

**PARKING UTILITY  
JUNE 2015 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE**

**Occupancies:** Overall average peak occupancy data at cashiered facilities was up from May 2014 YTD figures, with peak occupancy ranging from 85%-57%: Government East (85%), Overture Center (85%), Capital Square North (80%), State Street Capitol (59%), and State Street Campus (57%).

**Operating Revenue & Expenses, Net Income Line and Capital Expenses:** Monthly and YTD revenue and expenses reports cannot be easily or accurately compared to the 2014 monthly or YTD amounts because beginning January 2015 the City began using the MUNIS system and this system does not provide information in the same manner, which makes direct comparison impossible.

We are continuing to work to resolve this issue, but comparable revenue and expense figures may not be available until 2016. Staff will continue to work with the new system to provide this information as soon as possible and the TPC will be advised when the information is available.

**Facilities:** The Common Council has elected to review the JDS Development, LLC proposal for the Judge Doyle Square project first due to deadlines identified in the proposal. If the JDS Development proposal is found not acceptable, then the remaining three proposals will be reviewed and evaluated afterward. The BOE and Common Council will be reviewing and recommending action on JDS Development, LLC proposal in the June/July time period. Copies of all four proposals are available on the Madison website.

The annual parking garage repair contract has been executed and repair work began on June 1, 2015. The entire project is expected to be completed by early September 2015.

**Multi-space meters:** Two new multi-space meters were installed in the State Street Capital Garage earlier this year, and eight others are being installed in on-street locations in the Capital Square area. Several will replace existing, older model multi-space meters which will be moved to less-utilized areas where multi-space meters are practical. There are currently 101 multi-space meters in operation, with two additional meters reserved for testing and training. Staff is reviewing the current inventory and locations, occupancy data and expected changes in demand, to determine the appropriate number of additional multi-space meters to order. The order for additional machines should be placed by August with expected delivery and installation in late 2015.

**“Smart” single-space meters:** The Parking Utility intends to issue an RFP later this year for the smart single-space meter replacement and trial. These meters would accept both credit cards and coins for payment, as well as provide additional parking and revenue data to assist in future parking decisions. This trial would likely go into the winter of 2015-2016 to determine the reliability in inclement weather and gauge customer acceptance of this technology. These new meters would replace the existing single-space meters on blocks where it is either not practical or cost effective to utilize a multi-space meter at the location.

**Pay-by-cell/phone pilot:** The Parking Utility staff has continued to work with the current vendors (MobileNOW! and Amano McGann) to address operational issues with their pay-by-cell system. The Parking Utility is reviewing the recently implemented updates and patches provided by the vendors. The initial assessment is that these have resolved the issues and we expect a full rollout and associated marketing campaign of our pay-by-cell system in July 2015, allowing our customers to utilize this smart phone technology at any parking space controlled by a multi-space meter.

**Parking Enforcement Management System:** RFP responses have been received for replacement of the Police Department's Parking Enforcement Management System, including the handheld devices Parking Enforcement Officers use to issue citations and check the payment status for spaces controlled by multi-space meters. After staff reviewed and ranked all the proposals, the top three vendors demonstrated their systems for City staff in June. The next step will be to determine the top candidate and begin negotiations. It is expected that the new system will be operational in early 2016.

