

UWM TRANSPORTATION SERVICES ANNUAL REPORT 2021



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TO OUR STAKEHOLDERS

Strategic Highlights

Since the COVID pandemic started in early 2020, the impact on Transportation Services has been drastic. Transportation Services has had to pivot and adapt to the "new normal." Historic norms such as employees and student classes on campus have changed, resulting in less parking revenues. The loss of parking lots and spaces would have caused overcapacity and vehicular congestion, but with employees working remotely, demand has not increased. Thus, we have postponed our plans to build a parking structure. Factors such as personal safety have played a role in transportation decisions. Single-occupied vehicles have increased with health and safety concerns, while mass transportation usage has declined substantially. At the same time, the type of parking demand has also changed, with the location (close as possible) being the primary point and price being secondary. The need for student residence hall permits has never been higher; we reached capacity at Sandburg for the first time. Students and parents were more concerned with the proximity to their residence than the price. As a result, students reflect 70% of the 2021 permit sales instead of 46% in 2019. Staff permit sales fell from 56% to 30% in 2021.

Financial Highlights

In 2021, revenues bounced back from 2020 with a 77% increase but were still lower by 37% from 2019. Employee parking and campus events are the most significant factors for the decrease from 2019 to 2021. In March of 2020, most classes shifted to online, and we refunded approximately **\$500,000** in parking payments. In the fall of 2021, as most classes resumed on campus, we rebounded to 2019 levels in student parking revenues but lagged in other areas. For the first time, student permits generated more revenue than staff permits in 2020 & 2021. Students permit sales increased by 10% from 2019 to 2021, while staff permits decreased 61% from 2019 - 2021. Transportation Services did receive roughly \$2.8 million thru the American Rescue Plan HEERF to offset the losses in 2020 & 2021.

Operating Highlights

Due to revenue losses, UWM Transportation Services was forced to furlough staff and lost experienced employees to retirement or other opportunities. As we resumed operations, we had to do more with less. Even though there have been labor savings from labor shortages,

we have struggled with labor recruitments for student and non-student positions resulting in rising labor rates. Due to prior initiatives, the lack of labor has been minimized with automation, as we complete many tasks remotely, eliminating traditional lines at the parking office and unnecessary face-to-face encounters.



Looking Ahead

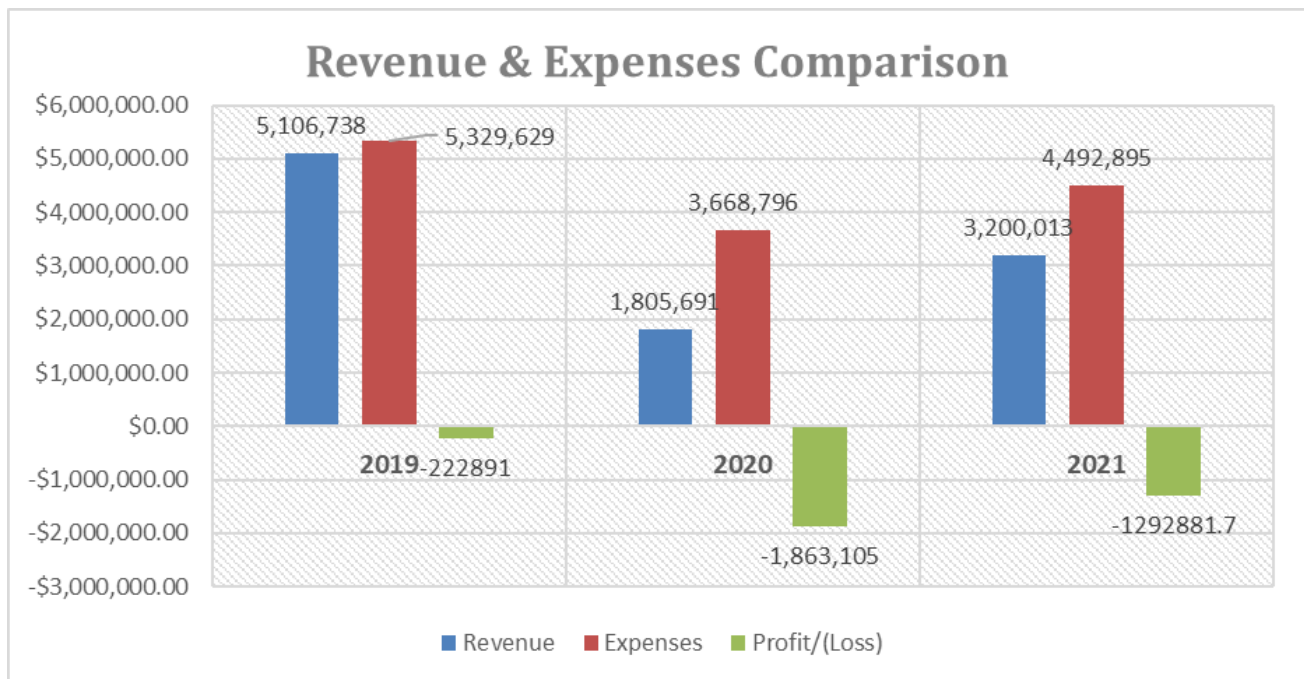
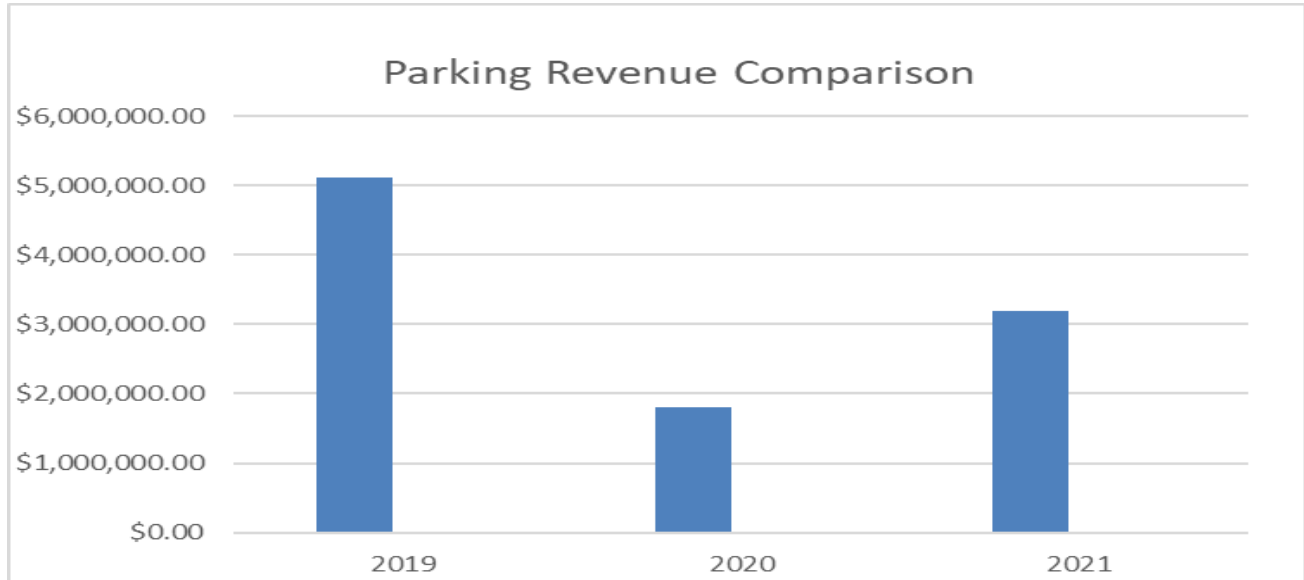
In 2022, despite the interruptions from COVID, we are hoping to continue the progress we saw in the fall of 2021. But, again, flexibility, efficient fiscal policies, and continued reliance on technologies will be the key as we plan for approximately \$10 million in parking garage maintenance and repairs to the existing parking facilities.

