



## Traffic Engineering and Parking Divisions

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To: City Transit and Parking Commission

From: Jo Easland, Parking Analyst

Subject: December 2009 Revenue Report and January Activity Report

### DECEMBER REVENUES

### PRE-CLOSING 2009

	Prior Yr Comp'ns		Actuals +/- Budget Comp'ns			
	YTD Thru		For the Month		YTD thru Dec	
	Dec '09 +/- '08		of December			
	Amount	%	Amount	%	Amount	%
Cashiered Parking Facilities	\$ +261,850	+ 3.8	\$ (26,750)	( 4.2)	\$ (171,950)	( 2.3)
Off-Street Meters (Lots & Ramps)	+ 37,540	+ 6.9	( 210)	( .5)	( 25,600)	( 4.2)
On-Street Meters	+ 95,930	+ 6.1	( 8,400)	( 7.1)	( 26,990)	( 1.6)
Constr'n Rev - On-Str Meters	( 66,290)	( 24.8)	( 25,720)	( 77.6)	( 73,790)	( 26.9)
Subtotal - On-Street Meter Rev	+ 29,640	+ 1.6	( 34,120)	( 22.4)	( 100,780)	( 5.1)
Monthly Parking (incl. LT Leases)	+ 66,380	+ 8.6	( 4,760)	( 6.1)	( 28,310)	( 3.3)
RP3 and Miscellaneous Rev	( 64,910)	( 31.2)	+ 210	+ 8.7	+ 12,050	+ 9.2
Totals	\$ + 330,500	+ 3.2	\$ (65,630)	( 7.2)	\$ ( 314,590)	( 2.9)
Column Ref >>>	A		B		C	

**Note:** Budget projections used for the comparisons in Cols B&C 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

*Note: Due to the changeover from Parcs to Zeag (completed in December), we do not yet have the necessary reports to compile occupancy data in the usual manner; thus, occupancy information reported here is for the month of November, rather than December as expected ...*

The -\$171,950 variance vs YTD Budget (Col C) includes negative variances for three ramps: State Street Campus (#11) -\$172,220, Government East (#7) -\$82,390, and Overture (#9) -\$20,380. There were 23 extra spaces in service during 2009 (vs 2008), but two fewer revenue-generating days\*, and lower occupancy levels overall, presumably due to the mid-year rate increases AND economic downturn.

\* 2 fewer rev-generating days for 2009 = (1) no Feb 29, and (2) 'City Operations Closed' December 9 due to snow

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 November and October fell by -112 parkers (-11 points) and -106 parkers (-10 points), respectively. After-6 pm parking had fallen by about -50 parkers in October, but bounced back to prior-year levels in November.

There was a \$.30/hour (+27.3%) increase at the Government East Ramp – to \$1.40 per hour – and November year-over-year occupancy fell by -104 parkers (-24 points), considerably worse than -79 parkers (-15 points) for October. (Year-over-year occupancy at this facility has lagged every month since the June rate increases.) On average, there were five fewer spaces in service during 2009 (vs 2008).

There was NO increase in the hourly rate at the Overture Center Ramp, and occupancy for November was up 33 parkers (+6 points) vs 2008. "Regular" cashiered revenue was up \$15,370 for the year, but **special event** revenue was off -\$25,160 (despite no increase in the \$4 pay-on-entry fee).

Capitol Square North (CSN, #5) had the largest positive increase over YTD Budget, +\$68,780 (despite the two fewer revenue-generating days). There were seven more spaces in service in 2009; and year-over-year occupancy *improved* following the June rate increases. As at Overture, there was NO change in the hourly rate at this facility (\$.80/hour), and we assume the higher occupancy levels reflect 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, +\$34,260, but we presume this simply indicates a low budget projection for the following reasons: (1) two fewer revenue-generating days in 2009, (2) a decline of about -\$28,810 in special event revenue, and (3) the loss of about 49 parkers (*continually*) in November '09 (vs Nov '08).

**Off-Street Meter Revenues.** Revenues for the Brayton Lot finished about -\$15,930 under budget. In addition to the two fewer revenue-generating days, there was a loss of about 25 parkers (*continually*) following the June 1 rate increase to \$1.35/hour (from \$1.00/hr). Similarly, revenues for the Buckeye Lot – where the hourly rate went from \$1.10 to \$1.25 -- finished about \$6,200 under budget (2 fewer revenue-generating days and 2 fewer parkers vs 2008). All other Off-Street Metered facilities finished within +/- \$3,350 of budget.

**On-Street Meter Revenues.** Reminder re the ~mid-year rate increases: On-Street Meter rates were increased to \$1.50/hour (from \$1.25/hour); enforcement times were left at 8AM-6PM for on-street meters.

The variance of (only) about -\$26,990 under YTD Budget (Col C) is very welcome, especially in light of the two fewer revenue-generating days. Positive variances ranged from +\$3,400 for the MMB Area to +\$19,720 for the Campus Area. The largest negative variances were for (1) the Capitol Square Area (-\$7,300) – meters on East Main St were out of service for many months due to bus stop detours; and (2) the University Area (-\$43,590) – 27 fewer spaces in service vs 2008. The other negative variances came within -\$4,800.

