

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

Revenues and Occupancies: YTD revenues through October show an increase of \$878K (8%) compared to previous year's revenues, with increases in the following major categories: "Monthly Parking & Long-Term Agreements" = \$395K (33%), "Attended Facilities" = \$274K (4%), and "On-Street Meters" = \$27K (2%). Peak average occupancy data through October range from 82% - 52% YTD: Government East (82%), Overture Center (79%), Capital Square North (69%), State Street Campus (60%), and State Street Capitol (52%).

Operating Expenses/Bottom Line: YTD expenses through October show a decrease of \$571K (9%) compared to previous year's expenses. YTD operating income through October shows an increase of \$1.35M (28%).

Capital Expenses: Expenses for 2014 include remediation projects in our garages, elevator and shop maintenance. An RFP has been released to solicit proposals for replacing the Parking Access and Revenue Control System (PARCS) in all our garages and the Brayton Lot. Proposals will be due Thursday, May 28th. A revised RFP will be issued soon related to the replacement of the Parking Enforcement Officer's handheld devices. YTD capital costs through October are \$993K.

Facilities: A new request for proposals will be drafted for the Judge Doyle Square project in the coming weeks, with introduction to the Common Council in January 2015. We will work with JSD Professional Services, Inc. (our consultant) regarding plans for needed repairs to Government East moving forward.

Parking Utility staff directed our consultant, who prepared the plans for the replacement of the electrical system and upgrade to LED lighting at the State Street Capitol garage, to revise the plans to allow the existing office space to be used more flexibly and potentially offer a customer service window. However, the additional work (inc. more expensive light fixtures, efficiency upgrades to ventilation fans, and relocation of electrical equipment) would cost \$742,871, considerably more than the \$250,000 that was budgeted for 2015. As a result, we are currently reviewing the cost to instead refit the Capitol Square North garage with LED lighting. Since electrical upgrades have already been completed at Cap Sq North, this might offer a good but lower cost alternative within the 2015 budget.

Multi-space meters: Transactions in the month of October exceeded 76K, 61% of which were paid by credit card. We have 99 multi-space meters in operation, and one meter reserved for testing and training. We have placed an order for ten new multi-space meters. Delivery has taken longer than anticipated, and is expected in December.

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: Tom Woznick has accepted the position of Parking Operations Manager with the City of Milwaukee, Department of Public Works. Bill Putnam will serve as the Interim Parking Operations Manager.

YEAR-TO-DATE REVENUES: 2012 THRU 2014 (JAN-OCT)				
(## = TPC Map Reference)		2012	2013	2014
Permits				
	RP3 (residential parking permits)	97,904	97,460	101,545
	Motorcycle Permits	1,333	2,023	2,029
	Resid Street Constr Permits	0	253	237
Total-Permits		99,237	99,736	103,811
Awards and Damages		2,438	3,870	2,803
Advertising Revenue		0	0	0
	Pct increase/decrease vs prior year	103%	101%	104%
Attended Facilities				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	739,472	782,058	727,940
#6	Gov East	1,305,911	1,407,847	1,460,197
#9	Overture Center	768,108	917,972	1,039,379
#11	SS Campus-Frances	555,218	529,275	450,123
#11	SS Campus-Lake	1,935,310	1,987,162	2,091,862
#12	SS Capitol	1,203,131	1,319,771	1,448,426
Total-Attended Facilities		6,507,150	6,944,086	7,217,927
	Pct increase/decrease vs prior year	98%	107%	104%
Off-Street Meters (non-motorcycle)				
#1	Blair Lot	6,552	8,072	7,780
#7	Lot 88 (Munic Bldg)	13,377	12,805	10,943
#2	Brayton Lot-Machine	331,992	290,555	385,100
#2	Brayton Lot-Meters	452	0	733
	Buckeye/Lot 58 Multi-Sp	182,955	175,589	187,923
	Evergreen Lot Meters	33,544	35,287	26,223
	Evergreen Lot Multi-Space	0	0	8,839
	Wingra Lot	6,772	7,271	7,474
#12	SS Capitol	46,297	66,571	40,739
Subtotal-Off-Street Meters (non motorcycle)		621,941	596,150	675,754
Off-Street Meters (motorcycles)				
	ALL Cycles	1,598	1,257	1,410
Total-Off-Street Meters (All)		623,539	597,407	677,164
	Pct increase/decrease vs prior year	107%	96%	113%
On-Street Meters				
	Unattributed On Street Multi-Space & Mobile Now!	0	4,591	16,541
	Cap Sq Mtrs	20,804	17,983	19,581
	Cap Sq Multi-Space	32,351	36,054	35,379
	Campus Area	86,063	79,086	92,333
	Campus Area Multi-Space	171,944	159,286	184,881
	CCB Area	45,329	37,517	36,302
	CCB Area Multi-Space	126,310	136,082	129,612
	E Washington Area	50,218	51,822	49,539
	E Washington Area Multi-Space	16,530	19,791	19,988
	GEF Area	47,418	36,801	33,762
	GEF Area Multi-Space	83,659	82,006	76,177
	MATC Area	19,943	18,217	17,851
	MATC Area Multi-Space	121,312	131,572	123,822
	Meriter Area	59,676	47,297	52,115
	Meriter Area Multi-Space	61,802	109,196	123,303
	MMB Area	45,053	36,636	35,829
	MMB Area Multi-Space	133,000	151,270	134,353
	Monroe Area	105,257	108,470	108,236
	Schinks Area	22,215	15,975	13,930
	State St Area	34,926	23,461	17,817
	State St Area Multi-Space	99,518	115,357	139,467
	University Area	149,622	128,493	139,160
	University Area Multi-Space	123,269	143,465	126,074
	Wilson/Butler Area	57,618	48,129	39,911
	Wilson/Butler Area Multi-Space	28,014	46,256	46,335
Subtotal-On-Street Meters		1,741,850	1,784,814	1,812,297
	Pct increase/decrease vs prior year	112%	102%	102%
On-Street Construction-Related Meter Revenue				
	Contractor Permits	65,658	78,166	143,309
	Meter Hoods	186,927	214,537	288,184
	Construction Meter Removal	0	45,760	7,392
Subtotal-On-Street Construction Related Revenue		252,585	338,463	438,885
Totals-On-Street Meters		1,994,435	2,123,277	2,251,182
	Pct increase/decrease vs prior year	114%	106%	106%
Monthly Parking and Long-Term Agreements				
	Wingra Lot	0	0	105
#2	Brayton Lot	103,827	119,227	122,278
#11	State St Campus	22,075	58,404	159,512
#1	Blair Lot	48,379	53,863	57,412
#13	Wilson Lot	60,862	56,806	60,620
#4	Cap Square North	188,460	289,787	338,465
#6	Gov East	147,803	164,844	223,198
#9	Overture Center	82,106	147,380	152,116
#12	SS Capitol-Monthly (non-LT Lease)	132,368	163,611	300,427
Subtotal-Monthly Parking Permits		785,880	1,053,924	1,414,133
#9	Overture Center	84,125	94,832	129,121
#12	SS Cap - LT Lease	0	39,134	39,606
Subtotal-Long Term Parking Leases		84,125	133,966	168,727
Total-Monthly Parking and Long-Term Agreements		870,006	1,187,890	1,582,860
	Pct increase/decrease vs prior year	109%	137%	133%
Miscellaneous Revenues				
	Operating Lease Payments	4,155	2,758	1,509
	Property Sales	0	18,802	3,337
	Other	7,610	7,349	22,343
Subtotal-Miscellaneous		11,765	28,910	27,188
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		113,441	132,516	133,803
TOTALS		10,108,570	10,985,175	11,862,936
	Pct increase/decrease vs prior year	102%	109%	108%

