

**PARKING UTILITY
FEBRUARY 2013 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE**

Revenues (Finance Dept. Figures) and Occupancies: YTD total revenues show an increase of \$102K (14%) compared to previous year's revenues; with all major revenue categories showing increases: attended facilities \$41K (21%), metered facilities \$10K (23%), monthly parking \$23K (32%), and street meters \$21K (17%). Peak average occupancies range from 88% - 43%; Capitol Square North (88%), Government East (79%), Overture Center (76%) and State Street Campus (49%) are trending up, with State Street Capitol (43%) trending down slightly.

Operating Expenses (Finance Dept. figures): YTD total expenses show a decrease of \$14K (4%) compared to previous year's expenses; with decreases in payroll and purchased services, and increases in supplies and sales tax.

Operating Bottom Line (Finance Dept. figures): YTD operating income shows an increase of \$117K (29%) compared to previous year's results.

Capital Expenses: Plans for 2013 include remediation projects on aging structures, planning for the Judge Doyle Square project, Brayton Lot resurfacing, purchase of enforcement equipment for the MPD, and upgrades to the Sayle Street facility. Capital costs through January are \$3,800.

Facilities: Single-pole meters were removed on the 2000 block of Winnebago Street and 2-hour zoned parking installed on a 90-day trial basis in early February. To date we have received little customer feedback on the change. We plan to do a trial study of LED lighting in the State Street Capitol garage, and will be ordering several LED light fixtures for this purpose.

Multi-space meters: The multi-space meters opened at Buckeye Lot on September 15, 2010. The meters have conducted over 1,470,000 transactions with over 54% charged to credit cards. The average credit card transaction is \$2.10 and the average coin transaction is \$1.05.

Financial Sustainability RFP: Interviews took place on Friday, February 15th. The report, which will be used by policy makers for decision-making purposes, will provide recommendations to continue to operate efficiently for the next 20 years.

Judge Doyle Square (MMB/GE Parking Garage): A Pre-Submittal Information Meeting will be held on Wednesday, March 13th from 1-3 p.m. in the Monona Terrace. The website <http://www.cityofmadison.com/planning/judgedoylesquare> provides information, including background, project goals, and a timeline for this project.

Partners: We provided Special Event parking for \$4 at our State Street Campus, State Street Capitol and Overture Center Garages for the WIAA Wrestling tournament held Feb. 15th – 17th (Thur-Sat), with occupancies nearing capacity at several different times on Friday and Saturday.

Contracts: We will be advertising the 2013 parking garage repair contract on March 22 and 29. We will receive bids and seek Board of Public Works and Common Council approval in April. Construction work is expected to begin in early June. A substantial portion of this year's contract will be directed to the Government East garage, due to the age and condition of the structure.

Parking Operations Manager Training: Tom will be attending CAPP (Certified Administrator of Public Parking) training in Baltimore, MD from Tuesday, March 19th – Thursday, March 21st.

**CITY OF MADISON PARKING UTILITY
COMPARISON OF ACTUAL TO BUDGET**

For the Month Ending January 31, 2013

Percent of Fiscal Year Completed:

8.3%

	<u>2013 BUDGET</u>	<u>ACTUAL YTD</u>	<u>PERCENT OF BUDGET</u>
REVENUES:			
Parking & Other Revenue	\$ 12,242,521	\$ 857,414	7.0%
Interest on Investments	115,000	0	0.0%
TOTAL REVENUES	<u><u>\$ 12,357,521</u></u>	<u><u>\$ 857,414</u></u>	6.9%
EXPENDITURES:			
Permanent Wages	\$ 3,489,597	\$ 169,346	4.9%
Hourly Wages	204,398	6,191	3.0%
Overtime Wages	30,660	1,569	5.1%
Benefits	1,290,919	50,061	3.9%
Total Payroll	<u>5,015,574</u>	<u>227,167</u>	4.5%
Purchased Services	1,350,483	56,745	4.2%
Supplies	204,600	12,025	5.9%
Payments to City Depts.	1,068,501	0	0.0%
Reimbursement from City Depts.	(66,500)	0	0.0%
Debt Service	0	0	0.0%
Payment in Lieu of Taxes	1,284,723	0	0.0%
Transfers Out	241,770	0	0.0%
Capital Assets	117,000	0	0.0%
State & County Sales Tax	<u>666,264</u>	<u>47,280</u>	7.1%
TOTAL EXPENDITURES	<u><u>\$ 9,882,415</u></u>	<u><u>\$ 343,217</u></u>	3.5%
OPERATING INCOME (LOSS)	<u><u>\$ 2,475,106</u></u>	<u><u>\$ 514,197</u></u>	20.8%

**CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES**

For the Month Ending January 31, 2012 and 2013

	Actual 2012	Actual 2013
REVENUES:		
Attended Facilities	\$ 497,911	\$ 539,090
Metered Facilities	44,711	55,073
Monthly Parking	70,684	93,219
Street Meters	123,264	144,533
Parking Revenue	736,570	831,915
Residential Permit Parking	3,856	4,324
Miscellaneous	14,552	21,175
Interest on Investments	0	0
TOTAL REVENUES	\$ 754,978	\$ 857,414
EXPENDITURES:		
Permanent Wages	\$ 178,662	\$ 169,346
Hourly Wages	8,882	6,191
Overtime Wages	3,282	1,569
Benefits	51,417	50,061
Total Payroll	242,243	227,167
Purchased Services	67,902	56,745
Supplies	5,057	12,025
Payments to City Depts.	0	0
Reimbursement from City Depts.	0	0
Debt Service	0	0
Payment in Lieu of Taxes	0	0
Transfers Out	0	0
Capital Assets	2,987	0
State & County Sales Tax	39,309	47,280
TOTAL EXPENDITURES	\$ 357,498	\$ 343,217
OPERATING INCOME (LOSS)	\$ 397,480	\$ 514,197

