



Traffic Engineering and Parking Divisions

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To: City Transit and Parking Commission

From: Jo Easland, Parking Analyst

Subject: January 2010 Revenue Report and February Activity Report

JANUARY REVENUES

	Prior Yr Comp'ns		Actuals +/-	
	YTD Thru Jan '10 +/- '09		Budget Comp'ns For the Month of January 2010	
	Amount	%	Amount	%
Cashiered Parking Facilities	\$ +31,640	+ 7.1	\$ (24,030)	(4.8)
Off-Street Meters (Lots & Garages)	+ 5,160	+14.1	(8,040)	(16.1)
On-Street Meters	+ 25,480	+ 25.8	(9,100)	(6.8)
Constr'n Rev – On-Str Meters	(8,060)	(60.5)	(8,990)	(63.0)
Subtotal – On-Street Meter Rev	+ 17,420	+ 15.5	(18,090)	(12.2)
Monthly Parking (incl. LT Leases)	+ 8,490	+13.0	(1,640)	(2.2)
RP3 and Miscellaneous Rev	(3,410)	(46.2)	+ 530	+15.5
Totals	\$ + 59,300	+ 8.9	\$ (51,270)	(6.6)
	A		B	

Column Ref >>>

Note: Budget projections used for the comparisons in Col B reflect the June 1, 2009 rate increases for all categories *except* RP3/Miscellaneous -- not applicable. Thus, comparisons to 2009 (Col A) are less useful for the shaded items.

Highlights/Remarks: (# references correspond with the map at back)

Cashiered Revenues. Reminder: The following rate increases were effective June 1, 2009:

- hourly rates were increased at all garages *except* Capitol Square North (#4) and Overture (#9);
- the Evening/Weekend Max was increased to \$5 (from \$3); thus, e.g., at the State Street Campus Garage (#11), the "breakeven" point increased to 4 hours at \$1.25/hour (up from 2.7 hours at \$1.10/hr)
- the Special Event (pay-on-entry) fee was left at \$4 per event

The -\$24,030 variance vs Budget (Col B) includes negative variances for all but the Capitol Square North Garage (CSN, #5), ranging from -\$570 for the State Street Capitol Garage (#12) to -\$14,080 for Government

East (GE, #7). Primary reasons for the decline: two fewer revenue-generating days, a \$7,140 decrease in special event revenue*, and lower/shifting occupancy levels (with the latter likely resulting from the combination of mid-year 2009 rate increases AND economic downturn). For example, rates at the CSN Garage were left at \$.80/hour, while rates at the nearby GE Garage and Brayton Lot (#2) were raised to \$1.40 and \$1.35 per hour, respectively. Thus, the higher occupancy levels at CSN may simply reflect a shift from these other two facilities.

* The \$7,135 decline in *special event* revenue occurred despite NO increase in the \$4 pay-on-entry fee.

Off-Street Meter Revenues. Revenues for the Brayton Lot came in about -\$5,700 under budget. In addition to the one less revenue-generating day, there has been a loss of about 25 parkers (*continually*) following the June 2009 rate increase to \$1.35/hour (from \$1.00/hr). Similarly, revenues for the Buckeye Lot – where the hourly rate went from \$1.10 to \$1.25 – came in about -\$1,320 under budget (1 fewer revenue-generating days and about *half as many* parkers vs January 2009). All other Off-Street Metered facilities came within +/- \$630 of budget.

On-Street Meter Revenues. Reminder re the ~mid-year 2009 rate increases: On-Street Meter rates were increased to \$1.50/hour (from \$1.25/hour); enforcement times were left at 8AM-6PM for on-street meters.

The variance of about -\$9,100 under Budget (Col B) is likely primarily due to the one less revenue-generating day. Positive variances were +\$1,100 and +\$2,140 for the Capitol Square and University areas, respectively; and negative variances ranged from -\$400 for the MATC Area to -\$2,370 for the Monroe Area.

Construction-Related Revenues. Contractor revenues, which are difficult to forecast, came in about -\$9,000 under Budget (Col B). Hangtag sales had shown year-over-year improvement May thru September 2009, but finished the year about -\$8,650 (-1,200 hangtags) behind 2009; this downward trend continued in January -- -\$2,180 (-174 hangtags) vs January 2009.

Monthly Parking. As mentioned previously, we began seeing some “fallout” from the rate increases as early as April 2009. Vacancies peaked at 41 in June (including –25 for Government East), but as of the end of February, vacancies were down to 28, with ‘only’ 20 openings at Government East.

RP3/Miscellaneous Revenues. The -\$3,410 variance vs 2009 (Col A), is primarily due to the fact that the advertising agreement with Adams Outdoor Advertising was in effect from January thru June, 2009.

Bottomline: Reminder: Our 2010 *Revenue* Budget of \$11,127,500 reflects an increase of about \$502,000 over 2009 Actuals (of \$10,625,500).