YEAR-TO-DATE REVENUES: 2013 vs 2014					
Through OCT			PRE-CLOSING	2014 +/- 2013	
		2013 YTD	2014 YTD	Amount	%
Permits					
	RP3 (Residential Parking Permits)	97,460.00	101,545.00	4,085.00	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		99,736.17	103,810.78	4,074.61	4%
Awards and Damages		3,869.64	2,803.45	(1,066.19)	-28%
Advertising Revenue		-	-	-	n/a
Attended Facilities					
	All Cashiered Ramps	-	-	-	n/a
#4	Cap Sq North	782,057.91	727,940.06	(54,117.85)	-7%
#6	Gov East	1,407,847.35	1,460,197.48	52,350.12	4%
#9	Overture Center	917,972.25	1,039,379.05	121,406.80	13%
#11	SS Campus-Frances	529,274.70	450,122.84	(79,151.85)	-15%
#11	SS Campus-Lake	1,987,162.15	2,091,861.68	104,699.52	5%
#12	SS Capitol	1,319,771.20	1,448,425.95	128,654.76	10%
Total-Attended Facilities		6,944,085.56	7,217,927.06	273,841.50	4%
Off-Street Meters (non-motorcycle)					
#1	Blair Lot	8,072.18	7,779.89	(292.29)	-4%
#7	Lot 88 (Munic Bldg)	12,804.67	10,943.19	(1,861.48)	-15%
#2	Brayton Lot-Machine	290,554.92	385,100.28	94,545.36	33%
#2	Brayton Lot-Meters	-	732.51	732.51	n/a
#3	Buckeye/Lot 58 Multi-Space	175,588.73	187,923.02	12,334.29	7%
	Evergreen Lot Meters	35,286.96	26,223.09	(9,063.87)	-26%
	Evergreen Lot Multi-Space	-	8,838.80	8,838.80	n/a
	Wingra Lot	7,271.20	7,474.30	203.10	3%
#12	SS Capitol	66,571.17	40,738.87	(25,832.30)	-39%
	Subtotal-Off-Street Meters (non motorcycle)	596,149.83	675,753.95	79,604.12	13%
Off-Street Meters (motorcycles)					
	All Cycles	1,257.41	1,410.27	152.86	12%
Total-Off-Street Meters (All)		597,407.24	677,164.22	79,756.98	13%
On-Street Meters					
	Unattributed On Street Multi-Space & Mobile Now!	4,591.24	16,540.56	11,949.32	260%
	Capitol Square Meters	17,983.26	19,581.22	1,597.96	9%
	Capitol Square Multi-Space	36,054.41	35,378.76	(675.65)	-2%
	Campus Area	79,086.11	92,333.43	13,247.32	17%
	Campus Area Multi-Space	159,286.03	184,880.52	25,594.49	16%
	CCB Area	37,516.90	36,302.44	(1,214.46)	-3%
	CCB Area Multi-Space	136,082.27	129,612.03	(6,470.24)	-5%
	East Washington Area	51,821.95	49,539.00	(2,282.95)	-4%
	East Washington Area Multi-Space	19,790.76	19,987.90	197.14	1%
	GEF Area	36,800.51	33,761.72	(3,038.79)	-8%
	GEF Area Multi-Space	82,005.70	76,177.07	(5,828.63)	-7%
	MATC Area	18,217.07	17,851.21	(365.86)	-2%
	MATC Area Multi-Space	131,572.45	123,821.80	(7,750.65)	-6%
	Meriter Area	47,297.14	52,115.45	4,818.31	10%
	Meriter Area Multi-Space	109,196.31	123,302.73	14,106.42	13%
	MMB Area	36,636.43	35,828.96	(807.47)	-2%
	MMB Area Multi-Space	151,269.71	134,352.80	(16,916.91)	-11%
	Monroe Area	108,470.16	108,236.36	(233.80)	0%
	Schenks Area	15,975.20	13,929.75	(2,045.45)	-13%
	State St Area	23,461.27	17,817.06	(5,644.21)	-24%
	State St Area Multi-Space	115,356.86	139,466.55	24,109.69	21%
	University Area	128,492.65	139,159.69	10,667.04	8%
	University Area Multi-Space	143,464.75	126,073.52	(17,391.23)	-12%
	Wilson/Butler Area	48,129.44	39,911.21	(8,218.23)	-17%
	Wilson/Butler Area Multi-Space	46,255.60	46,334.89	79.29	0%
	Subtotal-On-Street Meters	1,784,814.18	1,812,296.63	27,482.45	2%
On-Street Construction-Related Meter Revenue					
	Contractor Permits	78,166.00	143,309.00	65,143.00	83%
	Meter Hoods	214,536.60	288,184.24	73,647.64	34%
	Construction Meter Removal	45,760.00	7,392.00	(38,368.00)	-84%
	Subtotal-On-Street Construction Related Revenue	338,462.60	438,885.24	100,422.64	30%
Totals-On-Street Meters		2,123,276.78	2,251,181.87	127,905.09	6%
Monthly Parking and Long-Term Agreements					
	Wingra Lot	-	104.52	104.52	n/a
#2	Brayton Lot	119,226.80	122,278.09	3,051.29	3%
#11	State St Campus	58,403.90	159,512.25	101,108.35	173%
#1	Blair Lot	53,863.46	57,412.46	3,549.00	7%
	Wilson Lot	56,806.39	60,620.39	3,814.00	7%
#13	Cap Square No	289,786.64	338,464.69	48,678.05	17%
#6	Gov East	164,844.41	223,197.52	58,353.11	35%
#9	Overture Center	147,380.45	152,115.81	4,735.36	3%
#12	SS Capitol-Monthly (non-LT Lease)	163,611.45	300,427.16	136,815.71	84%
	Subtotal-Monthly Permit Parking	1,053,923.50	1,414,132.89	360,209.39	34%
#9	Overture Center (#9)	94,832.15	129,121.30	34,289.15	36%
#12	SS Cap-Long Term Lease	39,133.82	39,605.75	471.93	1%
	Subtotal-Long Term Parking Leases	133,965.97	168,727.05	34,761.08	26%
Total-Monthly Parking and Long-Term Agreements		1,187,889.47	1,582,859.94	394,970.47	33%
Miscellaneous Revenues					
	Operating Lease Payments	2,757.95	1,508.84	(1,249.11)	-45%
	Property Sales	18,802.47	3,336.61	(15,465.86)	-82%
	Other	7,349.33	22,343.03	14,993.70	204%
	Subtotal-Miscellaneous	28,909.75	27,188.48	(1,721.27)	-6%
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		132,515.56	133,802.71	1,287.15	1%
TOTALS		10,985,174.61	11,862,935.80	877,761.19	8%

