



Traffic Engineering and Parking Divisions

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To: City Transit and Parking Commission

From: Jo Easland, Parking Analyst

Subject: December 2008/4th Quarter Revenue Report, Key Statistics, and January Activity Report

DECEMBER AND YEAR-TO-DATE REVENUES

PRE-CLOSING 2008

	Prior Yr Comp'n		Actuals +/- Budget Comparison			
	YTD Dec '08 +/- '07		For the Month of December		YTD thru Dec	
	Amount	%	Amount	%	Amount	%
Cashiered Parking Facilities	\$ (189,780)	(2.7)	\$ (51,680)	(8.7)	\$ (251,590)	(3.5)
Off-Street Meters (Lots & Ramps)	(14,320)	(2.5)	+ 1,150	+ 2.7	(17,230)	(3.0)
On-Street Meters	(73,200)	(4.4)	(6,810)	(5.8)	(92,340)	(5.5)
Constr'n Rev – On-Str Meters	(24,350)	(8.0)	(26,250)	(56.3)	(55,590)	(16.6)
Subtotal - On-Street Meter Rev	(97,550)	(5.0)	(33,060)	(20.0)	(147,930)	(7.4)
Monthly Parking (incl. LT Leases)	(1,420)	(.2)	+ 520	+ .8	(2,860)	(.4)
RP3 and Miscellaneous Rev	+ 9,050	+ 4.6	(210)	(2.5)	+ 28,260	+ 15.9
Totals	<u>\$ (294,020)</u>	(2.8)	<u>\$ (83,280)</u>	(9.5)	<u>\$ (391,350)</u>	(3.7)
	Column Ref >>>	A	B		C	

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

Cashiered Revenues. The -\$189,780 variance vs YTD 2007 (Col A) is NET of an increase of about \$40,930 for Coupon revenue (and minor increases for Special Event and PFN revenues). "Regular" cashiered revenue finished about \$241,160 behind 2007 levels, *despite one extra revenue-generating day during the year*. Offsetting negative factors during 2008: general economic weakness, four sets of declared snow emergencies* in January and February, higher fuel costs for most of the year, 34 fewer spaces in service, and average occupancy was off slightly at all ramps except Government East (#7). The State Street Campus Ramp (SSCa, #11) experienced the largest decline in "regular" cashiered revenue (-\$141,220); in addition to 21 fewer spaces in service, occupancy was off about 3%, which equates to about 32 fewer occupied spaces *continually*. The other notable declines were -\$52,630 for State Street Capitol (#12) and -\$27,670 for Overture (#9); about 22 fewer spaces were occupied *continually* at both ramps during the year.

* Based on recent analysis, past snow emergencies have cost us between \$3,500 and \$15,300 each in cashiered revenue, with day of the week, time of day and (perceived) severity of the storm impacting the outcome. Also, we found that most of the loss occurs on the first day of the 2-day 'set,' if conditions and 'routines' return to normal by the second day.

On-Street Meter Revenues. Through the end of December, this revenue category *averaged* about \$80,000 under both 2007 levels (Col A) and budget (Col C); there were 13 fewer spaces in service this year, but one extra revenue-generating day vs 2007. As mentioned in prior reports, about \$30,000 of this shortfall occurred during the first two months of the year, primarily due to record snowfall (as evidenced by four sets of declared snow emergencies). Of course, poor economic conditions and higher fuel costs likely also factor in.

Construction-Related Revenues. YTD revenues, which are difficult to forecast, finished the year about \$24,000 below 2007 levels (Col A), and about \$56,000 under YTD budget (Col C), again likely due to the economic downturn. As mentioned in prior reports, revenue from the sale of hangtags was down for the first time since inception of the program in 1998 (although there was year-over-year improvement the last four months). Specifically, in 2008, hangtag revenue was about \$11,200 less than that for 2007 – we sold about 70 fewer Half-day permits (\$7) and about 820 fewer Full-day permits (\$13).

January '09 preview: Jan '09 hangtag sales of \$5,450 about matched those for Jan '08, but there was a shift from Full- to Half-day permits. *Both* years came in under the 'boom time' levels of January 2007, however – 130 fewer permits, \$1,620 less revenue.

RP3/Miscellaneous Revenues. The +\$9,050 and +\$28,260 increases over 2007 and YTD Budget, respectively (Cols A and C) are primarily due to \$40,800 of (unexpected) FEMA reimbursement for storm damages incurred during Winter 2007/08.

The 2007/08 RP3 permit season (which coincides with the school year) concluded August 31 – we sold 5 fewer permits compared to the 06/07 season. Effective July, we began selling permits for the 08/09 permit year. (The permit cost remained unchanged at \$21 for the full year, with the cost prorated every three months.) Sales thru December were about 170 permits (-\$3,570) behind last year (albeit timing differences are always a factor). Reminder: this was our first year accepting **online** permit *renewals*. About 930 permits were renewed online -- about 67% of total renewals processed last year.

January '09 preview: As for hangtag sales, about matched prior-year sales – ~190 permits – but both years about 60 permits under 2007 levels.

As expected, Advertising revenue finished about \$11,800 and \$9,100 below 2007 and budget, respectively, due to removal of display ads.

Bottomline: TOTAL revenues (PRE-CLOSING) for the year finished at about \$10.2 million – about \$294,000 under 2007 levels (Col A), and **about \$390,000 (3.7%) under the 2008 Budget (Col C)**. FYI: *Interest* revenue is about 3 months behind on the Books, but will likely finish close to the budget estimate of \$600,000.

