

**PARKING UTILITY
JUNE ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE**

Brayton Lot: On June 1, 2011, the Parking Utility began operating the State's former portion of the Brayton Lot (Turner Lot). Twenty-five State share-ride vans have elected to stay at Brayton lot at the \$121/month resident/carpool rate. At this time we have rented out 24 additional spaces for a total of 49 rented spaces, out of 74 spaces Monday - Friday. We are working at making better use of this lot on the weekend and at night. We have started selling permits to participants in the Saturday Farmer's Market and have solicited near-by church parkers for Sunday parking.

MMB/GE Parking Garage: The RFP for the planning of Block 105 (Gov East parcel) was released in March 2011. A team of reviewers has selected Kimley-Horn as the master planner pending price negotiations. The Kimley-Horn agreement has been submitted to the Common Council for consideration and to the TPC at tonight's meeting. The 90-day planning process (ULI/Marcus/City) for Block 88 started in late May. The Block 88 team has retained Carl Walker as their parking consultant. Carl Walker, Kimley-Horn and the Utility have met to discuss parking issues.

Multi-space meters: The multi-space meters opened at Buckeye lot on September 15, 2010, and at other locations later. The machines have conducted over 180,000 successful transactions with over 50% charged to credit cards. The average recent cash transaction was \$1.15 and the average credit card transaction was \$2.07. Please note that the 2011 credit card revenues for multi-space machines have been understated due to a coding error at our shop. This has now been corrected for YTD figures through May. The impact can best be seen at Buckeye Lot where total revenues have increased 39% YTD. With the \$.20 increase in rates, we would only expect a 16% increase in revenues given the same compliance/occupancies. The rest of the increase is likely due to better compliance, higher occupancy and/or less reluctance to put more time/money on a meter. The new MAX button encourages better compliance, less citations and higher revenues. We have begun installing 25 new meters, including an extra meter on the Gorham side of Buckeye Lot and two on the Square. The extra Buckeye Lot meter is in a temporary location due to future work on the concrete pad. We are working with MPD and Information Technology to improve our enforcement of the multi-space meters. This may delay the go-live date of the newly installed meters. We will continue to research additional improvements in our customer interface area. The Parking Utility is conducting a customer survey of users of the multi-space meter system. When completed we will share the results with the TPC, business groups and others. We have conducted 40 surveys to date, varying the day of the week and time of day.

Video Cameras: The video cameras at Overture, State St Cap and Buckeye Lot are functional and producing good results. We are now planning cameras for Brayton Lot and Lake Street. We hope these cameras will improve safety and security for our customers and employees while at the same time safeguarding our revenue stream. They will assist the Police Department and Parking Utility in investigating crimes and problems in our facilities. The new camera system has captured video images of a gate crasher at Overture Center garage and we are following up with MPD and the City Attorney's Office. During this process we recognized that the current citation amount for crashing through a gate to avoid paying the parking fee is extremely low and we are working with the TPC alders at tonight's meeting to re-write that ordinance. The problem is compounded since parkers following the gate crasher out of the broken gate are likely to receive free parking.

Partnerships: We are happy to report that the large event in June at a neighboring hotel allowed us to fully utilize the State Street Cap reserved section, along with meters inside and outside of the facility. This partnership generated over \$950 in additional revenue for the Utility and provided needed parking for participants. Both the hotel and the valet service reported a very well-run event, thanks in part to the parking operations.

We have pre-sold over 35 parking passes to artists for the permitted section of Brayton Lot for Art Fair weekend for \$40 each. These are being offered to artists to both Art Fair on the Square and Art Fair Off the Square participants. If they do not sell out, we will sell them to individuals starting Friday evening at the same price.

Parking staff believe that partnerships like this will represent an important part of the future of the Utility. Thanks to the Transit and Parking Commission for providing the authority/flexibility for allowing events like this to take place.

Events: While some events like Art Fair and Taste have large positive impacts on the Parking Utility's business, other events like Ride the Drive may have a negative impact. The attached analysis shows our occupancies/revenues decreasing 33% on a typical Ride the Drive day. Staff suggests the following reasons for this decrease:

- Bikers ride their bikes downtown and don't drive.
- Some bikers bring their bikes on their cars, but park on the periphery and ride in rather than parking at our facilities.
- Some non-bikers don't come downtown due to fear of congestion from the event.

Notice that the occupancies are down at Gov East and Cap Square North, while nearly normal at Campus Garage.

Revenues (Comptroller's figures): May's revenues were \$89K above the previous year's revenues. Revenues YTD through May were up about \$226K over 2010 levels. Some of this increase is due to the protests around the Square. Occupancies improved at all structures in 2011 vs. 2010. Revenues were \$110,000 over budget through May. Our largest lease (60 spaces) at State St Cap garage will terminate on Aug 1, 2011. This will reduce our revenue by \$8,100/month or \$97K/year. We will immediately open up our monthly parking waiting list (11 parkers) at State St Cap to help offset this loss. Another company has advised us that they will need 45 spaces at the Overture garage starting in December. This will also help offset the loss at State St Cap garage.

Expenses (Comptroller's figures): Year-to-date expenses through May were \$16K (.5%) higher than YTD 2010.

Bottom Line: Increased revenues and stable expenses have led to an increase in the Utility's operating income (\$250K), or 16% compared to the first five months of 2010.

State Budget impact on the Parking Utility: The Mayor has requested a 20% cut in the planned 2012 capital budget amounts from every agency including the Parking Utility. Most of the planned 2012 Capital Budget funds were allocated toward the planning and building of the new MMB/GE parking garage and the parking garage concrete remediation efforts. The 20% savings were generated by moving the construction date of the public portion of the garage back one year.