YEAR-TO-DATE REVENUES: 2013 THRU 2015 (JAN-MAY)		2013	2014	2015
### = TPC Map Reference)				
<b>Permits</b>				
	RP3 (residential parking permits)	16,884	18,250	15,080
	Motorcycle Permits	2,023	1,804	3,465
	Resid Street Constr Permits	253	0	0
<b>Total-Permits</b>		<b>19,160</b>	<b>20,054</b>	<b>18,545</b>
<b>Awards and Damages</b>		2,017	1,450	0
<b>Advertising Revenue</b>		0	0	0
	Pct of Prior Year	103%	105%	92%
<b>Attended Facilities</b>				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	360,552	341,663	325,877
#6	Gov East	693,743	692,545	650,751
#9	Overture Center	457,475	501,438	510,054
#11	SS Campus-Frances	258,238	221,797	194,362
#11	SS Campus-Lake	940,333	936,150	889,638
#12	SS Capitol	665,151	676,646	643,463
<b>Total-Attended Facilities</b>		<b>3,375,493</b>	<b>3,370,239</b>	<b>3,214,145</b>
	Pct of Prior Year	101%	100%	95%
<b>Off-Street Meters (non-motorcycle)</b>				
#1	Blair Lot	3,214	2,294	2,621
#7	Lot 88 (Munic Bldg)	5,415	4,236	4,005
#2	Brayton Lot-Machine	174,466	175,246	176,310
#2	Brayton Lot-Meters	0	733	0
	Buckeye/Lot 58 Multi-Sp	79,872	80,871	70,625
	Evergreen Lot	18,618	18,071	0
	Evergreen Lot Multi-Sp			12,790
	Wingra Lot	3,886	3,481	3,510
#12	SS Capitol	35,063	18,933	18,539
	Subtotal-Off-Street Meters (non motorcycle)	320,536	303,866	288,399
<b>Off-Street Meters (motorcycles)</b>				
	ALL Cycles	292	233	9,793
<b>Total-Off-Street Meters (All)</b>		<b>320,827</b>	<b>304,099</b>	<b>298,192</b>
	Pct of Prior Year	116%	95%	98%
<b>On-Street Meters</b>				
	On Street Multi-Space & MobileNow	1,584	6,598	21,498
	Cap Sq Mtrs	8,477	9,129	9,058
	Cap Sq Multi-Space	17,217	17,847	15,560
	Campus Area	36,094	49,647	28,051
	Campus Area Multi-Space	67,638	79,591	90,429
	CCB Area	17,850	16,621	16,053
	CCB Area Multi-Space	66,261	60,498	57,297
	E Washington Area	20,744	20,559	20,441
	E Washington Area Multi-Space	8,158	9,386	7,064
	GEF Area	15,284	14,559	16,155
	GEF Area Multi-Space	36,935	38,532	35,792
	MATC Area	6,620	6,134	6,839
	MATC Area Multi-Space	60,927	54,602	60,093
	Meriter Area	18,521	19,835	18,114
	Meriter Area Multi-Space	43,622	57,362	49,792
	MMB Area	15,984	16,521	19,237
	MMB Area Multi-Space	69,647	61,372	60,170
	Monroe Area	55,395	52,485	49,059
	Schenks Area	8,225	7,897	6,128
	State St Area	11,894	11,218	7,200
	State St Area Multi-Space	51,220	60,310	74,731
	University Area	63,339	61,704	63,034
	University Area Multi-Space	65,237	56,801	57,100
	Wilson/Butler Area	20,509	17,067	17,905
	Wilson/Butler Area Multi-Space	20,055	19,065	22,235
	Subtotal-On-Street Meters	807,439	825,343	829,034
		113%	102%	100%
<b>On-Street Construction-Related Meter Revenue</b>				
	Contractor Permits	42,734	57,103	9,891
	Meter Hoods	126,367	155,825	128,077
	Construction Meter Removal	45,760	0	0
	Subtotal-On-Street Construction Related Revenue	214,861	212,928	137,968
<b>Totals-On-Street Meters</b>		<b>1,022,300</b>	<b>1,038,271</b>	<b>967,002</b>
	Pct of Prior Year	124%	102%	93%
<b>Monthly Parking and Long-Term Agreements</b>				
#2	Brayton Lot	59,720	66,965	62,363
#11	State St Campus	19,988	82,870	90,568
#1	Blair Lot	25,618	27,709	32,626
#13	Wilson Lot	28,253	28,977	27,415
#4	Cap Square North	131,840	171,973	211,007
#6	Gov East	82,364	109,694	140,186
#9	Overture Center	64,092	86,269	36,587
#12	SS Capitol-Monthly (non-LT Lease)	67,397	103,974	192,115
	Subtotal-Monthly Parking Permits	479,272	678,432	792,867
#9	Overture Center	47,494	72,024	100,858
#12	SS Cap - LT Lease	14,494	24,822	2,453
	Subtotal-Long Term Parking Leases	61,988	96,846	103,311
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>541,260</b>	<b>775,278</b>	<b>896,178</b>
	Pct of Prior Year	140%	143%	116%
<b>Miscellaneous Revenues</b>				
	Operating Lease Payments	0	810	0
	Property Sales	4,953	3,337	0
	Other	968	12,742	719
	Subtotal-Miscellaneous	5,922	16,888	719
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		27,099	38,392	19,264
<b>TOTALS</b>		<b>5,286,978</b>	<b>5,526,279</b>	<b>5,394,782</b>
	Pct of Prior Year	109%	105%	98%
	Sales Tax			304,895.82

