

PARKING UTILITY -- RATE INCREASE PROPOSAL for 2009										3/3/2009
F:\Tcommon\COMMITTEE\TR&PKG\Staff memos_corresp\2009\2009 Pkg Rate Proposal for TPC 03.10.09-with Plan B.xls\2009 RI Schedule										
(All rates include 5.5% sales tax)										
Ref's		CURRENT		PROPOSED BY STAFF (PLAN A)		PLAN B		Plan B +/- Plan A		
		Rate	Rev (est) w/OUT Rate Increase	Rate	Addn'l Rev	Rate	Addn'l Rev			
<b>Street Meters (hourly rates)</b>										
(a)	CBD	\$1.25	\$ 1,482,580	\$1.50	\$ 202,050	\$1.50	\$ 202,050			
	Monroe & Schenks	\$0.50	\$ 85,130	\$1.00	\$ 54,170	\$1.00	\$ 54,170			
<b>Note: Multi-space meters to be phased-in during 2009 at rate of \$1.70/hour (revenue impact unknown)</b>										
	10 hr meters	\$0.50	in above	\$0.75	unknown/immat'l	\$0.75	unknown/immat'l			
	<b>Meter Enforcement</b>	8 am - 6 pm	--	8 a - 6 p	unknown/immat'l	8 a - 7 p	\$ 84,240	\$ 84,240	\$ 84,240	
	<b>Subtotal</b>		\$ 1,567,710		\$ 256,220		\$ 340,460			
<b>Off Street Meters &amp; Brayton Paystations (hourly rates)</b>										
	Blair Lot	\$0.50	\$ 4,300	\$0.75	\$ 1,420	\$0.75	\$ 1,420			
	Block 88	\$1.10	\$ 11,200	\$1.25	\$ 1,050	\$1.25	\$ 1,050			
	Brayton Lot Meters	\$1.00	\$ 3,300	\$1.20	\$ 450	\$1.20	\$ 450			
	Brayton Lot Paystations	\$1.00	\$ 333,800	\$1.35	\$ 78,280	\$1.35	\$ 78,280			
(a)	Buckeye Lot	\$1.10	\$ 136,700	\$1.25	\$ 12,800	\$1.25	\$ 12,800			
	Evergreen Meters	\$0.50	\$ 22,700	\$1.00	\$ 14,450	\$1.00	\$ 14,450			
	State St Capitol Meters	\$1.00	\$ 27,660	\$1.25	\$ 4,690	\$1.25	\$ 4,690			
	Wingra Lot	\$0.50	\$ 9,100	\$0.75	\$ 3,000	\$0.75	\$ 3,000			
	Cycles	\$0.50	\$ 3,000	\$0.75	\$ 990	\$0.75	\$ 990			
	<b>Subtotal</b>		\$ 551,760		\$ 117,130		\$ 117,130			
(b)	<b>Monthly &amp; Long-Term Lease (LTL) (monthly rates)</b>									
<b>Residents/Carpoolers</b>										
	Blair Lot	\$75.00	\$ 18,000	\$95.00	\$ 3,660	\$95.00	\$ 3,660			
	Cap Sq No Ramp	\$100.00	\$ 94,650	\$116.00	\$ 22,280	\$116.00	\$ 22,280			
	CSN Prem Pass (approved May 08)	\$145.00	n/a	\$168.00	unknown/immat'l	\$168.00	unknown/immat'l			
	Government East Ramp	\$133.00	\$ 128,370	\$180.00	\$ 42,270	\$180.00	\$ 42,270			
	Overture Center Ramp	\$103.00	\$ 36,880	\$103.00	\$ (7,220)	\$103.00	\$ (7,220)			
	State St Capitol Ramp	\$113.00	\$ 40,680	\$136.00	\$ 6,650	\$136.00	\$ 6,650			
	State St Campus L-F	\$0.00	n/a	\$171.00	unknown/immat'l	\$171.00	unknown/immat'l			
	Wilson Lot	\$80.00	\$ 4,800	\$101.00	\$ 1,260	\$101.00	\$ 1,260			
	<b>Subtotal - Resid's/CP's</b>		\$ 323,380		\$ 68,900		\$ 68,900			
<b>Non-Resid's/Businesses (RES Rate + 20%)</b>										
	Blair Lot	\$85.00	\$ 29,600	\$114.00	\$ 10,070	\$114.00	\$ 10,070			
	Cap Sq No Ramp	\$117.00	\$ 96,930	\$139.00	\$ 9,820	\$139.00	\$ 9,820			
	CSN Prem Pass (app'd May08)	\$160.00	n/a	\$201.60	unknown/immat'l	\$201.60	unknown/immat'l			
	Government East Ramp	\$156.00	\$ 38,120	\$210.00	\$ 9,750	\$210.00	\$ 9,750			
(c)	Overture Center Ramp	\$118.00	\$ 28,320	\$124.00	\$ 10,370	\$124.00	\$ 10,370			
	State St Capitol Ramp	\$130.00	\$ 64,260	\$163.00	\$ 13,980	\$163.00	\$ 13,980			