**Construction-Related Revenues.** Contractor revenues, which are difficult to forecast, came in about -\$73,790 under YTD Budget (Col C). Hangtag sales had shown year-over-year improvement May thru September, but finished the year about -\$8,650 (-1,200 hangtags) behind 2008, and about -\$19,820 (-2,140 hangtags) behind 2007. (Reminder: *dollar* differences reflect the June 2009 rate increases.)

**Monthly Parking.** As mentioned previously, we began seeing some "fallout" from the rate increases as early as April. Vacancies peaked at 41 in June (including -25 for Government East), but as of the end of December, vacancies were down to 29, with 'only' 21 openings at Government East.

**RP3/Miscellaneous Revenues.** The -\$64,910 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 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. TDM Park N Ride coupons were honored through December 31, 2009.

RP3 permit sales thru December averaged +\$4,400 vs both YTD 2008 and YTD Budget. Specifically, we sold an additional 186 permits on a calendar-year basis and +147 on a permit-year basis. (The permit year is September 1 thru August 31.) Just over 1,000 customers renewed their permit **online** thru the end of December, up 80 vs 2008. (Online permit renewal was first offered in 2008.)

**Bottomline:** The partial-year rate increases were estimated to generate an additional ~\$773,000 for 2009, for TOTAL operating revenue of about \$10.94 million – about \$645,000 above 2008 Actuals. As it turned out, however, we finished the year only about \$330,500 ahead of 2008 levels, leaving us with the **\$314,590 (2.9%) budget shortfall** (pre-closing).

As shown in Column C (page 1), the primary culprit was Cashiered Revenues, -\$171,950 below budget. As stated earlier, occupancy was off at all ramps but Capitol Square North (but picking up a bit at Overture) – i.e., -190 parkers *continually* in November '09 vs '08 -- and special event revenue finished about -\$49,160 behind 2008 levels. (Again, this decline for Special Event revenue is *despite* no change to the \$4 pay-on-entry fee, supporting the idea that in times of severe economic downturn it is difficult to distinguish 'regular' price resistance {to rate increases} from underlying recessionary factors.)

See Attachments A thru C for *detailed* 2008 vs 2009 revenue comparisons. "Post-closing" totals, as well as details for operating and capital **expenses** will be provided at the May meeting (if not sooner); the City's 2009 Books are schedule to close by the end of **March**.

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

Reminder: Unless otherwise denoted as "YTD", information presented here is for the **month** of November (so as to better reflect *post*-rate increase results, rather than "blended" YTD averages which would also include PRE-rate increase results). Again, *November*, rather than December results are provided due to the changeover from Parcs to Zeag ... **Also, please note that these November occupancy levels are not necessarily related to December revenues cited earlier.**

Ramp - Max # Cash'd Spaces Available	Average		Avg # of			# of		# of Eve/	
	Weekday Occ'y		Weekday Parkers			Weekday Hours		Weekend Hrs	
	(10 am – 2 pm)		at Peak(a) Occy			@ +90% Occy		@ +90% Occy	
	Nov 08	Nov 09	Nov 08	Nov 09	2009 +/- '08	Nov 08	Nov 09	Nov 08	Nov 09
						(daily avgs)		(monthly totals)	
Cap Sq No – 488	56%	64%	268	307	+ 39	0.0	0.0	0.0	0.0
Overture Ctr – 545 (b)	49%	55%	260	293	+ 33	0.0	0.0	4.0	4.0
Gov East – 431	93%	69%	398	294	( 104)	3.9	.8	0.0	0.0
State St Campus – 1066	68%	57%	719	607	( 112)	0.1	0.0	29.0	20.5
State St Capitol – 700	69%	62%	485	436	( 49)	.3	n/a	5.5	n/a
Subtotals – Ramps			2,130	1,937	(193)				
Brayton Lot – 154 (POF)	94%	79%	145	121	( 24)	4.8	.5	0.0	0.0
ALL Off-Street (YTD)	63%	60%	2,212	2,105	( 107)	(ALL Off-Street = ALL Lots & Ramps)			
ALL On-Street (YTD)	62%	58%	600	557	( 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. For November, occupancy at the Buckeye Lot averaged 58% (31 parkers) in 2009, vs 63% (33 parkers) for 2008.

#### **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 *continually* resulted during weekdays.  
 POF = pay-on-foot stations

### **ON-STREET METERS – ENFORCEMENT AND USAGE**

	YTD Dec 2008		YTD Dec 2009	
	Avg	%	Avg	%
Total Number of Meters Surveyed ....	462		453	
less: Meters Out of Service for Construction	44	10%	31	7%
Of Remaining Meters Available for Use ...	418		422	
- Meters Occupied by Parkers Displaying D/V cards or Plates	56	13%	62	15%
- Meters Occupied and Paid (by NON-Dis/Vets)	119	29%	101	24%
- <b>Compliance Rate*</b> (assumes <i>some</i> compliance for Exp'd Mtrs)	--	<b>83%</b>	<b>82%</b>	
- Meters Occupied but Expired	34	8%	31	7%

- Vacant Meters	209	50%	228	54%
- Tickets <b>Observed</b> in Survey Area	5	15%	6	18%

Highlights: A six-point shift >> FROM Paid and Expired Meters (-5 and -1 points, respectively), TO Dis/Vet Parkers and Vacant Meters (+2 and +4 points, respectively). The decline in **Paid Meters**, with inverse increase in **Vacant Meters**, is likely due to the combination of poor economy and mid-year rate increases; i.e., shift to Metro and/or other 'seasonal' transportation, as allowed by the weather. Perhaps some were 'driven' to determine that they are eligible for Dis/Vet (free) parking ?? As regards the small decline in **Expired Meters**, per a separate analysis we found that the number/percentage of Expired Meters has dropped significantly since 2002, likely assisted by the following: (a) in 2003, the PEO's stepped up enforcement and (b) in 2006, the Expired Meter Ticket fee was doubled from \$10 to \$20. Thus resulting in more self-policing and fewer expired meters to ticket!