YEAR-TO-DATE REVENUES: 2014 vs 2015					
Through MAY			PRE-CLOSING	2015 +/- 2014	
		2014 YTD	2015 YTD	Amount	%
<b>Permits</b>					
	RP3 (Residential Parking Permits)	18,250.00	15,080.03	(3,169.97)	-17%
	Motorcycle Permits	1,804.00	3,465.18	1,661.18	92%
	Resid Street Constr Permits	-	-	-	n/a
<b>Total-Permits</b>		<b>20,054.00</b>	<b>18,545.21</b>	<b>(1,508.79)</b>	<b>-8%</b>
<b>Awards and Damages</b>		<b>1,450.11</b>	<b>-</b>	<b>(1,450.11)</b>	<b>-100%</b>
<b>Advertising Revenue</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>n/a</b>
<b>Attended Facilities</b>					
	All Cashiered Ramps	-	-	-	n/a
#4	Cap Sq North	341,663.28	325,876.92	(15,786.36)	-5%
#6	Gov East	692,544.74	650,750.93	(41,793.80)	-6%
#9	Overture Center	501,438.24	510,053.57	8,615.34	2%
#11	SS Campus-Frances	221,796.95	194,362.07	(27,434.88)	-12%
#11	SS Campus-Lake	936,149.58	889,637.63	(46,511.95)	-5%
#12	SS Capitol	676,646.19	643,463.42	(33,182.77)	-5%
<b>Total-Attended Facilities</b>		<b>3,370,238.97</b>	<b>3,214,144.54</b>	<b>(156,094.43)</b>	<b>-5%</b>
<b>Off-Street Meters (non-motorcycle)</b>					
#1	Blair Lot	2,294.22	2,621.42	327.20	14%
#7	Lot 88 (Munic Bldg)	4,236.48	4,004.65	(231.83)	-5%
#2	Brayton Lot-Machine	175,246.33	176,309.58	1,063.25	1%
#3	Buckeye/Lot 58 Multi-Space	80,870.77	70,625.32	(10,245.45)	-13%
	Evergreen Lot	18,070.98	-	(18,070.98)	n/a
	Evergreen Lot Multi-Space	-	12,789.96	12,789.96	n/a
	Wingra Lot	3,481.31	3,509.51	28.20	1%
#12	SS Capitol	18,933.46	18,538.94	(394.52)	-2%
	Subtotal-Off-Street Meters (non motorcycle)	303,866.06	288,399.38	(15,466.68)	-5%
<b>Off-Street Meters (motorcycles)</b>					
	All Cycles	233.21	9,792.86	9,559.65	40.99
<b>Total-Off-Street Meters (All)</b>		<b>304,099.27</b>	<b>298,192.24</b>	<b>(5,907.03)</b>	<b>-2%</b>
<b>On-Street Meters</b>					
	On Street Multi-Space & MobileNow	6,597.73	21,497.94	14,900.21	226%
	Capitol Square Meters	9,128.72	9,057.59	(71.13)	-1%
	Capitol Square Multi-Space	17,847.31	15,559.93	(2,287.38)	-13%
	Campus Area	49,647.44	28,050.68	(21,596.76)	-44%
	Campus Area Multi-Space	79,591.48	90,428.79	10,837.31	14%
	CCB Area	16,621.37	16,052.60	(568.77)	-3%
	CCB Area Multi-Space	60,497.55	57,296.83	(3,200.72)	-5%
	East Washington Area	20,559.28	20,441.10	(118.18)	-1%
	East Washington Area Multi-Space	9,386.35	7,063.77	(2,322.58)	-25%
	GEF Area	14,558.82	16,155.38	1,596.56	11%
	GEF Area Multi-Space	38,532.21	35,792.37	(2,739.84)	-7%
	MATC Area	6,133.60	6,839.16	705.56	12%