Prasanna Nanda

Director - UWM Transportation Services

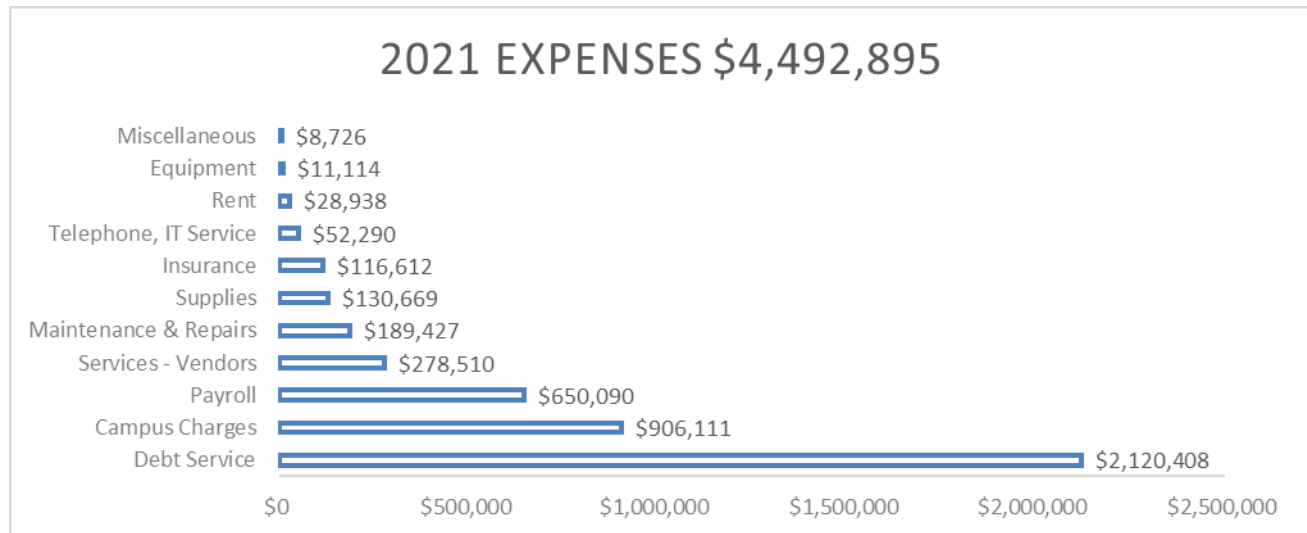
PARKING

Parking Revenue (2019-2021)



