

**PARKING UTILITY
APRIL 2017 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 (through February 2017):

YTD revenues for 2017 through February were \$2,430,940, an increase of \$386,438 or 19% compared with the same period in 2016. *Attended Facilities* had the largest dollar revenue increase compared with 2016, with YTD 2017 revenues of \$1,553,055, an increase of \$276,531 or 22%, compared to 2016 YTD revenues through February. *Monthly Parking and Long-Term Agreements* YTD revenues were \$298,972 which represents an increase of \$15,695 or 6% when compared to the same period 2016. Revenue from *On-Street Meters* increased by \$75,952, or 22% compared with 2016. Revenues for *Off-Street Meters* increased by \$15,658 or 12% compared to the same period in 2016, primarily due to increases in revenue at Brayton Lot and Buckeye Lot, which increased \$14,412 or 19% and \$5,134 or 15%, respectively, compared with 2016 YTD revenues through February. The June 1, 2016 rate change and increase to the pay-on-entry special event rate in January 2017 are significant factors in the overall increases in revenue.

A comparison of YTD revenues by category for 2016 (through February), and 2017 (through February) is shown below:

Revenues by Category	YTD Feb 2016	YTD Feb 2017	Change (\$)	Change (%)
Attended Facilities	\$1,276,524	\$1,553,055	\$276,531	22%
Meters (Off-Street)	\$134,020	\$149,679	\$15,658	12%
Meters (On-Street)	\$345,721	\$421,673	\$75,952	22%
Monthly & LT Agreements	\$283,276	\$298,972	\$15,695	6%

2016 vs. 2017 YTD (through February) Revenues and Occupancies at Attended Facilities:

2017 YTD average peak occupancies (Monday through Friday from 10 AM – 2 PM) for transient parkers showed decreases at all facilities except State Street Capitol Garage. The decrease at Government East Garage, and subsequent increase at State Street Capitol Garage are likely largely due to the relocation of City offices from the Madison Municipal Building to 30 West Mifflin Street. YTD 2017 revenues through February increased at all attended facilities compared with the same period of 2016.

A comparison of 2017 vs. 2016 YTD average weekday peak transient occupancies (M – F 10 AM – 2 PM) and revenues is shown below:

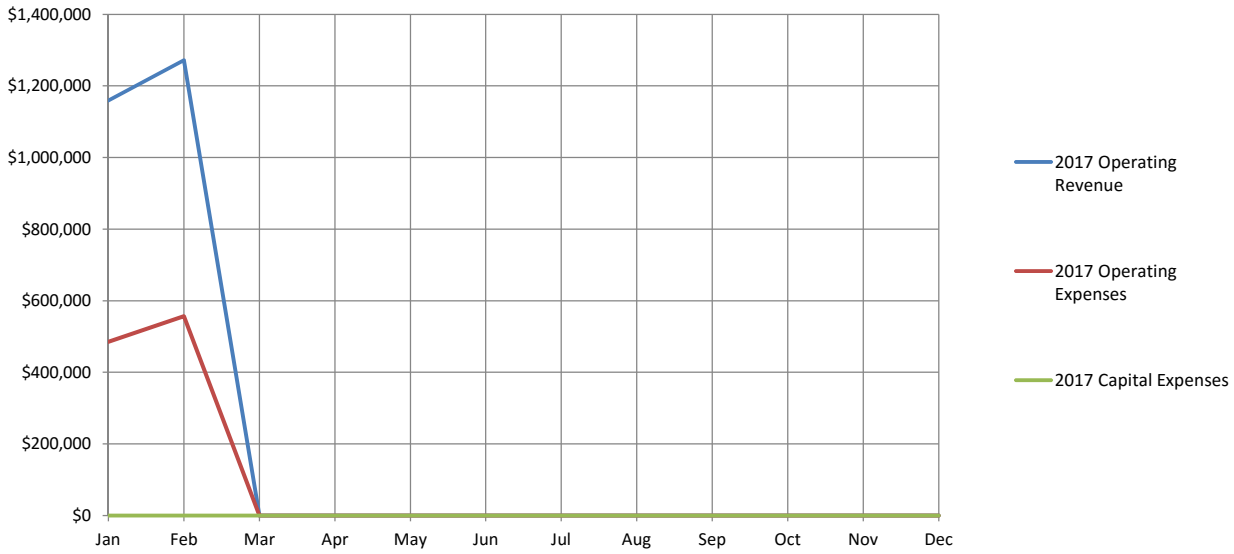
Facility	Weekday 10 am - 2pm Peak Occupancies (YTD through February)			Revenues (YTD through February)			
	2016	2017	% Change	2016	2017	\$ Change	% Change
Brayton Lot	87%	81%	-6%	\$76,473	\$90,885	\$14,412	19%
Capitol Square North	81%	76%	-5%	\$153,393	\$193,807	\$40,414	26%
Government East	84%	68%	-16%	\$271,279	\$291,663	\$20,384	8%
Overture Center	84%	75%	-9%	\$206,845	\$261,896	\$55,051	27%
State Street Campus	59%	57%	-2%	\$398,050	\$474,964	\$76,914	19%
State Street Capitol	55%	76%	21%	\$246,957	\$330,759	\$83,802	34%

Expenses:

YTD operating expenses through February 2017 were \$1,041,660. Expenses by category are shown in the YTD expense graph for 2017 through February on page 4. \$827,085 or 79% of YTD expenses are related to direct employee costs (salaries and benefits), \$188,414 or 18% are for purchased services, and \$26,160 or 3% are for other expenses (supplies and interdepartmental charges).