	State St Campus L-F	n/a	n/a	\$205.00	unknown/immat'l	\$205.00	unknown/immat'l			
	Wilson Lot	\$86.00	\$ 47,500	\$121.00	\$ 23,650	\$121.00	\$ 23,650			
	<b>Subtotal - Non-Res/Bus</b>		\$ 304,730		\$ 77,640		\$ 77,640			
<b>Long-Term Leases (RESIDENT Rate + 5% Admin Fee, until Contracts Renegotiated - 2013 &amp; 2020 !)</b>										
(d)	No Sq Assoc (SSCap) - tax exempt	\$112.46	\$ 80,970	\$135.00	\$ 16,230	\$135.00	\$ 16,230			
(e)	West Wash Assoc's (Overture)	\$108.15	\$ 58,400	\$108.15	\$ -	\$108.15	\$ -			
	<b>Subtotal - LT Lease</b>		\$ 139,370		\$ 16,230		\$ 16,230			
<b>Other Monthly</b>										
(f)	Concourse Hotel (o/nite pkg, 3 sp)	\$220 (3 24/7 sp's)	\$ 7,920	\$220 (3 24/7 sp's)	\$ -	\$220 (3 24/7 sp's)	\$ -			
	<b>Subtotal - Mo'y &amp; LTL</b>		\$ 775,400		\$ 162,770		\$ 162,770			
<b>Cashiered Facilities (hourly rates unless indicated otherwise)</b>										
	Cap Square North Ramp	\$0.80	\$ 505,300	\$0.80	\$ 600	\$0.80	\$ 600			
	Gov East Ramp	\$1.10	\$ 1,113,210	\$1.40	\$ 179,320	\$1.40	\$ 179,320			
	Overture Center Ramp	\$0.70	\$ 452,280	\$0.70	\$ 3,620	\$0.70	\$ 3,620			
	State St-Campus (L/F) Ramp	\$1.10	\$ 2,174,390	\$1.25	\$ 138,870	\$1.25	\$ 138,870			
(g)	State St-Capitol Ramp	\$0.85	\$ 955,360	\$1.00	\$ 53,280	\$1.00	\$ 53,280			
	Subtotal for 'Reg' Hourly Rates (Wkdays)		\$ 5,200,540		\$ 375,690		\$ 375,690			
	Evening/Weekend Max	\$3.00 / event	1,092,900	\$4.00 / event	\$ 238,210	\$5.00 / event	\$ 426,100	\$ 187,890	\$ 187,890	
(h)	Special Event POE	\$4.00 / event	\$ 596,440	\$5.00 / event	\$ 129,690	\$3.00 / event	\$ (133,530)	\$ (263,220)	\$ (263,220)	
	Grace Period	15-20 Mins	\$(300) (incl'd above)	20 mins	unknown/immat'l	20 mins	unknown/immat'l			
	Failure to Pay Ticket	\$2.00 / occurrence	in above	\$5.00 / occurrence	unknown/immat'l	\$5.00 / occurrence	unknown/immat'l			
	Lost Ticket Fee	\$10.00 / occurrence	in above	\$20.00 / occurrence	unknown/immat'l	\$20.00 / occurrence	unknown/immat'l			
	<b>Subtotal</b>		\$ 6,889,880		\$ 743,590		\$ 668,260	\$ (75,330)	\$ (75,330)	
<b>Miscellaneous</b>										
(i)	RP3	\$21 / year	\$ 92,200	\$21 / year	\$ 10,000	\$21 / year	\$ 10,000			
	Advertising Revenue	\$50,000 Min	\$ 33,000	\$33,000 Min	\$ -	\$33,000 Min	\$ -			
	Replacement permit (e.g., RP3)	\$1.00 / ea	included	\$5.00 / ea	unknown/immat'l	\$5.00 / ea	unknown/immat'l			
	Meter Hoods	\$1.00 / hood	\$ 100,000	\$1.00 / hood	\$ -	\$1.00 / hood	\$ -			
(j)	Meters Out of Service (per meter)	\$7 Half-day, \$13 Full	\$ 97,500	\$8 Half-day, \$15 full	\$ 7,500	\$8 Half-day, \$15 full	\$ 7,500			
	Miscellaneous	various	\$ 2,300	various	\$ -	various	\$ -			
	Motorcycle Permits	\$180 / year	\$ 1,200	200 / year	unknown/immat'l	200 / year	unknown/immat'l			
	Operating Lease Payments	various	\$ 4,000	various	\$ -	various	\$ -			
	Contractor Hangtags (per hangtag)	\$7 Half-day, \$13 Full	\$ 70,870	\$8 Half-day, \$15 full	\$ 2,130	\$8 Half-day, \$15 full	\$ 2,130			
	<b>Subtotal</b>		\$ 401,070		\$ 19,630		\$ 19,630			