Parking Expenses

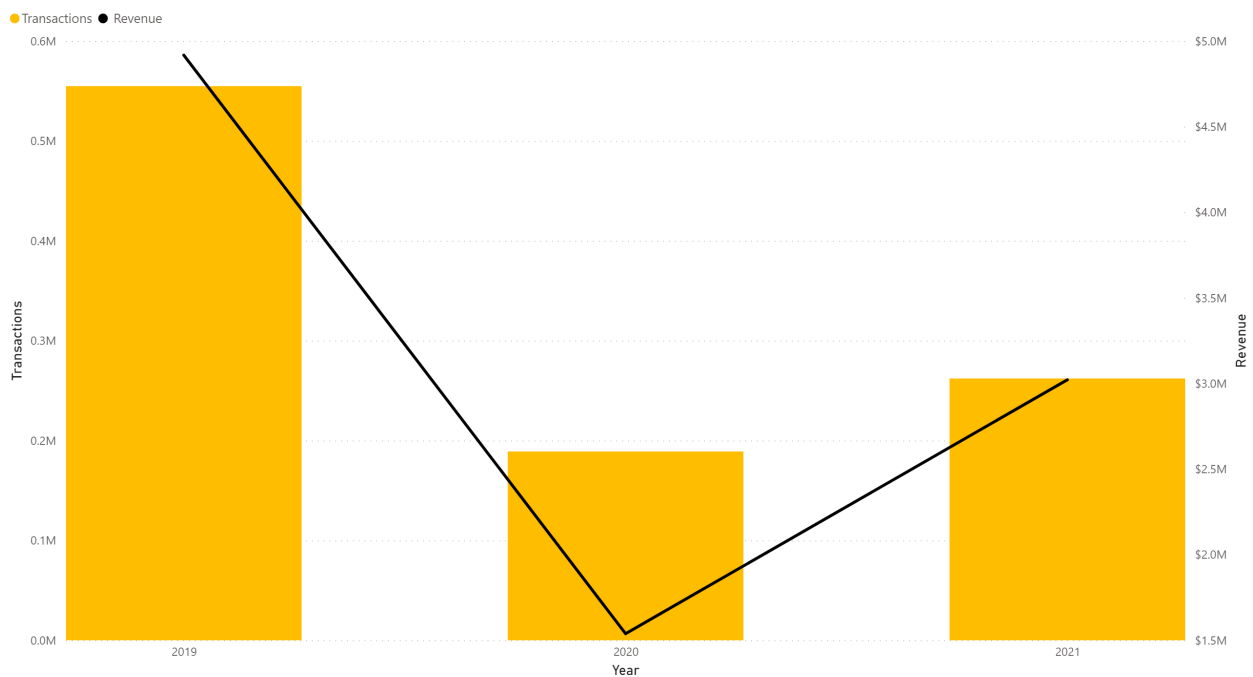
- **Total Expenses in 2021 - \$4,492,895**
 - **Debt service for parking structures was 47% of the expenses**
 - **Payments to campus was 20% of the expenses**
 - **Payroll/Benefits was 14% of the expenses**



Parking Data

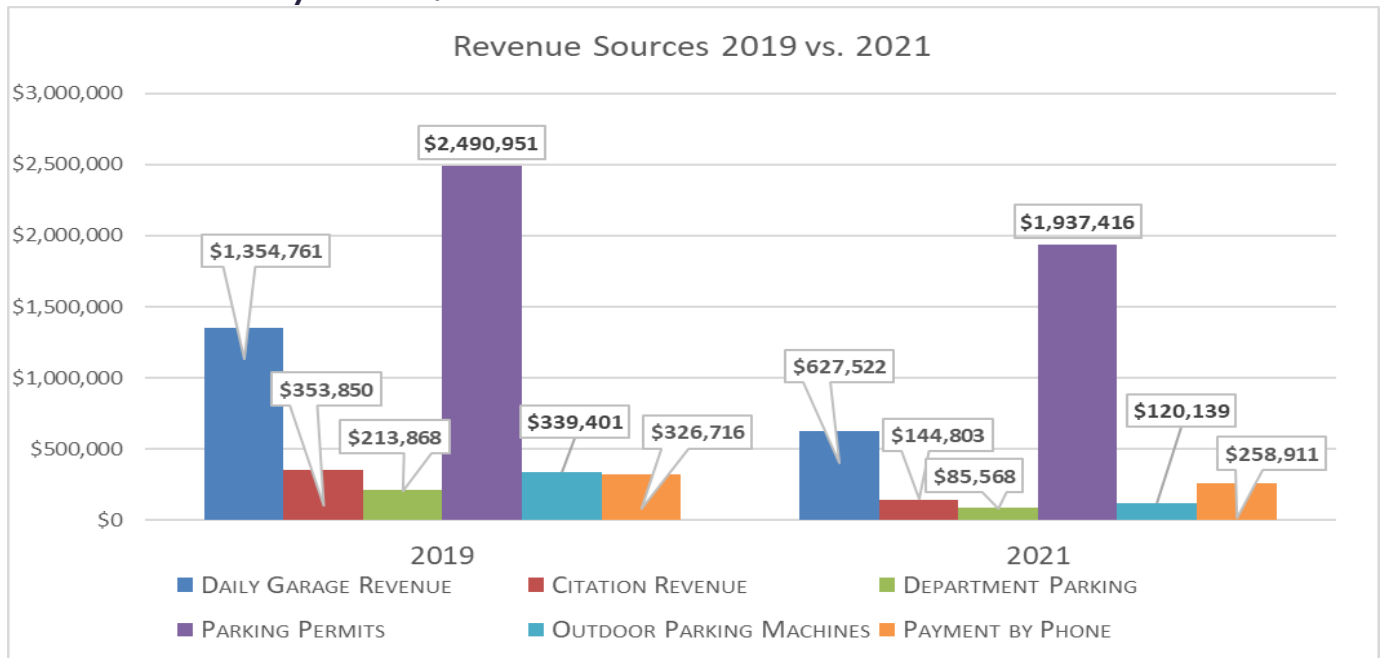
- **Parking Transactions Comparison (2019–2021)**
 - **# of transactions in 2021 – 532,000**
 - **# of transactions in 2020 – 175,000**
 - **# of transactions in 2019 – 253,000**