YEAR-TO-DATE REVENUES: 2013 THRU 2011 (JAN-jan)		2013	2012	2011
(## = TPC Map Reference)				
Permits				
	RP3 (residential parking permits)	3,400	3,856	3,663
	Motorcycle Permits	0	0	0
	Resid Street Constr Permits	0	0	0
Total-Permits		3,400	3,856	3,663
Awards and Damages		239	0	0
Advertising Revenue		0	0	0
	Pct increase/decrease vs prior year	88%	105%	96%
Cashiered Revenue				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	69,586	61,702	67,770
#6	Gov East	117,044	109,008	109,254
#9	Overture Center	72,994	65,002	46,873
#11	SS Campus-Frances	45,334	47,093	47,084
#11	SS Campus-Lake	137,100	126,120	132,552
#12	SS Capitol	97,007	89,042	99,480
Total-Cashiered Revenue		539,065	497,967	503,012
	Pct increase/decrease vs prior year	108%	99%	106%
Off-Street Meters (non-motorcycle)				
#1	Blair Lot	474	278	162
#7	Lot 88 (Munic Bldg)	951	649	651
#2	Brayton Lot-Machine	30,565	23,375	26,761
#2	Brayton Lot-Meters	0	48	98
	Brayton Lot Multi-Space	0	0	0
#3	Buckeye/Lot 58	0	0	0
	Buckeye/Lot 58 Multi-Sp	13,422	13,736	8,836
	Evergreen Lot	3,659	3,664	2,794
	Wingra Lot	734	529	449
#12	SS Capitol	5,268	2,432	1,352
	Subtotal-Off-Street Meters (non motorcycle)	55,073	44,712	41,104
Off-Street Meters (motorcycles)		0	0	0
	ALL Cycles	0	0	0
Total-Off-Street Meters (All)		55,073	44,712	41,104
	Pct increase/decrease vs prior year	123%	109%	105%
Meters - On-Street				
	Unattributed On Street Multi-Space & Park Now	258	0	0
	Cap Sq Mtrs	1,812	1,794	3,865
	Cap Sq Multi-Space	3,110	2,350	282
	Campus Area	5,850	6,764	12,295
	Campus Area Multi-Space	11,473	11,224	2,428
	CCB Area	3,301	4,754	10,879
	CCB Area Multi-Space	12,651	8,635	2,613
	E Washington Area	3,386	3,283	4,297
	E Washington Area Multi-Space	1,424	740	0
	GEF Area	3,358	2,857	6,253
	GEF Area Multi-Space	8,292	6,989	2,410
	MATC Area	982	1,058	5,432
	MATC Area Multi-Space	10,638	8,631	3,074
	Meriter Area	2,845	4,959	8,700
	Meriter Area Multi-Space	8,115	3,104	0
	MMB Area	2,882	3,715	8,915
	MMB Area Multi-Space	13,221	8,650	3,765
	Monroe Area	8,745	8,442	6,951
	Schenks Area	2,587	1,558	1,567
	State St Area	2,772	2,614	10,367
	State St Area Multi-Space	7,738	6,574	772
	University Area	10,949	10,045	18,294
	University Area Multi-Space	11,452	9,348	0
	Wilson/Butler Area	3,322	4,424	4,938
	Wilson/Butler Area Multi-Space	3,619	752	0
	Subtotal-On-Street Meters	144,783	123,264	118,097
On-Street Construction-Related Meter Revenue				
	Contractor Permits	7,576	8,024	4,577
	Meter Hoods	3,477	1,579	2,515
	Construction Meter Removal	0	0	0
	Subtotal-On-Street Construction Related Revenue	11,053	9,603	7,092
Totals-On-Street Meters		155,835	132,867	125,189
	Pct increase/decrease vs prior year	117%	106%	107%
Monthly and Long-Term/Parking Leases				
#2	Brayton Lot	13,825	9,355	0
#11	State St Campus	4,056	1,240	0
#1	Blair Lot	4,674	3,683	4,502
#13	Wilson Lot	5,751	4,640	3,525
#4	Cap Square North	25,786	16,454	18,111
#6	Gov East	14,998	16,330	19,180
#9	Overture Center	12,841	7,681	8,433
#12	SS Capitol-Monthly (non-LT Lease)	11,288	11,302	12,856
	Subtotal-Monthly Parking Permits	93,219	70,685	66,607
#9	Overture Center	9,499	4,867	4,867
#12	SS Cap - LT Lease	0	0	8,100
	Subtotal-Long Term Parking Leases	9,499	4,867	12,967
Totals-Monthly Permit & Long-Term Leases		102,717	75,551	79,574
	Pct increase/decrease vs prior year	136%	95%	101%
Miscellaneous Revenues				
	Operating Lease Payments	0	0	0
	Property Sales	0	0	0
	Other	135	82	3,117
	Subtotal-Miscellaneous	135	82	3,117
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		3,774	3,938	6,780
TOTALS		856,465	755,036	755,659
	Pct increase/decrease vs prior year	113%	100%	106%

YEAR-TO-DATE REVENUES: 2012 vs 2013				
Through JAN				
	2012 YTD	2013 YTD	2013 +/- 2012	
			Amount	%
Permits				
RP3 (Residential Parking Permits)	3,856.00	3,400.00	(456.00)	-12%
Motorcycle Permits	-	-	-	n/a
Residential Street Construction Permits	-	-	-	n/a
Total-Permits	3,856.00	3,400.00	(456.00)	-12%
Awards and Damages	-	239.03	239.03	n/a
Advertising Revenue	-	-	-	n/a
Cashiered Revenue				
All Cashiered Ramps	-	-	-	n/a
#4 Cap Sq North	61,702.21	69,586.20	7,883.99	13%
#6 Gov East	109,007.96	117,044.14	8,036.18	7%
#9 Overture Center	65,002.46	72,993.64	7,991.18	12%
#11 SS Campus-Frances	47,092.72	45,333.99	(1,758.73)	-4%
#11 SS Campus-Lake	126,119.94	137,099.67	10,979.73	9%
#12 SS Capitol	89,042.09	97,007.18	7,965.09	9%
Total-Cashiered Revenue	497,967.38	539,064.81	41,097.43	8%
Off-Street Meters (non-motorcycle)				
#1 Blair Lot	278.04	474.12	196.08	71%
#7 Lot 88 (Munic Bldg)	648.69	951.26	302.57	47%
#2 Brayton Lot-Machine	23,375.11	30,564.60	7,189.49	31%
#2 Brayton Lot-Meters	48.45	-	(48.45)	-100%
#3 Buckeye/Lot 58 Multi-Space	13,735.51	13,422.35	(313.16)	-2%
Evergreen Lot	3,664.34	3,658.83	(5.51)	0%
Wingra Lot	529.28	733.57	204.29	39%
#12 SS Capitol	2,432.12	5,268.35	2,836.23	117%
Subtotal-Off-Street Meters (non motorcyc	44,711.54	55,073.08	10,361.54	23%
Off-Street Meters (motorcycles)				
All Cycles	-	-	-	n/a
Total-Off-Street Meters (All)	44,711.54	55,073.08	10,361.54	0.23
On-Street Meters				
Unattributed On Street Multi-Space & Par	-	257.53	257.53	n/a
Capitol Square Meters	1,794.30	1,812.46	18.16	1%
Capitol Square Multi-Space	2,349.85	3,110.00	760.15	32%
Campus Area	6,764.04	5,849.81	(914.23)	-14%
Campus Area Multi-Space	11,223.50	11,472.50	249.00	2%
CCB Area	4,754.31	3,300.85	(1,453.46)	-31%
CCB Area Multi-Space	8,635.42	12,651.35	4,015.93	47%
East Washington Area	3,283.09	3,385.89	102.80	3%
East Washington Area Multi-Space	739.70	1,424.45	684.75	93%
GEF Area	2,856.92	3,358.26	501.34	18%
GEF Area Multi-Space	6,988.75	8,292.30	1,303.55	19%
MATC Area	1,057.79	981.50	(76.29)	-7%
MATC Area Multi-Space	8,630.66	10,637.90	2,007.24	23%
Meriter Area	4,958.70	2,844.61	(2,114.09)	-43%
Meriter Area Multi-Space	3,103.70	8,115.30	5,011.60	161%
MMB Area	3,715.11	2,882.35	(832.76)	-22%
MMB Area Multi-Space	8,649.56	13,221.15	4,571.59	53%
Monroe Area	8,442.23	8,745.16	302.93	4%
Schenks Area	1,558.16	2,586.90	1,028.74	66%
State St Area	2,614.34	2,772.06	157.72	6%
State St Area Multi-Space	6,574.11	7,738.35	1,164.24	18%
University Area	10,045.31	10,948.64	903.33	9%
University Area Multi-Space	9,348.17	11,452.10	2,103.93	23%
Wilson/Butler Area	4,424.12	3,322.28	(1,101.84)	-25%
Wilson/Butler Area Multi-Space	752.30	3,619.15	2,866.85	381%
Subtotal-On-Street Meters	123,264.14	144,782.85	21,518.71	17%
On-Street Construction-Related Meter Revenue				
Contractor Permits	8,024.00	7,576.00	(448.00)	-6%
Meter Hoods	1,579.00	3,476.50	1,897.50	120%
Construction Meter Removal	-	-	-	n/a
Subtotal-On-Street Construction Related Revenue	9,603.00	11,052.50	1,449.50	15%
Totals-On-Street Meters	132,867.14	155,835.35	22,968.21	17%
Monthly Permit & Long-Term Parking Leases				
#2 Brayton Lot	9,355.40	13,824.76	4,469.36	48%
#11 State St Campus	1,240.30	4,055.94	2,815.64	227%
#1 Blair Lot	3,682.52	4,673.90	991.38	27%
Wilson Lot	4,640.00	5,751.00	1,111.00	24%
#13 Cap Square No	16,453.72	25,786.11	9,332.39	57%
#6 Gov East	16,330.15	14,997.66	(1,332.49)	-8%
#9 Overture Center	7,680.56	12,840.85	5,160.29	67%
#12 SS Capitol-Monthly (non-LT Lease)	11,301.86	11,288.47	(13.39)	0%
Subtotal-Monthly Permit Parking	70,684.51	93,218.69	22,534.18	32%
Overture Center (#9)	4,866.75	9,498.75	4,632.00	95%
#12 SS Cap-Long Term Lease	-	-	-	n/a
Subtotal-Long Term Parking Leases	4,866.75	9,498.75	4,632.00	95%
Totals-Monthly Permit & Long-Term Leases	75,551.26	102,717.44	27,166.18	36%
Miscellaneous Revenues				
Operating Lease Payments	-	-	-	n/a
Property Sales	-	-	-	n/a
Other	82.20	135.33	53.13	65%
Subtotal-Miscellaneous	82.20	135.33	53.13	65%
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	3,938.20	3,774.36	(163.84)	-4%
TOTALS	755,035.52	856,465.04	101,429.52	13%

