

FEBRUARY 2015 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE

Revenues and Occupancies: YTD revenues for 2015 through January show a decrease of \$54,900 (6%) compared to 2014 revenues. There was a decrease in the following major categories: "Attended Facilities" = \$56K (10%), "Off Street Meters" = \$5K (10%). "On-Street Meters" revenue was stable, with a decrease of \$513 (0.3%). "Monthly Parking & Long-Term Agreements" increased by = \$6.5K (4%), Peak average occupancy data at cashiered facilities was up from January 2014 figures, ranging from 80% - 48%: Government East (81%), Overture Center (80%), Capital Square North (80%), State Street Campus (48%), and State Street Capitol (50%). It should be noted that there can be more variability in a single month than over an entire year, so although some of these revenues are down from January of 2014 this is not sufficient to indicate an overall trend.

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

Facilities: A Request for Proposals for the Judge Doyle Square project was issued February 9, 2015. Submissions are due May 1, with the BOE and Common Council reviewing and taking action June/July and August respectively. The Development team would be selected in December of 2015 or January 2016. See the attached section 3 of the RFP, particularly items 3, 4, and 10.

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

Plans and specs for the annual parking garage repair contract are to be presented at the Common Council Meeting on March 3, 2015. Assuming the Common Council approves this item, the project should be advertised beginning March 6 with bids due March 27. Repair work is scheduled to begin June 1.

Multi-space meters: Ten new multi-space meters arrived at the end of December. These are a new model, and incorporate a second large video screen. Two of these meters have been installed in the State Street Capitol garage, and the remaining units will be installed as weather permits. We have 101 multi-space meters in operation, and two meters reserved for testing and training. A new order for 50 additional multi-space meters will be placed in March, with an expected delivery date by mid-summer.

"Smart" single-space meters: Representatives from IPS Group Inc. made a presentation to staff this month to show some of the features and capabilities of their "smart" single-space meter. These meters accept both coin and credit cards, can be programmed remotely, and provide usage data. The Parking Utility intends to issue an RFP this year for a smart single-space meter trial. This trial would go through the winter of 2015-2016 to determine the reliability and customer acceptance of this technology. These would replace the single-space meters on blocks with fewer than five spaces on a block face, as it is not cost effective to purchase a multi-space meter to serve fewer than five spaces.

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. Due to seasonal variability in use, it is recommended that a full year of "after" data be available before a comprehensive analysis and decisions on whether to make changes is done.

Car Sharing: A public informational meeting was held on January 28. Community Car, ZipCar, Innova UEV, and car2go made short presentations outlining their operations. A link to these presentations has been placed on the Parking Utility web site under the “what’s new” section. A draft RFP for review is included with this month’s report. This RFP will solicit proposals for a two year car sharing pilot project. Please provide any comments or suggestions regarding this draft RFP to bputnam@cityofmadison.com , or call 266-6528.

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 system.

Parking Enforcement Management System: Proposals have been received for replacement of the Police Department’s Parking Enforcement Management System, including the handheld devices Parking Enforcement Officers use to write citations and check payment status for spaces controlled by multi-space meters. Staff is currently in the review process. Once proposals are ranked a short list will be created for those vendors who score highest. These vendors will then be asked to demonstrate their systems for staff. Following these demonstrations, a vendor will be selected and contract negotiations begun. This process is expected to take two to three months.

Parking for persons with disabilities: Historical use of on-street spaces is included, along with detailed use by collection route. This is provided for information only.

Assistant Parking Utility Manager: Bill Putnam is serving as the Interim Parking Operations Manager. The permanent position has been advertised and applications have been received. Tentative hire date for the Assistant Parking Utility Manager is sometime in April.

| YEAR-TO-DATE REVENUES: 2014 vs 2015 | | | | | |
|--|---|------------|-------------|---------------|--------|
| Through JAN | | | PRE-CLOSING | 2015 +/- 2014 | |
| | | 2014 YTD | 2015 YTD | Amount | % |
| Permits | | | | | |
| | RP3 (Residential Parking Permits) | 2,929.00 | 3,163.11 | 234.11 | 8% |
| | Motorcycle Permits | - | - | - | n/a |
| | Residential Street Construction Permits | - | - | - | n/a |
| Total-Permits | | 2,929.00 | 3,163.11 | 234.11 | 8% |
| Awards and Damages | | - | - | - | n/a |
| Advertising Revenue | | - | - | - | n/a |
| Attended Facilities | | | | | |
| | All Cashiered Ramps | - | - | - | n/a |
| #4 | Cap Sq North | 64,340.93 | 53,407.88 | (10,933.05) | -17% |
| #6 | Gov East | 125,110.87 | 115,319.71 | (9,791.16) | -8% |
| #9 | Overture Center | 84,481.40 | 83,066.98 | (1,414.42) | -2% |
| #11 | SS Campus-Frances | 40,023.93 | 35,959.49 | (4,064.44) | -10% |
| #11 | SS Campus-Lake | 135,732.37 | 126,753.25 | (8,979.12) | -7% |
| #12 | SS Capitol | 114,333.10 | 93,520.63 | (20,812.46) | -18% |
| Total-Attended Facilities | | 564,022.60 | 508,027.95 | (55,994.65) | -10% |
| Off-Street Meters (non-motorcycle) | | | | | |
| #1 | Blair Lot | 414.36 | 353.27 | (61.09) | -15% |
| #7 | Lot 88 (Munic Bldg) | 602.35 | 574.14 | (28.21) | -5% |
| #2 | Brayton Lot-Machine | 29,244.50 | 26,099.05 | (3,145.45) | -11% |
| #3 | Buckeye/Lot 58 Multi-Space | 12,602.60 | 12,591.38 | (11.22) | 0% |
| | Evergreen Lot | 3,636.28 | - | (3,636.28) | -100% |
| | Wingra Lot | 541.33 | 433.64 | (107.69) | -20% |
| #12 | SS Capitol | 2,706.01 | 2,854.35 | 148.34 | 5% |
| | Subtotal-Off-Street Meters (non motorcycle) | 50,479.94 | 45,448.09 | (5,031.85) | -10% |
| Off-Street Meters (motorcycles) | | | | | |
| | All Cycles | - | - | - | n/a |
| Total-Off-Street Meters (All) | | 50,479.94 | 45,448.09 | (5,031.85) | (0.10) |
| On-Street Meters | | | | | |
| | On Street Multi-Space & Mobile Now | 837.97 | 3,556.85 | 2,718.88 | 324% |
| | Capitol Square Meters | 1,639.77 | 1,983.47 | 343.70 | 21% |
| | Capitol Square Multi-Space | 3,446.80 | 2,922.75 | (524.05) | -15% |
| | Campus Area | 6,948.59 | 5,146.89 | (1,801.70) | -26% |
| | Campus Area Multi-Space | 12,954.25 | 14,848.22 | 1,893.97 | 15% |
| | CCB Area | 2,925.90 | 2,642.76 | (283.14) | -10% |
| | CCB Area Multi-Space | 10,745.00 | 9,887.73 | (857.27) | -8% |
| | East Washington Area | 3,134.87 | 3,564.73 | 429.86 | 14% |
| | East Washington Area Multi-Space | 1,854.90 | 1,632.77 | (222.13) | -12% |
| | GEF Area | 2,169.02 | 2,923.56 | 754.54 | 35% |
| | GEF Area Multi-Space | 9,718.31 | 6,031.20 | (3,687.11) | -38% |
| | MATC Area | 644.17 | 937.50 | 293.33 | 46% |
| | MATC Area Multi-Space | 9,376.45 | 10,263.54 | 887.09 | 9% |
| | Meriter Area | 2,760.64 | 2,750.58 | (10.06) | 0% |
| | Meriter Area Multi-Space | 9,381.40 | 9,776.54 | 395.14 | 4% |
| | MMB Area | 2,588.17 | 2,595.18 | 7.01 | 0% |
| | MMB Area Multi-Space | 13,068.45 | 11,149.90 | (1,918.55) | -15% |
| | Monroe Area | 9,706.39 | 11,591.41 | 1,885.02 | 19% |
| | Schenks Area | 1,129.32 | 1,093.20 | (36.12) | -3% |
| | State St Area | 1,871.55 | 1,305.49 | (566.06) | -30% |
| | State St Area Multi-Space | 10,658.05 | 12,434.38 | 1,776.33 | 17% |
| | University Area | 10,033.33 | 10,517.66 | 484.33 | 5% |
| | University Area Multi-Space | 9,099.15 | 9,121.24 | 22.09 | 0% |
| | Wilson/Butler Area | 2,506.54 | 2,996.39 | 489.85 | 20% |
| | Wilson/Butler Area Multi-Space | 2,444.50 | 3,779.57 | 1,335.07 | 55% |
| | Subtotal-On-Street Meters | 141,643.49 | 145,453.51 | 3,810.02 | 3% |
| On-Street Construction-Related Meter Revenue | | | | | |
| | Contractor Permits | 6,345.00 | 1,246.47 | (5,098.53) | -80% |
| | Meter Hoods | 15,782.00 | 16,557.36 | 775.36 | 5% |
| | Construction Meter Removal | - | - | - | n/a |
| | Subtotal-On-Street Construction Related Revenue | 22,127.00 | 17,803.83 | (4,323.17) | -20% |
| Totals-On-Street Meters | | 163,770.49 | 163,257.34 | (513.15) | 0% |
| Monthly Parking and Long-Term Agreements | | | | | |
| #2 | Brayton Lot | 13,315.00 | 11,656.75 | (1,658.25) | -12% |
| #11 | State St Campus | 14,023.38 | 13,893.22 | (130.16) | -1% |
| #1 | Blair Lot | 5,475.60 | 4,933.65 | (541.95) | -10% |
| | Wilson Lot | 5,455.00 | 4,059.00 | (1,396.00) | -26% |
| #13 | Cap Square No | 33,434.96 | 38,794.67 | 5,359.71 | 16% |
| #6 | Gov East | 21,152.26 | 23,901.73 | 2,749.47 | 13% |
| #9 | Overture Center | 16,084.63 | 6,767.80 | (9,316.83) | -58% |
| #12 | SS Capitol-Monthly (non-LT Lease) | 24,475.36 | 25,890.92 | 1,415.56 | 6% |
| | Subtotal-Monthly Permit Parking | 133,416.19 | 129,897.74 | (3,518.45) | -3% |
| #9 | Overture Center (#9) | 24,348.75 | 34,391.95 | 10,043.20 | 41% |
| #12 | SS Cap-Long Term Lease | - | - | - | n/a |
| | Subtotal-Long Term Parking Leases | 24,348.75 | 34,391.95 | 10,043.20 | 41% |
| Total-Monthly Parking and Long-Term Agreements | | 157,764.94 | 164,289.69 | 6,524.75 | 4% |
| Miscellaneous Revenues | | | | | |
| | Operating Lease Payments | - | - | - | n/a |
| | Property Sales | - | - | - | n/a |
| | Other | 159.00 | 56.00 | (103.00) | -65% |
| | Subtotal-Miscellaneous | 159.00 | 56.00 | (103.00) | -65% |
| Summary - RP3 and Misc Revenue (incl's Cycle Perms) | | 3,088.00 | 3,219.11 | 131.11 | 4% |
| TOTALS | | 939,125.97 | 884,242.18 | (54,883.79) | -6% |