All Parking Transactions



• Parking Payment Sources (2019 vs. 2021)

- Permits increased from 49% to 61% of total payments in 2021 vs. 2019 with less revenue - \$553,000
- Garage hourly parking decreased from 27% to 20% of total payments in 2021 vs. 2019 - less revenue \$727,000
- Payments by phone was the only increase from 2019 with 8% of total payments versus 6% in 2019
- As compared to 2019, daily/hourly, citation and departmental parking decreased by over 50% in revenue collections

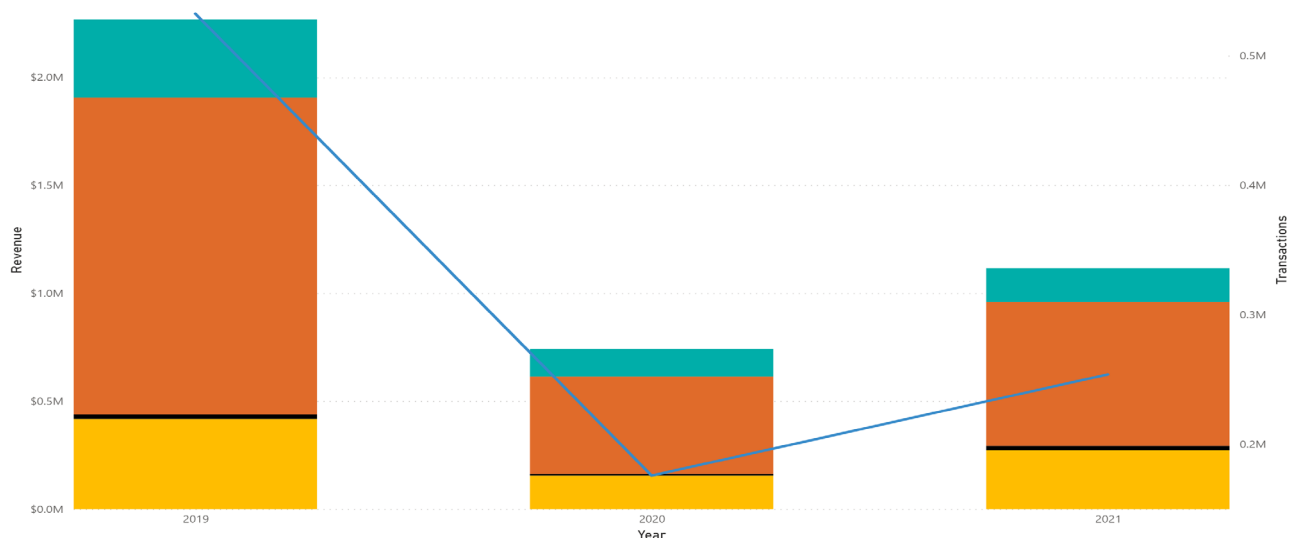


• Type of Parking Transactions (2019-2021)

- The most popular payment method are the machines inside the parking garage
- The % of payments by phone has climbed sharply to 2nd

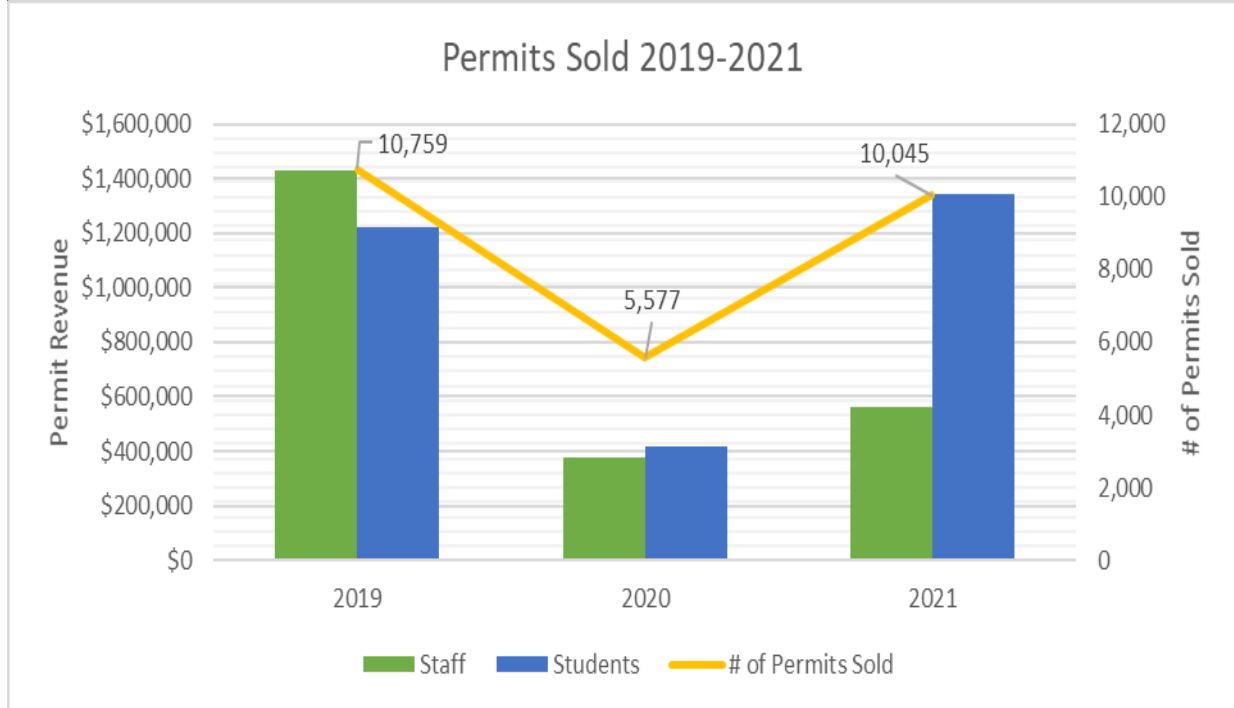
Main Campus Transient Parking Transactions

