

## Traffic Engineering and Parking Divisions

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December 29, 2006

To:

City Transit and Parking Commission

From:

Jo Easland, Parking Analyst

Subject: November 2006 Revenue Report, Key Statistics and December 2006 Activity Report

### **NOVEMBER AND YEAR-TO-DATE REVENUES**

	Prior Yr Co	mp'n	Actuals +/- Budget Comparison								
	YTD Nov '06	+/- '05	Novembe	er	YTD						
	Amount	%	Amount	%	Amount	%					
Cashiered Parking Facilities	\$ + 687,440	+12.5	\$ + 18,050	+ 3.1	\$ + 251,840	+ 4.2					
Off-Street Meters (Lots & Ramps)	+ 25,920	+ 5.6	( 1,030)	(2.4)	( 3,720)	(8.)					
On-Street Meters	+ 127,600	+10.0	+ 3,090	+ 2.4	+ 8,110	+ .6					
Constr'n Rev – On-Str Meters	+ 67,600	+40.0	( 4,060)	(15.6)	+ 17,120	+ 7.8					
Subtotal - On-Street Meter Rev	+ 195,200	+13.5	( 970)	( .6)	+ 25,230	+ 1.6					
Monthly Parking (incl. LT Leases)	+ 40,000	+ 6.3	+ 420	+ .7	( 5,680)	(8.)					
RP3 and Miscellaneous Rev	+ 57,070	+44.5	+ 690	+ 6.4	+ 4,160	+ 2.3					
Totals	\$+1,005,630	+12.3	\$ + 17,160	+ 2.0	\$ + 271,830	+ 3.0					

Highlights/Remarks: (number references refer to the attached map)

Cashiered Revenue: Of the +\$251,840 variance over YTD budget (last set of columns), about 38% (+\$94,540) is attributable to the Overture Center Ramp (#9). As mentioned in prior reports, occupancy at this facility has been up about 5 to 10 percentage points every month this year - about 30 to 50 extra parkers daily (with some increase likely resulting from shifts from other ramps following the June 1 rate increases). (Reminder: While there was NO increase in the "regular" hourly rates at this facility, the evening/weekend maximum went from \$2 to \$3 AND the special event rate went from \$3 to \$4 - as for all ramps.)

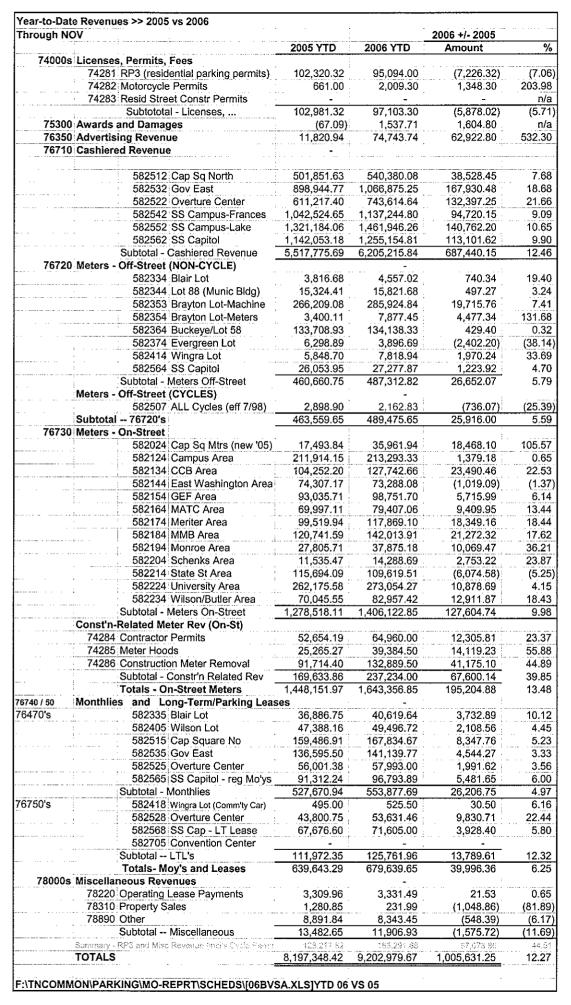
RP3, Advertising and Miscellaneous Revenue. The large percentage increase in the first column (+45%) reflects the fact that display advertising did not start until October in 2005 (i.e., no advertising revenue for the first nine months of 2005).

See Attachment A for detailed YTD 2005 vs 2006 revenue comparison.

