

**PARKING UTILITY
SEPTEMBER 2015 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE**

Operating Revenue & Expenses, Net Income Line and Capital Expenses:

Monthly and Year-to-Date (YTD) revenue and expenses reports using the MUNIS system cannot be easily or accurately compared to the 2014 monthly or YTD amounts. However, the Parking Utility staff has been able to prepare revenue reports that can compare revenue over multiple time periods as they are utilizing the data from the Payment and Revenue Control Systems (PARCS) and other systems outside of the MUNIS system. Staff will continue to work with the new system to provide this information as soon as possible and the TPC will be advised when the information becomes available.

New this month, are revenue and expense graphs for both the current month and YTD. The YTD expense graph indicates that 76% of the expenses are related to direct employee costs, 20% for services and 4% other expenses. The YTD revenue graph indicates that 60% of revenues are from attended facilities, 19% from on-street meters, 14% from monthly and long term leases, 6% from off-street meters, and 1% from other sources.

The packet now includes the current year Operating Revenue and Expense and Capital Expenditures by month shown both in graph and tabular format and a graph displaying a comparison of the 2014 and 2015 Operating Revenue by month.

Facilities: In May, the Common Council elected to review the JDS Development, LLC proposal for the Judge Doyle Square project initially due to deadlines identified in the proposal. The BOE recommended and the Common Council approved the development agreement in September 2015. The PU is working with the developer to modify the design of the parking structure to improve the efficiency of the public portion and to add a customer service area and storage space.

Current PU facilities do not have the capacity to absorb all the displaced vehicles from GE during the expected 17 month closure. The Parking Utility has spent considerable amount of time and effort attempting to locate additional parking options for monthly and hourly customers during this period, but have not been successful at this time. We will continue to explore options and will continue to advise the TPC on this matter.

Multi-space meters: There currently are 101 multi-space meters in operation, with two additional meters reserved for testing and training. Staff has reviewing the current inventory and locations, occupancy data and expected changes in demand, to determine the appropriate number of additional multi-space meters to order. The order for approximately 20 additional machines should be placed this month with expected delivery and installation in late 2015 or early 2016.

“Smart” single-space meters: The Parking Utility intends to issue an RFP later this year for the smart single-space meter replacement and trial period of these new meters. These meters would accept both credit cards and coins for payment, as well as provide additional parking and revenue data to assist in future parking decisions. This trial would likely go into the winter of 2015-2016 to determine the reliability in inclement weather and gauge customer acceptance of this technology. These new meters would replace the existing single space meters on blocks where it is either not practical or cost effective to utilize a multi-space meter at the location.

Pay-by-cell/phone pilot: The Parking Utility staff has continued to work with the current vendors (MobileNOW! and Amano McGann) to address operational issues with their pay-by-cell system. The Parking Utility staff has reviewed the newly implemented updates and patches provided by the vendors with the initial assessment that these have resolved the issues. There remains one final item to resolve but this is expected later this fall, and we are comfortable with developing a plan to provide a full rollout and associated marketing campaign of our pay-by-cell system in the spring of 2016 allowing our customers to utilize this smart phone technology at any parking space controlled by a multi-space meter.

Parking Enforcement Management System: RFP responses have been received for replacement of the Police Department's Parking Enforcement Management System, including the handheld devices Parking Enforcement Officers use to issue citations and check the payment status for spaces controlled by multi-space meters. The selection committee has recommended their top pick and it is expected that the new system will be operational in early 2016. However, the cost of the system is more than 50% higher than budgeted (\$475K v. 300K budgeted) and the PU will be paying for the entire system.