| | Budget | Actual | Amount | % |
|---|-------------------|-------------------|--------------------|-------------|
| Permits | | | | |
| RP3 (Residential Parking Permits) | 3,462.00 | 3,163.11 | (298.89) | -9% |
| Motorcycle Permits | - | - | - | n/a |
| Residential Street Construction Permits | - | - | - | n/a |
| Total-Permits | 3,462.00 | 3,163.11 | (298.89) | -9% |
| Awards and Damages | | | | |
| | 191.22 | - | (191.22) | -100% |
| Advertising Revenue | | | | |
| | - | - | - | n/a |
| Attended Facilities | | | | |
| All Cashiered Ramps | - | - | - | n/a |
| #4 Cap Sq North | 65,849.97 | 53,407.88 | (12,442.09) | -19% |
| #6 Gov East | 126,614.60 | 115,319.71 | (11,294.89) | -9% |
| #9 Overture Center | 80,805.37 | 83,066.98 | 2,261.61 | 3% |
| #11 SS Campus-Frances | 38,327.51 | 35,959.49 | (2,368.02) | -6% |
| #11 SS Campus-Lake | 132,875.92 | 126,753.25 | (6,122.66) | -5% |
| #12 SS Capitol | 99,973.89 | 93,520.63 | (6,453.26) | -6% |
| Total-Attended Facilities | 544,447.26 | 508,027.95 | (36,419.31) | -7% |
| Meters-Off-Street (non-motorcycle) | | | | |
| Atwood Lot | - | - | - | n/a |
| #1 Blair Lot | 329.64 | 353.27 | 23.63 | 7% |
| #7 Lot 88 (Munic Bldg) | 678.19 | 574.14 | (104.05) | -15% |
| #2 Brayton Lot-Machine | 29,774.75 | 26,099.05 | (3,675.70) | -12% |
| #3 Buckeye/Lot 58 Multi-Space | 14,579.06 | 12,591.38 | (1,987.68) | -14% |
| Evergreen Lot | 3,438.37 | - | (3,438.37) | -100% |
| Evergreen Lot Multi-Space | - | 2,542.26 | 2,542.26 | n/a |
| Wingra Lot | 563.18 | 433.64 | (129.54) | -23% |
| #12 SS Capitol | 2,792.66 | 2,854.35 | 61.69 | 2% |
| Subtotal-Off-Street Meters (non-motorcyc | 52,155.85 | 45,448.09 | (6,707.76) | -13% |
| Off-Street Meters (motorcycles) | | | | |
| ALL Cycles | - | - | - | n/a |
| Total-Off-Street Meters (All) | 52,155.85 | 45,448.09 | (6,707.76) | -13% |
| On-Street Meters | | | | |
| On Street Multi-Space & Mobile Now | 547.75 | 3,556.85 | 3,009.10 | 549% |
| Capitol Square Meters | 2,191.78 | 1,983.47 | (208.31) | -10% |
| Capitol Square Multi-Space | 2,762.82 | 2,922.75 | 159.93 | 6% |
| Campus Area | 6,779.84 | 5,146.89 | (1,632.95) | -24% |
| Campus Area Multi-Space | 11,627.05 | 14,848.22 | 3,221.17 | 28% |
| CCB Area | 2,954.26 | 2,642.76 | (311.50) | -11% |
| CCB Area Multi-Space | 9,824.66 | 9,887.73 | 63.07 | 1% |
| East Washington Area | 3,198.45 | 3,564.73 | 366.28 | 11% |
| East Washington Area Multi-Space | 1,298.49 | 1,632.77 | 334.28 | 26% |
| GEF Area | 2,374.82 | 2,923.56 | 548.74 | 23% |
| GEF Area Multi-Space | 7,320.25 | 6,031.20 | (1,289.05) | -18% |
| MATC Area | 608.74 | 937.50 | 328.76 | 54% |
| MATC Area Multi-Space | 11,864.91 | 10,263.54 | (1,601.37) | -13% |
| Meriter Area | 2,968.91 | 2,750.58 | (218.33) | -7% |
| Meriter Area Multi-Space | 8,793.27 | 9,776.54 | 983.27 | 11% |
| MMB Area | 2,319.69 | 2,595.18 | 275.49 | 12% |
| MMB Area Multi-Space | 10,800.17 | 11,149.90 | 349.73 | 3% |
| Monroe Area | 8,461.18 | 11,591.41 | 3,130.23 | 37% |
| Schenks Area | 1,343.01 | 1,093.20 | (249.81) | -19% |
| State St Area | 1,867.28 | 1,305.49 | (561.79) | -30% |
| State St Area Multi-Space | 8,346.51 | 12,434.38 | 4,087.87 | 49% |
| University Area | 11,786.37 | 10,517.66 | (1,268.71) | -11% |
| University Area Multi-Space | 8,112.11 | 9,121.24 | 1,009.13 | 12% |
| Wilson/Butler Area | 2,234.39 | 2,996.39 | 762.00 | 34% |
| Wilson/Butler Area Multi-Space | 1,435.00 | 3,779.57 | 2,344.57 | 163% |
| Subtotal-On-Street Meters | 131,821.72 | 145,453.51 | 13,631.79 | 10% |
| On-Street Construction-Related Meter Revenue | | | | |
| Contractor Permits | 6,630.50 | 1,246.47 | (5,384.03) | -81% |
| Meter Hoods | 5,838.13 | 16,557.36 | 10,719.24 | 184% |
| Construction Meter Removal | - | - | - | n/a |
| Subtotal-Construction Related Revenue | 12,468.63 | 17,803.83 | 5,335.21 | 43% |
| Totals-On-Street Meters | 144,290.35 | 163,257.34 | 18,966.99 | 13% |
| Monthly Parking and Long-Term Agreements | | | | |
| #2 Brayton Lot | 12,165.05 | 11,656.75 | (508.30) | -4% |
| #11 State St Campus | 12,879.75 | 13,893.22 | 1,013.47 | 8% |
| #1 Blair Lot | 4,583.49 | 4,933.65 | 350.16 | 8% |
| Wilson Lot | 4,842.75 | 4,059.00 | (783.75) | -16% |
| #13 Cap Square North | 32,825.00 | 38,794.67 | 5,969.67 | 18% |
| #6 Gov East | 22,393.78 | 23,901.73 | 1,507.95 | 7% |
| #9 Overture Center | 15,763.77 | 6,767.80 | (8,995.97) | -57% |
| #12 SS Capitol-Monthly (non-LT Lease) | 20,972.59 | 25,890.92 | 4,918.33 | 23% |
| Subtotal-Monthly Permit | 126,426.18 | 129,897.74 | 3,471.56 | 3% |
| #9 Overture Center | 23,197.41 | 34,391.95 | 11,194.55 | 48% |
| #12 SS Cap-Long Term Lease | 5,009.28 | - | (5,009.28) | -100% |
| Subtotal-Long-Term Parking Leases | 28,206.69 | 34,391.95 | 6,185.27 | 22% |
| Total-Monthly Parking and Long-Term Agreeer | 154,632.86 | 164,289.69 | 9,656.83 | 6% |
| Miscellaneous Revenue | | | | |
| Operating Lease Payments | - | - | - | n/a |
| Property Sales | - | - | - | n/a |
| Other (Includes 79475 txfer in from Intern | 873.39 | 56.00 | (817.39) | -94% |
| Subtotal-Miscellaneous | 873.39 | 56.00 | (817.39) | -94% |
| Summary - RP3 and Misc Revenue (incl's Cycle Perms | 4,526.62 | 3,219.11 | (1,307.51) | -29% |
| TOTALS | 900,052.93 | 884,242.18 | (15,810.75) | -2% |

