



Traffic Engineering and Parking Divisions

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October 29, 2009

To: City Transit and Parking Commission

From: Jo Easland, Parking Analyst

Subject: September 2009 Revenue Report and October Activity Report

SEPTEMBER REVENUES

	Prior Yr Comp'ns		Actuals +/- Budget Comp'ns			
	YTD Thru		For the Month		YTD thru September	
	September '09 +/- '08		of September			
	Amount	%	Amount	%	Amount	%
Cashiered Parking Facilities	\$ +132,720	+ 2.6	\$ 43,360	+ 6.5	\$ (55,950)	(1.0)
Off-Street Meters (Lots & Ramps)	+ 30,670	+ 7.3	(3,560)	(6.0)	(9,860)	(2.1)
On-Street Meters	+ 76,410	+ 6.4	+ 700	+ .4	+ 12,270	+ 1.0
Constr'n Rev - On-Str Meters	(25,410)	(13.6)	(4,570)	(21.5)	(33,660)	(17.2)
Subtotal - On-Street Meter Rev	+ 51,000	+ 3.7	(3,870)	(2.1)	(21,390)	(1.5)
Monthly Parking (incl. LT Leases)	+ 40,790	+ 7.0	(4,690)	(6.0)	(15,640)	(3.0)
RP3 and Miscellaneous Rev	(47,910)	(26.5)	+ 3,570	+ 15.3	+ 13,730	+ 11.5
Totals	\$ + 207,270	+ 2.7	\$ + 34,810	+ 3.5	\$ (89,110)	(1.1)
	Column Ref >>>	A	B		C	

Note: Budget projections used for the comparisons in Cols B&C now reflect the June 1 rate increases for all categories except RP3/Miscellaneous -- not applicable. Thus, comparisons to 2008 (Col A) are less useful for the shaded items.

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

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

- hourly rates were increased at all ramps except Capitol Square North (#4) and Overture (#9);
- the Evening/Weekend Max was increased to \$5 (from \$3); thus, e.g., at the State Street Campus Ramp (#11), the "breakeven" point increased to 4 hours at \$1.25/hour (up from 2.7 hours at \$1.10/hr)
- the Special Event (pay-on-entry) fee was left at \$4 per event
- enforcement times were left at 8AM-6PM for on-street meters

The -\$55,950 variance vs YTD Budget (Col C) includes negative variances for three ramps: State Street Campus (#11) -\$67,670, Government East (#7) -\$48,220, and Overture (#9) -\$27,800. Some of these declines are likely attributable to one less revenue-generating day thru September, vs last year.

Effective June 1, the rate at the State Street Campus Ramp went to \$1.25/hour (up \$.15/hour, +13.6%), and year-over-year occupancy for September fell by 118 parkers (11 points), compared with -175 parkers (-14 points) for August. Last month we reported that after-6 pm parking fell by about 100 parkers; this reversed in September, with an *increase* of about 90 parkers over 2008. There was NO increase in the hourly rate at the Overture Center Ramp, and occupancy for the month was up 13 parkers (+2 points) vs 2008, resulting in a \$1,550 increase in "regular" cashiered revenue. On a YTD basis, however, "regular" and special event revenue are off -\$9,030 and -\$19,060, respectively. There was a \$.30/hour (+27.3%) increase at the Government East Ramp - to \$1.40 per hour - and September year-over-year occupancy fell by 68 parkers (-16 points), a slight improvement over -80 parkers (and -18 points) for August.

Capitol Square North (CSN, #5) had the largest positive increase over YTD Budget, +\$56,070 (despite the -1 revenue-generating day). Year-over-year occupancy continued to improve: +91 parkers (+19 points) for September, vs +78 parkers (+15 points) for August. As at Overture, there was NO change in the hourly rate at this facility (\$.80/hour), and we assume there has been some shifting from Government East (\$1.40/hour) and Brayton Lot (\$1.10/hour). The State Street Capitol Ramp (#12) had the other positive variance vs YTD Budget, +\$31,680. This occurred despite the one less revenue-generating day, a decline of about -\$19,040 in special event revenue, the loss of about 21 parkers (*continually*) on a YTD basis, and the loss of about 25 after-6pm parkers (September), and likely indicates a low budget projection.

Off-Street Meter Revenues. Despite some weakness at the Brayton Lot since the June 1 rate increase to \$1.35/hour (from \$1.00/hr) - i.e., loss of about 25 parkers - and one less revenue-generating day YTD, revenues for this facility are only about \$3,580 under budget on a YTD basis.

On-Street Meter Revenues. The increase of about \$12,290 over YTD Budget (Col C), occurred *despite* one less revenue-generating day this year (but four more spaces in service *overall* vs last year). Positive variances occurred for all but two routes: Capitol Square (-\$6,500) - meters on East Main St have been out of service for many months due to bus stop detours; and University (-\$38,180) - 41 fewer spaces in service vs 2008.