Garage Construction Remediation project: As our parking garages age (average age over 41 years now), we can expect an increasing amount of construction maintenance work to keep the structures serviceable. The work involves removing/replacing concrete/steel as indicated by engineering studies and updating electrical, plumbing and HVAC system. In 2011 we have allocated \$709,000 for this work. We perform this work in the warm months of the year as we need access to flowing water and our occupancies are lower in the summer. This causes inconveniences to both customers and employees as the process is noisy and dusty. It is likely a cause for some of our customers to move to our competitors who have newer facilities and less noise/dust. All of our structures are impacted this year. The contract will be completed in the fall.

**CITY OF MADISON PARKING UTILITY
COMPARISON OF ACTUAL TO BUDGET**

For the Five Months Ending May 31, 2011

Percent of Fiscal Year Completed:			41.7%
	<u>2011 BUDGET</u>	<u>ACTUAL YTD</u>	<u>PERCENT OF BUDGET</u>
REVENUES:			
Parking & Other Revenue	\$ 11,301,343	\$ 4,855,915	43.0%
Interest on Investments	200,000	50,394	25.2%
TOTAL REVENUES	<u><u>\$ 11,501,343</u></u>	<u><u>\$ 4,906,309</u></u>	42.7%
EXPENDITURES:			
Permanent Wages	\$ 3,269,992	\$ 1,102,916	33.7%
Hourly Wages	215,372	53,211	24.7%
Overtime Wages	30,052	10,434	34.7%
Benefits	1,420,083	473,340	33.3%
Total Payroll	<u>4,935,499</u>	<u>1,639,901</u>	33.2%
Purchased Services	1,599,500	442,041	27.6%
Supplies	306,800	85,655	27.9%
Payments to City Depts.	1,116,965	45,193	4.0%
Reimbursement from City Depts.	(101,100)	(486)	0.5%
Debt Service	0	0	0.0%
Payment in Lieu of Taxes	1,188,419	594,209	50.0%
Transfers Out	192,718	0	0.0%
Capital Assets	188,788	39,372	20.9%
State & County Sales Tax	<u>627,846</u>	<u>250,891</u>	40.0%
TOTAL EXPENDITURES	<u><u>\$ 10,055,435</u></u>	<u><u>\$ 3,096,776</u></u>	30.8%
OPERATING INCOME (LOSS)	<u><u>\$ 1,445,908</u></u>	<u><u>\$ 1,809,533</u></u>	125.1%

CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
For the Five Months Ending May 31, 2011 and 2010

	Actual 2011	Actual 2010
	<u> </u>	<u> </u>
REVENUES:		
Attended Facilities	\$ 3,341,604	\$ 3,155,977
Metered Facilities	273,122	240,976
Monthly Parking	314,558	319,709
Street Meters	719,606	713,506
Parking Revenue	<u>4,648,890</u>	<u>4,430,168</u>
Residential Permit Parking	17,170	19,157
Miscellaneous	189,855	126,445
Interest on Investments	<u>50,394</u>	<u>64,451</u>
 TOTAL REVENUES	 <u>\$ 4,906,309</u>	 <u>\$ 4,640,221</u>
 EXPENDITURES:		
Permanent Wages	\$ 1,102,916	\$ 1,101,383
Hourly Wages	53,211	75,312
Overtime Wages	10,434	5,134
Benefits	473,340	452,625
Total Payroll	<u>1,639,901</u>	<u>1,634,454</u>
 Purchased Services	442,041	372,328
Supplies	85,655	91,769
Payments to City Depts.	45,193	138,658
Reimbursement from City Depts.	(486)	(610)
Debt Service	0	0
Payment in Lieu of Taxes	594,209	572,400
Transfers Out	0	0
Capital Assets	39,372	36,087
State & County Sales Tax	<u>250,891</u>	<u>235,766</u>
 TOTAL EXPENDITURES	 <u>\$ 3,096,776</u>	 <u>\$ 3,080,852</u>
 OPERATING INCOME (LOSS)	 <u>\$ 1,809,533</u>	 <u>\$ 1,559,369</u>

**CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES**

For the Month of May, 2011 and 2010

	Actual 2011	Actual 2010
REVENUES		
Attended Facilities	\$ 655,290	\$ 671,471
Metered Facilities	81,054	51,315
Monthly Parking	68,795	60,608
Street Meters	237,149	152,897
Parking Revenue	1,042,288	936,291
Residential Permit Parking	5,457	5,948
Miscellaneous	31,944	42,759
Interest on Investments	13,559	19,125
TOTAL REVENUES	\$ 1,093,248	\$ 1,004,123
EXPENDITURES:		
Permanent Wages	\$ 232,447	\$ 234,691
Hourly Wages	12,923	18,528
Overtime Wages	3,623	834
Benefits	101,162	99,321
Total Payroll	350,155	353,374
Purchased Services	63,451	60,789
Supplies	12,093	41,177
Payments to City Depts.	9,770	4,977
Reimbursement from City Depts.	0	(158)
Debt Service	0	0
Payment in Lieu of Taxes	594,209	572,400
Transfers Out	0	0
Capital Assets	14,968	36,087
State & County Sales Tax	52,285	50,184
TOTAL EXPENDITURES	\$ 1,096,931	\$ 1,118,830
OPERATING INCOME (LOSS)	\$ (3,683)	\$ (114,707)

