICIPAL BLDG - BLOCK 88	17	17	6	64.7%	17	3	82.4%	15	2	86.7%
SUBTOTAL - CITY LOTS	236	236	44	81.4%	236	22	90.7%	234	28	88.0%
CITY RAMPS:										
OVERTURE CENTER - CASHIERED	529	527	257	51.2%	527	261	50.5%	527	288	45.4%
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	0	100.0%	50	0	100.0%
STATE STREET CAPITOL - METERS	19	19	17	10.5%	19	13	31.6%	19	7	63.2%
STATE STREET CAPITOL - CASHIERED	706	706	242	65.7%	706	79	88.8%	706	342	51.6%
STATE STREET CAPITOL - MONTHLY	116	116	0	100.0%	116	0	100.0%	116	0	100.0%
GOVERNMENT EAST - CASHIERED	426	425	15	96.5%	426	14	96.7%	426	24	94.4%
GOVERNMENT EAST - MONTHLY	85	85	0	100.0%	85	0	100.0%	85	0	100.0%
STATE STREET CAMPUS - CASHIERED	1060	1052	277	73.7%	1059	256	75.8%	1060	402	62.1%
CAPITOL SQUARE NORTH - CASHIERED	481	481	170	64.7%	478	171	64.2%	470	177	62.3%
CAPITOL SQUARE NORTH - MONTHLY	125	125	0	100.0%	125	0	100.0%	125	0	100.0%
SUBTOTAL - CITY RAMPS	3597	3586	978	72.7%	3591	794	77.9%	3584	1240	65.4%
SUBTOTAL - CITY LOTS + RAMPS	3833	3822	1022	73.3%	3827	816	78.7%	3818	1268	66.8%
TOTAL CITY STREETS + LOTS + RAMPS	4913	4731	1403	70.3%	4801	1208	74.8%	4745	1620	65.9%
CAPITOL SQUARE SOUTH - METERS	436	434	163	62.4%	436	173	60.3%	436	145	66.7%
CAPITOL SQUARE SOUTH - PERMITS	534	534	0	100.0%	534	0	100.0%	534	0	100.0%
TOTAL PUBLIC SPACES	5883	5699	1566	72.5%	5771	1381	76.1%	5715	1765	69.1%

Notes:

1. "Total Spaces" is the number of spaces generally available for public or monthly parking. It excludes DIS/VET spaces, Authorized Vehicles Only spaces, etc.
2. "Spaces in Operation" is the number of spaces available for public or monthly parking, as follows:
 - a. On-street meters, all lots and metered sections of ramps -- on the day vacancy count is made.
 - b. Cashier section of ramps -- the daily average computed for the month.
 - c. Monthly rental stalls -- the day the vacancy count is made for lots and metered section of ramps.
3. Vacancies are determined as follows:
 - a. On-street meters, all lots and metered section of ramps -- by counting the vacant spaces one day (Tuesday, Wednesday or Thursday) per month between the hours of 11 a.m. and 1 p.m.
 - b. Cashier sections of ramps -- using a 95 percent Trimmed Mean calculated from daily records kept at each facility. The least number of vacancies occurring on each weekday between the hours of 8 a.m. and 2:30 p.m. is used to compute this mean.
 - c. Monthly -- from records in Parking Division on the day the count is made for lots and metered section of ramps.
4. Note that monthly stalls are not available for daily parking when there are vacancies. Therefore, any calculations regarding the number of vacant spaces available to the general public should ignore these spaces.

- 1 Overture Center Ramp - Average of 2 spaces out of service for March.
- 2 Government East Ramp - Average of 1 space out of service for March.
- 3 State Street Campus Ramp - Average of 8 spaces out of service for March.
- 4 Capitol Square South Ramp - 2 spaces out of service due to meters missing.
- 5 Overture Center Ramp - Average of 2 spaces out of service for April.
- 6 State Street Campus Ramp - Average of 1 spaces out of service for April.
- 7 Capitol Square North Ramp - Average of 3 spaces out of service for April.
- 8 Municipal Bldg - Block 88 - 2 spaces converted to DIS/VET spaces for Wednesday farmer's market.
- 9 Overture Center Ramp - Average of 2 spaces out of service for May.
- 10 Capitol Square North Ramp - Average of 11 spaces out of service for May.

CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

COUNTS TAKEN ON TUES., WED. OR THURS. OF THE 2nd OR 3rd WEEK EACH MONTH

LOCATION / FACILITY	MAR 10				APR 10			MAY 10		
	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED
ON - STREET METERS	1055	1019	461	54.8%	989	231	76.6%	981	405	58.7%
CITY LOTS:										
BUCKEYE - BLOCK 58	53	53	28	47.2%	45 ³	24	46.7%	53	20	62.3%
BRAYTON - METERS	12	12	9	25.0%	12	8	33.3%	12	8	33.3%
PARKMASTER	154	154	0	100.0%	154	26	83.1%	154	3	98.1%
MUNICIPAL BLDG - BLOCK 88	17	17	6	64.7%	17	0	100.0%	17	5	70.6%
SUBTOTAL - CITY LOTS	236	236	43	81.8%	228	58	74.6%	236	36	84.7%
CITY RAMPS:										
OVERTURE CENTER - CASHIERED	529	529	249	52.9%	529	239	54.8%	529	253	52.2%
OVERTURE CENTER - MONTHLY	50	50	1	98.0%	50	2	96.0%	50	5	90.0%
STATE STREET CAPITOL - METERS	19	19	9	52.6%	19	8	57.9%	19	12	36.8%
STATE STREET CAPITOL - CASHIERED	706	706	268	62.0%	706	274	61.2%	706	360	49.0%
STATE STREET CAPITOL - MONTHLY	134	134	0	100.0%	134	0	100.0%	134	0	100.0%
GOVERNMENT EAST - CASHIERED	426	425 ¹	104	75.5%	426	75	82.4%	426	49	88.5%
GOVERNMENT EAST - MONTHLY	100	100	18	82.0%	100	17	83.0%	100	18 ⁵	82.0%
STATE STREET CAMPUS - CASHIERED	1060	1060	384	63.8%	1060	329	69.0%	1041	572	45.1%
CAPITOL SQUARE NORTH - CASHIERED	481	481	109	77.3%	481	109	77.3%	481	108	77.5%
CAPITOL SQUARE NORTH - MONTHLY	150	150	5	96.7%	150	4	97.3%	150	2	98.7%
SUBTOTAL - CITY RAMPS	3655	3654	1147	68.6%	3655	1057	71.1%	3636	1379	62.1%
SUBTOTAL - CITY LOTS + RAMPS	3891	3890	1190	69.4%	3883	1115	71.3%	3872	1415	63.5%
TOTAL CITY STREETS + LOTS + RAMPS	4946	4909	1651	66.4%	4872	1346	72.4%	4853	1820	62.5%
CAPITOL SQUARE SOUTH - METERS	436	487 ²	169	65.3%	481 ⁴	144	70.1%	511	268	47.6%
CAPITOL SQUARE SOUTH - PERMITS	534	479	0	100.0%	479	0	100.0%	459	0	100.0%
TOTAL PUBLIC SPACES	5916	5875	1820	69.0%	5832	1490	74.5%	5823	2088	64.1%

Notes:

1. "Total Spaces" is the number of spaces generally available for public or monthly parking. It excludes DIS/VET spaces, Authorized Vehicles Only spaces, etc.
2. "Spaces in Operation" is the number of spaces available for public or monthly parking, as follows:
 - a. On-street meters, all lots and metered sections of ramps -- on the day vacancy count is made.
 - b. Cashier section of ramps -- the daily average computed for the month.
 - c. Monthly rental stalls -- the day the vacancy count is made for lots and metered section of ramps.
3. Vacancies are determined as follows:
 - a. On-street meters, all lots and metered section of ramps -- by counting the vacant spaces one day (Tuesday, Wednesday or Thursday) per month between the hours of 11 a.m. and 1 p.m.
 - b. Cashier sections of ramps -- using a 95 percent Trimmed Mean calculated from daily records kept at each facility. The least number of vacancies occurring on each weekday between the hours of 8 a.m. and 2:30 p.m. is used to compute this mean.
 - c. Monthly -- from records in Parking Division on the day the count is made for lots and metered section of ramps.
4. Note that monthly stalls are not available for daily parking when there are vacancies. Therefore, any calculations regarding the number of vacant spaces available to the general public should ignore these spaces.

