

AGENDA

CITY COUNCIL
MONONA PUBLIC LIBRARY MUNICIPAL ROOM
1000 NICHOLS ROAD
MONDAY, JULY 18, 2016
7:30 P.M.

- A. Call to Order.
- B. Roll Call and Pledge of Allegiance.
- C. Approval of Minutes from July 5, 2016.
- D. Appearances.
- E. Public Hearing. (None)
- F. Consent Agenda.
 - 1. Approval of New Applications for 2016/2017 Operator Licenses:
 - a. Debra R. Welch, Speedway – Royal Avenue
 - 2. Approval of Renewal Applications for 2016/2017 Operator Licenses:
 - a. Michelle L. Kern, East Side Club
 - b. Samantha M. Kemnitz, Pizza Oven
 - c. Eliza M. Zwettler, Pizza Oven
 - 3. Approval of Renewal Applications for 2016/2018 Operator Licenses:
 - a. Guy P. Devitt, Waypoint Public House (previously approved for one year in error)
- G. Council Action Items.
 - 1. Unfinished Business. (None)
 - 2. New Business.
 - a. Consideration of Ordinance 7-16-680 Amending the Official Traffic Map of the City of Monona for Establishment of Alternate Side Parking (Public Works Committee).
 - b. Consideration of Resolution 16-7-2109 Accepting a Public Service Commission Water Rate Increase (Finance Director).
- H. Reports of Committees, Commissions, Boards, Mayor, City Administrator, City Attorney, and Department Managers.
 - 1. Strategic Plan Update (City Planner/Economic Development Director).
 - 2. Agendas, Supporting Documents, and Minutes are Available on the Monona Web Page – www.mymonona.com.

I. Appointments.

1. To the Public Works Committee (effective immediately – May 2018):
 - a. Tom Stolper
 - b. Tim Turino
 - c. Leslie Busse
 - d. Steve Franklin
 - e. William Podell

2. To the Community Media Committee:
 - a. Lindsay Wood Davis (effective immediately – May 2018)
 - b. Dan Olson, Monona Grove School District Member, (effective immediately – May 2017)
 - c. Greg Little (effective immediately – May 2019)
 - d. Valerie Hein Hamstra (effective immediately – May 2019)

3. To the Public Safety Commission:
 - a. Bart Garey (effective immediately – May 2019)

J. Adjournment.

NOTE: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number) Fax: (608) 222-9225 or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice. POSTED July 15, 2016 on the City Hall, Library, and Community Center bulletin boards and on the City of Monona's website mymonona.com.

MONONA CITY COUNCIL MINUTES

July 5, 2016

The regular meeting of the Monona City Council was called to order by Mayor Miller at 7:34 p.m.

Present: Mayor Robert Miller, Alderpersons Mary O'Connor, Andrew Kitslaar, Brian Holmquist, Jim Busse, and Doug Wood

Excused: Alderperson Chad Speight

Also Present: City Administrator April Little, Municipal Judge Michael Finley, and City Clerk Joan Andrusz

ROLL CALL AND PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

A motion by Alder Wood, seconded by Alder O'Connor to approve the Minutes of the June 20, 2016 City Council meeting, was carried.

APPEARANCES

Waltraud Brinkmann, 5506 Tonyawatha Trail appeared before the Council and spoke for informational purposes about the Monona United to Amend effort.

The following individuals registered in favor of the Monona United to Amend effort:

Janet Vinje, 5500 Tonyawatha Trail	Ken Kosciak, 5507 Tonyawatha Trail
Carol Kosciak, 5507 Tonyawatha Trail	Kathy Witte, 5711 Pheasant Hill Road
Judith Weum, 506 Nichols Road	Kathleen Williams, 4909 Winnequah Road
Suzanne Schmahl, 5502 Tonyawatha Trail	

PUBLIC HEARING

There is no Public Hearing.

CONSENT AGENDA

A motion by Alder Wood, seconded by Alder Busse to approve the following, was carried:

1. New Applications for 2016/2017 Operator Licenses:
 - a. Holly M. Gile, Treysta on the Water
 - b. Emily A. Berendes, Waypoint Public House
2. Renewal Applications for 2016/2017 Operator Licenses:
 - a. Derek M. Turner, East Side Club
 - b. Jenifer L. Lippitt, Licali's Lakeside Liquor
 - c. Daniel P. O'Brien, Licali's Lakeside Liquor
 - d. Ann T. Olley, Licali's Lakeside Liquor
 - e. Frederick R. Bechen, PDQ Food Store
 - f. Kyle M. Nieman, PDQ Food Store
 - g. Austen R. Williams, Pizza Oven
 - h. Diane M. Gile, Treysta on the Water
 - i. Guy P. Devitt, Waypoint Public House
3. Renewal Applications for 2016/2018 Operator Licenses:

- a. John L. Zika, Buffalo Wild Wings
- b. Cory M. Hayes, Tully's II
- c. Jill A. Tollefson Blaney, Tully's II
- d. Sarah Wampole-Maciejeski, Tully's II

UNFINISHED BUSINESS

Judge Finley provided information on Municipal Court hours. Juvenile Court has to be a closed court. This causes a problem with court trails where the room has to be cleared. Juvenile hearings take about 20 minutes and then he has to wait until 5:30 p.m. for any possible hearings regarding a person's ability to pay, which are rare. He is requesting Juvenile initial appearances and indigency hearings be held on the Wednesday following the first and third Tuesday of each month at 4:30 p.m. until cases are completed. Having Thursdays off will also benefit his personal travel schedule.

A motion by Alder Busse, seconded by Alder Kitslaar to approve Resolution 16-6-2105 Approving Municipal Court Hours, was carried.

Judge Finley reported court is going well. He went to the training required after his election. He found things that were being done wrong and these will be corrected. He has been asked to be on a committee to do presentations for training judges on new laws; the State will now pay for his conference attendance.

NEW BUSINESS

There was no New Business.

REPORTS

Members announced upcoming meetings and meeting cancellations.

City Administrator Little reported she will attend the Build Monona breakfast on April 12 and a CVMIC conference on July 13 and 14.

Alder Holmquist reported the Public Works Committee will hold a public hearing regarding parking around the high school. A wider circle and more consistent rules will be considered instead of the current road-by-road regulations. Issues include interference with trash and recycling collections and snow plowing. South Winnequah Road biking and pedestrian concerns will also be discussed.

Mayor Miller reported that as the host of the Build Monona event he will provide a presentation. He is interviewing the newest Monona businesses about why they located here and how things are going. The Fourth of July Festival was incredible and he thanks Alder Kitslaar for his time and efforts for this wonderful event. Monona fireworks are as good as any. However, exiting was a problem this year partly because of the Schluter Beach work. He will be in Ireland for a month and Council President Speight will serve in his absence. Greg Anderson was thanked for his work, using no City funds, to transform an ice cream bicycle into the WVMO remote vehicle which was used for the first time at the Festival.

