

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

**Revenues and Occupancies:** YTD revenues for 2015 through March show an increase of \$37,147 (1%) compared to March 2014 YTD revenues. There was a decrease in the following major categories: "Attended Facilities" = \$30K (-2%), "Off Street Meters" and "On-Street Meters" revenue increased \$3,658 (2%) and \$29,558 (6%) respectively. "Monthly Parking & Long-Term Agreements" increased by = \$42K (9%), Peak average occupancy data at cashiered facilities was up from March 2014 figures, ranging from 85% - 55%: Government East (85%), Overture Center (85%), Capital Square North (81%), State Street Campus (57%), and State Street Capitol (55%). The disparity between the higher occupancy data and the lower revenue can be explained in part due to the fact that monthly parking is included in the peak average occupancy data but not reflected in the attended facilities revenue data. Also the peak average occupancy data is based on occupancy between 10am and 2pm, while the revenue is for parking throughout the day. Hence, if there is less use of the garages outside of the 10am to 2pm time period, this could result in lower revenues. Finally, the City's new financial system (MUNIS) does not handle sales tax in the same way as the old system.

**Operating Expenses/Bottom Line and Capital Expenses:** The City changed its financial software to the new MUNIS system at the beginning of 2015. To date, it is not possible to provide accurate figures as some expenses are in the old system and some in the new, and the reporting and categorizing of accounts has changed. 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 were due May 1, and four (4) proposals were received by the deadline. The BOE and Common Council will be reviewing and taking action in June/July and August respectively.

One bid was received for the annual parking garage repair contract. The bid was close to the Engineer's estimate, and the contract is expected to be signed, and repair work is scheduled to begin on or about June 1, 2015.

**Multi-space meters:** Two of the ten new multi-space meters that arrived at the end of December have been installed in the State Street Capital Garage, and the remaining are pending installation once a small technical issue has been resolved. These are a new model, and incorporate a second large video screen. In addition to the 8 pending installation, there are 101 multi-space meters in operation, and two additional meters reserved for testing and training. The Parking Utility had planned to order 50 additional multi-space meters last month, but with the hiring of the new Assistant Parking Utility Manager, the order has been delayed to allow time to review the current inventory, location, occupancy, and to consider any new technology since the last order to determine the appropriate number of multi-space meters to order. Therefore the revised timeline is to place the order by mid-June with expected delivery in the fall of 2015.

**"Smart" single-space meters:** The Parking Utility intends to issue an RFP this year for a smart single-space meter trial. These meters would accept both credit cards and coins for payment, and provide additional parking and revenue data to assist in future parking decisions. This trial would go through the winter of 2015-2016 to determine the reliability and customer acceptance of this technology. These new meters would replace the existing 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.

**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 issue citations and check the payment status for spaces controlled by multi-space meters. Staff is currently in the process of reviewing and ranking the proposals, and creating a ranked list of these submittals. The vendors scoring highest will then be asked to demonstrate their systems for City staff. It is anticipated that these demonstrations will happen within the next 60 days. Following these demonstrations, a vendor will be selected and contract negotiations begun.