Not to make excuses (!), but most of this shortfall in operating revenues can be attributed to the general economic malaise which did not start hitting Madison until the last half of 2007 – right after we submitted our 2008 budget projections ! Further details, as well as details about the Expense and Capital portions of the equation, will be provided at the May meeting (if not sooner); the City's 2008 Books are scheduled to close by the end of **March**.

See Attachments A thru C for *detailed* YTD 2007 vs 2008 revenue comparisons.

OCCUPANY STATISTICS (ALL RAMPS, BRAYTON LOT AND ON-STREET)

Ramp - Max # Cash'd/ POF Spaces Available	Average Weekday Occ'y (10 am – 2 pm)		Avg # of Occupied Spaces (Weekdays) at Peak(a) Occy			Avg # of Weekday Hours @ +90% Occy		Avg # of Eve/ Weekend Hrs @ +90% Occy	
	YTD Dec 07	YTD Dec 08	YTD Dec 07	YTD Dec 08	2008 +/- '07	YTD Dec 07	YTD Dec 08	YTD Dec 07	YTD Dec 08
						(daily avgs)		(monthly totals)	
Cap Sq No – 488	55%	53%	269	254	(15)	0.0	0.0	1.7	2.1
Overture Ctr – 545 (b)	50%	46%	270	247	(23)	0.0	0.1	7.3	4.3
Gov East – 431	89%	91%	383	386	+ 3	2.9	3.3	6.4	4.6
State St Campus – 1066	68%	65%	729	680	(49)	0.4	0.3	27.0	17.7
State St Capitol – 700	60%	58%	418	401	(17)	.2	0.2	15.5	14.2
Brayton Lot – 154 (POF)	90%	91%	141	139	(2)	4.1	3.9	3.2	3.5
ALL Off-Street (YTD)	65%	63%	2268	2170	(98)	(ALL Off-Street = ALL Lots & Ramps)			
ALL On-Street (YTD)	66%	62%	640	597	(43)				

FYI: While occupancy information for the **Buckeye Lot** is not reported above (as the lot does not utilize the Parcs revenue/control equipment), we have been providing updates re mid-State Street parking demand. Thru December, occupancy at the Buckeye Lot averaged 63% (33 parkers) in 2008 vs 64% (34 parkers) for 2007.

Notes:

- (a) "Peak" Occupancy varies by facility, but typically occurs between 10 a.m. and 2 p.m.
 - (b) Occupancy levels at the Overture Center Ramp declined significantly as a result of Alliant's departure from the downtown (April 2002); i.e., on average, about 300-350 vacancies each half-hour resulted during weekdays.
- POF = pay-on-foot stations

ON-STREET METERS – ENFORCEMENT AND USAGE

Note: Due to weather, survey not done in December.

	YTD Dec 2007		YTD Nov 2008	
	Avg	%	Avg	%
Total Number of Meters Surveyed	460		458	
less: Meters Out of Service for Construction	49	10%	41	10%
Of Remaining Meters Available for Use ...	411		417	
- Meters Occupied by Parkers Displaying D/V cards or Plates	56	14%	57	14%
- Meters Occupied and Paid (by NON-Dis/Vets)	127	31%	118	28%
- as % of Mtrs in use by Non-D/V's (Paid + Expired)	--	78%	--	77%
- Compliance Rate* (assumes some compliance for Exp'd Mtrs)	--	84%	--	83%
- Meters Occupied but Expired	35	9%	35	8%
- as % of Mtrs in use by NON-D/V's (Paid + Expired)	--	22%	--	23%
- Vacant Meters	194	47%	207	50%
- Tickets Observed in Survey Area	7	20%	5	14%
- Tickets Issued in Survey Area	9	--	n/a	--
- Enforcement Rate (% of Expired Mtrs that rcv'd ticket)		25%		n/a

Highlights: Fewer occupied/paid meters in 2008, but NOT a shift to Expired; rather, to Vacant (to 50%, up from 47%). Tickets Issued information has not yet been tabulated for 2008.

MONTHLY PARKING - WAITING LIST STATISTICS

December 31, 2007 vs January 30, 2009 Comparison								
Facility	Number of People on Waiting List							
	Residents		Non-Residents		Carpoolers		Totals	
	12/31/07	01/30/09	12/31/07	01/30/09	12/31/07	01/30/09	12/31/07	01/30/09
Capitol Square North	58	55	62	59	0	0	120	114
Government East	70	71	81	88	0	0	151	159
Overture Center	5	15	15	14	0	0	20	29
State Street Capitol ^(a)	11	14	16	17	0	0	27	31
Totals	144	155	174	178	0	0	318	333
Note: Some individuals are on more than one waiting list. The total number, excluding duplicates, is	115	125	134	144	0	0	249	269

As shown, year-over-year waiting list numbers are slightly *higher* across the board, representing a gradual rebound from the lows following the June 1, 2006 rate increases.

(a) Due to the configuration of the State Street Capitol Ramp, we are unable to immediately accommodate carpoolers, as can be done at the other ramps. Consequently, the SSCO waiting list might at times include carpoolers; these carpoolers do have priority for new vacancies, however.

JANUARY 2009 ACTIVITY REPORT

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

- year-end/new year tasks, including (preliminary) update of the cash flow;
- continued review of RFP responses for multi-space meters; and
- continued efforts for changeover of revenue software from CTR to Zeag.
- planning efforts continue for replacement of the parking at Government East parking garage.

As mentioned earlier, we hope to provide the comprehensive year-end 2008 summary report at the May meeting.

And, as a point of information, Lori Janusz (formerly of the Engineering Division) has been hired to replace Gail Phillips upon her retirement in March; the position is double-filled during the 6-week training period.