#### **MONTHLY PARKING - WAITING LIST STATISTICS**

January 30, 2010 Results with Comparisons to November 2006* and January 30, 2009									
Facility	Number of People on Waiting List								
	<u>Residents</u>			<u>Non-Residents</u>			<u>Totals</u>		
	11/1/06	1/30/09	1/30/10	11/1/06	1/30/09	1/30/10	11/1/06	1/30/09	1/30/10
Capitol Square North	17	55	11	19	59	3	36	114	14
Government East	28	71	2	34	88	0	62	159	2
Overture Center	0	15	0	0	14	2	0	29	2
State Street Capitol <sup>(a)</sup>	5	14	0	14	17	0	19	31	0
<b>Totals</b>	<b>50</b>	<b>155</b>	<b>13</b>	<b>67</b>	<b>178</b>	<b>5</b>	<b>117</b>	<b>333</b>	<b>18</b>
Note: Some individuals are on more than one waiting list. The total number, excluding duplicates, is ....	44	125	12	56	144	5	100	269	17

(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.

\* The above chart includes results for November 2006 to provide comparative "post-rate increase" results (for both 2006 and 2009, the rate increases were effective June 1). (Note: the 2006 numbers represent about "the bottom" for the 12-month period following the 2006 rate increases, eventually rebounding as shown in the 2009 column.) As we still have 31 vacancies to fill, obviously some downward pressure on the **2009** numbers still exists, likely from the relatively poor state of the economy ...

Here's a complete vacancy tally as of January 30, 2010 (again, numbers correspond to the map at back) ...

	# of Vacancies at Jan 30, 2010
Blair (#1)	1
Cap Square North (#5)	3
Government East (#7)	20
Overture (#9)	1
State Street Capitol (#12)	2
Wilson Lot (#13)	4
	<u>31</u>

## JANUARY 2010 ACTIVITY REPORT

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

- the contract with Metric Parking Division, Metric Group Inc. is signed; we continued work on the new forms necessary to record and report/post multi-meter machine revenue (both cash *and* credit/debit cards); initial installations are scheduled to start in February;
- extensive concrete remediation is complete for 2009;
- as of December 22, changeover of revenue software from CTR to Zeag, has been completed at all ramps and the Brayton Lot;
- interviews have been completed to select an engineering consulting firm for a new 3-year contract;
- year-end/new-year tasks.

(A)