YEAR-TO-DATE REVENUES: 2013 THRU 2015 (JAN-MAR)		2013	2014	2015
(### = TPC Map Reference)				
<b>Permits</b>				
	RP3 (residential parking permits)	7,433	8,092	7,314
	Motorcycle Permits	0	450	855
	Resid Street Constr Permits	0	0	0
<b>Total-Permits</b>		<b>7,433</b>	<b>8,542</b>	<b>8,169</b>
<b>Awards and Damages</b>		<b>817</b>	<b>193</b>	<b>0</b>
<b>Advertising Revenue</b>		<b>0</b>	<b>0</b>	<b>0</b>
	Pct of Prior Year	81%	115%	96%
<b>Attended Facilities</b>				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	207,507	200,844	187,741
#6	Gov East	379,940	389,118	378,560
#9	Overture Center	270,318	285,458	296,223
#11	SS Campus-Frances	155,523	136,428	125,166
#11	SS Campus-Lake	507,544	491,181	500,983
#12	SS Capitol	375,285	389,113	373,768
<b>Total-Attended Facilities</b>		<b>1,896,119</b>	<b>1,892,143</b>	<b>1,862,439</b>
	Pct of Prior Year	94%	100%	98%
<b>Off-Street Meters (non-motorcycle)</b>				
#1	Blair Lot	1,595	1,156	1,244
#7	Lot 88 (Munic Bldg)	2,649	1,923	2,027
#2	Brayton Lot-Machine	95,816	95,585	98,335
#2	Brayton Lot-Meters	0	733	0
	Buckeye/Lot 58 Multi-Sp	42,974	42,921	41,822
	Evergreen Lot	11,123	10,724	0
	Evergreen Lot Multi-Sp			8,271
	Wingra Lot	2,464	2,026	2,104
#12	SS Capitol	18,671	9,881	10,623
Subtotal-Off-Street Meters (non motorcycle)		175,291	164,948	164,426
<b>Off-Street Meters (motorcycles)</b>				
	ALL Cycles	0	0	4,180
<b>Total-Off-Street Meters (All)</b>		<b>175,291</b>	<b>164,948</b>	<b>168,606</b>
	Pct of Prior Year	118%	94%	102%
<b>On-Street Meters</b>				
	On Street Multi-Space & MobileNow	714	3,134	12,089
	Cap Sq Mtrs	5,135	5,203	5,208
	Cap Sq Multi-Space	9,269	9,843	9,345
	Campus Area	18,714	25,103	15,591
	Campus Area Multi-Space	36,101	42,788	50,549
	CCB Area	9,959	9,668	9,523
	CCB Area Multi-Space	35,624	33,549	32,143
	E Washington Area	10,037	9,994	10,793
	E Washington Area Multi-Space	3,922	4,936	4,274
	GEF Area	9,760	6,928	8,690
	GEF Area Multi-Space	24,716	29,646	20,451
	MATC Area	2,913	2,641	3,372
	MATC Area Multi-Space	32,143	28,738	33,703
	Meriter Area	8,463	9,514	9,557
	Meriter Area Multi-Space	23,644	31,114	28,595
	MMB Area	8,272	8,874	10,844
	MMB Area Multi-Space	38,607	36,916	33,672
	Monroe Area	31,180	29,920	29,594
	Schenks Area	5,077	3,982	3,572
	State St Area	7,702	6,597	3,883
	State St Area Multi-Space	26,584	34,085	42,977
	University Area	35,290	32,406	34,928
	University Area Multi-Space	35,244	31,505	32,761
	Wilson/Butler Area	9,698	7,867	9,849
	Wilson/Butler Area Multi-Space	9,982	9,268	11,380
Subtotal-On-Street Meters		438,750	454,218	467,344
	Pct of Prior Year	110%	104%	103%
<b>On-Street Construction-Related Meter Revenue</b>				
	Contractor Permits	21,033	28,086	5,209
	Meter Hoods	118,079	33,312	72,622
	Construction Meter Removal	45,760	0	0
Subtotal-On-Street Construction Related Revenue		184,872	61,398	77,830
<b>Totals-On-Street Meters</b>		<b>623,622</b>	<b>515,616</b>	<b>545,174</b>
	Pct of Prior Year	132%	83%	106%
<b>Monthly Parking and Long-Term Agreements</b>				
#2	Brayton Lot	33,713	36,437	35,227
#11	State St Campus	12,783	46,785	48,044
#1	Blair Lot	15,057	17,043	18,125
#13	Wilson Lot	16,481	16,478	15,849
#4	Cap Square North	75,969	104,244	116,762
#6	Gov East	47,813	64,528	77,693
#9	Overture Center	37,014	48,528	20,113
#12	SS Capitol-Monthly (non-LT Lease)	42,197	60,970	102,573
Subtotal-Monthly Parking Permits		281,028	395,014	434,387
#9	Overture Center	28,496	53,026	64,345
#12	SS Cap - LT Lease	4,638	9,856	970
Subtotal-Long Term Parking Leases		33,134	62,882	65,315
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>314,162</b>	<b>457,896</b>	<b>499,702</b>
	Pct of Prior Year	140%	146%	109%
<b>Miscellaneous Revenues</b>				
	Operating Lease Payments	0	0	0
	Property Sales	4,953	0	0
	Other	233	7,832	228
Subtotal-Miscellaneous		5,187	7,832	228
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		13,437	16,567	7,542
<b>TOTALS</b>		<b>3,022,631</b>	<b>3,047,171</b>	<b>3,084,318</b>
	Pct of Prior Year	105%	101%	101%
	Sales Tax			177,733