	MATC Area Multi-Space	54,602.30	60,092.72	5,490.42	10%
	Meriter Area	19,835.04	18,114.49	(1,720.55)	-9%
	Meriter Area Multi-Space	57,361.72	49,792.26	(7,569.46)	-13%
	MMB Area	16,520.94	19,236.97	2,716.03	16%
	MMB Area Multi-Space	61,372.27	60,169.50	(1,202.77)	-2%
	Monroe Area	52,485.37	49,058.88	(3,426.49)	-7%
	Schenks Area	7,897.10	6,127.85	(1,769.25)	-22%
	State St Area	11,218.45	7,200.34	(4,018.11)	-36%
	State St Area Multi-Space	60,310.25	74,731.31	14,421.06	24%
	University Area	61,704.08	63,034.11	1,330.03	2%
	University Area Multi-Space	56,801.40	57,100.30	298.90	1%
	Wilson/Butler Area	17,067.03	17,904.57	837.54	5%
	Wilson/Butler Area Multi-Space	19,065.11	22,234.78	3,169.67	17%
	Subtotal-On-Street Meters	825,342.92	829,034.22	3,691.30	0%
<b>On-Street Construction-Related Meter Revenue</b>					
	Contractor Permits	57,103.00	9,891.03	(47,211.97)	-83%
	Meter Hoods	155,825.03	128,077.11	(27,747.92)	-18%
	Construction Meter Removal	-	-	-	n/a
	Subtotal-On-Street Construction Related Revenue	212,928.03	137,968.14	(74,959.89)	-35%
<b>Totals-On-Street Meters</b>		<b>1,038,270.95</b>	<b>967,002.36</b>	<b>(71,268.59)</b>	<b>-7%</b>
<b>Monthly Parking and Long-Term Agreements</b>					
	Wingra Lot	-	-	-	n/a
#2	Brayton Lot	66,965.48	62,363.23	(4,602.25)	-7%
#11	State St Campus	82,870.32	90,568.18	7,697.86	9%
#1	Blair Lot	27,708.77	32,625.77	4,917.00	18%
	Wilson Lot	28,977.41	27,415.02	(1,562.39)	-5%
#13	Cap Square No	171,972.80	211,007.30	39,034.50	23%
#6	Gov East	109,694.17	140,185.77	30,491.60	28%
#9	Overture Center	86,269.02	36,587.41	(49,681.61)	-58%
#12	SS Capitol-Monthly (non-LT Lease)	103,974.03	192,114.81	88,140.78	85%
	Subtotal-Monthly Permit Parking	678,432.00	792,867.49	114,435.49	17%
#9	Overture Center (#9)	72,023.75	100,858.04	28,834.29	40%
#12	SS Cap-Long Term Lease	24,821.75	2,452.53	(22,369.22)	-90%
	Subtotal-Long Term Parking Leases	96,845.50	103,310.57	6,465.07	7%
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>775,277.50</b>	<b>896,178.06</b>	<b>120,900.56</b>	<b>16%</b>
<b>Miscellaneous Revenues</b>					
	Operating Lease Payments	809.84	-	(809.84)	-100%
	Property Sales; Other; Construction Meter Removal)	12,741.50	719.25	(12,022.25)	-94%
	Subtotal-Miscellaneous	16,887.95	719.25	(16,168.70)	-96%
<b>Summary - RP3 and Misc Revenue (incl's Cycle Perms)</b>		<b>38,392.06</b>	<b>19,264.46</b>	<b>(19,127.60)</b>	<b>-50%</b>
<b>TOTALS</b>		<b>5,526,278.75</b>	<b>5,394,781.66</b>	<b>(131,497.09)</b>	<b>-2%</b>
	Sales Tax		304,895.82		