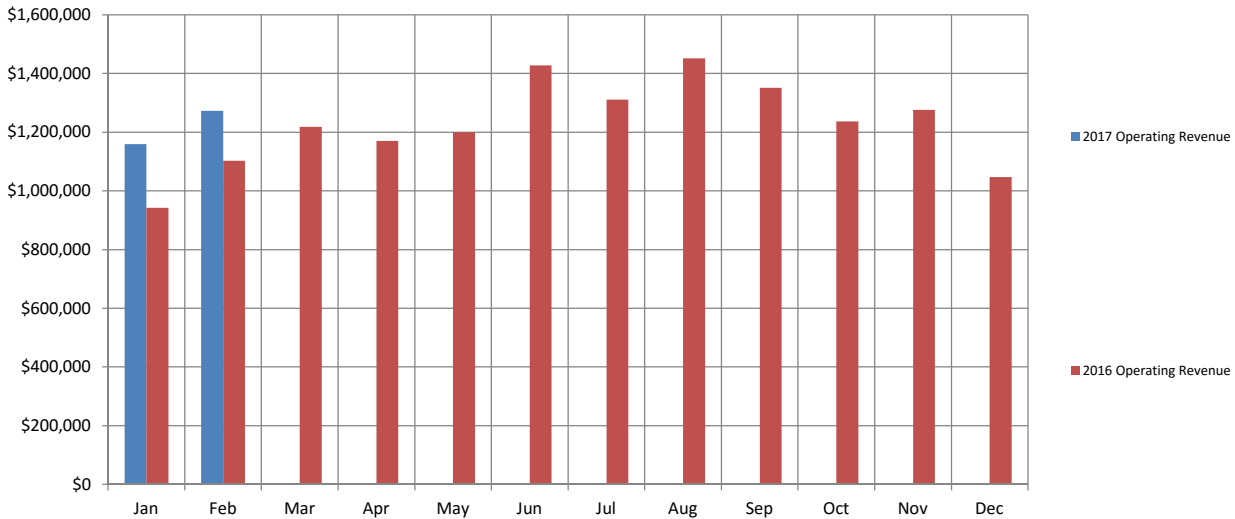
City of Madison Parking Utility YTD Summary

2017 Operating Revenue/Expenses



Month	Operating Revenue	Operating Expenses	2017 Capital Expenses	2016 Operating Revenue
Jan	\$1,158,824	\$485,336	\$0	\$942,433
Feb	\$1,272,116	\$556,324	\$0	\$1,102,069
Mar	\$0	\$0	\$0	\$1,217,565
Apr	\$0	\$0	\$0	\$1,169,848
May	\$0	\$0	\$0	\$1,199,749
Jun	\$0	\$0	\$0	\$1,426,866
Jul	\$0	\$0	\$0	\$1,310,448
Aug	\$0	\$0	\$0	\$1,451,486
Sep	\$0	\$0	\$0	\$1,351,526
Oct	\$0	\$0	\$0	\$1,236,510
Nov	\$0	\$0	\$0	\$1,275,349
Dec	\$0	\$0	\$0	\$1,047,091
Total	\$2,430,940	\$1,041,660	\$0	\$14,730,941