YEAR-TO-DATE REVENUES: 2014 vs 2015					
Through MAR	2014 YTD	PRE-CLOSING 2015 YTD	2015 +/- 2014 Amount	%	at
<b>Permits</b>					
RP3 (Residential Parking Permits)	8,092.00	7,314.01	(777.99)	-10%	
Motorcycle Permits	450.00	854.98	404.98	90%	
Resid Street Constr Permits	-	-	-	n/a	
<b>Total-Permits</b>	<b>8,542.00</b>	<b>8,168.99</b>	<b>(373.01)</b>	<b>-4%</b>	
<b>Awards and Damages</b>	<b>192.55</b>	<b>-</b>	<b>(192.55)</b>	<b>-100%</b>	
<b>Advertising Revenue</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>n/a</b>	
<b>Attended Facilities</b>					
All Cashiered Ramps	-	-	-	n/a	
#4 Cap Sq North	200,844.05	187,740.53	(13,103.52)	-7%	
#6 Gov East	389,118.37	378,559.61	(10,558.76)	-3%	
#9 Overture Center	285,458.48	296,222.72	10,764.24	4%	
#11 SS Campus-Frances	136,427.95	125,165.51	(11,262.44)	-8%	
#11 SS Campus-Lake	491,181.39	500,982.50	9,801.11	2%	
#12 SS Capitol	389,113.24	373,768.14	(15,345.10)	-4%	
<b>Total-Attended Facilities</b>	<b>1,892,143.48</b>	<b>1,862,439.02</b>	<b>(29,704.46)</b>	<b>-2%</b>	
<b>Off-Street Meters (non-motorcycle)</b>					
#1 Blair Lot	1,155.72	1,244.13	88.41	8%	
#7 Lot 88 (Munic Bldg)	1,923.13	2,027.00	103.87	5%	
#2 Brayton Lot-Machine	95,584.95	98,335.25	2,750.30	3%	
#3 Buckeye/Lot 58 Multi-Space	42,921.32	41,821.87	(1,099.45)	-3%	
Evergreen Lot	10,723.72	-	(10,723.72)	n/a	
Evergreen Lot Multi-Space	-	8,271.20	8,271.20	n/a	
Wingra Lot	2,025.99	2,103.70	77.71	4%	
#12 SS Capitol	9,880.96	10,622.82	741.86	8%	
Subtotal-Off-Street Meters (non motorcycle)	164,948.30	164,425.97	(522.33)	0%	
<b>Off-Street Meters (motorcycles)</b>					
All Cycles	-	4,179.92	4,179.92	n/a	
<b>Total-Off-Street Meters (All)</b>	<b>164,948.30</b>	<b>168,605.89</b>	<b>3,657.59</b>	<b>2%</b>	
<b>On-Street Meters</b>					
On Street Multi-Space & MobileNow	3,133.70	12,089.39	8,955.69	286%	
Capitol Square Meters	5,203.48	5,208.35	4.87	0%	
Capitol Square Multi-Space	9,843.25	9,345.47	(497.78)	-5%	
Campus Area	25,102.62	15,591.38	(9,511.24)	-38%	
Campus Area Multi-Space	42,788.45	50,548.61	7,760.16	18%	
CCB Area	9,667.78	9,523.33	(144.45)	-1%	
CCB Area Multi-Space	33,549.10	32,142.95	(1,406.15)	-4%	
East Washington Area	9,993.93	10,793.23	799.30	8%	
East Washington Area Multi-Space	4,935.60	4,273.84	(661.76)	-13%	
GEF Area	6,927.53	8,689.65	1,762.12	25%	
GEF Area Multi-Space	29,645.76	20,451.41	(9,194.35)	-31%	
MATC Area	2,641.48	3,371.86	730.38	28%	
MATC Area Multi-Space	28,738.40	33,703.06	4,964.66	17%	
Meriter Area	9,513.77	9,556.90	43.13	0%	