2008 REVENUES -- BUDGET VS ACTUAL				PRE-CLOSING		
Year-to-Date 2008- Through DEC						
		(## = TPC Map Reference)	Budget	Actual	Actual +/- Budget Amount	%
74000s	Permits					
	74281	RP3 (residential parking permits)	95,771.99	92,233.00	(3,538.99)	(3.70)
	74282	Motorcycle Permits	1,500.00	1,348.94	(151.06)	(10.07)
	74283	Resid Street Constr Permits	-	667.41	667.41	n/a
		Subtotal - Permits	97,271.99	94,249.35	(3,022.64)	(3.11)
75300	Awards and Damages		-	563.21	563.21	n/a
76350	Advertising Revenue		71,780.04	62,675.88	(9,104.16)	(12.68)
76710	Cashiered Revenue		-	-	-	
		ALL Cashiered Ramps	-	-	-	
	#4	582512 Cap Sq North	605,350.03	614,314.38	8,964.35	1.48
	#6	582532 Gov East	1,289,529.99	1,321,573.85	32,043.86	2.48
	#9	582522 Overture Center	812,699.99	731,276.37	(81,423.62)	(10.02)
	#11	582542 SS Campus-Frances	1,291,760.00	1,207,420.62	(84,339.38)	(6.53)
	#11	582552 SS Campus-Lake	1,715,000.01	1,614,539.03	(100,460.98)	(5.86)
	#12	582562 SS Capitol	1,458,820.02	1,432,443.11	(26,376.91)	(1.81)
		Subtotal - Cashiered Revenue	7,173,160.04	6,921,567.37	(251,592.67)	(3.51)
76720	Meters - Off-Street (NON-CYCLE)					
	#1	582334 Blair Lot	5,000.02	4,341.96	(658.06)	(13.16)
	#7	582344 Lot 88 (Munic Bldg)	14,200.00	11,244.25	(2,955.75)	(20.82)
	#2	582353 Brayton Lot-Machine	335,000.00	333,890.98	(1,109.02)	(0.33)
	#2	582354 Brayton Lot-Meters	7,600.01	3,335.73	(4,264.28)	(56.11)
	#3	582364 Buckeye/Lot 58	143,000.01	136,742.15	(6,257.86)	(4.38)
		582374 Evergreen Lot	22,799.99	22,759.32	(40.67)	(0.18)
		582414 Wingra Lot	9,200.01	9,133.14	(66.87)	(0.73)
	#12	582564 SS Capitol	30,999.98	27,660.36	(3,339.62)	(10.77)
		Subtotal - Meters Off-Street	567,800.02	549,107.89	(18,692.13)	(3.29)
	Meters - Off-Street (CYCLES)					
		582507 ALL Cycles (eff 7/98)	2,199.98	3,658.42	1,458.44	66.29
		Subtotal -- 76720's	570,000.00	552,766.31	(17,233.69)	(3.02)
76730	Meters - On-Street					
		582114 Cap Sq Mtrs (new '05)	47,999.99	48,039.75	39.76	0.08
		582124 Campus Area	257,000.00	226,595.03	(30,404.97)	(11.83)
		582134 CCB Area	158,000.00	168,206.41	10,206.41	6.46
		582144 East Washington Area	79,000.00	68,626.62	(10,373.38)	(13.13)
		582154 GEF Area	112,000.00	110,123.08	(1,876.92)	(1.68)
		582164 MATC Area	95,000.00	103,447.89	8,447.89	8.89
		582174 Meriter Area	139,000.00	122,499.02	(16,500.98)	(11.87)
		582184 MMB Area	168,999.99	163,746.66	(5,253.33)	(3.11)
		582194 Monroe Area	58,000.01	68,058.56	10,058.55	17.34
		582204 Schenks Area	17,000.01	17,926.07	926.06	5.45
		582214 State St Area	132,000.01	136,056.40	4,056.39	3.07
		582224 University Area	315,999.98	260,830.35	(55,169.63)	(17.46)
		582234 Wilson/Butler Area	95,000.00	88,503.76	(6,496.24)	(6.84)
		Subtotal - Meters On-Street	1,674,999.99	1,582,659.60	(92,340.39)	(5.51)
	Const'n-Related Meter Rev (On-St)					
	74284	Contractor Permits	88,000.00	70,869.00	(17,131.00)	(19.47)
	74285	Meter Hoods	93,499.99	100,437.37	6,937.38	7.42
	74286	Construction Meter Removal	153,000.01	107,601.75	(45,398.26)	(29.67)
		Subtotal - Const'n Related Rev	334,500.00	278,908.12	(55,591.88)	(16.62)
		Totals - On-Street Meters	2,009,499.99	1,861,567.72	(147,932.27)	(7.36)
76740 / 50	Monthlies and Long-Term/Parking Leases					
76740's	#1	582335 Blair Lot	48,600.00	47,666.24	(933.76)	(1.92)
	#13	582405 Wilson Lot	56,400.00	52,329.83	(4,070.17)	(7.22)
	#4	582515 Cap Square North	193,260.00	191,618.51	(1,641.49)	(0.85)
	#6	582535 Gov East	165,120.00	166,546.05	1,426.05	0.86
	#9	582525 Overture Center	66,480.00	65,283.40	(1,196.60)	(1.80)
	#12	582565 SS Capitol - reg Mo'ys	109,320.00	112,936.84	3,616.84	3.31
		Subtotal - Monthlies	639,180.00	636,380.87	(2,799.13)	(0.44)
76750's	#9	582528 Overture Center	58,401.00	58,401.00	-	
	#12	582568 SS Cap - LT Lease	80,974.44	80,909.72	(64.72)	(0.08)
		Subtotal -- LTL's	139,375.44	139,310.72	(64.72)	(0.05)
		Totals - Moy's and Leases	778,555.44	775,691.59	(2,863.85)	(0.37)
78000s	Miscellaneous Revenues					
	78220	Operating Lease Payments	4,000.00	4,098.38	98.38	2.46
	78310	Property Sales	-	1,598.80	1,598.80	n/a
	78890	Other	4,999.99	43,136.08	38,136.09	762.72
		Subtotal -- Miscellaneous	8,999.99	48,833.26	39,833.27	442.59
		Summary - RP3 and Misc Revenue (incl's Cycle Perms)	178,052.02	206,321.70	28,269.68	15.88
	TOTALS		10,709,267.49	10,317,914.69	(391,352.80)	(3.65)

