

**PARKING UTILITY
DECEMBER 2014 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE**

Revenues and Occupancies: YTD revenues through October show an increase of \$913K (8%) compared to previous year's revenues, with increases in the following major categories: "Monthly Parking & Long-Term Agreements" = \$402K (30%), "Attended Facilities" = \$301K (4%), and "Off-Street Meters" = \$80K (12%). Peak average occupancy data through October range from 81% - 52% YTD: Government East (81%), Overture Center (79%), Capital Square North (69%), State Street Campus (60%), and State Street Capitol (52%).

Operating Expenses/Bottom Line and Capital Expenses: The City is currently switching its financial software to the new MUNIS system. During this changeover period it is not possible to provide accurate figures as some expenses will be in the old system and some in the new, and the reporting and categorizing of accounts will be changing. Staff will continue to work to change over to the new system.

Facilities: A new resolution for a Request for Proposals for the Judge Doyle Square project was introduced at the January 6 Common Council meeting, to be referred to the Board of Estimates for review and deliberation on January 12. Assuming the Board of Estimates completes their review on January 12, it will come back to the Common Council for action on January 20.

Parking Utility staff has directed our consultant to provide plans and specs to refit the Capitol Square North garage with LED lighting. This project is expected to be completed in 2015.

Plans and specs are being put together for the annual parking garage repair contract. These should be ready by the end of January to proceed through the City's approval process.

Multi-space meters: Transactions in the month of December exceeded \$106K, 61% of which were paid by credit card. We have 99 multi-space meters in operation, and one meter reserved for testing and training. An order for ten new multi-space meters arrived at the end of the month. Since these are a new model, the vendor will be coming to train our staff on the maintenance and repair of these units. We will install these as weather permits. A new order for 50 additional multi-space meters will be placed by the end of January, with an expected delivery date by early summer.

Park & Walk program: We will continue to review usage and revenue data in our system to determine locations for which inclusion into the Park and Walk program would be beneficial.

Pay-by-cell/phone pilot: We continue to work with our vendors, MobileNOW! and Amano McGann, to address operational issues with the pay-by-cell method.

Parking Operations Manager: Bill Putnam is serving as the Interim Parking Operations Manager. The position is going through reclassification before being advertised.

YEAR-TO-DATE REVENUES: 2012 THRU 2014 (JAN-NOV)		2012	2013	2014
### = TPC Map Reference)				
Permits				
	RP3 (residential parking permits)	100,460	100,551	104,446
	Motorcycle Permits	1,333	2,023	2,029
	Resid Street Constr Permits	0	253	237
Total-Permits		101,793	102,827	106,712
Awards and Damages		2,438	4,619	3,351
Advertising Revenue		0	0	0
	Pct increase/decrease vs prior year	102%	101%	104%
Attended Facilities				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	800,811	844,258	791,016
#6	Gov East	1,425,946	1,527,445	1,590,455
#9	Overture Center	880,129	1,008,875	1,141,145
#11	SS Campus-Frances	611,946	574,162	490,577