2009 REVENUES -- BUDGET VS ACTUAL						
Year-to-Date 2009- Through DEC				PRE-CLOSING		
		(## = TPC Map Reference)	Budget	Actual	Actual +/- Budget	
					Amount	%
74000s	Permits					
	74281	RP3 (residential parking permits)	92,199.99	96,643.00	4,443.01	4.82
	74282	Motorcycle Permits	1,199.99	1,200.89	0.90	0.08
	74283	Resid Street Constr Permits	-	-	-	n/a
		Subtotal - Permits	93,399.98	97,843.89	4,443.91	4.76
75300	Awards and Damages		-	3,445.01	3,445.01	n/a
76350	Advertising Revenue		31,337.94	31,337.94	-	-
76710	Cashiered Revenue		-	-	-	-
		ALL Cashiered Ramps	-	-	-	-
	#4	582512 Cap Sq North	621,718.65	690,502.55	68,783.90	11.06
	#6	582532 Gov East	1,463,117.33	1,380,730.95	(82,386.38)	(5.63)
	#9	582522 Overture Center	741,298.31	720,913.81	(20,384.50)	(2.75)
	#11	582542 SS Campus-Frances	1,306,458.30	1,165,980.03	(140,478.27)	(10.75)
	#11	582552 SS Campus-Lake	1,743,244.48	1,711,498.21	(31,746.27)	(1.82)
	#12	582562 SS Capitol	1,481,753.19	1,516,017.63	34,264.44	2.31
		Subtotal - Cashiered Revenue	7,357,590.26	7,185,643.19	(171,947.07)	(2.34)
76720	Meters - Off-Street (NON-CYCLE)					
	#1	582334 Blair Lot	5,009.74	4,550.05	(459.69)	(9.18)
	#7	582344 Lot 88 (Munic Bldg)	11,724.71	10,594.86	(1,129.85)	(9.64)
	#2	582353 Brayton Lot-Machine	372,940.32	357,006.05	(15,934.27)	(4.27)
	#2	582354 Brayton Lot-Meters	3,525.05	2,794.42	(730.63)	(20.73)
	#3	582364 Buckeye/Lot 58	143,099.85	136,885.41	(6,214.44)	(4.34)
		582374 Evergreen Lot	29,925.46	30,568.66	643.20	2.15
		582414 Wingra Lot	10,600.33	7,247.58	(3,352.75)	(31.63)
	#12	582564 SS Capitol	30,005.38	32,702.86	2,697.48	8.99
		Subtotal - Meters Off-Street	606,830.84	582,349.89	(24,480.95)	(4.03)
		Meters - Off-Street (CYCLES)				
		582507 ALL Cycles (eff 7/98)	3,576.62	2,453.56	(1,123.06)	(31.40)
		Subtotal -- 76720's	610,407.46	584,803.45	(25,604.01)	(4.19)
76730	Meters - On-Street					
		582114 Cap Sq Mtrs (new '05)	50,249.23	42,953.76	(7,295.47)	(14.52)
		582124 Campus Area	239,306.65	259,027.64	19,720.99	8.24
		582134 CCB Area	178,234.98	173,455.20	(4,779.78)	(2.68)
		582144 East Washington Area	72,376.22	70,741.37	(1,634.85)	(2.26)
		582154 GEF Area	116,489.04	122,369.17	5,880.13	5.05
		582164 MATC Area	109,769.28	107,242.79	(2,526.49)	(2.30)
		582174 Meriter Area	129,679.26	134,921.53	5,242.27	4.04
		582184 MMB Area	173,416.44	176,822.23	3,405.79	1.96
		582194 Monroe Area	88,773.46	88,586.56	(186.90)	(0.21)
		582204 Schenks Area	23,442.11	23,328.55	(113.56)	(0.48)
		582214 State St Area	144,311.91	144,163.28	(148.63)	(0.10)
		582224 University Area	275,127.75	231,535.74	(43,592.02)	(15.84)
		582234 Wilson/Butler Area	94,647.90	93,690.63	(957.27)	(1.01)
		Subtotal - Meters On-Street	1,695,824.23	1,668,838.45	(26,985.79)	(1.59)
		Const'n-Related Meter Rev (On-St)				
		74284 Contractor Permits	71,934.64	64,440.00	(7,494.64)	(10.42)
		74285 Meter Hoods	100,000.22	124,105.64	24,105.42	24.11
		74286 Construction Meter Removal	102,912.28	12,511.00	(90,401.28)	(87.84)
		Subtotal - Constr'n Related Rev	274,847.14	201,056.64	(73,790.50)	(26.85)
		Totals - On-Street Meters	1,970,671.37	1,869,895.09	(100,776.29)	(5.11)
76740 / 50	Monthlies and Long-Term/Parking Leases					
76740's	#1	582335 Blair Lot	55,610.35	52,270.36	(3,339.99)	(6.01)
	#13	582405 Wilson Lot	66,829.65	66,329.43	(500.22)	(0.75)
	#4	582515 Cap Square North	210,313.35	207,616.59	(2,696.76)	(1.28)
	#6	582535 Gov East	196,845.00	178,100.80	(18,744.20)	(9.52)
	#9	582525 Overture Center	67,038.65	64,984.01	(2,054.64)	(3.06)
	#12	582565 SS Capitol - reg Mo'ys	124,905.50	123,918.22	(987.28)	(0.79)
		Subtotal - Monthlies	721,542.50	693,219.41	(28,323.09)	(3.93)
76750's	#9	582528 Overture Center	58,401.00	58,401.00	-	-
	#12	582568 SS Cap - LT Lease	90,439.48	90,450.00	10.52	0.01
		Subtotal -- LTL's	148,840.48	148,851.00	10.52	0.01
		Totals - Moy's and Leases	870,382.98	842,070.41	(28,312.57)	(3.25)
78000s	Miscellaneous Revenues					
		78220 Operating Lease Payments	4,000.00	3,669.27	(330.73)	(8.27)
		78310 Property Sales	-	3,947.38	3,947.38	n/a
		78890 Other	2,297.55	2,845.68	548.13	23.86
		Subtotal -- Miscellaneous	6,297.55	10,462.33	4,164.78	66.13
		Summary - RP3 and Misc Revenue (incl's Cycle Perm)	131,035.47	143,089.17	12,053.70	9.20
		TOTALS	10,940,087.54	10,625,501.31	(314,586.24)	(2.88)

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(B)