| 2015 REVENUES-BUDGET VS ACTUAL JANUARY | | | | | |
|--|---|-------------------|-------------------|--------------------|--------------|
| <small>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.</small> | | | | | |
| | | Budget | Actual | Actual +/- Budget | |
| ((# = TPC map reference)) | | | | Amount | % |
| Permits | | | | | |
| | RP3 (Residential Parking Permits) | 3,462.00 | 3,163.11 | | 0% |
| | Motorcycle Permits | - | | | |
| Total-Permits | | 3,462.00 | 3,163.11 | - | 0% |
| Awards and Damages | | 191.22 | | (191.22) | -100% |
| Attended Facilities | | | | | |
| | ALL Cashiered Ramps | | | - | |
| | #4 Cap Sq North | 65,849.97 | 53,407.88 | (12,442.09) | -19% |
| | #6 Gov East | 126,614.60 | 115,319.71 | (11,294.89) | -9% |
| | #9 Overture Center | 80,805.37 | 83,066.98 | 2,261.61 | 3% |
| | #11 SS Campus-Frances | 38,327.51 | 35,959.49 | (2,368.02) | -6% |
| | #11 SS Campus-Lake | 132,875.92 | 126,753.25 | (6,122.66) | -5% |
| | #12 SS Capitol | 99,973.89 | 93,520.63 | (6,453.26) | -6% |
| Total-Attended Facilities | | 544,447.26 | 508,027.95 | (36,419.31) | -7% |
| Meters-Off-Street (non-motorcycle) | | | | | |
| | #1 Blair Lot | 329.64 | 353.27 | 23.63 | 7% |
| | #7 Lot 88 (Munic Bldg) | 678.19 | 574.14 | (104.05) | -15% |
| | #2 Brayton Lot-Machine | 29,774.75 | 26,099.05 | (3,675.70) | -12% |
| | #3 Buckeye/Lot 58 Multi-Space | 14,579.06 | 12,591.38 | (1,987.68) | -14% |
| | Evergreen Lot | 3,438.37 | | (3,438.37) | -100% |
| | Evergreen Lot Multi-Space | | 2,542.26 | | |
| | Wingra Lot | 563.18 | 433.64 | (129.54) | -23% |
| | #12 SS Capitol | 2,792.66 | 2,854.35 | 61.69 | 2% |
| Subtotal-Off-Street Meters (non motorcycle) | | 52,155.85 | 45,448.09 | (9,250.02) | -18% |
| Meters-Off-Street motorcycles | | | | | |
| | 582507 All Cycles | - | | - | |
| Total-Off-Street Meters (All) | | 52,155.85 | 45,448.09 | (9,250.02) | -18% |
| On-Street Meters | | | | | |
| | Unattributed On Street Multi-Space & Mobile Now | 547.75 | 3,556.85 | 3,009.10 | 549% |
| | Capitol Square Meters | 2,191.78 | 1,983.47 | (208.31) | -10% |
| | Capitol Square Multi-Space | 2,762.82 | 2,922.75 | 159.93 | 6% |
| | Campus Area | 6,779.84 | 5,146.89 | (1,632.95) | -24% |
| | Campus Area Multi-Space | 11,627.05 | 14,848.22 | 3,221.17 | 28% |
| | CCB Area | 2,954.26 | 2,642.76 | (311.50) | -11% |
| | CCB Area Multi-Space | 9,824.66 | 9,887.73 | 63.07 | 1% |
| | East Washington Area | 3,198.45 | 3,564.73 | 366.28 | 11% |
| | East Washington Area Multi-Space | 1,298.49 | 1,632.77 | 334.28 | 26% |
| | GEF Area | 2,374.82 | 2,923.56 | 548.74 | 23% |
| | GEF Area Multi-Space | 7,320.25 | 6,031.20 | (1,289.05) | -18% |
| | MATC Area | 608.74 | 937.50 | 328.76 | 54% |
| | MATC Area Multi-Space | 11,864.91 | 10,263.54 | (1,601.37) | -13% |
| | Meriter Area | 2,968.91 | 2,750.58 | (218.33) | -7% |
| | Meriter Area Multi-Space | 8,793.27 | 9,776.54 | 983.27 | 11% |
| | MMB Area | 2,319.69 | 2,595.18 | 275.49 | 12% |
| | MMB Area Multi-Space | 10,800.17 | 11,149.90 | 349.73 | 3% |
| | Monroe Area | 8,461.18 | 11,591.41 | 3,130.23 | 37% |
| | Schenks Area | 1,343.01 | 1,093.20 | (249.81) | -19% |
| | State St Area | 1,867.28 | 1,305.49 | (561.79) | -30% |
| | State St Area Multi-Space | 8,346.51 | 12,434.38 | 4,087.87 | 49% |
| | University Area | 11,786.37 | 10,517.66 | (1,268.71) | -11% |
| | University Area Multi-Space | 8,112.11 | 9,121.24 | 1,009.13 | 12% |
| | Wilson/Butler Area | 2,234.39 | 2,996.39 | 762.00 | 34% |
| | Wilson/Butler Area Multi-Space | 1,435.00 | 3,779.57 | 2,344.57 | 163% |
| Subtotal-On-Street Meters | | 131,821.72 | 145,453.51 | 13,631.79 | 10% |
| On-Street Construction-Related Meter Revenue | | | | | |
| | Contractor Permits | 6,630.50 | 1,246.47 | (5,384.03) | -81% |
| | Meter Hoods | 5,838.13 | 16,557.36 | 10,719.24 | 184% |
| | Construction Meter Removal | - | | - | |
| Subtotal-On-Street Construction Related Revenue | | 12,468.63 | 17,803.83 | 5,335.21 | 43% |
| Total-On-Street Meters | | 144,290.35 | 163,257.34 | 18,966.99 | 13% |
| Monthly Parking and Long-Term Agreements | | | | | |
| | #2 Brayton Lot | 12,165.05 | 11,656.75 | (508.30) | -4% |
| | #11 State St Campus | 12,879.75 | 13,893.22 | 1,013.47 | 8% |
| | #1 Blair Lot | 4,583.49 | 4,933.65 | 350.16 | 8% |
| | Wilson Lot | 4,842.75 | 4,059.00 | (783.75) | -16% |
| | #13 Cap Square North | 32,825.00 | 38,794.67 | 5,969.67 | 18% |
| | #6 Gov East | 22,393.78 | 23,901.73 | 1,507.95 | 7% |
| | #9 Overture Center | 15,763.77 | 6,767.80 | (8,995.97) | -57% |
| | #12 SS Capitol-Monthly (non-LT Lease) | 20,972.59 | 25,890.92 | 4,918.33 | 23% |
| Subtotal-Monthly Permit | | 126,426.18 | 129,897.74 | 3,471.56 | 3% |
| | #9 Overture Center | 23,197.41 | 34,391.95 | 11,194.55 | 48% |
| | #12 SS Cap-Long Term Lease | 5,009.28 | | (5,009.28) | -100% |
| Subtotal-Long Term Parking Leases | | 28,206.69 | 34,391.95 | 6,185.27 | 22% |
| Total-Monthly Parking and Long-Term Agreements | | 154,632.86 | 164,289.69 | 9,656.83 | 6% |
| Miscellaneous Revenue | | | | | |
| | Operating Lease Payments | - | | - | |
| | Property Sales | - | | - | |
| | Other (Includes 79475 txfer in from Internal Svc) | 873.39 | 56.00 | (817.39) | -94% |
| Subtotal-Miscellaneous Revenue | | 873.39 | 56.00 | (817.39) | -94% |
| Summary-RP3 & Miscellaneous Revenue | | 4,526.62 | 3,219.11 | (1,307.51) | -29% |
| GRAND TOTALS | | 900,052.93 | 884,242.18 | (18,353.01) | -2% |

