

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

**Revenues and Occupancies:** YTD revenues for 2014 through December show an increase of \$1.02M (8%) compared to 2013 revenues, with increases in the following major categories: “Monthly Parking & Long-Term Agreements” = \$393K (27%), “Attended Facilities” = \$395K (5%), “On-Street Meters” = \$144K (6%), and “Off-Street Meters” = \$89K (13%). Peak average occupancy data through October range from 80% - 52% YTD: Government East (80%), Overture Center (79%), Capital Square North (69%), State Street Campus (59%), and State Street Capitol (52%). Of particular note is that there were 63 days in 2014 where the State Street Campus garages (Lake and Frances) were full for some portion of the day, and these are the largest single source of revenue system-wide, at nearly \$3M.

**Operating Expenses/Bottom Line and Capital Expenses:** The City is currently switching its financial software to the new MUNIS system. During this changeover period it is not possible to provide accurate figures as some expenses will be in the old system and some in the new, and the reporting and categorizing of accounts will be changing. Staff will continue to work to change over to the new system.

**Facilities:** A new resolution for a Request for Proposals for the Judge Doyle Square project was introduced at the January 6 Common Council meeting, and was referred to the Board of Estimates for review and deliberation on January 12. The Board of Estimates referred this item to its January 26 meeting, where they recommended that the Common Council adopt. The item was on the February 3 Common Council agenda.

Parking Utility staff has directed our consultant to provide plans and specs to refit the Capitol Square North garage with LED lighting. This project is expected to be completed in 2015.

Plans and specs are being put together for the annual parking garage repair contract. These should be ready by mid-February to proceed through the City’s approval process.

**Multi-space meters:** Ten new multi-space meters arrived at the end of December. These are a new model, and incorporate a second large video screen. The vendor will be coming to train our staff on the operation, maintenance, and repair of these units in mid-February. We plan to install two of these meters in the State Street Capitol garage following the training, and will install the remaining units as weather permits. We have 99 multi-space meters in operation, and one meter reserved for testing and training. A new order for 50 additional multi-space meters will be placed by the end of February, with an expected delivery date by early summer.

**Park & Walk program:** We will continue to review usage and revenue data in our system to determine locations for which inclusion into the Park and Walk program would be beneficial.

**Car Sharing:** A public informational meeting was held on January 28. Community Car, ZipCar, Innova UEV, and car2go made short presentations outlining their operations. A link to these presentations has been placed on the Parking Utility web site under the “what’s new” section.

**Pay-by-cell/phone pilot:** We continue to work with our vendors, MobileNOW! and Amano McGann, to address operational issues with the pay-by-cell method.

**Parking Operations Manager:** Bill Putnam is serving as the Interim Parking Operations Manager. The permanent position has been advertised and applications are due February 22.

YEAR-TO-DATE REVENUES: 2012 THRU 2014 (JAN-DEC)		2012	2013	2014
### = TPC Map Reference)				
<b>Permits</b>				
	RP3 (residential parking permits)	102,187	103,242	106,685
	Motorcycle Permits	1,333	2,023	2,029
	Resid Street Constr Permits	0	253	237
<b>Total-Permits</b>		<b>103,520</b>	<b>105,518</b>	<b>108,951</b>
<b>Awards and Damages</b>		<b>3,024</b>	<b>5,402</b>	<b>3,351</b>
<b>Advertising Revenue</b>		<b>0</b>	<b>0</b>	<b>0</b>
	Pct increase/decrease vs prior year	101%	102%	103%