APPOINTMENTS

There were no Appointments.

ADJOURNMENT

A motion by Alder Wood, seconded by Alder Holmquist to adjourn, was carried. (6:00 p.m.)

Joan Andrusz
City Clerk

Ordinance No. 7-16-680
Monona Common Council

**AN ORDINANCE ESTABLISHING PARKING RESTRICTIONS AND AMENDING
THE OFFICIAL TRAFFIC MAP OF THE CITY OF MONONA**

WHEREAS, it is the intent of the City of Monona to protect the public health, safety, and welfare; and,

WHEREAS, pursuant to that intent, Section 10-1-5 of the City of Monona Code of Ordinances establishes an official traffic map; and,

WHEREAS, because of a high level of on-street parking by students, residents of streets near Monona Grove High School have expressed safety concerns about accessibility for fire trucks and ambulances and sight lines in and out of driveways, as well as challenges in receiving city services such as plowing and ice control, and trash, brush, and leaf collection. The Public Works Committee and City staff have reviewed the concerns and recommend establishing parking restriction on such streets in order to address the resident concerns.

NOW, THEREFORE, the Common Council of the City of Monona, Dane County, Wisconsin, do ordain as follows:

SECTION 1. The following parking restrictions are hereby adopted:

1. Establishment of “No Parking, Even and Odd Calendar Dates (alternate side parking), 8:00 a.m. – 4:00 p.m., M-F, Except Holidays, September 1st to June 15th” for the following sections of streets:
 - a. Wallace Avenue: from Dean Avenue to Shore Acres Road
 - b. Gordon Avenue: from Dean Avenue to Coldspring Avenue
 - c. Coldspring Avenue: from Monona Drive to Winnequah Road
 - d. Lofty Avenue: from 110’ west of Monona Drive to Wallace Avenue
 - e. Parkway Drive: from Monona Drive to Winnequah Road
2. Establishment of “No Parking Here To Corner – Except Police Vehicles” at the following location:
 - a. Coldspring Avenue eastbound at Monona Drive
3. Establishment of “No Parking Here To Corner” at the following locations:
 - a. Parkway Avenue at Monona Drive
 - b. Parkway Avenue at Shore Acres Road
 - c. Coldspring Avenue at Shore Acres Road
 - d. Lofty Avenue at Gordon Avenue
 - e. Lofty Avenue at Wallace Avenue
 - f. Springhaven Avenue at Gordon Avenue
 - g. Gordon Avenue at Coldspring Avenue
 - h. Gordon Avenue at Lofty Avenue
 - i. Gordon Avenue at Springhaven Avenue
 - j. Gordon Avenue at Dean Avenue
 - k. Wallace Avenue at Lofty Avenue
 - l. Wallace Avenue at Shore Acres Road

SECTION 2. The Official Traffic Map is hereby amended in conformity with Section 1 above.

SECTION 3. City staff is directed to take any and all action necessary to implement the aforementioned revisions.

SECTION 4. This ordinance shall take effect upon passage and publication as provided by law.

Adopted this _____ day of _____, 2016.

BY ORDER OF THE COMMON COUNCIL

Robert E. Miller
Mayor

ATTEST:

Joan Andrusz
City Clerk

Approval Recommended By: Public Works Committee – 7/11/16
Approved As To Form By: William S. Cole, City Attorney - 7/14/16

Council Action:

Date Introduced: 7-18-16

Date Approved: _____

Date Disapproved: _____

Street	Current Restrictions	Proposed Restrictions
Wallace Ave. <i>Dean to Shore Acres</i>	None	No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th No Parking Here To Corner – All intersections
Gordon Ave. <i>Dean to Cold Spring, northbound</i>	No Parking, 8:00am-4:00pm, Except Weekends & Holidays	No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th No Parking Here To Corner – All intersections
Gordon Ave. <i>Cold Spring to Dean, southbound</i>	2HR Parking, 8:00am-4:00pm, M-F	No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th No Parking Here To Corner – All intersections
Cold Spring Ave. <i>Monona Drive to Winnequah Rd, Westbound</i>	No Parking Here to Corner, and No Parking, 7:00am-6:00pm, Except Weekends & Holidays	No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th No Parking Here To Corner – at Shore Acres Rd.
Cold Spring Ave. <i>Winnequah Road to Monona Dr, eastbound</i>	2HR Parking, 8:00am-4:00pm, Except Weekends & Holidays, No Parking Except Police Vehicles	No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th @ Monona Drive - No Parking Here to Corner Except Police Vehicles No Parking Here To Corner – at Shore Acres Rd.
Lofty Ave. <i>Monona Drive to Wallace, westbound</i>	No Parking, 8:00am-4:00pm, Except Weekends & Holidays	No Parking Here to Corner – at Gordon Avenue and Wallace Avenue intersections @ 4411 Monona Drive - No Parking, 8:00am-4:00pm, Except Weekends & Holidays @4410 Gordon Ave. to Wallace – No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th
Lofty Ave. <i>Wallace to Monona Drive, Eastbound</i>	No Parking This Side	No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th

		No Parking Here To Corner – at Gordon Avenue and Wallace Avenue intersections
Springhaven Ave. <i>westbound at Gordon</i>	No restriction	No Parking Here To Corner – at Gordon Ave.
Parkway Dr. <i>Monona Drive to Winnequah, eastbound, westbound</i>	No restriction	No Parking Here to Corner - at Monona Drive and Shore Acres Rd. No Parking, Even/Odd Calendar Dates, 8:00am – 4:00pm, M-F, Except Holidays, September 1 st to June 15 th



On EVEN calendar dates vehicles to be parked on EVEN numbered side of the street between the hours of 8:00am – 4:00pm

On ODD calendar dates vehicles to be parked on ODD numbered side of the street between the hours of 8:00am – 4:00pm

From: [Nik Swartz](#)
To: [Daniel Stephany](#)
Cc: [Dominica Swartz](#)
Subject: Proposed Parking Restrictions - Wallace Avenue
Date: Monday, June 20, 2016 3:58:24 PM

Hi Dan,

My wife Domini and I live at 4501 Wallace Avenue with our 2 year old son and another baby due July 1st. I'm writing you an email in advance of the next Public Works Committee meeting as I'm unsure if I will be able to attend in person with the anticipated arrival of our second child. We are at the intersection of Wallace and Lofty on the west side of Wallace. We have lived in Monona for 4 years now and have not had any major issues with the high schoolers or scheduled city maintenance/pick-ups.