Construction-Related Revenues. Contractor revenues, which are difficult to forecast, came in about -\$33,660 under YTD Budget (Col C) - a "very acceptable" result in light of the economy and unpredictability factor. Hangtag sales have shown year-over-year improvement for four of the last five months, but YTD sales thru September still lagged 2008 and 2007 by -\$872 (-400 permits) and -\$18,180 (-1680 permits), respectively. (Reminder: *dollar* differences reflect the June 2009 rate increases.)

Monthly Parking. As mentioned previously, notice of the June 1 rate increases was sent to all Monthly and Long-Term Lease parkers at the end of March, and we started seeing some "fallout" as early as April. Vacancies peaked at 41 in June (including -25 for Government East), but as of October 29, vacancies were down to 29, with 'only' 22 openings at Government East.

RP3/Miscellaneous Revenues. The -\$47,910 variance vs YTD 2008 (Col A), is primarily due to the (unanticipated) receipt of \$40,800 of FEMA reimbursement last July and early termination of the advertising contract with Adams. As mentioned previously, the City and Adams Advertising were not able to come to an agreement on modifications to the current advertising contract. Thus, the contract ended June 30, and 2009 advertising revenue totaled \$31,340, vs the \$50,000 minimum called for in the original contract. We are projecting no advertising revenue for the 2010 operating budget. These funds were used to support the Parking Utility's TDM efforts.

RP3 permit sales thru September averaged +\$4,000 vs both YTD 2008 and YTD Budget; sales are up about 172 permits on a calendar-year basis and +133 on a permit-year basis. (The permit year is September 1 thru August 31.) On Monday, July 14, we went live with our *second* year of **online** renewals, and 998 customers had renewed their permit online thru October 29, up 77 vs 2008.

Bottomline: (Reminder: The partial-year rate increases are estimated to generate an additional ~\$773,000 for 2009, for TOTAL operating revenue of about \$11.0 million - about \$652,000 above 2008 Actuals.)

"Totals" came within -\$89,110 of YTD Budget (Col C), following a \$34,810 *increase* for September (Col B). (We had projected that revenues thru September '09 - inclusive of the June 1 rate increases -- would be about \$296,380 ahead of 2008 levels. Actuals, however, are only about \$207,270 ahead of 2008 levels, leaving us with the -\$89,110 difference.) As shown in Column C, the primary culprit is Cashiered Revenues, -\$55,950 below budget. As stated earlier, there was one fewer revenue-generating day thru September, occupancy is off at all but Capitol Square North (but picking up a bit at Overture), and special event revenue is about -\$38,390 behind 2008 levels.

Our "watch list," especially as impacted by the economy and June 1 rate increases, remains unchanged ...

- Cashiered revenues
- Contractor-related revenues
- Monthly Parking
- Interest Income – if the dismal results for the first eight months of 2009 continue for the rest of the year, we estimate interest earnings will come in about \$300,000 under budget (of \$612,000).

See Attachments A thru C for *detailed* 2008 vs 2009 revenue comparisons.

OCTOBER 2009 ACTIVITY REPORT

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

- the contract with Metric Parking Division, Metric Group Inc. is nearly ready to sign, and we have begun work on the new forms necessary to record and report/post multi-meter machine revenue (both cash *and* credit/debit cards);
- extensive concrete remediation is complete for 2009; and
- continued efforts for changeover of revenue software from CTR to Zeag, including the start of 'parallel' testing.