#11	SS Campus-Lake	2,127,687	2,169,692	2,274,842
#12	SS Capitol	1,361,452	1,439,776	1,577,507
Total-Attended Facilities		7,207,972	7,564,208	7,865,542
	Pct increase/decrease vs prior year	99%	105%	104%
Off-Street Meters (non-motorcycle)				
#1	Blair Lot	7,027	8,472	8,196
#7	Lot 88 (Munic Bldg)	14,456	13,723	11,817
#2	Brayton Lot-Machine	362,715	320,299	417,767
#2	Brayton Lot-Meters	987	0	733
	Buckeye/Lot 58 Multi-Sp	197,177	188,436	199,171
	Evergreen Lot Meters	37,214	38,997	26,223
	Evergreen Lot Multi-Space	0	0	12,041
	Wingra Lot	7,772	8,257	8,428
#12	SS Capitol	51,222	70,180	43,843
	Subtotal-Off-Street Meters (non motorcycle)	678,569	648,364	728,219
Off-Street Meters (motorcycles)				
	ALL Cycles	1,708	1,269	1,421
Total-Off-Street Meters (All)		680,277	649,633	729,639
	Pct increase/decrease vs prior year	107%	95%	112%
On-Street Meters				
	Unattributed On Street Multi-Space & Mobile Now!	0	3,957	18,577
	Cap Sq Mtrs	22,486	19,677	21,179
	Cap Sq Multi-Space	35,671	39,065	38,026
	Campus Area	92,716	86,789	97,144
	Campus Area Multi-Space	184,065	172,005	201,219
	CCB Area	48,566	40,586	39,684
	CCB Area Multi-Space	138,183	146,054	140,290
	E Washington Area	54,649	55,292	52,774
	E Washington Area Multi-Space	18,397	21,414	21,153
	GEF Area	52,365	38,915	36,647
	GEF Area Multi-Space	91,917	91,542	82,638
	MATC Area	22,058	19,265	18,892
	MATC Area Multi-Space	132,773	143,353	134,237
	Meriter Area	63,616	51,352	56,471
	Meriter Area Multi-Space	70,374	120,098	132,973
	MMB Area	48,090	39,933	37,889
	MMB Area Multi-Space	147,859	163,463	146,397
	Monroe Area	117,604	118,608	118,096
	Schenks Area	24,988	17,939	14,570
	State St Area	38,154	25,695	18,948
	State St Area Multi-Space	109,626	128,111	153,499
	University Area	163,803	140,736	151,716
	University Area Multi-Space	137,153	155,803	136,594
	Wilson/Butler Area	62,060	50,994	42,392
	Wilson/Butler Area Multi-Space	31,838	49,852	50,236
	Subtotal-On-Street Meters	1,909,010	1,940,496	1,962,244
		112%	102%	101%
On-Street Construction-Related Meter Revenue				
	Contractor Permits	68,787	85,560	149,564
	Meter Hoods	195,106	231,204	306,369
	Construction Meter Removal	0	45,760	14,496
	Subtotal-On-Street Construction Related Revenue	263,893	362,524	470,429
Totals-On-Street Meters		2,172,903	2,303,020	2,432,673
	Pct increase/decrease vs prior year	114%	106%	106%
Monthly Parking and Long-Term Agreements				
	Wingra Lot	0	0	105
#2	Brayton Lot	112,414	128,786	134,642
#11	State St Campus	24,823	70,406	171,138
#1	Blair Lot	52,659	61,674	62,565
#13	Wilson Lot	66,732	62,212	65,950
#4	Cap Square North	211,030	322,478	376,131
#6	Gov East	162,255	182,188	247,552
#9	Overture Center	90,760	163,564	163,586
#12	SS Capitol-Monthly (non-LT Lease)	145,204	182,807	328,606
	Subtotal-Monthly Parking Permits	865,878	1,173,396	1,550,276
	#9 Overture Center	93,624	109,211	138,697
	#12 SS Cap - LT Lease	0	44,062	39,606
	Subtotal-Long Term Parking Leases	93,624	153,273	178,303
Total-Monthly Parking and Long-Term Agreements		959,502	1,326,668	1,728,579
	Pct increase/decrease vs prior year	109%	138%	130%
Miscellaneous Revenues				
	Operating Lease Payments	4,155	4,562	2,535
	Property Sales	0	18,802	3,337
	Other	7,665	7,476	22,438
	Subtotal-Miscellaneous	11,820	30,841	28,309
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		116,052	138,288	138,372
TOTALS		11,136,706	11,981,816	12,894,805
	Pct increase/decrease vs prior year	102%	108%	108%