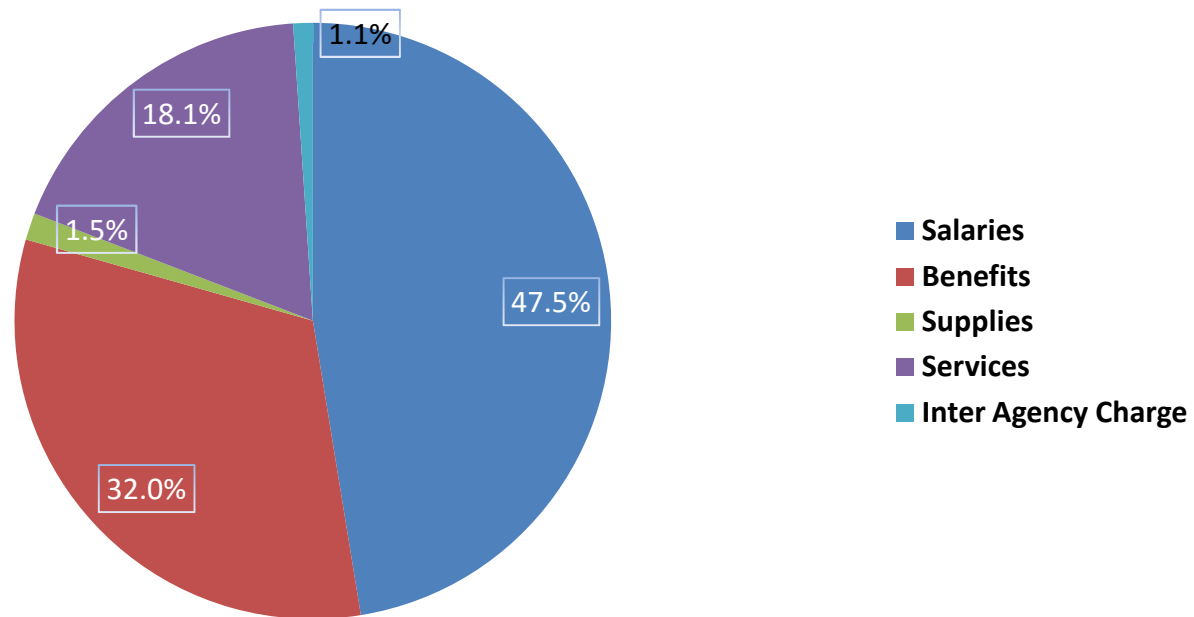
2017 vs 2016 Operating Revenue



2017 YTD EXPENSES THROUGH FEBRUARY

Category	Expenses	% of Expenses
Salaries	\$494,096.83	47.4%
Benefits	\$332,988.36	32.0%
Supplies	\$15,173.40	1.5%
Services	\$188,414.23	18.1%
Inter Agency Charge	\$10,987.01	1.1%
Feb Total	\$1,041,659.83	100.0%