YEAR-TO-DATE 2014 REVENUES--BUDGET VS ACTUAL THROUGH OCT				
	Budget	Actual	Amount	%
Permits				
RP3 (Residential Parking Permits)	98,465.67	101,545.00	3,079.33	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	100,957.84	103,810.78	2,852.94	3%
Awards and Damages	3,376.93	2,803.45	(573.48)	-17%
Advertising Revenue	-	-	-	n/a
Attended Facilities				n/a
All Cashiered Ramps	-	-	-	n/a
#4 Cap Sq North	762,764.71	727,940.06	(34,824.66)	-5%
#6 Gov East	1,415,268.05	1,460,197.48	44,929.43	3%
#9 Overture Center	900,003.38	1,039,379.05	139,375.67	15%
#11 SS Campus-Frances	537,683.20	450,122.84	(87,560.35)	-16%
#11 SS Campus-Lake	1,930,311.72	2,091,861.68	161,549.96	8%
#12 SS Capitol	1,286,240.42	1,448,425.95	162,185.53	13%
Total-Attended Facilities	6,832,271.48	7,217,927.06	385,655.58	6%
Meters-Off-Street (non-motorcycle)				
Atwood Lot	-	-	-	n/a
#1 Blair Lot	7,160.74	7,779.89	619.15	9%
#7 Lot 88 (Munic Bldg)	11,280.06	10,943.19	(336.87)	-3%
#2 Brayton Lot-Machine	349,297.53	385,100.28	35,802.75	10%
#2 Brayton Lot-Meters	-	732.51	732.51	n/a
#3 Buckeye/Lot 58 Multi-Space	186,381.44	187,923.02	1,541.58	1%
Evergreen Lot Meters	30,964.09	26,223.09	(4,741.00)	-15%
Evergreen Lot Multi-Space	7,391.68	8,838.80	1,447.12	20%
Wingra Lot	6,742.14	7,474.30	732.16	11%
#12 SS Capitol	67,625.44	40,738.87	(26,886.57)	-40%
Subtotal-Off-Street Meters (non-motorcycle)	666,843.10	675,753.95	8,910.85	1%
Off-Street Meters (motorcycles)				
ALL Cycles	1,916.89	1,410.27	(506.62)	-26%
Total-Off-Street Meters (All)	668,760.00	677,164.22	8,404.22	1%
On-Street Meters				
Unattributed On Street Multi-Space & Mobile Now	2,657.49	16,540.56	13,883.07	522%
Capitol Square Meters	18,617.51	19,581.22	963.71	5%
Capitol Square Multi-Space	26,395.39	35,378.76	8,983.37	34%
Campus Area	75,250.46	92,333.43	17,082.97	23%
Campus Area Multi-Space	147,197.35	184,880.52	37,683.17	26%
CCB Area	35,393.20	36,302.44	909.24	3%
CCB Area Multi-Space	141,976.03	129,612.03	(12,364.00)	-9%
East Washington Area	49,682.51	49,539.00	(143.51)	0%
East Washington Area Multi-Space	16,120.97	19,987.90	3,866.93	24%
GEF Area	41,039.18	33,761.72	(7,277.46)	-18%
GEF Area Multi-Space	77,177.67	76,177.07	(1,000.60)	-1%
MATC Area	13,447.72	17,851.21	4,403.49	33%
MATC Area Multi-Space	129,949.99	123,821.80	(6,128.19)	-5%
Meriter Area	47,128.11	52,115.45	4,987.34	11%
Meriter Area Multi-Space	109,160.43	123,302.73	14,142.30	13%
MMB Area	33,309.73	35,828.96	2,519.23	8%
MMB Area Multi-Space	151,864.49	134,352.80	(17,511.69)	-12%
Monroe Area	115,068.13	108,236.36	(6,831.77)	-6%
Schenks Area	18,653.20	13,929.75	(4,723.45)	-25%
State St Area	25,750.35	17,817.06	(7,933.29)	-31%
State St Area Multi-Space	112,137.88	139,466.55	27,328.67	24%
University Area	140,894.31	139,159.69	(1,734.62)	-1%
University Area Multi-Space	126,893.23	126,073.52	(819.71)	-1%
Wilson/Butler Area	52,704.92	39,911.21	(12,793.71)	-24%
Wilson/Butler Area Multi-Space	47,807.09	46,334.89	(1,472.20)	-3%
Subtotal-On-Street Meters	1,756,277.35	1,812,296.63	56,019.28	3%
On-Street Construction-Related Meter Revenue				
Contractor Permits	63,888.50	143,309.00	79,420.50	124%
Meter Hoods	148,202.44	288,184.24	139,981.80	94%
Construction Meter Removal	-	7,392.00	7,392.00	n/a
Subtotal-Construction Related Revenue	212,090.94	438,885.24	226,794.30	107%
Totals-On-Street Meters	1,968,368.29	2,251,181.87	282,813.58	14%
Monthly Parking and Long-Term Agreements				
Wingra Lot	-	104.52	104.52	n/a
#2 Brayton Lot	98,679.01	122,278.09	23,599.08	24%
#11 State St Campus	44,099.80	159,512.25	115,412.45	262%
#1 Blair Lot	58,267.42	57,412.46	(854.96)	-1%
Wilson Lot	63,917.72	60,620.39	(3,297.33)	-5%
#13 Cap Square North	198,418.73	338,464.69	140,045.97	71%
#6 Gov East	172,988.71	223,197.52	50,208.81	29%
#9 Overture Center	120,532.73	152,115.81	31,583.08	26%
#12 SS Capitol-Monthly (non-LT Lease)	179,823.26	300,427.16	120,603.90	67%
Subtotal-Monthly Permit	936,727.37	1,414,132.89	477,405.52	51%
#9 Overture Center	51,097.50	129,121.30	78,023.80	153%
#12 SS Cap-Long Term Lease	50,092.80	39,605.75	(10,487.05)	-21%
Subtotal-Long-Term Parking Leases	101,190.30	168,727.05	67,536.75	67%
Total-Monthly Parking and Long-Term Agreements	1,037,917.67	1,582,859.94	544,942.27	53%
Miscellaneous Revenue				
Operating Lease Payments	3,321.75	1,508.84	(1,812.91)	-55%
Property Sales	-	3,336.61	3,336.61	n/a
Other (Includes 79475 txfer in from Internal Svc)	8,105.01	22,343.03	14,238.02	176%
Subtotal-Miscellaneous	11,426.76	27,188.48	15,761.72	138%
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	115,761.52	133,802.71	18,041.19	16%
TOTALS	10,623,078.96	11,862,935.80	1,239,856.84	12%