YEAR-TO-DATE REVENUES: 2013 vs 2014					
Through NOV		2013 YTD	PRE-CLOSING 2014 YTD	2014 +/- 2013 Amount	%
Permits					
	RP3 (Residential Parking Permits)	100,551.00	104,446.00	3,895.00	4%
	Motorcycle Permits	2,023.00	2,029.00	6.00	0%
	Residential Street Construction Permits	253.17	236.78	(16.39)	-6%
	Total-Permits	102,827.17	106,711.78	3,884.61	4%
	Awards and Damages	4,619.30	3,351.01	(1,268.29)	-27%
	Advertising Revenue	-	-	-	n/a
	Attended Facilities				
	All Cashiered Ramps	-	-	-	n/a
	#4 Cap Sq North	844,258.11	791,016.32	(53,241.79)	-6%
	#6 Gov East	1,527,445.10	1,590,454.68	63,009.58	4%
	#9 Overture Center	1,008,874.93	1,141,144.89	132,269.96	13%
	#11 SS Campus-Frances	574,161.86	490,576.84	(83,585.02)	-15%
	#11 SS Campus-Lake	2,169,691.80	2,274,842.39	105,150.59	5%
	#12 SS Capitol	1,439,776.01	1,577,507.06	137,731.04	10%
	Total-Attended Facilities	7,564,207.82	7,865,542.18	301,334.36	4%
	Off-Street Meters (non-motorcycle)				
	#1 Blair Lot	8,472.26	8,196.20	(276.06)	-3%
	#7 Lot 88 (Munic Bldg)	13,722.55	11,817.21	(1,905.34)	-14%
	#2 Brayton Lot-Machine	320,298.57	417,767.33	97,468.76	30%
	#2 Brayton Lot-Meters	-	732.51	732.51	n/a
	#3 Buckeye/Lot 58 Multi-Space	188,436.38	199,170.63	10,734.25	6%
	Evergreen Lot Meters	38,996.59	26,223.09	(12,773.50)	-33%
	Evergreen Lot Multi-Space	-	12,040.77	12,040.77	n/a
	Wingra Lot	8,257.45	8,427.51	170.06	2%
	#12 SS Capitol	70,180.17	43,843.47	(26,336.70)	-38%
	Subtotal-Off-Street Meters (non motorcycle)	648,363.97	728,218.72	79,854.75	12%
	Off-Street Meters (motorcycles)				
	All Cycles	1,268.72	1,420.55	151.83	12%
	Total-Off-Street Meters (All)	649,632.69	729,639.27	80,006.58	12%
	On-Street Meters				
	Unattributed On Street Multi-Space & Mobile Now!	3,957.01	18,577.17	14,620.16	369%
	Capitol Square Meters	19,676.87	21,178.76	1,501.89	8%
	Capitol Square Multi-Space	39,065.21	38,026.16	(1,039.05)	-3%
	Campus Area	86,789.25	97,144.32	10,355.07	12%
	Campus Area Multi-Space	172,005.33	201,218.98	29,213.65	17%
	CCB Area	40,586.14	39,684.39	(901.75)	-2%
	CCB Area Multi-Space	146,054.15	140,290.43	(5,763.72)	-4%
	East Washington Area	55,292.40	52,774.25	(2,518.15)	-5%
	East Washington Area Multi-Space	21,413.71	21,153.35	(260.36)	-1%
	GEF Area	38,914.68	36,646.59	(2,268.09)	-6%
	GEF Area Multi-Space	91,541.70	82,638.22	(8,903.48)	-10%
	MATC Area	19,265.07	18,892.40	(372.67)	-2%
	MATC Area Multi-Space	143,352.60	134,237.40	(9,115.20)	-6%
	Meriter Area	51,352.06	56,470.73	5,118.67	10%
	Meriter Area Multi-Space	120,097.71	132,973.03	12,875.32	11%
	MMB Area	39,932.52	37,888.62	(2,043.90)	-5%
	MMB Area Multi-Space	163,462.82	146,397.35	(17,065.47)	-10%
	Monroe Area	118,608.30	118,095.76	(512.54)	0%
	Schenks Area	17,938.92	14,570.39	(3,368.53)	-19%
	State St Area	25,694.77	18,947.56	(6,747.21)	-26%
	State St Area Multi-Space	128,110.71	153,499.11	25,388.40	20%
	University Area	140,736.29	151,716.37	10,980.08	8%
	University Area Multi-Space	155,802.50	136,593.72	(19,208.78)	-12%
	Wilson/Butler Area	50,993.89	42,392.49	(8,601.40)	-17%
	Wilson/Butler Area Multi-Space	49,851.60	50,236.00	384.40	1%
	Subtotal-On-Street Meters	1,940,496.21	1,962,243.55	21,747.34	1%
	On-Street Construction-Related Meter Revenue				
	74284 Contractor Permits	85,560.00	149,564.00	64,004.00	75%
	74285 Meter Hoods	231,203.60	306,369.28	75,165.68	33%
	74286 Construction Meter Removal	45,760.00	14,496.00	(31,264.00)	-68%
	Subtotal-On-Street Construction Related Revenue	362,523.60	470,429.28	107,905.68	30%
	Totals-On-Street Meters	2,303,019.81	2,432,672.83	129,653.02	6%
	Monthly Parking and Long-Term Agreements				
	Wingra Lot	-	104.52	104.52	n/a
	#2 Brayton Lot	128,786.31	134,642.34	5,856.03	5%
	#11 State St Campus	70,406.06	171,138.42	100,732.36	143%
	#1 Blair Lot	61,674.48	62,565.26	890.78	1%
	Wilson Lot	62,211.59	65,950.39	3,738.80	6%
	#13 Cap Square No	322,478.14	376,131.15	53,653.01	17%
	#6 Gov East	182,187.99	247,551.83	65,363.84	36%
	#9 Overture Center	163,564.43	163,585.99	21.56	0%
	#12 SS Capitol-Monthly (non-LT Lease)	182,086.56	328,606.12	146,519.56	80%
	Subtotal-Monthly Permit Parking	1,173,395.56	1,550,276.02	376,880.46	32%
	Overture Center (#9)	109,210.90	138,697.05	29,486.15	27%
	SS Cap-Long Term Lease	44,061.82	39,605.75	(4,456.07)	-10%
	Subtotal-Long Term Parking Leases	153,272.72	178,302.80	25,030.08	16%
	Total-Monthly Parking and Long-Term Agreements	1,326,668.28	1,728,578.82	401,910.54	30%
	Miscellaneous Revenues				
	Operating Lease Payments	4,562.44	2,534.84	(2,027.60)	-44%
	Property Sales	18,802.47	3,336.61	(15,465.86)	-82%
	Other	7,476.33	22,438.03	14,961.70	200%
	Subtotal-Miscellaneous	30,841.24	28,309.48	(2,531.76)	-8%
	Summary - RP3 and Misc Revenue (incl's Cycle Perms)	138,287.71	138,372.27	84.56	0%
	TOTALS	11,981,816.31	12,894,805.37	912,989.06	8%