We are concerned with the proposed change on Wallace Avenue to implement even/odd parking. My mom is our sole day care provider. She drives up from Stoughton every day and arrives often at the same time as the students are, sometimes later. There are times when she can't find a parking spot on the street near our house already. I'm concerned that with the enforcement of even/odd parking there would essentially be half of the parking spaces available on our street making it even more difficult for her to find a spot nearby.

From reviewing past agendas/minutes I understand one person on Wallace had a problem with their care provider not being able to find a spot on the street. I'm glad there was a solution that resolved that issue but has anyone else on Wallace specifically complained?

To me it doesn't seem like snow removal or waste receptacles should be an issue. Waste receptacles can be placed at the ends of driveways on morning of and snow removal shouldn't be an issue since cars have to be moved with a 2" snowfall per city ordinance. If snow removal is an issue perhaps the parking regulation needs to be better enforced.

Sight lines, yes a bit near intersections and driveways, but the parked cars also help to slow down traffic which I would argue is more important from a safety standpoint. Cars tend to drive a lot slower during the day when vehicles have parked in filling up both sides of the street. I'm concerned that eliminating parking from one side of the street will create less visual obstacles and facilitate higher speeds on our street similar to what I see on Shore Acres behind us that only allows parking on one side of the street.

It seems to me that the brush/leaf collection may be an issue since there isn't a specific date/time collections are made but rather a window. Has a shorter window of time for one day of the week rather than the entire day to allow for brush/leaf collection been considered? The city of Madison has signage in certain zones example, "No Parking 9am to 1 pm Thursday". I think that might be for street sweeping but could also work for brush collection if it's coordinated with the private contractor, leaf collection and/or street sweeping. Even 1 day of the week would be better than parking restrictions every day of the week. Also it would only need to be enforced during the growing season April – November.

One of the great things about living in Monona over Madison is the ease of on-street parking. Especially since a lot of homes, at least on our street, are older with single car garages and single lane driveways which makes the constant juggling of cars a challenge for families that own 2 or more vehicles. We value not having to worry about parking regulations and letting our visitors/guests park on the street during the day and overnight when visiting.

Thank you very much for keeping us informed of the proposed changes, the clearly legible maps and letter, and with the ability to provide our feedback.

Sincerely,

Nik Swartz

From: [Mark Morgan](#)
To: [Daniel Stephany](#)
Subject: Parking Restrictions Changes
Date: Saturday, June 18, 2016 6:09:00 AM

Hi Daniel,

I'm a resident on Wallace Ave and received your letter about the proposed parking changes. I won't be able to attend the 7/11 meeting and wanted to let you know I think it's a good idea and hope that the changes will help ease the congestion on Wallace without overloading the surrounding streets. As you noted the parking on both sides definitely contributes missed leaf collection, restricted plowing, etc. For what it's worth, I wouldn't mind seeing more Police presence after school dismisses for the day. This year I've noticed more speeding and instances where students went the wrong way down Shore Acres.

Thanks for efforts with this.

Mark Morgan
4602 Wallace Ave

Sent from [Mail](#) for Windows 10

From: [David Shebelski](#)
To: [Daniel Stephany](#)
Subject: parking changes
Date: Tuesday, June 21, 2016 12:10:54 PM

Hi, my name is David Shebelski. I am sending this in regards to the meeting on July 11th. I am in favor of the proposed changes and would like to add that Spring Haven be included in the parking enforcement changes. I own the house on the corner of Gordon and Spring Haven and had students parking their cars in front of our house making it so my garbage pick up was missed several times also parking in front of our driveway and walkways to the house, there was also an increase in trash in our yard. We have had to call the police several times due to the way that cars are parking on Spring Haven. Spring Haven is not a very wide street and it is difficult to see when pulling out of our driveway when cars are parked on the road and traffic has a hard time flowing with cars parked as well. Thank you for your time and for sharing my input.

From: [Paul Brost](#)
To: [Daniel Stephany](#); [Daniel Olson](#); [Jerrud Rossing](#)
Subject: Parking Restrictions for MGHS Students
Date: Wednesday, June 22, 2016 8:52:38 PM

Daniel:

I am out of town on July 11 so will not be able to attend the Public Works Committee meeting. If I am understanding the basic premise of the recommended changes in parking restrictions, the objective is to spread the student parking over a larger area of streets. This will have students on the designated streets every other day. If I am misunderstanding, please correct me.

I do not know if other communities have used this parking strategy successfully? I am concerned that this adds some stress to the beginning of the school day for students as they are having to make sure that they are on the right streets on the corresponding days. However, my bigger concern is that it will likely change the walking patterns of students as they cross Monona Drive. In March, Brad Bruun asked me to draft a letter regarding the safety of the current crosswalk in the middle of the block. It does not have a flashing light in the median and there have been several close calls when one lane of traffic stops for a student to cross, but the other doesn't. I don't know how walking patterns will be impacted, but students are likely to cross Monona Drive in the most convenient place and not always the safest.

I understand the challenges that come with residents living near the high school. However, the vast majority of our students are respectful young people who are considerate of our neighbors. I would ask that the best interest of the students be balanced with the concerns expressed in your letter. It is not the fault of students that our school is land-locked and has parking space for only a fraction of the drivers.

Please feel free to call me if it would be helpful to talk more about this. I can be reached at 316 - 1369. Thank you for opportunity to provide input.

Paul Brost, Principal

From: [MaryAnne Thurber](#)
To: [Daniel Stephany](#)
Subject: Proposed Wallace Av Parking Restrictions
Date: Saturday, June 18, 2016 6:05:29 PM

Dear Sir,

As a resident and home-owner I fully endorse the proposed changes to the Monday through Friday academic-year invasion.

For years I have cleaned up student litter, had students standing in my gardens as they enter/exit their cars, dealt with the associated inconvenience of having cars parked at the edge of my driveway, had my recycle bin and junk bin bypassed because student vehicles blocked either view of or access to the container, had snow boulders left behind because the plows could not get anywhere near the curblin and played Russian roulette when turning onto Wallace from Lofty since parked cars were blocking the sight-line of motorists, bicycles and pedestrians. Since Wallace Avenue and other impacted roadways are for all intents and purposes a high school parking lot, it seems unreasonable that we homeowners be on the hook for premature curb and gutter assessments resulting from City-sanctioned/onerous overuse by non-residents.

Thank You,
MaryAnne Thurber
4512 Wallace Av.
Monona, WI 53716

From: [Kristin Keir](#)
To: [Daniel Stephany](#)
Cc: [Dax Bakken](#); [Brad Bruun](#)
Subject: Re: parking
Date: Thursday, June 16, 2016 3:08:24 PM

Hi, Dan,

Thanks for getting back. In all honesty, it's been great these last several years I've lived here having the minimal parking on our street! It's been a perk of our street as compared to some of the neighboring streets, who have experienced the bulk of the student parking. If I had "my way", Coldspring would stay as it is. :) That said, I understand that the students need to park and perhaps Coldspring needs to start sharing that "job"?