YEAR-TO-DATE REVENUES: 2013 THRU 2015 (JAN-SEP)		2013	2014	2015
	(## = TPC Map Reference)			
Permits				
	RP3 (residential parking permits)	92,040	97,271	69,137
	Motorcycle Permits	2,023	2,029	3,206
	Resid Street Constr Permits	253	237	0
Total-Permits		94,316	99,537	72,343
Awards and Damages		3,697	2,803	0
Advertising Revenue		0	0	0
	Pct of Prior Year	102%	106%	73%
Attended Facilities				
	ALL Cashiered Ramps	0	0	0
	#4 Cap Sq North	698,910	649,494	649,704
	#6 Gov East	1,264,829	1,302,796	1,253,303
	#9 Overture Center	789,609	916,753	890,783
	#11 SS Campus-Frances	476,901	412,502	356,404
	#11 SS Campus-Lake	1,764,586	1,872,862	1,763,223
	#12 SS Capitol	1,151,420	1,275,749	1,156,266
Total-Attended Facilities		6,146,255	6,430,157	6,069,683
	Pct of Prior Year	104%	105%	94%
Off-Street Meters (non-motorcycle)				
	#1 Blair Lot	7,253	7,065	7,466
	#7 Lot 88 (Munic Bldg)	11,493	9,999	8,573
	#2 Brayton Lot-Machine	258,445	342,355	364,379
	#2 Brayton Lot-Meters	0	733	0
	Buckeye/Lot 58 Multi-Sp	158,868	170,638	155,253
	Evergreen Lot	31,518	26,223	0
	Evergreen Lot Multi-Sp			22,313
	Wingra Lot	6,412	6,669	6,758
	#12 SS Capitol	62,571	35,616	37,869
	Subtotal-Off-Street Meters (non motorcycle)	536,561	604,435	602,611
Off-Street Meters (motorcycles)				
	ALL Cycles	1,022	1,017	10,433
Total-Off-Street Meters (All)		537,583	605,452	613,044
	Pct of Prior Year	102%	113%	101%
On-Street Meters				
	On Street Multi-Space & MobileNow	3,921	13,762	36,945
	Cap Sq Mtrs	16,020	17,359	17,592
	Cap Sq Multi-Space	32,061	31,710	28,986
	Campus Area	70,702	85,659	55,432
	Campus Area Multi-Space	143,025	163,084	166,143
	CCB Area	33,612	32,523	32,224
	CCB Area Multi-Space	120,960	115,630	107,464
	E Washington Area	46,261	44,261	42,907
	E Washington Area Multi-Space	17,638	18,293	14,810
	GEF Area	32,835	29,192	31,927
	GEF Area Multi-Space	70,906	68,572	67,416
	MATC Area	15,848	15,559	15,754
	MATC Area Multi-Space	116,770	110,060	120,067
	Meriter Area	41,126	46,040	41,836
	Meriter Area Multi-Space	93,845	111,139	99,271
	MMB Area	32,501	31,771	36,078
	MMB Area Multi-Space	134,466	118,217	117,354
	Monroe Area	97,972	95,661	91,225
	Monroe Area Multi-Space	0	0	0
	Schenks Area	14,586	12,900	9,783
	State St Area	20,632	16,431	12,983
	State St Area Multi-Space	102,106	121,532	143,227
	University Area	111,542	119,968	126,127
	University Area Multi-Space	127,797	112,638	105,052
	Wilson/Butler Area	43,363	35,668	36,768
	Wilson/Butler Area Multi-Space	41,234	40,649	43,101
	Subtotal-On-Street Meters	1,581,727	1,608,278	1,600,789
	Pct of Prior Year	113%	102%	100%
On-Street Construction-Related Meter Revenue				
	Contractor Permits	73,895	132,987	15,285
	Meter Hoods	194,131	224,941	278,930
	Construction Meter Removal	45,760	7,392	0
	Subtotal-On-Street Construction Related Revenue	313,786	365,320	294,216
Totals-On-Street Meters		1,895,513	1,973,599	1,895,004
	Pct of Prior Year	121%	104%	96%
Monthly Parking and Long-Term Agreements				
	Wingra Lot	0	105	316
	#2 Brayton Lot	106,280	115,892	97,612
	#11 State St Campus	47,211	142,470	170,856
	#1 Blair Lot	49,243	51,864	52,550
	#13 Wilson Lot	51,028	54,685	45,088
	#4 Cap Square North	256,157	306,121	309,637
	#6 Gov East	146,842	198,458	208,518
	#9 Overture Center	128,168	141,322	54,321
	#12 SS Capitol-Monthly (non-LT Lease)	144,444	260,121	301,210
	Subtotal-Monthly Parking Permits	929,373	1,271,038	1,240,109
	#9 Overture Center	85,333	119,471	153,116
	#12 SS Cap - LT Lease	34,206	39,606	48,937
	Subtotal-Long Term Parking Leases	119,539	159,077	202,054
Total-Monthly Parking and Long-Term Agreements		1,048,912	1,430,114	1,442,162
	Pct of Prior Year	146%	136%	101%
Miscellaneous Revenues				
	Operating Lease Payments	2,098	1,110	-316
	Property Sales	18,802	3,337	0
	Other	7,017	21,879	44,864
	Subtotal-Miscellaneous	27,917	26,325	44,548
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		125,931	128,666	116,892
TOTALS		9,754,194	10,567,987	10,136,785
	Pct of Prior Year	110%	108%	96%
	Sales Tax			566,799