Year-to-Date 2012- Through JAN				
	Budget	Actual	Amount	%
Permits				
RP3 (Residential Parking Permits)	3,484.00	3,400.00	(84.00)	-2%
Motorcycle Permits	-	-	-	n/a
Residential Street Construction Permits	-	-	-	n/a
Total-Permits	3,484.00	3,400.00	(84.00)	-2%
Awards and Damages				
Advertising Revenue	-	239.03	239.03	n/a
Cashiered Revenue				
All Cashiered Ramps	-	-	-	n/a
#4 Cap Sq North	62,527.16	69,586.20	7,059.03	11%
#6 Gov East	116,865.78	117,044.14	178.35	0%
#9 Overture Center	62,813.66	72,993.64	10,179.98	16%
#11 SS Campus-Francis	44,221.32	45,333.99	1,112.67	3%
#11 SS Campus-Lake	130,269.01	137,099.67	6,830.65	5%
#12 SS Capitol	98,521.20	97,007.18	(1,514.02)	-2%
Total-Cashiered Revenue	515,218.14	539,064.81	23,846.67	5%
Meters-Off-Street (non-motorcycle)				
#1 Blair Lot	213.45	474.12	260.67	122%
#7 Lot 88 (Munic Bldg)	739.99	951.26	211.27	29%
#2 Brayton Lot-Machine	25,507.46	30,564.60	5,057.14	20%
#2 Brayton Lot-Meters	-	-	-	n/a
#3 Buckeye/Lot 58 Multi-Space	12,351.30	13,422.35	1,071.05	9%
Evergreen Lot	3,379.71	3,658.83	279.12	8%
Wingra Lot	678.52	733.57	55.05	8%
#12 SS Capitol	2,375.79	5,268.35	2,892.56	122%
Subtotal-Off-Street Meters (non-motorcyc	45,246.22	55,073.08	9,826.86	22%
Off-Street Meters (motorcycles)				
ALL Cycles	-	-	-	n/a
Total-Off-Street Meters (All)	45,246.22	55,073.08	9,826.86	22%
Meters-On-Street				
Unattributed On Street Multi-Space & Par	-	257.53	257.53	n/a
Capitol Square Meters	1,843.49	1,812.46	(31.03)	-2%
Capitol Square Multi-Space	2,453.00	3,110.00	657.00	27%
Campus Area	6,712.81	5,849.81	(863.00)	-13%
Campus Area Multi-Space	10,069.00	11,472.50	1,403.50	14%
CCB Area	3,805.49	3,300.85	(504.64)	-13%
CCB Area Multi-Space	9,692.00	12,651.35	2,959.35	31%
East Washington Area	2,967.69	3,385.89	418.20	14%
East Washington Area Multi-Space	611.00	1,424.45	813.45	133%
GEF Area	2,910.70	3,358.26	447.56	15%
GEF Area Multi-Space	7,485.00	8,292.30	807.30	11%
MATC Area	1,390.64	981.50	(409.14)	-29%
MATC Area Multi-Space	7,717.00	10,637.90	2,920.90	38%
Meriter Area	4,785.31	2,844.61	(1,940.70)	-41%
Meriter Area Multi-Space	3,101.00	8,115.30	5,014.30	162%
MMB Area	3,759.32	2,882.35	(876.97)	-23%
MMB Area Multi-Space	9,447.00	13,221.15	3,774.15	40%
Monroe Area	8,284.96	8,745.16	460.20	6%
Schenks Area	1,566.61	2,586.90	1,020.29	65%
State St Area	2,060.63	2,772.06	711.43	35%
State St Area Multi-Space	8,340.00	7,738.35	(601.65)	-7%
University Area	11,569.88	10,948.64	(621.24)	-5%
University Area Multi-Space	8,204.00	11,452.10	3,248.10	40%
Wilson/Butler Area	4,141.47	3,322.28	(819.19)	-20%
Wilson/Butler Area Multi-Space	854.00	3,619.15	2,765.15	324%
Subtotal-On-Street Meters	123,772.00	144,782.85	21,010.85	17%
On-Street Construction-Related Meter Revenue				
Contractor Permits	5,577.25	7,576.00	1,998.75	36%
Meter Hoods	1,575.00	3,476.50	1,901.50	121%
Construction Meter Removal	-	-	-	n/a
Subtotal-Construction Related Revenue	7,152.25	11,052.50	3,900.25	55%
Totals-On-Street Meters	130,924.25	155,835.35	24,911.10	19%
Monthly Permit & Long-Term Parking Leases				
#2 Brayton Lot	10,364.90	13,824.76	3,459.87	33%
#11 State St Campus	1,240.30	4,055.94	2,815.64	227%
#1 Blair Lot	4,185.57	4,673.90	488.33	12%
Wilson Lot	5,304.72	5,751.00	446.28	8%
#13 Cap Square North	17,582.91	25,786.11	8,203.20	47%
#6 Gov East	17,652.96	14,997.66	(2,655.30)	-15%
#9 Overture Center	7,760.60	12,840.85	5,080.25	65%
#12 SS Capitol-Monthly (non-LT Lease)	11,119.44	11,288.47	169.04	2%
Subtotal-Monthly Permit	75,211.39	93,218.69	18,007.30	24%
Overture Center (#9)	4,866.75	9,498.75	4,632.00	95%
#12 SS Cap-Long Term Lease	-	-	-	n/a
Subtotal-Long-Term Parking Leases	4,866.75	9,498.75	4,632.00	95%
Total-Monthly Permit & Long-Term Parking Le	80,078.14	102,717.44	22,639.30	28%
Miscellaneous Revenue				
Operating Lease Payments	-	-	-	n/a
Property Sales	-	-	-	n/a
Other (Includes 79475 txfer in from Intern	1,123.35	135.33	(988.02)	-88%
Subtotal-Miscellaneous	1,123.35	135.33	(988.02)	-88%
Summary - RP3 and Misc Revenue (incl's Cycle Perms	4,607.35	3,774.36	(832.99)	-18%
TOTALS	776,074.10	856,465.04	80,390.94	10%