<b>Attended Facilities</b>				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	860,817	905,630	854,698
#6	Gov East	1,538,359	1,648,053	1,720,960
#9	Overture Center	970,624	1,098,688	1,258,116
#11	SS Campus-Frances	655,872	620,677	534,729
#11	SS Campus-Lake	2,285,674	2,330,524	2,449,777
#12	SS Capitol	1,471,231	1,553,430	1,733,464
<b>Total-Attended Facilities</b>		<b>7,782,578</b>	<b>8,157,002</b>	<b>8,551,744</b>
	Pct increase/decrease vs prior year	99%	105%	105%
<b>Off-Street Meters (non-motorcycle)</b>				
#1	Blair Lot	7,323	8,755	8,477
#7	Lot 88 (Munic Bldg)	15,389	14,573	12,552
#2	Brayton Lot-Machine	389,536	347,174	451,387
#2	Brayton Lot-Meters	987	784	733
	Buckeye/Lot 58 Multi-Sp	212,235	203,485	216,829
	Evergreen Lot Meters	40,927	43,734	26,223
	Evergreen Lot Multi-Space	0	0	16,291
	Wingra Lot	9,030	9,795	10,024
#12	SS Capitol	56,740	73,898	48,441
	Subtotal-Off-Street Meters (non motorcycle)	<b>732,166</b>	<b>702,197</b>	<b>790,957</b>
<b>Off-Street Meters (motorcycles)</b>				
	ALL Cycles	1,727	1,277	1,422
<b>Total-Off-Street Meters (All)</b>		<b>733,892</b>	<b>703,474</b>	<b>792,379</b>
	Pct increase/decrease vs prior year	106%	96%	113%
<b>On-Street Meters</b>				
	Unattributed On Street Multi-Space & Mobile Now!	0	4,412	22,211
	Cap Sq Mtrs	24,174	21,978	23,388
	Cap Sq Multi-Space	38,763	42,296	41,410
	Campus Area	97,680	94,519	103,975
	Campus Area Multi-Space	196,596	186,256	222,037
	CCB Area	51,740	43,538	43,041
	CCB Area Multi-Space	149,723	156,635	151,977
	E Washington Area	58,042	58,893	56,891
	E Washington Area Multi-Space	19,370	22,608	22,345
	GEF Area	56,164	41,607	40,106
	GEF Area Multi-Space	99,594	101,595	90,872
	MATC Area	23,296	20,198	20,329
	MATC Area Multi-Space	142,731	153,439	148,629
	Meriter Area	67,124	54,643	60,953
	Meriter Area Multi-Space	77,116	130,601	143,227
	MMB Area	51,151	42,743	41,515
	MMB Area Multi-Space	160,701	176,497	161,520
	Monroe Area	127,315	130,881	131,074
	Schenks Area	27,084	19,485	15,678
	State St Area	41,138	27,644	20,478
	State St Area Multi-Space	119,066	138,881	171,266
	University Area	174,891	152,305	166,493
	University Area Multi-Space	148,566	167,103	149,619
	Wilson/Butler Area	65,017	53,721	45,594
	Wilson/Butler Area Multi-Space	34,311	53,344	54,030
	Subtotal-On-Street Meters	<b>2,051,355</b>	<b>2,095,821</b>	<b>2,148,660</b>
	Pct increase/decrease vs prior year	110%	102%	103%
<b>On-Street Construction-Related Meter Revenue</b>				
	Contractor Permits	73,869	94,589	160,124
	Meter Hoods	212,513	258,144	315,048
	Construction Meter Removal	0	45,760	14,496
	Subtotal-On-Street Construction Related Revenue	<b>286,382</b>	<b>398,493</b>	<b>489,668</b>
<b>Totals-On-Street Meters</b>		<b>2,337,737</b>	<b>2,494,314</b>	<b>2,638,328</b>
	Pct increase/decrease vs prior year	111%	107%	106%
<b>Monthly Parking and Long-Term Agreements</b>				
	Wingra Lot	0	0	105
#2	Brayton Lot	124,364	144,751	143,242
#11	State St Campus	28,515	82,138	185,450
#1	Blair Lot	59,616	67,520	70,640
#13	Wilson Lot	73,265	67,164	70,880
#4	Cap Square North	237,495	361,326	410,646
#6	Gov East	177,193	201,260	270,975
#9	Overture Center	107,152	180,343	171,276
#12	SS Capitol-Monthly (non-LT Lease)	165,775	207,050	360,588
	Subtotal-Monthly Parking Permits	<b>973,374</b>	<b>1,311,553</b>	<b>1,683,802</b>
#9	Overture Center	98,013	118,710	148,546
#12	SS Cap - LT Lease	0	48,990	39,606
	Subtotal-Long Term Parking Leases	<b>98,013</b>	<b>167,699</b>	<b>188,152</b>
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>1,071,387</b>	<b>1,479,252</b>	<b>1,871,954</b>
	Pct increase/decrease vs prior year	111%	138%	127%
<b>Miscellaneous Revenues</b>				
	Operating Lease Payments	5,645	4,562	3,801
	Property Sales	0	18,802	3,337
	Other	7,753	7,634	22,618
	Subtotal-Miscellaneous	<b>13,398</b>	<b>30,999</b>	<b>29,756</b>
<b>Summary - RP3 and Misc Revenue (incl's Cycle Perms)</b>		<b>119,942</b>	<b>141,919</b>	<b>142,057</b>
<b>TOTALS</b>		<b>12,045,536</b>	<b>12,975,961</b>	<b>13,996,462</b>
	Pct increase/decrease vs prior year	102%	108%	108%