At least if Coldspring does change, it sounds like parking will be only one side of the street at a time.

Thanks again,
Kristin Keir

On Jun 16, 2016, at 10:16 AM, Daniel Stephany <dstephany@ci.monona.wi.us> wrote:

> Hi Kristin,
>
> You are correct, Cold Spring is included in the proposed changes. I apologize for this error, with Cold Spring being left out of the title. The proposed change would apply to both sides, and the two hour parking would be eliminated.
>
> We will send out another letter to Cold Spring residents explaining the error. Thanks for bringing it to my attention. That being said, I am curious of your thoughts on this plan.
>
> Regards,
>
>
>
> Dan
>
> Daniel Stephany
> Director of Public Works & Utilities
> City of Monona
> 5211 Schluter Road
> Monona, WI 53716
> 608-222-2525
>
>
>
>
> -----Original Message-----
> From: Kristin Keir [REDACTED]
> Sent: Thursday, June 16, 2016 9:51 AM
> To: Daniel Stephany
> Cc: dax bakken
> Subject: parking
>
> Hi, Daniel,
>

> We received your letter today about suggestions for changing parking restrictions. We live on W Coldspring Ave, between Shore Acres and Winnequah.

>

> Your letter mentions Wallace, Gordon, Lofty and Parkway potentially being affected. But your map shows W Coldspring as well. Currently, there is no parking on one side of the street in front of our house 8-4 during the weeks and two hour parking on the other side. If your proposed changes go into affect, will this part of the street stay as is?

>

> Thanks for clarifying,

> Kristin Keir

> 204 W Coldspring Ave

From: Douglas DeRosa [REDACTED]
Sent: Thursday, July 14, 2016 10:44 AM
To: Daniel Stephany
Cc: Brian Holmquist; Chad Speight
Subject: Parking Referendum

Dan — I'm hoping you can send to me the name and date of the referendum that established the parking restrictions for Gordon, Lofty, and Cold Springs avenues.

Having attended Monday's meeting I found it interesting that the old high school had a larger parking lot than the one built in 1999, and yet the neighborhood was compelled to seek parking restrictions from the City back in 1994. I am under the impression that these restrictions were designed to prevent kids from parking in the neighborhood back when there were far fewer kids driving to school, not expecting that they would start parking as far away as Shore Acres and Parkway.

And I am of course exceedingly disappointed that the only remedy the City has come up with in 22 years is to return the problem to the streets closest to the high school.

Which brings me to my next question. Has this proposal been considered from the safety point of view? Has the Public Safety Commission weighed in on it? Being one of at least 4 families with young children in close proximity of the corner of Lofty and Gordon, I am exceedingly concerned about the rush hours at the start and close of school when our kids will be waiting for and getting off the bus.

Doug
Phone: [REDACTED]

Resolution No. 16-7-2109
Monona Common Council

ACCEPTING A PUBLIC SERVICE COMMISSION WATER RATE INCREASE

WHEREAS, as directed by the Council, the Finance Director has researched and prepared a Water Rate Case for submittal to the Public Service Commission (PSC) for the purpose of providing sufficient revenues for the Water Utility to meet operational and future Capital expenses; and,

WHEREAS, the PSC reviewed the proposal and has recommended a fifteen percent (15%) increase in water rates; and,

WHEREAS, the PSC proposed two rate structures to implement the fifteen percent (15%) increase in water rates; and,

WHEREAS, the Common Council selected rate option (describe option selected).

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Monona, Dane County, Wisconsin, that the PSC Water Rate Case recommendation which would increase water rates by fifteen (15%) is hereby approved.

Adopted this _____ day of _____, 2016.

BY ORDER OF THE CITY COUNCIL
CITY OF MONONA, WISCONSIN

Robert E. Miller
Mayor

ATTEST:

Joan Andrusz
City Clerk

Council Action:

Date Introduced: 7-18-16

Date Approved: _____

Date Disapproved: _____

City of Monona
POLICY AND FISCAL NOTE

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
		Resolution No. <u>16-7-2109</u>
		Ordinance Amendment No. _____

Title: Water Rate Increase

Policy Analysis Statement:

Brief Description Of Proposal:

Staff was authorized to submit a water rate case to the Public Service Commission. The PSC regulates the rates; rates were last increased in 2011. The PSC reviewed our water rate case and has recommended a 15% overall percent increase to our rates to Monona Water Utility. See page 2 for fiscal note on why the rate case was needed.

The PSC proposed two (2) rate structures to implement the 15% increase:

1. Current rate method. See pages 4-7
2. Conservations rates for nonresidential user. See pages 8-11

The City Council will need to choose one of the two methods.

Current Policy Or Practice:

Currently rates are based on the 2011 water rate case.

Impact Of Adopting Proposal: .

Fiscal Estimate:

Fiscal Effect (check/circle all that apply)

- No fiscal effect
- Creates new expenditure account
- Creates new revenue account
- Increases expenditures
- Increases revenues
- Increases/decreases fund balance _____ Fund

Budget Effect:

- Expenditure authorized in budget
- No change to budget required
- Expenditure not authorized in budget
- Budget amendment required

Vote Required:

- Majority
- Two-Thirds

Narrative/assumptions About Long Range Fiscal Effect:

Expenditure/Revenue Changes:

Budget Amendment No. _____				No Budget Amendment Required <input checked="" type="checkbox"/>				
Account Number				Account Name	Budget Prior to Change	Debit	Credit	Amended Budget
Fund	CC	Account	Object					
				Totals				

Prepared By:

Department: Public Works
 Prepared By: Marc Houtakker
 Reviewed By:

Date: 7-14-16
 Date:

Why we needed a full increase

**City of Monona
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____ Resolution No. _____ Ordinance Amendment No. _____
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Title: Water Rate Increase

Policy Analysis Statement:

Brief Description Of Proposal:

Staff is requesting the authorization to submit a water rate case to the Public Service Commission. The PSC regulates the rates and the last time rates were increased was 2011. The PSC will review the water rate case and the PSC will recommend a percentage increase to our rates to Monona Water Utility.

Reason for the rate increase:

1. To meet debt coverage requirements
2. Water Utility lost its largest water user in 2014.
3. Since the last water rate increase the City has spent \$3,535,000 in replacing infrastructure and other capital items
4. Water Utility is planning to borrow another \$500,000 for 2016 projects

One major changes to water rates structure.

1. Established an inclining block rate for Commercial, Public Authority and Industrial customers or conservation rates. Currently residential customers only have conservation rates.

Current Policy Or Practice:

Currently rates are based on the 2011 water rate case.