YEAR-TO-DATE 2014 REVENUES--BUDGET VS ACTUAL THROUGH NOV					
	Budget	Actual	Amount	%	
Permits					
RP3 (Residential Parking Permits)	101,351.67	104,446.00	3,094.33	3%	
Motorcycle Permits	2,239.00	2,029.00	(210.00)	-9%	
Residential Street Construction Permits	253.17	236.78	(16.39)	-6%	
Total-Permits	103,843.84	106,711.78	2,867.94	3%	
Awards and Damages	3,553.27	3,351.01	(202.26)	-6%	
Advertising Revenue	-	-	-	n/a	
Attended Facilities				n/a	
All Cashiered Ramps	-	-	-	n/a	
#4 Cap Sq North	834,647.27	791,016.32	(43,630.96)	-5%	
#6 Gov East	1,543,659.53	1,590,454.68	46,795.15	3%	
#9 Overture Center	1,006,552.29	1,141,144.89	134,592.61	13%	
#11 SS Campus-Frances	594,740.58	490,576.84	(104,163.74)	-18%	
#11 SS Campus-Lake	2,133,353.22	2,274,842.39	141,489.17	7%	
#12 SS Capitol	1,439,848.07	1,577,507.06	137,658.98	10%	
Total-Attended Facilities	7,552,800.96	7,865,542.18	312,741.22	4%	
Meters-Off-Street (non-motorcycle)					
Atwood Lot	-	-	-	n/a	
#1 Blair Lot	7,722.76	8,196.20	473.44	6%	
#7 Lot 88 (Munic Bldg)	12,216.39	11,817.21	(399.18)	-3%	
#2 Brayton Lot-Machine	378,679.17	417,767.33	39,088.16	10%	
#2 Brayton Lot-Meters	-	732.51	732.51	n/a	
#3 Buckeye/Lot 58 Multi-Space	201,492.99	199,170.63	(2,322.36)	-1%	
Evergreen Lot Meters	30,964.09	26,223.09	(4,741.00)	-15%	
Evergreen Lot Multi-Space	11,765.02	12,040.77	275.75	2%	
Wingra Lot	7,592.55	8,427.51	834.96	11%	
#12 SS Capitol	72,591.52	43,843.47	(28,748.05)	-40%	
Subtotal-Off-Street Meters (non-motorcycle)	723,024.48	728,218.72	5,194.24	1%	
Off-Street Meters (motorcycles)					
ALL Cycles	2,031.69	1,420.55	(611.14)	-30%	
Total-Off-Street Meters (All)	725,056.18	729,639.27	4,583.09	1%	
On-Street Meters					
Unattributed On Street Multi-Space & Mobile Now	2,886.01	18,577.17	15,691.16	544%	
Capitol Square Meters	20,134.22	21,178.76	1,044.54	5%	
Capitol Square Multi-Space	28,963.23	38,026.16	9,062.93	31%	
Campus Area	81,417.51	97,144.32	15,726.81	19%	
Campus Area Multi-Space	152,669.11	201,218.98	48,549.87	32%	
CCB Area	37,942.50	39,684.39	1,741.89	5%	
CCB Area Multi-Space	149,606.56	140,290.43	(9,316.13)	-6%	
East Washington Area	53,794.42	52,774.25	(1,020.17)	-2%	
East Washington Area Multi-Space	17,988.37	21,153.35	3,164.98	18%	
GEF Area	44,334.10	36,646.59	(7,687.51)	-17%	
GEF Area Multi-Space	87,120.62	82,638.22	(4,482.40)	-5%	
MATC Area	14,623.13	18,892.40	4,269.27	29%	
MATC Area Multi-Space	141,380.07	134,237.40	(7,142.67)	-5%	
Meriter Area	51,110.43	56,470.73	5,360.30	10%	
Meriter Area Multi-Space	124,614.28	132,973.03	8,358.75	7%	
MMB Area	35,907.30	37,888.62	1,981.32	6%	
MMB Area Multi-Space	165,787.31	146,397.35	(19,389.96)	-12%	
Monroe Area	128,179.18	118,095.76	(10,083.42)	-8%	
Schenks Area	20,174.91	14,570.39	(5,604.52)	-28%	
State St Area	27,790.62	18,947.56	(8,843.06)	-32%	
State St Area Multi-Space	127,727.40	153,499.11	25,771.71	20%	
University Area	152,438.68	151,716.37	(722.31)	0%	
University Area Multi-Space	138,453.24	136,593.72	(1,859.52)	-1%	
Wilson/Butler Area	57,615.39	42,392.49	(15,222.90)	-26%	
Wilson/Butler Area Multi-Space	51,681.28	50,236.00	(1,445.28)	-3%	
Subtotal-On-Street Meters	1,914,339.87	1,962,243.55	47,903.68	3%	
On-Street Construction-Related Meter Revenue					
Contractor Permits	68,053.83	149,564.00	81,510.17	120%	
Meter Hoods	154,055.11	306,369.28	152,314.17	99%	
Construction Meter Removal	-	14,496.00	14,496.00	n/a	
Subtotal-Construction Related Revenue	222,108.94	470,429.28	248,320.34	112%	
Totals-On-Street Meters	2,136,448.81	2,432,672.83	296,224.02	14%	
Monthly Parking and Long-Term Agreements					
Wingra Lot	-	104.52	104.52	n/a	
#2 Brayton Lot	106,883.72	134,642.34	27,758.62	26%	
#11 State St Campus	46,848.15	171,138.42	124,290.27	265%	
#1 Blair Lot	64,469.32	62,565.26	(1,904.06)	-3%	
Wilson Lot	70,704.41	65,950.39	(4,754.02)	-7%	
#13 Cap Square North	216,948.15	376,131.15	159,183.00	73%	
#6 Gov East	191,048.40	247,551.83	56,503.43	30%	
#9 Overture Center	132,496.79	163,585.99	31,089.20	23%	
#12 SS Capitol-Monthly (non-LT Lease)	197,309.99	328,606.12	131,296.14	67%	
Subtotal-Monthly Permit	1,026,708.93	1,550,276.02	523,567.09	51%	
#9 Overture Center	56,207.25	138,697.05	82,489.80	147%	
#12 SS Cap-Long Term Lease	55,102.08	39,605.75	(15,496.33)	-28%	
Subtotal-Long-Term Parking Leases	111,309.33	178,302.80	66,993.47	60%	
Total-Monthly Parking and Long-Term Agreements	1,138,018.26	1,728,578.82	590,560.56	52%	
Miscellaneous Revenue					
Operating Lease Payments	3,599.15	2,534.84	(1,064.31)	-30%	
Property Sales	-	3,336.61	3,336.61	n/a	
Other (Includes 79475 txfer in from Internal Svc)	8,229.00	22,438.03	14,209.03	173%	
Subtotal-Miscellaneous	11,828.14	28,309.48	16,481.34	139%	
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	119,225.25	138,372.27	19,147.02	16%	
TOTALS	11,671,549.46	12,894,805.37	1,223,255.91	10%	