Meriter Area Multi-Space	31,113.65	28,594.75	(2,518.90)	-8%	
MMB Area	8,873.68	10,843.53	1,969.85	22%	
MMB Area Multi-Space	36,915.51	33,671.78	(3,243.73)	-9%	
Monroe Area	29,920.48	29,594.11	(326.37)	-2%	
Schenks Area	3,982.07	3,572.48	(409.59)	-10%	
State St Area	6,597.42	3,882.65	(2,714.77)	-41%	
State St Area Multi-Space	34,084.55	42,977.33	8,892.78	26%	
University Area	32,406.24	34,928.41	2,522.17	8%	
University Area Multi-Space	31,505.45	32,760.60	1,255.15	4%	
Wilson/Butler Area	7,866.60	9,848.77	1,982.17	25%	
Wilson/Butler Area Multi-Space	9,267.95	11,379.90	2,111.95	23%	
Subtotal-On-Street Meters	454,218.45	467,343.74	13,125.29	3%	
<b>On-Street Construction-Related Meter Revenue</b>					
Contractor Permits	28,086.00	5,208.55	(22,877.45)	-81%	
Meter Hoods	33,312.00	72,621.86	39,309.86	118%	
Construction Meter Removal	-	-	-	n/a	
Subtotal-On-Street Construction Related Revenue	61,398.00	77,830.41	16,432.41	27%	
<b>Totals-On-Street Meters</b>	<b>515,616.45</b>	<b>545,174.15</b>	<b>29,557.70</b>	<b>6%</b>	
<b>Monthly Parking and Long-Term Agreements</b>					
#2 Brayton Lot	36,437.21	35,227.18	(1,210.03)	-3%	
#11 State St Campus	46,785.42	48,044.00	1,258.58	3%	
#1 Blair Lot	17,042.81	18,125.25	1,082.44	6%	
Wilson Lot	16,478.30	15,848.65	(629.65)	-4%	
#13 Cap Square No	104,244.32	116,762.29	12,517.97	12%	
#6 Gov East	64,528.19	77,693.30	13,165.11	20%	
#9 Overture Center	48,527.78	20,113.47	(28,414.31)	-59%	
#12 SS Capitol-Monthly (non-LT Lease)	60,970.03	102,573.15	41,603.12	68%	
Subtotal-Monthly Permit Parking	395,014.06	434,387.29	39,373.23	10%	
#9 Overture Center (#9)	53,026.25	64,344.97	11,318.72	21%	
#12 SS Cap-Long Term Lease	9,856.00	969.67	(8,886.33)	-90%	
Subtotal-Long Term Parking Leases	62,882.25	65,314.64	2,432.39	4%	
<b>Total-Monthly Parking and Long-Term Agreements</b>	<b>457,896.31</b>	<b>499,701.93</b>	<b>41,805.62</b>	<b>9%</b>	
<b>Miscellaneous Revenues</b>					
Operating Lease Payments	-	-	-	n/a	
Construction Permits; Property Sales; Other; Construction Meter Removal)	7,832.00	228.25	(7,603.75)	-97%	
Subtotal-Miscellaneous	7,832.00	228.25	(7,603.75)	-97%	
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	16,566.55	7,542.26	(9,024.29)	-54%	
<b>TOTALS</b>	<b>3,047,171.09</b>	<b>3,084,318.23</b>	<b>37,147.14</b>	<b>1%</b>	
Sales Tax		177,733.47			

Feb 2015 Motorcycle revenue (\$4179.92) is misattributed. Once it is determined where it should be attributed, the appropriate cells will be updated.