- 1 Government East Ramp - Average of 1 space out of service for March.
- 2 Capitol Square South Ramp - 4 spaces out of service due to construction.
- 3 Buckeye Lot - 8 spaces out of service for April.
- 4 Capitol Square South Ramp - 10 spaces out of service due to construction.
- 5 State Street Campus Ramp - Average of 19 spaces out of service for May.

**PARKING UTILITY
JUNE 2010 ACTIVITY REPORT AND REVENUE/EXPENSE NARRATIVE**

MMB/GE Parking Garage: Attended meetings related to the building of the new subterranean parking garage. The planning funds (\$1.2M) are in this year's Parking Utility Capital Budget. We envision a multi-level garage 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, above-grade uses and the new train station. Attended a tour of the Milwaukee train stations and associated parking facilities. Attended the public meeting at DOA concerning site selection for the train station. The State has selected the DOA building as the train station site.

Parking Analyst: Jim Koloen has been hired as the (Acting) Parking Analyst and has begun his 6-month evaluation period. Nineteen applicants applied for the position, seven were interviewed. Jim brings with him many years of Parking Utility (finance) experience and a very high level of computer skills. Jim and I would appreciate it if TPC members would review the reports they are receiving and help us prioritize future report distribution.

Multi-space meters: The multi-space machine vendor has sent the lead engineers from the United Kingdom to Madison to review the machine hardware and software. They agree that an initial credit card read fail on these machines is unacceptable and must be fixed. Following their visit and follow-up work with the card reader manufacturer, they developed a schedule and time line to fix the machines. They expect to have the fix installed on the Madison machines by the last week in July.

Electric vehicle charging stations: Talks have begun with Madison Gas and Electric concerning potential locations for electric vehicle charging stations in our facilities. We have selected four potential sites for MG&E to review – Overture Garage, Campus Garage, Capital Square North Garage and Wingra Lot. After sites are agreed upon, a contract must be signed before MG&E starts the installation process. 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 1st at State Street Capital Garage and will end in September. A change order for approx. \$62K has been executed for work at State Street Capital garage (built in 1963) for additional concrete remediation found during the original construction phase. Every garage except Government East will be impacted. Since the garages are now about 40 years old (average), we would expect the amount/cost of this remediation work to increase. Replacing our aging infrastructure is our #1 challenge.

Safety & Security: The Parking Utility is testing cameras for use in/around our facilities. The first camera demonstration has started at the Overture garage. We will gather cost/operating data from this demonstration and include it for a larger project in the 2011 operating budget. The most recent customer survey indicates that safety and security are a parker's #1 concern in Parking Utility structures. The Parking Utility video surveillance policy is included in this packet and on file at the City Clerk's office.

Automated Revenue system: Planning continues for a more automated revenue system that will be more machine-based rather than cashier-based. We would expect to convert about one garage/year to a more automated system, beginning at the Overture garage next year. The

purpose is to reduce costs and keep parking fees as low as possible thereby retaining our competitiveness in today's market. Without cost reductions and revenue improvements we will not be able to replace our aging infrastructure. The industry trend is to build/convert more facilities to automated parking operations. Examples in Madison include the new University Square building and the new parking garage at St. Mary's. Management has met with cashiers and union representatives numerous times to discuss the impact on cashier positions.