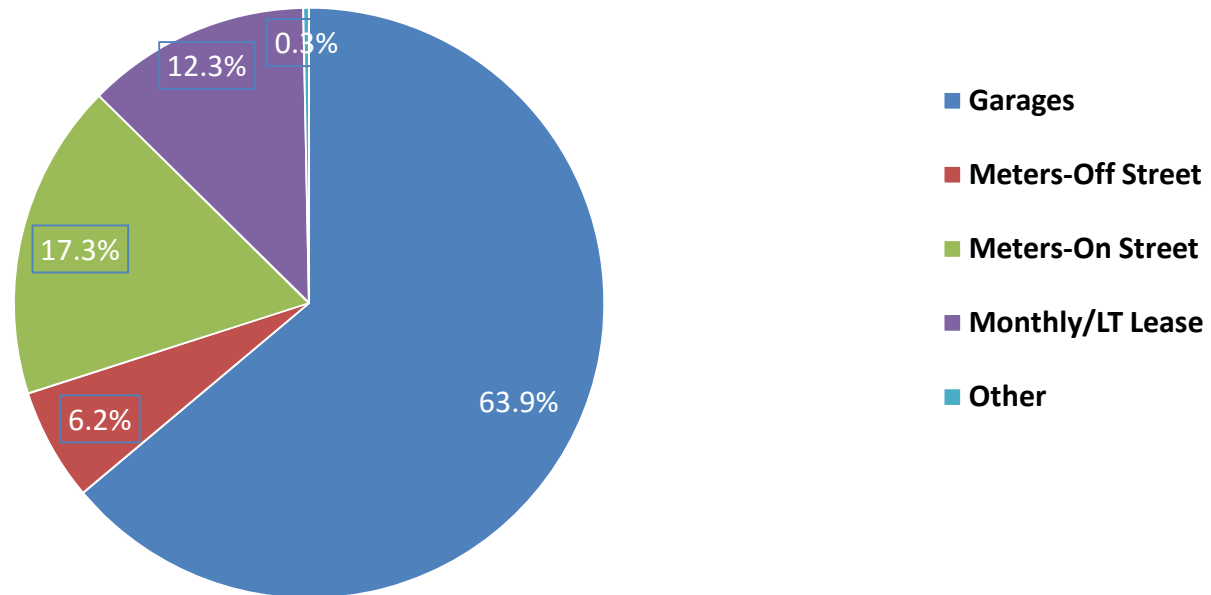
2017 YTD Expenses through February



2017 YTD REVENUE THROUGH FEBRUARY

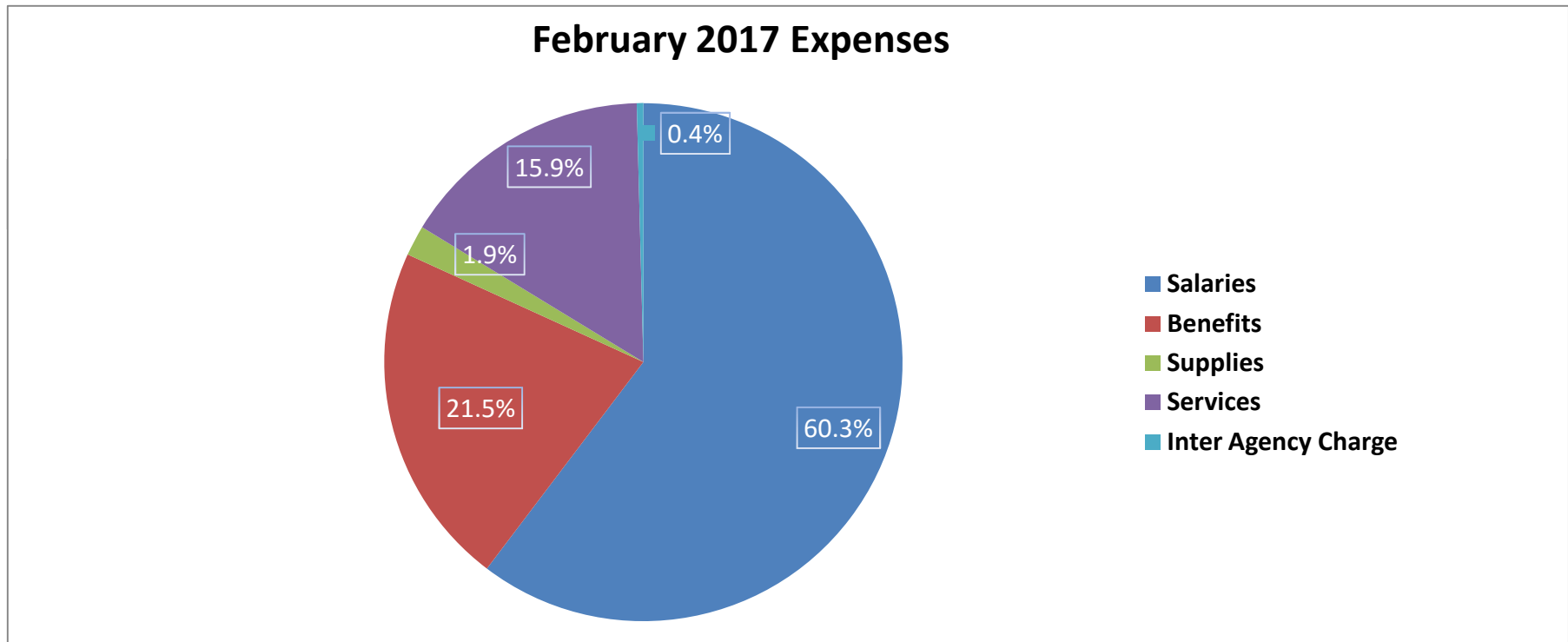
Category	Revenue	% of Revenue
Garages	\$1,553,054.90	63.9%
Meters-Off Street	\$149,678.75	6.2%
Meters-On Street	\$421,672.92	17.3%
Monthly/LT Lease	\$298,971.81	12.3%
Other	\$7,562.03	0.3%
Total	\$2,430,940.41	100.0%