For *January*, we projected that revenues – inclusive of the mid-year 2009 rate increases – would come in about \$110,570 over January 2009. Actuals however, only came in about \$59,300 ahead of 2009 levels, leaving us with the -\$51,270 difference. As shown in Column B (page 1), the primary culprit was Cashiered Revenues, -\$24,030 below budget >> two fewer revenue-generating days, lower occupancy levels at all garages but Capitol Square North, and a drop in *special event* revenue. (Again, this decline for Special Event revenue is *despite* no change to the \$4 pay-on-entry fee, supporting the idea that in times of severe economic downturn it is difficult to distinguish ‘regular’ price resistance {to rate increases} from underlying recessionary factors.)

See Attachments A thru C for *detailed* 2009 vs 2010 revenue comparisons.

FEBRUARY 2010 ACTIVITY REPORT

During February, staff worked on the following projects ...

- twelve multi-space machines were installed and staff began training;
- JSD was selected as the new engineering consulting firm for the next 3 years;
- Zeag and Staff are still modifying the new ZMS software to better fit our needs;
- continuation of 2009 closing and new-year tasks.

2010 REVENUES -- BUDGET VS ACTUAL							
Year-to-Date 2010- Through JAN							
				Actual +/- Budget			
((# = TPC Map Reference)				Budget	Actual	Amount	%
74000s	Permits						
	74281	RP3 (residential parking permits)	3,391.45	3,803.00	411.55	12.13	
	74282	Motorcycle Permits	-	-	-	n/a	
	74283	Resid Street Constr Permits	-	-	-	n/a	
		Subtotal - Permits	3,391.45	3,803.00	411.55	12.13	
75300	Awards and Damages		-	-	-	n/a	
76710	Cashiered Revenue		-	-	-		
		ALL Cashiered Ramps	-	-	-		
	#4	582512 Cap Sq North	46,842.95	51,894.67	5,051.72	10.78	
	#6	582532 Gov East	113,519.50	99,443.47	(14,076.03)	(12.40)	
	#9	582522 Overture Center	52,239.06	50,154.94	(2,084.12)	(3.99)	
	#11	582542 SS Campus-Frances	76,538.05	47,944.52	(28,593.53)	(37.36)	
	#11	582552 SS Campus-Lake	105,186.81	121,426.49	16,239.68	15.44	
	#12	582562 SS Capitol	104,618.42	104,047.26	(571.16)	(0.55)	
		Subtotal - Cashiered Revenue	498,944.79	474,911.35	(24,033.44)	(4.82)	
76720	Meters - Off-Street (NON-CYCLE)						
	#1	582334 Blair Lot	242.65	143.33	(99.32)	(40.93)	
	#7	582344 Lot 88 (Munic Bldg)	895.76	514.72	(381.04)	(42.54)	
	#2	582353 Brayton Lot-Machine	31,441.60	25,727.35	(5,714.25)	(18.17)	
	#2	582354 Brayton Lot-Meters	238.26	123.33	(114.93)	(48.24)	
	#3	582364 Buckeye/Lot 58	10,515.82	9,196.80	(1,319.02)	(12.54)	
		582374 Evergreen Lot	3,541.17	2,911.16	(630.01)	(17.79)	
		582414 Wingra Lot	750.90	579.08	(171.82)	(22.88)	
	#12	582564 SS Capitol	2,247.69	2,634.23	386.54	17.20	
		Subtotal - Meters Off-Street	49,873.85	41,830.00	(8,043.85)	(16.13)	
	Meters - Off-Street (CYCLES)						
		582507 ALL Cycles (eff 7/98)	-	-	-	n/a	
		Subtotal -- 76720's	49,873.85	41,830.00	(8,043.85)	(16.13)	
76730	Meters - On-Street						
		582114 Cap Sq Mtrs (new '05)	3,610.77	4,699.75	1,088.98	30.16	
		582124 Campus Area	19,094.21	18,194.48	(899.73)	(4.71)	
		582134 CCB Area	14,627.15	13,534.69	(1,092.46)	(7.47)	
		582144 East Washington Area	5,508.08	3,657.55	(1,850.53)	(33.60)	
		582154 GEF Area	10,283.97	8,814.22	(1,469.75)	(14.29)	
		582164 MATC Area	7,272.40	6,868.33	(404.07)	(5.56)	
		582174 Meriter Area	9,662.88	8,567.99	(1,094.89)	(11.33)	
		582184 MMB Area	14,622.90	14,074.25	(548.65)	(3.75)	
		582194 Monroe Area	10,350.93	7,977.63	(2,373.30)	(22.93)	
		582204 Schenks Area	2,060.17	1,605.84	(454.33)	(22.05)	
		582214 State St Area	11,458.24	10,673.33	(784.91)	(6.85)	
		582224 University Area	18,078.41	20,220.04	2,141.63	11.85	
		582234 Wilson/Butler Area	6,876.34	5,512.65	(1,363.69)	(19.83)	
		Subtotal - Meters On-Street	133,506.45	124,400.75	(9,105.70)	(6.82)	
	Const'n-Related Meter Rev (On-St)						
	74284	Contractor Permits	5,545.40	4,403.00	(1,142.40)	(20.60)	
	74285	Meter Hoods	5,133.71	874.00	(4,259.71)	(82.98)	
	74286	Construction Meter Removal	3,585.06	-	(3,585.06)	(100.00)	
		Subtotal - Constr'n Related Rev	14,264.17	5,277.00	(8,987.17)	(63.01)	
		Totals - On-Street Meters	147,770.62	129,677.75	(18,092.87)	(12.24)	
76740 / 50	Monthlies and Long-Term/Parking Leases						
76740's	#1	582335 Blair Lot	5,111.00	4,827.85	(283.15)	(5.54)	
	#13	582405 Wilson Lot	6,172.00	6,385.90	213.90	3.47	
	#4	582515 Cap Square North	18,479.00	18,428.22	(50.78)	(0.27)	
	#6	582535 Gov East	15,720.00	14,775.61	(944.39)	(6.01)	
	#9	582525 Overture Center	5,715.00	5,283.55	(431.45)	(7.55)	
	#12	582565 SS Capitol - reg Mo'y's	11,396.00	11,252.88	(143.12)	(1.26)	
		Subtotal - Monthlies	62,593.00	60,954.01	(1,638.99)	(2.62)	
76750's	#9	582528 Overture Center	4,866.75	4,866.75	-	-	
	#12	582568 SS Cap - LT Lease	8,100.00	8,100.00	-	-	
		Subtotal -- LTL's	12,966.75	12,966.75	-	-	
		Totals - Moy's and Leases	75,559.75	73,920.76	(1,638.99)	(2.17)	
78000s	Miscellaneous Revenues						
	78220	Operating Lease Payments	-	-	-	n/a	
	78310	Property Sales	-	-	-	n/a	
	78890	Other	48.13	170.80	122.67	254.87	
		Subtotal -- Miscellaneous	48.13	170.80	122.67	254.87	
		Summary - RP3 and Misc Revenue (incl's Cycle Perm)	3,439.58	3,973.80	534.22	15.53	
		TOTALS	775,588.59	724,313.66	(51,274.93)	(6.61)	