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Year-to-Date Revenues >> 2007 vs 2008						
Through DEC			2007 YTD	PRE-CLOSING 2008 YTD	2008 +/- 2007 Amount	%
74000s	Licenses, Permits, Fees					
	74281 RP3 (residential parking permits)		94,239.00	92,233.00	(2,006.00)	(2.13)
	74282 Motorcycle Permits		918.00	1,348.94	430.94	46.94
	74283 Resid Street Constr Permits		993.89	667.41	(326.48)	(32.85)
	Subtotal - Licenses, ...		96,150.89	94,249.35	(1,901.54)	(1.98)
75300	Awards and Damages		524.05	563.21	39.16	7.47
76350	Advertising Revenue		74,483.48	62,675.88	(11,807.60)	(15.85)
76710	Cashiered Revenue		-	-	-	-
	582512 Cap Sq North		621,781.61	614,314.38	(7,467.23)	(1.20)
	582532 Gov East		1,319,573.99	1,321,573.85	1,999.86	0.15
	582522 Overture Center		771,042.23	731,276.37	(39,765.86)	(5.16)
	582542 SS Campus-Frances		1,261,897.39	1,207,420.62	(54,476.77)	(4.32)
	582552 SS Campus-Lake		1,684,133.30	1,614,539.03	(69,594.28)	(4.13)
	582562 SS Capitol		1,452,922.65	1,432,443.11	(20,479.54)	(1.41)
	Subtotal - Cashiered Revenue		7,111,351.18	6,921,567.37	(189,783.81)	(2.67)
76720	Meters - Off-Street (NON-CYCLE)					
	582334 Blair Lot		5,289.15	4,341.96	(947.19)	(17.91)
	582344 Lot 88 (Munic Bldg)		13,288.71	11,244.25	(2,044.46)	(15.38)
	582353 Brayton Lot-Machine		338,975.51	333,890.98	(5,084.53)	(1.50)
	582354 Brayton Lot-Meters		3,514.97	3,335.73	(179.24)	(5.10)
	582364 Buckeye/Lot 58		139,414.38	136,742.15	(2,672.23)	(1.92)
	582374 Evergreen Lot		21,713.90	22,759.32	1,045.42	4.81
	582414 Wingra Lot		8,192.24	9,133.14	940.90	11.49
	582564 SS Capitol		33,792.82	27,660.36	(6,132.46)	(18.15)
	Subtotal - Meters Off-Street		564,181.68	549,107.89	(15,073.79)	(2.67)
	Meters - Off-Street (CYCLES)					
	582507 ALL Cycles (eff 7/98)		2,908.79	3,658.42	749.63	25.77
	Subtotal -- 76720's		567,090.47	552,766.31	(14,324.16)	(2.53)
76730	Meters - On-Street					
	582024 Cap Sq Mtrs (new '05)		47,828.95	48,039.75	210.80	0.44
	582124 Campus Area		258,708.00	226,595.03	(32,112.97)	(12.41)
	582134 CCB Area		158,656.86	168,206.41	9,549.55	6.02
	582144 East Washington Area		75,056.76	68,626.62	(6,430.14)	(8.57)
	582154 GEF Area		107,213.40	110,123.08	2,909.68	2.71
	582164 MATC Area		97,390.87	103,447.89	6,057.02	6.22
	582174 Meriter Area		127,053.69	122,499.02	(4,554.67)	(3.58)
	582184 MMB Area		166,091.44	163,746.66	(2,344.78)	(1.41)
	582194 Monroe Area		69,242.35	68,058.56	(1,183.79)	(1.71)
	582204 Schenks Area		16,736.82	17,926.07	1,189.25	7.11
	582214 State St Area		133,162.44	136,056.40	2,893.96	2.17
	582224 University Area		306,971.15	260,830.35	(46,140.80)	(15.03)
	582234 Wilson/Butler Area		91,743.44	88,503.76	(3,239.68)	(3.53)
	Subtotal - Meters On-Street		1,655,856.17	1,582,659.60	(73,196.57)	(4.42)
	Const'n-Related Meter Rev (On-St)					
	74284 Contractor Permits		81,367.00	70,869.00	(10,498.00)	(12.90)
	74285 Meter Hoods		120,770.44	100,437.37	(20,333.07)	(16.84)
	74286 Construction Meter Removal		101,114.41	107,601.75	6,487.34	6.42
	Subtotal - Constr'n Related Rev		303,251.85	278,908.12	(24,343.73)	(8.03)
	Totals - On-Street Meters		1,959,108.02	1,861,567.72	(97,540.30)	(4.98)
76740 / 50	Monthlies and Long-Term/Parking Leases					
76470's	582335 Blair Lot		47,772.95	47,666.24	(106.71)	(0.22)
	582405 Wilson Lot		55,009.93	52,329.83	(2,680.10)	(4.87)
	582515 Cap Square No		191,863.10	191,618.51	(244.59)	(0.13)
	582535 Gov East		166,461.05	166,546.05	85.00	0.05
	582525 Overture Center		64,256.33	65,283.40	1,027.07	1.60
	582565 SS Capitol - reg Mo'ys		112,204.79	112,936.84	732.05	0.65
	Subtotal - Monthlies		637,568.15	636,380.87	(1,187.28)	(0.19)
76750's	582528 Overture Center		58,401.00	58,401.00	-	-
	582568 SS Cap - LT Lease		81,136.00	80,909.72	(226.28)	(0.28)
	582705 Convention Center		-	-	-	-
	Subtotal -- LTL's		139,545.00	139,310.72	(234.28)	(0.17)
	Totals - Moy's and Leases		777,113.15	775,691.59	(1,421.56)	(0.18)
78000s	Miscellaneous Revenues					
	78220 Operating Lease Payments		3,860.46	4,098.38	237.92	6.16
	78310 Property Sales		9,194.12	1,598.80	(7,595.32)	(82.61)
	78890 Other		13,059.20	43,136.08	30,076.88	230.31
	Subtotal -- Miscellaneous		26,113.78	48,833.26	22,719.48	87.00
	Summary - RP3 and Misc Revenue (Incl's Cycle Perm)		197,272.20	206,321.70	9,049.50	4.59
	TOTALS		10,611,935.02	10,317,914.69	(294,020.33)	(2.77)