2009 REVENUES -- BUDGET VS ACTUAL						
Year-to-Date 2009- Through SEP						
					Actual +/- Budget	
		(## = TPC Map Reference)	Budget	Actual	Amount	%
74000s	Permits					
	74281	RP3 (residential parking permits)	82,071.90	86,767.00	4,695.10	5.72
	74282	Motorcycle Permits	1,199.99	1,200.89	0.90	0.08
	74283	Resid Street Constr Permits	-	-	-	n/a
		Subtotal - Permits	83,271.89	87,967.89	4,696.00	5.64
75300	Awards and Damages		-	1,892.88	1,892.88	n/a
76350	Advertising Revenue		31,337.94	31,337.94	-	-
76710	Cashiered Revenue		-	-	-	-
		ALL Cashiered Ramps	-	-	-	-
	#4	582512 Cap Sq North	466,059.89	522,132.64	56,072.75	12.03
	#6	582532 Gov East	1,078,048.53	1,029,828.37	(48,220.16)	(4.47)
	#9	582522 Overture Center	537,493.21	509,689.40	(27,803.81)	(5.17)
	#11	582542 SS Campus-Frances	949,212.05	883,224.02	(65,988.03)	(6.95)
	#11	582552 SS Campus-Lake	1,259,984.32	1,258,299.75	(1,684.57)	(0.13)
	#12	582562 SS Capitol	1,069,765.95	1,101,441.59	31,675.64	2.96
		Subtotal - Cashiered Revenue	5,360,563.95	5,304,615.76	(55,948.19)	(1.04)
76720	Meters - Off-Street (NON-CYCLE)					
	#1	582334 Blair Lot	3,985.48	3,760.10	(225.38)	(5.66)
	#7	582344 Lot 88 (Munic Bldg)	9,167.41	8,595.13	(572.28)	(6.24)
	#2	582353 Brayton Lot-Machine	283,587.78	280,015.13	(3,572.65)	(1.26)
	#2	582354 Brayton Lot-Meters	2,855.00	2,476.91	(378.09)	(13.24)
	#3	582364 Buckeye/Lot 58	109,734.56	107,558.15	(2,176.41)	(1.98)
		582374 Evergreen Lot	21,532.05	20,187.38	(1,344.67)	(6.24)
		582414 Wingra Lot	6,859.94	4,418.27	(2,441.67)	(35.59)
	#12	582564 SS Capitol	22,788.43	24,586.67	1,798.24	7.89
		Subtotal - Meters Off-Street	460,510.65	451,597.74	(8,912.91)	(1.94)
		Meters - Off-Street (CYCLES)				
		582507 ALL Cycles (eff 7/98)	3,184.94	2,235.69	(949.25)	(29.80)
		Subtotal -- 76720's	463,695.59	453,833.43	(9,862.16)	(2.13)
76730	Meters - On-Street					
		582114 Cap Sq Mtrs (new '05)	36,551.23	30,052.37	(6,498.86)	(17.78)
		582124 Campus Area	183,851.95	204,550.69	20,698.74	11.26
		582134 CCB Area	132,864.30	134,040.95	1,176.65	0.89
		582144 East Washington Area	55,752.87	56,689.70	936.83	1.68
		582154 GEF Area	86,505.85	95,005.05	8,499.20	9.83
		582164 MATC Area	82,159.67	83,224.18	1,064.51	1.30
		582174 Meriter Area	96,860.69	104,920.43	8,059.74	8.32
		582184 MMB Area	126,478.54	134,291.26	7,812.72	6.18
		582194 Monroe Area	60,561.98	62,055.47	1,493.49	2.47
		582204 Schenks Area	16,007.88	16,203.95	196.07	1.22
		582214 State St Area	107,744.00	112,190.02	4,446.02	4.13
		582224 University Area	205,626.91	167,443.20	(38,183.72)	(18.57)
		582234 Wilson/Butler Area	70,838.70	73,407.31	2,568.61	3.63
		Subtotal - Meters On-Street	1,261,804.57	1,274,074.58	12,270.01	0.97
		Const'n-Related Meter Rev (On-St)				
		74284 Contractor Permits	54,346.46	50,629.00	(3,717.46)	(6.84)
		74285 Meter Hoods	57,969.03	98,883.04	40,914.01	70.58
		74286 Construction Meter Removal	83,366.05	12,511.00	(70,855.05)	(84.99)
		Subtotal - Constr'n Related Rev	195,681.54	162,023.04	(33,658.50)	(17.20)
		Totals - On-Street Meters	1,457,486.11	1,436,097.62	(21,388.50)	(1.47)
76740 / 50	Monthlies and Long-Term/Parking Leases					
76740's	#1	582335 Blair Lot	40,277.35	37,520.46	(2,756.89)	(6.84)
	#13	582405 Wilson Lot	47,527.65	46,644.43	(883.22)	(1.86)
	#4	582515 Cap Square North	154,393.35	151,819.93	(2,573.42)	(1.67)
	#6	582535 Gov East	142,215.00	134,727.16	(7,487.84)	(5.27)
	#9	582525 Overture Center	49,950.65	48,466.96	(1,483.69)	(2.97)
	#12	582565 SS Capitol - reg Mo'ys	91,533.50	91,069.82	(463.68)	(0.51)
		Subtotal - Monthlies	525,897.50	510,248.76	(15,648.74)	(2.98)
76750's	#9	582528 Overture Center	43,800.75	43,800.75	-	-
	#12	582568 SS Cap - LT Lease	66,139.48	66,150.00	10.52	0.02
		Subtotal -- LTL's	109,940.23	109,950.75	10.52	0.01
		Totals - Moy's and Leases	635,837.73	620,199.51	(15,638.22)	(2.46)
78000s	Miscellaneous Revenues					
	78220	Operating Lease Payments	2,235.74	2,258.84	23.10	1.03
	78310	Property Sales	-	1,602.37	1,602.37	n/a
	78890	Other	2,354.79	7,871.29	5,516.50	234.27
		Subtotal -- Miscellaneous	4,590.53	11,732.50	7,141.97	155.58
		Summary - RP3 and Misc Revenue (incl's Cycle Perms)	119,200.36	132,931.21	13,730.85	11.52
	TOTALS		8,036,783.74	7,947,677.53	(89,106.21)	(1.11)



(B)