Year-to-Date Revenues >> 2008 vs 2009							
Through DEC					PRE-CLOSING	2009 +/- 2008	
			2008 YTD	2009 YTD	Amount	%	
<b>74000s</b>	<b>Licenses, Permits, Fees</b>						
	74281	RP3 (residential parking permits)	92,233.00	96,643.00	4,410.00		4.78
	74282	Motorcycle Permits	1,348.94	1,200.89	(148.05)		(10.98)
	74283	Resid Street Constr Permits	667.41	-	(667.41)		(100.00)
		Subtotal - Licenses, ...	94,249.35	97,843.89	3,594.54		3.81
<b>75300</b>	<b>Awards and Damages</b>			565.71	3,445.01	2,879.30	508.97
<b>76350</b>	<b>Advertising Revenue</b>			62,675.88	31,337.94	(31,337.94)	(50.00)
<b>76710</b>	<b>Cashiered Revenue</b>			-			
	582512	Cap Sq North	614,918.17	690,502.55	75,584.37		12.29
	582532	Gov East	1,322,214.23	1,380,730.95	58,516.72		4.43
	582522	Overture Center	731,571.71	720,913.81	(10,657.90)		(1.46)
	582542	SS Campus-Frances	1,207,699.45	1,165,980.03	(41,719.42)		(3.45)
	582552	SS Campus-Lake	1,614,783.92	1,711,498.21	96,714.29		5.99
	582562	SS Capitol	1,432,603.35	1,516,017.63	83,414.28		5.82
		Subtotal - Cashiered Revenue	6,923,790.84	7,185,643.19	261,852.35		3.78
<b>76720</b>	<b>Meters - Off-Street (NON-CYCLE)</b>						
	582334	Blair Lot	4,084.32	4,550.05	465.73		11.40
	582344	Lot 88 (Munic Bldg)	11,417.58	10,594.86	(822.72)		(7.21)
	582353	Brayton Lot-Machine	330,910.12	357,006.05	26,095.93		7.89
	582354	Brayton Lot-Meters	3,303.98	2,794.42	(509.56)		(15.42)
	582364	Buckeye/Lot 58	135,349.10	136,885.41	1,536.31		1.14
	582374	Evergreen Lot	22,355.34	30,568.66	8,213.32		36.74
	582414	Wingra Lot	8,983.91	7,247.58	(1,736.33)		(19.33)
	582564	SS Capitol	27,265.95	32,702.86	5,436.91		19.94
		Subtotal - Meters Off-Street	543,670.30	582,349.89	38,679.59		7.11
	<b>Meters - Off-Street (CYCLES)</b>						
	582507	ALL Cycles (eff 7/98)	3,594.76	2,453.56	(1,141.20)		(31.75)
		Subtotal -- 76720's	547,265.06	584,803.45	37,538.39		6.86
<b>76730</b>	<b>Meters - On-Street</b>						
	582024	Cap Sq Mtrs (new '05)	48,779.60	42,953.76	(5,825.84)		(11.94)
	582124	Campus Area	223,691.31	259,027.64	35,336.33		15.80
	582134	CCB Area	167,189.95	173,455.20	6,265.25		3.75
	582144	East Washington Area	68,626.62	70,741.37	2,114.75		3.08
	582154	GEF Area	110,123.05	122,369.17	12,246.12		11.12
	582164	MATC Area	103,447.89	107,242.79	3,794.90		3.67
	582174	Meriter Area	121,901.92	134,921.53	13,019.61		10.68
	582184	MMB Area	162,481.36	176,822.23	14,340.87		8.83
	582194	Monroe Area	66,074.79	88,586.56	22,511.77		34.07
	582204	Schenks Area	17,926.07	23,328.55	5,402.48		30.14
	582214	State St Area	137,701.44	144,163.28	6,461.84		4.69
	582224	University Area	260,117.18	231,535.74	(28,581.45)		(10.99)
	582234	Wilson/Butler Area	84,843.13	93,690.63	8,847.50		10.43
		Subtotal - Meters On-Street	1,572,904.31	1,668,838.45	95,934.14		6.10
	<b>Const'n-Related Meter Rev (On-St)</b>						
	74284	Contractor Permits	70,869.00	64,440.00	(6,429.00)		(9.07)
	74285	Meter Hoods	118,594.74	124,105.64	5,510.90		4.65
	74286	Construction Meter Removal	77,885.00	12,511.00	(65,374.00)		(83.94)
		Subtotal - Constr'n Related Rev	267,348.74	201,056.64	(66,292.10)		(24.80)
		<b>Totals - On-Street Meters</b>	<b>1,840,253.05</b>	<b>1,869,895.09</b>	<b>29,642.03</b>		<b>1.61</b>
<b>76740 / 50</b>	<b>Monthlies and Long-Term/Parking Leases</b>						
<b>76470's</b>	582335	Blair Lot	47,666.24	52,270.36	4,604.12		9.66
	582405	Wilson Lot	52,329.83	66,329.43	13,999.60		26.75
	582515	Cap Square No	191,618.51	207,616.59	15,998.08		8.35
	582535	Gov East	166,546.05	178,100.80	11,554.75		6.94
	582525	Overture Center	65,283.40	64,984.01	(299.39)		(0.46)
	582565	SS Capitol - reg Mo's	112,936.84	123,918.22	10,981.38		9.72
		Subtotal - Monthlies	636,380.87	693,219.41	56,838.54		8.93
<b>76750's</b>	582528	Overture Center	58,401.00	58,401.00	-		-
	582568	SS Cap - LT Lease	80,909.72	90,450.00	9,540.28		11.79
	582705	Convention Center	-	-	-		-
		Subtotal -- LTL's	139,310.72	148,851.00	9,540.28		6.85
		<b>Totals- Moy's and Leases</b>	<b>775,691.59</b>	<b>842,070.41</b>	<b>66,378.82</b>		<b>8.56</b>
<b>78000s</b>	<b>Miscellaneous Revenues</b>						
	78220	Operating Lease Payments	4,650.43	3,669.27	(981.16)		(21.10)
	78310	Property Sales	1,598.80	3,947.38	2,348.58		146.90
	78890	Other	44,257.83	2,845.68	(41,412.15)		(93.57)
		Subtotal -- Miscellaneous	50,507.06	10,462.33	(40,044.73)		(79.29)
		Summary - RP3 and Misc Revenue (incl's Cycle Perm)	207,998.00	143,089.17	(64,908.83)		(31.21)
	<b>TOTALS</b>		<b>10,294,998.54</b>	<b>10,625,501.31</b>	<b>330,502.76</b>		<b>3.21</b>

F:\Tncommon\PARKING\MO-REPT\SCHEDS\09BVSA.XLS\YTD 09 VS 08

**Department of Transportation -- Parking Division**  
**YTD Revenue/Statistics (Averages) -- THRU DECEMBER 2008 vs 2009**