YEAR-TO-DATE 2015 REVENUES--BUDGET VS ACTUAL THROUGH MAR				
	Budget	Actual	Amount	%
<b>Permits</b>				
RP3 (Residential Parking Permits)	8,302.00	7,314.01	(987.99)	-12%
Motorcycle Permits	550.67	854.98	304.31	55%
<b>Total-Permits</b>	<b>8,852.67</b>	<b>8,168.99</b>	<b>(683.68)</b>	<b>-8%</b>
<b>Awards and Damages</b>				
	742.78	-	(742.78)	-100%
<b>Attended Facilities</b>				
All Cashiered Ramps	-	-	-	n/a
#4 Cap Sq North	213,402.14	187,740.53	(25,661.61)	-12%
#6 Gov East	414,036.92	378,559.61	(35,477.31)	-9%
#9 Overture Center	297,721.30	296,222.72	(1,498.58)	-1%
#11 SS Campus-Frances	137,641.96	125,165.51	(12,476.45)	-9%
#11 SS Campus-Lake	494,641.87	500,982.50	6,340.64	1%
#12 SS Capitol	382,197.30	373,768.14	(8,429.16)	-2%
<b>Total-Attended Facilities</b>	<b>1,939,641.49</b>	<b>1,862,439.02</b>	<b>(77,202.47)</b>	<b>-4%</b>
<b>Meters-Off-Street (non-motorcycle)</b>				
Atwood Lot	-	-	-	n/a
#1 Blair Lot	1,129.53	1,244.13	114.60	10%
#7 Lot 88 (Munic Bldg)	2,350.75	2,027.00	(323.75)	-14%
#2 Brayton Lot-Machine	101,922.60	98,335.25	(3,587.35)	-4%
#3 Buckeye/Lot 58 Multi-Space	48,024.12	41,821.87	(6,202.25)	-13%
Evergreen Lot	10,370.05	-	(10,370.05)	n/a
Evergreen Lot Multi-Space	-	8,271.20	8,271.20	n/a
Wingra Lot	2,210.49	2,103.70	(106.79)	-5%
#12 SS Capitol	10,404.73	10,622.82	218.09	2%
Subtotal-Off-Street Meters (non-motorcycle)	176,412.27	164,425.97	(11,986.30)	-7%
<b>Off-Street Meters (motorcycles)</b>				
ALL Cycles	72.08	4,179.92	4,107.84	n/a
<b>Total-Off-Street Meters (All)</b>	<b>176,484.35</b>	<b>168,605.89</b>	<b>(7,878.46)</b>	<b>-4%</b>
<b>On-Street Meters</b>				
On Street Multi-Space & MobileNow	1,004.56	12,089.39	11,084.83	1103%
Capitol Square Meters	6,075.84	5,208.35	(867.49)	-14%
Capitol Square Multi-Space	8,615.26	9,345.47	730.21	8%
Campus Area	23,388.13	15,591.38	(7,796.75)	-33%
Campus Area Multi-Space	40,854.43	50,548.61	9,694.18	24%
CCB Area	9,850.18	9,523.33	(326.85)	-3%
CCB Area Multi-Space	32,767.85	32,142.95	(624.90)	-2%
East Washington Area	10,756.75	10,793.23	36.48	0%
East Washington Area Multi-Space	4,346.26	4,273.84	(72.42)	-2%
GEF Area	7,654.56	8,689.65	1,035.09	14%
GEF Area Multi-Space	22,911.66	20,451.41	(2,460.25)	-11%
MATC Area	2,994.37	3,371.86	377.49	13%
MATC Area Multi-Space	38,740.60	33,703.06	(5,037.54)	-13%
Meriter Area	10,313.38	9,556.90	(756.48)	-7%
Meriter Area Multi-Space	31,011.90	28,594.75	(2,417.15)	-8%
MMB Area	8,672.18	10,843.53	2,171.35	25%
MMB Area Multi-Space	34,552.93	33,671.78	(881.15)	-3%
Monroe Area	29,053.20	29,594.11	540.91	1%
Schenks Area	3,721.72	3,572.48	(149.24)	-4%
State St Area	7,258.76	3,882.65	(3,376.11)	-47%
State St Area Multi-Space	32,908.39	42,977.33	10,068.94	31%
University Area	42,423.12	34,928.41	(7,494.71)	-18%
University Area Multi-Space	31,166.58	32,760.60	1,594.02	5%
Wilson/Butler Area	8,810.17	9,848.77	1,038.60	12%
Wilson/Butler Area Multi-Space	5,147.00	11,379.90	6,232.90	121%
Subtotal-On-Street Meters	454,999.78	467,343.74	12,343.96	3%
<b>On-Street Construction-Related Meter Revenue</b>				
Contractor Permits	21,095.00	5,208.55	(15,886.45)	-75%
Meter Hoods	55,222.70	72,621.86	17,399.16	32%
Subtotal-Construction Related Revenue	76,317.70	77,830.41	1,512.71	2%
<b>Totals-On-Street Meters</b>	<b>531,317.48</b>	<b>545,174.15</b>	<b>13,856.67</b>	<b>3%</b>
<b>Monthly Parking and Long-Term Agreements</b>				
#2 Brayton Lot	20,636.19	35,227.18	14,590.99	71%
#11 State St Campus	46,536.26	48,044.00	1,507.74	3%
#1 Blair Lot	14,766.31	18,125.25	3,358.94	23%
Wilson Lot	16,422.24	15,848.65	(573.59)	-3%
#13 Cap Square North	100,554.05	116,762.29	16,208.24	16%
#6 Gov East	67,251.18	77,693.30	10,442.12	16%
#9 Overture Center	45,499.70	20,113.47	(25,386.23)	-56%
#12 SS Capitol-Monthly (non-LT Lease)	58,813.72	102,573.15	43,759.43	74%
Subtotal-Monthly Permit	370,479.66	434,387.29	63,907.63	17%
#9 Overture Center	48,828.34	64,344.97	15,516.63	32%
#12 SS Cap-Long Term Lease	14,946.56	969.67	(13,976.89)	-94%
Subtotal-Long-Term Parking Leases	63,774.90	65,314.64	1,539.74	2%
<b>Total-Monthly Parking and Long-Term Agreements</b>	<b>434,254.56</b>	<b>499,701.93</b>	<b>65,447.37</b>	<b>15%</b>
<b>Miscellaneous Revenue</b>				
Operating Lease Payments	916.44	-	(916.44)	-100%
Other (Advertising; Residential Street Construction Permits; Property Sales; Other; Construction Meter)	3,747.11	228.25	(3,518.86)	-94%
Subtotal-Miscellaneous	4,663.55	228.25	(4,435.30)	-95%
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	14,259.00	7,542.26	(6,716.74)	-47%
<b>TOTALS</b>	<b>3,095,956.88</b>	<b>3,084,318.23</b>	<b>(11,638.65)</b>	<b>0%</b>
Sales Tax		177,733.47		