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**Department of Transportation -- Parking Division
YTD Revenue/Statistics -- thru December 2007 vs 2008**



		-----Off-Street-----				Street		Misc.		Totals *	
		Meters *	+ Cashiered	+ Monthly	= Total	+ Meters	+ Revenues	=	Totals *		
2007	# of Spaces	310	3,223	498	4,031	1,382	-----		5,413		
	Revenue	\$ 564,187	\$ 7,111,351	\$ 777,104	\$ 8,452,643	\$ 1,959,159	\$ 197,272		10,609,075		
2008	# of Spaces	310	3,189	498	3,997	1,369	-----		5,366		
	Revenue	\$ 549,112	\$ 6,921,567	\$ 775,692	\$ 8,246,370	\$ 1,861,568	\$ 206,322		10,314,260		
2008 +/- 2007	# of Spaces	-	(34)	-	(34)	(13)	-----		(48)		
	Revenue	\$ (15,076)	\$ (189,784)	\$ (1,413)	\$ (206,273)	\$ (97,592)	\$ 9,050		(294,815)		
	(% Rev Change)	-2.7%	-2.7%	-0.2%	-2.4%	-5.0%	4.6%		-2.8%		

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

	Facility	Spaces (c)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)			
		YTD-07	YTD-08	YTD-07	YTD-08	YTD-07	YTD-08	YTD-07	YTD-08	YTD-07	YTD-08		
METERED LOTS	Blair Lot (eff Aug 2002)	13	13	306	307	--	--	\$ 5,288.89	\$ 4,341.96	\$ 1.33	\$ 1.09		
	Lot 88 (Munic Building)	17	17	306	307	78%	78%	\$ 13,288.71	\$ 11,244.25	\$ 2.55	\$ 2.15		
	Brayton Lot Paystations	154	154	306	307	92%	90%	\$ 338,975.51	\$ 333,894.98	\$ 7.19	\$ 7.06		
	Brayton Lot Meters	12	12	306	307	52%	45%	\$ 3,514.97	\$ 3,335.73	\$ 0.96	\$ 0.91		
	Buckeye Lot	53	53	306	307	64%	63%	\$ 139,414.38	\$ 136,742.15	\$ 8.60	\$ 8.42		
	Evergreen Lot	23	23	306	307	--	--	\$ 21,719.90	\$ 22,759.32	\$ 3.09	\$ 3.22		
	Wingra Lot	19	19	306	307	--	--	\$ 8,192.26	\$ 9,133.14	\$ 1.41	\$ 1.57		
	SS Capitol	19	19	306	307	40%	30%	\$ 33,792.82	\$ 27,660.35	\$ 5.81	\$ 4.74		
	Cycles	48	48	0	0	--	--	\$ 2,936.17	\$ 3,658.42	n/c	n/c		
	CASHIERED	Cap Square North	486	480	356	357	55%	53%	\$ 621,781.61	\$ 614,314.34	\$ 3.59	\$ 3.58	
Gov East		430	426	356	357	89%	91%	\$ 1,319,574.00	\$ 1,321,573.58	\$ 8.62	\$ 8.69		
Overture Center		543	544	356	357	50%	46%	\$ 771,042.22	\$ 731,276.18	\$ 3.99	\$ 3.77		
SS Campus (Frances) (combined totals)		1,066	1,045	356	357	68%	65%	\$ 1,261,897.40	\$ 1,207,420.61	\$ 7.76	\$ 7.56		
SS Campus (Lake)								\$ 1,684,133.31	\$ 1,614,539.04				
State St Capitol	698	694	356	357	60%	58%	\$ 1,452,922.66	\$ 1,432,443.10	\$ 5.85	\$ 5.78			
MONTHLY	Blair Lot Mo'y (eff 8/2002)	44	44	254	255			\$ 47,772.95	\$ 47,666.24	\$ 4.27	\$ 4.25	49	49
	Wilson Lot Mo'y	50	50	254	255			\$ 55,009.03	\$ 52,329.83	\$ 4.33	\$ 4.10	53	52
	Cap Sq. N Mo'y	125	125	254	255			\$ 191,863.10	\$ 191,618.51	\$ 6.04	\$ 6.01	150	148
	Gov East Mo'y	85	85	254	255			\$ 166,461.05	\$ 166,546.05	\$ 7.71	\$ 7.68	100	100
	Overture Ctr Mo'y (b) (c)	75	75	254	255			\$ 122,657.33	\$ 123,684.40	\$ 6.44	\$ 6.47	94	95
	SS Cap. Mo'y (b) (d)	119	119	254	255			\$ 193,340.79	\$ 193,846.56	\$ 6.40	\$ 6.39	134	134
ON - STREET METERS	Campus Area Route	177	163	306	307	59%	57%	\$ 258,708.00	\$ 226,595.03	\$ 4.79	\$ 4.52	580	577
	Capitol Square (f)	25	24	306	307	58% (f)	58% (f)	\$ 47,828.95	\$ 48,039.75	\$ 6.38	\$ 6.50		
	CCB Area Route	87	89	306	307	58%	56%	\$ 160,235.39	\$ 168,206.41	\$ 6.02	\$ 6.19		
	East Washington Area Route	94	96	306	307	43%	36%	\$ 73,965.72	\$ 68,626.62	\$ 2.58	\$ 2.33		
	GBF Area Route	74	79	306	307	44%	41%	\$ 108,115.99	\$ 110,123.08	\$ 4.77	\$ 4.53		