City of Madison Parking Utility YTD Revenue Total/Occupancy Average -- THRU JAN 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 | 25 | 25 | -- | -- | \$ 414.36 | \$ 353.27 | \$ 1.27 | \$ 1.09 |
| | 19 Lot 88 (Municipal Building) | 17 | 17 | 25 | 25 | 53% | 65% | \$ 602.35 | \$ 574.14 | \$ 1.42 | \$ 1.35 |
| | 153 Brayton Lot Paystations | 154 | 154 | 25 | 25 | 71% | 72% | \$ 29,244.50 | \$ 26,099.05 | \$ 7.60 | \$ 6.78 |
| | 53 Buckeye Lot Multi-Sp (f) | 53 | 53 | 25 | 25 | 31% | 31% | \$ 12,602.60 | \$ 12,591.38 | \$ 9.51 | \$ 9.50 |
| | #DIV/0! Evergreen Lot | 22 | 0 | 25 | 25 | 57% | 0% | \$ 3,636.28 | \$ - | \$ 6.61 | \$ - |
| | 23 Evergreen Lot Multi-Sp** | 0 | 23 | 25 | 25 | 0% | 49% | \$ - | \$ 2,542.26 | \$ - | \$ 4.42 |
| | 19 Wingra Lot | 19 | 19 | 25 | 25 | -- | -- | \$ 541.33 | \$ 433.64 | \$ 1.14 | \$ 0.91 |
| | 36 SS Capitol | 36 | 36 | 25 | 25 | 20% | 11% | \$ 2,706.01 | \$ 2,854.35 | \$ 3.01 | \$ 3.17 |
| | 45 Cycles | 43 | 42 | 25 | 25 | -- | -- | \$ - | \$ - | \$ - | \$ - |
| Cashiered | 317 Capitol Square N (c) | 330 | 321 | 31 | 31 | 69% | 80% | \$ 64,340.93 | \$ 53,407.88 | \$ 6.29 | \$ 5.37 |
| | 379 Gov East (c) | 376 | 379 | 31 | 31 | 74% | 81% | \$ 125,110.87 | \$ 115,319.71 | \$ 10.73 | \$ 9.82 |
| | 389 Overture Ctr (c) | 301 | 384 | 31 | 31 | 68% | 80% | \$ 84,481.40 | \$ 83,066.98 | \$ 9.05 | \$ 6.98 |
| | 530 SS Campus-Francis (c) | | | | | | | \$ 40,023.93 | \$ 35,959.49 | | |
| | (SS Campus Combined Total) | 915 | 968 | 31 | 31 | 45% | 48% | \$ 175,756.31 | \$ 162,712.75 | \$ 6.20 | \$ 5.42 |
| | 441 SS Campus-Lake (c) | | | | | | | \$ 135,732.37 | \$ 126,753.25 | | |
| 567 State St Capitol (c) | 582 | 573 | 31 | 31 | 44% | 50% | \$ 114,333.10 | \$ 93,520.63 | \$ 6.34 | \$ 5.26 | |
| Monthly | 76 State St Campus Monthly (b) (d) | 62 | 10 | 21 | 21 | 45% | 22% | \$ 14,023.38 | \$ 13,893.22 | \$ 10.77 | \$ 66.16 |
| | 44 Blair Lot Monthly (b) (h) | 51 | 44 | 21 | 21 | 101% | 98% | \$ 5,475.60 | \$ 4,933.65 | \$ 5.11 | \$ 5.34 |
| | 92 Brayton Lot Monthly | 95 | 69 | 21 | 21 | 68% | 81% | \$ 13,315.00 | \$ 11,656.75 | \$ 6.67 | \$ 8.04 |
| | 50 Wilson Lot Monthly (b) (h) | 48 | 50 | 21 | 21 | 96% | 92% | \$ 5,455.00 | \$ 4,059.00 | \$ 5.41 | \$ 3.87 |
| | 285 Capitol Square N Monthly (b) (d) | 246 | 185 | 21 | 21 | 69% | 70% | \$ 33,434.96 | \$ 38,794.67 | \$ 6.47 | \$ 9.99 |
| | 132 Gov East Monthly (b) (d) | 100 | 92 | 21 | 21 | 75% | 74% | \$ 21,152.26 | \$ 23,901.73 | \$ 10.07 | \$ 12.37 |
| | 218 Overture Ctr Monthly (b) (d) | 249 | 112 | 21 | 21 | 65% | 66% | \$ 40,433.38 | \$ 41,159.75 | \$ 7.73 | \$ 17.50 |
| | 214 SS Capitol Monthly (b) (d) | 167 | 65 | 21 | 21 | 46% | 46% | \$ 24,475.36 | \$ 25,890.92 | \$ 6.98 | \$ 18.97 |
| On-Street Metered | 168 Campus Collection Area (e) | 160 | 168 | 25 | 25 | 61% | 50% | \$ 19,902.84 | \$ 19,995.11 | \$ 4.98 | \$ 4.76 |
| | 25 Capitol Square Collection Area (e) | 25 | 25 | 25 | 25 | 57% | 68% | \$ 5,086.57 | \$ 4,906.22 | \$ 8.14 | \$ 7.85 |
| | 94 CCB Collection Area (e) | 101 | 94 | 25 | 25 | 66% | 78% | \$ 13,670.90 | \$ 12,530.49 | \$ 5.41 | \$ 5.33 |
| | 96 E Washington Collection Area (e) | 97 | 96 | 25 | 25 | 38% | 40% | \$ 4,989.77 | \$ 5,197.50 | \$ 2.06 | \$ 2.17 |
| | 97 GEF Collection Area (e) | 95 | 72 | 25 | 25 | 65% | 70% | \$ 11,887.33 | \$ 8,954.76 | \$ 5.01 | \$ 4.97 |
| | 92 MATC Collection Area (e) | 100 | 97 | 25 | 25 | 66% | 43% | \$ 10,020.62 | \$ 11,201.04 | \$ 4.01 | \$ 4.62 |
| | 127 Meriter Collection Area (e) | 145 | 127 | 25 | 25 | 53% | 45% | \$ 12,142.04 | \$ 12,527.12 | \$ 3.35 | \$ 3.95 |
| | 105 MMB Collection Area (e) | 112 | 105 | 25 | 25 | 92% | 81% | \$ 15,656.62 | \$ 13,745.08 | \$ 5.59 | \$ 5.24 |
| | 123 Monroe Collection Area (e) | 125 | 123 | 25 | 25 | -- | -- | \$ 9,706.39 | \$ 11,591.41 | \$ 3.11 | \$ 3.77 |
| | 43 Schenks Collection Area (e) | 44 | 15 | 25 | 25 | -- | -- | \$ 1,129.32 | \$ 1,093.20 | \$ 1.03 | \$ 2.92 |
| | 124 State St Collection Area (e) | 110 | 123 | 25 | 25 | 60% | 48% | \$ 12,529.60 | \$ 13,739.87 | \$ 4.56 | \$ 4.47 |
| | 197 University Collection Area (e) | 202 | 197 | 25 | 25 | 52% | 51% | \$ 19,132.48 | \$ 19,638.90 | \$ 3.79 | \$ 3.99 |
| | 109 Wilson/Butler Collection Area (e) | 133 | 109 | 25 | 25 | 54% | 54% | \$ 4,951.04 | \$ 6,775.96 | \$ 1.49 | \$ 2.49 |
| 719 On Street Multi-Sp (g) | 678 | 719 | 25 | 25 | 40% | 42% | \$ 837.97 | \$ 3,556.85 | \$ 0.05 | \$ 0.20 | |
| | Subtotal - Route Revenue | 1,449 | 1,351 | 25 | 25 | -- | -- | \$ 141,643.49 | \$ 145,453.51 | \$ 3.91 | \$ 4.31 |
| | Meter-Related Constrn Rev | | | | | | | \$ 22,127.00 | \$ 17,803.83 | | |
| | Total On-St Meter Revenue | | | | | | | \$ 163,770.49 | \$ 163,257.34 | | |
| | Miscellaneous | 0 | 0 | | | | | \$ 3,088.00 | \$ 3,219.11 | | |
| | Total (a) | 5,328 | 4,960 | | | | | \$ 939,125.97 | \$ 884,242.18 | | |