### **DECEMBER ACTIVITY REPORT**

Staff worked on the following projects during December:

- finalized promotional materials, including a press release, for the January 2 Ramp Shuttle launch, to be kicked off by the Mayor at 2 p.m.;
- completed our analysis of the Buckeye Lot, as requested by this body provided separately; and prepared various cashflow scenarios to reflect the latest proposals by Urban Land Institute; on hold pending review by Dean Brasser, City Comptroller, and TIF staff.





### Department of Transportation -- Parking Division Revenue(a) for the Months of November, 2005 and 2006(c)

				Off-St	reet					Street		Misc.		
		Meters *	+	Cashiered	+	Monthly	=	Total	+	Meters	+	Revenues	=	Totals *
	Number													
2005_	of Spaces	286	_	3,195		454		3,935		1,306			_	5,241
	Revenue	\$ 38,258		\$ 529,450		\$ 59,183		\$ 626,892		\$ 125,142		\$ 10,091		\$ 762,124
	Number													
2006	of Spaces	309		3,211		454		3.974		1.400				5,374
_	Revenue	\$ 42,883	-	\$ 607,476	•	\$ 65,361	-	\$ 715,720	•	\$ 151,853	•	\$ 11,378	-	\$ 878,950



<sup>\*</sup> Totals are exclusive of OFF-Street Cycle Spaces/Revenue so as not to skew results (due to revenue immateriality); but not worthwhile to backout ON-Street Cycles.