2011 REVENUES -- BUDGET VS ACTUAL

2011 REVENUES -- BUDGET VS ACTUAL					
May					
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.					
		Budget	Actual	Actual +/- Budget Amount	%
Permits					
	RP3 (Residential Parking Permits)	5,235.32	5,457.00	221.68	4.23
	Motorcycle Permits	233.23	-	(233.23)	(100.00)
	Residential Street Construction Permits	-	-	-	-
	Total-Permits	5,468.55	5,457.00	(11.55)	(0.21)
	Awards and Damages	-	219.02	219.02	
	Cashiered Revenue				
	ALL Cashiered Ramps				
	Cap Sq North	61,317.04	75,792.43	14,475.39	23.61
	Gov East	127,892.84	136,862.89	8,970.05	7.01
	Overture Center	78,338.46	82,347.99	4,009.53	5.12
	SS Campus-Frances	75,560.02	62,773.22	(12,786.80)	(16.92)
	SS Campus-Lake	170,784.17	184,477.97	13,693.80	8.02
	SS Capitol	135,122.55	112,349.42	(22,773.13)	(16.85)
	Total-Cashiered Revenue	649,015.08	654,603.91	5,588.83	0.86
	Meters-Off-Street (non-motorcycle)				
	Atwood Lot	-	-	-	n/a
	Blair Lot	625.91	543.66	(82.25)	(13.14)
	Lot 88 (Munic Bldg)	995.16	1,061.02	65.86	6.62
	Brayton Lot-Machine	31,233.20	33,828.38	2,595.18	8.31
	Brayton Lot-Meters	233.50	184.80	(48.70)	(20.86)
	Buckeye/Lot 58	12,355.81	-	(12,355.81)	(100.00)
	Buckeye/Lot 58 Multi-Space	-	38,391.83	38,391.83	
	Evergreen Lot	2,605.48	2,665.46	59.98	2.30
	Wingra Lot	489.41	495.34	5.93	1.21
	SS Capitol	3,207.38	3,712.13	504.75	15.74
	Subtotal-Off-Street Meters (non cycle)	51,745.85	80,882.62	29,136.77	56.31
	Meters-Off-Street motorcycles				
	All Cycles	305.03	171.14	(133.89)	(43.89)
	Total-Off-Street Meters (All)	52,050.88	81,053.76	29,002.88	55.72
	Meters-On-Street				
	On Street Multi-Space	-	-	-	-
	Capitol Square Meters	4,376.37	3,620.99	(755.38)	(17.26)
	Campus Area	21,486.82	19,150.45	(2,336.37)	(10.87)
	Campus Area Multi-Space	-	3,537.55	3,537.55	
	CCB Area	16,050.03	13,692.26	(2,357.77)	(14.69)
	CCB Area Multi-Space	-	4,530.86	4,530.86	
	East Washington Area	6,848.34	6,541.88	(306.46)	(4.47)
	GEF Area	11,041.20	8,133.83	(2,907.37)	(26.33)
	GEF Area Multi-Space	-	9,509.30	9,509.30	
	MATC Area	10,312.38	4,559.57	(5,752.81)	(55.79)
	MATC Area Multi-Space	-	12,092.85	12,092.85	
	Meriter Area	13,224.52	13,751.87	527.35	3.99
	MMB Area	16,113.17	10,855.81	(5,257.36)	(32.63)
	MMB Area Multi-Space	-	9,591.11	9,591.11	
	Monroe Area	7,876.48	9,235.65	1,359.17	17.26
	Schenks Area	2,652.09	2,090.65	(561.44)	(21.17)
	State St Area	12,692.33	8,904.20	(3,788.13)	(29.85)
	State St Area Multi-Space	-	136.70	136.70	
	University Area	25,501.44	23,444.52	(2,056.92)	(8.07)
	Wilson/Butler Area	8,373.52	7,498.19	(875.33)	(10.45)
	Subtotal-On-Street Meters	156,548.69	170,878.24	14,329.55	9.15
	On-Street Construction-Related Meter Revenue				
	Contractor Permits	5,492.25	4,067.00	(1,425.25)	(25.95)
	Meter Hoods	13,345.97	13,701.00	355.03	2.66
	Construction Meter Removal	2,252.15	-	(2,252.15)	(100.00)
	Subtotal-On-Street Construction Related Revenue	21,090.37	17,768.00	(3,322.37)	(15.75)
	Total-On-Street Meters	177,639.06	188,646.24	11,007.18	6.20
	Monthly Permit & Long-Term Parking Leases				
	Brayton Lot	-	4,452.00	4,452.00	n/a
	Blair Lot (#1)	5,111.00	5,034.10	(76.90)	(1.50)
	Wilson Lot	6,172.00	6,369.00	197.00	3.19
	Cap Square No	18,479.00	17,810.52	(668.48)	(3.62)
	Gov East	15,720.00	17,279.06	1,559.06	9.92
	Overture Center	4,378.60	4,969.24	590.64	13.49
	SS Capitol-Monthly (non-LT Lease)	10,736.00	12,880.88	2,144.88	19.98
	Subtotal-Monthly Permit	60,596.60	68,794.80	8,198.20	13.53
	Overture Center (#9)	4866.75	4,866.75	-	-
	SS Cap-Long Term Lease	8,100.00	8,100.00	-	-
	Subtotal-Long Term Parking Leases	12,966.75	12,966.75	-	-
	Total-Monthly Permit & Long-Term Parking Leases	73,563.35	81,761.55	8,198.20	11.14
	Miscellaneous Revenue				
	Operating Lease Payments	284.22	546.37	262.15	92.23
	Property Sales	-	-	-	-
	Other	518.42	444.25	(74.17)	(14.31)
	Subtotal-Miscellaneous Revenue	802.64	990.62	187.98	23.42
	Summary-RP3 & Miscellaneous Revenue	6,271.19	6,666.64	395.45	6.31
	GRAND TOTALS	958,539.56	1,012,732.10	54,192.54	5.65

All multi-space revenues for May include a correction for credit card revenues, which were understated, from 12/2010 thru 05/18/2011. These additions to normal revenue are as follows:

Buckeye Lot	23,666.45
Campus Area	996.45
CCB Area	1,303.50
GEF Area	6,029.60
MATC Area	6,482.05
MMB Area	3,829.70
State St Area	136.70

Total 42,444.45

The problem has been corrected.