2013 REVENUES-BUDGET VS ACTUAL JANUARY					
<small>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.</small>					
		Budget	Actual	Actual +/- Budget	
### = TPC map reference)				Amount	%
74000	Permits				
	RP3 (Residential Parking Permits)	3,484.00	3,400.00	(84.00)	-2%
	Motorcycle Permits	-	-	-	
	Residential Street Construction Permits	-	-	-	
	Total-Permits	3,484.00	3,400.00	(84.00)	-2%
75300	Awards and Damages	-	239.03	239.03	
76350	Advertising Revenue	-	-	-	
76710	Cashiered Revenue				
	ALL Cashiered Ramps			-	
#4	Cap Sq North	62,527.16	69,586.20	7,059.03	11%
#6	Gov East	116,865.78	117,044.14	178.35	0%
#9	Overture Center	62,813.66	72,993.64	10,179.98	16%
#11	SS Campus-Frances	44,221.32	45,333.99	1,112.67	3%
#11	SS Campus-Lake	130,269.01	137,099.67	6,830.65	5%
#12	SS Capitol	98,521.20	97,007.18	(1,514.02)	-2%
	Total-Cashiered Revenue	515,218.14	539,064.81	23,846.67	5%
76720	Meters-Off-Street (non-motorcycle)				
#1	Blair Lot	213.45	474.12	260.67	122%
#7	Lot 88 (Munic Bldg)	739.99	951.26	211.27	29%
#2	Brayton Lot-Machine	25,507.46	30,564.60	5,057.14	20%
#2	Brayton Lot-Meters	-	-	-	
#3	Buckeye/Lot 58 Multi-Space	12,351.30	13,422.35	1,071.05	9%
	Evergreen Lot	3,379.71	3,658.83	279.12	8%
	Wingra Lot	678.52	733.57	55.05	8%
#12	SS Capitol	2,375.79	5,268.35	2,892.56	122%
	Subtotal-Off-Street Meters (non motorcycle)	45,246.22	55,073.08	9,826.86	22%
	Meters-Off-Street motorcycles				
	All Cycles	-	-	-	
	Total-Off-Street Meters (All)	45,246.22	55,073.08	9,826.86	22%
76730	Meters-On-Street				
	Unattributed On Street Multi-Space & Park Now		257.53	257.53	
	Capitol Square Meters	1,843.49	1,812.46	(31.03)	-2%
	Capitol Square Multi-Space	2,453.00	3,110.00	657.00	27%
	Campus Area	6,712.81	5,849.81	(863.00)	-13%
	Campus Area Multi-Space	10,069.00	11,472.50	1,403.50	14%
	CCB Area	3,805.49	3,300.85	(504.64)	-13%
	CCB Area Multi-Space	9,692.00	12,651.35	2,959.35	31%
	East Washington Area	2,967.69	3,385.89	418.20	14%
	East Washington Area Multi-Space	611.00	1,424.45	813.45	133%
	GEF Area	2,910.70	3,358.26	447.56	15%
	GEF Area Multi-Space	7,485.00	8,292.30	807.30	11%
	MATC Area	1,390.64	981.50	(409.14)	-29%
	MATC Area Multi-Space	7,717.00	10,637.90	2,920.90	38%
	Meriter Area	4,785.31	2,844.61	(1,940.70)	-41%
	Meriter Area Multi-Space	3,101.00	8,115.30	5,014.30	162%
	MMB Area	3,759.32	2,882.35	(876.97)	-23%
	MMB Area Multi-Space	9,447.00	13,221.15	3,774.15	40%
	Monroe Area	8,284.96	8,745.16	460.20	6%
	Schenks Area	1,566.61	2,586.90	1,020.29	65%
	State St Area	2,060.63	2,772.06	711.43	35%
	State St Area Multi-Space	8,340.00	7,738.35	(601.65)	-7%
	University Area	11,569.88	10,948.64	(621.24)	-5%
	University Area Multi-Space	8,204.00	11,452.10	3,248.10	40%
	Wilson/Butler Area	4,141.47	3,322.28	(819.19)	-20%
	Wilson/Butler Area Multi-Space	854.00	3,619.15	2,765.15	324%
	Subtotal-On-Street Meters	123,772.00	144,782.85	21,010.85	17%
	On-Street Construction-Related Meter Revenue				
	Contractor Permits	5,577.25	7,576.00	1,998.75	36%
	Meter Hoods	1,575.00	3,476.50	1,901.50	121%
	Construction Meter Removal	-	-	-	
	Subtotal-On-Street Construction Related Revenue	7,152.25	11,052.50	3,900.25	55%
	Total-On-Street Meters	130,924.25	155,835.35	24,911.10	19%
76730	Brayton Lot	10,364.90	13,824.76	3,459.87	33%
	State St Campus	1,240.30	4,055.94	2,815.64	227%
	Blair Lot (#1)	4,185.57	4,673.90	488.33	12%
	Wilson Lot	5,304.72	5,751.00	446.28	8%
	Cap Square North	17,582.91	25,786.11	8,203.20	47%
	Gov East	17,652.96	14,997.66	(2,655.30)	-15%
	Overture Center	7,760.60	12,840.85	5,080.25	65%
	SS Capitol-Monthly (non-LT Lease)	11,119.44	11,288.47	169.04	2%
	Subtotal-Monthly Permit	75,211.39	93,218.69	18,007.30	24%
76740	Overture Center (#9)	4,866.75	9,498.75	4,632.00	95%
	SS Cap-Long Term Lease	-	-	-	
	Subtotal-Long Term Parking Leases	4,866.75	9,498.75	4,632.00	95%
	Total-Monthly Permit & Long-Term Parking Leases	80,078.14	102,717.44	22,639.30	28%
78000	Miscellaneous Revenue				
	Operating Lease Payments	-	-	-	
	Property Sales	-	-	-	
	Other (Includes 79475 txfer in from Internal Svc)	1,123.35	135.33	(988.02)	-88%
	Subtotal-Miscellaneous Revenue	1,123.35	135.33	(988.02)	-88%
	Summary-RP3 & Miscellaneous Revenue	4,607.35	3,774.36	(832.99)	-18%
	GRAND TOTALS	776,074.10	856,465.04	80,390.94	10%