2014 REVENUES-BUDGET VS ACTUAL NOVEMBER

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 'miss es.' Such impacts are listed in the right-hand columns for variances of +/- \$1,000 or greater.

				Actual +/- Budget	
((# = TPC map reference))		Budget	Actual	Amount	%
Permits					
	RP3 (Residential Parking Permits)	2,886.00	2,901.00	15.00	1%
	Motorcycle Permits	-	-	-	
	Residential Street Construction Permits	-	-	-	
Total-Permits		2,886.00	2,901.00	15.00	1%
Awards and Damages		176.34	547.56	371.22	211%
Advertising Revenue		-	-	-	
Attended Facilities					
	ALL Cashiered Ramps			-	
	#4 Cap Sq North	71,882.56	63,048.58	(8,833.98)	-12%
	#6 Gov East	128,391.48	130,259.33	1,867.85	1%
	#9 Overture Center	106,548.90	101,768.40	(4,780.51)	-4%
	#11 SS Campus-Frances	57,057.39	40,456.18	(16,601.20)	-29%
	#11 SS Campus-Lake	203,041.50	182,998.01	(20,043.49)	-10%
	#12 SS Capitol	153,607.65	129,084.63	(24,523.03)	-16%
Total-Attended Facilities		720,529.48	647,615.12	(72,914.36)	-10%
Meters-Off-Street (non-motorcycle)					
	Blair Lot	562.03	416.31	(145.72)	-26%
	Lot 88 (Munic Bldg)	936.33	874.02	(62.31)	-7%
	Brayton Lot-Machine	29,381.64	32,667.05	3,285.41	11%
	Buckeye/Lot 58 Multi-Space	15,111.55	11,247.61	(3,863.94)	-26%
	Evergreen Lot Multi-Space	4,373.34	3,201.97	(1,171.37)	-27%
	Wingra Lot	850.41	953.21	102.80	12%
	SS Capitol	4,966.08	3,104.60	(1,861.48)	-37%
Subtotal-Off-Street Meters (non cycle)		56,181.38	52,464.77	(3,716.61)	-7%
Meters-Off-Street motorcycles					
	All Cycles	114.80	10.28	(104.52)	-91%
Total-Off-Street Meters (All)		56,296.18	52,475.05	(3,821.13)	-7%
On-Street Meters					
	Unattributed On Street Multi-Space & Mobile Now	228.52	2,036.61	1,808.09	791%
	Capitol Square Meters	1,516.71	1,597.54	80.83	5%
	Capitol Square Multi-Space	2,567.84	2,647.40	79.56	3%
	Campus Area	6,167.05	4,810.89	(1,356.16)	-22%
	Campus Area Multi-Space	5,471.76	16,338.46	10,866.70	199%
	CCB Area	2,549.30	3,381.95	832.65	33%
	CCB Area Multi-Space	7,630.53	10,678.40	3,047.87	40%
	East Washington Area	4,111.91	3,235.25	(876.66)	-21%
	East Washington Area Multi-Space	1,867.40	1,165.45	(701.95)	-38%
	GEF Area	3,294.93	2,884.87	(410.06)	-12%
	GEF Area Multi-Space	9,942.95	6,461.15	(3,481.80)	-35%
	MATC Area	1,175.40	1,041.19	(134.21)	-11%
	MATC Area Multi-Space	11,430.08	10,415.60	(1,014.48)	-9%
	Meriter Area	3,982.32	4,355.28	372.96	9%
	Meriter Area Multi-Space	15,453.85	9,670.30	(5,783.55)	-37%
	MMB Area	2,597.57	2,059.66	(537.91)	-21%
	MMB Area Multi-Space	13,922.81	12,044.55	(1,878.26)	-13%
	Monroe Area	13,111.05	9,859.40	(3,251.65)	-25%
	Schens Area	1,521.71	640.64	(881.07)	-58%
	State St Area	2,040.27	1,130.50	(909.77)	-45%
	State St Area Multi-Space	15,589.53	14,032.56	(1,556.97)	-10%
	University Area	11,544.37	12,556.68	1,012.31	9%
	University Area Multi-Space	11,560.02	10,520.20	(1,039.82)	-9%
	Wilson/Butler Area	4,910.46	2,481.28	(2,429.18)	-49%
	Wilson/Butler Area Multi-Space	3,874.19	3,901.11	26.92	1%
Subtotal-On-Street Meters		158,062.52	149,946.92	(8,115.60)	-5%
On-Street Construction-Related Meter Revenue					
	Contractor Permits	4,165.33	6,255.00	2,089.67	50%
	Meter Hoods	5,852.67	18,185.04	12,332.37	211%
	Construction Meter Removal	-	7,104.00	7,104.00	
Subtotal-On-Street Construction Related Revenue		10,018.00	31,544.04	21,526.04	215%
Total-On-Street Meters		168,080.52	181,490.96	13,410.44	8%
Monthly Parking and Long-Term Agreements					
	#2 Brayton Lot	8,204.71	12,364.25	4,159.54	51%
	#11 State St Campus	2,748.35	11,626.17	8,877.82	323%
	#1 Blair Lot	6,201.90	5,152.80	(1,049.10)	-17%
	Wilson Lot	6,786.70	5,330.00	(1,456.70)	-21%
	#13 Cap Square No	18,529.43	37,666.46	19,137.03	103%
	#6 Gov East	18,059.69	24,354.31	6,294.62	35%
	#9 Overture Center	11,964.06	11,470.18	(493.88)	-4%
	#12 SS Capitol-Monthly (non-LT Lease)	17,486.73	28,178.96	10,692.24	61%
Subtotal-Monthly Permit		89,981.56	136,143.13	46,161.57	51%
	#9 Overture Center	5,109.75	9,575.75	4,466.00	87%
	#12 SS Cap-Long Term Lease	5,009.28	-	(5,009.28)	-100%
Subtotal-Long Term Parking Leases		10,119.03	9,575.75	(543.28)	-5%
Total-Monthly Parking and Long-Term Agreements		100,100.59	145,718.88	45,618.29	46%
Miscellaneous Revenue					
	Operating Lease Payments	277.40	1,026.00	748.60	270%
	Property Sales	-	-	-	
	Other PLUS #74199 (Misc)	123.99	95.00	(28.99)	-23%
Subtotal-Miscellaneous Revenue		401.39	1,121.00	719.61	179%
Summary-RP3 & Miscellaneous Revenue		3,463.73	4,569.56	1,105.83	32%
GRAND TOTALS		1,048,470.50	1,031,869.57	(16,600.93)	-2%