YEAR-TO-DATE REVENUES: 2013 vs 2014					
Through DEC					
	2013 YTD	PRE-CLOSING 2014 YTD	2014 +/- 2013		
			Amount		%
<b>Permits</b>					
74281	RP3 (Residential Parking Permits)	103,242.00	106,685.00	3,443.00	3%
74282	Motorcycle Permits	2,023.00	2,029.00	6.00	0%
74283	Residential Street Construction Permits	253.17	236.78	(16.39)	-6%
<b>Total-Permits</b>		<b>105,518.17</b>	<b>108,950.78</b>	<b>3,432.61</b>	<b>3%</b>
<b>Awards and Damages</b>		<b>5,401.73</b>	<b>3,351.01</b>	<b>(2,050.72)</b>	<b>-38%</b>
<b>Advertising Revenue</b>		-	-	-	n/a
<b>Attended Facilities</b>					
All Cashiered Ramps		-	-	-	n/a
#4	Cap Sq North	905,630.03	854,697.73	(50,932.30)	-6%
#6	Gov East	1,648,053.48	1,720,960.30	72,906.81	4%
#9	Overture Center	1,098,687.52	1,258,115.80	159,428.27	15%
#11	SS Campus-Frances	620,676.56	534,728.93	(85,947.64)	-14%
#11	SS Campus-Lake	2,330,524.08	2,449,777.16	119,253.09	5%
#12	SS Capitol	1,553,430.48	1,733,464.06	180,033.58	12%
<b>Total-Attended Facilities</b>		<b>8,157,002.16</b>	<b>8,551,743.97</b>	<b>394,741.81</b>	<b>5%</b>
<b>Off-Street Meters (non-motorcycle)</b>					
#1	Blair Lot	8,754.62	8,477.34	(277.28)	-3%
#7	Lot 88 (Munic Bldg)	14,573.01	12,552.35	(2,020.66)	-14%
#2	Brayton Lot-Machine	347,173.52	451,387.31	104,213.79	30%
#2	Brayton Lot-Meters	783.57	732.51	(51.06)	-7%
#3	Buckeye/Lot 58 Multi-Space	203,485.13	216,828.53	13,343.40	7%
	Evergreen Lot Meters	43,734.25	26,223.09	(17,511.16)	-40%
	Evergreen Lot Multi-Space	-	16,290.54	16,290.54	n/a
	Wingra Lot	9,794.74	10,024.47	229.73	2%
#12	SS Capitol	73,898.02	48,440.68	(25,457.34)	-34%
	Subtotal-Off-Street Meters (non motorcycle)	702,196.86	790,956.82	88,759.96	13%
<b>Off-Street Meters (motorcycles)</b>					
All Cycles		1,276.97	1,422.15	145.18	11%
<b>Total-Off-Street Meters (All)</b>		<b>703,473.83</b>	<b>792,378.97</b>	<b>88,905.14</b>	<b>13%</b>
<b>On-Street Meters</b>					
Unattributed On Street Multi-Space & Mobile Now!		4,412.45	22,210.63	17,798.18	403%
Capitol Square Meters		21,978.26	23,387.98	1,409.72	6%
Capitol Square Multi-Space		42,295.86	41,410.01	(885.85)	-2%
Campus Area		94,519.39	103,975.25	9,455.86	10%
Campus Area Multi-Space		186,255.64	222,036.84	35,781.20	19%
CCB Area		43,537.88	43,040.79	(497.09)	-1%
CCB Area Multi-Space		156,634.90	151,977.18	(4,657.72)	-3%
East Washington Area		58,893.36	56,891.45	(2,001.91)	-3%
East Washington Area Multi-Space		22,607.56	22,344.75	(262.81)	-1%
GEF Area		41,607.04	40,105.57	(1,501.47)	-4%
GEF Area Multi-Space		101,595.30	90,872.13	(10,723.17)	-11%
MATC Area		20,197.87	20,329.46	131.59	1%
MATC Area Multi-Space		153,438.60	148,629.45	(4,809.15)	-3%
Meriter Area		54,642.59	60,953.45	6,310.86	12%
Meriter Area Multi-Space		130,601.26	143,226.69	12,625.43	10%
MMB Area		42,742.83	41,515.49	(1,227.34)	-3%
MMB Area Multi-Space		176,496.68	161,519.63	(14,977.05)	-8%
Monroe Area		130,880.62	131,074.41	193.79	0%
Schenks Area		19,484.62	15,678.40	(3,806.22)	-20%
State St Area		27,644.46	20,478.44	(7,166.02)	-26%
State St Area Multi-Space		138,881.36	171,266.26	32,384.90	23%
University Area		152,304.58	166,492.68	14,188.10	9%
University Area Multi-Space		167,102.95	149,619.38	(17,483.57)	-10%
Wilson/Butler Area		53,721.36	45,593.83	(8,127.53)	-15%
Wilson/Butler Area Multi-Space		53,344.05	54,029.85	685.80	1%
Subtotal-On-Street Meters		2,095,821.47	2,148,660.00	52,838.53	3%
<b>On-Street Construction-Related Meter Revenue</b>					
74284	Contractor Permits	94,589.00	160,124.00	65,535.00	69%
74285	Meter Hoods	258,143.60	315,047.87	56,904.27	22%
74286	Construction Meter Removal	45,760.00	14,496.00	(31,264.00)	-68%
Subtotal-On-Street Construction Related Revenue		398,492.60	489,667.87	91,175.27	23%
<b>Totals-On-Street Meters</b>		<b>2,494,314.07</b>	<b>2,638,327.87</b>	<b>144,013.80</b>	<b>6%</b>
<b>Monthly Parking and Long-Term Agreements</b>					
Wingra Lot		-	104.52	104.52	n/a
#2	Brayton Lot	144,751.46	143,241.82	(1,509.64)	-1%
#11	State St Campus	82,138.15	185,450.21	103,312.06	126%
#1	Blair Lot	67,519.66	70,639.56	3,119.90	5%
	Wilson Lot	67,163.83	70,880.39	3,716.56	6%
#13	Cap Square No	361,325.95	410,646.03	49,320.08	14%
#6	Gov East	201,260.22	270,975.24	69,715.02	35%
#9	Overture Center	180,343.26	171,275.99	(9,067.27)	-5%
#12	SS Capitol-Monthly (non-LT Lease)	207,050.21	360,588.33	153,538.12	74%
	Subtotal-Monthly Permit Parking	1,311,552.74	1,683,802.09	372,249.35	28%
#9	Overture Center (#9)	118,709.65	148,546.05	29,836.40	25%
#12	SS Cap-Long Term Lease	48,989.82	39,605.75	(9,384.07)	-19%
	Subtotal-Long Term Parking Leases	167,699.47	188,151.80	20,452.33	12%
<b>Total-Monthly Parking and Long-Term Agreements</b>		<b>1,479,252.21</b>	<b>1,871,953.89</b>	<b>392,701.68</b>	<b>27%</b>
<b>Miscellaneous Revenues</b>					
78220	Operating Lease Payments	4,562.44	3,801.05	(761.39)	-17%
78310	Property Sales	18,802.47	3,336.61	(15,465.86)	-82%
78890	Other	7,633.83	22,618.03	14,984.20	196%
	Subtotal-Miscellaneous	30,998.74	29,755.69	(1,243.05)	-4%
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		141,918.64	142,057.48	138.84	0%
<b>TOTALS</b>		<b>12,975,960.91</b>	<b>13,996,462.18</b>	<b>1,020,501.27</b>	<b>8%</b>