2014 REVENUES-BUDGET VS ACTUAL OCTOBER

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.

Budget		Actual		Actual +/- Budget	
Budget		Actual		Amount	%
Permits					
RP3 (Residential Parking Permits)	4,287.67	4,274.00	(13.67)	0%	
Motorcycle Permits	-	-	-		
Residential Street Construction Permits	-	-	-		
Total-Permits	4,287.67	4,274.00	(13.67)	0%	
Awards and Damages	113.76	-	(113.76)	-100%	
Advertising Revenue					
Attended Facilities					
ALL Cashiered Ramps			-		
#4 Cap Sq North	80,812.50	78,482.14	(2,330.37)	-3%	
#6 Gov East	147,997.52	157,405.35	9,407.83	6%	
#9 Overture Center	107,612.56	122,630.84	15,018.27	14%	
#11 SS Campus-Frances	56,681.29	37,625.54	(19,055.74)	-34%	
#11 SS Campus-Lake	219,151.56	218,989.04	(162.52)	0%	
#12 SS Capitol	159,719.16	172,637.34	12,918.19	8%	
Total-Attended Facilities	771,974.59	787,770.25	15,795.66	2%	
Meters-Off-Street (non-motorcycle)					
Blair Lot	803.32	714.90	(88.42)	-11%	
Lot 88 (Munic Bldg)	1,227.29	943.86	(283.43)	-23%	
Brayton Lot-Machine	33,442.82	42,745.15	9,302.33	28%	
Buckeye/Lot 58 Multi-Space	18,347.37	17,285.52	(1,061.85)	-6%	
Evergreen Lot Multi-Space	3,750.18	3,702.05	(48.13)	-1%	
Wingra Lot	755.81	805.15	49.34	7%	
SS Capitol	6,359.02	5,122.80	(1,236.22)	-19%	
Subtotal-Off-Street Meters (non cycle)	64,685.82	71,319.43	6,633.61	10%	
Meters-Off-Street motorcycles					
All Cycles	200.29	392.88	192.59	96%	
Total-Off-Street Meters (All)	64,886.11	71,712.31	6,826.20	11%	
On-Street Meters					
Unattributed On Street Multi-Space & Mobile Now	105.03	2,778.87	2,673.84		
Capitol Square Meters	1,638.67	2,222.66	583.99	36%	
Capitol Square Multi-Space	2,751.44	3,669.05	917.61	33%	
Campus Area	6,219.55	6,674.81	455.26	7%	
Campus Area Multi-Space	12,718.73	21,796.35	9,077.62	71%	
CCB Area	3,113.30	3,779.47	666.17	21%	
CCB Area Multi-Space	17,949.58	13,982.21	(3,967.37)	-22%	
East Washington Area	4,781.23	5,277.88	496.65	10%	
East Washington Area Multi-Space	1,799.60	1,694.75	(104.85)	-6%	
GEF Area	3,802.21	4,569.72	767.51	20%	
GEF Area Multi-Space	10,059.93	7,604.90	(2,455.03)	-24%	
MATC Area	1,465.10	2,291.96	826.86	56%	
MATC Area Multi-Space	15,561.30	13,762.21	(1,799.09)	-12%	
Meriter Area	4,843.57	6,075.77	1,232.20	25%	
Meriter Area Multi-Space	15,532.99	12,163.31	(3,369.68)	-22%	
MMB Area	2,969.36	4,058.34	1,088.98	37%	
MMB Area Multi-Space	15,872.96	16,135.36	262.40	2%	
Monroe Area	10,672.90	12,575.02	1,902.12	18%	
Scheks Area	1,770.81	1,029.46	(741.35)	-42%	
State St Area	2,605.06	1,386.52	(1,218.54)	-47%	
State St Area Multi-Space	11,843.54	17,934.10	6,090.56	51%	
University Area	13,690.44	19,191.42	5,500.98	40%	
University Area Multi-Space	10,415.73	13,435.20	3,019.47	29%	
Wilson/Butler Area	5,217.03	4,243.01	(974.02)	-19%	
Wilson/Butler Area Multi-Space	6,360.35	5,686.11	(674.24)	-11%	
Subtotal-On-Street Meters	183,760.39	204,018.46	20,258.07	11%	
On-Street Construction-Related Meter Revenue					
Contractor Permits	6,205.00	10,322.00	4,117.00	66%	
Meter Hoods	26,894.68	63,242.81	36,348.13	135%	
Construction Meter Removal	-	-	-		
Subtotal-On-Street Construction Related Revenue	33,099.68	73,564.81	40,465.13	122%	
Total-On-Street Meters	216,860.06	277,583.27	60,723.21	28%	
Monthly Parking and Long-Term Agreements					
#2 Brayton Lot	10,178.74	6,386.53	(3,792.21)	-37%	
#11 State St Campus	2,927.87	17,041.80	14,113.93	482%	
#1 Blair Lot	6,495.04	5,548.64	(946.40)	-15%	
Wilson Lot	6,350.67	5,935.00	(415.67)	-7%	
#13 Cap Square No	19,197.36	32,343.62	13,146.26	68%	
#6 Gov East	16,917.02	24,740.00	7,822.98	46%	
#9 Overture Center	12,345.43	10,793.70	(1,551.73)	-13%	
#12 SS Capitol-Monthly (non-LT Lease)	19,100.95	40,305.92	21,204.97	111%	
Subtotal-Monthly Permit	93,513.08	143,095.21	49,582.13	53%	
#9 Overture Center	5,109.75	9,650.55	4,540.80	89%	
#12 SS Cap-Long Term Lease	5,009.28	-	(5,009.28)	-100%	
Subtotal-Long Term Parking Leases	10,119.03	9,650.55	(468.48)	-5%	
Total-Monthly Parking and Long-Term Agreements	103,632.11	152,745.76	49,113.65	47%	
Miscellaneous Revenue					
Operating Lease Payments	256.87	399.00	142.13	55%	
Property Sales	-	-	-		
Other PLUS #74199 (Misc)	195.47	464.00	268.53	137%	
Subtotal-Miscellaneous Revenue	452.33	863.00	410.67	91%	
Summary-RP3 & Miscellaneous Revenue	4,853.76	5,137.00	283.24	6%	
GRAND TOTALS	1,162,206.64	1,294,948.59	132,741.95	11%	