Feb 2015 Motorcycle revenue (\$4179.92) is misattributed. Once it is determined where it should be attributed, the appropriate cells will be updated.

2015 REVENUES-BUDGET VS ACTUAL MARCH					
<small>Variations 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	%
<b>Permits</b>					
	RP3 (Residential Parking Permits)	2,728.50	2,178.34		0%
	Motorcycle Permits	550.67	854.98		0%
<b>Total-Permits</b>		<b>3,279.17</b>	<b>3,033.32</b>	<b>-</b>	<b>0%</b>
82106	<b>Awards and Damages</b>	314.64		(314.64)	-100%
<b>Attended Facilities</b>					
	ALL Cashiered Ramps			-	
#4	Cap Sq North	75,857.76	70,225.19	(5,632.57)	-7%
#6	Gov East	150,038.43	136,332.60	(13,705.83)	-9%
#9	Overture Center	115,555.20	126,897.80	11,342.60	10%
#11	SS Campus-Frances	53,786.23	48,466.24	(5,319.99)	-10%
#11	SS Campus-Lake	190,642.82	209,318.39	18,675.57	10%
#12	SS Capitol	147,135.82	160,888.67	13,752.85	9%
<b>Total-Attended Facilities</b>		<b>733,016.25</b>	<b>752,128.88</b>	<b>19,112.63</b>	<b>3%</b>
<b>Meters-Off-Street (non-motorcycle)</b>					
	Blair Lot	411.24	440.84	29.60	7%
	Lot 88 (Munic Bldg)	856.81	779.24	(77.57)	-9%
	Brayton Lot-Machine	38,197.87	37,756.03	(441.84)	-1%
	Buckeye/Lot 58 Multi-Space	18,640.37	16,528.19	(2,112.18)	-11%
	Evergreen Lot	3,527.53		(3,527.53)	-100%
	Evergreen Lot Multi-Space		2,930.16		
	Wingra Lot	884.43	945.57	61.14	7%
	SS Capitol	4,068.93	4,304.05	235.12	6%
Subtotal-Off-Street Meters (non cycle)		66,587.17	63,684.08	(5,833.25)	-9%
<b>Meters-Off-Street motorcycles</b>					
	All Cycles	72.08	-	(72.08)	-100%
<b>Total-Off-Street Meters (All)</b>		<b>66,659.25</b>	<b>63,684.08</b>	<b>(5,905.33)</b>	<b>-9%</b>
<b>On-Street Meters</b>					
	On Street Multi-Space & MobileNow	265.48	4,462.41	4,196.93	1581%
	Capitol Square Meters	2,005.47	1,783.98	(221.49)	-11%
	Capitol Square Multi-Space	3,043.56	3,097.72	54.16	2%
	Campus Area	9,711.17	6,097.13	(3,614.04)	-37%
	Campus Area Multi-Space	16,280.71	20,395.25	4,114.54	25%
	CCB Area	3,585.43	3,622.18	36.75	1%
	CCB Area Multi-Space	11,733.94	12,090.41	356.47	3%
	East Washington Area	4,134.26	3,970.00	(164.26)	-4%
	East Washington Area Multi-Space	1,671.00	1,160.79	(510.21)	-31%
	GEF Area	2,972.23	3,155.83	183.60	6%
	GEF Area Multi-Space	8,090.96	7,664.67	(426.29)	-5%
	MATC Area	1,413.84	1,570.67	156.83	11%
	MATC Area Multi-Space	14,455.21	12,902.54	(1,552.67)	-11%
	Meriter Area	3,937.83	3,661.23	(276.60)	-7%
	Meriter Area Multi-Space	12,254.58	10,970.77	(1,283.81)	-10%
	MMB Area	3,350.50	5,273.20	1,922.70	57%
	MMB Area Multi-Space	12,808.04	11,827.08	(980.96)	-8%
	Monroe Area	11,489.86	9,411.19	(2,078.67)	-18%
	Schinks Area	1,266.96	798.12	(468.84)	-37%
	State St Area	3,473.89	1,431.78	(2,042.11)	-59%
	State St Area Multi-Space	15,073.29	17,145.73	2,072.44	14%
	University Area	16,235.22	11,607.63	(4,627.59)	-29%
	University Area Multi-Space	12,397.33	12,744.20	346.87	3%
	Wilson/Butler Area	3,980.41	4,378.59	398.18	10%
	Wilson/Butler Area Multi-Space	2,045.00	3,851.30	1,806.30	88%
Subtotal-On-Street Meters		177,676.16	175,074.40	(2,601.76)	-1%
<b>On-Street Construction-Related Meter Revenue</b>					
	Contractor Permits	7,768.25	2,587.68	(5,180.57)	-67%
	Meter Hoods	35,510.11	40,126.59	4,616.49	13%
Subtotal-On-Street Construction Related Revenue		43,278.36	42,714.27	(564.08)	-1%
<b>Total-On-Street Meters</b>		<b>220,954.51</b>	<b>217,788.67</b>	<b>(3,165.84)</b>	<b>-1%</b>
<b>Monthly Parking and Long-Term Agreements</b>					
#2	Brayton Lot	9,592.09	11,655.74	2,063.65	22%
#11	State St Campus	20,588.38	18,545.78	(2,042.60)	-10%
#1	Blair Lot	5,166.63	5,787.58	620.96	12%
	Wilson Lot	5,643.15	6,780.17	1,137.02	20%
#13	Cap Square No	34,692.45	40,716.26	6,023.81	17%
#6	Gov East	22,777.47	27,427.58	4,650.11	20%
#9	Overture Center	14,406.46	6,784.04	(7,622.42)	-53%
#12	SS Capitol-Monthly (non-LT Lease)	20,710.30	29,389.08	8,678.78	42%
Subtotal-Monthly Permit		133,576.92	147,086.23	13,509.31	10%
#9	Overture Center	17,331.96	15,011.31	(2,320.65)	-13%
#12	SS Cap-Long Term Lease	4,968.64	969.67	(3,998.97)	-80%
Subtotal-Long Term Parking Leases		22,300.60	15,980.98	(6,319.62)	-28%
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>155,877.52</b>	<b>163,067.21</b>	<b>7,189.69</b>	<b>5%</b>
<b>Miscellaneous Revenue</b>					
	Operating Lease Payments	916.44		(916.44)	-10000%
	Other (Advertising; Residential Street Construction Permits; Property Sales; Other; Construction Meter Removal)	2,571.47	118.25	(2,453.22)	-95%
Subtotal-Miscellaneous Revenue		3,487.91	118.25	(3,369.66)	-97%
Summary-RP3 & Miscellaneous Revenue		7,081.72	3,151.57	(3,930.15)	-55%
<b>GRAND TOTALS</b>		<b>1,183,589.26</b>	<b>1,199,820.41</b>	<b>13,300.99</b>	<b>1%</b>
	Sales Tax		67,872.64		