(A)

(B)

Year-to-Date Revenues >> 2009 vs 2010					
Through DEC				PRE-CLOSING	2010 +/- 2009
		2009 YTD	2010 YTD	Amount	%
74000s	Licenses, Permits, Fees				
	74281 RP3 (residential parking permits)	2,614.00	3,803.00	1,189.00	45.49
	74282 Motorcycle Permits	-	-	-	n/a
	74283 Resid Street Constr Permits	-	-	-	n/a
	Subtotal - Licenses, ...	2,614.00	3,803.00	1,189.00	45.49
75300	Awards and Damages	-	-	-	n/a
76710	Cashiered Revenue				
	582512 Cap Sq North	46,035.50	51,894.67	5,859.17	12.73
	582532 Gov East	88,784.59	99,443.47	10,658.88	12.01
	582522 Overture Center	47,348.52	50,154.94	2,806.42	5.93
	582542 SS Campus-Frances	65,979.08	47,944.52	(18,034.56)	(27.33)
	582552 SS Campus-Lake	93,607.49	121,426.49	27,819.01	29.72
	582562 SS Capitol	101,515.77	104,047.26	2,531.49	2.49
	Subtotal - Cashiered Revenue	443,270.95	474,911.35	31,640.40	7.14
76720	Meters - Off-Street (NON-CYCLE)				
	582334 Blair Lot	72.95	143.33	70.38	96.48
	582344 Lot 88 (Munic Bldg)	716.17	514.72	(201.45)	(28.13)
	582353 Brayton Lot-Machine	22,676.40	25,727.35	3,050.95	13.45
	582354 Brayton Lot-Meters	153.40	123.33	(30.07)	(19.60)
	582364 Buckeye/Lot 58	8,821.34	9,196.80	375.46	4.26
	582374 Evergreen Lot	1,896.16	2,911.16	1,015.00	53.53
	582414 Wingra Lot	530.88	579.08	48.20	9.08
	582564 SS Capitol	1,802.33	2,634.23	831.90	46.16
	Subtotal - Meters Off-Street	36,669.63	41,830.00	5,160.37	14.07
	Meters - Off-Street (CYCLES)				
	582507 ALL Cycles (eff 7/98)	-	-	-	n/a
	Subtotal -- 76720's	36,669.63	41,830.00	5,160.37	14.07
76730	Meters - On-Street				
	582024 Cap Sq Mtrs (new '05)	3,231.87	4,699.75	1,467.88	45.42
	582124 Campus Area	15,782.10	18,194.48	2,412.38	15.29
	582134 CCB Area	11,142.33	13,534.69	2,392.36	21.47
	582144 East Washington Area	3,203.60	3,657.55	453.95	14.17
	582154 GEF Area	7,103.30	8,814.22	1,710.92	24.09
	582164 MATC Area	4,946.97	6,868.33	1,921.36	38.84
	582174 Meriter Area	6,798.30	8,567.99	1,769.69	26.03
	582184 MMB Area	10,691.99	14,074.25	3,382.26	31.63
	582194 Monroe Area	5,036.59	7,977.63	2,941.04	58.39
	582204 Schenks Area	965.76	1,605.84	640.08	66.28
	582214 State St Area	8,595.31	10,673.33	2,078.02	24.18
	582224 University Area	16,722.40	20,220.04	3,497.64	20.92
	582234 Wilson/Butler Area	4,693.58	5,512.65	819.07	17.45
	Subtotal - Meters On-Street	98,914.10	124,400.75	25,486.65	25.77
	Const'n-Related Meter Rev (On-St)				
	74284 Contractor Permits	5,305.00	4,403.00	(902.00)	(17.00)
	74285 Meter Hoods	1,332.00	874.00	(458.00)	(34.38)
	74286 Construction Meter Removal	6,704.00	-	(6,704.00)	(100.00)
	Subtotal - Constr'n Related Rev	13,341.00	5,277.00	(8,064.00)	(60.45)
	Totals - On-Street Meters	112,255.10	129,677.75	17,422.65	15.52
76740 / 50	Monthlies and Long-Term/Parking Leases				
76470's	582335 Blair Lot	3,920.00	4,827.85	907.85	23.16
	582405 Wilson Lot	4,176.90	6,385.90	2,209.00	52.89
	582515 Cap Square No	16,569.78	18,428.22	1,858.44	11.22
	582535 Gov East	14,214.80	14,775.61	560.81	3.95
	582525 Overture Center	5,623.65	5,283.55	(340.10)	(6.05)
	582565 SS Capitol - reg Mo'ys	9,311.00	11,252.88	1,941.88	20.86
	Subtotal - Monthlies	53,816.13	60,954.01	7,137.88	13.26
76750's	582528 Overture Center	4,866.75	4,866.75	-	-
	582568 SS Cap - LT Lease	6,748.00	8,100.00	1,352.00	20.04
	582705 Convention Center	-	-	-	-
	Subtotal -- LTL's	11,614.75	12,966.75	1,352.00	11.64
	Totals - Moy's and Leases	65,430.88	73,920.76	8,489.88	12.98
78000s	Miscellaneous Revenues				
	78220 Operating Lease Payments	-	-	-	n/a
	78310 Property Sales	-	-	-	n/a
	78890 Other	(449.55)	170.80	620.35	n/a
	Subtotal -- Miscellaneous	(449.55)	170.80	620.35	n/a
	Summary - RP3 and Misc Revenue (incl's Cycle Perms)	7,387.44	3,973.80	(3,413.64)	(46.21)
	TOTALS	665,014.00	724,313.66	59,299.66	8.92