YEAR-TO-DATE 2015 REVENUES--BUDGET VS ACTUAL THROUGH MAY					
	Budget	Actual	Amount	%	
<b>Permits</b>					
RP3 (Residential Parking Permits)	16,734.75	15,080.03	(1,654.72)	-10%	
Motorcycle Permits	1,969.17	3,465.18	1,496.01	76%	
<b>Total-Permits</b>	<b>18,703.92</b>	<b>18,545.21</b>	<b>(158.71)</b>	<b>-1%</b>	
<b>Awards and Damages</b>	<b>1,588.68</b>	<b>-</b>	<b>(1,588.68)</b>	<b>-100%</b>	
<b>Attended Facilities</b>					
All Cashiered Ramps	-	-	-	n/a	
#4 Cap Sq North	357,723.61	325,876.92	(31,846.69)	-9%	
#6 Gov East	730,761.75	650,750.93	(80,010.82)	-11%	
#9 Overture Center	511,211.15	510,053.57	(1,157.58)	0%	
#11 SS Campus-Frances	225,686.14	194,362.07	(31,324.07)	-14%	
#11 SS Campus-Lake	953,893.87	889,637.63	(64,256.24)	-7%	
#12 SS Capitol	651,860.16	643,463.42	(8,396.74)	-1%	
<b>Total-Attended Facilities</b>	<b>3,431,136.67</b>	<b>3,214,144.54</b>	<b>(216,992.13)</b>	<b>-6%</b>	
<b>Meters-Off-Street (non-motorcycle)</b>					
#1 Blair Lot	2,359.15	2,621.42	262.27	11%	
#7 Lot 88 (Munic Bldg)	4,681.05	4,004.65	(676.40)	-14%	
#2 Brayton Lot-Machine	179,346.92	176,309.58	(3,037.34)	-2%	
#3 Buckeye/Lot 58 Multi-Space	95,212.48	70,625.32	(24,587.16)	-26%	
Evergreen Lot	17,069.64	-	(17,069.64)	-100%	
Evergreen Lot Multi-Space	-	12,789.96	12,789.96	n/a	
Wingra Lot	3,724.77	3,509.51	(215.26)	-6%	
#12 SS Capitol	20,352.73	18,538.94	(1,813.79)	-9%	
Subtotal-Off-Street Meters (non-motorcycle)	322,746.74	288,399.38	(34,347.36)	-11%	
<b>Off-Street Meters (motorcycles)</b>					
ALL Cycles	328.02	9,792.86	9,464.85	2885%	
<b>Total-Off-Street Meters (All)</b>	<b>323,074.75</b>	<b>298,192.24</b>	<b>(24,882.51)</b>	<b>-8%</b>	
<b>On-Street Meters</b>					
On Street Multi-Space & MobileNow	1,874.12	21,497.94	19,623.82	1047%	
Capitol Square Meters	8,430.74	9,057.59	626.85	7%	
Capitol Square Multi-Space	16,441.08	15,559.93	(881.15)	-5%	
Campus Area	45,589.97	28,050.68	(17,539.29)	-38%	
Campus Area Multi-Space	82,766.20	90,428.79	7,662.59	9%	
CCB Area	16,608.23	16,052.60	(555.63)	-3%	
CCB Area Multi-Space	59,706.21	57,296.83	(2,409.38)	-4%	
East Washington Area	19,226.12	20,441.10	1,214.98	6%	
East Washington Area Multi-Space	9,060.52	7,063.77	(1,996.75)	-22%	
GEF Area	14,591.30	16,155.38	1,564.08	11%	
GEF Area Multi-Space	40,038.21	35,792.37	(4,245.84)	-11%	
MATC Area	5,543.90	6,839.16	1,295.26	23%	
MATC Area Multi-Space	75,770.89	60,092.72	(15,678.17)	-21%	
Meriter Area	18,620.59	18,114.49	(506.10)	-3%	
Meriter Area Multi-Space	54,540.46	49,792.26	(4,748.20)	-9%	
MMB Area	16,171.27	19,236.97	3,065.70	19%	
MMB Area Multi-Space	63,845.95	60,169.50	(3,676.45)	-6%	
Monroe Area	50,332.01	49,058.88	(1,273.13)	-3%	
Schenks Area	6,677.50	6,127.85	(549.65)	-8%	
State St Area	12,828.70	7,200.34	(5,628.36)	-44%	
State St Area Multi-Space	64,450.34	74,731.31	10,280.97	16%	
University Area	74,389.63	63,034.11	(11,355.52)	-15%	
University Area Multi-Space	59,813.83	57,100.30	(2,713.53)	-5%	
Wilson/Butler Area	17,204.05	17,904.57	700.52	4%	
Wilson/Butler Area Multi-Space	9,460.00	22,234.78	12,774.78	135%	
Subtotal-On-Street Meters	843,981.83	829,034.22	(14,947.61)	-2%	
<b>On-Street Construction-Related Meter Revenue</b>					
Contractor Permits	40,363.75	9,891.03	(30,472.72)	-75%	
Meter Hoods	110,658.72	128,077.11	17,418.39	16%	
Subtotal-Construction Related Revenue	151,022.47	137,968.14	(13,054.33)	-9%	
<b>Totals-On-Street Meters</b>	<b>995,004.30</b>	<b>967,002.36</b>	<b>(28,001.94)</b>	<b>-3%</b>	
<b>Monthly Parking and Long-Term Agreements</b>					
Wingra Lot	-	-	-	n/a	
#2 Brayton Lot	57,039.49	62,363.23	5,323.74	9%	
#11 State St Campus	82,663.10	90,568.18	7,905.08	10%	
#1 Blair Lot	24,701.57	32,625.77	7,924.20	32%	
Wilson Lot	28,488.65	27,415.02	(1,073.63)	-4%	
#13 Cap Square North	168,780.63	211,007.30	42,226.67	25%	
#6 Gov East	113,236.25	140,185.77	26,949.52	24%	
#9 Overture Center	80,544.87	36,587.41	(43,957.46)	-55%	
#12 SS Capitol-Monthly (non-LT Lease)	100,442.87	192,114.81	91,671.94	91%	
Subtotal-Monthly Permit	655,897.42	792,867.49	136,970.07	21%	
#9 Overture Center	61,048.02	100,858.04	39,810.02	65%	
#12 SS Cap-Long Term Lease	25,633.00	2,452.53	(23,180.47)	-90%	
Subtotal-Long-Term Parking Leases	86,681.02	103,310.57	16,629.55	19%	
<b>Total-Monthly Parking and Long-Term Agreements</b>	<b>742,578.44</b>	<b>896,178.06</b>	<b>153,599.62</b>	<b>21%</b>	
<b>Miscellaneous Revenue</b>					
Operating Lease Payments	1,594.55	-	(1,594.55)	-100%	
Other (Advertising; Residential Street Construction Permits; Property Sales; Other; Construction Meter)	7,870.36	719.25	(7,151.11)	-91%	
Subtotal-Miscellaneous	9,464.90	719.25	(8,745.65)	-92%	
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	29,757.49	19,264.46	(10,493.03)	-35%	
<b>TOTALS</b>	<b>5,521,551.66</b>	<b>5,394,781.66</b>	<b>(126,770.00)</b>	<b>-2%</b>	
Sales Tax		304,895.82			