Impact Of Adopting Proposal:

Fiscal Estimate:

<p><u>Fiscal Effect (check/circle all that apply)</u></p> <p><input type="checkbox"/> No fiscal effect</p> <p><input type="checkbox"/> Creates new expenditure account</p> <p><input type="checkbox"/> Creates new revenue account</p> <p><input type="checkbox"/> Increases expenditures</p> <p><input type="checkbox"/> Increases revenues</p> <p><input type="checkbox"/> Increases/decreases fund balance _____ Fund</p>	<p><u>Budget Effect:</u></p> <p><input type="checkbox"/> Expenditure authorized in budget</p> <p><input type="checkbox"/> No change to budget required</p> <p><input checked="" type="checkbox"/> Expenditure not authorized in budget</p> <p><input type="checkbox"/> Budget amendment required</p> <hr/> <p><u>Vote Required:</u></p> <p><input type="checkbox"/> Majority</p> <p><input checked="" type="checkbox"/> Two-Thirds</p>
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Narrative/assumptions About Long Range Fiscal Effect:

Expenditure/Revenue Changes:

Budget Amendment No.				No Budget Amendment Required <input checked="" type="checkbox"/>				
Account Number				Account Name	Budget Prior to Change	Debit	Credit	Amended Budget
Fund	CC	Account	Object					
Totals								

Prepared By:

Department: Public Works Prepared By: Marc Houtakker Reviewed By:	Date: Date:
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2



CITY OF MONONA WATER AND SEWER RATES

CURRENT RATES

Quarterly Service Charges

Meter Size	Water Service Charge	Sewer Service Charge
5/8"	\$21.00	\$38.53
3/4"	\$21.00	\$38.53
1"	\$35.10	\$56.19
1 ¼"	\$51.00	
1 ½"	\$72.00	\$86.70
2"	\$94.00	\$120.47
3"	\$193.50	\$218.39
4"	\$229.50	\$314.67
6"	\$342.00	
8"	\$463.50	
10"	\$652.50	
12"	\$846.00	

Quarterly Water Volume Charges

Usage	Residential	Non-Residential
10 units (first 1,000 cubic ft.)	\$2.40 per 100 cubic ft.	
15 units (next 1,500 cubic ft.)	\$2.85 per 100 cubic ft.	
25 units (over 2,500 cubic ft.)	\$3.75 per 100 cubic ft.	
70 units (first 7,000 cubic ft.)		\$2.55 per 100 cubic ft.
430 units (next 43,000 cubic ft.)		\$2.40 per 100 cubic ft.
500 units (over 50,000 cubic ft.)		\$1.85 per 100 cubic ft.

(100 cubic feet = 748 gallons, 1,000 cubic feet = 7,480 gallons)

Sewer Volume Charge

\$2.55 per 100 cubic feet

Quarterly Public Fire Protection Charge

\$0.174 per \$1,000 of assessed valuation of improvements
 (for example, \$200,000 home: \$ 0.174 x 200 = \$34.80)

Other Water Charges

Bulk Water Charge	\$30 per hook-up, plus volume charges
Water Hook-Up or Meter Reconnection Charge	\$30 during normal business hours \$45 after normal business hours

Rates updated January 1, 2015

PSC Proposal #1

MONONA WATER UTILITY Comparison of Revenue at Present Rates, Cost of Service and Proposed Rates

Customer Class	Cost of Service			Proposed Rates		
	Revenue at Present Rates	Revenue Required	Increase over Present Rates	Revenue	Increase over Present Rates	Percent of Cost of Service
Residential	\$616,718	\$767,852	25%	\$770,400	25%	100%
Multifamily Residential	\$98,920	\$127,243	29%	\$116,362	18%	91%
Commercial	\$259,108	\$300,346	16%	\$308,330	19%	103%
Industrial	\$1,958	\$2,075	6%	\$2,412	23%	116%
Public Authority	\$18,645	\$21,919	18%	\$22,322	20%	102%
Public Fire Protection	\$472,298	\$472,419	0%	\$472,298	0%	100%
Total	<u>\$1,467,647</u>	<u>\$1,691,855</u>	<u>15%</u>	<u>\$1,692,124</u>	<u>15%</u>	<u>100%</u>

MONONA WATER UTILITY

Proposed Water Rates and Rules

Public Fire Protection Service - - - F-1

Public fire protection service includes the use of hydrants for fire protection service only and such quantities of water as may be demanded for the purpose of extinguishing fires within the service area. This service shall also include water used for testing equipment and training personnel. For all other purposes, the metered or other rates set forth, or as may be filed with the Public Service Commission, shall apply.

Under Wis. Stat. § 196.03(3)(b), the municipality has chosen to have the utility bill the retail general service customers for public fire protection service.

Quarterly Public Fire Protection Service Charges:

\$0.174 per thousand dollars of assessed valuation of improvements.

This rate is based on total assessed valuation of improvements of \$678,590,254 and a total annual public fire protection charge of \$472,298. The total assessed valuation includes both taxable and tax- exempt parcels.

Customers who are provided service under Schedules Mg-1, Ug-1, or Sg-1 shall be subject to the charges in this schedule.

Billing: Same as Schedule Mg-1.

Private Fire Protection Service - Unmetered - - - Upf-1

This service shall consist of permanent or continuous unmetered connections to the main for the purpose of supplying water to private fire protection systems such as automatic sprinkler systems, standpipes, and private hydrants. This service shall also include reasonable quantities of water used for testing check valves and other backflow prevention devices.

Quarterly Private Fire Protection Service Demand Charges:

2 - inch or smaller connection - \$	33.00
3 - inch connection - \$	60.00
4 - inch connection - \$	99.00
6 - inch connection - \$	198.00
8 - inch connection - \$	315.00
10 - inch connection - \$	471.00
12 - inch connection - \$	627.00

S

PSC Proposal #1

Docket 3800-WR-109

Schedule 13
Page 2 of 6

14 - inch connection - \$	750.00
16 - inch connection - \$	897.00

Billing: Same as Schedule Mg-1.

General Service - Metered - - - Mg-1

Quarterly Service Charges (All Customer Classes):

5/8 -inch meter - \$	27.00	3 -inch meter - \$	195.00
3/4 -inch meter - \$	27.00	4 -inch meter - \$	285.00
1 -inch meter - \$	48.00	6 -inch meter - \$	480.00
1 1/4 -inch meter - \$	66.00	8 -inch meter - \$	720.00
1 1/2 -inch meter - \$	84.00	10 -inch meter - \$	999.00
2 -inch meter - \$	120.00	12 -inch meter - \$	1,305.00

Plus Volume Charges:

Residential Class Customers:

First	1,000	cubic feet used quarterly - \$2.97 per 100 cubic feet
Next	1,500	cubic feet used quarterly - \$3.50 per 100 cubic feet
Over	2,500	cubic feet used quarterly - \$4.50 per 100 cubic feet

Multifamily Residential Class and Nonresidential Class Customers:

First	7,000	cubic feet used quarterly - \$3.00 per 100 cubic feet
Next	43,000	cubic feet used quarterly - \$2.80 per 100 cubic feet
Over	50,000	cubic feet used quarterly - \$2.25 per 100 cubic feet

Residential Class Customers includes include single-family home, duplexes, and individually-metered condominiums, apartment buildings, and mobile home parks.