City of Madison Parking Utility YTD Revenue Total/Occupancy Average -- THRU NOV 2013 vs 2014

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		YTD-13	YTD-14	YTD-13	YTD-14	YTD-13	YTD-14	YTD-13	YTD-14	YTD-13	YTD-14
Metered Lots	13 Blair Lot	13	13	281	280	--	--	\$ 8,472.26	\$ 8,196.20	\$ 2.32	\$ 2.25
	19 Lot 88 (Municipal Building)	17	17	281	280	67%	72%	\$ 13,722.55	\$ 11,817.21	\$ 2.87	\$ 2.48
	153 Brayton Lot Paystations	154	153	281	280	72%	76%	\$ 320,298.57	\$ 417,767.33	\$ 7.40	\$ 9.75
	Brayton Lot Meters	0	0			--	--	\$ -	\$ 732.51	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	55	54	281	280	37%	41%	\$ 188,436.38	\$ 199,170.63	\$ 12.19	\$ 13.17
	17 Evergreen Lot	23	20	281	191	30%	29%	\$ 38,996.59	\$ 26,223.09	\$ 6.03	\$ 6.86
	23 Evergreen Lot Multi-Sp**	0	24	25	114	0%	61%	\$ -	\$ 12,040.77	\$ -	\$ 4.40
	19 Wingra Lot	19	19	281	280	--	--	\$ 8,257.45	\$ 8,427.51	\$ 1.55	\$ 1.58
	36 SS Capitol	21	36	281	280	27%	22%	\$ 70,180.17	\$ 43,843.47	\$ 11.89	\$ 4.35
	42 Cycles	43	42	177	177	--	--	\$ 1,268.72	\$ 1,420.55	\$ 0.17	\$ 0.19
Cashiered	346 Capitol Square N (c)	379	337	334	334	72%	69%	\$ 844,262.53	\$ 791,016.32	\$ 6.67	\$ 7.03
	398 Gov East (c)	371	383	334	334	79%	81%	\$ 1,527,444.76	\$ 1,590,454.68	\$ 12.33	\$ 12.43
	369 Overture Ctr (c)	395	334	334	334	74%	79%	\$ 1,008,874.53	\$ 1,141,144.89	\$ 7.65	\$ 10.23
	534 SS Campus-Frances (c)							\$ 574,161.51	\$ 490,576.84		
	(SS Campus Combined Total)	988	953	334	334	57%	60%	\$ 2,743,850.55	\$ 2,765,419.23	\$ 8.31	\$ 8.69
	440 SS Campus-Lake (c)							\$ 2,169,689.04	\$ 2,274,842.39		
577 State St Capitol (c)	648	575	334	334	43%	52%	\$ 1,439,775.45	\$ 1,577,507.06	\$ 6.65	\$ 8.21	
Monthly	80 State St Campus Monthly (b) (d)	25	60	237	232	40%	32%	\$ 70,406.06	\$ 171,138.42	\$ 11.88	\$ 12.29
	44 Blair Lot Monthly (b) (h)	47	49	237	232	93%	99%	\$ 61,674.48	\$ 62,565.26	\$ 5.54	\$ 5.50
	92 Brayton Lot Monthly	80	95	237	232	94%	63%	\$ 128,786.31	\$ 134,642.34	\$ 6.79	\$ 6.11
	Wingra Lot Monthly	0	1	0	127	0%	33%	\$ -	\$ 104.52	n/a	\$ 0.82
	50 Wilson Lot Monthly (b) (h)	48	48	237	232	96%	97%	\$ 62,211.59	\$ 65,950.39	\$ 5.47	\$ 5.92
	259 Capitol Square N Monthly (b) (d)	206	233	237	232	73%	73%	\$ 322,478.14	\$ 376,131.15	\$ 6.61	\$ 6.96
	113 Gov East Monthly (b) (d)	84	104	237	232	78%	77%	\$ 182,187.99	\$ 247,551.83	\$ 9.15	\$ 10.26
	258 Overture Ctr Monthly (b) (d)	193	206	237	232	63%	67%	\$ 272,775.33	\$ 302,283.04	\$ 5.96	\$ 6.32
204 SS Capitol Monthly (b) (d)	150	165	237	232	62%	54%	\$ 226,148.38	\$ 368,211.87	\$ 6.36	\$ 9.62	
On-Street Metered	169 Campus Collection Area (e)	155	168	281	280	51%	70%	\$ 258,794.58	\$ 298,363.30	\$ 5.94	\$ 6.34
	25 Capitol Square Collection Area (e)	25	25	281	280	56%	73%	\$ 58,742.08	\$ 59,204.92	\$ 8.36	\$ 8.46
	94 CCB Collection Area (e)	100	101	281	280	73%	74%	\$ 186,640.29	\$ 179,974.82	\$ 6.64	\$ 6.36
	96 E Washington Collection Area (e)	96	90	281	280	51%	34%	\$ 76,706.11	\$ 73,927.60	\$ 2.84	\$ 2.93
	79 GEF Collection Area (e)	85	90	281	280	65%	69%	\$ 130,456.38	\$ 119,284.81	\$ 5.46	\$ 4.73
	97 MATC Collection Area (e)	100	100	281	280	47%	50%	\$ 162,617.67	\$ 153,129.80	\$ 5.79	\$ 5.47
	127 Meriter Collection Area (e)	138	142	281	280	40%	55%	\$ 171,449.77	\$ 189,443.76	\$ 4.42	\$ 4.76
	106 MMB Collection Area (e)	112	112	281	280	78%	84%	\$ 203,395.34	\$ 184,285.97	\$ 6.46	\$ 5.88
	125 Monroe Collection Area (e)	125	124	281	280	--	--	\$ 118,608.30	\$ 118,095.76	\$ 3.38	\$ 3.40
	44 Schenks Collection Area (e)	47	36	281	280	--	--	\$ 17,938.92	\$ 14,570.39	\$ 1.36	\$ 1.45
	119 State St Collection Area (e)	95	123	281	280	58%	58%	\$ 153,805.48	\$ 172,446.67	\$ 5.76	\$ 5.01
	199 University Collection Area (e)	190	199	281	280	60%	64%	\$ 296,538.79	\$ 288,310.09	\$ 5.55	\$ 5.17
	109 Wilson/Butler Collection Area (e)	136	127	281	280	57%	56%	\$ 100,845.49	\$ 92,628.49	\$ 2.64	\$ 2.60
696 On Street Multi-Sp (g)	656	694	281	280	48%	49%	\$ 3,957.01	\$ 18,577.17	\$ 0.02	\$ 0.10	
	Subtotal - Route Revenue	1,404	1,437	281	280	--	--	\$ 1,940,496.21	\$ 1,962,243.55	\$ 4.92	\$ 4.88
	Meter-Related Constrn Rev							\$ 362,523.60	\$ 470,429.28		
	Total On-St Meter Revenue							\$ 2,303,019.81	\$ 2,432,672.83		
	Miscellaneous	0	0					\$ 138,287.71	\$ 138,372.27		
	Total (a)	5,363	5,358					\$ 11,981,816.31	\$ 12,894,805.37		