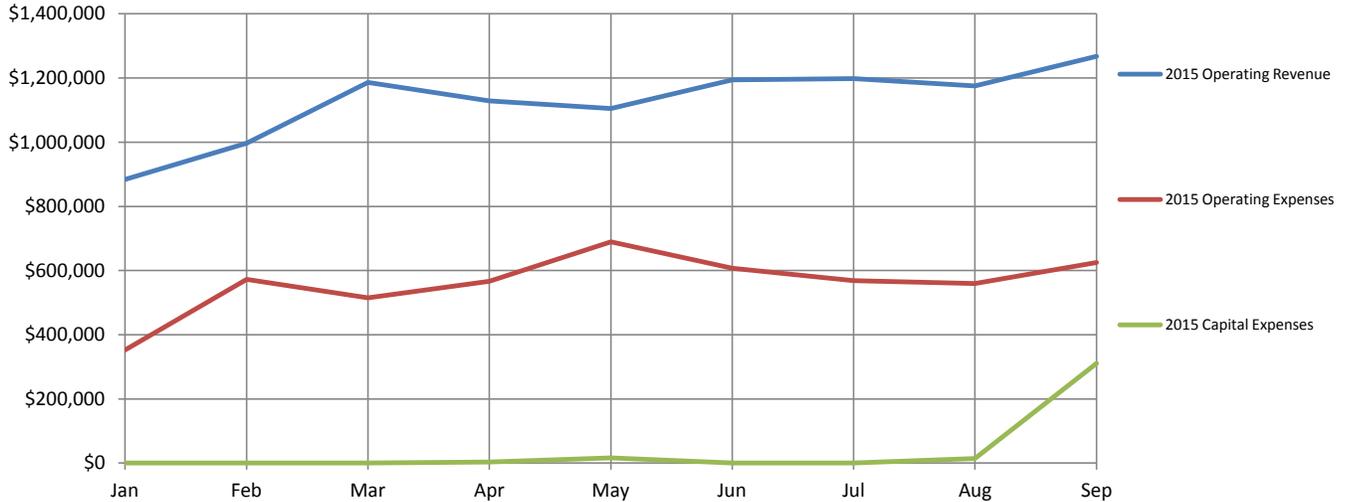
YEAR-TO-DATE REVENUES: 2014 vs 2015							SEP	9
Through SEP							Actual +/- Budget	
Spaces	Occ	Days	2014	2015	Amount	Pct		
Permits								
			RP3 (Residential Parking Permits)	97,271	69,137	-28,134	-29%	
			Motorcycle Permits	2,029	3,206	1,177	58%	
Total-Permits			99,300	72,343	-26,957	-27%		
Awards and Damages			2,803	0	-2,803	-100%		
Advertising Revenue								
Attended Facilities								
			ALL Cashiered Ramps	0	0	0		
603	79%	273	Cap Sq North	649,494	649,704	210	0%	
511	85%	273	Gov East	1,302,796	1,253,303	-49,493	-4%	
607	85%	273	Overture Center	916,753	890,783	-25,971	-3%	
530		273	SS Campus-Frances	412,502	356,404	-56,098	-14%	
518	59%	273	SS Campus-Lake	1,872,862	1,763,223	-109,639	-6%	
817	57%	273	SS Capitol	1,275,749	1,156,266	-119,483	-9%	
Total-Attended Facilities			6,430,157	6,069,683	-360,474	-6%		
Meters-Off-Street (non-motorcycle)								
13		229	Blair Lot	7,065	7,466	401	6%	
17	81%	229	Lot 88 (Munic Bldg)	9,999	8,573	-1,426	-14%	
241	79%	229	Brayton Lot-Machine	342,355	364,379	22,023	6%	
0		229	Brayton Lot-Meters	733	0	-733	-100%	
53	38%	229	Buckeye/Lot 58 Multi-Space	170,638	155,253	-15,384	-9%	
		229	Evergreen Lot	26,223	0			
23	50%	229	Evergreen Lot Multi-Space	5,137	22,313		0%	
19	16%	229	Wingra Lot	6,669	6,758	88	1%	
36	15%	229	SS Capitol	35,616	37,869	2,253	6%	
Subtotal-Off-Street Meters (non cycle)			604,435	602,611	-1,824	0%		
51			All Cycles	1,017	10,433	9,416		
Total-Off-Street Meters (All)			605,452	613,044	7,592	1%		
On-Street Meters								
			On Street Multi-Space & MobileNow	13,762	36,945	23,183	168%	
11	74%	229	Capitol Square Meters	17,359	17,592	234	1%	
14	79%	229	Capitol Square Multi-Space	31,710	28,986	-2,724	-9%	
52	65%	229	Campus Area	85,659	55,432	-30,226	-35%	
125	44%	229	Campus Area Multi-Space	163,084	166,143	3,058	2%	
22	72%	229	CCB Area	32,523	32,224	-299	-1%	
72	50%	229	CCB Area Multi-Space	115,630	107,464	-8,166	-7%	
84	39%	229	East Washington Area	44,261	42,907	-1,355	-3%	
12	21%	229	East Washington Area Multi-Space	18,293	14,810	-3,483	-19%	
39	71%	229	GEF Area	29,192	31,927	2,735	9%	
33	69%	229	GEF Area Multi-Space	68,572	67,416	-1,156	-2%	
26	50%	229	MATC Area	15,559	15,754	194	1%	
75	63%	229	MATC Area Multi-Space	110,060	120,067	10,007	9%	
60	54%	229	Meriter Area	46,040	41,836	-4,204	-9%	
67	42%	229	Meriter Area Multi-Space	111,139	99,271	-11,869	-11%	
16	82%	229	MMB Area	31,771	36,078	4,308	14%	
89	68%	229	MMB Area Multi-Space	118,217	117,354	-863	-1%	
123		229	Monroe Area	95,661	91,225	-4,436	-5%	
24		229	Schenks Area	12,900	9,783	-3,117	-24%	
11	47%	229	State St Area	16,431	12,983	-3,447	-21%	