2017 YTD Revenue through February



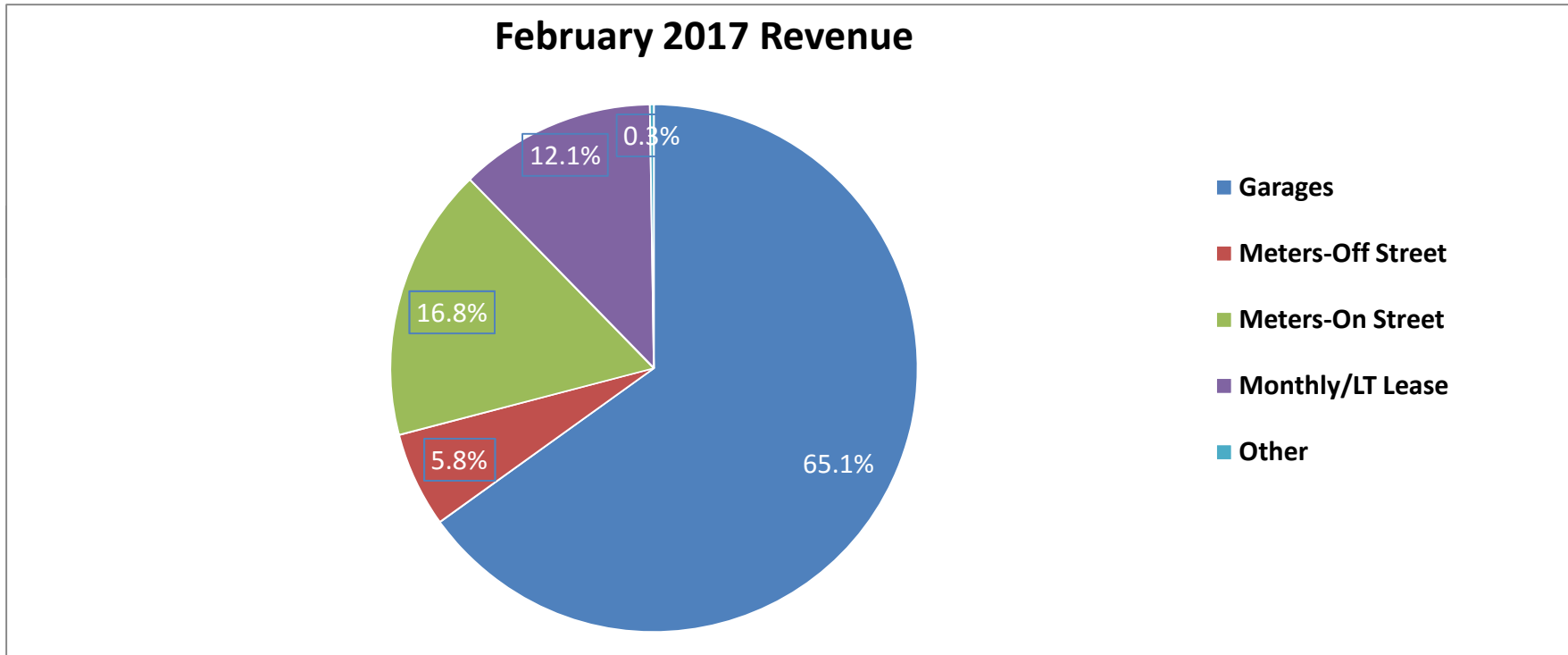
FEBRUARY 2017 EXPENSES

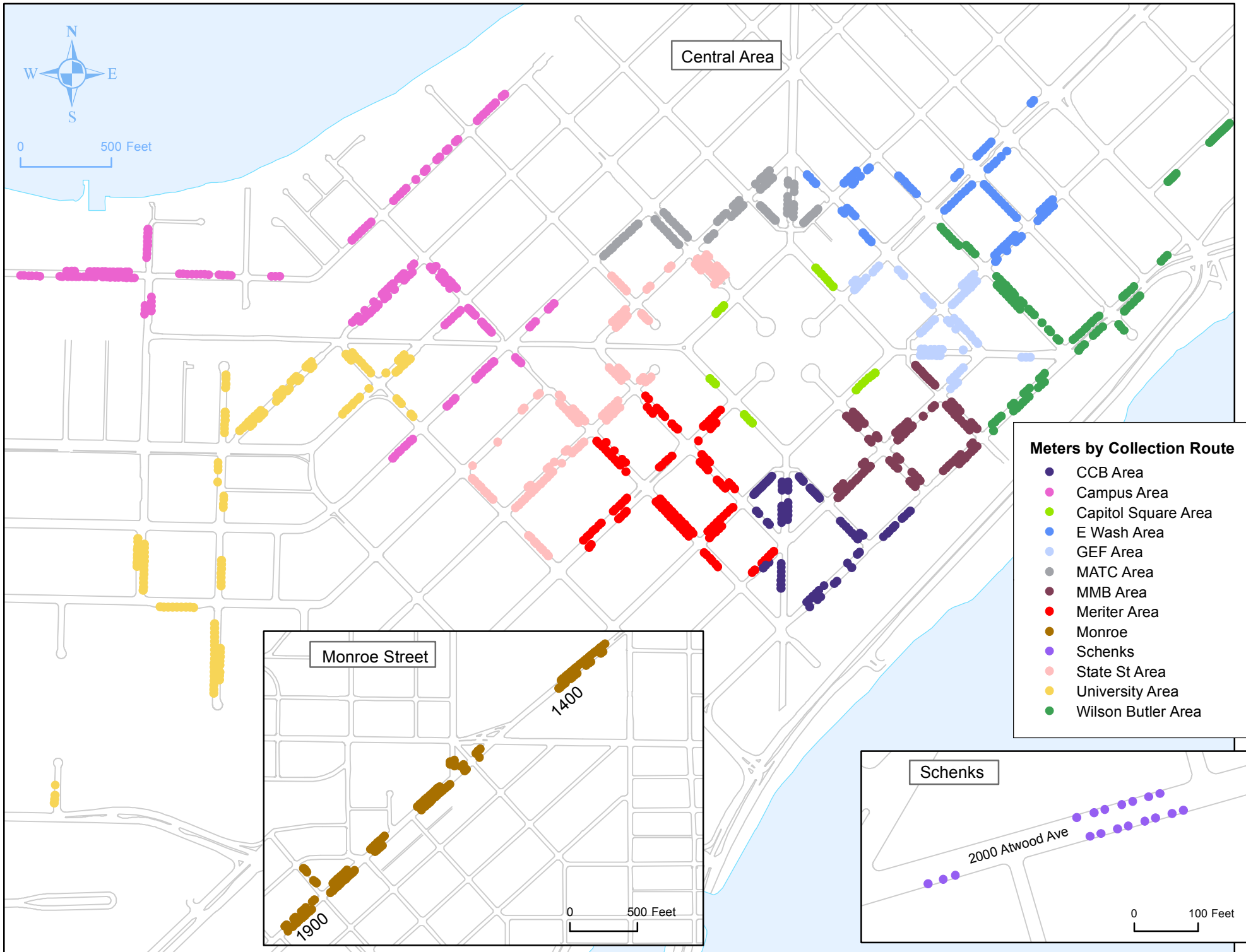
Category	Expenses	% of Expenses
Salaries	\$335,618.55	60.3%
Benefits	\$119,567.78	21.5%
Supplies	\$10,538.51	1.9%
Services	\$88,327.74	15.9%
Inter Agency Charge	\$2,271.17	0.4%
Total	\$556,323.75	100.0%



FEBRUARY 2017 REVENUE

Category	Revenue	% of Revenue
Garages	\$828,064.34	65.1%
Meters-Off Street	\$74,230.06	5.8%
Meters-On Street	\$213,226.81	16.8%
Monthly/LT Lease	\$153,407.24	12.1%
Other	\$3,187.70	0.3%
Total	\$1,272,116.15	100.0%





YEAR-TO-DATE REVENUES: 2015 THRU 2017 (FEB-2)