**Department of Transportation -- Parking Division
Revenue(a) for the Months of January, 2012 and 2013(c)**

Available Spaces (y)	Facility	Spaces (z)		Days		Avg Wkday Occy		Revenues		Rev/Space/Day	
		Jan-12	Jan-13	Jan-12	Jan-13	Jan-12	Jan-13	Jan-12	Jan-13	Jan-12	Jan-13
Metered Lots	13 Blair Lot	13	13	25	25	0%		278.04	\$ 474.12	\$ 0.86	\$ 1.46
	19 Lot 88 (Municipal Building)	12	17	25	25	59%	53%	648.69	\$ 951.26	\$ 2.16	\$ 2.24
	154 Brayton Lot Paystations	154	154	25	25	69%	71%	23,375.11	\$ 30,564.60	\$ 6.07	\$ 7.94
	Brayton Lot Meters	12	0	25	25	25%	0%	48.45	\$ -	\$ 0.16	\$ -
	53 Buckeye Lot Multi-Sp (f)	55	53	25	25	31%	31%	13,735.51	\$ 13,422.35	\$ 9.99	\$ 10.13
	22 Evergreen Lot	23	23	25	25	43%	26%	3,664.34	\$ 3,658.83	\$ 6.37	\$ 6.36
	19 Wingra Lot	19	19	25	25	12%	21%	529.28	\$ 733.57	\$ 1.11	\$ 1.54
	19 SS Capitol	19	19	25	25	5%	26%	2,432.12	\$ 5,268.35	\$ 5.12	\$ 11.09
43 Cycles	46	43	25	25	0%		-	\$ -	\$ -	\$ -	
Cashiered	411 Capitol Square N (c)	469	365	31	31	83%	88%	61,702.21	\$ 69,586.20	\$ 4.24	\$ 6.15
	425 Gov East (c)	407	363	31	31	75%	79%	109,007.96	\$ 117,044.14	\$ 8.64	\$ 10.40
	409 Overture Ctr (c)	577	439	31	31	56%	76%	65,002.46	\$ 72,993.64	\$ 3.63	\$ 5.36
	534 SS Campus-Francis (c)							47,092.72	\$ 45,333.99		
	(SS Campus Combined Total)	997	1,009	31	31	44%	49%	173,212.66	\$ 182,434	\$ 5.60	\$ 5.83
509 SS Campus-Lake (c)							126,119.94	\$ 137,099.67			
644 State St Capitol (c)	687	642	31	31	45%	43%	89,042.09	\$ 97,007.18	\$ 4.18	\$ 4.87	
Monthly	15 State St Campus Monthly (b) (d)	50	15	22	22	12%	57%	1,240.30	\$ 4,055.94	\$ 1.13	\$ 12.29
	45 Blair Lot Monthly (b)	44	43	22	22	98%	86%	3,682.52	\$ 4,673.90	\$ 3.80	\$ 4.94
	89 Brayton Lot Monthly (b)	74	89	22	22	100%	99%	9,355.40	\$ 13,824.76	\$ 5.75	\$ 7.06
	52 Wilson Lot Monthly (b)	50	51	22	22	96%	98%	4,640.00	\$ 5,751.00	\$ 4.22	\$ 5.13
	195 Capitol Square N Monthly (b) (d)	125	158	22	22	95%	72%	16,453.72	\$ 25,786.11	\$ 5.98	\$ 7.42
	86 Gov East Monthly (b) (d)	85	75	22	22	98%	76%	16,330.15	\$ 14,997.66	\$ 8.73	\$ 9.09
	193 Overture Ctr Monthly (b) (d)	32	137	22	22	100%	65%	12,547.31	\$ 22,339.60	\$ 17.82	\$ 7.41
	162 SS Capitol Monthly (b) (d)	119	81	22	22	70%	63%	11,301.86	\$ 11,288.47	\$ 4.32	\$ 6.33
On-Street Metered	169 Campus Collection Area (e)	164	152	25	25	44%	43%	17,987.54	\$ 17,322.31	\$ 4.39	\$ 4.56
	25 Capitol Square Collection Area (e)	25	25	25	25	46%	53%	4,144.15	\$ 4,922.46	\$ 6.63	\$ 7.88
	94 CCB Collection Area (e)	96	101	25	25	64%	74%	13,389.73	\$ 15,952.20	\$ 5.58	\$ 6.32
	96 E Washington Collection Area (e)	97	97	25	25	29%	54%	4,022.79	\$ 4,810.34	\$ 1.66	\$ 1.98
	84 GEF Collection Area (e)	85	86	25	25	60%	68%	9,845.67	\$ 11,650.56	\$ 4.63	\$ 5.42
	99 MATC Collection Area (e)	100	100	25	25	21%	52%	9,688.45	\$ 11,619.40	\$ 3.88	\$ 4.65
	126 Meriter Collection Area (e)	122	138	25	25	28%	38%	8,062.40	\$ 10,959.91	\$ 2.64	\$ 3.18
	107 MMB Collection Area (e)	105	112	25	25	54%	80%	12,364.67	\$ 16,103.50	\$ 4.71	\$ 5.75
	125 Monroe Collection Area (e)	125	125	25	25	0%		8,442.23	\$ 8,745.16	\$ 2.70	\$ 2.80
	79 Schenks Collection Area (e)	79	58	25	25	0%		1,558.16	\$ 2,586.90	\$ 0.79	\$ 1.78
	116 State St Collection Area (e)	101	112	25	25	50%	41%	9,188.45	\$ 10,510.41	\$ 3.64	\$ 3.75
	195 University Collection Area (e)	187	97	25	25	49%	59%	19,393.48	\$ 22,400.74	\$ 4.15	\$ 9.24
	109 Wilson/Butler Collection Area (e)	110	195	25	25	51%	49%	5,176.42	\$ 6,941.43	\$ 1.88	\$ 1.42
	659 On Street Multi-Sp (g)	581	133	25	25	44%	42%	-	\$ 257.53	\$ -	\$ 0.08
		Subtotal - Route Revenue	1,396	1,398	0		0%		123,264.14	\$ 144,782.85	\$ -
	Meter-Related Constrn Rev							9,603.00	\$ 11,052.50		
	Total On-St Meter Revenue							132,867.14	\$ 155,835.35		
	Miscellaneous							3,938.20	\$ 4,031.89		
5535	Total (a)	5,465	5,206					755,035.52	\$ 856,465.04		

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\$ 101,429.52

Footnotes:

- (a) Excludes interest on investments
- (b) -Most of these spaces are available to the public on nights and weekends.
- (c) -Garage cashiered occupancies are based on data collected from the Zeag system for the peak weekday hours of 10AM-2PM.
- (d) -Garage monthly occupancies are based on data collected from the Zeag system for the maximum number of permit parkers at any time of a day.
- (e) - Occupancies are based on monthly observational surveys performed on a single day, as well as Metric/Aslan system data.
- Prior to 2013, monthly occupancy data was based on the assumption that monthly parkers had 100% occupancies.
- (f) - Buckeye Lot Multi-Space occupancies are based on Metric/Aslan data.
- (g) Multi-space occupancy rates are not comparable to occupancy rates for metered collection routes because of differing data collection methodologies.
- (y) -Maximum available revenue producing spaces.
- (z) - Average available revenue producing spaces (excluding spaces that are out of service).

Available Spaces indicates total number of revenue producing spaces for each category that exist in the parking system. For example, Gov East has in Jan 2013 425 Cashiered spaces and 76 monthly spaces for a total of 511. Generally, the cashiered spaces will fluctuate over time based on the number of monthly parkers and out-of-service spaces. The distribution of cashiered and monthly spaces represents a snapshot of the system. Another change from previous years involves occupancy rates for monthly parkers, in the garages These rates are now based on actual daily zeag counts as the cashiered occupancy data have been for a number of years.