-368

\$ (54,883.79)

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 January, 2014 and 2015(c)**

| Available Spaces (y) | Facility | Spaces (z) | | Days | | Avg Wkday Occy | | Revenues | | Rev/Space/Day | |
|---------------------------|---------------------------------------|------------|--------|--------|--------|----------------|------------|---------------|---------------|---------------|----------|
| | | Jan-14 | Jan-15 | Jan-14 | Jan-15 | Jan-14 | Jan-15 | Jan-14 | Jan-15 | Jan-14 | Jan-15 |
| Metered Lots | 13 Blair Lot | 13 | 13 | 25 | 25 | 0% | -- | 414.36 | \$ 353.27 | \$ 1.27 | \$ 1.09 |
| | 19 Lot 88 (Municipal Building) | 17 | 17 | 25 | 25 | 53% | 65% | 602.35 | \$ 574.14 | \$ 1.42 | \$ 1.35 |
| | 153 Brayton Lot Paystations | 154 | 154 | 25 | 25 | 71% | 72% | 29,244.50 | \$ 26,099.05 | \$ 7.60 | \$ 6.78 |
| | Brayton Lot Meters | 0 | | 25 | 25 | -- | | 732.51 | \$ - | \$ - | \$ - |
| | 53 Buckeye Lot Multi-Sp (f) | 53 | 53 | 25 | 25 | 31% | 31% | 12,602.60 | \$ 12,591.38 | \$ 9.51 | \$ 9.50 |
| | Evergreen Lot | 22 | -- | 25 | 25 | 57% | -- | 3,636.28 | \$ - | \$ 6.61 | \$ - |
| | 23 Evergreen Lot Multi-Sp | 0 | 23 | 25 | 25 | 0% | 49% | - | \$ 2,542.26 | \$ - | \$ 4.42 |
| | 19 Wingra Lot | 19 | 19 | 25 | 25 | 5% | 26% | 541.33 | \$ 433.64 | \$ 1.14 | \$ 0.91 |
| | 36 SS Capitol | 36 | 36 | 25 | 25 | 20% | 11% | 2,706.01 | \$ 2,854.35 | \$ 3.01 | \$ 3.17 |
| | 45 Cycles | 43 | 42 | 25 | 25 | 0% | | - | \$ - | \$ - | \$ - |
| Cashiered | 317 Capitol Square N (c) | 330 | 321 | 31 | 31 | 69% | 80% | 64,340.93 | \$ 53,407.88 | \$ 6.29 | \$ 5.37 |
| | 379 Gov East (c) | 376 | 379 | 31 | 31 | 74% | 81% | 125,110.87 | \$ 115,319.71 | \$ 10.73 | \$ 9.82 |
| | 389 Overture Ctr (c) | 301 | 384 | 31 | 31 | 68% | 80% | 84,481.40 | \$ 83,066.98 | \$ 9.05 | \$ 6.98 |
| | 530 SS Campus-Frances (c) | | 534 | | | | | 40,023.93 | \$ 35,959.49 | | |
| | (SS Campus Combined Total) | 915 | 968 | 31 | 31 | 45% | 48% | 175,756.31 | \$ 162,712.75 | \$ 6.20 | \$ 5.42 |
| 441 SS Campus-Lake (c) | | 434 | | | | | 135,732.37 | \$ 126,753.25 | | | |
| 567 State St Capitol (c) | 582 | 573 | 31 | 31 | 44% | 50% | 114,333.10 | \$ 93,520.63 | \$ 6.34 | \$ 5.26 | |
| Month | 76 State St Campus Monthly (b) (d) | 62 | 10 | 21 | 21 | 45% | 22% | 14,023.38 | \$ 13,893.22 | \$ 10.86 | \$ 66.16 |
| | 44 Blair Lot Monthly (b) (h) | 51 | 44 | 21 | 21 | 101% | 98% | 5,475.60 | \$ 4,933.65 | \$ 5.16 | \$ 5.34 |
| | 92 Brayton Lot Monthly (zz) | 95 | 69 | 21 | 21 | 68% | 81% | 13,315.00 | \$ 11,656.75 | \$ 6.67 | \$ 8.04 |
| | 50 Wilson Lot Monthly (b) (h) | 48 | 50 | 21 | 21 | 96% | 92% | 5,455.00 | \$ 4,059.00 | \$ 5.41 | \$ 3.87 |
| | 285 Capitol Square N Monthly (b) (d) | 246 | 185 | 21 | 21 | 69% | 70% | 33,434.96 | \$ 38,794.67 | \$ 6.49 | \$ 9.99 |
| | 132 Gov East Monthly (b) (d) | 100 | 92 | 21 | 21 | 75% | 74% | 21,152.26 | \$ 23,901.73 | \$ 10.12 | \$ 12.37 |
| | 218 Overture Ctr Monthly (b) (d) | 249 | 112 | 21 | 21 | 65% | 66% | 40,433.38 | \$ 41,159.75 | \$ 7.73 | \$ 17.50 |
| | 214 SS Capitol Monthly (b) (d) | 167 | 65 | 21 | 21 | 46% | 46% | 24,475.36 | \$ 25,890.92 | \$ 6.98 | \$ 18.97 |
| On-Street Metered | 168 Campus Collection Area (e) | 160 | 168 | 25 | 25 | 61% | 50% | 19,902.84 | \$ 19,995.11 | \$ 4.98 | \$ 4.76 |
| | 25 Capitol Square Collection Area (e) | 25 | 25 | 25 | 25 | 57% | 68% | 5,086.57 | \$ 4,906.22 | \$ 8.14 | \$ 7.85 |
| | 94 CCB Collection Area (e) | 101 | 94 | 25 | 25 | 66% | 78% | 13,670.90 | \$ 12,530.49 | \$ 5.41 | \$ 5.33 |
| | 96 E Washington Collection Area (e) | 97 | 96 | 25 | 25 | 38% | 40% | 4,989.77 | \$ 5,197.50 | \$ 2.06 | \$ 2.17 |
| | 72 GEF Collection Area (e) | 95 | 72 | 25 | 25 | 65% | 70% | 11,887.33 | \$ 8,954.76 | \$ 5.01 | \$ 4.97 |
| | 97 MATC Collection Area (e) | 100 | 97 | 25 | 25 | 66% | 43% | 10,020.62 | \$ 11,201.04 | \$ 4.01 | \$ 4.62 |
| | 127 Meriter Collection Area (e) | 145 | 127 | 25 | 25 | 53% | 45% | 12,142.04 | \$ 12,527.12 | \$ 3.35 | \$ 3.95 |
| | 105 MMB Collection Area (e) | 112 | 105 | 25 | 25 | 92% | 81% | 15,656.62 | \$ 13,745.08 | \$ 5.59 | \$ 5.24 |
| | 123 Monroe Collection Area (e) | 125 | 123 | 25 | 25 | -- | -- | 9,706.39 | \$ 11,591.41 | \$ 3.11 | \$ 3.77 |
| | 43 Schenks Collection Area (e) | 44 | 15 | 25 | 25 | -- | -- | 1,129.32 | \$ 1,093.20 | \$ 1.03 | \$ 2.92 |
| | 123 State St Collection Area (e) | 110 | 123 | 25 | 25 | 60% | 48% | 12,529.60 | \$ 13,739.87 | \$ 4.56 | \$ 4.47 |
| | 197 University Collection Area (e) | 202 | 197 | 25 | 25 | 52% | 51% | 19,132.48 | \$ 19,638.90 | \$ 3.79 | \$ 3.99 |
| | 109 Wilson/Butler Collection Area (e) | 133 | 109 | 25 | 25 | 54% | 54% | 4,951.04 | \$ 6,775.96 | \$ 1.49 | \$ 2.49 |
| | 719 On Street Multi-Sp (g) | 678 | 719 | 25 | 25 | 40% | 42% | 837.97 | \$ 3,556.85 | \$ 0.05 | \$ 0.20 |
| | Subtotal - Route Revenue | 1,449 | 1,351 | 25 | 25 | 0% | | 141,643.49 | \$ 145,453.51 | \$ 3.91 | \$ 4.31 |
| Meter-Related Constrn Rev | | | | | | | 22,127.00 | \$ 17,803.83 | | | |
| Total On-St Meter Revenue | | | | | | | 163,770.49 | \$ 163,257.34 | | | |
| Miscellaneous | | | | | | | 3,088.00 | \$ 3,219.11 | | | |