**2015 REVENUES-BUDGET VS ACTUAL MAY**

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.

Actual +/- Budget					
Budget		Actual	Amount	%	
((# = TPC map reference))					
<b>Permits</b>					
	RP3 (Residential Parking Permits)	5,040.25	4,353.75	(686.50)	-14%
	Motorcycle Permits	448.00	428.44	(19.56)	-4%
<b>Total-Permits</b>		<b>5,488.25</b>	<b>4,782.19</b>	<b>(706.06)</b>	<b>-13%</b>
	<b>Awards and Damages</b>	<b>280.63</b>		<b>(280.63)</b>	<b>-100%</b>
<b>Attended Facilities</b>					
	ALL Cashiered Ramps				
#4	Cap Sq North	73,532.48	70,187.89	(3,344.59)	-5%
#6	Gov East	166,186.83	139,505.05	(26,681.78)	-16%
#9	Overture Center	110,769.14	103,607.99	(7,161.14)	-6%
#11	SS Campus-Frances	45,338.51	32,670.19	(12,668.33)	-28%
#11	SS Campus-Lake	228,027.73	193,184.47	(34,843.27)	-15%
#12	SS Capitol	132,658.44	131,176.55	(1,481.89)	-1%
<b>Total-Attended Facilities</b>		<b>756,513.13</b>	<b>670,332.13</b>	<b>(86,181.00)</b>	<b>-11%</b>
<b>Meters-Off-Street (non-motorcycle)</b>					
	Blair Lot	776.67	591.24	(185.43)	-24%
	Lot 88 (Munic Bldg)	1,326.62	1,275.20	(51.42)	-4%
	Brayton Lot-Machine	41,062.70	39,878.72	(1,183.98)	-3%
	Buckeye/Lot 58 Multi-Space	28,187.43	13,998.92	(14,188.51)	-50%
	Evergreen Lot	3,284.24		(3,284.24)	-100%
	Evergreen Lot Multi-Space		2,239.70		
	Wingra Lot	683.58	737.14	53.56	8%
	SS Capitol	5,389.91	4,341.17	(1,048.74)	-19%
Subtotal-Off-Street Meters (non cycle)		80,711.15	63,062.09	(19,888.76)	-25%
<b>Meters-Off-Street motorcycles</b>					
	All Cycles	206.19	112.04	(94.15)	-46%
<b>Total-Off-Street Meters (All)</b>		<b>80,917.34</b>	<b>63,174.13</b>	<b>(19,982.91)</b>	<b>-25%</b>
<b>On-Street Meters</b>					
	On Street Multi-Space & MobileNow	599.10	4,050.63	3,451.53	576%
	Capitol Square Meters	987.88	1,481.09	493.21	50%
	Capitol Square Multi-Space	3,984.36	2,891.91	(1,092.45)	-27%
	Campus Area	10,941.27	6,703.83	(4,237.44)	-39%
	Campus Area Multi-Space	22,090.69	20,406.92	(1,683.77)	-8%
	CCB Area	3,540.34	3,007.82	(532.52)	-15%
	CCB Area Multi-Space	13,857.06	12,438.00	(1,419.06)	-10%
	East Washington Area	4,712.18	4,938.35	226.17	5%
	East Washington Area Multi-Space	2,381.43	1,074.34	(1,307.09)	-55%
	GEF Area	3,774.32	3,644.19	(130.13)	-3%
	GEF Area Multi-Space	9,967.89	7,637.29	(2,330.60)	-23%
	MATC Area	1,310.45	1,798.84	488.39	37%
	MATC Area Multi-Space	20,673.87	12,678.48	(7,995.39)	-39%
	Meriter Area	4,501.54	4,355.75	(145.79)	-3%
	Meriter Area Multi-Space	11,295.34	11,276.87	(18.47)	0%
	MMB Area	3,993.71	3,557.98	(435.73)	-11%
	MMB Area Multi-Space	16,153.18	12,721.89	(3,431.29)	-21%
	Monroe Area	10,462.92	10,271.35	(191.57)	-2%
	Schenks Area	1,379.42	1,063.24	(316.18)	-23%
	State St Area	2,696.87	941.55	(1,755.32)	-65%
	State St Area Multi-Space	16,382.72	16,283.24	(99.48)	-1%
	University Area	16,130.04	13,486.69	(2,643.35)	-16%
	University Area Multi-Space	14,393.65	11,878.70	(2,514.95)	-17%
	Wilson/Butler Area	4,655.29	4,080.28	(575.01)	-12%
	Wilson/Butler Area Multi-Space	2,392.00	5,330.46	2,938.46	123%
Subtotal-On-Street Meters		203,257.53	177,999.69	(25,257.84)	-12%
<b>On-Street Construction-Related Meter Revenue</b>					
	Contractor Permits	8,315.25	1,928.93	(6,386.32)	-77%
	Meter Hoods	20,703.75	32,369.67	11,665.92	56%
Subtotal-On-Street Construction Related Revenue		29,019.00	34,298.60	5,279.60	18%
<b>Total-On-Street Meters</b>		<b>232,276.53</b>	<b>212,298.29</b>	<b>(19,978.24)</b>	<b>-9%</b>
<b>Monthly Parking and Long-Term Agreements</b>					
#2	Brayton Lot	17,947.57	15,826.41	(2,121.16)	-12%
#11	State St Campus	16,489.21	25,593.58	9,104.37	55%
#1	Blair Lot	5,122.16	9,391.90	4,269.75	83%
	Wilson Lot	5,599.45	7,022.72	1,423.28	25%
#13	Cap Square No	33,881.37	56,373.14	22,491.78	66%
#6	Gov East	23,605.05	37,922.64	14,317.59	61%
#9	Overture Center	18,508.17	10,066.35	(8,441.82)	-46%
#12	SS Capitol-Monthly (non-LT Lease)	20,947.93	47,002.12	26,054.19	124%
Subtotal-Monthly Permit		142,100.89	209,198.86	67,097.97	47%
#9	Overture Center	4,951.22	20,612.59	15,661.37	316%
#12	SS Cap-Long Term Lease	5,790.68	1,482.86	(4,307.82)	-74%
Subtotal-Long Term Parking Leases		10,741.89	22,095.45	11,353.56	106%
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>152,842.78</b>	<b>231,294.31</b>	<b>78,451.53</b>	<b>51%</b>
<b>Miscellaneous Revenue</b>					
	Operating Lease Payments	678.11		(678.11)	-100%
	Other (Advertising; Residential Street Construction Permits; Property Sales; Other;	1,565.44	277.00	(1,288.44)	-82%
Subtotal-Miscellaneous Revenue		2,243.54	277.00	(1,966.54)	-88%
Summary-RP3 & Miscellaneous Revenue		8,012.42	5,059.19	(2,953.23)	-37%
<b>GRAND TOTALS</b>		<b>1,230,562.19</b>	<b>1,182,158.05</b>	<b>(50,643.84)</b>	<b>-4%</b>
	Sales Tax		63,511.97		