Year-to-Date Revenues >> 2008 vs 2009						
Through SEP			2009 +/- 2008			
		2008 YTD	2009 YTD	Amount	%	
74000s	Licenses, Permits, Fees					
	74281	RP3 (residential parking permits)	82,941.00	86,767.00	3,826.00	4.61
	74282	Motorcycle Permits	1,348.94	1,200.89	(148.05)	(10.98)
	74283	Resid Street Constr Permits	-	-	-	n/a
		Subtotal - Licenses, ...	84,289.94	87,967.89	3,677.95	4.36
75300	Awards and Damages		125.97	1,892.88	1,766.91	1,402.64
76350	Advertising Revenue		47,006.91	31,337.94	(15,668.97)	(33.33)
76710	Cashiered Revenue		-	-	-	-
	582512	Cap Sq North	464,215.59	522,132.64	57,917.05	12.48
	582532	Gov East	997,148.77	1,029,828.37	32,679.59	3.28
	582522	Overture Center	536,943.08	509,689.40	(27,253.68)	(5.08)
	582542	SS Campus-Frances	910,262.43	883,224.02	(27,038.41)	(2.97)
	582552	SS Campus-Lake	1,206,008.22	1,258,299.75	52,291.53	4.34
	582562	SS Capitol	1,057,322.52	1,101,441.59	44,119.08	4.17
		Subtotal - Cashiered Revenue	5,171,900.61	5,304,615.76	132,715.15	2.57
76720	Meters - Off-Street (NON-CYCLE)			-		
	582334	Blair Lot	3,305.90	3,760.10	454.20	13.74
	582344	Lot 88 (Munic Bldg)	8,695.38	8,595.13	(100.25)	(1.15)
	582353	Brayton Lot-Machine	257,915.76	280,015.13	22,099.37	8.57
	582354	Brayton Lot-Meters	2,699.02	2,476.91	(222.11)	(8.23)
	582364	Buckeye/Lot 58	104,486.31	107,558.15	3,071.84	2.94
	582374	Evergreen Lot	16,138.31	20,187.38	4,049.07	25.09
	582414	Wingra Lot	5,300.11	4,418.27	(881.84)	(16.64)
	582564	SS Capitol	21,405.15	24,586.67	3,181.52	14.86
		Subtotal - Meters Off-Street	419,945.94	451,597.74	31,651.80	7.54
	Meters - Off-Street (CYCLES)			-		
	582507	ALL Cycles (eff 7/98)	3,215.65	2,235.69	(979.96)	(30.47)
	Subtotal - 76720's		423,161.59	453,833.43	30,671.84	7.25
76730	Meters - On-Street					
	582024	Cap Sq Mtrs (new '05)	36,377.68	30,052.37	(6,325.31)	(17.39)
	582124	Campus Area	177,157.66	204,550.69	27,393.03	15.46
	582134	CCB Area	127,143.58	134,040.95	6,897.37	5.42
	582144	East Washington Area	53,135.15	56,689.70	3,554.55	6.69
	582154	GEF Area	83,992.53	95,005.05	11,012.52	13.11
	582164	MATC Area	79,215.59	83,224.18	4,008.59	5.06
	582174	Meriter Area	92,905.39	104,920.43	12,015.04	12.93
	582184	MMB Area	122,260.64	134,291.26	12,030.62	9.84
	582194	Monroe Area	48,302.27	62,055.47	13,753.20	28.47
	582204	Scheks Area	13,003.18	16,203.95	3,200.77	24.62
	582214	State St Area	105,188.17	112,190.02	7,001.85	6.66
	582224	University Area	194,572.97	167,443.20	(27,129.78)	(13.94)
	582234	Wilson/Butler Area	64,411.68	73,407.31	8,995.63	13.97
		Subtotal - Meters On-Street	1,197,666.49	1,274,074.58	76,408.08	6.38
	Const'n-Related Meter Rev (On-St)					
	74284	Contractor Permits	50,422.00	50,629.00	207.00	0.41
	74285	Meter Hoods	70,255.00	98,883.04	28,628.04	40.75
	74286	Construction Meter Removal	66,757.00	12,511.00	(54,246.00)	(81.26)
		Subtotal - Constr'n Related Rev	187,434.00	162,023.04	(25,410.96)	(13.56)
		Totals - On-Street Meters	1,385,100.49	1,436,097.62	50,997.12	3.68
76740 / 50	Monthlies and Long-Term/Parking Leases			-		
76470's	582335	Blair Lot	35,511.24	37,520.46	2,009.22	5.66
	582405	Wilson Lot	38,935.73	46,644.43	7,708.70	19.80
	582515	Cap Square No	142,824.23	151,819.93	8,995.70	6.30
	582535	Gov East	124,231.05	134,727.16	10,496.11	8.45
	582525	Overture Center	48,652.40	48,466.96	(185.44)	(0.38)
	582565	SS Capitol - reg Mo/ys	84,789.54	91,069.82	6,280.28	7.41
		Subtotal - Monthlies	474,944.19	510,248.76	35,304.57	7.43
76750's	582528	Overture Center	43,800.75	43,800.75	-	-
	582568	SS Cap - LT Lease	60,665.72	66,150.00	5,484.28	9.04
	582705	Convention Center	-	-	-	-
		Subtotal -- LTL's	104,466.47	109,950.75	5,484.28	5.25
		Totals - Moy's and Leases	579,410.66	620,199.51	40,788.85	7.04
78000s	Miscellaneous Revenues			-		
	78220	Operating Lease Payments	2,735.27	2,258.84	(476.43)	(17.42)
	78310	Property Sales	275.80	1,602.37	1,326.57	480.99
	78890	Other	46,406.00	7,871.29	(38,534.71)	(83.04)
		Subtotal -- Miscellaneous	49,417.07	11,732.50	(37,684.57)	(76.26)
	Summary - RP3 and Misc Revenue (incl's Cycle Perm)		180,839.89	132,931.21	(47,908.68)	(26.49)
	TOTALS		7,740,413.24	7,947,677.53	207,264.29	2.68