Department of Transportation -- Parking Division

YTD Revenue/Statistics (Averages) -- THRU JAN 2012 vs 2013

	Facility	Spaces (c)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		YTD-12	YTD-13	YTD-12	YTD-13	YTD-12	YTD-13	YTD-12	YTD-13	YTD-12	YTD-13
Metered Lots	Blair Lot	13	13	25	25	--	--	\$ 278.04	\$ 474.12	\$ 0.86	\$ 1.46
	Lot 88 (Municipal Building)	12	17	25	25	59%	53%	\$ 648.69	\$ 951.26	\$ 2.16	\$ 2.24
	Brayton Lot Paystations	154	154	25	25	69%	71%	\$ 23,375.11	\$ 30,564.60	\$ 6.07	\$ 7.94
	Brayton Lot Meters	12	0	25	25	25%	0%	\$ 48.45	\$ -	\$ 0.16	\$ -
	Buckeye Lot Multi-Sp (f)	55	53	25	25		31%	\$ 13,735.51	\$ 13,422.35	\$ -	\$ 10.13
	Evergreen Lot	23	23	25	25	--	26%	\$ 3,664.34	\$ 3,658.83	\$ 6.37	\$ 6.36
	Wingra Lot	19	19	25	25	--	21%	\$ 529.28	\$ 733.57	\$ 1.11	\$ 1.54
	SS Capitol	19	19	25	25	5%	26%	\$ 2,432.12	\$ 5,268.35	\$ 5.12	\$ 11.09
Cycles	46	43	25	25	--		\$ -	\$ -	\$ -	\$ -	
Cashiered	Capitol Square N (c)	469	365	31	31	83%	88%	\$ 61,702.21	\$ 69,586.20	\$ 4.24	\$ 6.15
	Gov East (c)	407	363	31	31	75%	79%	\$ 109,007.96	\$ 117,044.14	\$ 8.64	\$ 10.40
	Overture Ctr (c)	577	439	31	31	56%	76%	\$ 65,002.46	\$ 72,993.64	\$ 3.63	\$ 5.36
	SS Campus-Frances (c)							\$ 47,092.72	\$ 45,333.99		
	(SS Campus Combined Total)	997	1009	31	31	44%	49%	\$ 173,212.66	\$ 182,433.66	\$ 5.60	\$ 5.83
	SS Campus-Lake (c)							\$ 126,119.94	\$ 137,099.67		
State St Capitol (c)	687	642	31	31	45%	43%	\$ 89,042.09	\$ 97,007.18	\$ 4.18	\$ 4.87	
Monthly	State St Campus Monthly (b) (d)	50	15	22	22	12%	57%	\$ 1,240.30	\$ 4,055.94	\$ 1.13	\$ 12.29
	Blair Lot Monthly (b)	44	43	22	22	98%	86%	\$ 3,682.52	\$ 4,673.90	\$ 3.80	\$ 4.94
	Brayton Lot Monthly (b)	74	89	22	22	100%	99%	\$ 9,355.40	\$ 13,824.76	\$ 5.75	\$ 7.06
	Wilson Lot Monthly (b)	50	51	22	22	96%	98%	\$ 4,640.00	\$ 5,751.00	\$ 4.22	\$ 5.13
	Capitol Square N Monthly (b) (d)	125	158	22	22	95%	72%	\$ 16,453.72	\$ 25,786.11	\$ 5.98	\$ 7.42
	Gov East Monthly (b) (d)	85	75	22	22	98%	76%	\$ 16,330.15	\$ 14,997.66	\$ 8.73	\$ 9.09
	Overture Ctr Monthly (b) (d)	32	137	22	22	100%	65%	\$ 12,547.31	\$ 22,339.60	\$ 17.82	\$ 7.41
	SS Capitol Monthly (b) (d)	119	81	22	22	70%	63%	\$ 11,301.86	\$ 11,288.47	\$ 4.32	\$ 6.33
On-Street Metered	Campus Collection Area (e)	164	152	25	25	44%	43%	\$ 17,987.54	\$ 17,322.31	\$ 4.39	\$ 4.56
	Capitol Square Collection Area (e)	25	25	25	25	46%	53%	\$ 4,144.15	\$ 4,922.46	\$ 6.63	\$ 7.88
	CCB Collection Area (e)	96	101	25	25	64%	74%	\$ 13,389.73	\$ 15,952.20	\$ 5.58	\$ 6.32
	E Washington Collection Area (e)	97	97	25	25	29%	54%	\$ 4,022.79	\$ 4,810.34	\$ 1.66	\$ 1.98
	GEF Collection Area (e)	85	86	25	25	60%	68%	\$ 9,845.67	\$ 11,650.56	\$ 4.63	\$ 5.42
	MATC Collection Area (e)	100	100	25	25	21%	52%	\$ 9,688.45	\$ 11,619.40	\$ 3.88	\$ 4.65
	Meriter Collection Area (e)	122	138	25	25	28%	38%	\$ 8,062.40	\$ 10,959.91	\$ 2.64	\$ 3.18
	MMB Collection Area (e)	105	112	25	25	54%	80%	\$ 12,364.67	\$ 16,103.50	\$ 4.71	\$ 5.75
	Monroe Collection Area (e)	125	125	25	25	0%		\$ 8,442.23	\$ 8,745.16	\$ 2.70	\$ 2.80
	Schenks Collection Area (e)	79	58	25	25	0%		\$ 1,558.16	\$ 2,586.90	\$ 0.79	\$ 1.78
	State St Collection Area (e)	101	112	25	25	50%	41%	\$ 9,188.45	\$ 10,510.41	\$ 3.64	\$ 3.75
	University Collection Area (e)	187	97	25	25	49%	59%	\$ 19,393.48	\$ 22,400.74	\$ 4.15	\$ 9.24
	Wilson/Butler Collection Area (e)	110	195	25	25	51%	49%	\$ 5,176.42	\$ 6,941.43	\$ 1.88	\$ 1.42
	On Street Multi-Sp (g)	581	133	25	25	44%	42%	\$ -	\$ 257.53	\$ -	\$ 0.08
	Subtotal - Route Revenue	1,396	1,398	0	0	--	--	\$ 123,264.14	\$ 144,782.85	\$ -	\$ -
	Meter-Related Constrn Rev							\$ 9,603.00	\$ 11,052.50		
	Total On-St Meter Revenue							\$ 132,867.14	\$ 155,835.35		
	Miscellaneous	0	0					\$ 3,938.20	\$ 3,774.36		
	Total (a)	5,465	5,206					\$ 755,035.52	\$ 856,465.04		