YEAR-TO-DATE 2014 REVENUES--BUDGET VS ACTUAL THROUGH DEC					
	Budget	Actual	Amount	%	
<b>Permits</b>					
RP3 (Residential Parking Permits)	103,602.67	106,685.00	3,082.33	3%	
Motorcycle Permits	2,239.00	2,029.00	(210.00)	-9%	
Residential Street Construction Permits	253.17	236.78	(16.39)	-6%	
<b>Total-Permits</b>	<b>106,094.84</b>	<b>108,950.78</b>	<b>2,855.94</b>	<b>3%</b>	
<b>Awards and Damages</b>	<b>3,811.68</b>	<b>3,351.01</b>	<b>(460.67)</b>	<b>-12%</b>	
<b>Advertising Revenue</b>	-	-	-	n/a	
<b>Attended Facilities</b>				n/a	
All Cashiered Ramps	-	-	-	n/a	
#4 Cap Sq North	903,987.76	854,697.73	(49,290.03)	-5%	
#6 Gov East	1,663,465.08	1,720,960.30	57,495.22	3%	
#9 Overture Center	1,100,419.41	1,258,115.80	157,696.39	14%	
#11 SS Campus-Frances	637,223.05	534,728.93	(102,494.12)	-16%	
#11 SS Campus-Lake	2,302,470.04	2,449,777.16	147,307.13	6%	
#12 SS Capitol	1,554,220.39	1,733,464.06	179,243.67	12%	
<b>Total-Attended Facilities</b>	<b>8,161,785.72</b>	<b>8,551,743.97</b>	<b>389,958.25</b>	<b>5%</b>	
<b>Meters-Off-Street (non-motorcycle)</b>					
Atwood Lot	-	-	-	n/a	
#1 Blair Lot	8,087.95	8,477.34	389.39	5%	
#7 Lot 88 (Munic Bldg)	12,998.72	12,552.35	(446.37)	-3%	
#2 Brayton Lot-Machine	409,030.21	451,387.31	42,357.10	10%	
#2 Brayton Lot-Meters	-	732.51	732.51	n/a	
#3 Buckeye/Lot 58 Multi-Space	216,776.09	216,828.53	52.44	0%	
Evergreen Lot Meters	30,964.09	26,223.09	(4,741.00)	-15%	
Evergreen Lot Multi-Space	16,142.53	16,290.54	148.01	1%	
Wingra Lot	8,880.51	10,024.47	1,143.96	13%	
#12 SS Capitol	77,632.47	48,440.68	(29,191.79)	-38%	
Subtotal-Off-Street Meters (non-motorcycle)	780,512.56	790,956.82	10,444.26	1%	
<b>Off-Street Meters (motorcycles)</b>					
ALL Cycles	2,054.74	1,422.15	(632.59)	-31%	
<b>Total-Off-Street Meters (All)</b>	<b>782,567.31</b>	<b>792,378.97</b>	<b>9,811.66</b>	<b>1%</b>	
<b>On-Street Meters</b>					
CBD Unattributed On Street Multi-Space & Mobile Now	3,064.51	22,210.63	19,146.12	625%	
CBD Capitol Square Meters	21,679.27	23,387.98	1,708.71	8%	
CBD Capitol Square Multi-Space	31,608.66	41,410.01	9,801.35	31%	
CBD Campus Area	86,043.36	103,975.25	17,931.89	21%	
CBD Campus Area Multi-Space	159,039.71	222,036.84	62,997.13	40%	
CBD CCB Area	40,154.44	43,040.79	2,886.35	7%	
CBD CCB Area Multi-Space	158,029.40	151,977.18	(6,052.22)	-4%	
CBD East Washington Area	57,695.79	56,891.45	(804.34)	-1%	
CBD East Washington Area Multi-Space	18,961.67	22,344.75	3,383.08	18%	
CBD GEF Area	47,206.36	40,105.57	(7,100.79)	-15%	
CBD GEF Area Multi-Space	97,049.05	90,872.13	(6,176.92)	-6%	
CBD MATC Area	15,549.71	20,329.46	4,779.75	31%	
CBD MATC Area Multi-Space	152,362.69	148,629.45	(3,733.24)	-2%	
CBD Meriter Area	54,540.20	60,953.45	6,413.25	12%	
CBD Meriter Area Multi-Space	130,990.85	143,226.69	12,235.84	9%	
CBD MMB Area	38,184.81	41,515.49	3,330.68	9%	
CBD MMB Area Multi-Space	179,358.53	161,519.63	(17,838.90)	-10%	
Monroe Area	140,882.04	131,074.41	(9,807.63)	-7%	
Schenks Area	21,550.59	15,678.40	(5,872.19)	-27%	
CBD State St Area	29,603.58	20,478.44	(9,125.14)	-31%	
CBD State St Area Multi-Space	144,680.79	171,266.26	26,585.47	18%	
CBD University Area	163,785.61	166,492.68	2,707.07	2%	
CBD University Area Multi-Space	149,573.04	149,619.38	46.34	0%	
CBD Wilson/Butler Area	61,930.55	45,593.83	(16,336.72)	-26%	
CBD Wilson/Butler Area Multi-Space	54,719.07	54,029.85	(689.22)	-1%	
Subtotal-On-Street Meters	2,058,244.28	2,148,660.00	90,415.72	4%	
<b>On-Street Construction-Related Meter Revenue</b>					
Contractor Permits	72,374.50	160,124.00	87,749.50	121%	
Meter Hoods	203,016.88	315,047.87	112,030.99	55%	
Construction Meter Removal	-	14,496.00	14,496.00	n/a	
Subtotal-Construction Related Revenue	275,391.38	489,667.87	214,276.49	78%	
<b>Totals-On-Street Meters</b>	<b>2,333,635.66</b>	<b>2,638,327.87</b>	<b>304,692.21</b>	<b>13%</b>	
<b>Monthly Parking and Long-Term Agreements</b>					
Wingra Lot	-	104.52	104.52	n/a	
#2 Brayton Lot	115,816.62	143,241.82	27,425.20	24%	
#11 State St Campus	50,539.67	185,450.21	134,910.54	267%	
#1 Blair Lot	71,332.42	70,639.56	(692.86)	-1%	
Wilson Lot	78,282.70	70,880.39	(7,402.31)	-9%	
#13 Cap Square North	238,829.54	410,646.03	171,816.49	72%	
#6 Gov East	208,927.59	270,975.24	62,047.65	30%	
#9 Overture Center	153,074.00	171,275.99	18,201.99	12%	
#12 SS Capitol-Monthly (non-LT Lease)	219,661.78	360,588.33	140,926.56	64%	
Subtotal-Monthly Permit	1,136,464.32	1,683,802.09	547,337.77	48%	
#9 Overture Center	61,317.00	148,546.05	87,229.05	142%	
#12 SS Cap-Long Term Lease	60,111.36	39,605.75	(20,505.61)	-34%	
Subtotal-Long-Term Parking Leases	121,428.36	188,151.80	66,723.44	55%	
<b>Total-Monthly Parking and Long-Term Agreements</b>	<b>1,257,892.68</b>	<b>1,871,953.89</b>	<b>614,061.21</b>	<b>49%</b>	
<b>Miscellaneous Revenue</b>					
Operating Lease Payments	4,626.65	3,801.05	(825.60)	-18%	
Property Sales	-	3,336.61	3,336.61	n/a	
Other (Includes 79475 txfer in from Internal Svc)	8,311.38	22,618.03	14,306.65	172%	
Subtotal-Miscellaneous	12,938.02	29,755.69	16,817.67	130%	
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	122,844.54	142,057.48	19,212.94	16%	
<b>TOTALS</b>	<b>12,658,725.90</b>	<b>13,996,462.18</b>	<b>1,337,736.28</b>	<b>11%</b>	