Year-to-Date Revenues >> 2010 vs 2011					
Through MAY		PRE-CLOSING		2011 +/- 2010	
	2010 YTD	2011 YTD	Amount	%	
Permits					
RP3 (Residential Parking Permits)	19,157.00	17,170.00	(1,987.00)	(10.37)	
Motorcycle Permits	1,418.67	1,401.00	(17.67)	(1.25)	
Residential Street Construction Permits	-	-	-	n/a	
Total-Permits	20,575.67	18,571.00	(2,004.67)	(9.74)	
Awards and Damages	220.30	860.46	640.16	290.59	
Advertising Revenue	-	-	-	n/a	
Cashiered Revenue					
All Cashiered Ramps	-	-	-	n/a	
#4 Cap Sq North	304,162.22	396,195.81	92,033.59	30.26	
#6 Gov East	589,799.42	650,894.43	61,095.01	10.36	
#9 Overture Center	349,714.88	371,181.77	21,466.88	6.14	
#11 SS Campus-Frances	312,202.94	311,440.78	(762.16)	(0.24)	
#11 SS Campus-Lake	923,389.15	946,267.81	22,878.66	2.48	
#12 SS Capitol	674,740.47	664,950.86	(9,789.61)	(1.45)	
Total-Cashiered Revenue	3,154,009.08	3,340,931.46	186,922.38	5.93	
Off-Street Meters (non-motorcycle)					
#1 Blair Lot	1,461.87	1,383.06	(78.81)	(5.39)	
#7 Lot 88 (Munic Bldg)	3,045.17	4,461.08	1,415.91	46.50	
#2 Brayton Lot-Machine	149,410.08	162,768.36	13,358.28	8.94	
#2 Brayton Lot-Meters	760.76	958.47	197.71	25.99	
#3 Buckeye/Lot 58	53,962.63	-	(53,962.63)	(100.00)	
#3 Buckeye/Lot 58 Multi-Space	-	75,356.24	75,356.24	n/a	
Evergreen Lot	15,113.66	14,850.47	(263.19)	(1.74)	
Wingra Lot	2,989.60	2,927.62	(61.98)	(2.07)	
#12 SS Capitol	13,790.24	13,432.50	(357.74)	(2.59)	
Subtotal-Off-Street Meters (non motorcycle)	240,534.01	276,137.80	35,603.79	14.80	
Off-Street Meters (motorcycles)					
All Cycles	523.63	268.81	(254.82)	(48.66)	
Total-Off-Street Meters (All)	241,057.64	276,406.61	35,348.97	14.66	
On-Street Meters					
On Street Multi-Space	-	293.25	293.25	n/a	
Capitol Square Meters	23,151.60	19,057.13	(4,094.47)	(17.69)	
Campus Area	103,184.01	85,530.59	(17,653.42)	(17.11)	
Campus Area Multi-Space	-	13,385.82	13,385.82	n/a	
CCB Area	71,880.36	57,909.71	(13,970.65)	(19.44)	
CCB Area Multi-Space	-	15,577.74	15,577.74	n/a	
East Washington Area	24,905.37	30,503.78	5,598.41	22.48	
GEF Area	50,241.58	34,573.64	(15,667.94)	(31.19)	
GEF Area Multi-Space	-	18,928.40	18,928.40	n/a	
MATC Area	42,363.39	26,512.61	(15,850.78)	(37.42)	
MATC Area Multi-Space	-	28,298.56	28,298.56	n/a	
Meriter Area	53,517.51	57,010.97	3,493.46	6.53	
MMB Area	73,782.29	46,431.13	(27,351.16)	(37.07)	
MMB Area Multi-Space	-	26,320.75	26,320.75	n/a	
Monroe Area	44,262.46	43,594.45	(668.01)	(1.51)	
Schenks Area	11,293.14	10,120.69	(1,172.45)	(10.38)	
State St Area	59,414.65	52,380.77	(7,033.88)	(11.84)	
State St Area Multi-Space	-	3,158.55	3,158.55	n/a	
University Area	121,198.64	112,390.66	(8,807.98)	(7.27)	
Wilson/Butler Area	34,154.24	34,342.21	187.97	0.55	
Subtotal-On-Street Meters	713,349.24	716,321.41	2,972.17	0.42	
On-Street Construction-Related Meter Revenue					
Contractor Permits	23,712.00	28,272.00	4,560.00	19.23	
Meter Hoods	47,068.79	79,112.91	32,044.12	68.08	
Construction Meter Removal	-	-	-	n/a	
Subtotal-Construction Related Revenue	70,780.79	107,384.91	36,604.12	51.71	
Totals-On-Street Meters	784,130.03	823,706.32	39,576.29	5.05	
Monthly Permit & Long-Term Parking Leases					
Brayton Lot	-	4,452.00	4,452.00	n/a	
#1 Blair Lot	23,526.60	24,174.76	648.16	2.76	
Wilson Lot	28,003.63	26,999.29	(1,004.34)	(3.59)	
#13 Cap Square No	93,133.44	89,340.43	(3,793.01)	(4.07)	
#6 Gov East	76,529.53	88,539.60	12,010.07	15.69	
#9 Overture Center	32,141.00	22,629.10	(9,511.90)	(29.59)	
#12 SS Capitol-Monthly (non-LT Lease)	66,374.77	58,422.41	(7,952.36)	(11.98)	
Subtotal-Monthly Permit Parking	319,708.97	314,557.59	(5,151.38)	(1.61)	
Overture Center (#9)	19,776.00	25,447.75	5,671.75	28.68	
#12 SS Cap-Long Term Lease	32,400.00	45,366.75	12,966.75	40.02	
Subtotal-Long Term Parking Leases	52,176.00	70,814.50	18,638.50	35.72	
Totals-Monthly Permit & Long-Term Leases	371,884.97	385,372.09	13,487.12	3.63	
Miscellaneous Revenues					
Operating Lease Payments	616.80	546.37	(70.43)	(11.42)	
Property Sales	81.00	-	(81.00)	(100.00)	
Other	1,151.02	8,848.68	7,697.66	668.77	
Subtotal-Miscellaneous	1,848.82	9,395.05	7,546.23	408.16	
Summary - RP3 and Misc Revenue (incl's Cycle Perms)	22,644.79	28,826.51	6,181.72	27.30	
TOTALS	4,573,726.51	4,855,242.99	281,516.48	6.16	