City of Madison Parking Utility YTD Revenue Total/Occupancy Average -- THRU OCT 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	256	256	--	--	\$ 8,072.18	\$ 7,779.89	\$ 2.43	\$ 2.34
	19 Lot 88 (Municipal Building)	17	17	256	256	67%	72%	\$ 12,804.67	\$ 10,943.19	\$ 2.94	\$ 2.51
	153 Brayton Lot Paystations	154	153	256	256	73%	78%	\$ 290,554.92	\$ 385,100.28	\$ 7.37	\$ 9.83
	Brayton Lot Meters	0	0			--	--	\$ -	\$ 732.51	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	55	54	256	256	37%	42%	\$ 175,588.73	\$ 187,923.02	\$ 12.47	\$ 13.59
	17 Evergreen Lot	23	20	256	256	30%	29%	\$ 35,286.96	\$ 26,223.09	\$ 5.99	\$ 5.12
	23 Evergreen Lot Multi-Sp**	0	24	25	103	0%	61%	\$ -	\$ 8,838.80	\$ -	\$ 3.58
	19 Wingra Lot	19	19	256	256	--	--	\$ 7,271.20	\$ 7,474.30	\$ 1.49	\$ 1.54
	36 SS Capitol	19	36	256	256	27%	22%	\$ 66,571.17	\$ 40,738.87	\$ 13.69	\$ 4.42
	42 Cycles	43	42	152	153	--	--	\$ 1,257.41	\$ 1,410.27	\$ 0.19	\$ 0.22
Cashiered	347 Capitol Square N (c)	380	340	304	304	73%	69%	\$ 782,057.91	\$ 727,940.06	\$ 6.77	\$ 7.04
	400 Gov East (c)	367	383	304	304	80%	82%	\$ 1,407,847.35	\$ 1,460,197.48	\$ 12.62	\$ 12.54
	368 Overture Ctr (c)	393	330	304	304	74%	79%	\$ 917,972.25	\$ 1,039,379.05	\$ 7.68	\$ 10.36
	534 SS Campus-Francis (c)							\$ 529,274.70	\$ 450,122.84		
	(SS Campus Combined Total)	992	953	304	304	57%	60%	\$ 2,516,436.85	\$ 2,541,984.52	\$ 8.34	\$ 8.77
	440 SS Campus-Lake (c)							\$ 1,987,162.15	\$ 2,091,861.68		
579 State St Capitol (c)	649	576	304	304	43%	52%	\$ 1,319,771.20	\$ 1,448,425.95	\$ 6.69	\$ 8.27	
Monthly	80 State St Campus Monthly (b) (d)	23	59	215	213	41%	37%	\$ 58,403.90	\$ 159,512.25	\$ 11.81	\$ 12.69
	44 Blair Lot Monthly (b) (h)	47	49	215	213	93%	99%	\$ 53,863.46	\$ 57,412.46	\$ 5.33	\$ 5.50
	92 Brayton Lot Monthly	78	95	215	213	94%	62%	\$ 119,226.80	\$ 122,278.09	\$ 7.11	\$ 6.04
	Wingra Lot Monthly	0	1	0	108	0%	50%	\$ -	\$ 104.52	n/a	\$ 0.97
	50 Wilson Lot Monthly (b) (h)	48	48	215	213	96%	97%	\$ 56,806.39	\$ 60,620.39	\$ 5.50	\$ 5.93
	258 Capitol Square N Monthly (b) (d)	202	228	215	213	74%	73%	\$ 289,786.64	\$ 338,464.69	\$ 6.67	\$ 6.97
	111 Gov East Monthly (b) (d)	84	101	215	213	79%	78%	\$ 164,844.41	\$ 223,197.52	\$ 9.13	\$ 10.38
	262 Overture Ctr Monthly (b) (d)	188	204	215	213	64%	67%	\$ 242,212.60	\$ 281,237.11	\$ 5.99	\$ 6.47
	202 SS Capitol Monthly (b) (d)	144	160	215	213	62%	56%	\$ 202,745.27	\$ 340,032.91	\$ 6.55	\$ 9.98
	On-Street Metered	169 Campus Collection Area (e)	155	166	256	256	50%	71%	\$ 238,372.14	\$ 277,213.95	\$ 6.01
25 Capitol Square Collection Area (e)		25	25	256	256	56%	73%	\$ 54,037.67	\$ 54,959.98	\$ 8.44	\$ 8.59
94 CCB Collection Area (e)		100	101	256	256	73%	74%	\$ 173,599.17	\$ 165,914.47	\$ 6.78	\$ 6.42
96 E Washington Collection Area (e)		96	90	256	256	53%	34%	\$ 71,612.71	\$ 69,526.90	\$ 2.91	\$ 3.02
80 GEF Collection Area (e)		84	90	256	256	65%	69%	\$ 118,806.21	\$ 109,938.79	\$ 5.52	\$ 4.77
97 MATC Collection Area (e)		100	100	256	256	46%	51%	\$ 149,789.52	\$ 141,673.01	\$ 5.85	\$ 5.53
127 Meriter Collection Area (e)		137	142	256	256	40%	56%	\$ 156,493.45	\$ 175,418.18	\$ 4.46	\$ 4.83
106 MMB Collection Area (e)		112	112	256	256	79%	85%	\$ 187,906.14	\$ 170,181.76	\$ 6.55	\$ 5.94
125 Monroe Collection Area (e)		125	124	256	256	--	--	\$ 108,470.16	\$ 108,236.36	\$ 3.39	\$ 3.41
44 Schenks Collection Area (e)		47	38	256	256	--	--	\$ 15,975.20	\$ 13,929.75	\$ 1.33	\$ 1.43
118 State St Collection Area (e)		96	122	256	256	58%	60%	\$ 138,818.13	\$ 157,283.61	\$ 5.65	\$ 5.04
199 University Collection Area (e)		188	199	256	256	60%	64%	\$ 271,957.40	\$ 265,233.21	\$ 5.65	\$ 5.21
109 Wilson/Butler Collection Area (e)		137	127	256	256	56%	57%	\$ 94,385.04	\$ 86,246.10	\$ 2.69	\$ 2.65
693 On Street Multi-Sp (g)		654	690	256	256	48%	49%	\$ 4,591.24	\$ 16,540.56	\$ 0.03	\$ 0.09
	Subtotal - Route Revenue	1,402	1,436	256	256	--	--	\$ 1,784,814.18	\$ 1,812,296.63	\$ 4.97	\$ 4.93
	Meter-Related Constrn Rev							\$ 338,462.60	\$ 438,885.24		
	Total On-St Meter Revenue							\$ 2,123,276.78	\$ 2,251,181.87		
	Miscellaneous	0	0					\$ 132,515.56	\$ 133,802.71		
	Total (a)	5,340	5,341					\$ 10,985,174.61	\$ 11,862,935.80		
								\$ 877,761.19			