**City of Madison Parking Utility  
Revenue(a) for the Months of May, 2014 and 2015(c)**

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		May-14	May-15	May-14	May-15	May-14	May-15	May-14	May-15	May-14	May-15
<b>Metered Lots</b>	13 Blair Lot	13	13	26	26	--	--	603.51	\$ 591.24	\$ 1.79	\$ 1.75
	19 Lot 88 (Municipal Building)	17	17	26	26	71%	82%	1,257.39	\$ 1,275.20	\$ 2.84	\$ 2.89
	165 Brayton Lot Paystations	153	165	26	26	84%	78%	41,900.48	\$ 39,878.72	\$ 10.53	\$ 9.30
	53 Buckeye Lot Multi-Sp (f)	55	53	26	26	43%	36%	18,527.95	\$ 13,998.92	\$ 12.96	\$ 10.16
	Evergreen Lot	23	--	26	26	30%	--	3,487.40	\$ -	\$ 5.83	\$ -
	23 Evergreen Lot Multi-Sp	0	23	0	26	0%	54%	-	\$ 2,239.70	\$ -	\$ 3.75
	19 Wingra Lot	19	19	26	26	0%	0%	618.81	\$ 737.14	\$ 1.25	\$ 1.49
	36 SS Capitol	36	36	26	26	9%	16%	4,764.65	\$ 4,341.17	\$ 5.09	\$ 4.64
	45 Cycles	42	45	n/c	n/c	--	--	193.63	\$ 112.04	n/c	n/c
<b>Cashiered</b>	603 Capitol Square N (c)	358	419	31	31	57%	77%	68,549.31	\$ 70,187.89	\$ 6.18	\$ 5.40
	511 Gov East (c)	400	419	31	31	81%	83%	157,233.01	\$ 139,505.05	\$ 12.68	\$ 10.74
	607 Overture Ctr (c)	337	500	31	31	68%	86%	105,457.58	\$ 103,607.99	\$ 10.09	\$ 6.68
	530 SS Campus-Frances (c) (SS Campus Combined Total)	954	1,011	31	31	58%	56%	254,642.15	\$ 225,854.65	\$ 8.61	\$ 7.21
	518 SS Campus-Lake (c)	481						212,859.80	\$ 193,184.47		
735 State St Capitol (c)	599	603	31	31	44%	64%	148,228.21	\$ 131,176.55	\$ 7.98	\$ 7.02	
<b>Mont</b>	State St Campus Monthly (b) (d)	84	37	21	21	29%	46%	17,403.32	\$ 25,593.58	\$ -	\$ 32.94
	Blair Lot Monthly (b) (h)	51	50	21	21	101%	100%	5,965.95	\$ 9,391.90	\$ 5.63	\$ 8.94
	Brayton Lot Monthly	98	82	21	21	50%	74%	13,448.64	\$ 15,826.41	\$ 6.57	\$ 9.19
	Wilson Lot Monthly (b) (h)	49	49	21	21	98%	98%	5,416.78	\$ 7,022.72	\$ 5.26	\$ 6.82
	Capitol Square N Monthly (b) (d)	245	184	21	21	67%	72%	33,258.67	\$ 56,373.14	\$ 6.46	\$ 14.59
	Gov East Monthly (b) (d)	111	92	21	21	76%	73%	24,880.68	\$ 37,922.64	\$ 10.67	\$ 19.63
	Overture Ctr Monthly (b) (d)	232	107	21	21	64%	55%	29,469.91	\$ 30,678.94	\$ 6.06	\$ 13.65
	SS Capitol Monthly (b) (d)	152	132	21	21	59%	58%	31,916.31	\$ 48,484.98	\$ 10.03	\$ 17.49
<b>On-Street Metered</b>	178 Campus Collection Area (e)	158	161	26	26	75%	70%	29,667.97	\$ 27,110.75	\$ 7.22	\$ 6.48
	25 Capitol Square Collection Area (e)	25	25	26	26	80%	64%	5,815.39	\$ 4,373.00	\$ 8.95	\$ 6.73
	94 CCB Collection Area (e)	101	85	26	26	60%	77%	17,885.05	\$ 15,445.82	\$ 6.81	\$ 6.99
	96 E Washington Collection Area (e)	97	96	26	26	28%	39%	8,841.82	\$ 6,012.69	\$ 3.51	\$ 2.41
	72 GEF Collection Area (e)	74	96	26	26	68%	67%	7,459.82	\$ 11,281.48	\$ 3.88	\$ 4.52
	102 MATC Collection Area (e)	100	88	26	26	37%	48%	14,201.35	\$ 14,477.32	\$ 5.46	\$ 6.33
	127 Meriter Collection Area (e)	145	108	26	26	58%	56%	18,377.76	\$ 15,632.62	\$ 4.87	\$ 5.57
	105 MMB Collection Area (e)	112	96	26	26	83%	86%	15,733.82	\$ 16,279.87	\$ 5.40	\$ 6.52
	123 Monroe Collection Area (e)	122	123	26	26	--	--	10,804.04	\$ 10,271.35	\$ 3.41	\$ 3.21
	18 Schenks Collection Area (e)	44	18	26	26	--	--	2,127.60	\$ 1,063.24	\$ 1.86	\$ 2.27
	123 State St Collection Area (e)	109	124	26	26	47%	56%	14,175.96	\$ 17,224.79	\$ 5.00	\$ 5.34
	197 University Collection Area (e)	160	190	26	26	62%	75%	25,632.38	\$ 25,365.39	\$ 6.16	\$ 5.13
	109 Wilson/Butler Collection Area (e)	133	104	26	26	58%	59%	11,119.48	\$ 9,410.74	\$ 3.22	\$ 3.48
	725 On Street Multi-Sp (g)	659	730	26	26	52%	63%	1,994.14	\$ 4,050.63	\$ 0.12	\$ 0.21
Subtotal - Route Revenue	1,380	1,314	26	26	--	--	183,836.58	\$ 177,999.69	\$ 5.12	\$ 5.21	
Meter-Related Constrm Rev							25,790.00	\$ 34,298.60			
Total On-Street Meter Revenue							209,626.58	\$ 212,298.29			
Miscellaneous							15,866.25	\$ 5,059.19			
Total (a)	5,406	5,370					1,192,717.17	\$ 1,182,158.05			

**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).
- (zz) As of 01/2015, Brayton Lot monthly occupancy is based on Zeag counts, rather than a once a month 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