	Facility	Spac	es (c)	Day	s (c)	Avg Wkday Occy (c)			Reven	Rev/Space/Day (c)				1			
		Nov-05	Nov-06	Nov-05	Nov-06	Nov-05	Nov-06	Г	Nov-05	Ī	Nov-06	T	Nov-05		ov-06	1	
	Blair Lot (eff Aug 2002)	13	13	25	25			s	256.00	5	212.20	s	0.79	s	0.65	1	
_	Lot 88 (Munic Building)	17	17	25	25	59%	47%	\$	1,173.44	5	856,29	\$	2.76	s	2.01	i	
	Brayton Lot Paystations	154	154	25	25	92%	94%	s	22,947.65	s	25,048.55	s	5.96	\$	6.51	l	
~	Brayton Lot Meters	12	12	25	2.5	58%	58%	S	238.93	s	261.63	\$	0.80	\$	0.87		
ш	Buckeye Lot	53	53	25	25	77%	24%	s	11,052.34	5	10,171.31	s	8.34	\$	7.68	1	
<u>⊢</u>	Evergreen Lot	0	23	25	25			s		s	3,158.82	\$	-	S	5.49	ĺ	
Σ	Wingra Lot	18	18	25	25			s	552.18	s	1,086.21	s	1.23	s	2.41	ĺ	
	SS Capitol	19	19	2.5	25	26%	32%	s	2,037.65	S	2,088.03	s	4.29	8	4.40	İ	
	Cycles	47	48	n/c	n/c			\$	233.00	s	155.98		n/c		n/c	İ	
ш	Cap Square North	488	488	31	29	70%	52%	s	45,227.07	s	44,100.40	s	2.99	s	3.12	1	
~	Gov East	351	431	31	29	92%	81%	s	70,977.71	\$	96,188.55	\$	6.52	5	7.70	1	
Ш	Overture Center	590	590	31	29	46%	56%	8	65,268.36	\$	74,075.90	\$	3.57	\$	4.33	1	
I	SS Campus (Frances)	1.00			depote.			s	100,141.29	\$	116,240.25	Ä	14,04			1	
Q (S)	(combined totals)	1,066	1,066	31	29	86%	74%		227,532		263,823	S	6.89	\$	8.53		
Ü	SS Campus (Lake)	1 to 2 to 2 to 3 to 3 to 3 to 3 to 3 to 3		A 特别	10 Mg (44)	1990	\$5.00	8	127,390,77	\$	147,583.05	37	r, CEC	3.5	, #2N;	# of R	lenters
	State St Capitol	700	636	31	29	72%	74%	s	120,445.24	\$	129,287.41	5	5.55	\$	7.01	Nov-05	Nov-06
>	Blair Lot Mo'y (eff 8/2002)	44	44	21	21		,	\$	3,341.35	S	4,014.00	\$	3.62	\$	4.34	50	50
_	Wingra Lot (Community Car)	1	1	21	21	Mont space		\$	45.00	\$	49.50	\$	2.14	\$	2.36	n/a	π/a
Ξ	Wilson Lot Mo'y	50	50	21	21	spaces		S	4,285.00	\$	5,096.00	\$	4.08	S	4.85	55	55
는 고	Cap.Sq. N Mo'y	125	125	21	21	consid		\$	14,509.46	\$	16,071.00	\$	5.53	\$	6.12	149	150
ō	Gov East Mo'y	85	85	21	21	100		\$	12,060.00	\$	13,852.00	S	6.76	\$	7.76	100	100
Σ	Overture Ctr Mo'y (b) (e)	30	30	21	21	Occu	pied	\$	10,494.90	\$	10,195.11	\$	16.66	\$	16.18	95	94
	SS Cap. Mo'y (b) (d)	119	119	21	21			\$	14,447.60	\$	16,083.52	\$	5.78	\$	6.44	134	134
	Campus Area Route	159	182	25	25	61%	62%	\$	16,146.31	\$	20,793.67	S	4.06	\$	4.57	583	583
	Capitol Square	22	25	25	25	58%	(g)	\$	2,477.25	\$	4,552.44	\$	4.50	\$	7.28		
မ	CCB Area Route	91	85	2.5	25	50%	46%	\$	8,606.30	\$	13,035,80	\$	3.78	S	6.13		
E	East Washington Area Route	96	96	25	25	54%	37%	\$	5,953.47	<u>s</u>	4,241.70	\$	2.48	\$	1.77		
-	GEF Area Route	80	79	25	25	49%	47%	\$	7,869.15	S	8,067.98	\$	3.93	\$	4.09		
LI I	MATC Area Route	104	105	25	25	35%	33%	\$	5,782.19	\$	6,885.57	\$	2,22	5	2.62		
E	Meriter Area Route	122	123	25	25	38%	33%	5	9,229.74	\$	10,251.60	\$	3.03	\$	3.33		
-	MMB Area Route	84	101	25	25	62%	45%	5	10,175.95	\$	13,230.91	S	4.85	\$	5.24		
ш	Monroe Area Route	74	110	25	25	pass	pass	\$	2,633.70	\$	5,155.67	\$	1.42	\$	1.87		
2	Schenks Area Route	82	81	25	25	pass	pass	\$	978.38	\$	1,335.44	\$	0.48	\$	0.66		
- 1	State Street Area Route	67	83	25	25	58%	52%	\$	9,019.60	\$	9,668.90	\$	5.38	\$	4.66		
?	University Area Route	219	224	25	25	59%	43%	\$	20,976,77	5	25,343.05	\$	3.83	\$	4.53		
z	Wilson/Butler Area Route	106	106	25	25	54%	31%	\$	6,934.05	5	7,285.25	\$	2.62	\$	2.75		
٥	Various Routes	1206		25	25	n/a	n/a	S		\$	-	5		S	-		
	Subtotal - Route Revenue	1,306	1,400	25	25			S	106,782.86	\$	129,847.98	\$	3.27	\$	3.71		
	Meter-Related Constru Rev							S	18,358.69	\$	22,005.00						
	Total On-St Meter Revenue	.555376545288764	PRECOGNICATION CONTRACTOR		!			\$	125,141.55	_	151,852.98						
	Miscellaneous	5.000						\$	10,091.00	_	11,377.59						
J	Total (a)	5,288	5,422 134				Į	5	762,357.49	\$ S	879,106.28 116,748.79						

#### Footnotes:

- (a) Excludes interest on investments
- (b) Available to public on nights and weekends.
- (c) All revenue except Cashiered Ramps and Miscellaneous is reported on an accrual basis. (Information for 2005 may have been restated to reflect corrections and/or changes in accounting treatment.) Occupancy information provided effective March 2004; source = monthly occupancy surveys, except for Cashiered fucilities and Brayton Lot >> source = Parcs system. Weekday timeframe = 10 a.m. thru 2 p.m.
- (d) Monthly information for the State Street Capitol Ramp includes the 60 long-term lease parkers (Physicians Plus/North Square Associates).
- (a) Monthly information for the Overture Center Ramp includes the 45 long-term lease parkers (Infrared to Associates able to lease up to 60 spaces).
   (b) Effective October 20 (after being out of service for about 14 months), the Evergreen Lot was returned to operation as part of the Montoe Commons Condominium project. (Prior to the June 2006 rate increase, this lot typically generated revenues of about \$700/month ~\$8,400 annually.)
   (g) Due to the small number of meters around the Capitol Square, monthly surveys are not done. However, \$4,550 of revenue would support an occupancy
- rate of about 68.5% (25 meters x 25 days x 8.5 hrs/day x \$1.25/hour x 68.5% rate = \$4,550)