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\$ 912,989.06

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. Prior to 2013, monthly occupancy data was based on the assumption that monthly parkers had 100% occupancies.
- (e) Occupancies are based on monthly observational surveys performed on a single day, as well as Metric/Aslan system data.
- (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.
- (h) Blair and Wilson Lot Monthly Parker occupancy is not based on actual use; it is based on the total permits in use divided by the total available permits.
- (y) Maximum available revenue producing spaces.
- (z) Average available revenue producing spaces (excluding spaces that are out of service).

(**) Evergreen Lot Multispace converted 08/14/2014; occupancy based on metric system data rather than visual survey

Available Spaces indicates the 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.

City of Madison Parking Utility Revenue(a) for the Months of November, 2013 and 2014(c)

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		Nov-13	Nov-14	Nov-13	Nov-14	Nov-13	Nov-14	Nov-13	Nov-14	Nov-13	Nov-14
Metered Lots	13 Blair Lot	13	13	25	24	--	--	400.08	\$ 416.31	\$ 1.23	\$ 1.33
	19 Lot 88 (Municipal Building)	17	17	25	24	71%	76%	917.88	\$ 874.02	\$ 2.16	\$ 2.14
	153 Brayton Lot Paystations	153	153	25	24	65%	57%	29,743.65	\$ 32,667.05	\$ 7.78	\$ 8.90
	Brayton Lot Meters	0	--	25	24	--	--	-	\$ -	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	55	53	25	24	34%	33%	12,847.65	\$ 11,247.61	\$ 9.34	\$ 8.84
	Evergreen Lot	23	--	25	0	26%	--	3,709.63	\$ -	\$ 6.45	\$ -
	23 Evergreen Lot Multi-Sp	0	23	0	24	0%	61%	-	\$ 3,201.97	\$ -	\$ 5.80
	19 Wingra Lot	19	19	25	24	--	11%	986.25	\$ 953.21	\$ 2.08	\$ 2.09
	36 SS Capitol	36	36	25	24	26%	13%	3,609.00	\$ 3,104.60	\$ 4.01	\$ 3.59
	42 Cycles	42	45	25	24	--	--	11.31	\$ 10.28	\$ 0.01	\$ 0.01
Cashiered	338 Capitol Square N (c)	363	310	30	30	63%	74%	62,204.62	\$ 63,048.58	\$ 5.71	\$ 6.78
	384 Gov East (c)	413	378	30	30	67%	74%	119,597.41	\$ 130,259.33	\$ 9.65	\$ 11.49
	384 Overture Ctr (c)	415	375	30	30	76%	83%	90,902.27	\$ 101,768.40	\$ 7.30	\$ 9.05
	534 SS Campus-Frances (c) (SS Campus Combined Total)	944	521	30	30	57%	58%	44,886.81	\$ 40,456.18		
	445 SS Campus-Lake (c)		433					182,526.89	\$ 182,998.01		
557 State St Capitol (c)	638	561	30	30	44%	44%	120,004.26	\$ 129,084.63	\$ 6.27	\$ 7.67	
Monthly	75 State St Campus Monthly (b) (d)	50	76	22	19	30%	19%	12,002.16	\$ 11,626.17	\$ 10.91	\$ 8.05
	44 Blair Lot Monthly (b) (h)	49	44	22	19	98%	98%	7,811.02	\$ 5,152.80	\$ 7.25	\$ 6.16
	92 Brayton Lot Monthly	95	92	22	19	100%	73%	9,559.51	\$ 12,364.25	\$ 4.57	\$ 7.07
	Wingra Lot Monthly	0	0	0	19	0%	0%	-	\$ -	n/a	\$ -
	50 Wilson Lot Monthly (b) (h)	49	50	22	19	98%	94%	5,405.20	\$ 5,330.00	\$ 5.01	\$ 5.61
	267 Capitol Square N Monthly (b) (d)	243	285	22	19	68%	71%	32,691.50	\$ 37,666.46	\$ 6.12	\$ 6.96