(## = TPC Map Reference)	2015	2016	2017
Permits			
RP3 (residential parking permits)	6,416	4,778	7,269
Motorcycle Permits	0	44	0
Resid Street Constr Permits	0	0	0
Total-Permits	6,416	4,822	7,269
Awards and Damages	0	0	0
Advertising Revenue	0	0	0
Pct of Prior Year	90%	75%	151%
Attended Facilities			
ALL Cashiered Ramps	0	0	-34
#4 Cap Sq North	116,869	153,393	193,807
#6 Gov East	241,678	271,279	291,663
#9 Overture Center	168,665	206,845	261,896
#11 SS Campus-Frances	76,135	83,068	99,968
#11 SS Campus-Lake	291,096	314,982	374,996
#12 SS Capitol	212,021	246,957	330,759
Total-Attended Facilities	1,106,463	1,276,524	1,553,055
Pct of Prior Year	90%	115%	122%
Off-Street Meters (non-motorcycle)			
#1 Blair Lot	803	1,216	1,192
#7 Lot 88 (Munic Bldg)	1,248	1,001	598
#2 Brayton Lot-Machine	60,579	76,473	90,885
#2 Brayton Lot-Meters	0	0	0
Brayton Lot Multi-Space	0	0	0
#3 Buckeye/Lot 58	0	0	0
Buckeye/Lot 58 Multi-Sp	25,294	34,066	39,200
Evergreen Lot	0	0	0
Evergreen Lot Multi-Sp	5,341	5,633	5,162
Wingra Lot	1,158	1,115	1,321
#12 SS Capitol	6,319	7,674	7,274
Subtotal-Off-Street Meters (non motorcycle)	100,742	127,178	145,633
Off-Street Meters (motorcycles)			
ALL Cycles	4,180	6,842	4,046
Total-Off-Street Meters (All)	104,922	134,020	149,679
Pct of Prior Year	99%	128%	112%
On-Street Meters			
On Street Multi-Space & MobileNo	7,627	6,900	8,862
Cap Sq Mtrs	3,424	2,966	3,513
Cap Sq Multi-Space	6,248	5,934	6,956
Campus Area	9,494	7,756	9,742
Campus Area Multi-Space	30,153	35,671	44,257
CCB Area	5,901	6,159	6,943
CCB Area Multi-Space	20,053	14,586	19,173
E Washington Area	6,823	6,591	6,387
E Washington Area Multi-Space	3,113	2,328	3,865
GEF Area	5,534	5,933	5,528
GEF Area Multi-Space	12,787	15,227	16,478
MATC Area	1,801	2,110	2,068
MATC Area Multi-Space	20,801	24,708	30,183
Meriter Area	5,896	6,934	12,265
Meriter Area Multi-Space	17,624	19,646	21,615
MMB Area	5,570	6,102	5,726
MMB Area Multi-Space	21,845	18,638	22,472
Monroe Area	20,183	18,141	22,248
Monroe Area Multi-Space	0	0	0
Schenks Area	3,138	1,678	2,033
State St Area	2,451	3,178	3,718
State St Area Multi-Space	25,832	27,323	32,375
University Area	23,321	21,377	20,495
University Area Multi-Space	20,016	22,587	25,128
Wilson/Butler Area	5,470	5,747	5,194
Wilson/Butler Area Multi-Space	7,529	7,949	10,657
Subtotal-On-Street Meters	292,633	296,171	347,880
	100%	101%	117%
On-Street Construction-Related Meter Revenue			
Contractor Permits	2,621	2,787	2,232
Meter Hoods	32,495	46,763	71,561
Construction Meter Removal	0	0	0
Subtotal-On-Street Construction Related R	35,116	49,550	73,792
Totals-On-Street Meters	327,749	345,721	421,673
Pct of Prior Year	101%	105%	122%
Monthly Parking and Long-Term Agreements			
Wingra Lot	0	0	0
#2 Brayton Lot	23,571	22,315	19,128
#11 State St Campus	29,498	58,678	55,089
#1 Blair Lot	12,338	10,325	11,901
#13 Wilson Lot	9,068	9,858	11,282
#4 Cap Square North	76,046	48,745	44,443
#6 Gov East	50,266	31,275	22,553
#9 Overture Center	13,329	9,803	13,038
#12 SS Capitol-Monthly (non-LT Lease)	73,184	34,099	31,482
Subtotal-Monthly Parking Permits	287,301	225,097	208,916
#9 Overture Center	49,334	38,661	66,444
Wingra Lot (Community Car)	0	0	0
#12 SS Cap - LT Lease	0	19,518	23,612
Subtotal-Long Term Parking Leases	49,334	58,179	90,055
Total-Monthly Parking and Long-Term Agreements	336,635	283,276	298,972
Pct of Prior Year	129%	84%	106%
Miscellaneous Revenues			
Operating Lease Payments	0	0	0
Property Sales	0	0	0
Other	110	139	293
Subtotal-Miscellaneous	110	139	293
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	6,526	4,961	7,562
TOTALS	1,882,295	2,044,502	2,430,940
Pct of Prior Year	98%	109%	119%