| 5474 Total (a) | 5,326 | 4,960 | | | | | 939,125.97 | \$ 884,242.18 | | | |

-366

\$ (54,883.79)

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.

SECTION THREE

Project Requirements

Your response to the Judge Doyle Square Request for Proposals must recognize and address the following program and project elements.

1. The RFP response can propose redevelopment on (1) both Blocks 88 and 105 or (2) only on Block 105.
2. The Madison Municipal Building on Block 88 will remain in civic use (the existing loading dock will be removed). In addition, the City will be considering plans to limit vehicular access and establish a pedestrian mall on Martin Luther King, Jr. Boulevard between the City County Building and Madison Municipal Building.
3. The City of Madison will construct, own and operate the automobile parking and bicycle facilities to be constructed on Blocks 88 and 105. The City's plans to replace the 520-car Government East Ramp on Block 105 with 520 to 600 public parking spaces plus 40 spaces of municipal fleet parking that is currently located on Block 88. In addition, the City will construct the needed accessory parking required for the new development in the parking facility, and lease the parking required by the development to the private developer. While the City intends to own and operate the parking, it will entertain proposals where the developer would construct the parking. The parking has to be constructed under public works bidding requirements.
4. The City is committed to maintaining a significant amount of the existing public parking supply during the construction process.
5. The project must be a high-quality mixed-use project that is compatible with surrounding buildings and uses including the Madison Municipal Building, a National Register of Historic Places building.
6. The project must create a new, walkable extension of the surrounding retail/entertainment district in the 200 block of South Pinckney Street.
7. Priority will be given to any project that delivers a commercial usage consistent with Section 2.5 of the Adopted Downtown Master Plan.
8. The project must include a hotel component to complement, enhance and attract additional conventions to the Monona Terrace Community and Convention Center. The City desires an urban mixed-use hotel product that is a national brand and has many full-service hotel attributes without the full-service hotel cost. This type of hotel is designed for urban markets to

meet the needs of today's connected traveler. These hotels are focused on style, technology and engagement and feature innovative concepts in architectural and modern hotel design, and great dining and nightlife.

The City's target room count is a minimum of 250 rooms with as large a room block as possible reserved for Monona Terrace, a national affiliation (hotel flag) and a national sales force and reservation system. The proposal should include plans for a high quality, interesting and reasonably priced restaurant either within or adjacent to the proposed hotel. A room block proposal for Monona Terrace must be included in the RFP response. Please note that Marcus Hotel's, Inc. has a development right granted to it by the City in 1999 on Block 88, which is described in Exhibit B in Section 6 of the RFP. The development team should be aware that the City of Madison reserves the right to incorporate up to 20,000 square feet of City-owned meeting spaces as a component of the development.

9. Development teams should provide the City with options on Blocks 88 and/or 105 for 70,000 to 140,000 square feet of additional city office space or another future use as a part of the RFP response. To the extent a hotel building is sited on Block 88 with an additional use option, the mass of the hotel development should be located closer to East Wilson and South Pinckney Streets (i.e., it should be away from East Doty Street).
10. The development must be affordable for taxpayers with the following expectations:
 - a. The City of Madison will be responsible for financing the cost of the parking, subject to the terms of a Final Development Agreement to be negotiated with and approved by the City.
 - b. The air rights above the parking must be purchased or leased at fair market value as determined by the City's appraisal.
 - c. No TIF assistance shall be available for the non-parking elements of the project.
 - d. The City reserves the right to audit construction costs related to the public elements of the project.
11. A high priority for selection will be given to proposals that express a commitment to negotiate with the City on a development agreement that would include provisions regarding living wages and labor peace agreements for employees associated with the construction of the project as well as employees that are employed by the various users associated with the development.

2. SCOPE OF SERVICES

2.1 Program Overview and Objective

The successful Proposer(s) shall enter into an agreement with the City of Madison to establish and participate in a car sharing pilot program.