2011 REVENUES -- BUDGET VS ACTUAL					
Year-to-Date 2011- Through MAY					
((# = TPC Map Reference)					
		Budget	Actual	Amount	%
Permits					
	RP3 (Residential Parking Permits)	18,853.51	17,170.00	(1,683.51)	(8.93)
	Motorcycle Permits	2,008.74	1,401.00	(607.74)	(30.25)
	Residential Street Construction Permits	-	-	-	n/a
Total-Permits		20,862.25	18,571.00	(2,291.25)	(10.98)
Awards and Damages		-	860.46	860.46	n/a
Advertising Revenue		-	-	-	n/a
Cashiered Revenue					
	All Cashiered Ramps	-	-	-	
#4	Cap Sq North	298,020.75	396,195.81	98,175.06	32.94
#6	Gov East	583,184.59	650,894.43	67,709.84	11.61
#9	Overture Center	341,090.86	371,181.77	30,090.91	8.82
#11	SS Campus-Frances	402,022.44	311,440.78	(90,581.66)	(22.53)
#11	SS Campus-Lake	853,341.98	946,267.81	92,925.83	10.89
#12	SS Capitol	669,315.40	664,950.86	(4,364.54)	(0.65)
Total-Cashiered Revenue		3,146,976.02	3,340,931.46	193,955.44	6.16
Meters-Off-Street (non-motorcycle)					
#1	Blair Lot	1,442.93	1,383.06	(59.87)	(4.15)
#7	Lot 88 (Munic Bldg)	3,587.92	4,461.08	873.16	24.34
#2	Brayton Lot-Machine	149,860.84	162,768.36	12,907.52	8.61
#2	Brayton Lot-Meters	959.72	958.47	(1.25)	(0.13)
#3	Buckeye/Lot 58	56,045.16	-	(56,045.16)	(100.00)
#3	Buckeye/Lot 58 Multi-Space	-	75,356.24	75,356.24	n/a
	Evergreen Lot	13,632.85	14,850.47	1,217.62	8.93
	Wingra Lot	2,941.38	2,927.62	(13.76)	(0.47)
#12	SS Capitol	14,466.82	13,432.50	(1,034.32)	(7.15)
Subtotal-Off-Street Meters (non-motorcycle)		242,937.62	276,137.80	33,200.18	13.67
Off-Street Meters (motorcycles)					
	ALL Cycles	521.84	268.81	(253.03)	(48.49)
Total-Off-Street Meters (All)		243,459.46	276,406.61	32,947.15	13.53
Meters-On-Street					
	On Street Multi-Space	-	293.25	293.25	n/a
	Capitol Square Meters	22,439.16	19,057.13	(3,382.03)	(15.07)
	Campus Area	101,745.48	85,530.59	(16,214.89)	(15.94)
	Campus Area Multi-Space	13,325.64	13,385.82	60.18	0.45
	CCB Area	73,258.66	57,909.71	(15,348.95)	(20.95)
	CCB Area Multi-Space	-	15,577.74	15,577.74	n/a
	East Washington Area	25,774.31	30,503.78	4,729.47	18.35
	GEF Area	50,233.37	34,573.64	(15,659.73)	(31.17)
	GEF Area Multi-Space	-	18,928.40	18,928.40	n/a
	MATC Area	42,684.40	26,512.61	(16,171.79)	(37.89)
	MATC Area Multi-Space	-	28,298.56	28,298.56	n/a
	Meriter Area	53,209.97	57,010.97	3,801.00	7.14
	MMB Area	74,084.39	46,431.13	(27,653.26)	(37.33)
	MMB Area Multi-Space	-	26,320.75	26,320.75	n/a
	Monroe Area	43,700.73	43,594.45	(106.28)	(0.24)
	Schinks Area	10,514.47	10,120.69	(393.78)	(3.75)
	State St Area	60,143.84	52,380.77	(7,763.07)	(12.91)
	State St Area Multi-Space	-	3,158.55	3,158.55	n/a
	University Area	118,132.56	112,390.66	(5,741.90)	(4.86)
	Wilson/Butler Area	34,698.12	34,342.21	(355.91)	(1.03)
Subtotal-On-Street Meters		723,945.10	716,321.41	(7,623.69)	(1.05)
On-Street Construction-Related Meter Revenue					
	Contractor Permits	26,740.57	28,272.00	1,531.43	5.73
	Meter Hoods	47,676.56	79,112.91	31,436.35	65.94
	Construction Meter Removal	11,052.19	-	(11,052.19)	(100.00)
Subtotal-Construction Related Revenue		85,469.32	107,384.91	21,915.59	25.64
Totals-On-Street Meters		809,414.42	823,706.32	13,998.65	1.73
Monthly Permit & Long-Term Parking Leases					
	Brayton Lot	-	4,452.00	4,452.00	n/a
#1	Blair Lot	25,555.00	24,174.76	(1,380.24)	(5.40)
	Wilson Lot	30,860.00	26,999.29	(3,860.71)	(12.51)
#13	Cap Square North	92,395.00	89,340.43	(3,054.57)	(3.31)
#6	Gov East	78,600.00	88,539.60	9,939.60	12.65
#9	Overture Center	32,073.79	22,629.10	(9,444.69)	(29.45)
#12	SS Capitol-Monthly (non-LT Lease)	53,680.00	58,422.41	4,742.41	8.83
Subtotal-Monthly Permit		313,163.79	314,557.59	1,393.80	0.45
	Overture Center (#9)	24,333.75	25,447.75	1,114.00	4.58
	SS Cap-Long Term Lease	40,500.00	45,366.75	4,866.75	12.02
Subtotal-Long-Term Parking Leases		64,833.75	70,814.50	5,980.75	9.22
Total-Monthly Permit & Long-Term Parking Leases		377,997.54	385,372.09	7,374.55	1.95
Miscellaneous Revenue					
	Operating Lease Payments	284.22	546.37	262.15	92.23
	Property Sales	-	-	-	n/a
	Other (Includes 79475 txfer in from Internal Svc)	944.92	8,848.68	7,903.76	836.45
Subtotal-Miscellaneous		1,229.14	9,395.05	8,165.91	664.36
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		22,091.39	28,826.51	6,735.12	30.49
TOTALS		4,599,938.83	4,855,242.99	255,304.16	5.55