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\$ 101,429.52

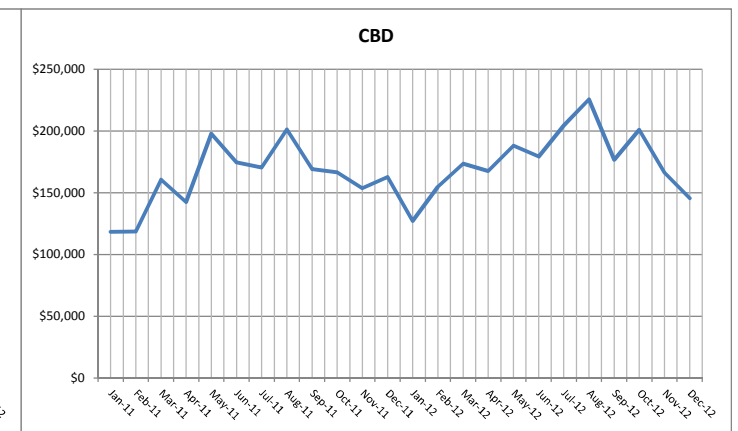
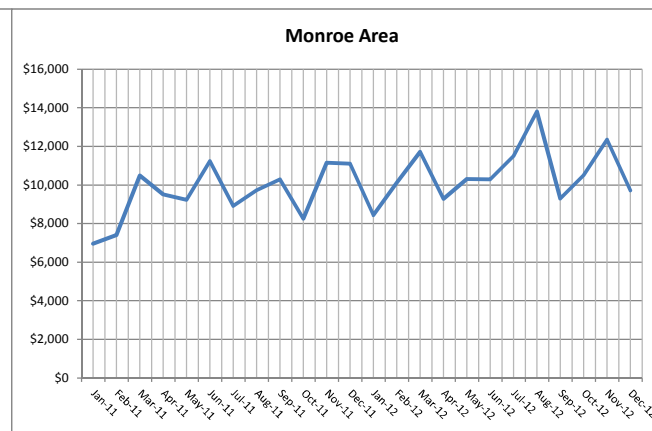
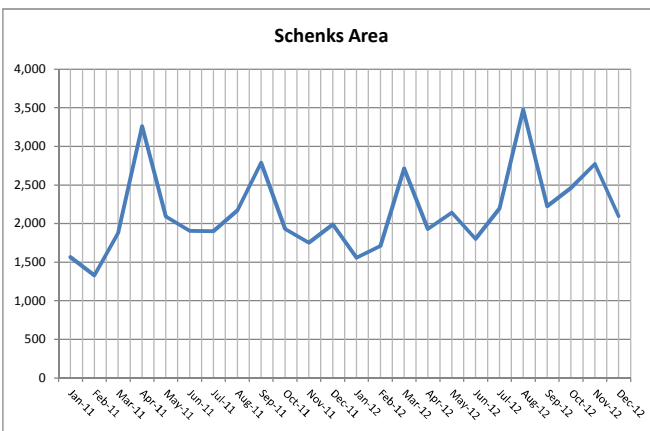
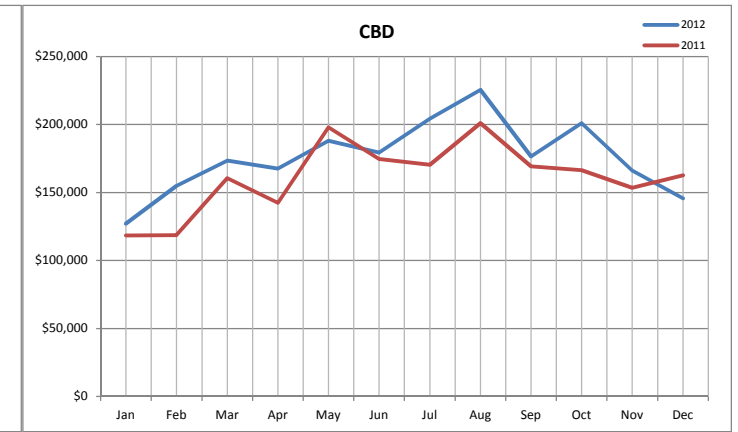
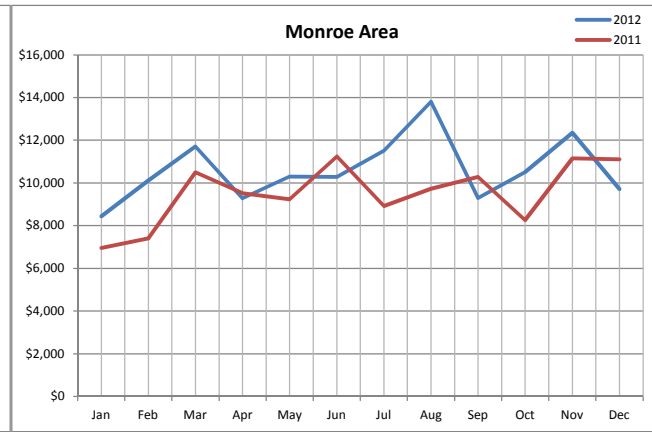
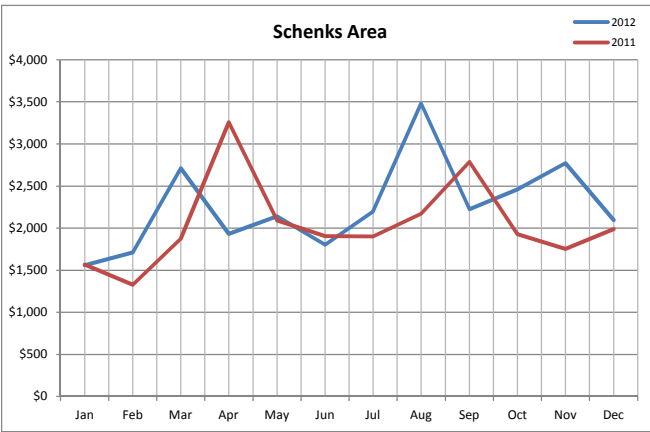
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SCHENKS, MONROE AND CBD MONTHLY REVENUE (2011-2012)

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Jul-Dec Comparison		Jan-June Comparison	
Schenks Area	2012	1,558.16	1,711.47	2,712.09	1,930.38	2,142.30	1,802.15	2,196.35	3,477.72	2,225.61	2,458.85	2,773.31	2,095.84	27,084.23	15,227.68	21.5%	11,856.55	-1.4%
Schenks Area	2011	1,567.00	1,328.26	1,875.19	3,259.59	2,090.65	1,903.57	1,902.33	2,169.69	2,787.11	1,929.40	1,751.78	1,990.10	24,554.67	12,530.41		12,024.26	
Monroe Area	2012	8,442.23	10,116.97	11,713.78	9,279.37	10,300.49	10,289.03	11,504.65	13,803.77	9,293.85	10,512.45	12,347.57	9,710.82	127,314.98	67,173.11	13.0%	60,141.87	9.7%
Monroe Area	2011	6,950.93	7,398.19	10,489.86	9,519.82	9,235.65	11,240.35	8,915.60	9,723.53	10,288.67	8,259.30	11,150.03	11,106.86	114,278.79	59,443.99		54,834.80	
CBD	2012	126,999.26	154,797.32	173,389.27	167,504.80	187,966.34	179,214.06	204,328.60	225,535.94	176,621.06	200,977.02	166,260.49	145,596.00	2,109,190.16	1,119,319.11	9.4%	989,871.05	8.5%
CBD	2011	118,415.34	118,597.97	160,521.42	142,484.01	197,943.77	174,554.04	170,310.45	201,085.62	169,177.19	166,428.65	153,470.78	162,526.46	1,935,515.70	1,022,999.15		912,516.55	





Traffic Engineering and Parking Divisions

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parking@cityofmadison.com

February 13, 2013

Mr. Tony Galli
WKOW TV

RE: Request for information regarding citations issued at parking spaces served by the Multi-Space Parking Meter System

Dear Mr. Galli:

This is in response to your request of Wednesday, January 30th, for information regarding parking citations issued at spaces served by the City's multi-space parking meters. Upon receiving your request, City staff gathered this information. This letter summarizes our review.