	MATC Area Route	98	99	306	307	40%	33%	\$ 97,005.64	\$ 103,447.89	\$ 3.22	\$ 3.41		
	Meriter Area Route	114	119	306	307	33%	33%	\$ 127,066.21	\$ 122,499.02	\$ 3.65	\$ 3.35		
	MMB Area Route	91	98	306	307	55%	51%	\$ 167,017.54	\$ 163,746.66	\$ 5.99	\$ 5.42		
	Monroe Area Route	124	115	306	307	pass	pass	\$ 67,298.93	\$ 68,058.56	\$ 1.78	\$ 1.93		
	Schenks Area Route	80	80	306	307	pass	pass	\$ 17,044.83	\$ 17,926.07	\$ 0.70	\$ 0.73		
	State Street Area Route	90	103	306	307	46%	38%	\$ 134,693.00	\$ 136,056.40	\$ 4.90	\$ 4.29		
	University Area Route	221	194	306	307	47%	41%	\$ 305,284.94	\$ 260,830.35	\$ 4.52	\$ 4.39		
	Wilson/Butler Area Route	109	109	306	307	36%	33%	\$ 92,335.47	\$ 88,503.76	\$ 2.78	\$ 2.64		
	Various Routes	--	--	306	307	n/a	n/a	\$ (693.03)	\$ -	\$ -	\$ -		
	Subtotal - Route Revenue	1,382	1,369	306	283	--	--	\$ 1,655,907.58	\$ 1,582,659.60	\$ 3.92	\$ 4.09		
	Meter-Related Constrn Rev							\$ 303,251.85	\$ 278,908.12				
	Total On-St Meter Revenue							\$ 1,959,159.43	\$ 1,861,567.72				
Miscellaneous							\$ 197,272.20	\$ 206,321.70					
Total (a)	5,461	5,414					\$ 10,612,010.69	\$ 10,317,918.16					

Footnotes:

- (a) Excludes interest on investments
 - (b) Available to public on nights and weekends.
 - (c) All revenue except Cashiered Ramps and Miscellaneous is reported on an accrual basis. (Information for 2007 may have been restated to reflect corrections and/or changes in accounting treatment.) Occupancy information provided effective March 2004; source = monthly occupancy surveys, except for Cashiered facilities and Brayton Lot >> source = Parc system. Weekday timeframe = 10 a.m. thru 2 p.m.
 - (d) Monthly information for the State Street Capitol Ramp includes the 60 long-term lease parkers (Physicians Plus/North Square Associates).
 - (e) Monthly information for the Overture Center ramp includes the 45 long-term lease parkers (West Washington Associates -- able to lease up to 60 spaces).
 - (f) Due to the small number of meters around the Capitol Square, monthly surveys are not done. However, we compute estimated occupancy via the following equation: YTD Revenue / # of Mtrs in Service / # of Rev-Generating Days / 9 hrs/day / \$1.25/hour
- n/a Not computed -- collection schedules are too varied to yield reliable information.

D-1

**Distribution
of
Parkers and Revenues
in
Cashier Operated Portion of Parking Ramps
on
November 20, 2008**

Facility	LENGTH OF STAY						TOTAL	
	SHORT		MEDIUM		LONG			
	% Parkers	% Revenues	% Parkers	% Revenues	% Parkers	% Revenues	Parkers	Revenues
Civic Center	46%	18%	19%	18%	35%	63%	436	\$1,342
State St. Capitol	54%	27%	22%	24%	24%	50%	1004	\$3,182
Government East	43%	17%	15%	16%	42%	67%	746	\$3,844
State St Campus-F	57%	26%	18%	21%	25%	53%	550	\$2,170
State St Campus-L	52%	26%	23%	25%	25%	50%	884	\$3,746
Capitol Sq. North	30%	11%	20%	15%	50%	74%	464	\$2,053
Total	48%	21%	20%	20%	31%	58%	4084	\$16,337

NOTES:

1. Data are for parkers exiting prior to 6 p.m. on weekdays.
2. % Parkers = Percent of total parkers exiting prior to 6 p.m.
% Revenues = Percent of total revenues contributed by short, medium, or long-term parkers exiting prior to 6 p.m.
3. Short = 3 hours or less
Medium = 3.01 to 5 hours
Long = Greater than 5 hours
4. Data may not add because of rounding.