YEAR-TO-DATE REVENUES: 2016 vs 2017

Through FEB

FEB

2

Spaces	Occ	Days	2016	2017	Change (2017 +/- 2016)	
					Amount (\$)	Pct (%)
Permits						
		RP3 (Residential Parking Permits)	4,778	7,269	2,491	52%
		Motorcycle Permits	44	0	-44	-100%
Total-Permits			4,822	7,269	2,447	51%
Awards and Damages			0	0	0	
Advertising Revenue						
Attended Facilities						
		ALL Cashiered Ramps	0	-34	-34	
603	76%	59 Cap Sq North	153,393	193,807	40,414	26%
511	68%	59 Gov East	271,279	291,663	20,384	8%
607	75%	59 Overture Center	206,845	261,896	55,051	27%
530		59 SS Campus-Frances	83,068	99,968	16,900	20%
517	57%	59 SS Campus-Lake	314,982	374,996	60,014	19%
774	76%	59 SS Capitol	246,957	330,759	83,802	34%
Total-Attended Facilities			1,276,524	1,553,055	276,531	22%
Meters-Off-Street (non-motorcycle)						
13		48 Blair Lot	1,216	1,192	-24	-2%
8	44%	48 Lot 88 (Munic Bldg)	1,001	598	-403	-40%
241	81%	48 Brayton Lot-Machine	76,473	90,885	14,412	19%
53	29%	48 Buckeye/Lot 58 Multi-Space	34,066	39,200	5,134	15%
		48 Evergreen Lot	0	0		
23	49%	48 Evergreen Lot Multi-Space	5,633	5,162	-471	-8%
19	16%	48 Wingra Lot	1,115	1,321	206	18%
36	10%	48 SS Capitol	7,674	7,274	-400	-5%
Subtotal-Off-Street Meters (non cycle)			127,178	145,633	18,455	15%
55		All Cycles	6,842	4,046	-2,796	-41%
Total-Off-Street Meters (All)			134,020	149,679	15,658	12%
On-Street Meters						
		On Street Multi-Space & MobileNow	6,900	8,862	1,963	28%
11	64%	48 Capitol Square Meters	2,966	3,513	547	18%
14	69%	48 Capitol Square Multi-Space	5,934	6,956	1,022	17%
41	55%	48 Campus Area	7,756	9,742	1,986	26%
146	21%	48 Campus Area Multi-Space	35,671	44,257	8,585	24%
22	86%	48 CCB Area	6,159	6,943	784	13%
72	33%	48 CCB Area Multi-Space	14,586	19,173	4,586	31%
84	45%	48 East Washington Area	6,591	6,387	-205	-3%
10	21%	48 East Washington Area Multi-Space	2,328	3,865	1,537	66%
39	64%	48 GEF Area	5,933	5,528	-406	-7%
33	63%	48 GEF Area Multi-Space	15,227	16,478	1,251	8%
27	54%	48 MATC Area	2,110	2,068	-41	-2%
75	42%	48 MATC Area Multi-Space	24,708	30,183	5,474	22%
60	66%	48 Meriter Area	6,934	12,265	5,332	77%
67	31%	48 Meriter Area Multi-Space	19,646	21,615	1,969	10%
16	81%	48 MMB Area	6,102	5,726	-377	-6%
89	41%	48 MMB Area Multi-Space	18,638	22,472	3,834	21%
123		48 Monroe Area	18,141	22,248	4,108	23%
18		48 Schenks Area	1,678	2,033	355	21%
15	51%	48 State St Area	3,178	3,718	540	17%
112	27%	48 State St Area Multi-Space	27,323	32,375	5,052	18%
115	56%	48 University Area	21,377	20,495	-882	-4%
83	34%	48 University Area Multi-Space	22,587	25,128	2,541	11%
72	65%	48 Wilson/Butler Area	5,747	5,194	-554	-10%
39	22%	48 Wilson/Butler Area Multi-Space	7,949	10,657	2,708	34%
			296,171	347,880	51,710	17%
Contractor Permits			2,787	2,232	-555	-20%
Meter Hoods			46,763	71,561	24,798	53%
			49,550	73,792	24,243	49%
Total-On-Street Meters			345,721	421,673	75,952	22%
Monthly Parking and Long-Term Agreements						
68	76%	42 Brayton Lot	22,315	19,128	-3,187	-14%
103	40%	42 State St Campus	58,678	55,089	-3,589	-6%
44		42 Blair Lot	10,325	11,901	1,576	15%
50		42 Wilson Lot	9,858	11,282	1,425	14%
163	76%	42 Cap Square North	48,745	44,443	-4,302	-9%
61	65%	42 Gov East	31,275	22,553	-8,721	-28%
59	55%	42 Overture Center	9,803	13,038	3,234	33%
173	48%	42 SS Capitol-Monthly (non-LT Lease)	34,099	31,482	-2,617	-8%
			225,097	208,916	-16,181	-7%
174		42 Overture Center	38,661	66,444	27,783	72%
60		42 SS Cap-Long Term Lease	19,518	23,612	4,093	21%
Subtotal-Long Term Parking Leases			58,179	90,055	31,876	55%
Total-Monthly Parking and Long-Term Agreement			283,276	298,972	15,695	6%
Miscellaneous Revenue						
Operating Lease Payments			0	0	0	
Street Construction Permits;			139	293	154	111%
Subtotal-Miscellaneous Revenue			139	293	154	111%
Summary-RP3 & Miscellaneous Revenue			4,961	7,562	2,601	52%
GRAND TOTALS			2,044,502	2,430,940	386,438	19%

2017 REVENUES-BUDGET VS ACTUAL FEBRUARY

Count

Variances 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.