Classification ● Mobile Payments ● Online Daily Purchases ● Parking Garage Payments ● Pay Stations Payments ● Transactions



- Parking Permits (2019-2021)**

	2019	2020	2021
Staff	\$1,430,065	\$376,850	\$565,038
Students	\$1,220,194	\$420,257	\$1,340,399
# of Permits Sold	10,759	5,577	10,045

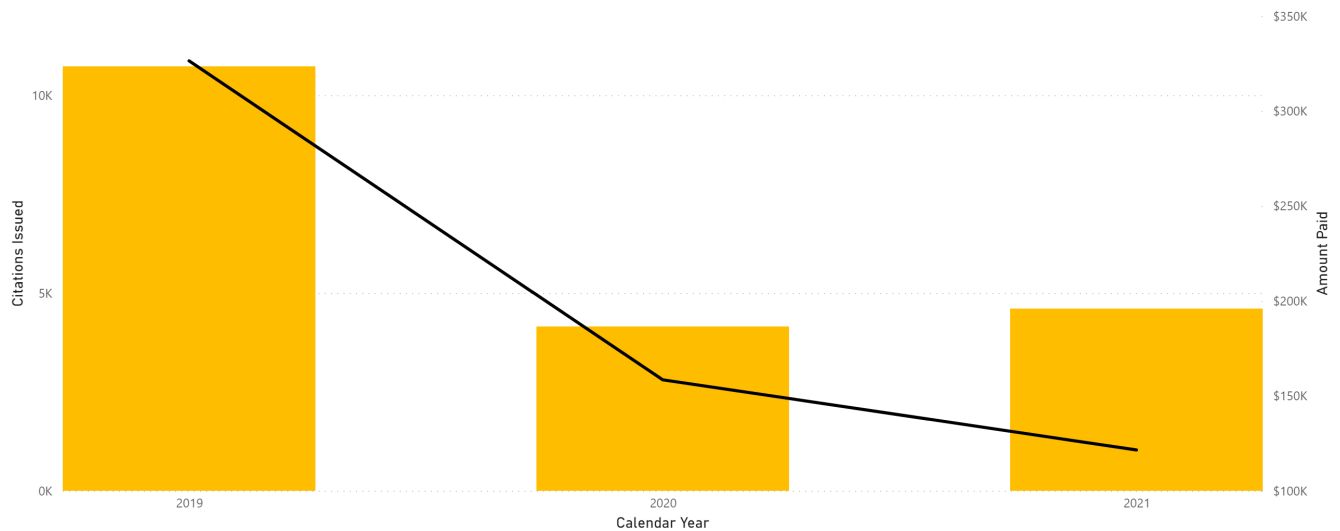


- Parking Citation Revenue (2019-2021)**

- # of citations issued in 2019 - 10,730**
- # of citations issued in 2020 - 4154**
- # of citations issued in 2021 - 4606**

Main Campus Parking Citations

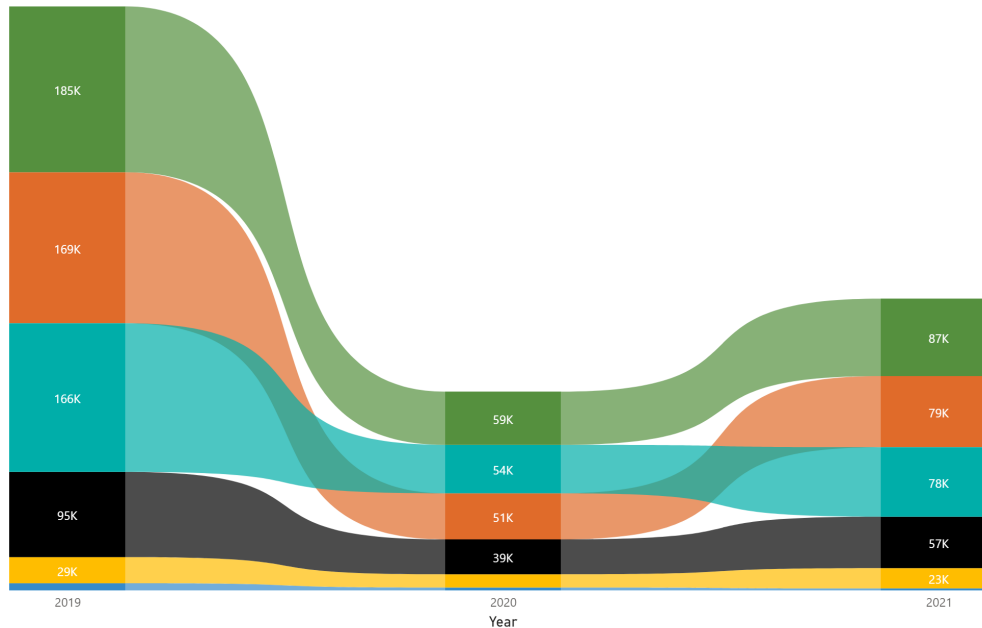
● Citations Issued ● Amount Paid



- Number of Cars Entering Garages (2019-2021)
 - Union is the most popular garage with 30%, followed closely behind by NWQ(27%), Pavilion(27%), and Lubar(15%)