Spaces Out of Service:

64 Cashiered: All State Street Campus - Lake
62 On-Street Meters

## **CENTRAL AREA PARKING INFORMATION**

AT 11:00 AM to 1:00 PM •

(C-/)

COUNTS TAKEN ON TUES., WED. OR THURS. OF THE 2nd OR 3rd WEEK EACH MONTH

	SEP 06					OCT	06	NOV 06			
LOCATION / FACILITY	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	
ON - STREET METERS	1085	1005	399	60.3%	997	370	62.9%	1020	347	66.0%	
CITY LOTS:			<del>                                     </del>								
BUCKEYE - BLOCK 58	53	53	16	69.8%	53	20	62.3%	53	40	24.5%	
BRAYTON - METERS	12	12	5	58.3%	12	5	58.3%	12	5	58.3%	
PARKMASTER	154	154	0	100.0%	154	7	95.5%	154	6	96.1%	
MUNICIPAL BLDG - BLOCK 88	17	17	8	52.9%	17	5	70.6%	17	9	47.1%	
SUBTOTAL - CITY LOTS	236	236	29	87.7%	236	37	84.3%	236	60	74.6%	
CITY RAMPS:	-										
OVERTURE CENTER - CASHIERED	572	572	267	53.3%	572	243	57.5%	572	236	58.7%	
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	0	100.0%	50	0	100.0%	
STATE STREET CAPITOL - METERS	19	19	13	31.6%	19	11	42.1%	19	13	31.6%	
STATE STREET CAPITOL - CASHIERED	706	706	156	77.9%	652	127	80.5%	642	132	79.4%	
STATE STREET CAPITOL - MONTHLY	116	116	0	100.0%	116	0	100.0%	116	0	100.0%	
GOVERNMENT EAST - CASHIERED	426	426	27	93.7%	426	40	90.6%	426	50	88.3%	
GOVERNMENT EAST - MONTHLY	85	85	, 0	100.0%	85 /	÷ 0	100.0%	85	0	100.0%	
STATE STREET CAMPUS - CASHIERED	1060	1056	7 <sub>171</sub>	83.8%	1028	147	85.7%	1060	205	80.7%	
CAPITOL SQUARE NORTH - CASHIERED	481	481	202	58.0%	481	218	54.7%	481	216	55.1%	
CAPITOL SQUARE NORTH - MONTHLY	125	125	0	100.0%	125	0	100.0%	125	0	100.0%	
SUBTOTAL - CITY RAMPS	3640	3636	836	77.0%	3554	786	77.9%	3576	852	76.2%	
SUBTOTAL - CITY LOTS + RAMPS	3876	3872	865	77.7%	3790	823	78.3%	3812	912	76.1%	
TOTAL CITY STREETS + LOTS + RAMPS	4961	4877	1264	74.1%	4787	1193	75.1%	4832	1259	73.9%	
CAPITOL SQUARE SOUTH - METERS	302	407	33	91.9%	359	42	88.3%	306	₹ 27	91.2%	
CAPITOL SQUARE SOUTH - PERMITS	671	471	- 0	100.0%	514	0	100.0%	578	り <sub>0</sub>	100.0%	
TOTAL PUBLIC SPACES	5934	5755	1297	77.5%	5660	1235	78.2%	5716	1286	77.5%	