**2014 REVENUES-BUDGET VS ACTUAL DECEMBER**

Variances from budget typically result from one or more of the following factors: changes in the number of spaces in service and/or revenue-generating days; changes in usage levels due to events, weather, price resistance, etc.; changes in length of stay; and projection "misses." Such impacts are listed in the right-hand columns for variances of +/- \$1,000 or greater.

Actual +/- Budget					
(## = TPC map reference)	Budget	Actual	Amount	%	
<b>Permits</b>					
RP3 (Residential Parking Permits)	2,251.00	2,239.00	(12.00)	-1%	
Motorcycle Permits	-	-	-		
Residential Street Construction Permits	-	-	-		
<b>Total-Permits</b>	<b>2,251.00</b>	<b>2,239.00</b>	<b>(12.00)</b>	<b>-1%</b>	
<b>Awards and Damages</b>	<b>258.41</b>	<b>-</b>	<b>(258.41)</b>	<b>-100%</b>	
<b>Advertising Revenue</b>	<b>-</b>	<b>-</b>	<b>-</b>		
<b>Attended Facilities</b>					
ALL Cashiered Ramps					
#4 Cap Sq North	69,340.49	63,681.41	(5,659.08)	-8%	
#6 Gov East	119,805.55	130,505.62	10,700.07	9%	
#9 Overture Center	93,867.12	116,970.90	23,103.78	25%	
#11 SS Campus-Frances	42,482.46	44,152.08	1,669.62	4%	
#11 SS Campus-Lake	169,116.82	174,934.77	5,817.95	3%	
#12 SS Capitol	114,372.31	155,957.00	41,584.68	36%	
<b>Total-Attended Facilities</b>	<b>608,984.76</b>	<b>686,201.79</b>	<b>77,217.03</b>	<b>13%</b>	
<b>Meters-Off-Street (non-motorcycle)</b>					
Blair Lot	365.19	281.14	(84.05)	-23%	
Lot 88 (Munic Bldg)	782.33	735.14	(47.19)	-6%	
Brayton Lot-Machine	30,351.04	33,619.98	3,268.94	11%	
Buckeye/Lot 58 Multi-Space	15,283.09	17,657.90	2,374.81	16%	
Evergreen Lot Multi-Space	4,377.51	4,249.77	(127.74)	-3%	
Wingra Lot	1,287.96	1,596.96	309.00	24%	
SS Capitol	5,040.95	4,597.21	(443.74)	-9%	
Subtotal-Off-Street Meters (non cycle)	57,488.08	62,738.10	5,250.02	9%	
<b>Meters-Off-Street motorcycles</b>					
All Cycles	23.05	1.60	(21.45)	-93%	
<b>Total-Off-Street Meters (All)</b>	<b>57,511.13</b>	<b>62,739.70</b>	<b>5,228.57</b>	<b>9%</b>	
<b>On-Street Meters</b>					
Unattributed On Street Multi-Space & Mobile Now	178.50	3,633.46	3,454.96	1936%	
Capitol Square Meters	1,545.05	2,209.22	664.17	43%	
Capitol Square Multi-Space	2,645.43	3,383.85	738.42	28%	
Campus Area	4,625.84	6,830.93	2,205.09	48%	
Campus Area Multi-Space	6,370.60	20,817.86	14,447.26	227%	
CCB Area	2,211.94	3,356.40	1,144.46	52%	
CCB Area Multi-Space	8,422.85	11,686.75	3,263.90	39%	
East Washington Area	3,901.37	4,117.20	215.83	6%	
East Washington Area Multi-Space	973.30	1,191.40	218.10	22%	
GEF Area	2,872.26	3,458.98	586.72	20%	
GEF Area Multi-Space	9,928.43	8,233.91	(1,694.52)	-17%	
MATC Area	926.58	1,437.06	510.48	55%	
MATC Area Multi-Space	10,982.62	14,392.05	3,409.43	31%	
Meriter Area	3,429.77	4,482.72	1,052.95	31%	
Meriter Area Multi-Space	6,376.57	10,253.66	3,877.09	61%	
MMB Area	2,277.51	3,626.87	1,349.36	59%	
MMB Area Multi-Space	13,571.23	15,122.28	1,551.05	11%	
Monroe Area	12,702.86	12,978.65	275.79	2%	
Schinks Area	1,375.68	1,108.01	(267.67)	-19%	
State St Area	1,812.96	1,530.88	(282.08)	-16%	
State St Area Multi-Space	16,953.38	17,767.15	813.77	5%	
University Area	11,346.93	14,776.31	3,429.38	30%	
University Area Multi-Space	11,119.79	13,025.66	1,905.87	17%	
Wilson/Butler Area	4,315.16	3,201.34	(1,113.82)	-26%	
Wilson/Butler Area Multi-Space	3,037.80	3,793.85	756.05	25%	
Subtotal-On-Street Meters	143,904.41	186,416.45	42,512.04	30%	
<b>On-Street Construction-Related Meter Revenue</b>					
Contractor Permits	4,320.67	10,560.00	6,239.33	144%	
Meter Hoods	48,961.77	8,678.59	(40,283.18)	-82%	
Construction Meter Removal	-	-	-		
Subtotal-On-Street Construction Related Revenue	53,282.44	19,238.59	(34,043.85)	-64%	
<b>Total-On-Street Meters</b>	<b>197,186.85</b>	<b>205,655.04</b>	<b>8,468.19</b>	<b>4%</b>	
<b>Monthly Parking and Long-Term Agreements</b>					
#2 Brayton Lot	8,932.90	8,599.48	(333.42)	-4%	
#11 State St Campus	3,691.52	14,311.79	10,620.27	288%	
#1 Blair Lot	6,863.10	8,074.30	1,211.20	18%	
Wilson Lot	7,578.29	4,930.00	(2,648.29)	-35%	
#13 Cap Square No	21,881.39	34,514.88	12,633.49	58%	
#6 Gov East	17,879.19	23,423.41	5,544.22	31%	
#9 Overture Center	20,577.21	7,690.00	(12,887.21)	-63%	
#12 SS Capitol-Monthly (non-LT Lease)	22,351.79	31,982.21	9,630.42	43%	
Subtotal-Monthly Permit	109,755.39	133,526.07	23,770.68	22%	
#9 Overture Center	5,109.75	9,849.00	4,739.25	93%	
#12 SS Cap-Long Term Lease	5,009.28	-	(5,009.28)	-100%	
Subtotal-Long Term Parking Leases	10,119.03	9,849.00	(270.03)	-3%	
<b>Total-Monthly Parking and Long-Term Agreements</b>	<b>119,874.42</b>	<b>143,375.07</b>	<b>23,500.65</b>	<b>20%</b>	
<b>Miscellaneous Revenue</b>					
Operating Lease Payments	1,027.50	1,266.21	238.71	23%	
Property Sales	-	-	-		
Other (Includes 79475 txfer in from Internal Svc)	82.38	180.00	97.62	118%	
Subtotal-Miscellaneous Revenue	1,109.88	1,446.21	336.33	30%	
Summary-RP3 & Miscellaneous Revenue	3,619.29	3,685.21	65.92	2%	
<b>GRAND TOTALS</b>	<b>987,176.44</b>	<b>1,101,656.81</b>	<b>114,480.37</b>	<b>12%</b>	