Cars Entering Main Campus Garages

Facility ● Kenilworth ● Lubar ● NWQ ● Pavilion ● RiverView ● Union



Year	Entries	Facility
2019	29,249	Kenilworth
2020	14,945	Kenilworth
2021	22,726	Kenilworth
2019	95,226	Lubar
2020	38,986	Lubar
2021	57,442	Lubar
2019	168,724	NWQ
2020	51,485	NWQ
2021	79,451	NWQ
2019	166,026	Pavilion
2020	54,097	Pavilion
2021	77,645	Pavilion
2019	7,930	RiverView
2020	3,092	RiverView
2021	2,154	RiverView
2019	185,188	Union
2020	59,493	Union
2021	86,557	Union
Total	1,200,416	

Total Vehicles Entering Garages (Excluding Kenilworth and RiverV...

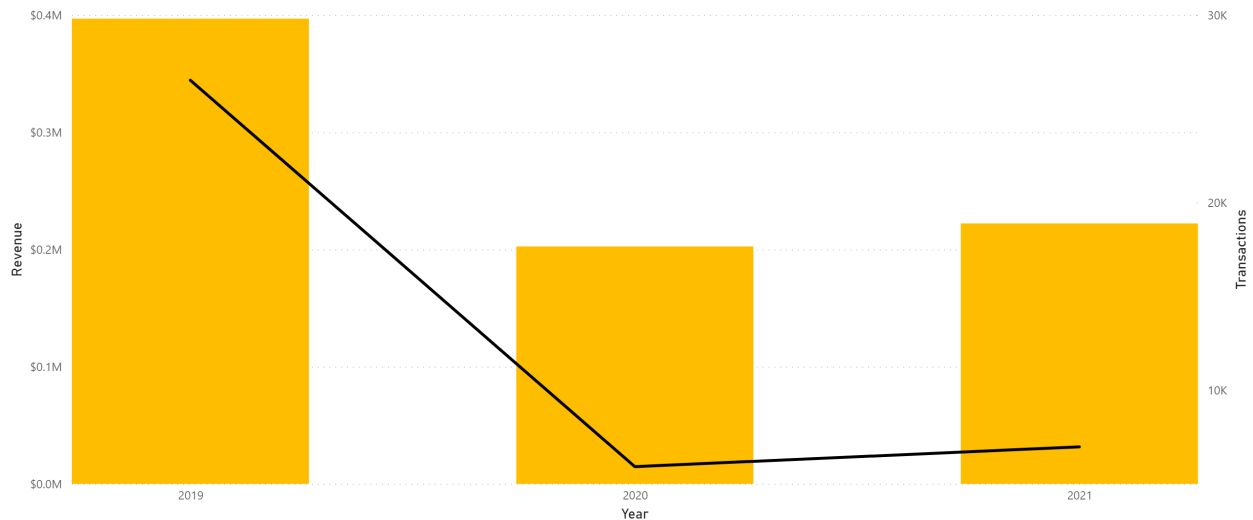
Year	Entries
2019	615,164
2020	204,061
2021	301,095
Total	1,120,320

- UWM Departments Parking Requests (2019-2021)