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

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		Mar-14	Mar-15	Mar-14	Mar-15	Mar-14	Mar-15	Mar-14	Mar-15	Mar-14	Mar-15
Metered Lots	13 Blair Lot	13	13	26	26	0%	--	355.05	\$ 440.84	\$ 1.05	\$ 1.30
	19 Lot 88 (Municipal Building)	17	17	26	26	71%	76%	638.20	\$ 779.24	\$ 1.44	\$ 1.76
	243 Brayton Lot Paystations	153	153	26	26	92%	74%	34,932.10	\$ 37,756.03	\$ 8.78	\$ 9.49
	53 Buckeye Lot Multi-Sp (f)	55	53	26	26	37%	37%	16,952.35	\$ 16,528.19	\$ 11.85	\$ 11.99
	Evergreen Lot	23	--	26	26	22%	--	3,399.79	\$ -	\$ 5.69	\$ -
	23 Evergreen Lot Multi-Sp	0	23	0	26	--	45%	-	\$ 2,930.16	\$ -	\$ 4.90
	19 Wingra Lot	19	19	26	26	11%	11%	754.37	\$ 945.57	\$ 1.53	\$ 1.91
	36 SS Capitol	36	36	26	26	20%	14%	3,704.55	\$ 4,304.05	\$ 3.96	\$ 4.60
	45 Cycles	42	45	26	26	--	--	-	\$ 854.98	\$ -	\$ 0.73
Cashiered	330 Capitol Square N (c)	357	402	31	31	73%	78%	67,060.00	\$ 70,225.19	\$ 6.06	\$ 5.64
	382 Gov East (c)	400	406	31	31	80%	85%	132,108.08	\$ 136,332.60	\$ 10.65	\$ 10.83
	412 Overture Ctr (c)	330	492	31	31	83%	86%	107,714.37	\$ 126,897.80	\$ 10.53	\$ 8.32
	530 SS Campus-Frances (c)		507					50,503.15	\$ 48,466.24		
	(SS Campus Combined Total)	962	1,009	31	31	62%	59%	230,861.10	\$ 257,784.63	\$ 7.74	\$ 8.24
435 SS Campus-Lake (c)		502					180,357.95	\$ 209,318.39			
571 State St Capitol (c)	606	655	31	31	51%	56%	137,940.19	\$ 160,888.67	\$ 7.34	\$ 7.92	
Month	82 State St Campus Monthly (b) (d)	74	15	21	21	36%	22%	17,964.21	\$ 18,545.78	\$ 11.64	\$ 58.88
	84 Blair Lot Monthly (b) (h)	50	50	21	21	99%	100%	6,257.71	\$ 5,787.58	\$ 6.02	\$ 5.51
	44 Brayton Lot Monthly	98	68	21	21	69%	82%	10,435.66	\$ 11,655.74	\$ 5.07	\$ 8.16
	50 Wilson Lot Monthly (b) (h)	49	47	21	21	97%	94%	5,153.30	\$ 6,780.17	\$ 5.06	\$ 6.87
	272 Capitol Square N Monthly (b) (d)	245	200	21	21	76%	73%	36,539.05	\$ 40,716.26	\$ 7.12	\$ 9.69
	129 Gov East Monthly (b) (d)	107	105	21	21	81%	82%	22,515.47	\$ 27,427.58	\$ 10.02	\$ 12.44
	195 Overture Ctr Monthly (b) (d)	225	115	21	21	64%	73%	35,918.75	\$ 21,795.35	\$ 7.62	\$ 9.02
	161 SS Capitol Monthly (b) (d)	147	77	21	21	67%	49%	24,378.03	\$ 30,358.75	\$ 7.90	\$ 18.77
On-Street Metered	178 Campus Collection Area (e)	158	172	26	26	64%	89%	26,717.37	\$ 26,492.38	\$ 6.50	\$ 5.92
	25 Capitol Square Collection Area (e)	25	25	26	26	59%	88%	5,494.00	\$ 4,881.70	\$ 8.45	\$ 7.51
	94 CCB Collection Area (e)	101	96	26	26	76%	61%	15,635.34	\$ 15,712.59	\$ 5.95	\$ 6.30
	96 E Washington Collection Area (e)	97	96	26	26	37%	37%	5,498.43	\$ 5,130.79	\$ 2.18	\$ 2.06
	72 GEF Collection Area (e)	95	83	26	26	74%	76%	13,154.23	\$ 10,820.50	\$ 5.33	\$ 5.01
	102 MATC Collection Area (e)	100	104	26	26	46%	53%	11,234.22	\$ 14,473.21	\$ 4.32	\$ 5.35
	127 Meriter Collection Area (e)	145	129	26	26	48%	60%	15,473.68	\$ 14,632.00	\$ 4.10	\$ 4.36
	105 MMB Collection Area (e)	112	106	26	26	68%	88%	15,895.99	\$ 17,100.28	\$ 5.46	\$ 6.20
	123 Monroe Collection Area (e)	125	123	26	26	--	--	10,536.40	\$ 9,411.19	\$ 3.24	\$ 2.84
	18 Schenks Collection Area (e)	44	18	26	26	--	--	1,567.47	\$ 798.12	\$ 1.37	\$ 1.71
	123 State St Collection Area (e)	118	124	26	26	53%	49%	16,251.39	\$ 18,577.51	\$ 5.30	\$ 5.76
	197 University Collection Area (e)	202	192	26	26	51%	90%	22,883.12	\$ 24,351.83	\$ 4.36	\$ 4.88
	109 Wilson/Butler Collection Area (e)	133	107	26	26	57%	58%	6,521.70	\$ 8,229.89	\$ 1.89	\$ 2.96
	725 On Street Multi-Sp (g)	676	731	26	26	49%	48%	1,051.31	\$ 4,462.41	\$ 0.06	\$ 0.23
	Subtotal - Route Revenue	1,455	1,375	26	26	--	--	167,914.65	\$ 175,074.40	\$ 4.44	\$ 4.89
	Meter-Related Constrn Rev							28,755.00	\$ 42,714.27		
	Total On-St Meter Revenue							196,669.65	\$ 217,788.67		
	Miscellaneous							11,229.65	\$ 2,296.59		
	Total (a)	5,461	5,375					1,103,481.63	\$ 1,199,820.41		

