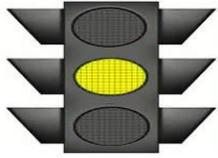
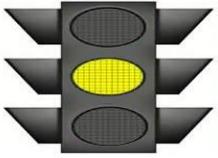


Off-Street Revenue at PARC Facilities

Parking Authority of River City (PARC)

2/13/2014

Measurement method		Why measure?		What is our goal?	
The Monthly dollar amount of Revenue for PARC off Street Garages		Track performance to assist with improvements		Increase Revenue from Off-Street Sources	
How are we doing?					
Dec2012-Dec2013 12 Month Goal	Dec2012-Dec2013 12 Month Actual		Dec2013 Goal	Dec2013 Actual	
\$13,958,124	\$13,756,771		\$1,163,177	\$1,085,941	
Dollars	Dollars		Dollars	Dollars	
Performance Stoplight Key					
Red Light = Off Goal Yellow Light = Approaching Goal Green Light = Meets Goal No Lights = No Goal/No Data					

Off-Street Revenue at PARC Facilities