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D-2

**Distribution
of
Parkers and Revenues
in
Cashier Operated Portion of Parking Ramps
on
November 14, 2007**

Facility	LENGTH OF STAY						TOTAL	
	SHORT		MEDIUM		LONG			
	% Parkers	% Revenues	% Parkers	% Revenues	% Parkers	% Revenues	Parkers	Revenues
Civic Center	41%	16%	23%	21%	36%	63%	436	\$1,392
State St. Capitol	59%	33%	24%	27%	18%	40%	1038	\$3,036
Government East	51%	22%	17%	17%	32%	61%	744	\$3,346
State St Campus-F	58%	27%	20%	24%	23%	49%	657	\$2,571
State St Campus-L	52%	25%	19%	20%	28%	55%	989	\$4,355
Capitol Sq. North	27%	8%	18%	13%	55%	79%	308	\$1,394
Total	51%	24%	20%	21%	28%	55%	4172	\$16,095

NOTES:

1. Data are for parkers exiting prior to 6 p.m. on weekdays.
2. % Parkers = Percent of total parkers exiting prior to 6 p.m.
 % Revenues = Percent of total revenues contributed by short, medium, or long-term parkers exiting prior to 6 p.m.
3. Short = 3 hours or less
 Medium = 3.01 to 5 hours
 Long = Greater than 5 hours
4. Data may not add because of rounding.

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CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

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



LOCATION / FACILITY	OCT 08				NOV 08				DEC 08		
	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	
ON - STREET METERS	1080	963	366	62.0%	1012	398	60.7%	1017	462	54.6%	
CITY LOTS:											
BUCKEYE - BLOCK 58	53	28	5	82.1%	53	35	34.0%	51	15	70.6%	
BRAYTON - METERS	12	12	7	41.7%	12	5	58.3%	10	6	40.0%	
PARKMASTER	154	154	5	96.8%	154	8	94.8%	145	0	100.0%	
MUNICIPAL BLDG - BLOCK 88	17	17	2	88.2%	17	8	52.9%	17	2	88.2%	
SUBTOTAL - CITY LOTS	236	211	19	91.0%	236	56	76.3%	223	23	89.7%	
CITY RAMPS:											
OVERTURE CENTER - CASHIERED	529	524	377	28.1%	528	258	51.1%				
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	0	100.0%	50	0	100.0%	
STATE STREET CAPITOL - METERS	19	19	12	36.8%	19	13	31.6%	19	16	15.8%	
STATE STREET CAPITOL - CASHIERED	706	693	184	73.4%	704	181	74.3%				
STATE STREET CAPITOL - MONTHLY	116	116	0	100.0%	116	0	100.0%	116	0	100.0%	
GOVERNMENT EAST - CASHIERED	426	425	9	97.9%	423	16	96.2%				
GOVERNMENT EAST - MONTHLY	85	85	0	100.0%	85	0	100.0%	85	0	100.0%	
STATE STREET CAMPUS - CASHIERED	1060	1060	203	80.8%	1058	275	74.0%				
CAPITOL SQUARE NORTH - CASHIERED	481	481	219	54.5%	481	207	57.0%				
CAPITOL SQUARE NORTH - MONTHLY	125	125	0	100.0%	125	0	100.0%	125	0	100.0%	
SUBTOTAL - CITY RAMPS	3597	3578	1004	71.9%	3589	950	73.5%	395	16	95.9%	
SUBTOTAL - CITY LOTS + RAMPS	3833	3789	1023	73.0%	3825	1006	73.7%	618	39	93.7%	
TOTAL CITY STREETS + LOTS + RAMPS	4913	4752	1389	70.8%	4837	1404	71.0%	1635	501	69.4%	
CAPITOL SQUARE SOUTH - METERS	367	439	140	68.1%	439	155	64.7%	414	116	72.0%	
CAPITOL SQUARE SOUTH - PERMITS	606	534	0	100.0%	534	0	100.0%	534	0	100.0%	
TOTAL PUBLIC SPACES	5886	5725	1529	73.3%	5810	1559	73.2%	2583	617	76.1%	

PARTIAL *

Notes:

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

- 1 Buckeye-Block 58 - 25 spaces out of service due to construction.
- 2 Overture Center Ramp - Average of 5 spaces out of service for October.
- 3 State Street Capitol Ramp - Average of 13 spaces out of service for October.
- 4 Government East Ramp - Average of 1 space out of service for October.
- 5 Overture Center Ramp - Average of 1 space out of service for November.
- 6 State Street Capitol Ramp - Average of 2 spaces out of service for November.
- 7 Government East Ramp - Average of 3 spaces out of service for November.
- 8 State Street Campus - Average of 2 spaces out of service for November.