	127 Gov East Monthly (b) (d)	87	132	22	19	73%	60%	17,343.58	\$ 24,354.31	\$ 9.06	\$ 9.71
	223 Overture Ctr Monthly (b) (d)	244	218	22	19	58%	64%	30,562.73	\$ 21,045.93	\$ 5.69	\$ 5.08
224 SS Capitol Monthly (b) (d)	209	214	22	19	60%	40%	23,403.11	\$ 28,178.96	\$ 5.09	\$ 6.93	
On-Street Metered	168 Campus Collection Area (e)	160	191	25	24	58%	57%	20,422.44	\$ 21,149.35	\$ 5.11	\$ 4.61
	25 Capitol Square Collection Area (e)	25	25	25	24	50%	75%	4,704.41	\$ 4,244.94	\$ 7.53	\$ 7.07
	94 CCB Collection Area (e)	101	101	25	24	73%	77%	13,041.12	\$ 14,060.35	\$ 5.16	\$ 5.80
	96 E Washington Collection Area (e)	97	97	25	24	35%	35%	5,093.40	\$ 4,400.70	\$ 2.10	\$ 1.89
	72 GEF Collection Area (e)	95	94	25	24	66%	68%	11,650.17	\$ 9,346.02	\$ 4.91	\$ 4.14
	97 MATC Collection Area (e)	100	100	25	24	56%	33%	12,828.15	\$ 11,456.79	\$ 5.13	\$ 4.77
	127 Meriter Collection Area (e)	151	138	25	24	38%	45%	14,956.32	\$ 14,025.58	\$ 3.96	\$ 4.23
	105 MMB Collection Area (e)	112	112	25	24	70%	80%	15,489.20	\$ 14,104.21	\$ 5.53	\$ 5.25
	123 Monroe Collection Area (e)	125	123	25	24	--	--	10,138.14	\$ 9,859.40	\$ 3.24	\$ 3.34
	43 Schenks Collection Area (e)	44	18	25	24	--	--	1,963.72	\$ 640.64	\$ 1.79	\$ 1.48
	123 State St Collection Area (e)	91	137	25	24	50%	41%	14,987.35	\$ 15,163.06	\$ 6.59	\$ 4.61
	200 University Collection Area (e)	206	204	25	24	61%	62%	24,581.39	\$ 23,076.88	\$ 4.77	\$ 4.71
	109 Wilson/Butler Collection Area (e)	133	133	25	24	60%	53%	6,460.45	\$ 6,382.39	\$ 1.94	\$ 2.00
	719 On Street Multi-Sp (g)	678	732	25	24	47%	44%	(634.23)	\$ 2,036.61	\$ (0.04)	\$ 0.12
Subtotal - Route Revenue		1,440	1,473	25	24	--	--	155,682.03	\$ 149,946.92	\$ 4.32	\$ 4.24
Meter-Related Constrn Rev								24,061.00	\$ 31,544.04		
Total On-St Meter Revenue								179,743.03	\$ 181,490.96		
Miscellaneous								5,772.15	\$ 4,569.56		
Total (a)		5,597	5,521					996,641.70	\$ 1,031,869.57		

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Footnotes:

- (a) Excludes interest on investments
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- (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. Prior to 2013, monthly occupancy data was based on the assumption that monthly parkers had 100% occupancies.
- (e) Occupancies are based on monthly observational surveys performed on a single day, as well as Metric/Aslan system data.
- (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.
- (h) Blair and Wilson Lot Monthly Parker occupancy is not based on actual use; it is based on the total permits in use divided by the total available permits.
- (y) Maximum available revenue producing spaces.
- (z) Average available revenue producing spaces (excluding spaces that are out of service).
- (zz) Brayton Lot avg occupancy is based on a once a month visual survey and it not as accurate as other average occupancies.

Available Spaces indicates the 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