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**Department of Transportation -- Parking Division
Revenue(a) for the Months of January, 2009 and 2010(c)**

		-----Off-Street-----				Street	Misc.	=	
		Meters *	Cashiered	Monthly	Total	Meters	Revenues	Totals *	
2009	# of Spaces	310	3,224	498	4,032	1,433	-----	5,465	
	Revenue	\$ 36,670	\$ 443,271	\$ 65,431	\$ 545,371	\$ 112,255	\$ 7,387	665,014	
2010	# of Spaces	310	3,225	498	4,033	1,443	-----	5,476	
	Revenue	\$ 41,830	\$ 474,911	\$ 73,921	\$ 590,662	\$ 129,678	\$ 3,974	724,314	
2010 +/- 2009	# of Spaces	-	1	-	1	10	-----	11	
	Revenue	\$ 5,160	\$ 31,640	\$ 8,490	\$ 45,291	\$ 17,423	\$ (3,414)	59,300	
	(% Change)	14.1%	7.1%	13.0%	8.3%	15.5%	-46.2%	8.9%	

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

	Facility	Spaces (c)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)			
		Jan-09	Jan-10	Jan-09	Jan-10	Jan-09	Jan-10	Jan-09	Jan-10	Jan-09	Jan-10	Jan-08	Jan-10
METERED	Blair Lot (eff Aug 2002)	13	13	25	24	--	--	\$ 72.95	\$ 143.33	\$ 0.22	\$ 0.46		
	Lot 88 (Munic Building)	17	17	25	24	77%	82%	\$ 716.17	\$ 514.72	\$ 1.69	\$ 1.26		
	Brayton Lot Paystations	154	154	25	24	96%	96%	\$ 22,676.40	\$ 25,727.35	\$ 5.89	\$ 6.96		
	Brayton Lot Meters	12	12	25	24	42%	42%	\$ 153.40	\$ 123.33	\$ 0.51	\$ 0.43		
	Buckeye Lot	53	53	25	24	57%	28%	\$ 8,821.34	\$ 9,196.80	\$ 6.66	\$ 7.23		
	Evergreen Lot	23	23	25	24	--	--	\$ 1,896.16	\$ 2,911.16	\$ 3.30	\$ 5.27		
	Wingra Lot	19	19	25	24	--	--	\$ 530.88	\$ 579.08	\$ 1.12	\$ 1.27		
	SS Capitol	19	19	25	24	22%	47%	\$ 1,802.33	\$ 2,634.23	\$ 3.79	\$ 5.78		
	Cycles	48	48	n/c	24	--	--	\$ -	\$ -	n/c	\$ -		
	MONTHLY CASHIERED	Cap Square North	488	488	27	25	64%	64%	\$ 46,035.50	\$ 51,894.67	\$ 3.49	\$ 4.25	
Gov East		429	431	27	25	96%	69%	\$ 88,784.59	\$ 99,443.47	\$ 7.67	\$ 9.23		
Overture Center		543	544	27	25	41%	55%	\$ 47,348.52	\$ 50,154.94	\$ 3.23	\$ 3.69		
SS Campus (Frances) (combined totals)		1,064	1,066	27	25	53%	57%	\$ 65,979.08	\$ 47,944.52	\$ 5.56	\$ 6.36		
SS Campus (Lake)								\$ 159,587	\$ 169,371				
State St Capitol		700	696	27	25	58%	60%	\$ 101,515.77	\$ 104,047.26	\$ 5.37	\$ 5.98		
Blair Lot Mo'y (eff 8/2002)		44	44	20	19	96%	92%	\$ 3,920.00	\$ 4,827.85	\$ 4.45	\$ 5.77	48	46