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Department of Transportation -- Parking Division
YTD Revenue/Statistics -- THRU SEPTEMBER 2008 vs 2009

	Meters *	+ Cashiered	+ Monthly	= Total	+ Street Meters	+ Misc. Revenues	= Totals *
2008 # of Spaces	310	3,177	498	3,985	1,372	-----	5,357
Revenue	\$ 419,946	\$ 5,171,900	\$ 579,411	\$ 6,171,257	\$ 1,385,100	\$ 180,840	7,737,197
2009 # of Spaces	310	3,207	498	4,015	1,376	-----	5,391
Revenue	\$ 451,598	\$ 5,304,921	\$ 620,200	\$ 6,376,719	\$ 1,436,098	\$ 132,931	7,945,748
2009 +/- 2008							
# of Spaces	-	30	-	30	4	-----	35
Revenue	\$ 31,652	\$ 133,021	\$ 40,789	\$ 205,462	\$ 50,997	\$ (47,909)	208,551
(% Rev Change)	7.5%	2.6%	7.0%	3.3%	3.7%	-26.5%	2.7%

* 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-08	YTD-09	YTD-08	YTD-09	YTD-08	YTD-09	YTD-08	YTD-09	YTD-08	YTD-09	YTD-08	YTD-09	
METERED LOTS	Blair Lot (eff Aug 2002)	13	13	230	229	--	--	\$ 3,305.90	\$ 3,760.10	\$ 1.11	\$ 1.26		
	Lot 88 (Munic Building)	17	17	230	229	78%	72%	\$ 8,695.38	\$ 8,595.13	\$ 2.22	\$ 2.21		
	Brayton Lot Paystations	154	154	230	229	91%	87%	\$ 257,915.76	\$ 280,015.13	\$ 7.28	\$ 7.94		
	Brayton Lot Meters	12	12	230	229	45%	42%	\$ 2,699.02	\$ 2,476.91	\$ 0.98	\$ 0.90		
	Buckeye Lot	53	53	230	229	63%	58%	\$ 104,486.31	\$ 107,558.15	\$ 8.57	\$ 8.86		
	Evergreen Lot	23	23	230	229	--	--	\$ 16,138.31	\$ 20,187.38	\$ 3.05	\$ 3.83		
	Wingra Lot	19	19	230	229	--	--	\$ 5,300.11	\$ 4,418.27	\$ 1.21	\$ 1.02		
	SS Capitol	19	19	230	229	30%	37%	\$ 21,405.14	\$ 24,586.78	\$ 4.90	\$ 5.65		
	Cycles	48	48	n/c	n/c	--	--	\$ 3,215.65	\$ 2,235.68	n/c	n/c		
	CASHIERED	Cap Square North	477	486	268	267	52%	63%	\$ 464,215.54	\$ 522,177.91	\$ 3.63	\$ 4.02	
Gov East		425	417	268	267	90%	84%	\$ 997,148.50	\$ 1,029,887.02	\$ 8.75	\$ 9.25		
Overture Center		544	543	268	267	46%	45%	\$ 536,942.89	\$ 509,720.13	\$ 3.68	\$ 3.52		
SS Campus (Frances) (combined totals)		1,038	1,062	268	267	65%	57%	\$ 910,262.42	\$ 883,277.00	\$ 7.61	\$ 7.55		
SS Campus (Lake)		693	699	268	267	57%	54%	\$ 1,206,008.22	\$ 1,258,349.79	\$ 5.69	\$ 5.90		
MONTHLY	State St Capitol	693	699	268	267	57%	54%	\$ 1,057,322.51	\$ 1,101,509.54	\$ 5.69	\$ 5.90	# of Renters	
ON - STREET METERS	Blair Lot Mo'y (eff 8/2002)	44	44	191	191	98%	94%	\$ 35,511.24	\$ 37,520.46	\$ 4.23	\$ 4.46	49	45
	Wilson Lot Mo'y	50	50	191	191	93%	89%	\$ 38,935.73	\$ 46,644.43	\$ 4.08	\$ 4.88	50	51
	Cap.Sq. N Mo'y	125	125	191	191	98%	97%	\$ 142,824.23	\$ 151,819.93	\$ 5.98	\$ 6.36	148	145
	Gov East Mo'y	85	85	191	191	101%	83%	\$ 124,231.05	\$ 134,727.16	\$ 7.65	\$ 8.30	100	88
	Overture Ctr Mo'y (b) (c)	75	75	191	191	100%	101%	\$ 92,453.15	\$ 92,267.71	\$ 6.45	\$ 6.44	95	92