Department of Transportation -- Parking Division

YTD Revenue/Statistics (Averages) -- THRU MAY 2010 vs 2011

	Facility	Spaces (c)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)			
		YTD-10	YTD-11	YTD-10	YTD-11	YTD-10	YTD-11	YTD-10	YTD-11	YTD-10	YTD-11	YTD-10	YTD-11
METERED LOTS	Blair Lot (eff Aug 2002)	13	13	126	128	--	--	\$ 1,461.87	\$ 1,383.06	\$ 0.89	\$ 0.83		
	Lot 88 (Munic Building)	17	18	126	128	79%	65%	\$ 3,045.17	\$ 4,461.08	\$ 1.42	\$ 1.91		
	Brayton Lot Paystations	154	154	126	128	93%	79%	\$ 149,410.08	\$ 162,768.36	\$ 7.70	\$ 8.26		
	Brayton Lot Meters	12	12	126	128	33%	33%	\$ 760.76	\$ 958.47	\$ 0.50	\$ 0.62		
	Buckeye Lot	53	0	126	0	47%	0%	\$ 53,962.63	\$ -	\$ 8.08	\$ -		
	Buckeye Lot Multi-Sp		55	0	128		35%	\$ -	\$ 75,356.24	-	\$ 10.70		
	Evergreen Lot	23	23	126	128	--	23%	\$ 15,113.66	\$ 14,850.47	\$ 5.22	\$ 5.04		
	Wingra Lot	19	19	126	128	--	2%	\$ 2,989.60	\$ 2,927.62	\$ 1.25	\$ 1.20		
	SS Capitol	19	19	126	128	43%	44%	\$ 13,790.24	\$ 13,432.50	\$ 5.76	\$ 5.52		
	Cycles	37	46	101	103	--		\$ 523.63	\$ 268.81	\$ 0.14	\$ 0.06		
CASHIERED	Cap Square North	488	486	149	148	73%	87%	\$ 304,162.22	\$ 396,195.81	\$ 4.18	\$ 5.51		
	Gov East	430	430	149	118	75%	81%	\$ 589,799.42	\$ 650,894.43	\$ 9.20	\$ 12.83		
	Overture Center	553	545	149	118	49%	56%	\$ 349,714.88	\$ 371,181.77	\$ 4.24	\$ 5.78		
	SS Campus (Frances) (combined totals)	1065	1063	149	118	58%	58%	\$ 1,235,592.09	\$ 1,013,178.28	\$ 7.78	\$ 10.03		
	SS Campus (Lake)							\$ 923,389.15	\$ 946,267.81				
State St Capitol	699	697	149	118	52%	54%	\$ 674,740.47	\$ 664,950.86	\$ 6.48	\$ 8.09			
MONTHLY	Blair Lot Mo'y (eff 8/2002)	44	44	104	105	100%	98%	\$ 23,526.60	\$ 24,174.76	\$ 5.14	\$ 5.23	48	49
	Brayton Lot	0	0	0	0	0%	0%	\$ -	\$ 4,452.00	n/a	\$ -	0	0
	Wilson Lot Mo'y	50	50	104	105	100%	96%	\$ 28,003.63	\$ 26,999.29	\$ 5.39	\$ 5.14	51	53
	Cap.Sq. N Mo'y	125	125	104	105	100%	99%	\$ 93,133.44	\$ 89,340.43	\$ 7.16	\$ 6.81	146	148
	Gov East Mo'y	85	85	104	105	94%	95%	\$ 76,529.53	\$ 88,539.60	\$ 8.66	\$ 9.92	81	95
	Overture Ctr Mo'y (b) (e)	79	77	104	105	100%	99%	\$ 51,917.00	\$ 48,076.85	\$ 6.32	\$ 5.95	93	94
	SS Cap. Mo'y (b) (d)	122	119	104	105	100%	100%	\$ 98,774.77	\$ 103,789.16	\$ 7.77	\$ 8.31	133	134
	Campus Area Route	180	158	126	128	53%	68%	\$ 103,184.01	\$ 85,530.59	\$ 4.56	\$ 4.22	552	574
	Capitol Square (f)	23	25	126	128	51%	42%	\$ 23,151.60	\$ 19,057.13	\$ 7.85	\$ 5.96		22
	CCB Area Route	92	80	126	128	75%	74%	\$ 71,880.36	\$ 57,909.71	\$ 6.21	\$ 5.66		
ON - STREET METERS	East Washington Area Route	96	90	126	128	43%	50%	\$ 24,905.37	\$ 30,503.78	\$ 2.06	\$ 2.64		
	GEF Area Route	80	66	126	128	72%	69%	\$ 50,241.58	\$ 34,573.64	\$ 4.98	\$ 4.09		
	MATC Area Route	102	52	126	128	43%	57%	\$ 42,363.39	\$ 26,512.61	\$ 3.29	\$ 3.97		
	Meriter Area Route	129	131	126	128	49%	57%	\$ 53,517.51	\$ 57,010.97	\$ 3.28	\$ 3.39		
	MMB Area Route	106	71	126	128	78%	83%	\$ 73,782.29	\$ 46,431.13	\$ 5.52	\$ 5.11		
	Monroe Area Route	125	125	126	128	0%		\$ 44,262.46	\$ 43,594.45	\$ 2.81	\$ 2.72		
	Schenks Area Route	79	79	126	128	0%		\$ 11,293.14	\$ 10,120.69	\$ 1.13	\$ 1.00		
	State Street Area Route	101	98	126	128	54%	56%	\$ 59,414.65	\$ 52,380.77	\$ 4.68	\$ 4.18		
	University Area Route	195	190	126	128	60%	69%	\$ 121,198.64	\$ 112,390.66	\$ 4.94	\$ 4.62		
	Wilson/Butler Area Route	110	110	126	128	62%	64%	\$ 34,154.24	\$ 34,342.21	\$ 2.47	\$ 2.44		
On Street Multi-Sp		126	25	128	0%	48%	\$ -	\$ 105,963.07	\$ -	\$ 6.56			
Subtotal - Route Revenue	1,418	1,402	75	104	--	--	\$ 713,349.24	\$ 716,321.41	\$ 6.71	\$ 4.91			
Meter-Related Constrn Rev							\$ 70,780.79	\$ 107,384.91					
Total On-St Meter Revenue							\$ 784,130.03	\$ 823,706.32					
Miscellaneous	0	0					\$ 22,644.79	\$ 28,826.51					
Total (a)	5,505	5,481					\$ 4,573,726.51	\$ 4,855,242.99					
								\$ 281,516.48					