Wilson Lot Mo'y		50	50	20	19	87%	96%	\$ 4,176.90	\$ 6,385.90	\$ 4.18	\$ 6.72	48	53
Cap. Sq. N Mo'y		125	125	20	19	100%	97%	\$ 16,569.78	\$ 18,428.22	\$ 6.63	\$ 7.76	150	145
Gov East Mo'y		85	85	20	19	100%	80%	\$ 14,214.80	\$ 14,775.61	\$ 8.36	\$ 9.15	100	80
Overture Ctr Mo'y (b) (c)	75	75	20	19	100%	97%	\$ 10,490.40	\$ 10,150.30	\$ 6.99	\$ 7.12	95	92	
SS Cap. Mo'y (b) (d)	119	119	20	19	99%	99%	\$ 16,059.00	\$ 19,352.88	\$ 6.75	\$ 8.56	133	133	
ON-STREET METERS	Campus Area Route	173	182	25	24	49%	46%	\$ 15,782.10	\$ 18,194.48	\$ 3.65	\$ 4.17	574	549
	Capitol Square (f)	24	25	25	24	(f) 43%	(f) 52%	\$ 3,231.87	\$ 4,699.75	\$ 5.39	\$ 7.83		
	CCB Area Route	92	92	25	24	57%	47%	\$ 11,142.33	\$ 13,534.69	\$ 4.84	\$ 6.13		
	East Washington Area Route	96	96	25	24	40%	27%	\$ 3,203.60	\$ 3,657.55	\$ 1.33	\$ 1.59		
	GEF Area Route	84	85	25	24	36%	32%	\$ 7,103.30	\$ 8,814.22	\$ 3.38	\$ 4.32		
	MATC Area Route	106	107	25	24	34%	18%	\$ 4,946.97	\$ 6,868.33	\$ 1.87	\$ 2.67		
	Meriter Area Route	131	131	25	24	22%	19%	\$ 6,798.30	\$ 8,567.99	\$ 2.08	\$ 2.73		
	MMB Area Route	107	107	25	24	41%	43%	\$ 10,691.99	\$ 14,074.25	\$ 4.00	\$ 5.48		
	Monroe Area Route	125	125	25	24	--	--	\$ 5,036.59	\$ 7,977.63	\$ 1.61	\$ 2.66		
	Schenks Area Route	80	79	25	24	--	--	\$ 965.76	\$ 1,605.84	\$ 0.48	\$ 0.85		
	State Street Area Route	109	110	25	24	36%	30%	\$ 8,595.31	\$ 10,673.33	\$ 3.15	\$ 4.04		
	University Area Route	196	195	25	24	8%	27%	\$ 16,722.40	\$ 20,220.04	\$ 3.41	\$ 4.32		
	Wilson/Butler Area Route	110	109	25	24	53%	23%	\$ 4,693.58	\$ 5,512.65	\$ 1.71	\$ 2.11		
	Various Routes	n/a	n/a	25	24	n/a	n/a	\$ -	\$ -	\$ -	\$ -		
	Subtotal - Route Revenue	1,433	1,443	25	24	--	--	\$ 98,914.10	\$ 124,400.75	\$ 2.76	\$ 3.59		
Meter-Related Constrn Rev							\$ 13,341.00	\$ 5,277.00					
Total On-St Meter Revenue							\$ 112,255.10	\$ 129,677.75					
Miscellaneous							\$ 7,387.44	\$ 3,973.80					
Total (a)	5,513	5,524					\$ 665,014.00	\$ 724,313.66					

Note:
Occupancy information for Cashiered facilities is for the month of November 2009. Current data is not yet available following the changeover from Parcs to Zeag.