	SS Cap. Mo'y (b) (d)	119	119	191	191	101%	99%	\$ 145,455.26	\$ 157,219.82	\$ 6.40	\$ 6.92	134	132
	Campus Area Route	168	173	230	229	62%	53%	\$ 177,157.66	\$ 204,550.69	\$ 4.59	\$ 5.16	576	555
	Capitol Square (f)	24	20	230	229	58% (f)	55% (f)	\$ 36,377.68	\$ 30,052.37	\$ 6.50	\$ 6.42		-21
	CCB Area Route	89	91	230	229	55%	52%	\$ 127,143.58	\$ 134,040.95	\$ 6.21	\$ 6.43		
	East Washington Area Route	96	96	230	229	36%	34%	\$ 53,135.15	\$ 56,689.70	\$ 2.41	\$ 2.59		
	GPF Area Route	78	80	230	229	41%	39%	\$ 83,992.53	\$ 95,005.05	\$ 4.68	\$ 5.16		
	MATC Area Route	99	101	230	229	35%	28%	\$ 79,215.59	\$ 83,224.18	\$ 3.47	\$ 3.58		
	Meriter Area Route	115	130	230	229	35%	22%	\$ 92,905.39	\$ 104,920.43	\$ 3.52	\$ 3.52		
	MMB Area Route	96	104	230	229	48%	50%	\$ 122,260.64	\$ 134,291.26	\$ 5.56	\$ 5.63		
	Monroe Area Route	112	125	230	229	pass	pass	\$ 48,302.27	\$ 62,055.47	\$ 1.88	\$ 2.17		
Schenks Area Route	80	80	230	229	pass	pass	\$ 13,003.18	\$ 16,203.95	\$ 0.71	\$ 0.88			
State Street Area Route	107	108	230	229	38%	33%	\$ 102,620.52	\$ 112,190.02	\$ 4.16	\$ 4.53			
University Area Route	199	158	230	229	43%	23%	\$ 193,535.38	\$ 167,443.20	\$ 4.23	\$ 4.63			
Wilson/Butler Area Route	109	109	230	229	31%	36%	\$ 68,016.92	\$ 73,407.31	\$ 2.71	\$ 2.94			
Various Routes	--	--	230	229	n/a	n/a	\$ -	\$ -	\$ -	\$ -			
Subtotal - Route Revenue	1,372	1,376	230	229	--	--	\$ 1,197,666.49	\$ 1,274,074.58	\$ 3.80	\$ 4.04			
Meter-Related Constrn Rev							\$ 187,434.00	\$ 162,023.04					
Total On-St Meter Revenue							\$ 1,385,100.49	\$ 1,436,097.62					
Miscellaneous							\$ 180,839.89	\$ 132,931.21					
Total (a)	5,405	5,439					\$ 7,740,412.70	\$ 7,947,983.25					

Footnotes:

- Excludes interest on investments
 - Available to public on nights and weekends.
 - 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. Occupancy for Monthly parking reflects the report month, not YTD occupancy. (Added August 2009; prior to the June 2009 rate increases occupancy for Monthly parking typically averaged 100%.)
 - Monthly information for the State Street Capitol Ramp includes the 60 long-term lease parkers (Physicians Plus/North Square Associates).
 - Monthly information for the Overture Center ramp includes the 45 long-term lease parkers (West Washington Associates -- able to lease up to 60 spaces).
 - Due to the small number of meters around the Capitol Square, monthly surveys are not done. However, we computed estimated occupancy via the following equation: YTD Revenue / # of Mtrs in Service / # of Rev-Generating Days / 9 hrs/day / \$1.25/hour (or \$1.50/hr after July 15)
- n/a Not computed -- collection schedules are too varied to yield reliable information.

CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

D-1

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

LOCATION / FACILITY	JUL 09				AUG 09			SEP 09		
	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED
ON - STREET METERS	1080	942	436	53.7%	982	368	62.5%	986	410	58.4%
CITY LOTS:										
BUCKEYE - BLOCK 58	53	53	11	79.2%	53	22	58.5%	0	6	
BRAYTON - METERS	12	12	8	33.3%	12	9	25.0%	12	9	25.0%
PARKMASTER	154	154	6	96.1%	154	34	77.9%	154	33	78.6%
MUNICIPAL BLDG - BLOCK 88	17	17	5	70.6%	15	0	100.0%	17	5	70.6%
SUBTOTAL - CITY LOTS	236	236	30	87.3%	234	65	72.2%	183	47	74.3%
CITY RAMPS:										
OVERTURE CENTER - CASHIERED	529	526	286	45.6%	501	276	44.9%	529	263	50.3%
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	0	100.0%	50	0	100.0%
STATE STREET CAPITOL - METERS	19	19	13	31.6%	19	15	21.1%	12	4	66.7%
STATE STREET CAPITOL - CASHIERED	706	706	404	42.8%	706	357	49.4%	705	192	72.8%
STATE STREET CAPITOL - MONTHLY	134	116	0	100.0%	134	2	98.5%	134	3	97.8%
GOVERNMENT EAST - CASHIERED	426	379	76	79.9%	379	81	78.6%	422	74	82.5%
GOVERNMENT EAST - MONTHLY	100	85	0	100.0%	100	17	83.0%	100	21	79.0%
STATE STREET CAMPUS - CASHIERED	1060	1060	463	56.3%	1060	474	55.3%	1053	367	65.1%
CAPITOL SQUARE NORTH - CASHIERED	481	481	176	63.4%	481	184	61.7%	481	155	67.8%
CAPITOL SQUARE NORTH - MONTHLY	150	125	0	100.0%	150	6	96.0%	150	6	96.0%
SUBTOTAL - CITY RAMPS	3655	3547	1418	60.0%	3580	1412	60.6%	3636	1085	70.2%
SUBTOTAL - CITY LOTS + RAMPS	3891	3783	1448	61.7%	3814	1477	61.3%	3819	1132	70.4%
TOTAL CITY STREETS + LOTS + RAMPS	4971	4725	1884	60.1%	4796	1845	61.5%	4805	1542	67.9%
CAPITOL SQUARE SOUTH - METERS	436	436	182	58.3%	436	196	55.0%	436	144	67.0%
CAPITOL SQUARE SOUTH - PERMITS	534	534	0	100.0%	534	0	100.0%	534	0	100.0%
TOTAL PUBLIC SPACES	5941	5695	2066	63.7%	5766	2041	64.6%	5775	1686	70.8%

Notes:

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

- 1 Overture Center Ramp - Average of 3 spaces out of service for July.
- 2 Government East Ramp - Average of 47 spaces out of service for July.
- 3 Municipal Bldg - Block 88 - 2 spaces converted to DIS/VET spaces for Wednesday farmer's market.
- 4 Overture Center Ramp - Average of 28 spaces out of service for August.
- 5 Government East Ramp - Average of 47 spaces out of service for August.
- 6 Buckeye - Lot 58 - 53 spaces out of service due to lot being resurfaced.
- 7 State Street Capitol Ramp - 7 metered spaces hooded to accommodate displaced Lot 58 parkers.
- 8 State Street Capitol Ramp - Average of 1 space out of service for September.
- 9 Government East Ramp - Average of 4 spaces out of service for September.
- 10 State Street Campus Ramp - Average of 7 spaces out of service for September.

CENTRAL AREA PARKING INFORMATION

AT 11:00 AM to 1:00 PM

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

D-2

LOCATION / FACILITY	JUL 08				AUG 08				SEP 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	984	417	57.6%	947	336	64.5%	954	326	65.8%	
CITY LOTS:											
BUCKEYE - BLOCK 58	53	53	4	92.5%	53	8	84.9%	53	27	49.1%	
BRAYTON - METERS	12	12	7	41.7%	12	10	16.7%	12	8	33.3%	
PARKMASTER	154	154	0	100.0%	154	3	98.1%	154	0	100.0%	
MUNICIPAL BLDG - BLOCK 88	17	17	4	76.5%	17	2	88.2%	17	4	76.5%	
SUBTOTAL - CITY LOTS	236	236	15	93.6%	236	23	90.3%	236	39	83.5%	
CITY RAMPS:											
OVERTURE CENTER - CASHIERED	529	529	302	42.9%	529	293	44.6%	529	271	48.8%	
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%	0	0		0	0	O.O.S.	
STATE STREET CAPITOL - CASHIERED	706	706	350	50.4%	690	325	52.9%	682	173	74.6%	
STATE STREET CAPITOL - MONTHLY	116	116	0	100.0%	116	0	100.0%	116	0	100.0%	
GOVERNMENT EAST - CASHIERED	426	426	28	93.4%	426	30	93.0%	426	21	95.1%	
GOVERNMENT EAST - MONTHLY	85	85	0	100.0%	85	0	100.0%	85	0	100.0%	
STATE STREET CAMPUS - CASHIERED	1060	952	275	71.1%	969	361	62.7%	1044	242	76.8%	
CAPITOL SQUARE NORTH - CASHIERED	481	441	198	55.1%	481	259	46.2%	481	223	53.6%	
CAPITOL SQUARE NORTH - MONTHLY	125	125	0	100.0%	125	0	100.0%	125	0	100.0%	
SUBTOTAL - CITY RAMPS	3597	3449	1165	66.2%	3471	1268	63.5%	3538	930	73.7%	
SUBTOTAL - CITY LOTS + RAMPS	3833	3685	1180	68.0%	3707	1291	65.2%	3774	969	74.3%	
TOTAL CITY STREETS + LOTS + RAMPS	4913	4669	1597	65.8%	4654	1627	65.0%	4728	1295	72.6%	
CAPITOL SQUARE SOUTH - METERS	367	172	26	84.9%	322	130	59.6%	389	151	61.2%	
CAPITOL SQUARE SOUTH - PERMITS	606	580	0	100.0%	531	0	100.0%	584	0	100.0%	
TOTAL PUBLIC SPACES	5886	5421	1623	70.1%	5507	1757	68.1%	5701	1446	74.6%	