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 October, 2013 and 2014(c)

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		Oct-13	Oct-14	Oct-13	Oct-14	Oct-13	Oct-14	Oct-13	Oct-14	Oct-13	Oct-14
Metered Lots	13 Blair Lot	13	13	27	27	--	--	819.19	\$ 714.90	\$ 2.33	\$ 2.04
	19 Lot 88 (Municipal Building)	17	17	27	27	59%	88%	1,311.74	\$ 943.86	\$ 2.86	\$ 2.06
	153 Brayton Lot Pavstations	154	153	27	27	67%	84%	32,110.10	\$ 42,745.15	\$ 7.72	\$ 10.35
	53 Buckeye Lot Multi-Sp (f)	54	53	27	27	36%	37%	16,720.30	\$ 17,285.52	\$ 11.47	\$ 12.08
	Evergreen Lot	23	--	27	27	22%	--	3,768.81	\$ -	\$ 6.07	\$ -
	23 Evergreen Lot Multi-Sp	0	23	0	27	0%	70%	-	\$ 3,702.05	\$ -	\$ 5.96
	19 Wingra Lot	19	19	27	27	32%	11%	859.12	\$ 805.15	\$ 1.67	\$ 1.57
	36 SS Capitol	19	36	27	27	25%	16%	3,999.75	\$ 5,122.80	\$ 7.80	\$ 5.27
	42 Cycles	42	42	27	27	--	--	235.64	\$ 392.88	\$ 0.21	\$ 0.35
Cashiered	338 Capitol Square N (c)	368	333	31	31	74%	77%	83,143.92	\$ 78,482.14	\$ 7.29	\$ 7.60
	384 Gov East (c)	384	387	31	31	80%	88%	143,018.14	\$ 157,405.35	\$ 12.01	\$ 13.12
	296 Overture Ctr (c)	338	374	31	31	84%	90%	128,362.37	\$ 122,630.84	\$ 12.25	\$ 10.58
	534 SS Campus-Frances (c)		532					52,373.26	\$ 37,625.54		
	(SS Campus Combined Total)	964	958	31	31	64%	65%	274,950.73	\$ 256,614.58	\$ 9.20	\$ 8.64
445 SS Campus-Lake (c)		426					222,577.47	\$ 218,989.04			
557 State St Capitol (c)	637	564	31	31	46%	62%	168,354.93	\$ 172,637.34	\$ 8.53	\$ 9.87	
Monthly	75 State St Campus Monthly (b) (d)	38	15	23	23	35%	63%	11,193.06	\$ 17,041.80	\$ 12.81	\$ 49.40
	44 Blair Lot Monthly (b) (h)	48	49	23	23	96%	98%	4,620.10	\$ 5,548.64	\$ 4.18	\$ 4.92
	92 Brayton Lot Monthly	95	92	23	23	100%	72%	12,947.20	\$ 6,386.53	\$ 5.93	\$ 3.02
	50 Wilson Lot Monthly (b) (h)	46	47	23	23	92%	100%	5,778.16	\$ 5,935.00	\$ 5.46	\$ 5.49
	267 Capitol Square N Monthly (b) (d)	224	181	23	23	77%	77%	33,629.79	\$ 32,343.62	\$ 6.53	\$ 7.77
	127 Gov East Monthly (b) (d)	87	91	23	23	88%	70%	18,002.16	\$ 24,740.00	\$ 9.00	\$ 11.82
	231 Overture Ctr Monthly (b) (d)	233	132	23	23	64%	69%	28,711.46	\$ 20,444.25	\$ 5.37	\$ 6.73
	224 SS Capitol Monthly (b) (d)	208	73	23	23	65%	54%	24,095.22	\$ 40,305.92	\$ 5.05	\$ 24.01
On-Street Metered	168 Campus Collection Area (e)	160	191	27	27	47%	71%	24,645.32	\$ 28,471.16	\$ 5.70	\$ 5.52
	25 Capitol Square Collection Area (e)	25	25	27	27	59%	68%	5,956.96	\$ 5,891.71	\$ 8.83	\$ 8.73
	94 CCB Collection Area (e)	101	101	27	27	76%	86%	19,027.64	\$ 17,761.68	\$ 6.98	\$ 6.51
	96 E Washington Collection Area (e)	97	82	27	27	34%	37%	7,713.80	\$ 6,972.63	\$ 2.95	\$ 3.15
	72 GEF Collection Area (e)	95	94	27	27	68%	78%	15,065.30	\$ 12,174.62	\$ 5.87	\$ 4.80
	97 MATC Collection Area (e)	100	100	27	27	37%	56%	17,171.71	\$ 16,054.17	\$ 6.36	\$ 5.95
	127 Meriter Collection Area (e)	151	138	27	27	54%	63%	21,522.80	\$ 18,239.08	\$ 5.28	\$ 4.90
	105 MMB Collection Area (e)	112	112	27	27	96%	91%	20,939.81	\$ 20,193.70	\$ 6.92	\$ 6.68
	123 Monroe Collection Area (e)	125		27	27	--	--	10,497.98	\$ 12,575.02	\$ 3.11	\$ -
	43 Schenks Collection Area (e)	44		27	27	--	--	1,389.10	\$ 1,029.46	\$ 1.17	\$ -
	123 State St Collection Area (e)	91	137	27	27	61%	57%	16,079.78	\$ 19,320.62	\$ 6.54	\$ 5.22
	200 University Collection Area (e)	212	206	27	27	61%	62%	32,618.94	\$ 32,626.62	\$ 5.70	\$ 5.87
	109 Wilson/Butler Collection Area (e)	133	133	27	27	44%	66%	9,788.29	\$ 9,929.12	\$ 2.73	\$ 2.77
	719 On Street Multi-Sp (g)	684	732	27	27	50%	52%	670.23	\$ 2,778.87	\$ 0.04	\$ 0.14
	Subtotal - Route Revenue		1,446	1,319	27	27	--	--	203,087.66	\$ 204,018.46	\$ 5.20
Meter-Related Constrn Rev								24,676.27	\$ 73,564.81		
Total On-St Meter Revenue								227,763.93	\$ 277,583.27		
Miscellaneous								6,585.01	\$ 5,137.00		
Total (a)		5,456	4,971					1,230,980.83	\$ 1,294,948.59		