- 2021 - 26,524
- 2020 - 5,919
- 2021 - 6,977

Internal Billing Transactions

● Revenue ● Transactions



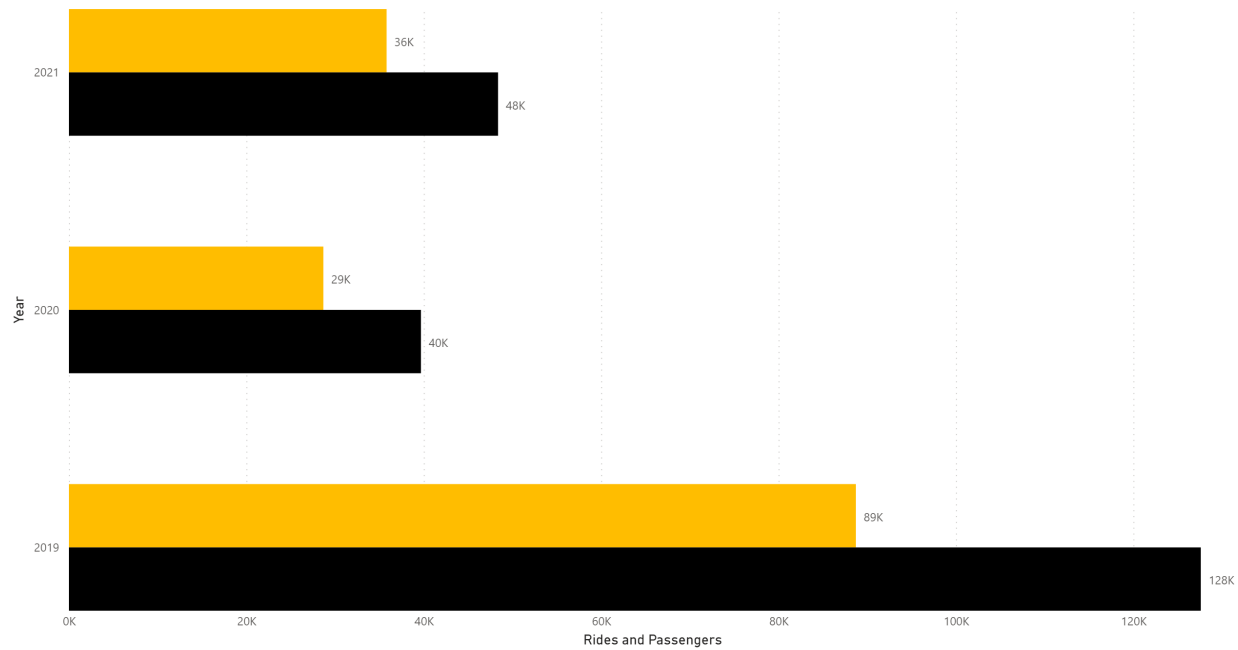
TRANSPORTATION ACTIVITY

Be On the Safe Side (BOSS)

- **BOSS Ridership (2019-2021)**
 - # of passengers in 2019 – 127,601
 - # of passengers in 2020 – 39,684
 - # of passengers in 2021 – 48,378

BOSS Ridership

● Rides ● Passengers

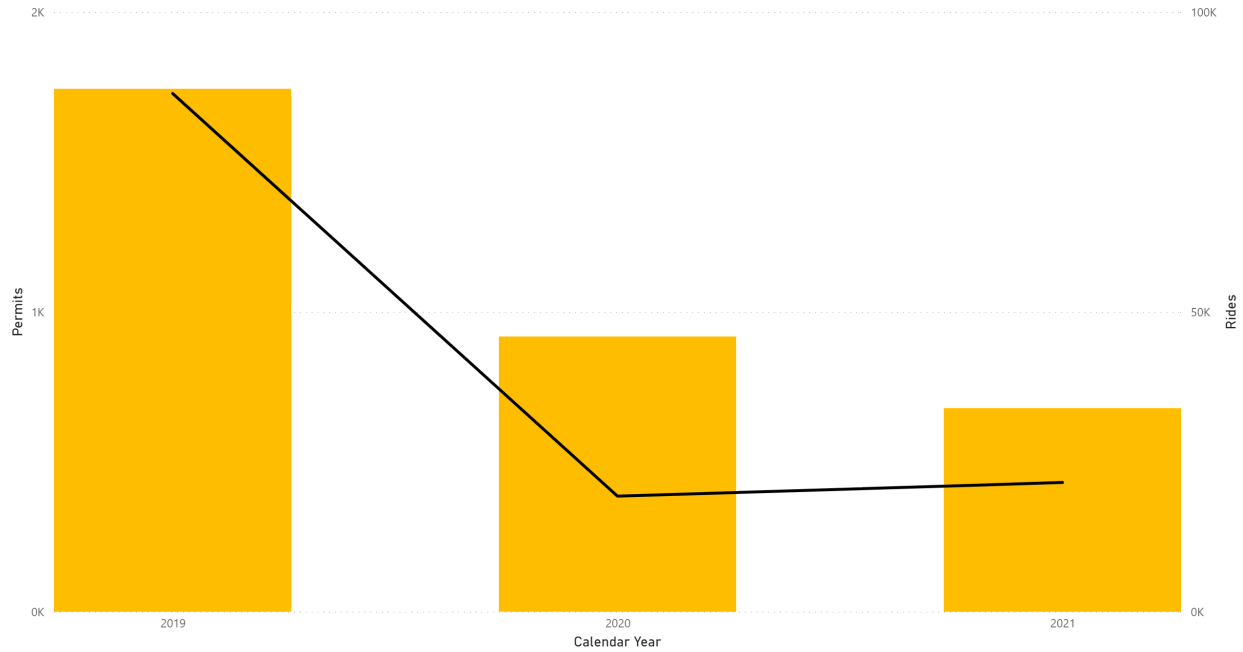


UWM Shuttles

- **UPARK Ridership (2019-2021)**
 - # of passengers in 2019 – 86,414
 - # of passengers in 2020 – 19,274
 - # of passengers in 2021 – 21,553