Footnotes:

- (a) Excludes interest on investments
 - (b) Available to public on nights and weekends.
 - (c) All revenue except Cashiered Ramps and Miscellaneous is reported on an accrual basis. (Information for 2007 may have been restated to reflect corrections and/or changes in accounting treatment.) Occupancy information provided effective March 2004; source = monthly occupancy surveys, except for Cashiered facilities and Brayton Lot >> source = Parcs system once equipment converted. Weekday timeframe = 10 a.m. thru 2 p.m.
 - (d) Monthly information for the State Street Capitol Ramp includes the 60 long-term lease parkers (Physicians Plus/North Square Associates).
 - (e) Monthly information for the Overture Center ramp includes the 45 long-term lease parkers (West Washington Associates -- able to lease up to 60 spaces).
 - (f) Due to the small number of meters around the Capitol Square, monthly surveys are not done. However, \$4,700 of revenue (2010) would support an occupancy rate of about 52% (25 meters x 24 days x 10 hrs/day x \$1.50/hour x 52% rate = \$4,700).
- n/c Not computed -- collection schedules are too varied to yield reliable information

CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

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

D-1

LOCATION / FACILITY	NOV 09				DEC 09			JAN 10		
	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED
ON - STREET METERS	1055	987	459	53.5%	1001	461	53.9%	1002	531	47.0%
CITY LOTS:										
BUCKEYE - BLOCK 58	53	53	25	52.8%	53	10	81.1%	53	38	28.3%
BRAYTON - METERS	12	12	6	50.0%	12	8	33.3%	12	7	41.7%
PARKMASTER	154	154	31	79.9%	154	4	97.4%	154	7	95.5%
MUNICIPAL BLDG - BLOCK 88	17	17	2	88.2%	17	3	82.4%	17	3	82.4%
SUBTOTAL - CITY LOTS	236	236	64	72.9%	236	25	89.4%	236	55	76.7%
CITY RAMPS:										
OVERTURE CENTER - CASHIERED	529	529	240	54.6%	②					
OVERTURE CENTER - MONTHLY	50	50	2	96.0%	50	0	100.0%	50	3	94.0%
STATE STREET CAPITOL - METERS	19	19	10	47.4%	19	10	47.4%	19	10	47.4%
STATE STREET CAPITOL - CASHIERED	706	706	229	67.6%						
STATE STREET CAPITOL - MONTHLY	134	134	2	98.5%	134	1	99.3%	134	1	99.3%
GOVERNMENT EAST - CASHIERED	426	426	108	74.6%						
GOVERNMENT EAST - MONTHLY	100	100	23	77.0%	100	26	74.0%	100	20	80.0%
STATE STREET CAMPUS - CASHIERED	1060	1060	391	63.1%						
CAPITOL SQUARE NORTH - CASHIERED	481	481	163	66.1%						
CAPITOL SQUARE NORTH - MONTHLY	150	150	1	99.3%	150	3	98.0%	150	5	96.7%
SUBTOTAL - CITY RAMPS	3655	3655	1169	68.0%	453	40	91.2%	453	39	91.4%
SUBTOTAL - CITY LOTS + RAMPS	3891	3891	1233	68.3%	689	65	90.6%	689	94	86.4%
TOTAL CITY STREETS + LOTS + RAMPS	4946	4878	1692	65.3%	1690	526	68.9%	1691	625	63.0%
CAPITOL SQUARE SOUTH - METERS	436	380	① 113	70.3%	423	③ 72	83.0%	422	④ 56	86.7%
CAPITOL SQUARE SOUTH - PERMITS	534	534	0	100.0%	510	0	100.0%	510	0	100.0%
TOTAL PUBLIC SPACES	5916	5792	1805	68.8%	2623	598	77.2%	2623	681	74.0%

Notes:

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

- 1 Capitol Square South Ramp - 56 spaces out of service due to construction.
- 2 No vacancy information for ramps due to change over of parking systems.
- 3 Capitol Square South Ramp - 37 spaces out of service due to construction.
- 4 Capitol Square South Ramp - 38 spaces out of service due to construction.

CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

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

D-2

LOCATION / FACILITY	NOV 08				DEC 08			JAN 09		
	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED
ON - STREET METERS	1080	1012	398	60.7%	1017	462	54.6%	1006	459	54.4%
CITY LOTS:										
BUCKEYE - BLOCK 58	53	53	35	34.0%	51 ⁵	15	70.6%	53	23	56.6%
BRAYTON - METERS	12	12	5	58.3%	10 ⁶	6	40.0%	12	7	41.7%
PARKMASTER	154	154	8	94.8%	145 ⁷	0	100.0%	154	10	93.5%
MUNICIPAL BLDG - BLOCK 88	17	17	8	52.9%	17	2	88.2%	17	4	76.5%
SUBTOTAL - CITY LOTS	236	236	56	76.3%	223	23	89.7%	236	44	81.4%
CITY RAMPS:										
OVERTURE CENTER - CASHIERED	529	528 ¹	258	51.1%	526 ⁸	294	44.1%	527 ¹²	299	43.3%
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	0	100.0%	50	0	100.0%
STATE STREET CAPITOL - METERS	19	19	13	31.6%	19	16	15.8%	18	14	22.2%
STATE STREET CAPITOL - CASHIERED	706	704 ²	181	74.3%	706	332	53.0%	706	314	55.5%
STATE STREET CAPITOL - MONTHLY	116	116 ³	0	100.0%	116	0	100.0%	116	0	100.0%
GOVERNMENT EAST - CASHIERED	426	423 ⁴	16	96.2%	425 ⁹	13	96.9%	424 ¹³	7	98.3%
GOVERNMENT EAST - MONTHLY	85	85	0	100.0%	85	0	100.0%	85	0	100.0%
STATE STREET CAMPUS - CASHIERED	1060	1058 ⁴	275	74.0%	1057 ¹⁰	337	68.1%	1058 ¹⁴	400	62.2%
CAPITOL SQUARE NORTH - CASHIERED	481	481	207	57.0%	481	196	59.3%	481	163	66.1%
CAPITOL SQUARE NORTH - MONTHLY	125	125	0	100.0%	125	0	100.0%	125	0	100.0%
SUBTOTAL - CITY RAMPS	3597	3589	950	73.5%	3590	1188	66.9%	3590	1197	66.7%
SUBTOTAL - CITY LOTS + RAMPS	3833	3825	1006	73.7%	3813	1211	68.2%	3826	1241	67.6%
TOTAL CITY STREETS + LOTS + RAMPS	4913	4837	1404	71.0%	4830	1673	65.4%	4832	1700	64.8%
CAPITOL SQUARE SOUTH - METERS	367	439	155	64.7%	414 ¹¹	116	72.0%	395 ¹⁵	102	74.2%
CAPITOL SQUARE SOUTH - PERMITS	606	534	0	100.0%	534	0	100.0%	534	0	100.0%
TOTAL PUBLIC SPACES	5886	5810	1559	73.2%	5778	1789	69.0%	5761	1802	68.7%