## City of Madison Parking Utility YTD Revenue Total/Occupancy Average -- THRU MAY 2014 vs 2015

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		YTD-14	YTD-15	YTD-14	YTD-15	YTD-14	YTD-15	YTD-14	YTD-15	YTD-14	YTD-15
Metered Lots	13 Blair Lot	13	13	127	127	--	--	\$ 2,294.22	\$ 2,621.42	\$ 1.39	\$ 1.59
	19 Lot 88 (Municipal Building)	17	17	127	127	66%	78%	\$ 4,236.48	\$ 4,004.65	\$ 1.96	\$ 1.85
	155 Brayton Lot Paystations	153	156	127	127	83%	77%	\$ 175,246.33	\$ 176,309.58	\$ 9.02	\$ 8.90
	Brayton Lot Meters	0	0			--	--	\$ 732.51	\$ -	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	55	53	127	127	36%	35%	\$ 80,870.77	\$ 70,625.32	\$ 11.58	\$ 10.49
	Evergreen Lot	23	0	127	127	30%	0%	\$ 18,070.98	\$ -	\$ 6.19	\$ -
	23 Evergreen Lot Multi-Space	0	23	25	127	0%	50%	\$ -	\$ 12,789.96	\$ -	\$ 4.38
	19 Wingra Lot	19	19	127	127	--	--	\$ 3,481.31	\$ 3,509.51	\$ 1.44	\$ 1.45
	36 SS Capitol	36	36	127	127	20%	14%	\$ 18,933.46	\$ 18,538.94	\$ 4.14	\$ 4.05
	45 Cycles	42	44	101	101	--	--	\$ 233.21	\$ 9,792.86	\$ 0.05	\$ 2.20
Cashiered	603 Capitol Square N (c)	349	410	151	151	70%	80%	\$ 341,663.28	\$ 325,876.92	\$ 6.48	\$ 5.26
	511 Gov East (c)	395	412	151	151	80%	85%	\$ 692,544.74	\$ 650,750.93	\$ 11.61	\$ 10.46
	607 Overture Ctr (c)	324	494	151	151	74%	85%	\$ 501,438.24	\$ 510,053.57	\$ 10.25	\$ 6.84
	530 SS Campus-Frances (c)							\$ 221,796.95	\$ 194,362.07		
	(SS Campus Combined Total)	954	1029	151	151	59%	57%	\$ 1,157,946.53	\$ 1,083,999.70	\$ 8.04	\$ 6.98
	518 SS Campus-Lake (c)							\$ 936,149.58	\$ 889,637.63		
735 State St Capitol (c)	600	647	151	151	45%	59%	\$ 676,646.19	\$ 643,463.42	\$ 7.47	\$ 6.59	
Monthly	State St Campus Monthly (b) (d)	75	19	105	105	41%	28%	\$ 82,870.32	\$ 90,568.18	\$ 10.52	\$ 45.40
	Blair Lot Monthly (b) (h)	49	49	105	105	98%	99%	\$ 27,708.77	\$ 32,625.77	\$ 5.39	\$ 6.34
	Brayton Lot Monthly	96	70	105	105	65%	80%	\$ 66,965.48	\$ 62,363.23	\$ 6.64	\$ 8.48
	Wilson Lot Monthly (b) (h)	49	48	105	105	97%	95%	\$ 28,977.41	\$ 27,415.02	\$ 5.63	\$ 5.44
	Capitol Square N Monthly (b) (d)	246	193	105	105	75%	73%	\$ 171,972.80	\$ 211,007.30	\$ 6.66	\$ 10.41
	Gov East Monthly (b) (d)	106	99	105	105	80%	79%	\$ 109,694.17	\$ 140,185.77	\$ 9.86	\$ 13.49
	Overture Ctr Monthly (b) (d)	241	113	105	105	68%	68%	\$ 158,292.77	\$ 137,445.45	\$ 6.26	\$ 11.58
	SS Capitol Monthly (b) (d)	152	88	105	105	58%	52%	\$ 128,795.78	\$ 194,567.34	\$ 8.07	\$ 21.06
On-Street Metered	174 Campus Collection Area (e)	158	169	127	127	64%	65%	\$ 129,238.92	\$ 118,479.47	\$ 6.44	\$ 5.52
	25 Capitol Square Collection Area (e)	25	25	127	127	72%	76%	\$ 26,976.03	\$ 24,617.52	\$ 8.50	\$ 7.75
	94 CCB Collection Area (e)	101	90	127	127	69%	70%	\$ 77,118.92	\$ 73,349.43	\$ 6.01	\$ 6.42
	96 E Washington Collection Area (e)	97	96	127	127	34%	36%	\$ 29,945.63	\$ 27,504.87	\$ 2.43	\$ 2.26
	72 GEF Collection Area (e)	87	82	127	127	68%	73%	\$ 53,091.03	\$ 51,947.75	\$ 4.81	\$ 4.99
	100 MATC Collection Area (e)	100	95	127	127	49%	48%	\$ 60,735.90	\$ 66,931.88	\$ 4.78	\$ 5.55
	127 Meriter Collection Area (e)	145	119	127	127	50%	58%	\$ 77,196.76	\$ 67,906.75	\$ 4.19	\$ 4.49
	105 MMB Collection Area (e)	112	101	127	127	85%	82%	\$ 77,893.21	\$ 79,406.47	\$ 5.48	\$ 6.19
	123 Monroe Collection Area (e)	124	123	127	127	--	--	\$ 52,485.37	\$ 49,058.88	\$ 3.33	\$ 3.14
	28 Schenks Collection Area (e)	44	17	127	127	--	--	\$ 7,897.10	\$ 6,127.85	\$ 1.41	\$ 2.84
	123 State St Collection Area (e)	114	123	127	127	55%	52%	\$ 71,528.70	\$ 81,931.65	\$ 4.94	\$ 5.24
	197 University Collection Area (e)	194	193	127	127	56%	66%	\$ 118,505.48	\$ 120,134.41	\$ 4.81	\$ 4.90
	109 Wilson/Butler Collection Area (e)	133	107	127	127	56%	58%	\$ 36,132.14	\$ 40,139.35	\$ 2.14	\$ 2.95
	723 On Street Multi-Sp (g)	670	726	127	127	47%	50%	\$ 6,597.73	\$ 21,497.94	\$ 0.08	\$ 0.23
	Subtotal - Route Revenue	1,434	1,340	127	127	--	--	\$ 825,342.92	\$ 829,034.22	\$ 4.53	\$ 4.87
	Meter-Related Constrn Rev							\$ 212,928.03	\$ 137,968.14		
	Total On-St Meter Revenue							\$ 1,038,270.95	\$ 967,002.36		
	Miscellaneous	0	0					\$ 38,392.06	\$ 19,264.46		
	Total (a)	5,428	5,372					\$ 5,526,278.75	\$ 5,394,781.66		

**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.