The goal of this pilot program is to provide the City with the operational, transactional and financial data needed to establish the feasibility of a comprehensive City-wide car sharing program.

The exact demand for car sharing and the potential growth rate of such a service is unknown at this point. The City would like to determine the potential of such a program based on utilization and growth rates during the pilot program. The pilot is expected to last two years.

The City of Madison and the City Parking Utility will provide limited on-street and/or off-street parking assets in furtherance of the program.

The City of Madison experiences severe winters and the local traffic and parking regulations and seasonal parking restrictions may present unique challenges for a car sharing program. There are likely to be unforeseen issues that would arise once a program is implemented. A pilot program will help determine the likelihood of running a smooth operation while effectively dealing with possible challenges. The permittee shall be responsible to secure any changes required of Wisconsin State Statutes necessary to park in the public right-of-way in excess of officially posted parking time restrictions. If a permittee does not intend to use public right-of-way for vehicle "home" parking then this condition will not be required of the permittee.

The City of Madison Parking Utility operates as a business, and offers parking services at public rates. A car sharing program should be able to pay the going parking rates for the facilities it utilizes. The same logic applies to any revenue generating curbside parking space utilized by the car sharing service. The pilot program will help determine the capability of a car sharing program to be self-sustaining.

2.2 Background

Car sharing is a program where pre-approved members are provided with a fully automated on-line reservation system and billing system that provides access to a fleet of self-service vehicles including cars, trucks, and vans. These vehicles are to be strategically placed throughout the City, and which can be rented by the hour or day. The rates would include parking at the vehicle's home site, fuel, maintenance and insurance.

The car sharing vehicles are available when the short-term use of a private vehicle is needed. For some members the program may stand as a complete replacement to private vehicle ownership.

For others, car sharing may serve as a second or third vehicle. Car sharing can also serve businesses to supplement or replace fleet ownership/management or substitute for reimbursing employee's use of their private vehicles. Car sharing is like renting a car, but implemented through a program intended to:

- a. Increase availability of short-term transportation at an affordable cost;
- b. Strategically decentralize a fleet of well maintained, environmentally-friendly vehicles to an array of convenient locations throughout the City;
- c. Increase public transit ridership and use of other transportation alternatives;
- d. Decrease parking demand in neighborhoods;
- e. Reduce the need for personal vehicle ownership, reduce trips and as a result reduce congestion and emissions

2.3 Minimum Qualifications

Proposer must have been in the business of providing car sharing services in an urban setting with a fleet of at least 10 vehicles for no less than three consecutive years. Proposers who do not meet or exceed these minimum requirements shall be deemed non-responsive and will not be considered.

2.4 Madison Parking Utility Participation

The Madison Parking Utility, created on March 1, 1947 was the first municipally-operated parking system in the United States. The Parking Utility is an auxiliary enterprise agency of the City of Madison. As an auxiliary enterprise, the Parking Utility generates a revenue stream sufficient to cover its ongoing operating expenses and outstanding debt service. The Parking Utility is entirely self-funded and operates its parking facilities as a business, offering parking services at public rates. The Utility is the owner and manager of substantial parking assets—including more than 1,400 on-street metered spaces, seven parking lots which together comprise 473 spaces and six parking garages with 3,600 spaces.

The Parking Utility expects its involvement in the program to be limited to providing limited numbers of parking spaces and any car sharing program should be able to pay the going parking rates for the facilities it utilizes.

3. REQUIRED INFORMATION & PROPOSAL CONTENT

3.1 Operating plan

Implementation and Operating Plan which should describe in detail the following, but not limited to:

- The funding sources for the development, implementation and management/operation of the program
- Description of fee structure
- A timeline for the implementation of the trial project
- The capacity and past experience of the Permittee to develop, implement, and maintain the proposed program

- Car share fleet size, vehicle types, costs, maintenance and operation schedules including replacement in terms of year or mileage of the vehicles
- Membership characteristics and usage patterns
- Member screening, requirements and member management criteria
- Deposits, fees, billing, and accounting requirements
- Member use scheduling, including providing location and time options
- Desired locations of vehicles and parking arrangements
- Mobility partners and information
- Usage policies for members, including parking locations.
- Vehicle and organization insurance
- Internet presence, website and mobile phone app design with rates easily available for public review
- Peak Hour parking restrictions are an important consideration on high trafficked City arterial streets, identify how vehicles will be removed to comply with these restrictions
- Traffic citations—the Permittee shall be responsible for any and all parking citations issued as a result of illegal parking of a car share vehicle.
- No advertising. No third-party ads on the car-share vehicles will be permitted.
- The City may develop a master RP3 Permit, any car share vehicle parked in an RP3 zone will be required to display a valid RP3 Permit.

The City of Madison is subject to severe winter weather and accumulating snow that often does not melt until spring. On-street vehicle parking is a critical factor and consideration in Madison snow plowing efforts. Utility, street construction and special events are also important and necessary considerations.

The proposer will identify:

- Where and how the car share vehicles will be moved to comply with ordinances when a Snow Emergency is declared, or for Street Cleaning, Public Works & Utility construction and any other special event or City event which restricts parking.

3.2 Business Plan

A business plan including the cost-benefit of implementing this program in the City of Madison:

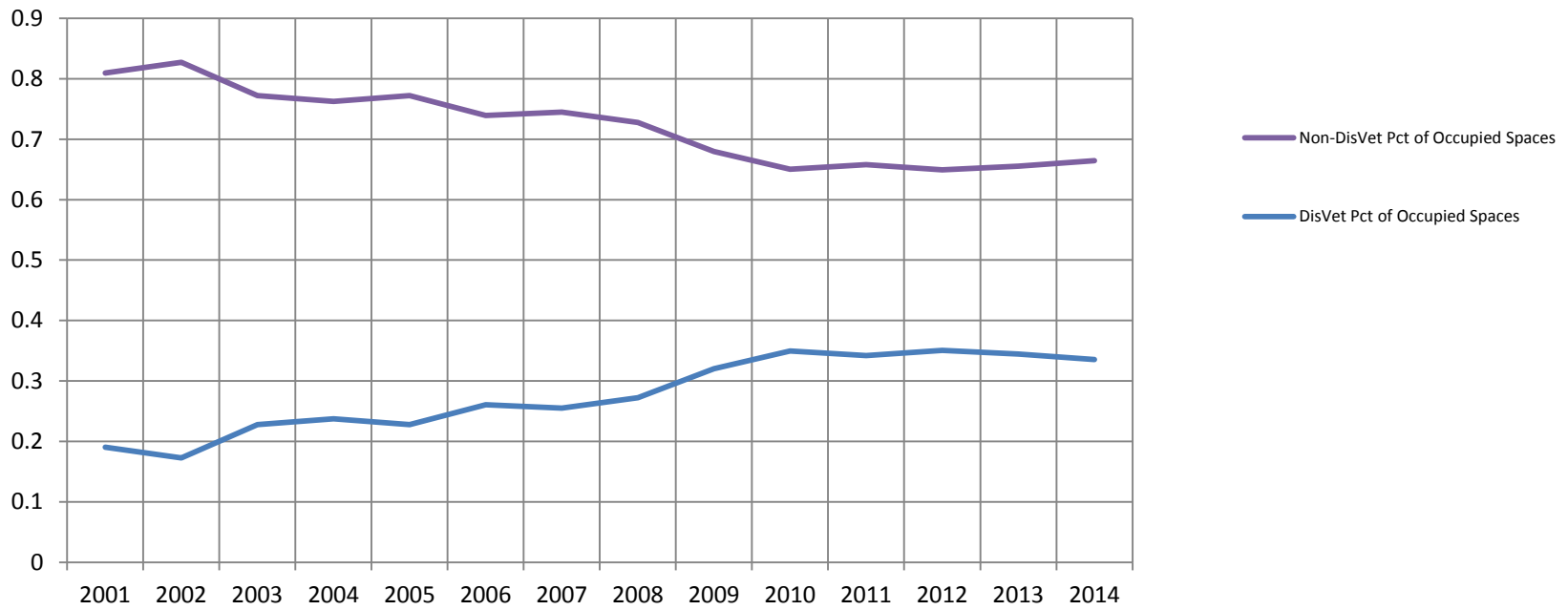
- Each submittal must include a specific rate proposal provided to the Parking Utility as compensation for use of City parking spaces.
- During the initial term and any renewal term of the Agreement, the Permittee shall pay the Utility on a monthly basis, and within (30) Calendar days from the end of each month during the term herein, as negotiated a percentage of the successful Proposer's gross receipts.
- A preliminary five-year operating pro-forma including assumptions underlying the income and expense projections. Clearly indicate the sources and amounts of revenues.