-485

\$ 63,967.76

Footnotes:

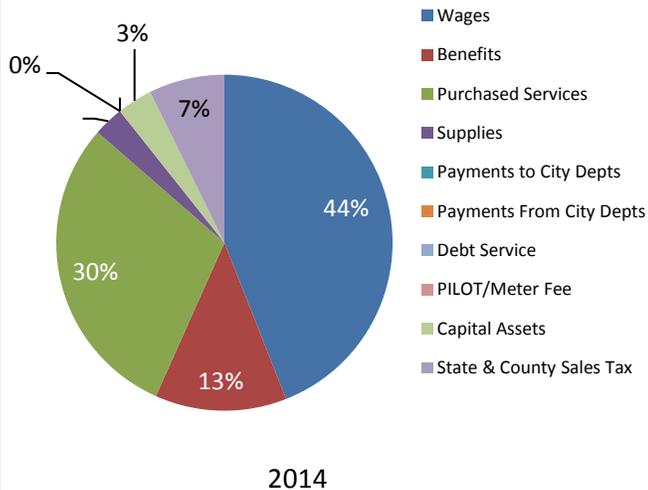
- (a) Excludes interest on investments
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- (h) Blair and Wilson Lot Monthly Parker occupancy is not based on actual use; it is based on the total permits in use divided by the total available permits.
- (y) Maximum available revenue producing spaces.
- (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

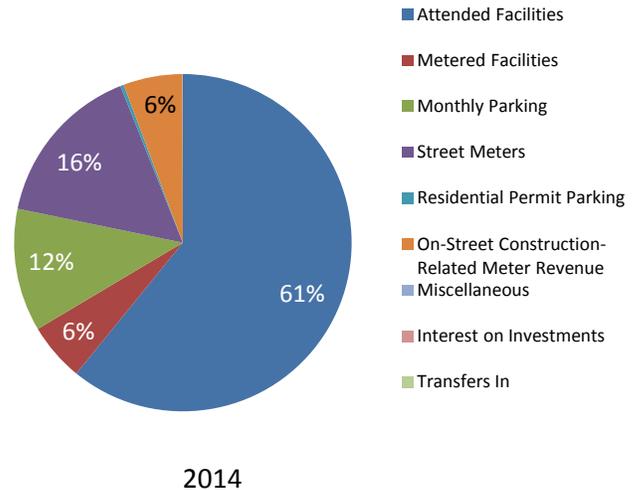
CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
PRIOR MONTH AND YEAR VS CURRENT MONTH AND YEAR

REVENUE	OCT 2013	OCT 2014	2014 +/- 2013
Attended Facilities	\$798,955	\$789,525	99%
Metered Facilities	\$60,655	\$72,403	119%
Monthly Parking	\$138,977	\$152,746	110%
Street Meters	\$203,357	\$204,018	100%
Residential Permit Parking	\$5,420	\$4,274	79%
On-Street Construction-Related Meter Revenue	\$24,676	\$73,565	298%
Miscellaneous	\$505	\$464	92%
Interest on Investments	\$13,381	\$0	0%
Transfers In	\$0	\$0	0%
TOTAL REVENUE	\$1,245,927	\$1,296,995	104%
EXPENDITURES			
Wages	\$262,861	\$406,421	155%
Benefits	\$92,754	\$116,937	126%
Purchased Services	\$83,565	\$274,505	328%
Supplies	\$22,525	\$26,888	119%
Payments to City Depts	\$13,806	\$0	0%
Payments From City Depts	\$0	\$0	0%
Debt Service	\$0	\$0	0%
PILOT/Meter Fee	\$0	\$0	0%
Capital Assets	\$23,078	\$31,315	136%
State & County Sales Tax	\$63,728	\$67,252	106%
TOTAL EXPENDITURES	\$562,317	\$923,318	164%
OPERATING INCOME (LOSS)	\$683,610	\$373,677	55%