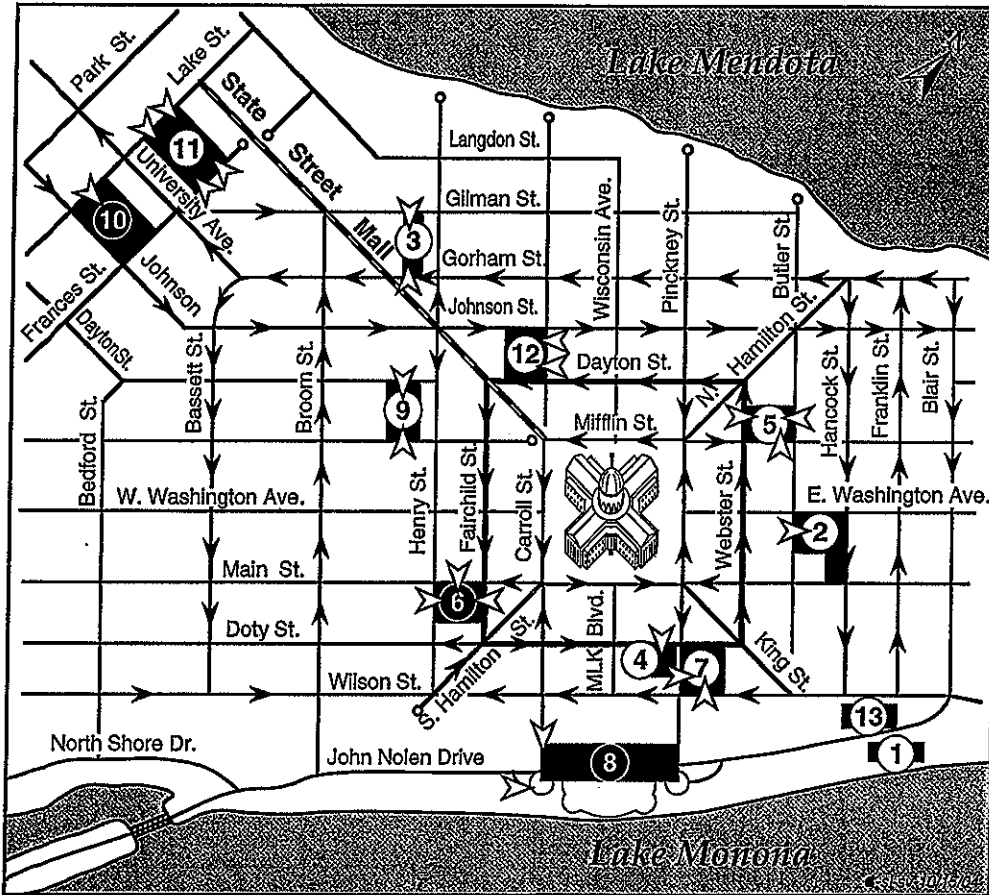
Notes:

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

- 1 Overture Center Ramp - Average of 1 space out of service for November.
- 2 State Street Capitol Ramp - Average of 2 spaces out of service for November.
- 3 Government East Ramp - Average of 3 spaces out of service for November.
- 4 State Street Campus - Average of 2 spaces out of service for November.
- 5 Buckeye Lot - 2 spaces out of service due to snow.
- 6 Brayton Lot - 2 spaces out of service due to snow.
- 7 Brayton Lot - 9 spaces out of service due to snow.
- 8 Overture Center Ramp - Average of 2 spaces out of service for December.
- 9 Government East Ramp - Average of 1 space out of service for December.
- 10 State Street Campus Ramp - Average of 3 spaces out of service for December.
- 11 Capitol Square South Ramp - 22 spaces out of service.
- 12 Overture Center Ramp - Average of 2 spaces out of service for January.
- 13 Government East Ramp - Average of 2 spaces out of service for January.
- 14 State Street Campus Ramp - Average of 2 spaces out of service for January.
- 15 Capitol Square South Ramp - 41 spaces out of service.