		Off-Street				Street		Misc.		
		Meters *	+ Cashiered	+ Monthly	= Total	+ Meters	+ Revenues	=	Totals *	
2008	# of Spaces	310	3,188	498	3,996	1,369	-----		5,365	
	Revenue	\$ 543,670	\$ 6,923,791	\$ 775,692	\$ 8,243,153	\$ 1,840,253	\$ 207,998		10,291,404	
2009	# of Spaces	310	3,211	498	4,019	1,390	-----		5,409	
	Revenue	\$ 582,350	\$ 7,185,643	\$ 842,070	\$ 8,610,064	\$ 1,869,895	\$ 143,089		10,623,048	
2009 +/- 2008										
	# of Spaces	-	23	-	23	21	-----		45	
	Revenue	\$ 38,680	\$ 261,852	\$ 66,379	\$ 366,911	\$ 29,642	\$ (64,909)		331,645	
	(% Rev Change)	7.1%	3.8%	8.6%	4.5%	1.6%	-31.2%		3.2%	

\* 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	Nov 08	Nov 09	YTD-08	YTD-09	YTD-08	YTD-09		
												YTD-08	YTD-09
METERED LOTS	Blair Lot (eff Aug 2002)	13	13	307	305	--	--	\$ 4,084.32	\$ 4,550.05	\$ 1.02	\$ 1.15		
	Lot 88 (Munic Building)	17	17	307	305	53%	88%	\$ 11,417.58	\$ 10,594.86	\$ 2.19	\$ 2.04		
	Brayton Lot Paystations	154	154	307	305	94%	79%	\$ 330,910.12	\$ 357,006.05	\$ 7.00	\$ 7.60		
	Brayton Lot Meters	12	12	307	305	58%	50%	\$ 3,303.98	\$ 2,794.42	\$ 0.90	\$ 0.76		
	Buckeye Lot	53	53	307	305	34%	53%	\$ 135,349.10	\$ 136,885.41	\$ 8.32	\$ 8.47		
	Evergreen Lot	23	23	307	305	--	--	\$ 22,355.34	\$ 30,569.20	\$ 3.17	\$ 4.36		
	Wingra Lot	19	19	307	305	--	--	\$ 8,983.91	\$ 7,247.58	\$ 1.54	\$ 1.25		
	SS Capitol	19	19	307	305	32%	47%	\$ 27,265.95	\$ 32,702.86	\$ 4.67	\$ 5.64		
	Cycles	48	48	n/c	n/c	--	--	\$ 3,594.76	\$ 2,453.55	n/c	n/c		
	Cap Square North	480	487	359	357	56%	64%	\$ 614,918.17	\$ 690,502.56	\$ 3.57	\$ 3.97		
CASHIERED	Gov East	426	421	359	357	93%	69%	\$ 1,322,214.23	\$ 1,380,748.92	\$ 8.65	\$ 9.19		
	Overture Center	543	544	359	357	49%	55%	\$ 731,571.71	\$ 720,895.85	\$ 3.75	\$ 3.71		
	SS Campus (Frances)							\$ 1,207,699.45	\$ 1,165,980.03				
	(combined totals)	1,045	1,060	359	357	68%	57%	\$ 2,821,670	\$ 2,877,478	\$ 7.52	\$ 7.60		
	SS Campus (Lake)							\$ 1,614,783.92	\$ 1,711,498.24				
MONTHLY	State St Capitol	694	699	359	357	69%	60%	\$ 1,432,603.35	\$ 1,516,017.65	\$ 5.75	\$ 6.08		
	Blair Lot Mo'y (eff 8/2002)	44	44	255	254	100%	100%	\$ 47,666.24	\$ 52,270.36	\$ 4.25	\$ 4.68	49	46
	Wilson Lot Mo'y	50	50	255	254	100%	100%	\$ 52,329.83	\$ 66,329.43	\$ 4.10	\$ 5.22	52	52
	Cap Sq. N Mo'y	125	125	255	254	99%	99%	\$ 191,618.51	\$ 207,616.59	\$ 6.01	\$ 6.54	148	146
	Gov East Mo'y	85	85	255	254	100%	77%	\$ 166,546.05	\$ 178,100.80	\$ 7.68	\$ 8.25	100	85
	Overture Ctr Mo'y (b) (c)	75	75	255	254	100%	98%	\$ 123,684.40	\$ 123,385.01	\$ 6.47	\$ 6.48	95	93
	SS Cap. Mo'y (b) (d)	119	119	255	254	100%	99%	\$ 193,846.56	\$ 214,368.22	\$ 6.39	\$ 7.09	134	132
ON - STREET METERS	Campus Area Route	163	175	307	305	62%	43%	\$ 223,691.31	\$ 259,027.64	\$ 4.46	\$ 4.85	577	555
	Capitol Square (f)	24	22	307	305	0%	0%	\$ 48,779.60	\$ 42,953.76	\$ 6.55	\$ 6.53		
	CCB Area Route	89	91	307	305	53%	53%	\$ 167,189.95	\$ 173,455.20	\$ 6.15	\$ 6.23		
	East Washington Area Route	96	96	307	305	33%	25%	\$ 68,626.62	\$ 70,741.37	\$ 2.33	\$ 2.42		
	GEF Area Route	79	81	307	305	41%	31%	\$ 110,123.05	\$ 122,369.17	\$ 4.53	\$ 4.93		
	MATC Area Route	99	102	307	305	35%	32%	\$ 103,447.89	\$ 107,242.79	\$ 3.41	\$ 3.45		
	Meriter Area Route	119	130	307	305	23%	16%	\$ 121,901.92	\$ 134,921.53	\$ 3.33	\$ 3.40		
	MMB Area Route	98	105	307	305	57%	44%	\$ 162,481.36	\$ 176,822.23	\$ 5.38	\$ 5.53		
	Monroe Area Route	115	125	307	305	pass	pass	\$ 66,074.79	\$ 88,586.56	\$ 1.87	\$ 2.32		
	Schenks Area Route	80	80	307	305	pass	pass	\$ 17,926.07	\$ 23,328.55	\$ 0.73	\$ 0.96		
	State Street Area Route	103	108	307	305	39%	25%	\$ 137,701.44	\$ 144,163.28	\$ 4.34	\$ 4.39		
	University Area Route	194	167	307	305	38%	n/a	\$ 260,117.18	\$ 231,535.74	\$ 4.38	\$ 4.55		
	Wilson/Butler Area Route	109	109	307	305	31%	34%	\$ 84,843.13	\$ 93,690.63	\$ 2.53	\$ 2.81		
	Various Routes	--	--	307	305	n/a	n/a	\$ --	\$ --	\$ --	\$ --		
	Subtotal - Route Revenue	1,369	1,390	283	281	--	--	\$ 1,572,904.31	\$ 1,668,838.45	\$ 4.06	\$ 4.27		
	Meter-Related Constrn Rev							\$ 267,348.74	\$ 201,056.64				
	Total On-St Meter Revenue							\$ 1,840,253.05	\$ 1,869,895.09				
	Miscellaneous	--	--					\$ 207,998.00	\$ 143,089.17				
	Total (a)	5,413	5,457					\$ 10,294,998.53	\$ 10,625,501.89				
								\$ 330,303.36					