	<b>Total Operating Revs (excl's Interest)</b>		\$ 10,185,820		\$ 1,299,340		\$ 1,308,250			
	vs 2008 Actuals (pre-closing) ...		\$ 10,709,260							
				<b>APPROX Half-Year Impact &gt;&gt;</b>	\$ 649,670	<b>Half-Year Impact &gt;&gt;</b>	\$ 654,125			
				<b>TOTAL PROPOSED REVENUE -- FULL YEAR IMPACT (Current + Addn'l)</b>	\$ 11,485,160		\$ 11,494,070	\$ 8,910	\$ 8,910	
<b>Other Initiatives</b>										
	Kohl Center and UW			Standard rate/day		Standard rate/day				
	Overture Center			Standard rate/day		Standard rate/day				
	Bill vendors for cost of covering/uncovering DIS/VET signs when removed			\$50 per sign		\$50 per sign				

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<b>Footnotes / Miscellaneous</b>			
(a)	Multi-space meters to be phased-in during 2009 at \$.20/hour more than the 'single pole' rate (e.g., \$1.70/hr on-street, \$1.45/hr Buckeye Lot)		
	As implementation dates unknown, revenue impact not yet estimated		
(b)	To <i>better</i> ensure continuation of our '100% Occupancy' rate for monthly parkers, we are proposing that parkers provide 30-days notice of termination (the Parking Utility currently provides <i>parkers</i> with 30-days notice of termination)		
(c)	The Overture Foundation pays the monthly parking fee of \$111.85/mo for the Overture Center Director ( Business/Non-Res rate less sales tax, \$118/1.055).		
(d)	NSA (SSCo) <b>Monthly</b> Payment (2008 example) = 60 spaces x \$112.46 (\$113 Res rate / 1.055 tax-exempt!) = \$107.11 x 1.05 = <b>\$6,748 / mo</b>		
	(The initial 10-year term for the NSA Agreement expired 2008; automatic 5-year renewal thru 2013)		
(e)	WWA (OC) <b>Monthly</b> Payment (2008 example) = 45 spaces x \$108.15 (\$103 Res rate x 1.05) = <b>\$4,866.75 / mo</b>		
	(The initial 10-year term for the WSA Agreement expires 2015; automatic 5-year renewal thru 2020)		
(f)	Concourse (SSCo - 3 'overniters') <b>Monthly</b> Payment (2008 example) = 3 spaces x \$220/space = <b>\$660 / mo</b>		
(g)	Bethel = SSCo Hourly rate x 1.84 average LOS x # of Parkers Sun's betw 7a and 12:45p (e.g., 2008 = \$.85 x 1.84 = \$1.56 x # Parkers)		
(h)	Competitive Pricing -- UW/Kohl Center/Camp Randall SE pricing = \$15, Alliant Center SE pricing = \$5 (5800 stalls)		
(i)	RP3 -- We are proposing discontinuation of pro-ration of the permit cost (e.g., presently, a permit purchased Sept-Dec costs \$21 (full-year rate, a permit purchased Jan-Apr costs \$14, etc.) We estimate this change would generate about \$10,000 add'l revenue.		
(j)	Meters Out of Service -- to clarify, the <i>current</i> charges are \$7 <b>per meter</b> for Half-Day out of service, and \$13 <b>per meter</b> for Full-Day out of service.		
	unknown/immat'l -- revenue impact not estimated because (1) implementation date unknown, (2) no history / too many unknowns at this point and/or (3) immaterial amount		
<b>Miscellaneous</b>			
	Per September 2008 Ordinance change, the rate for NON-metered two-hour and one-hour parking zones to go from \$2 to <b>\$5per day</b> .		