Footnotes:

- (a) Excludes interest on investments
 - (b) Available to public on nights and weekends.
 - (c) All revenue except Cashiered Ramps and Miscellaneous is reported on an accrual basis. 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.
 - (d) Monthly information for the State Street Capitol Ramp *includes* the 60 long-term lease parkers (Physicians Plus/North Square Associates).
 - (e) Monthly information for the Overture Center ramp *includes* the 45 long-term lease parkers (West Washington Associates -- able to lease up to 60 spaces).
 - (f) 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.

Department of Transportation -- Parking Division Revenue(a) for the Months of May, 2010 and 2011(c)

	Facility	Spaces (c)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)			
		May-10	May-11	May-10	May-11	May-10	May-11	May-10	May-11	May-10	May-11	May-10	May-11
Metered	Blair Lot (eff Aug 2002)	13	13	25	25	0		\$ 658.48	\$ 543.66	\$ 2.03	\$ 1.67		
	Lot 88 (Munic Building)	17	17	25	25	71%	35%	\$ 839.71	\$ 1,061.02	\$ 1.98	\$ 2.50		
	Brayton Lot Paystations	154	154	25	25	98%	75%	\$ 31,577.95	\$ 33,828.38	\$ 8.20	\$ 8.79		
	Brayton Lot Meters	12	12	25	25	33%	17%	\$ 117.64	\$ 184.80	\$ 0.39	\$ 0.62		
	Buckeye Lot	53		25	--	62%	0%	\$ 11,604.16	\$ -	\$ 8.76	\$ -		
	Buckeye Lot Multi-Sp	-	55	-	25	-	38%	\$ -	\$ 38,391.83	\$ -	\$ 27.92		
	Evergreen Lot	23	23	25	25	-	4%	\$ 2,809.18	\$ 2,665.46	\$ 4.89	\$ 4.64		
	Wingra Lot	19	19	25	25	-	5%	\$ 460.29	\$ 495.34	\$ 0.97	\$ 1.04		
	SS Capitol (d)	19	19	25	25	37%	21%	\$ 2,927.24	\$ 3,712.13	\$ 6.16	\$ 7.82		
Cycles	34	46	n/c	n/c	-		\$ 320.36	\$ 171.14	n/c	n/c			
Cashiere	Cap Square North	488	480	30	30	70%	78%	\$ 63,399.12	\$ 75,792.43	\$ 4.33	\$ 5.26		
	Gov East	431	429	30		77%	77%	\$ 131,586.20	\$ 136,862.89	\$ 10.18	\$ -		
	Overture Center	545	545	30		47%	51%	\$ 84,827.74	\$ 82,347.99	\$ 5.19	\$ -		
	SS Campus (Frances) (combined totals)	1,066	1,065	30		53%	48%	\$ 57,329.95	\$ 62,773.22	\$ 7.66	\$ -		
	SS Campus (Lake)							\$ 244,830	\$ 247,251				
	State St Capitol	700	683	30		40%	36%	\$ 146,780.90	\$ 112,349.42	\$ 6.99	\$ -	May-10	May-11
Monthl	Blair Lot Mo'y (eff 8/2002)	44	44	20	21	100%	97%	\$ 4,220.75	\$ 5,034.10	\$ 4.80	\$ 5.45	47	49
	Brayton Lot	0	0	0	0	0%	0%	\$ -	\$ 4,452.00	n/a	\$ -	0	0
	Wilson Lot Mo'y	50	50	20	21	100%	95%	\$ 4,645.00	\$ 6,369.00	\$ 4.65	\$ 6.07	49	52
	Cap.Sq. N Mo'y	125	125	20	21	100%	97%	\$ 19,387.18	\$ 17,810.52	\$ 7.75	\$ 6.78	148	146
	Gov East Mo'y	85	85	20	21	96%	94%	\$ 15,939.23	\$ 17,279.06	\$ 9.38	\$ 9.68	82	94
	Overture Ctr Mo'y (b) (e)	80	77	20	21	100%	98%	\$ 9,220.35	\$ 9,835.99	\$ 5.76	\$ 6.08	90	94
	SS Cap. Mo'y (b) (d)	123	119	20	21	100%	100%	\$ 20,265.00	\$ 20,980.88	\$ 8.24	\$ 8.40	134	134
On-Street Metered	Campus Area Route	176	152	25	25	55%	87%	\$ 21,704.87	\$ 19,150.45	\$ 4.93	\$ 5.04	550	569