Occ		Actual +/- Budget			
Spaces	Occ Days	Budget	Actual	Amount	Pct
Permits					
	RP3 (Residential Parking Permits)	2,130	3,051	921	43%
	Motorcycle Permits	0		0	
Total-Permits		2,130	3,051	921	43%
Awards and Damages		0	0	0	0%
Advertising Revenue		0	0	0	0%
Attended Facilities					
	ALL Cashiered Ramps		-25	-25	
603	79% 28 Cap Sq North	71,850	96,609	24,759	34%
511	70% 28 Gov East	134,088	145,680	11,593	9%
607	78% 28 Overture Center	98,650	138,543	39,893	40%
530	28 SS Campus-Frances	42,856	52,980	10,125	24%
517	65% 28 SS Campus-Lake	172,552	217,681	45,129	26%
774	81% 28 SS Capitol	131,631	176,596	44,965	34%
Total-Attended Facilities		651,627	828,064	176,438	27%
Meters-Off-Street (non-motorcycle)					
	Atwood Lot				
13	24 Blair Lot	486	646	160	33%
8	38% 24 Lot 88 (Munic Bldg)	630	280	-351	-56%
241	86% 24 Brayton Lot-Machine	35,485	45,935	10,450	29%
53	34% 24 Buckeye/Lot 58 Multi-Space	15,023	20,224	5,201	35%
	24 Evergreen Lot				
23	49% 24 Evergreen Lot Multi-Space	9,651	2,569	-7,082	-73%
19	21% 24 Wingra Lot	663	683	20	3%
36	10% 24 SS Capitol	3,659	3,893	233	6%
Subtotal-Off-Street Meters (non cycle)		65,599	74,230	8,631	13%
55	All Cycles	2,423		-2,423	-100%
Total-Off-Street Meters (All)		68,022	74,230	6,208	9%
On-Street Meters					
	On Street Multi-Space & MobileNo	2,886	4,140	1,255	43%
11	76% 24 Capitol Square Meters	1,541	1,851	310	20%
14	72% 24 Capitol Square Multi-Space	3,105	3,322	217	7%
41	56% 24 Campus Area	5,468	5,624	157	3%
146	23% 24 Campus Area Multi-Space	16,129	24,001	7,872	49%
22	93% 24 CCB Area	3,313	3,582	269	8%
72	34% 24 CCB Area Multi-Space	9,677	9,818	141	1%
84	53% 24 East Washington Area	3,320	2,879	-441	-13%
10	23% 24 East Washington Area Multi-Space	1,412	1,991	579	41%
39	71% 24 GEF Area	2,612	2,716	103	4%
33	68% 24 GEF Area Multi-Space	8,057	7,515	-542	-7%
27	54% 24 MATC Area	983	1,032	49	5%
75	44% 24 MATC Area Multi-Space	11,087	15,020	3,933	35%
60	72% 24 Meriter Area	3,371	6,403	3,032	90%
67	33% 24 Meriter Area Multi-Space	9,633	10,679	1,046	11%
16	78% 24 MMB Area	3,031	2,903	-128	-4%
89	45% 24 MMB Area Multi-Space	10,568	11,420	852	8%
123	24 Monroe Area	9,127	11,507	2,381	26%
18	24 Schenks Area	1,389	1,000	-388	-28%
15	51% 24 State St Area	1,668	1,987	319	19%
112	30% 24 State St Area Multi-Space	12,367	15,582	3,215	26%
115	62% 24 University Area	12,119	11,764	-355	-3%
83	35% 24 University Area Multi-Space	11,271	12,456	1,185	11%
72	69% 24 Wilson/Butler Area	2,702	2,639	-63	-2%
39	23% 24 Wilson/Butler Area Multi-Space	3,728	5,360	1,632	44%
		147,678	177,193	26,630	18%
Contractor Permits		3,801	606	-3,195	-84%
Meter Hoods		14,165	35,427	21,262	150%
		17,966	36,033	18,067	101%
Total-On-Street Meters		165,644	213,227	44,697	27%
Monthly Parking and Long-Term Agreements					
68	80% 20 Brayton Lot	12,301	9,929	-2,372	-19%
103	46% 20 State St Campus	19,998	28,205	8,207	41%
44	20 Blair Lot	5,981	6,569	589	10%
50	20 Wilson Lot	5,070	5,557	487	10%
163	79% 20 Cap Square North	31,782	23,154	-8,628	-27%
61	68% 20 Gov East	21,152	11,493	-9,659	-46%
59	57% 20 Overture Center	9,157	6,333	-2,824	-31%
171	49% 20 SS Capitol-Monthly (non-LT Lease)	26,711	16,523	-10,188	-38%
		132,152	107,764	-24,388	-18%
174	20 Overture Center	14,210	33,350	19,141	135%
60	20 SS Cap-Long Term Lease	7,406	12,293	4,887	66%
Subtotal-Long Term Parking Leases		21,616	45,643	24,027	111%
Total-Monthly Parking and Long-Term Agreements		153,768	153,407	-361	0%
Miscellaneous Revenue					
Operating Lease Payments				0	
Street Construction Permits;		72	136	64	88%
Subtotal-Miscellaneous Revenue		72	136	64	88%
Summary-RP3 & Miscellaneous Revenue		2,202	3,188	985	45%
GRAND TOTALS		1,041,263	1,272,116	227,968	22%