Expense



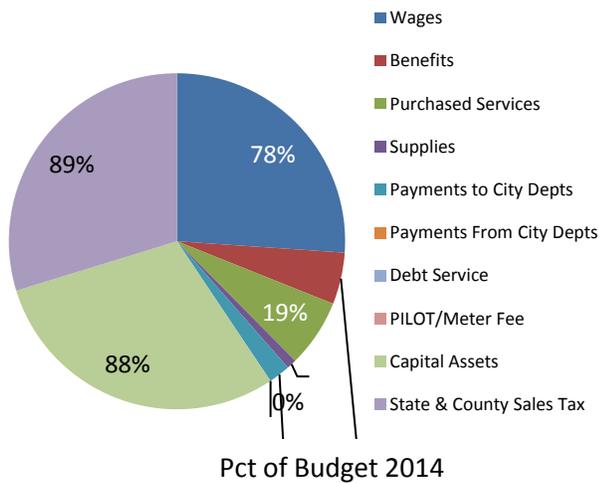
Revenue



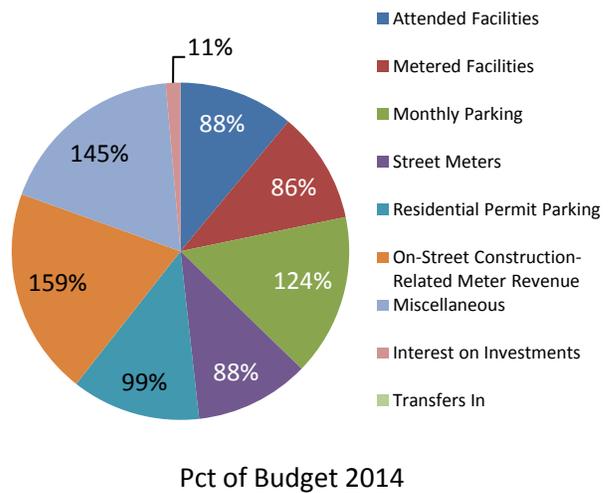
CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
2014 BUDGET AND 2014 YTD THROUGH OCT

REVENUE	2014 BUDGET	2014 YTD	PCT OF BUDGET
Attended Facilities	\$8,161,786	\$7,209,051	88%
Metered Facilities	\$782,567	\$671,219	86%
Monthly Parking	\$1,275,411	\$1,584,889	124%
Street Meters	\$2,055,179	\$1,806,441	88%
Residential Permit Parking	\$103,603	\$102,521	99%
On-Street Construction-Related Meter Revenue	\$275,392	\$438,885	159%
Miscellaneous	\$19,815	\$28,720	145%
Interest on Investments	\$150,000	\$16,884	11%
Transfers In	\$0	\$0	0%
TOTAL REVENUE	\$12,823,753	\$11,858,611	92%
EXPENDITURES			
Wages	\$3,695,479	\$2,874,819	78%
Benefits	\$1,262,815	\$977,927	77%
Purchased Services	\$1,535,702	\$1,283,064	84%
Supplies	\$294,300	\$185,205	63%
Payments to City Depts	\$1,105,603	\$407,713	37%
Payments From City Depts	(\$75,850)	\$0	0%
Debt Service	\$0	\$0	0%
PILOT/Meter Fee	\$1,606,047	\$0	0%
Capital Assets	\$275,500	\$243,523	88%
State & County Sales Tax	\$689,725	\$612,057	89%
TOTAL EXPENDITURES	\$10,389,321	\$6,584,308	63%
OPERATING INCOME (LOSS)	\$2,434,432	\$5,274,304	217%

Expense



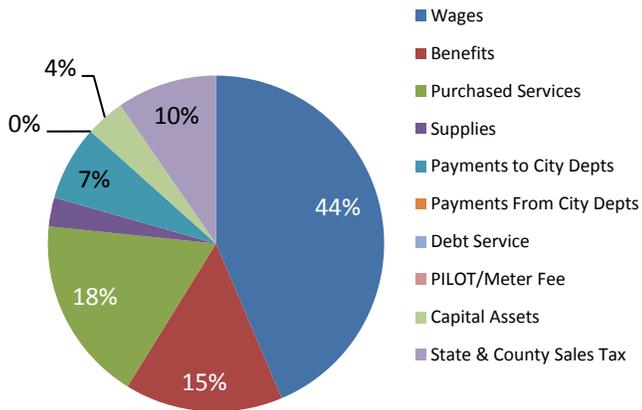
Revenue



CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
YTD 2013 AND YTD 2014 THROUGH OCT

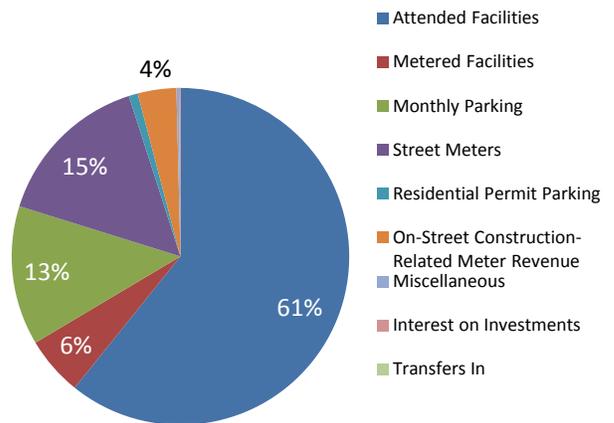
REVENUE	YTD 2013	YTD 2014	YTD 2014 vs 2013
Attended Facilities	\$6,955,857	\$7,209,051	104%
Metered Facilities	\$590,951	\$671,219	114%
Monthly Parking	\$1,194,331	\$1,584,889	133%
Street Meters	\$1,784,291	\$1,806,441	101%
Residential Permit Parking	\$98,384	\$102,521	104%
On-Street Construction-Related Meter Revenue	\$338,463	\$438,885	130%
Miscellaneous	\$30,275	\$28,720	95%
Interest on Investments	\$89,992	\$16,884	19%
Transfers In	\$0	\$0	0%
TOTAL REVENUE	\$11,082,543	\$11,858,611	107%
EXPENDITURES			
Wages	\$2,415,467	\$2,468,398	102%
Benefits	\$921,914	\$860,990	93%
Purchased Services	\$1,049,901	\$1,008,559	96%
Supplies	\$178,236	\$158,317	89%
Payments to City Depts	\$465,221	\$407,713	88%
Payments From City Depts	\$0	\$0	0%
Debt Service	\$0	\$0	0%
PILOT/Meter Fee/Transfers Out	\$0	\$0	0%
Capital Assets	\$521,908	\$212,208	41%
State & County Sales Tax	\$678,950	\$544,805	80%
TOTAL EXPENDITURES	\$6,231,596	\$5,660,990	91%
OPERATING INCOME (LOSS)	\$4,850,947	\$6,197,622	128%

Expense



YTD 2014

Revenue



YTD 2014