U-PARK Usage

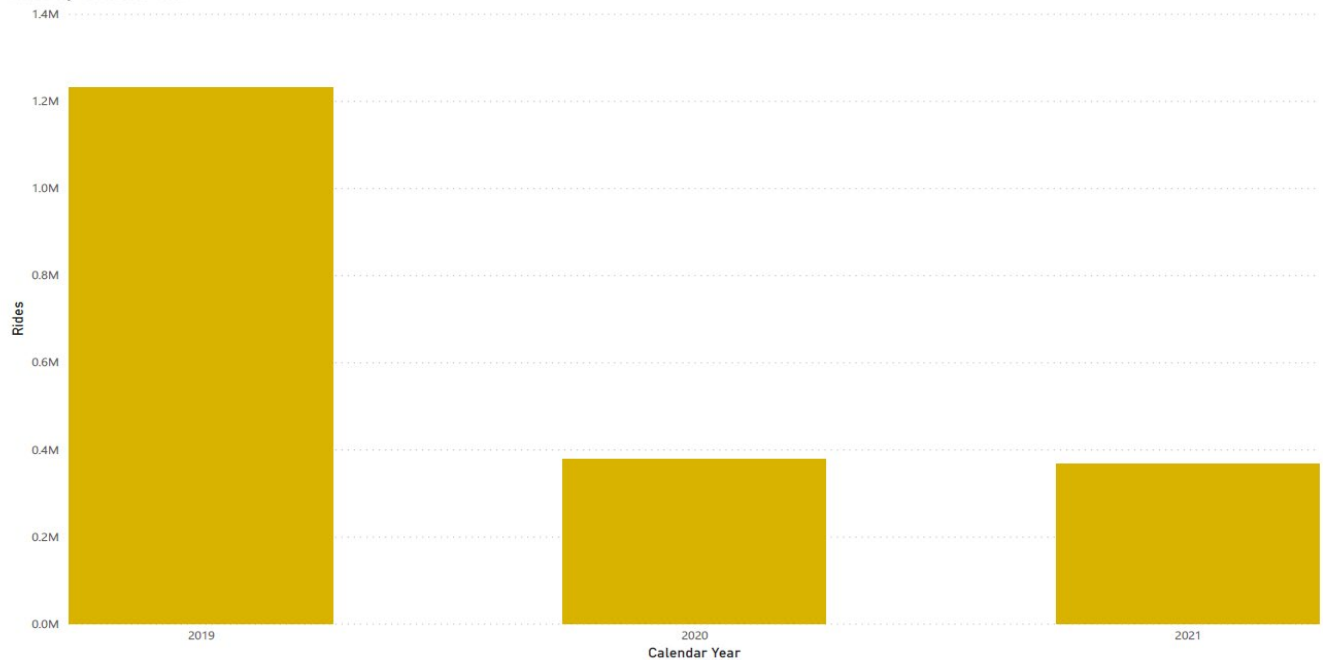
● Permits ● Rides



MCTS

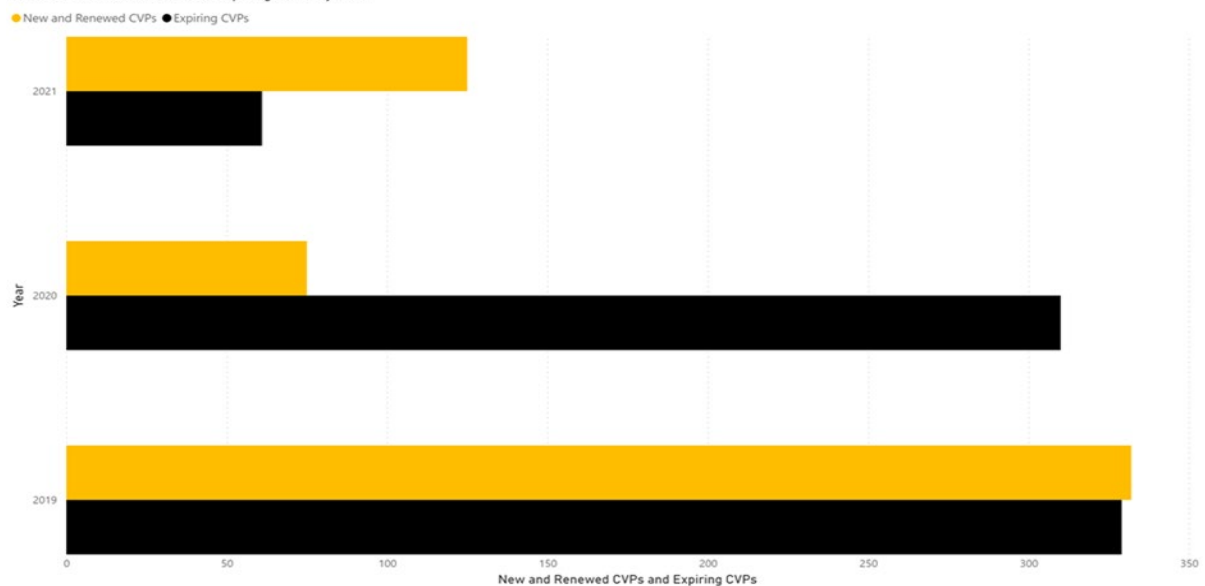
- **UPASS Ridership (2019-2021)**
 - # of passengers in 2019 – 1,222,966
 - # of passengers in 2020 – 377,425
 - # of passengers in 2021 – 367,304

Rides by Calendar Year



- **Employee Bus Pass Ridership (2019-2021)**
 - The # of passes has dropped from 332 (2019) to 75 (2020) to 125 (2021)
 - In 2020, discount pricing was removed, but it returned in 2021

New and Renewed CVPs and Expiring CVPs by Year



SUMMARY

2021 saw a rebound from 2020, but well behind 2019. In the future, it is unrealistic to reach the numbers reflected in 2019, and the “new normal” is yet to be determined.

The use of technology in parking and transportation was already trending upward, which will only be accelerated. In addition, as we face employee shortages and financial constraints, tech-based solutions will be the “norm.”

The COVID pandemic has forced us to examine our operations thoroughly and be realistic. We have to do more with less, and is that practical, or is that the “new normal”? If ridership doesn’t increase, do we eliminate certain bus services or shuttle routes? Does the current increase of single-occupied vehicles (SOV) continue while carpooling and mass transit trends stay down? Is it acceptable for the customer service level to fall below previous standards with staffing issues?

As we head to 2022, there is much uncertainty about what to expect as the changes have been non-stop. Therefore, the only expectation is to adapt to the great unknowns of 2022.