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\$ 96,338.78

### 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/Asian system data.
- (f) Buckeye Lot Multi-Space occupancies are based on Metric/Asian 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 42 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 YTD Revenue Total/Occupancy Average -- THRU MAR 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	75	75	--	--	\$ 1,155.72	\$ 1,244.13	\$ 1.19	\$ 1.28
	19 Lot 88 (Municipal Building)	17	17	75	75	59%	76%	\$ 1,923.13	\$ 2,027.00	\$ 1.51	\$ 1.59
	183 Brayton Lot Paystations	154	154	75	75	82%	76%	\$ 95,584.95	\$ 98,335.25	\$ 8.28	\$ 8.51
	Brayton Lot Meters	0	0			--	--	\$ 732.51	\$ -	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	54	53	75	75	33%	34%	\$ 42,921.32	\$ 41,821.87	\$ 10.60	\$ 10.52
	Evergreen Lot	23	0	75	75	36%	0%	\$ 10,723.72	\$ -	\$ 6.22	\$ -
	Evergreen Lot Multi-Space	0	23	25	75	0%	50%	\$ -	\$ 8,271.20	\$ -	\$ 4.79
	19 Wingra Lot	19	19	75	75	--	--	\$ 2,025.99	\$ 2,103.70	\$ 1.42	\$ 1.48
	36 SS Capitol	36	36	75	75	24%	13%	\$ 9,880.96	\$ 10,622.82	\$ 3.66	\$ 3.93
	45 Cycles	42	44	75	75	--	--	\$ -	\$ 5,034.90	\$ -	\$ 1.53
Cashiered	320 Capitol Square N (c)	348	405	90	90	74%	81%	\$ 200,844.08	\$ 187,740.53	\$ 6.41	\$ 5.15
	379 Gov East (c)	390	409	90	90	80%	85%	\$ 389,118.40	\$ 378,559.61	\$ 11.09	\$ 10.28
	405 Overture Ctr (c)	320	492	90	90	77%	85%	\$ 285,458.51	\$ 296,222.72	\$ 9.91	\$ 6.69
	530 SS Campus-Frances (c)							\$ 136,427.98	\$ 125,165.51		
	(SS Campus Combined Total)	950	1028	90	90	57%	57%	\$ 627,609.41	\$ 626,148.01	\$ 7.34	\$ 6.77
437 SS Campus-Lake (c)							\$ 491,181.43	\$ 500,982.50			
559 State St Capitol (c)	598	676	90	90	48%	55%	\$ 389,113.07	\$ 373,768.14	\$ 7.23	\$ 6.14	
Monthly	80 State St Campus Monthly (b) (d)	69	13	62	62	48%	22%	\$ 46,785.42	\$ 48,044.00	\$ 10.94	\$ 59.61
	44 Blair Lot Monthly (b) (h)	49	47	62	62	98%	98%	\$ 17,042.81	\$ 18,125.25	\$ 5.61	\$ 6.22
	89 Brayton Lot Monthly	96	69	62	62	67%	82%	\$ 36,437.21	\$ 35,227.18	\$ 6.12	\$ 8.23
	50 Wilson Lot Monthly (b) (h)	48	47	62	62	96%	93%	\$ 16,478.30	\$ 15,848.65	\$ 5.54	\$ 5.44
	282 Capitol Square N Monthly (b) (d)	246	197	62	62	76%	72%	\$ 104,244.32	\$ 116,762.29	\$ 6.83	\$ 9.56
	132 Gov East Monthly (b) (d)	105	102	62	62	81%	79%	\$ 64,528.19	\$ 77,693.30	\$ 9.91	\$ 12.29
	202 Overture Ctr Monthly (b) (d)	240	115	62	62	71%	71%	\$ 101,554.03	\$ 84,458.44	\$ 6.82	\$ 11.85
	189 SS Capitol Monthly (b) (d)	154	71	62	62	56%	47%	\$ 70,826.03	\$ 103,542.82	\$ 7.42	\$ 23.52
On-Street Metered	171 Campus Collection Area (e)	159	173	75	75	59%	65%	\$ 67,891.07	\$ 66,139.99	\$ 5.69	\$ 5.10
	25 Capitol Square Collection Area (e)	25	25	75	75	66%	80%	\$ 15,046.73	\$ 14,553.82	\$ 8.02	\$ 7.76
	94 CCB Collection Area (e)	101	95	75	75	69%	68%	\$ 43,216.88	\$ 41,666.28	\$ 5.71	\$ 5.85
	96 E Washington Collection Area (e)	97	96	75	75	33%	37%	\$ 14,929.53	\$ 15,067.07	\$ 2.05	\$ 2.09
	72 GEF Collection Area (e)	95	76	75	75	68%	73%	\$ 36,573.29	\$ 29,141.06	\$ 5.13	\$ 5.11
	99 MATC Collection Area (e)	100	101	75	75	52%	50%	\$ 31,379.88	\$ 37,074.92	\$ 4.18	\$ 4.89
	127 Meriter Collection Area (e)	145	128	75	75	48%	57%	\$ 40,627.42	\$ 38,151.65	\$ 3.74	\$ 3.97
	105 MMB Collection Area (e)	112	105	75	75	82%	81%	\$ 45,789.19	\$ 44,515.31	\$ 5.45	\$ 5.65
	123 Monroe Collection Area (e)	125	123	75	75	--	--	\$ 29,920.48	\$ 29,594.11	\$ 3.19	\$ 3.21
	35 Schenks Collection Area (e)	44	17	75	75	--	--	\$ 3,982.07	\$ 3,572.48	\$ 1.21	\$ 2.80
	123 State St Collection Area (e)	114	123	75	75	54%	50%	\$ 40,681.97	\$ 46,859.98	\$ 4.76	\$ 5.08
	197 University Collection Area (e)	202	195	75	75	54%	67%	\$ 63,911.69	\$ 67,689.01	\$ 4.22	\$ 4.63
109 Wilson/Butler Collection Area (e)	133	108	75	75	57%	56%	\$ 17,134.55	\$ 21,228.67	\$ 1.72	\$ 2.62	
721 On Street Multi-Sp (g)	677	725	75	75	44%	45%	\$ 3,133.70	\$ 12,089.39	\$ 0.06	\$ 0.22	
	Subtotal - Route Revenue	1,452	1,365	75	75	--	--	\$ 454,218.45	\$ 467,343.74	\$ 4.17	\$ 4.57
	Meter-Related Constrn Rev							\$ 61,398.00	\$ 77,830.41		
	Total On-St Meter Revenue							\$ 515,616.45	\$ 545,174.15		
	Miscellaneous	0	0					\$ 16,566.55	\$ 7,542.26		
	Total (a)	5,423	5,395					\$ 3,047,171.09	\$ 3,084,318.23		

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\$ 37,147.14

### 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.