



Traffic Engineering and Parking Divisions

David C. Dryer, P.E., City Traffic Engineer and Parking Manager

Suite 100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2986
Madison, Wisconsin 53701-2986
PH 608 266 4761
TTY/Textnet 866 704 2315
FAX 608 267 1158

June 10, 2008

To: City Transit and Parking Commission

From: Jo Easland, Parking Analyst

Subject: April 2008 Revenue Report and May Activity Report

APRIL AND YEAR-TO-DATE REVENUES

	Prior Yr Comp'n		Actuals +/- Budget Comparison			
	YTD Apr '08 +/- '07		April		YTD	
	Amount	%	Amount	%	Amount	%
Cashiered Parking Facilities	\$ + 67,020	+ 2.9	\$ + 88,690	+14.4	\$ (9,170)	(.4)
Off-Street Meters (Lots & Ramps)	+ 4,320	+ 2.5	+ 1,690	+ 3.8	+ 3,780	+ 2.2
On-Street Meters	(46,180)	(8.8)	(690)	(.5)	(48,430)	(9.2)
Constr'n Rev – On-Str Meters	<u>(11,520)</u>	(12.9)	<u>(5,640)</u>	(23.1)	<u>(18,620)</u>	(19.3)
Subtotal - On-Street Meter Rev	(57,700)	(9.4)	(6,330)	(3.9)	(67,050)	(10.8)
Monthly Parking (incl. LT Leases)	(740)	(.3)	(1,020)	(1.6)	(2,420)	(.9)
RP3 and Miscellaneous Rev	<u>(10,350)</u>	(21.8)	<u>+ 2,890</u>	+29.1	<u>+ 1,260</u>	+ 3.5
Totals	<u>\$ 2,550</u>	+ .07	<u>\$ 85,920</u>	+ 9.6	<u>\$ (73,600)</u>	(2.1)
	<i>Column Ref >>></i>	<u>A</u>	<u>B</u>		<u>C</u>	

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

Cashiered Revenues. The -\$9,170 variance from year-to-date budget is deceiving (Col C) as our projection for the *entire year* is \$61,810 over 2007 totals and, as shown in Column A, we're already at +\$67,020. Thus, it appears our monthly projections are simply 'weighted heavier' for the beginning of the year. Of the +\$61,810 increase over 2007, about +\$30,000 and +\$28,000 is for Special Event and Coupon revenue, respectively.

On-Street Meter Revenues. Through the end of April, this revenue category came in about \$47,000 under both 2007 levels (Col A) and budget (Col C); this is despite one extra revenue generating day and 11 additional spaces in service. As mentioned previously, however, about \$30,000 of this shortfall occurred during the first two months of the year, primarily due to four sets of declared snow emergencies. Of course, the relatively poor economic conditions and higher fuel costs could also factor in.

Construction-Related Revenues. YTD revenues came in \$11,500 under 2007 levels, and about \$18,600 under budget, likely due to the economic downturn.

RP3/Miscellaneous Revenues: Thru the end of April 2008, RP3 permit sales are slightly better than both 2007 and budget. Conversely, advertising revenue was down about -\$3,030 thru April. As reported last month, this line item will come in about \$8,100 below budget (assuming no additional changes) due to removal of display ads.

Bottomline: TOTAL revenues thru April are slightly ahead of 2007 levels (+2,550, Col A), but about \$73,600 under YTD budget (Col C) primarily due to extreme weather early in the year as well as adverse economic impacts on ON-Street revenues – both route AND construction-related revenues.

MAY 2008 ACTIVITY REPORT

During May, staff worked on the following projects:

- completed work on our in-house 2007 revenue/expense statements – the historical summary presented at this meeting will be updated to include these results for the next meeting;
 - Parking Strategic Planning committee work;
 - RFP for multi-space meters; and
- continued discussions concerning Brayton Lot, MMB development and GE replacement.