## City of Madison Parking Utility YTD Revenue Total/Occupancy Average -- THRU DEC 2013 vs 2014

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		YTD-13	YTD-14	YTD-13	YTD-14	YTD-13	YTD-14	YTD-13	YTD-14	YTD-13	YTD-14
Metered Lots	13 Blair Lot	13	13	306	306	--	--	\$ 8,754.62	\$ 8,477.34	\$ 2.20	\$ 2.13
	19 Lot 88 (Municipal Building)	17	17	306	306	67%	73%	\$ 14,573.01	\$ 12,552.35	\$ 2.80	\$ 2.41
	153 Brayton Lot Paystations	154	153	306	306	69%	76%	\$ 347,173.52	\$ 451,387.31	\$ 7.37	\$ 9.64
	Brayton Lot Meters	0	0			--	--	\$ 783.57	\$ 732.51	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	55	54	306	306	37%	41%	\$ 203,485.13	\$ 216,828.53	\$ 12.09	\$ 13.12
	17 Evergreen Lot	23	18	306	217	33%	25%	\$ 43,734.25	\$ 26,223.09	\$ 6.21	\$ 6.71
	23 Evergreen Lot Multi-Sp**	0	23	25	140	0%	63%	\$ -	\$ 16,290.54	\$ -	\$ 5.06
	19 Wingra Lot	19	19	306	306	--	--	\$ 9,794.74	\$ 10,024.47	\$ 1.68	\$ 1.72
	36 SS Capitol	22	36	306	306	27%	21%	\$ 73,898.02	\$ 48,440.68	\$ 10.98	\$ 4.40
	42 Cycles	43	43	202	203	--	--	\$ 1,276.97	\$ 1,422.15	\$ 0.15	\$ 0.16
Cashiered	344 Capitol Square N (c)	375	335	365	365	71%	69%	\$ 905,630.03	\$ 854,697.73	\$ 6.62	\$ 6.99
	396 Gov East (c)	374	381	365	365	77%	80%	\$ 1,648,053.48	\$ 1,720,960.30	\$ 12.07	\$ 12.38
	371 Overture Ctr (c)	390	338	365	365	74%	79%	\$ 1,098,687.52	\$ 1,258,115.80	\$ 7.72	\$ 10.20
	534 SS Campus-Francis (c)							\$ 620,676.56	\$ 534,728.93		
	(SS Campus Combined Total)	984	954	365	365	57%	59%	\$ 2,951,200.64	\$ 2,984,506.09	\$ 8.22	\$ 8.57
	440 SS Campus-Lake (c)							\$ 2,330,524.08	\$ 2,449,777.16		
576 State St Capitol (c)	651	574	365	365	42%	52%	\$ 1,553,430.48	\$ 1,733,464.06	\$ 6.54	\$ 8.27	
Monthly	80 State St Campus Monthly (b) (d)	28	62	258	254	39%	32%	\$ 82,138.15	\$ 185,450.21	\$ 11.37	\$ 11.78
	44 Blair Lot Monthly (b) (h)	47	48	258	254	94%	99%	\$ 67,519.66	\$ 70,639.56	\$ 5.57	\$ 5.79
	92 Brayton Lot Monthly	81	95	258	254	95%	64%	\$ 144,751.46	\$ 143,241.82	\$ 6.93	\$ 5.94
	Wingra Lot Monthly	0	1	0	149	0%	25%	\$ -	\$ 104.52	n/a	\$ 0.70
	50 Wilson Lot Monthly (b) (h)	48	49	258	254	96%	97%	\$ 67,163.83	\$ 70,880.39	\$ 5.42	\$ 5.70
	261 Capitol Square N Monthly (b) (d)	210	237	258	254	72%	72%	\$ 361,325.95	\$ 410,646.03	\$ 6.67	\$ 6.82
	115 Gov East Monthly (b) (d)	85	106	258	254	78%	76%	\$ 201,260.22	\$ 270,975.24	\$ 9.18	\$ 10.06
	254 Overture Ctr Monthly (b) (d)	199	207	258	254	62%	66%	\$ 299,052.91	\$ 319,822.04	\$ 5.82	\$ 6.08
205 SS Capitol Monthly (b) (d)	145	169	258	254	62%	53%	\$ 256,040.03	\$ 400,194.08	\$ 6.84	\$ 9.32	
On-Street Metered	169 Campus Collection Area (e)	156	170	306	306	51%	68%	\$ 280,775.03	\$ 326,012.09	\$ 5.88	\$ 6.27
	25 Capitol Square Collection Area (e)	25	25	306	306	56%	73%	\$ 64,274.12	\$ 64,797.99	\$ 8.40	\$ 8.47
	94 CCB Collection Area (e)	100	101	306	306	73%	75%	\$ 200,172.78	\$ 195,017.97	\$ 6.54	\$ 6.31
	96 E Washington Collection Area (e)	96	91	306	306	50%	35%	\$ 81,500.92	\$ 79,236.20	\$ 2.77	\$ 2.85
	78 GEF Collection Area (e)	86	91	306	306	65%	70%	\$ 143,202.34	\$ 130,977.70	\$ 5.44	\$ 4.70
	97 MATC Collection Area (e)	100	100	306	306	46%	50%	\$ 173,636.47	\$ 168,958.91	\$ 5.67	\$ 5.52
	127 Meriter Collection Area (e)	139	142	306	306	41%	55%	\$ 185,243.85	\$ 204,180.14	\$ 4.36	\$ 4.70
	106 MMB Collection Area (e)	112	112	306	306	77%	85%	\$ 219,239.51	\$ 203,035.12	\$ 6.40	\$ 5.92
	124 Monroe Collection Area (e)	125	123	306	306	--	--	\$ 130,880.62	\$ 131,074.41	\$ 3.42	\$ 3.48
	44 Schenks Collection Area (e)	47	34	306	306	--	--	\$ 19,484.62	\$ 15,678.40	\$ 1.35	\$ 1.51
	119 State St Collection Area (e)	95	125	306	306	57%	59%	\$ 166,525.82	\$ 191,744.70	\$ 5.73	\$ 5.01
	199 University Collection Area (e)	191	200	306	306	60%	64%	\$ 319,407.53	\$ 316,112.06	\$ 5.47	\$ 5.17
	109 Wilson/Butler Collection Area (e)	136	128	306	306	57%	56%	\$ 107,065.41	\$ 99,623.68	\$ 2.57	\$ 2.54
698 On Street Multi-Sp (g)	658	697	306	306	48%	49%	\$ 4,412.45	\$ 22,210.63	\$ 0.02	\$ 0.10	
	Subtotal - Route Revenue	1,408	1,442	306	306	--	--	\$ 2,095,821.47	\$ 2,148,660.00	\$ 4.86	\$ 4.87
	Meter-Related Constrn Rev							\$ 398,492.60	\$ 489,667.87		
	Total On-St Meter Revenue							\$ 2,494,314.07	\$ 2,638,327.87		
	Miscellaneous	0	0					\$ 141,918.64	\$ 142,057.48		
	Total (a)	5,371	5,374					\$ 12,975,960.91	\$ 13,996,462.18		