Note:  
Occupancy information is for the month of November\* (rather than 'blended' YTD averages) to better compare PRE- (Nov '08) and POST- (Nov '09) rate increase results.

\*December data is not yet available due to the changeover from Parc to Zeag.

**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 2008 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.  
NOTE: All Occupancy information reflects the report month, not YTD average occupancy, to better present 'before-and-after rate increases' data.
  - 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 compute 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

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

D-1

		OCT 09				NOV 09			DEC 09		
LOCATION / FACILITY	TOTAL SPACES	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	# SPACES IN OPERATION	# VACANT SPACES	% OCCUPIED	
ON - STREET METERS	1055	1025	494	51.8%	987	459	53.5%	1001	461	53.9%	
CITY LOTS:											
BUCKEYE - BLOCK 58	53	53	19	64.2%	53	25	52.8%	53	10	81.1%	
BRAYTON - METERS	12	12	11	8.3%	12	6	50.0%	12	8	33.3%	
PARKMASTER	154	154	0	100.0%	154	31	79.9%	154	4	97.4%	
MUNICIPAL BLDG - BLOCK 88	17	17	0	100.0%	17	2	88.2%	17	3	82.4%	
SUBTOTAL - CITY LOTS	236	236	30	87.3%	236	64	72.9%	236	25	89.4%	
CITY RAMPS:											
OVERTURE CENTER - CASHIERED	529	529	240	54.6%	529	240	54.6%		④		
OVERTURE CENTER - MONTHLY	50	50	0	100.0%	50	2	96.0%	50	0	100.0%	
STATE STREET CAPITOL - METERS	19	19	7	63.2%	19	10	47.4%	19	10	47.4%	
STATE STREET CAPITOL - CASHIERED	706	706	206	70.8%	706	229	67.6%				
STATE STREET CAPITOL - MONTHLY	134	134	4	97.0%	134	2	98.5%	134	1	99.3%	
GOVERNMENT EAST - CASHIERED	426	426	66	84.5%	426	108	74.6%				
GOVERNMENT EAST - MONTHLY	100	100	① 22	78.0%	100	23	77.0%	100	26	74.0%	
STATE STREET CAMPUS - CASHIERED	1060	1027	312	69.6%	1060	391	63.1%				
CAPITOL SQUARE NORTH - CASHIERED	481	481	211	56.1%	481	163	66.1%				
CAPITOL SQUARE NORTH - MONTHLY	150	150	1	99.3%	150	1	99.3%	150	3	98.0%	
SUBTOTAL - CITY RAMPS	3655	3622	1069	70.5%	3655	1169	68.0%	453	40	91.2%	
SUBTOTAL - CITY LOTS + RAMPS	3891	3858	1099	71.5%	3891	1233	68.3%	689	65	90.6%	
TOTAL CITY STREETS + LOTS + RAMPS	4946	4883	② 1593	67.4%	4878	③ 1692	65.3%	1690	⑤ 526	68.9%	
CAPITOL SQUARE SOUTH - METERS	436	382	74	80.6%	380	③ 113	70.3%	423	⑤ 72	83.0%	
CAPITOL SQUARE SOUTH - PERMITS	534	534	0	100.0%	534	0	100.0%	510	0	100.0%	
TOTAL PUBLIC SPACES	5916	5799	1667	71.3%	5792	1805	68.8%	2623	598	77.2%	

## 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 33 spaces out of service for October.
- 2 Capitol Square South Ramp - 54 spaces out of service due to construction.
- 3 Capitol Square South Ramp - 56 spaces out of service due to construction.
- 4 No vacancy information for ramps due to change over of parking systems.
- 5 Capitol Square South Ramp - 37 spaces out of service due to construction.