112	50%	229	State St Area Multi-Space	121,532	143,227	21,695	18%	
116	39%	229	University Area	119,968	126,127	6,158	5%	
85	64%	229	University Area Multi-Space	112,638	105,052	-7,587	-7%	
116	34%	229	Wilson/Butler Area	35,668	36,768	1,100	3%	
85	57%	229	Wilson/Butler Area Multi-Space	40,649	43,101	2,452	6%	
				1,608,278	1,600,789	-7,489	0%	
			Contractor Permits	132,987	15,285	-117,702	-89%	
			Meter Hoods	224,941	278,930	53,989	24%	
				357,928	294,216	-63,713	-18%	
Total-On-Street Meters			1,966,207	1,895,004	-71,202	-4%		
Monthly Parking and Long-Term Agreements								
			Wingra Lot	105	0	-105	-100%	
82	77%	190	Brayton Lot	115,892	97,612	-18,280	-16%	
212	46%	190	State St Campus	142,470	170,856	28,386	20%	
44		190	Blair Lot	51,864	52,550	687	1%	
50		190	Wilson Lot	54,685	45,088	-9,597	-18%	
249	79%	190	Cap Square North	306,121	309,637	3,516	1%	
118	75%	190	Gov East	198,458	208,518	10,060	5%	
54	55%	190	Overture Center	141,322	54,321	-87,001	-62%	
112	55%	190	SS Capitol-Monthly (non-LT Lease)	260,121	301,210	41,089	16%	
				1,271,038	1,239,793	-31,245	-2%	
150		190	Overture Center	119,471	153,116	33,646	28%	
12		190	SS Cap-Long Term Lease	39,606	48,937	9,331	24%	
Subtotal-Long Term Parking Leases			159,077	202,054	42,977	27%		
Total-Monthly Parking and Long-Term Agreements			1,430,114	1,441,847	11,732	1%		
Miscellaneous Revenue								
			Operating Lease Payments	1,110	-316	-1,425	-128%	
			Other (Advertising; Residential Street Construction Permits; Property Sales; Other;	32,608	44,864	12,256	38%	
Subtotal-Miscellaneous Revenue			33,717	44,548	10,831	32%		
Summary-RP3 & Miscellaneous Revenue			135,821	116,892	-18,929	-14%		
GRAND TOTALS			10,567,750	10,136,470	-431,281	-4%		
			Sales Tax		566,799			

Please note that 2014 operating revenues include sales tax, while 2015 operating revenues do not.

This difference is based on introduction of a new enterprise resource planning software package called Munis.

City of Madison Parking Utility YTD Summary

2015 Operating Revenue/Expenses



Month	2015 Operating Revenue	2015 Operating Expenses	2015 Capital Expenses	2014 Operating Revenue
Jan	\$884,281	\$351,841	Amt	\$939,126
Feb	\$996,734	\$572,494	\$684	\$1,004,563
Mar	\$1,185,977	\$515,061	\$0	\$1,103,482
Apr	\$1,128,912	\$566,714	\$3,144	\$1,286,390
May	\$1,105,207	\$689,947	\$16,225	\$1,192,717
Jun	\$1,194,589	\$606,934	\$0	\$1,180,413
Jul	\$1,198,110	\$568,107	\$0	\$1,299,843
Aug	\$1,175,085	\$559,446	\$14,145	\$1,195,562
Sep	\$1,267,891	\$624,754	\$310,961	\$1,365,890
Total	\$10,136,785	\$5,055,297	\$345,159	\$10,567,987

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2015 vs 2014 Operating Revenue