Multifamily Residential Class Customers includes master-metered multi-family dwelling units such as condominiums, apartment buildings, and mobile home parks.

Nonresidential Class Customers includes commercial, industrial, and public authority customers. Commercial customers include business entities and institutions, except governmental entities, that provide goods or services. Churches and parochial schools are not governmental and are classified as commercial. Industrial customers include customers who are engaged in the manufacture or production of goods. Public Authority customers include any department, agency, or entity of local, state, or federal government, including public schools, colleges, and universities.

Proposal #1

MONONA WATER UTILITY

Customer Water Bill Comparison at Present and Proposed Rates

Quarterly

Customer Type	Meter Size	Volume (100 Cubic Feet)	Bills at Old Rates	Bills at New Rates	Percent Change
Small Residential	3/4"	8	\$ 40.20	\$ 50.76	26%
Average Residential	3/4"	15	\$ 59.25	\$ 74.20	25%
Large Residential	3/4"	75	\$ 275.25	\$ 334.20	21%
Large Residential	3/4"	110	\$ 406.50	\$ 491.70	21%
Large Residential	3/4"	150	\$ 556.50	\$ 671.70	21%
Multifamily Residential	2"	500	\$ 1,305.00	\$ 1,534.00	18%
Multifamily Residential	2"	750	\$ 1,767.50	\$ 2,096.50	19%
Multifamily Residential	2"	1,000	\$ 2,230.00	\$ 2,659.00	19%
Multifamily Residential	3"	550	\$ 1,496.50	\$ 1,721.50	15%
Commercial	2"	750	\$ 1,767.50	\$ 2,096.50	19%
Commercial	2"	1,000	\$ 2,230.00	\$ 2,659.00	19%
Commercial	2"	1,250	\$ 2,692.50	\$ 3,221.50	20%
Commercial	4"	1,500	\$ 3,290.00	\$ 3,949.00	20%
Industrial	3/4"	25	\$ 84.75	\$ 102.00	20%
Industrial	3/4"	50	\$ 148.50	\$ 177.00	19%
Industrial	3/4"	75	\$ 211.50	\$ 251.00	19%
Industrial	1"	100	\$ 285.60	\$ 342.00	20%
Public Authority	1 1/2"	100	\$ 322.50	\$ 378.00	17%
Public Authority	2"	150	\$ 465.00	\$ 554.00	19%
Public Authority	2"	250	\$ 705.00	\$ 834.00	18%
Public Authority	2"	1,400	\$ 2,970.00	\$ 3,559.00	20%

MONONA WATER UTILITY
Comparison of Revenue
 at
Present Rates, Cost of Service and Proposed Rates

Customer Class	Cost of Service			Proposed Rates		
	Revenue at Present Rates	Revenue Required	Increase over Present Rates	Revenue	Increase over Present Rates	Percent of Cost of Service
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Multifamily Residential	\$98,920	\$127,243	29%	\$127,412	29%	100%
Commercial	\$259,108	\$300,346	16%	\$299,400	16%	100%
Industrial	\$1,958	\$2,075	6%	\$2,292	17%	110%
Public Authority	\$18,645	\$21,919	18%	\$21,852	17%	100%
Public Fire Protection	\$472,298	\$472,419	0%	\$472,298	0%	100%
Total	<u>\$1,467,647</u>	<u>\$1,691,855</u>	<u>15%</u>	<u>\$1,693,654</u>	<u>15%</u>	<u>100%</u>

MONONA WATER UTILITY

Proposed Water Rates and Rules

Public Fire Protection Service - - - F-1

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Quarterly Public Fire Protection Service Charges:

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This rate is based on total assessed valuation of improvements of \$678,590,254 and a total annual public fire protection charge of \$472,298. The total assessed valuation includes both taxable and tax- exempt parcels.

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Billing: Same as Schedule Mg-1.

Private Fire Protection Service - Unmetered - - - Upf-1

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3 - inch connection - \$	60.00
4 - inch connection - \$	99.00
6 - inch connection - \$	198.00
8 - inch connection - \$	315.00
10 - inch connection - \$	471.00
12 - inch connection - \$	627.00

14 - inch connection - \$	750.00
16 - inch connection - \$	897.00

Billing: Same as Schedule Mg-1.

General Service - Metered - - - Mg-1

Quarterly Service Charges (All Customer Classes):

5/8 -inch meter - \$	27.00	3 -inch meter - \$	195.00
3/4 -inch meter - \$	27.00	4 -inch meter - \$	285.00
1 -inch meter - \$	48.00	6 -inch meter - \$	480.00
1 1/4 -inch meter - \$	66.00	8 -inch meter - \$	720.00
1 1/2 -inch meter - \$	84.00	10 -inch meter - \$	999.00
2 -inch meter - \$	120.00	12 -inch meter - \$	1,305.00

Plus Volume Charges:

Residential Class Customers:

First	1,000	cubic feet used quarterly - \$2.97 per 100 cubic feet
Next	1,500	cubic feet used quarterly - \$3.50 per 100 cubic feet
Over	2,500	cubic feet used quarterly - \$4.50 per 100 cubic feet

Multifamily Residential Class Customers:

All water used quarterly - \$3.10 per 100 cubic feet

Nonresidential Class Customers:

All water used quarterly - \$2.70 per 100 cubic feet

Residential Class Customers includes include single-family home, duplexes, and individually-metered condominiums, apartment buildings, and mobile home parks.

Multifamily Residential Class Customers includes master-metered multi-family dwelling units such as condominiums, apartment buildings, and mobile home parks.

Nonresidential Class Customers includes commercial, industrial, and public authority customers. Commercial customers include business entities and institutions, except governmental entities, that provide goods or services. Churches and parochial schools are not governmental and are classified as commercial. Industrial customers include customers who are engaged in the manufacture or production of goods. Public Authority customers include any department, agency, or entity of local, state, or federal government, including public schools, colleges, and universities.