Constr.

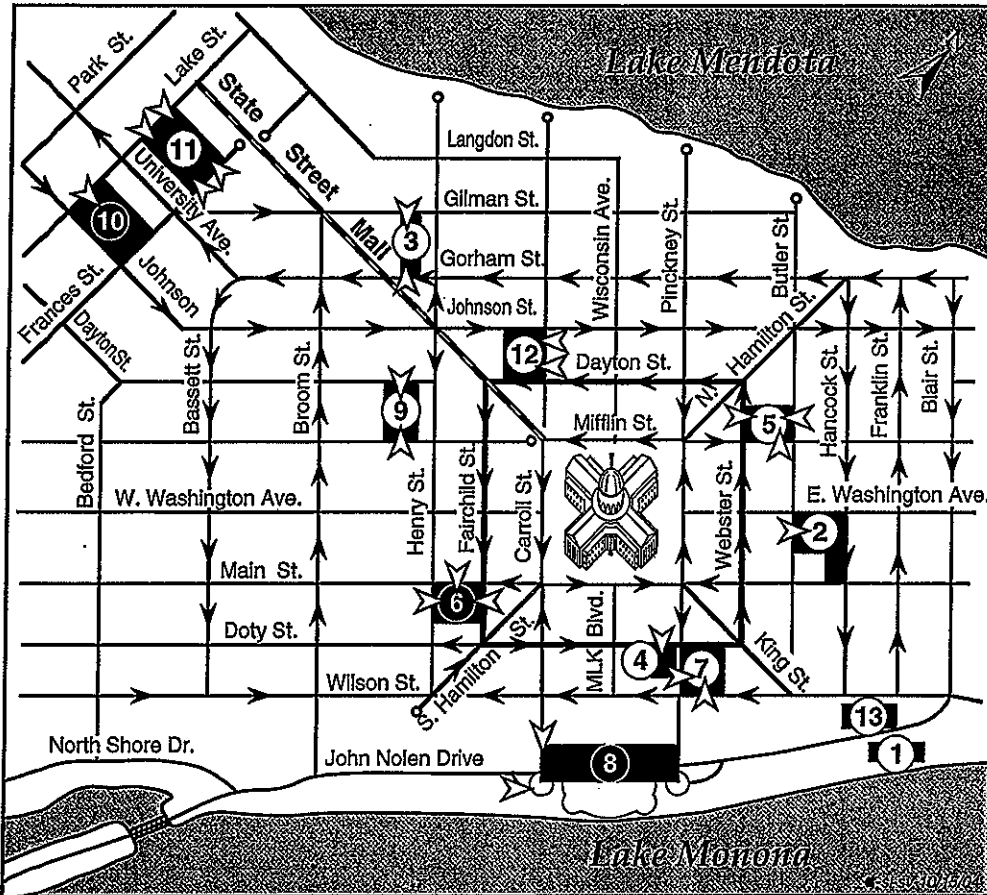
Notes:

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 State Street Campus Ramp - Average of 108 spaces out of service for July.
- 2 Capitol Square North Ramp - Average of 40 spaces out of service for July.
- 3 Capitol Square South Ramp - 111 metered spaces out of service due to construction.
- 4 Capitol Square South Ramp - 110 permit spaces out of service due to construction.
- 5 State Street Capitol Ramp - All metered spaces taken out of service during construction.
- 6 State Street Capitol Ramp - Average of 16 spaces out of service for August.
- 7 State Street Campus Ramp - Average of 91 spaces out of service for August.
- 8 Capitol Square South Ramp - 120 metered spaces out of service during construction.
- 9 State Street Capitol Ramp - Average of 24 spaces out of service for September.
- 10 State Street Campus - Average of 16 spaces out of service for September.

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	