#### Notes:

- 1. "Total Spaces" is the number of spaces generally available for public or monthly parking. It excludes DIS/VET spaces, Authorized Vehicles Only spaces, etc.
- 2. "Spaces in Operation" is the number of spaces available for public or monthly parking, as follows:
- a.On-street meters, all lots and metered sections of ramps on the day vacancy count is made.
- b.Cashier section of ramps -- the daily average computed for the month.
- c.Monthly rental stalls -- the day the vacancy count is made for lots and metered section of ramps.
- 3. Vacancies are determined as follows:
- a.On-street meters, all lots and metered section of ramps -- by counting the vacant spaces one day (Tuesday, Wednesday or Thursday) per month between the hours of 11 a.m. and 1 p.m.
- b.Cashier sections of ramps -- using a 95 percent Trimmed Mean calculated from daily records kept at each facility. The least number of vacancies occurring on each weekday between the hours of 8 a.m. and 2:30 p.m. is used to compute this mean.
- c.Monthly -- from records in Parking Division on the day the count is made for lots and metered section of ramps.
- 4.Note that monthly stalls are not available for daily parking when there are vacancies. Therefore, any calculations regarding the number of vacant spaces available to the general public should ignore these spaces.
- 1 State Street Campus Ramp Average of 4 spaces out of service for September.
- 2 Capitol Square South 95 reserved spaces out of service due to construction.
- 3 State Street Capitol Ramp Average of 54 spaces out of service for October.
- 4 State Street Campus Average of 32 spaces out of service for October.
- 5 Capitol Square South 100 reserved spaces out of service due to construction.
- 6 State Street Capitol Ramp Average of 64 spaces out of service for November.
- 7 Capitol Square South 35 metered spaces out of service due to construction.
- 8 Capitol Square South 54 reserved spaces out of service due to construction

## CENTRAL AREA PARKING INFORMATION

## AT 11:00 AM to 1:00 PM

COUNTS TAKEN ON TUES., WED. OR THURS. OF THE 2nd OR 3rd WEEK EACH MONTH

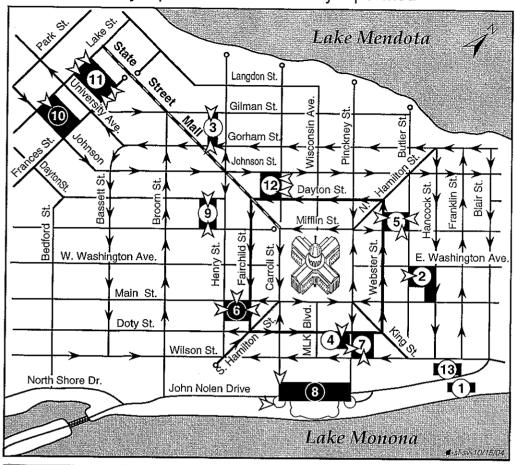
		SEP 05				OCT	05		NOV 05			
LOCATION / FACILITY	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% occupied	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED		
ON - STREET METERS	1085	996	334	66.5%	1004	323	67.8%	955	318	66.7%		
CITY LOTS:	1				1		1	+ 000	0.0	00.770		
BUCKEYE - BLOCK 58	53	53	21	60.4%	53	3	94.3%	53	12	77.4%		
BRAYTON - METERS	12	12	2	83.3%	12	1	91.7%	12	5	58.3%		
PARKMASTER	154	154	0	100.0%	154	3	98.1%	154	0	100.0%		
MUNICIPAL BLDG - BLOCK 88	17	17	5	70.6%	17	2	88.2%	17	7	58.8%		
								ļ				
SUBTOTAL - CITY LOTS	236	236	28	88.1%	236	9	96.2%	236	24	89.8%		
CITY RAMPS:								1				
OVERTURE CENTER - CASHIERED	572	572	288	49.7%	572	268	53.1%	572	274	52.1%		
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	0	100.0%	50	0	100.0%		
STATE STREET CAPITOL - METERS	19	19	4	78.9%	19	11	42.1%	19	14	26.3%		
STATE STREET CAPITOL - CASHIERED	706	706	131	81.4%	706	136	80.7%	706	143	79.7%		
STATE STREET CAPITOL - MONTHLY	116	116	0	100.0%	116	0	100.0%	116	0	100.0%		
GOVERNMENT EAST - MONTHLY	85	85	) 0	100.0%	85 (	0	100.0%	85	0	100.0%		
GOVERNMENT EAST - CASHIERED	426	381	<b>5</b> 10	97.4%	348	5 9	97.4%	346	9	97.4%		
STATE STREET CAMPUS - CASHIERED	1060	1048	42	96.0%	1039	32	96.9%	1060	53	95.0%		
CAPITOL SQUARE NORTH - MONTHLY	125	125	0	100.0%	125	0	100.0%	125	0	100.0%		
CAPITOL SQUARE NORTH - CASHIERED	481	481	122	74.6%	481	143	70.3%	481	119	75.3%		
SUBTOTAL - CITY RAMPS	3640	3583	597	83.3%	3541	599	83.1%	3560	612	82.8%		
SUBTOTAL - CITY LOTS + RAMPS	3876	3819	625	83.6%	3777	608	83.9%	3796	636	83.2%		
TOTAL CITY STREETS + LOTS + RAMPS	4961	4815	959	80.1%	4781	931	80.5%	4751	954	79.9%		
CAPITOL SQUARE SOUTH - METERS	302	194	30	84.5%	235	16	93.2%	156	, 6	96.2%		
CAPITOL SQUARE SOUTH - PERMITS	671	779	0	100.0%	642	0	100.0%	739	0	100.0%		
TOTAL PUBLIC SPACES	5934	5788	989	82.9%	5658	947	83.3%	5646	960	83.0%		