DOWNTOWN PUBLIC PARKING

City Operated and Non-City Operated



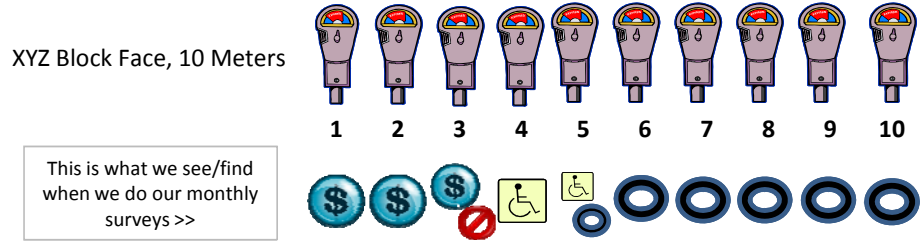
FACILITY NAME	LEGEND
① Blair Lot	■ Public Parking
② Brayton Lot	⊙ # City Operated Facilities
③ Buckeye Lot	● # Non-City Operated Facilities
④ Lot 88	➤ Lot/Ramp Entrance
⑤ Capitol Square North Ramp	➤ One-way Street
⑥ Capitol Square South Ramp (County)	
⑦ Government East Ramp	
⑧ Monona Terrace Community and Convention Center (NOT City Operated)	
⑨ Overture Center Ramp	
⑩ South East Campus Ramp (UW-Madison)	
⑪ State Street Campus Ramp	
⑫ State Street Capitol Ramp	
⑬ Wilson Lot	

◆ - Single Line; Small Version - City v.s. Non-City - revised 12/7/04

ESTIMATE OF REVENUE 'LOST' TO DIS/VET PARKERS

C:\Documents and Settings\tnatb\Local Settings\Temporary Internet Files\Content.Outlook\5VYR5F0M\[est of \$ lost to Dis-Vets (jo 02-24-10).xls]2010 "GRAPHICS"

Estimate of How it WILL BE in 2010 ...



This is what we see/find when we do our monthly surveys >>

Legend:

- Plugged Meter
- Occupied by Dis/Vet - No \$
- Expired Meter - No \$ *half-time!*
- Vacant Meter - No \$

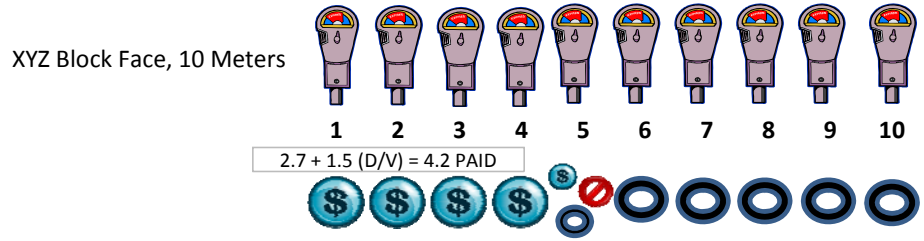
(118 more block faces just like this in the CBD -- i.e., about 1,180 meters in service in 2009)

	%	# per 10
Dis/Vet	15%	1.5
Paid	24%	2.7
Expired	7%	.4
Vacant	54%	5.4
	100%	10

assumes 'blended' rates of **27% Paid, 4% Expired** (e.g., Dis/Vets (15%) = about 55.5% of Paid !)

2.7 meters receive \$1.50/hr for 10 hrs/day = \$40.50/day on this block face
 \$40.50 x 118 block faces = \$4,780 per day in CBD
 \$4,780 per day x 307 'rev-generating' days = **about \$1.467m in CBD in 2010 (est)**

Estimate of 2010 Revenue *IF Dis/Vets also Paid for Parking* ...



(118 more block faces just like this in the CBD -- i.e., about 1,180 meters in service in 2009)

	%	# per 10
Dis/Vet	(in Paid)	(in Paid)
Paid	39%	4.2
Expired	7%	.4
Vacant	54%	5.4
	100%	10

assumes 'blended' rates of **42% Paid, 4% Expired**

4.2 meters receive \$1.50/hr for 10 hrs/day = \$63.00/day on this block face
 \$63.00 x 118 block faces = \$7,430 per day in CBD
 \$7,430 per day x 307 'rev-generating' days = **about \$2.281m in CBD in 2010 (est)**

i.e., extra \$814,000 for 2010 (est)
 (+ 55.5 %)

(In 'condensed' terms ... (1) get Total Revenue for the CBD (\$1.467m), (2) compute Dis/Vet parkers as % of 'blended' Paid parkers (15% / 27% = 55.5%), (3) multiply that Dis/Vet % by Total Revenue and you'll get the amount 'lost' to Dis/Vet parkers (\$1.467m x 55.5% = ~\$814,000)