National Park(ing) Day is Sept. 17, 2010. *Park(ing)* is a national event in which artists convert parking stalls into art installation spaces for a day. Local artist Tyler Mackie is organizing the Madison effort called "Park It!" The Madison Arts Commission (MAC) reviewed her proposal, which includes eight Madison artists who have already developed concepts and sketches for their parking stall installations, and evaluated the proposal based on artistic merit and community value. MAC voted to fund the project out of the Blink temporary art budget contingent on Ms. Mackie's ability to secure community support and City permissions. Ms. Mackie has been working with the City Arts Administrator, Karin Wolf, and Parking Operations Manager Bill Knobloch to identify eight parking stalls on the eastside that are appropriate for temporary art exhibits by local artists. She will seek a street use permit for "Park It!" and pay the standard fees involved. She is working closely with adjacent businesses to gain their support. The most likely spot for this art exhibit is in the 1900 block of Atwood Avenue in the unmetered diagonal parking area.

Monthly passes for businesses: Thanks to the authority given the Parking Manager by the TPC at a previous meeting the Parking Utility has sold out the remaining monthly passes at Government East facility at the full business rate. The Parking Manager exceeded the existing monthly permit cap (100) by nine to accommodate a new company moving into Madison. Since then, a car pooler has received a monthly permit leaving us ten over the normal limit. There are two customers on the waiting list. There has been no need to adjust the allowed number of permits at other facilities even though there is a short waiting list at all structures where monthly parking is allowed. Parking Utility management expresses its appreciation to the TPC for the flexibility provided in selling monthly permits. It helps the Utility become more competitive in today's market and helps businesses find needed parking.

Revenues (Comptroller's figures): In year-to-date comparisons, revenues from cashiered facilities, on-street and off-street meters, monthly and long-term parking leases and residential parking permits have increased over the previous year's revenues (\$596k). Most of this increase is due to the rate modifications in June 2009 and not due to occupancy increases. Revenues from Interest on Investments and other revenue have decreased (\$57K).

Expenses: Year-to-date expenses through May 2010 have decreased nearly 20% (\$756K) since 2009 largely due to lack of debt service (\$520K) following the redemption of our outstanding bonds last December. It is noteworthy that all major categories of expenses (wages/benefits, purchased services, supplies, payments to city departments, debt service, PILOT and Capital Assets) decreased this year with the exception of taxes.

Bottom Line: Increased revenues and decreased expenses have lead to a significant increase in the Utility's operating income (\$1.2M) year-to-date.

Video Surveillance Policy for the City Parking Utility
June 2010

1. The objective of the video system is to document what transpires in or near Parking Utility facilities. We would be watching for behavior that threatens the safety or security of customers, employees and visitors, or to assist individuals with their facility visit or to safeguard our revenue stream. The installation of video equipment along with signage alerting individuals to the cameras will also act as a deterrent to disruptive/illegal behavior and provide a sense of security to parkers and others. In the case of personal injury accidents, a video record validates the facts.
2. Signs in English and Spanish will be at the entrances and exits of facilities.
3. Some cameras will be permanently located, such as those next to payment machines and entrances/exits. The Parking Utility will have a limited number of portable cameras available to identify problem behavior.
4. Portable cameras will be used to record specific problem behavior that is not observable from the permanent cameras.
5. Video camera images will be stored on a city server for a minimum of two weeks unless needed to identify someone or record a specific incident. Those images will be copied and kept as public records in accordance with Section 3.70 of the City Ordinances (as repealed and recreated in Enactment No. ORD- 08-00093, passed 8/23/2008).
6. Images will be viewed only by approved Parking Utility staff with a need to see the images. A witness to an incident or behavior may also be asked to confirm identification. The Police Department may also view these images for investigative purposes.
7. Staff training will be ongoing and overseen by City IT staff.
8. Oversight of equipment will be done by the Parking Utility Operations Manager or designee. Specific Parking Utility management and line staff have been authorized to view the images.
9. The City IT department will oversee the video archival server and storage being used to store video images on an ongoing basis. Whenever a copy is made of any video, it will be stored in a separate area of the video storage system and retained in accordance with open records laws.