3

\$ 1,020,501.27

### Footnotes:

- (a) Excludes interest on investments
- (b) Most of these spaces are available to the public on nights and weekends.
- (c) Garage cashiered occupancies are based on data collected from the Zeag system for the peak weekday hours of 10AM-2PM.
- (d) Garage monthly occupancies are based on data collected from the Zeag system for the maximum number of permit parkers at any time of a day. Prior to 2013, monthly occupancy data was based on the assumption that monthly parkers had 100% occupancies.
- (e) Occupancies are based on monthly observational surveys performed on a single day, as well as Metric/Aslan system data.
- (f) Buckeye Lot Multi-Space occupancies are based on Metric/Aslan data.
- (g) Multi-space occupancy rates are not comparable to occupancy rates for metered collection routes because of differing data collection methodologies.
- (h) Blair and Wilson Lot Monthly Parker occupancy is not based on actual use; it is based on the total permits in use divided by the total available permits.
- (y) Maximum available revenue producing spaces.
- (z) Average available revenue producing spaces (excluding spaces that are out of service).

(\*\*) Evergreen Lot Multispace converted 08/14/2014; occupancy based on metric system data rather than visual survey

Available Spaces indicates the total number of revenue producing spaces for each category that exist in the parking system. For example, Gov East has in Jan 2013 425 Cashiered spaces and 76 monthly spaces for a total of 511. Generally, the cashiered spaces will fluctuate over time based on the number of monthly parkers and out-of-service spaces. The distribution of cashiered and monthly spaces represents a snapshot of the system.

Another change from previous years involves occupancy rates for monthly parkers, in the garages. These rates are now based on actual daily zeag counts, as the cashiered occupancy data have been for a number of years.