# 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

		OCT 08				NOV 08			DEC 08		
LOCATION / FACILITY	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%	526	294	44.1%	
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%	706	332	53.0%	
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%	425	13	96.9%	
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%	1057	337	68.1%	
CAPITOL SQUARE NORTH - CASHIERED	481	481	219	54.5%	481	207	57.0%	481	196	59.3%	
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%	3590	1188	66.9%	
SUBTOTAL - CITY LOTS + RAMPS	3833	3789	1023	73.0%	3825	1006	73.7%	3813	1211	68.2%	
TOTAL CITY STREETS + LOTS + RAMPS	4913	4752	1389	70.8%	4837	1404	71.0%	4830	1673	65.4%	
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%	5778	1789	69.0%	

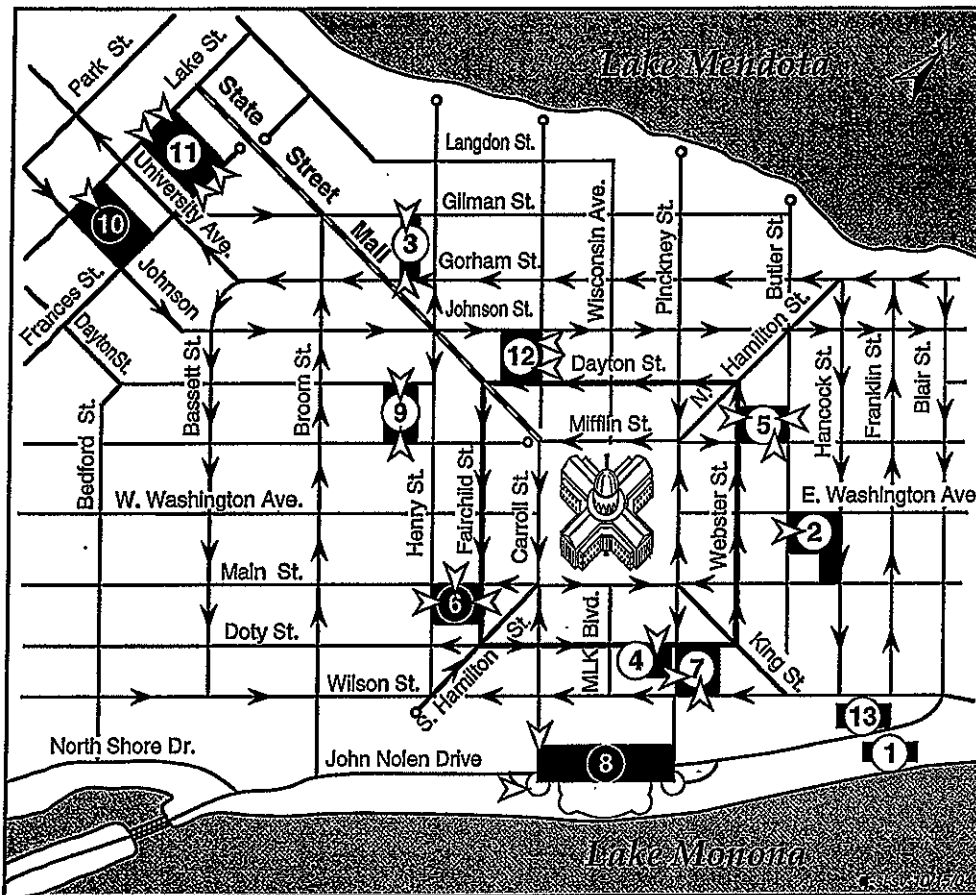
### Notes:

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.
- 9 Brayton Lot - 2 spaces out of service due to snow.
- 10 Brayton Lot - 9 spaces out of service due to snow.
- 11 Buckeye Lot - 2 spaces out of service due to snow.
- 12 Overture Center Ramp - Average of 2 spaces out of service for December.
- 13 Government East Ramp - Average of 1 space out of service for December.
- 14 State Street Campus Ramp - Average of 3 spaces out of service for December.
- 15 Capitol Square South Ramp - 22 spaces out of service.

# DOWNTOWN PUBLIC PARKING

City Operated and Non-City Operated



FACILITY NAME	LEGEND
<ul style="list-style-type: none"> <li>① Blair Lot</li> <li>② Brayton Lot</li> <li>③ Buckeye Lot</li> <li>④ Lot 88</li> <li>⑤ Capitol Square North Ramp</li> <li>⑥ Capitol Square South Ramp (County)</li> <li>⑦ Government East Ramp</li> <li>⑧ Monona Terrace Community and Convention Center (NOT City Operated)</li> <li>⑨ Overture Center Ramp</li> <li>⑩ South East Campus Ramp (UW-Madison)</li> <li>⑪ State Street Campus Ramp</li> <li>⑫ State Street Capitol Ramp</li> <li>⑬ Wilson Lot</li> </ul>	<ul style="list-style-type: none"> <li>■ Public Parking</li> <li>① City Operated Facilities</li> <li>● Non-City Operated Facilities</li> <li>➤ Lot/Ramp Entrance</li> <li>➤ One-way Street</li> </ul>