#### Notes

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- 4. Note that monthly stalls are not available for daily parking when there are vacancies. Therefore, any calculations regarding the number of vacant spaces available to the general public should ignore these spaces.
- 1 Government East Ramp Average of 45 spaces out of service for September.
- 2 State Street Campus Ramp Average of 12 spaces out of service for September.
- 3 Government East Ramp Average of 78 spaces out of service for October.
- 4 State Street Campus Average of 21 spaces out of service for October.
- 5 Capitol Square South Ramp 96 spaces out of service due to construction.
- 6 Government East Ramp Average of 80 spaces out of service for November.
- 7 Capitol Square South Ramp 78 spaces out of service due to construction.

# DOWNTOWN PUBLIC PARKING

City Operated and Non-City Operated



1 Blair Lot 2 Brayton Lot 3 Buckeye Lot 4 Lot 88 5 Capitol Square North Ramp 6 Capitol Square South Ramp (County) 7 Government East Ramp 8 Monona Terrace Community and Convention Center (NOT City Operated) 9 Overture Center Ramp 10 South East Campus Ramp (UW-Madison) 11 State Street Campus Ramp				<b>≰</b> -sl-sv-10/15/04:
2 Brayton Lot 3 Buckeye Lot 4 Lot 88 5 Capitol Square North Ramp 6 Capitol Square South Ramp (County) 7 Government East Ramp 8 Monona Terrace Community and Convention Center (NOT City Operated) 9 Overture Center Ramp 10 South East Campus Ramp (UW-Madison) 11 State Street Campus Ramp		FACILITY NAME		LEGEND
3 Buckeye Lot 4 Lot 88 5 Capitol Square North Ramp 6 Capitol Square South Ramp (County) 7 Government East Ramp 8 Monona Terrace Community and Convention Center (NOT City Operated) 9 Overture Center Ramp 10 South East Campus Ramp (∪W-Madison) 11 State Street Campus Ramp 12	1	Blair Lot		Public Parking
4 Lot 88  5 Capitol Square North Ramp	_	Brayton Lot	#	City Operated Facilities
5 Capitol Square North Ramp Capitol Square South Ramp (County)  7 Government East Ramp Monona Terrace Community and Convention Center (NOT City Operated)  9 Overture Center Ramp  10 South East Campus Ramp (UW-Madison)  11 State Street Campus Ramp	3	Buckeye Lot	#	Non-City Operated Facilities
6 Capitol Square North Ramp (County)  7 Government East Ramp  8 Monona Terrace Community and Convention Center (NOT City Operated)  9 Overture Center Ramp  10 South East Campus Ramp (UW-Madison)  11 State Street Campus Ramp	_	Lot 88	⊳	Lot/Ramp Entrance
Government East Ramp  Monona Terrace Community and Convention Center (NOT City Operated)  Overture Center Ramp  South East Campus Ramp (UW-Madison)  State Street Campus Ramp	_	Capitol Square North Ramp	>	One-way Street
Monona Terrace Community and Convention Center (NOT City Operated)  Overture Center Ramp  South East Campus Ramp (UW-Madison)  State Street Campus Ramp	_	Capitol Square South Ramp (County)	<b></b>	
Overture Center Ramp  South East Campus Ramp (UW-Madison)  State Street Campus Ramp  12	_	Government East Ramp		
South East Campus Ramp (UW-Madison)  State Street Campus Ramp	_	Monona Terrace Community and Convention	Center	(NOT City Operated)
State Street Campus Ramp  State Street Campus Ramp	9	Overture Center Ramp		
(12)	-	South East Campus Ramp (UW-Madison)		
(12) State Street Conital Dames	11)	State Street Campus Ramp		
State Street Capitol Hamp	12	State Street Capitol Ramp		
Wilson Lot	13	Wilson Lot		