** Ramp data not available @ print time.*

CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

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

E-2

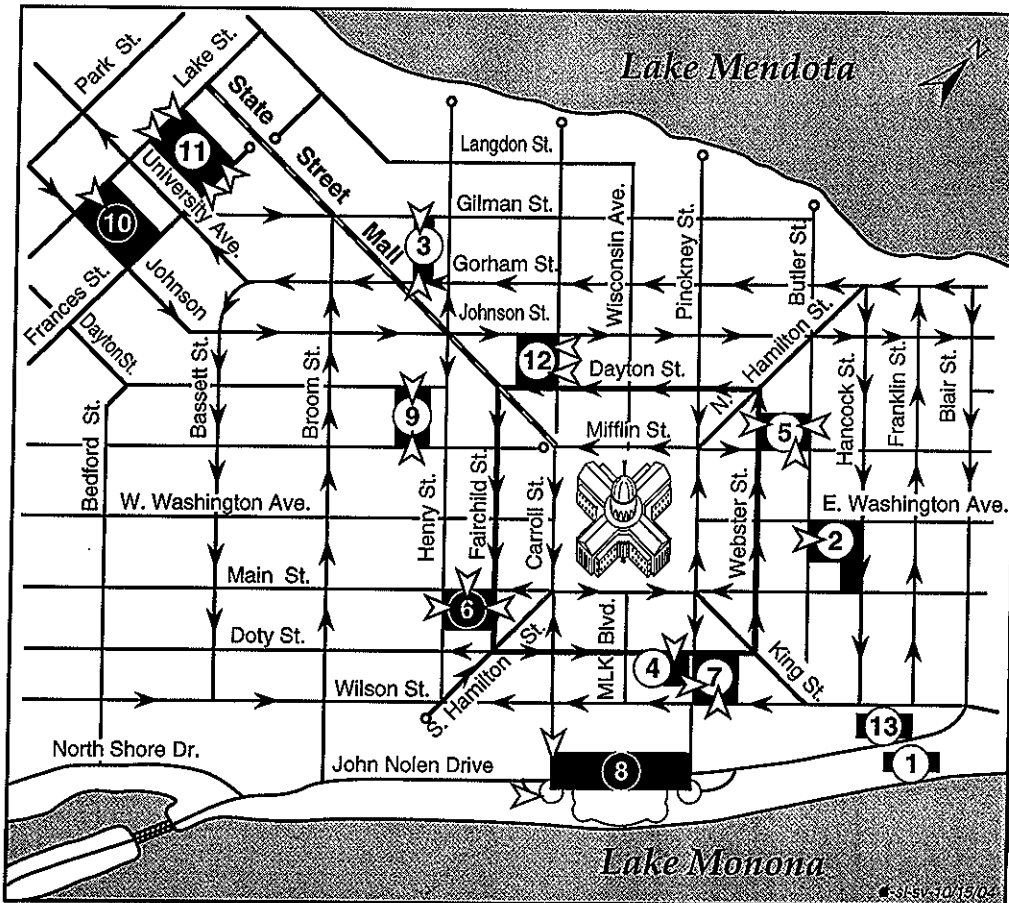
LOCATION / FACILITY	TOTAL SPACES	OCT 07			NOV 07			DEC 07		
		# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED
ON - STREET METERS	1085	1012	269	74.4%	957	306	68.0%	963	369	61.7%
CITY LOTS:										
BUCKEYE - BLOCK 58	53	53	12	77.4%	53	28	47.2%	53	28	47.2%
BRAYTON - METERS	12	12	6	50.0%	12	6	50.0%	12	6	50.0%
PARKMASTER	154	154	0	100.0%	154	4	97.4%	154	4	97.4%
MUNICIPAL BLDG - BLOCK 88	17	17	4	76.5%	17	6	64.7%	17	6	64.7%
SUBTOTAL - CITY LOTS	236	236	22	90.7%	236	44	81.4%	236	44	81.4%
CITY RAMPS:										
OVERTURE CENTER - CASHIERED	529	529	234	55.8%	529	253	52.2%	529	251	52.6%
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	0	100.0%	50	0	100.0%
STATE STREET CAPITOL - METERS	19	19	13	31.6%	19	15	21.1%	19	15	21.1%
STATE STREET CAPITOL - CASHIERED	706	705	171	75.7%	706	193	72.7%	699	266	61.9%
STATE STREET CAPITOL - MONTHLY	116	116	0	100.0%	116	0	100.0%	116	0	100.0%
GOVERNMENT EAST - CASHIERED	426	426	18	95.8%	426	29	93.2%	426	9	97.9%
GOVERNMENT EAST - MONTHLY	85	85	0	100.0%	85	0	100.0%	85	0	100.0%
STATE STREET CAMPUS - CASHIERED	1060	1058	148	86.0%	1060	187	82.4%	1060	179	83.1%
CAPITOL SQUARE NORTH - CASHIERED	481	481	204	57.6%	481	226	53.0%	481	171	64.4%
CAPITOL SQUARE NORTH - MONTHLY	125	125	0	100.0%	125	0	100.0%	125	0	100.0%
SUBTOTAL - CITY RAMPS	3597	3594	788	78.1%	3597	903	74.9%	3590	891	75.2%
SUBTOTAL - CITY LOTS + RAMPS	3833	3830	810	78.9%	3833	947	75.3%	3826	935	75.6%
TOTAL CITY STREETS + LOTS + RAMPS	4918	4842	1069	77.9%	4790	1253	73.8%	4789	1304	72.8%
CAPITOL SQUARE SOUTH - METERS	302	367	41	88.8%	367	101	72.5%	353	94	73.4%
CAPITOL SQUARE SOUTH - PERMITS	671	606	0	100.0%	606	0	100.0%	606	0	100.0%
TOTAL PUBLIC SPACES	5891	5815	1110	80.9%	5763	1354	76.5%	5748	1398	75.7%

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

- 1 State Street Capitol Ramp - Average of 1 space out of service for October.
- 2 State Street Campus Ramp - Average of 2 spaces out of service for October.
- 3 State Street Capitol Ramp - Average of 7 spaces out of service for December.
- 4 Capitol Square South Ramp - 14 metered spaces out of service due to snow.

DOWNTOWN PUBLIC PARKING

City Operated and Non-City Operated



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