3.21 State of Wisconsin Parking Statutes

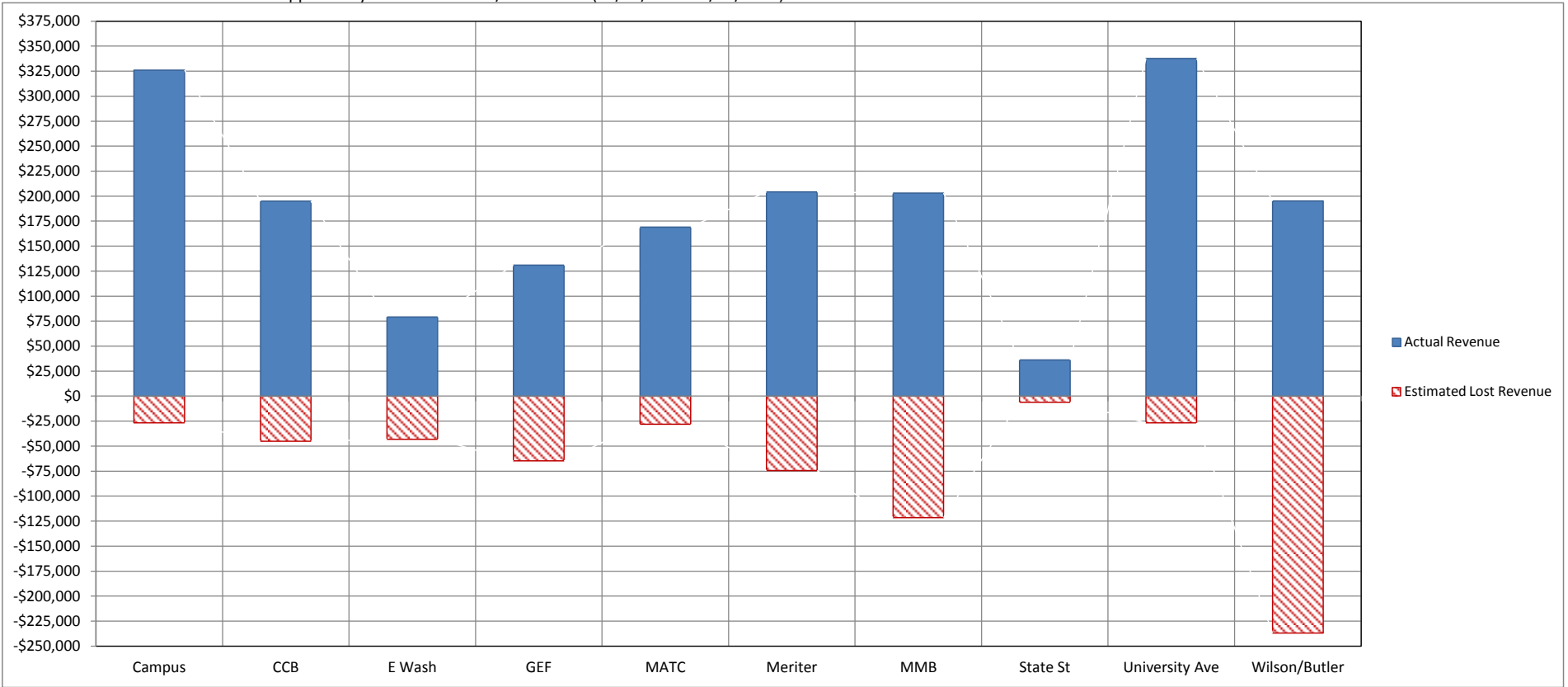
Current State Law does not allow motorists to park beyond posted on-street time limits, within the public right-of-way. If a Permittee plans to operate in this manner then they shall be responsible to initiate a change in State Statutes necessary to operate legally.

DRAFT

DisVet and Non-DisVet Occupancy (including expired meters) as percent of Occupied Spaces in survey area



Maximum Estimate of Lost Revenue Opportunity as a Result of Dis/Vet Parkers (01/01/2014-12/31/2014)



| Collection Route | Actual Spaces | Spaces in Survey | Actual Revenue | Estimated Lost Revenue | Revenue + Estimated | Lost Revenue Pct | Dis/Vet Occupied | Dis/Vet Occupied Expired | Dis/Vet Expired | Dis/Vet Vacant | Total | |
|------------------|---------------|------------------|--------------------|------------------------|---------------------|------------------|------------------|--------------------------|-----------------|----------------|------------|-------------|
| Campus | 171 | 50 | \$326,012 | -26,645 | \$352,657 | -8% | 56% | 42% | 14% | 4% | 100% | |
| CCB | 97 | 47 | \$195,018 | -45,179 | \$240,197 | -23% | 48% | 36% | 12% | 12% | 100% | |
| E Wash | 96 | 31 | \$79,236 | -43,155 | \$122,392 | -54% | 36% | 23% | 13% | 18% | 100% | |
| GEF | 77 | 44 | \$130,978 | -64,648 | \$195,626 | -49% | 32% | 24% | 8% | 15% | 100% | |
| MATC | 100 | 40 | \$168,959 | -28,029 | \$196,988 | -17% | 35% | 22% | 13% | 6% | 100% | |
| Meriter | 128 | 51 | \$204,180 | -74,441 | \$278,621 | -36% | 27% | 20% | 7% | 10% | 100% | |
| MMB | 109 | 45 | \$203,035 | -121,503 | \$324,538 | -60% | 39% | 29% | 10% | 23% | 100% | |
| State St | 129 | 55 | \$36,157 | -6,059 | \$42,216 | -17% | 39% | 27% | 13% | 6% | 100% | |
| University Ave | 200 | 12 | \$337,759 | -26,692 | \$364,451 | -8% | 43% | 30% | 13% | 3% | 100% | |
| Wilson/Butler | 112 | 37 | \$195,213 | -236,974 | \$432,187 | -121% | 27% | 19% | 9% | 32% | 100% | |
| Total | 1219 | 413 | \$1,876,547 | -673,326 | \$2,549,873 | -36% | 38% | 27% | 11% | 13% | 49% | 100% |

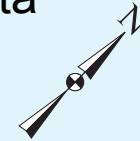
Comparison uses actual revenues (01/01/2014-12/31/2014) distributed according to a monthly survey that tracks dis/vet, non dis/vet paid and expired meters, and vacant spaces for each collection route.

The data extrapolated from this monthly expired meter survey is based on a visual survey conducted one day per month. Survey hours are 8 am, 9 am, 3 pm, 4 pm and 5 pm.

34%

Expired Meter Survey Route

Lake Mendota



LEGEND

COLLECTION ROUTE

- CAMPUS
- CCB
- GEF
- MATC
- MERITER
- MMB
- SQUARE
- STATE
- UNIVERSITY
- E. WASHINGTON
- WILSON / BUTLER

Lightly shaded areas indicate Collection Routes. **Darker shaded areas indicate specific block faces included in this survey.** Note that Collection Routes for this application may not correspond to actual Collection Routes as followed by collectors.

Lake Monona