#2
~~PSC~~
 PSC Proposal

MONONA WATER UTILITY

Customer Water Bill Comparison at Present and Proposed Rates

Quarterly

Customer Type	Meter Size	Volume (100 Cubic Feet)	Bills at Old Rates	Bills at New Rates	Percent Change
Small Residential	3/4"	8	\$ 40.20	\$ 50.76	26%
Average Residential	3/4"	15	\$ 59.25	\$ 74.20	25%
Large Residential	3/4"	75	\$ 275.25	\$ 334.20	21%
Large Residential	3/4"	110	\$ 406.50	\$ 491.70	21%
Large Residential	3/4"	150	\$ 556.50	\$ 671.70	21%
Multifamily Residential	2"	500	\$ 1,305.00	\$ 1,670.00	28%
Multifamily Residential	2"	750	\$ 1,767.50	\$ 2,445.00	38%
Multifamily Residential	2"	1,000	\$ 2,230.00	\$ 3,220.00	44%
Multifamily Residential	3"	550	\$ 1,496.50	\$ 1,900.00	27%
Commercial	2"	750	\$ 1,767.50	\$ 2,145.00	21%
Commercial	2"	1,000	\$ 2,230.00	\$ 2,820.00	26%
Commercial	2"	1,250	\$ 2,692.50	\$ 3,495.00	30%
Commercial	4"	1,500	\$ 3,290.00	\$ 4,335.00	32%
Industrial	3/4"	25	\$ 84.75	\$ 94.50	12%
Industrial	3/4"	50	\$ 148.50	\$ 162.00	9%
Industrial	3/4"	75	\$ 211.50	\$ 229.50	9%
Industrial	1"	100	\$ 285.60	\$ 318.00	11%
Public Authority	1 1/2"	100	\$ 322.50	\$ 354.00	10%
Public Authority	2"	150	\$ 465.00	\$ 525.00	13%
Public Authority	2"	250	\$ 705.00	\$ 795.00	13%
Public Authority	2"	1,400	\$ 2,970.00	\$ 3,900.00	31%

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Monona Water Utility
Residential Increase

Small User(1 or 2 household)

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge		21.00	27.00	27.00
Usage	8 CF	<u>19.20</u>	<u>23.76</u>	<u>23.76</u>
Total	8 CF	<u><u>40.20</u></u>	<u><u>50.76</u></u>	<u><u>50.76</u></u>

Average User(4 household or more)

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge		21.00	27.00	27.00
Usage	10 cf	24.00	29.70	29.70
Usage	8 CF	<u>22.80</u>	<u>28.00</u>	<u>28.00</u>
Total	18 CF	<u><u>67.80</u></u>	<u><u>84.70</u></u>	<u><u>84.70</u></u>

Large User(Usually Pools, summer water and leaks)

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge		21.00	27.00	27.00
Usage	10 cf	24.00	29.70	29.70
Usage	15 cf	42.75	52.50	52.50
Usage	10 Cf	<u>37.50</u>	<u>45.00</u>	<u>45.00</u>
Total	35 CF	<u><u>87.75</u></u>	<u><u>109.20</u></u>	<u><u>109.20</u></u>

Monona Water Utility
 Nonresidential and excluding Multifamily

Commercial Small Users

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge	3/4	21.00	27.00	27.00
Usage	12 CF	30.60	36.00	32.40
Total	12 CF	<u>51.60</u>	<u>63.00</u>	<u>59.40</u>

Commercial User- Restaurants

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge	1"	35.10	48.00	48.00
Usage	70 cf	178.50	210.00	-
Usage	35 cf	84.00	98.00	-
		-	-	283.50
Total	105 cf	<u>297.60</u>	<u>356.00</u>	<u>331.50</u>

Commercial User- Large Retail

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge	2"	94.00	120.00	120.00
Usage	70 CF	178.50	210.00	-
Usage	430 CF	1,032.00	1,204.00	-
Usage	35 CF	64.75	78.75	-
		-	-	1,444.50
Total	535 CF	<u>1,369.25</u>	<u>1,612.75</u>	<u>1,564.50</u>

Commercial User- Largest Users

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge	3"	193.50	195.00	195.00
Usage	70 CF	178.50	210.00	-
Usage	430 CF	1,032.00	1,204.00	-
Usage	494 CF	913.90	1,111.50	-
		-	-	2,683.80
Total	535 CF	<u>2,317.90</u>	<u>2,720.50</u>	<u>2,878.80</u>

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Monona Water Utility
Multifamily

Multifamily Large Apts(5-8 unites)

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge	1"	35.10	48.00	48.00
Usage	50 CF	127.50	150.00	155.00
Total	50 CF	<u>162.60</u>	<u>198.00</u>	<u>203.00</u>

Multifamily Large Apts

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge	3"	193.50	195.00	195.00
Usage	70 CF	178.50	210.00	-
Usage	50 CF	120.00	140.00	-
		-	-	372.00
Total	120 CF	<u>492.00</u>	<u>545.00</u>	<u>567.00</u>

Multifamily Large Complexs

		Current Rate	Proposed Option #1	Proposed Option #2
Meter Charge	3"	94.00	120.00	120.00
Usage	70 CF	178.50	210.00	-
Usage	430 CF	1,032.00	1,204.00	-
Usage	15 CF	27.75	33.75	-
		-	-	1,596.50
Total	515 CF	<u>1,332.25</u>	<u>1,567.75</u>	<u>1,716.50</u>

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MONONA WATER UTILITY

VOLUME SALES

2015 Water Usage

DATA

Billing Periods per Year:

Actual Latest 12 Months Ending:

Does the utility have class-based volume rates?

Class-based rates are separate rate schedules for residential, commercial, or other special classes

Which rate schedules do you have?

Non-Residential

Multifamily

Irrigation/Other

Volume Block	Residential	Non-Residential
First 1,000	\$2.40	
Next 1,500	\$2.85	
Over 2,500	\$3.75	
First 7,000		\$2.55
Next 43,000		\$2.40
Over 50,000		\$1.85

Multifamily Residential
\$2.55
\$2.40
\$1.85

	Residential Units	Multifamily Residential Units	Commercial Units	Industrial Units	Public Authority Units	Irrigation/ Other Units	Total
First 1,000	88,224	0	0	0	0	0	88,224
Next 1,500	49,279	0	0	0	0	0	49,279
Over 2,500	11,338	0	0	0	0	0	11,338
First 7,000	0	10,962	35,013	0	2,364	0	48,339
Next 43,000	0	18,644	44,002	0	1,947	0	64,593
Over 50,000	0	5,261	12,981	0	1,058	0	19,300
Total Units	148,841	34,867	91,996	0	5,369	0	281,073
Unit Revenues	394,700.25	82,431.55	218,902.80	0.00	12,658.30	0.00	708,692.90

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MONONA WATER UTILITY

SERVICE CHARGES

Current Meters - 2015

DATA

Billing Periods per Year:

4

Actual Latest 12 Months Ending:

December 31, 2015

Meter Size	Charge	Residential	Multifamily Residential	Commercial	Industrial	Public Authority	Irrigation	Totals
		Average No. of Meters	Average No. of Meters	Average No. of Meters	Average No. of Meters	Average No. of Meters	Average No. of Meters	
5/8"	\$21.00	78	0	5	0	0	0	83
3/4"	\$21.00	2,408	9	112	0	6	0	2,535
1"	\$35.10	11	20	67	0	3	0	101
1 1/4"	\$51.00	0	0	0	0	0	0	0
1 1/2"	\$72.00	0	10	37	0	8	0	55
2"	\$94.50	0	11	28	0	7	0	46
2 1/2"	\$0.00	0	0	0	0	0	0	0
3"	\$193.50	0	7	1	0	0	0	8
4"	\$229.50	0	0	1	0	0	0	1
6"	\$342.00	0	0	0	0	0	0	0
8"	\$463.50	0	0	0	0	0	0	0
10"	\$652.50	0	0	0	0	0	0	0
12"	\$846.00	0	0	0	0	0	0	0
Total Meters		2,497	57	251	0	24	0	2,829
Fixed Revenues		\$ 210,368	\$ 16,020	\$ 42,167	\$ -	\$ 5,875	\$ -	274,430
Total Volume Revenue		\$ 394,700.25	\$ 82,431.55	\$ 218,902.80	\$ -	\$ 12,658.30	\$ -	\$ 708,693
Surcharges, etc.		\$0	\$0	\$0	\$0	\$0	\$0	0
Total Revenues Per Analysis		\$605,069	\$98,452	\$261,070	\$0	\$18,534	\$0	\$983,123
Total Actual Billed Revenues		\$615,680	\$101,214	\$253,258	\$0	\$18,534	\$0	\$988,686
Dollar Variance		(\$10,611)	(\$2,762)	\$7,812	\$0	(\$1)	\$0	(\$5,563)
Percent Variance (B)		-1.75%	-2.81%	2.99%	0.00%	0.00%	0.00%	-0.57%

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(A) The annual revenues from meter charges are based upon the number of bills issued annually.

(B) If the percent variance is greater than 3%, the variance must be explained in detail in the Notes, Attachment 19.

MONONA STRATEGIC PLAN UPDATE – 2016

DEPARTMENT: City Planner & Economic Development Director		STAFF: Sonja Reichertz
SECTION	STRATEGY / TACTIC ACCOMPLISHED:	
1B	1. Update Comprehensive Plan in 2014	
6FG	2. Implement New Wayfinding System	
1D	3. Post Data and Info on New Economic Development Webpage	
1E	4. Streamline / Standardize Process for Development Review	
SECTION	IN PROGRESS:	DEADLINE / STATUS
1A	1. Consider Overlay Districts (BIDs) on Commercial Corridors	Meeting scheduled with MESBA, research in progress of BID and alternatives.
1C	2. Gauge Support for Monona Drive BID	Same as above.
1A	3. Facilitate Development of North Monona Drive	Contacts made. No additional property acquisition pursued at this time.
1A	4. Facilitate Public Access and Commercial Waterfront Development	Substantial resources developed for the Riverfront Redevelopment
1C	5. Develop Financial Assistance (TIF) Package for Potential Businesses – Put on Website	Economic Development Website Created with many robust reports and marketing materials.
1D	6. Broaden Marketing and Development Potential to Other Markets	Using mail chimp correspondence, refined lists of developers and business, and public presentations to reach markets outside of Madison region.
1D	7. Develop Marketing Plan for CDA TIF Report	Always use/reference TIF report when appropriate. No marketing plan needed.
1E	8. Streamline Permitting Process	Continuous improvements made to staff review. Have not adjusted any code requirements for permitting process – not necessary at this time.
3A	9. Investigate Options on Funding and Expanding of Program to Improve Housing Quality	UniverCity Year will review Renew Monona and other opportunities.
SECTION	NOT STARTED:	REASON / ITEM NEEDED TO PROGRESS
1A	1. Focus Business Attraction on South Towne Industrial Park	Available locations are minimal. Readjust this goal to perhaps more engagement with existing businesses in this area.
1B	2. Update Broadway Corridor Plan	Not a priority, not yet identified as needed by the Plan Commission.
1B	3. Update Economic Development Plan in 2015	Not a priority, not yet identified as needed by the CDA. ED Element of

MONONA STRATEGIC PLAN UPDATE – 2016

		Comp Plan revised.
1C	4. Identify Outside Funding Sources for Business and Residential Improvements	Continuously reviewing grant eligibility and refer businesses to WEDC as appropriate.
1D	5. Create Market Report for Potential Businesses/Developers	Market data compiled and shared, but not in a specific market analysis report. Not needed at this time.
1D	6. Partner with Madison, WEDC, WEDA & Others for Marketing Initiatives	Staff attends meetings.
SECTION	NEW PRIORITIES 2017 - 2019	DEADLINE
	1. Establish Tourism Commission	2017 – April and Sonja
	2. Update sign code to streamline regulations and permitting process	2017
	3.	
	4.	

MONTHLY DEPARTMENT HEAD REPORT TO COUNCIL

DEPARTMENT: Senior Center

MONTH OF: June

Accomplishments:

- **First Summer Concert in Winnequah Park was a success with approximately 375 in attendance.**
- **Made changes and improvements to State Accreditation binder per recommendation by the review team**
- **Started working with Planning Committee on Fall Fashion Show**
- **Strategic Plan has been updated regarding the Senior Center and verbal update given to council**

Major Projects / Issues:

Dementia Friendly Coalition – Procedures for communication for training, recognition and follow-up have been developed. Volunteers willing to do training are ready and businesses will be contacted.

Summer Programs – Ice Cream Socials and Summer Concerts are planned

Capital Budget – Working on plans, numbers and need to schedule a meeting

In Progress / Routine Duties:

Volunteer monthly meeting/training, Dementia Friendly meeting, Staff meeting, July newsletter is in homes and the August newsletter is being developed.

Correspondence, processing donations and recognition, bills, website updates, publicity in the local paper, changes in sponsorships

Upcoming Objectives / Events:

Veterans Wall of Honor – We will be approaching our veterans group to see if they are interested in developing a Wall of Honor to show the service our local veterans have given to their country. We hope to have photos and service history to display in November for Veterans Day.

September is National Senior Center month – speakers are planned for every week, two special entertainers will be here in September and we will share our accreditation success with our participants.

Nordic Walking – with the increased interest in fitness and activity, we hope to bring in a Nordic Walking presentation to the Senior Center in late August to gauge interest in this program.

Personnel:

I have a vacation scheduled for the end of July and Project Assistants have August vacations planned. We are working ahead to cover lower staff periods