## City of Madison Parking Utility Revenue(a) for the Months of December, 2013 and 2014(c)

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		Dec-13	Dec-14	Dec-13	Dec-14	Dec-13	Dec-14	Dec-13	Dec-14	Dec-13	Dec-14
Metered Lots	13 Blair Lot	13	13	25	26	--	--	282.36	\$ 281.14	\$ 0.87	\$ 0.83
	19 Lot 88 (Municipal Building)	17	17	25	26	59%	76%	850.46	\$ 735.14	\$ 2.00	\$ 1.66
	153 Brayton Lot Paystations	153	153	25	26	37%	74%	26,874.95	\$ 33,619.98	\$ 7.03	\$ 8.45
	Brayton Lot Meters	0	0	25	26	--	--	783.57	\$ -	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	53	53	25	26	43%	48%	15,048.75	\$ 17,657.90	\$ 11.36	\$ 12.81
	Evergreen Lot	23	0	25	26	61%	0%	4,737.66	\$ -	\$ 8.24	\$ -
	23 Evergreen Lot Multi-Sp	0	23	0	26	0%	71%	-	\$ 4,249.77	\$ -	\$ 7.11
	19 Wingra Lot	19	19	25	26	21%	11%	1,537.29	\$ 1,596.96	\$ 3.24	\$ 3.23
	36 SS Capitol	36	36	25	26	19%	17%	3,717.85	\$ 4,597.21	\$ 4.13	\$ 4.91
	45 Cycles	42	45	25	26	--	--	8.25	\$ 1.60	\$ 0.01	\$ 0.00
Cashiered	317 Capitol Square N (c)	336	308	31	31	59%	66%	61,371.93	\$ 63,681.41	\$ 5.89	\$ 6.67
	379 Gov East (c)	405	368	31	31	62%	68%	120,608.38	\$ 130,505.62	\$ 9.61	\$ 11.44
	389 Overture Ctr (c)	338	376	31	31	72%	81%	89,812.59	\$ 116,970.90	\$ 8.57	\$ 10.04
	530 SS Campus-Francis (c)		530					46,514.71	\$ 44,152.08		
	(SS Campus Combined Total)	946	963	31	31	47%	49%	207,346.98	\$ 219,086.86	\$ 7.07	\$ 7.34
	441 SS Campus-Lake (c)		433					160,832.27	\$ 174,934.77		
567 State St Capitol (c)	686	558	31	31	40%	49%	113,654.46	\$ 155,957.00	\$ 5.34	\$ 9.02	
Monthly	76 State St Campus Monthly (b) (d)	63	76	21	22	30%	34%	11,732.09	\$ 14,311.79	\$ 8.87	\$ 8.56
	44 Blair Lot Monthly (b) (h)	44	44	21	22	102%	101%	5,845.18	\$ 8,074.30	\$ 6.33	\$ 8.34
	92 Brayton Lot Monthly	92	92	21	22	101%	76%	15,965.15	\$ 8,599.48	\$ 8.26	\$ 4.25
	Wingra Lot Monthly	0	0	0	22	0%	0%	-	\$ -	n/a	\$ -
	50 Wilson Lot Monthly (b) (h)	50	50	21	22	96%	93%	4,952.24	\$ 4,930.00	\$ 4.72	\$ 4.48
	285 Capitol Square N Monthly (b) (d)	250	285	21	22	64%	59%	38,847.81	\$ 34,514.88	\$ 7.40	\$ 5.50
	132 Gov East Monthly (b) (d)	93	132	21	22	73%	68%	19,072.23	\$ 23,423.41	\$ 9.77	\$ 8.07
	218 Overture Ctr Monthly (b) (d)	264	218	21	22	53%	63%	26,277.58	\$ 17,539.00	\$ 4.74	\$ 3.66
	214 SS Capitol Monthly (b) (d)	91	214	21	22	60%	40%	29,891.65	\$ 31,982.21	\$ 15.64	\$ 6.79
On-Street Metered	168 Campus Collection Area (e)	160	191	25	26	59%	56%	21,980.45	\$ 27,648.79	\$ 5.50	\$ 5.57
	25 Capitol Square Collection Area (e)	25	25	25	26	59%	76%	5,532.04	\$ 5,593.07	\$ 8.85	\$ 8.60
	94 CCB Collection Area (e)	101	101	25	26	72%	88%	13,532.49	\$ 15,043.15	\$ 5.36	\$ 5.73
	96 E Washington Collection Area (e)	97	97	25	26	37%	50%	4,794.81	\$ 5,308.60	\$ 1.98	\$ 2.10
	72 GEF Collection Area (e)	90	94	25	26	60%	83%	12,745.96	\$ 11,692.89	\$ 5.66	\$ 4.78
	97 MATC Collection Area (e)	100	100	25	26	41%	54%	11,018.80	\$ 15,829.11	\$ 4.41	\$ 6.09
	127 Meriter Collection Area (e)	146	138	25	26	49%	52%	13,794.08	\$ 14,736.38	\$ 3.78	\$ 4.11
	105 MMB Collection Area (e)	112	112	25	26	66%	87%	15,844.17	\$ 18,749.15	\$ 5.66	\$ 6.44
	123 Monroe Collection Area (e)	125	123	25	26	--	--	12,272.32	\$ 12,978.65	\$ 3.93	\$ 4.06
	43 Schenks Collection Area (e)	44	18	25	26	--	--	1,545.70	\$ 1,108.01	\$ 1.41	\$ 2.37
	123 State St Collection Area (e)	91	137	25	26	55%	75%	12,720.34	\$ 19,298.03	\$ 5.59	\$ 5.42
	197 University Collection Area (e)	204	203	25	26	59%	63%	22,868.74	\$ 27,801.97	\$ 4.48	\$ 5.27
	109 Wilson/Butler Collection Area (e)	134	133	25	26	58%	55%	6,219.92	\$ 6,995.19	\$ 1.86	\$ 2.02
	719 On Street Multi-Sp (g)	679	732	25	26	45%	50%	455.44	\$ 3,633.46	\$ 0.03	\$ 0.19
	Subtotal - Route Revenue	1,429	1,472	25	26	--	--	155,325.26	\$ 186,416.45	\$ 4.35	\$ 4.87
Meter-Related Constrn Rev							35,969.00	\$ 19,238.59			
Total On-St Meter Revenue							191,294.26	\$ 205,655.04			
Miscellaneous							3,630.93	\$ 3,685.21			
Total (a)	5,443	5,515					994,144.60	\$ 1,101,656.81			

72

\$ 107,512.21

### Footnotes:

- (a) Excludes interest on investments
- (b) Most of these spaces are available to the public on nights and weekends.
- (c) Garage cashiered occupancies are based on data collected from the Zeag system for the peak weekday hours of 10AM-2PM.
- (d) Garage monthly occupancies are based on data collected from the Zeag system for the maximum number of permit parkers at any time of a day. Prior to 2013, monthly occupancy data was based on the assumption that monthly parkers had 100% occupancies.
- (e) Occupancies are based on monthly observational surveys performed on a single day, as well as Metric/Aslan system data.
- (f) Buckeye Lot Multi-Space occupancies are based on Metric/Aslan data.
- (g) Multi-space occupancy rates are not comparable to occupancy rates for metered collection routes because of differing data collection methodologies.
- (h) Blair and Wilson Lot Monthly Parker occupancy is not based on actual use; it is based on the total permits in use divided by the total available permits.
- (y) Maximum available revenue producing spaces.
- (z) Average available revenue producing spaces (excluding spaces that are out of service).
- (zz) Brayton Lot avg occupancy is based on a once a month visual survey and it not as accurate as other average occupancies.

Available Spaces indicates the total number of revenue producing spaces for each category that exist in the parking system. For example, Gov East has in Jan 2013 425 Cashiered spaces and 76 monthly spaces for a total of 511. Generally, the cashiered spaces will fluctuate over time based on the number of monthly parkers and out-of-service spaces. The distribution of cashiered and monthly spaces represents a snapshot of the system. Another change from previous years involves occupancy rates for monthly parkers, in the garages. These rates are now based on actual daily zeag counts, as the