Overview.

City Parking Utility staff reviewed the citations dismissed for spaces served by multi-space meters from July 6 – December 26, 2012. During this period, 8,769 citations were issued at spaces served by multi-space parking meters, and 345 citations were voided after customers requested that their citation be reviewed. Of these 345 citations, 150 were due to customer error. During this time period, 468,131 transactions were completed at City multi-space meters. Hence a customer had a .042% chance of receiving a citation in error if they paid for their parking properly. Of the citations actually issued, 2.22% were withdrawn because the customer had paid for their parking. The City recognizes that there may be a slightly higher error rate because some customers may have paid a citation that was issued in error without requesting a review.

Since the introduction of the multi-space parking meters in September 2010, there has been a consistent decline in the citations issued at on-street meters. In 2010, there were 44,997 citations issued at on-street meters. In 2011, the number fell to 42,704 (a 5% reduction compared to 2010). And in 2012, this number fell further, to 39,078 (a 13% reduction compared to 2010). Multi-space meters increase convenience by providing customers the option to use credit cards in addition to coins. So although these figures include the old style, coin-only, single-space meters, much of the decline is likely due to better compliance at the spaces served by multi-space meters. This is consistent with industry trends. When more convenient means of payment are provided, there are fewer citations issued.

Breakdown of Citations.

Of the 345 citations waived, 150 were issued due to customer error, 151 citations were written after a customer paid for their parking, and 11 were written at the same time a customer was paying for their parking. For the remaining 33 citations, not enough information was available to determine the circumstances leading to the citation.

Common Customer Errors.

1. *Entering the wrong space number.* If the customer enters a space number other than the space at which they have parked, the Parking Enforcement Officer (PEO) will not be able to identify the customer's payment, and the customer may receive a citation.
2. *Paying multiple times for the same space.* Once a transaction is completed, time cannot be added to that transaction. Each new transaction starts at zero time, rather than adding time to the previous

transaction. Hence if a customer pays \$1.75, completes the transaction, and then pays another \$1.75, the system only recognizes one hour of payment.

3. *Paying for more than the maximum time at a space and assuming they could park for longer than the maximum time at that space.* Until recently, the multi-space meters would accept coin payment for time beyond the maximum time limit at a given space. Hence someone could pay \$1.75 in coins (the hourly rate for on-street meters in the central business district) at a 25-minute limit space, but still park legally for only 25 minutes, not an hour. The multi-space meters were reprogrammed in mid-December 2012 to auto-complete a transaction when the maximum payment has been reached, and return additional coins if the customer continues to insert coins into the machine.

4. *Not completing the transaction.* Occasionally, credit card payment may not succeed on the first or second attempt, and if a customer leaves without receiving a receipt, the payment likely has not gone through. Also, if a customer did not press the green button to complete their transaction and left the meter, their transaction could be cancelled by the next customer. To reduce the potential of this happening, the meters were reprogrammed in mid-December 2012 to auto-complete a transaction when the maximum payment has been reached, and to automatically complete a transaction when a customer does not press the green button in a shorter time than had been the case in the past.

Contributing Factors to citations written when customers paid for parking.

Since a customer can use *any* multi-space meter to pay for a space served by any other multi-space meter, a Parking Enforcement Officer may not be aware that a customer has parked, left their vehicle, and walked around the corner to pay at another multi-space meter. This can lead to customers receiving a citation while they are waiting to pay at a multi-space meter not within view of their vehicle.

It takes time for the payment received to register on the PEO's handheld device. This is because the multi-space meter must successfully connect to a server, usually via a cell modem, and then the PEO's handheld device must connect to the server to receive this updated information. Typically this takes under two minutes; but on occasion the payment may take longer to update. If the PEO checks on a space during this lag, it appears that the customer either has not paid, or has parked beyond the time purchased. This system latency is standard with cellular technology. Additionally, there may be some instances where the signal is blocked by a large vehicle, or where the cellular network is experiencing congestion, causing further delay in the payment registering.

Strategies to reduce citations written when customers have paid for parking.

Of the citations written when a customer had paid for their space and completed their transaction properly, most (111 out of 162) were written within four minutes of the customer paying for parking. We believe that these types of citations can be reduced in several ways:

1. Increase the reliability of the system:

a. The Parking Utility is continuing to work with the multi-space meter manufacturer to increase the reliability of the system, and reduce the latency period between when a customer pays for their parking and the payment showing up on the PEO's handheld device. The Parking Utility has replaced the cell modem in eight of the multi-space meters with a hard-wired connection to the City network, and will continue to add a direct connection where feasible at additional meters.

b. The Parking Utility is funding an upgrade to current state-of-the-art handheld units for the police department.

c. The Parking Utility is reviewing the potential to upgrade the cell modems in the multi-space meters away from older 2G technology to a newer, more reliable technology.

2. Have the Parking Enforcement Officer wait a few minutes before placing a citation on a customer's windshield. This allows time for the customer's payment to show up on their handheld device.

3. Have the Parking Enforcement Officer check for delay in communication in the system. PEO's access a

screen on their handheld device that shows when the multi-space meter last contacted the server. If this time is excessive, a citation would not be issued.

Strategies to reduce customer error and increase customer satisfaction.

1. In mid-December 2012, the City changed the operation of the meters to *automatically complete a transaction when the maximum payment has been reached*. Previously, when customers used coins, the meter would stop adding time when the time limit for the space was reached. Customers could continue to insert coins, and would assume that because they paid for more time they could park longer than the time limit for the space. With the new operation, the meter automatically completes the transaction when the maximum time is reached, and returns additional coins to the customer.

2. *Provide a "top up" option to add time up to the maximum allowed at that space*. Currently, once a transaction is completed, a customer cannot add time beyond what they have already purchased. The Parking Utility is working with the meter manufacturer to provide the capability for a customer to add time to their space.

3. *Institute a Token Program*. The Parking Utility is in the process of developing a token program, where customers would receive a token worth an hour of free parking at a multi-space meter if they were issued a citation in error.

4. *Educate and Void*. Educate customers to retain their receipt. Citations are voided when a valid receipt is provided to the Madison Police Department. If the customer has misunderstood the operation of the system, the correct method of paying for parking at a multi-space meter can be explained. It should be noted that City agencies can access the payment history on the back-office software regardless of the presence of a receipt, but the receipt makes it easier and quicker.

5. *Expand the Pay by Cell phone program*. Currently the Buckeye parking lot is in the pilot phase of a Pay by Cell phone program. This provides a very convenient and reliable means of paying for parking.

Summary.

While a very small percentage of citations are issued in error, we recognize that the person erroneously receiving a citation sees it as a big problem. The City is continuing to increase the reliability of the multi-space parking meters and enforcement equipment, and provide more convenient options for customers to pay for parking. The reduction in citations issued over the past three years is testimony to the increased compliance brought about by more convenient means of paying, and is consistent with other cities that have adopted this technology. The Parking Utility is committed to providing our customers the best service possible, and to continue to improve the convenience and ease of use of the system.

Please let me know if you have any questions, or would like to discuss the Parking Utility's operations further.

Best regards,

Tom Woznick,
Parking Operations Manager
City of Madison Parking Utility

TW:BHP:hs
cc: Mayor's Office