	Capitol Square (f)	22	25	25	25	44%	40%	\$ 4,086.81	\$ 3,620.99	\$ 7.43	\$ 5.79		19
	CCB Area Route	91	80	25	25	85%	72%	\$ 15,248.05	\$ 13,692.26	\$ 6.70	\$ 6.85		
	East Washington Area Route	96	83	25	25	38%	46%	\$ 6,541.91	\$ 6,541.88	\$ 2.73	\$ 3.15		
	GEF Area Route	69	66	25	25	69%	83%	\$ 10,580.45	\$ 8,133.83	\$ 6.13	\$ 4.93		
	MATC Area Route	96	37	25	25	33%	36%	\$ 9,748.77	\$ 4,559.57	\$ 4.06	\$ 4.93		
	Meriter Area Route	130	131	25	25	57%	77%	\$ 13,164.90	\$ 13,751.87	\$ 4.05	\$ 4.20		
	MMB Area Route	104	71	25	25	87%	90%	\$ 15,809.24	\$ 10,855.81	\$ 6.08	\$ 6.12		
	Monroe Area Route	125	125	25	25	--	--	\$ 8,519.62	\$ 9,235.65	\$ 2.73	\$ 2.96		
	Schenks Area Route	79	79	25	25	--	--	\$ 2,233.94	\$ 2,090.65	\$ 1.13	\$ 1.06		
	State Street Area Route	89	82	25	25	54%	87%	\$ 11,941.76	\$ 8,904.20	\$ 5.37	\$ 4.34		
	University Area Route	195	187	25	25	67%	80%	\$ 24,875.32	\$ 23,444.52	\$ 5.10	\$ 5.01		
	Wilson/Butler Area Route	110	110	25	25	56%	73%	\$ 8,285.13	\$ 7,498.19	\$ 3.01	\$ 2.73		
	On Street Multi-Sp	-	130	25	25	0%	50%	\$ -	\$ 39,398.37	\$ -	\$ 12.12		
	Subtotal - Route Revenue	1,382	1,358	25	25	--	--	\$ 152,740.77	\$ 170,878.24	\$ 4.42	\$ 5.03		
Meter-Related Constrn Rev							\$ 28,852.23	\$ 17,768.00					
Total On-St Meter Revenue							\$ 181,593.00	\$ 188,646.24					
Miscellaneous							\$ 6,784.74	\$ 6,666.64					
Total (a)	5,463	5,418					\$ 984,794.35	\$ 1,012,732.10					

State St Multi-Space is out of service from 04/18/2011-06/30/2011

Note: 45 June Brayton Monthly parkers' revenue was booked in May. Actual occupancies won't occur until June, although income appears in May.

Footnotes:

- (a) Excludes interest on investments
- (b) Available to public on nights and weekends.
- (c) 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 = Parcs system. Weekday timeframe = 10 a.m. thru 2 p.m.
- (d) Monthly information for the State Street Capitol Ramp includes the 60 long-term lease parkers (Physicians Plus/North Square Associates).
- (e) Monthly information for the Overture Center ramp includes the 45 long-term lease parkers (West Washington Associates -- able to lease up to 60 spaces).
- (f) Due to the small number of meters around the Capitol Square, monthly surveys are not done. However, \$3,700 of revenue would support any occupancy rate of about 50% (24 meters x 25 days x 9 hrs/day x \$1.25/hour x 50% rate = \$3,700).

Spaces out of service:

0 Cashiered
7 On-Street Meters
7

All multi-space revenues for May include a correction for credit card revenues, which were understated, from 12/2010 thru 05/18/2011. These additions to normal revenue are:

Buckeye Lot 23,666.45
Campus Area 996.45
CCB Area 1,303.50
GEF Area 6,029.60
MATC Area 6,482.05

The problem has been corrected.

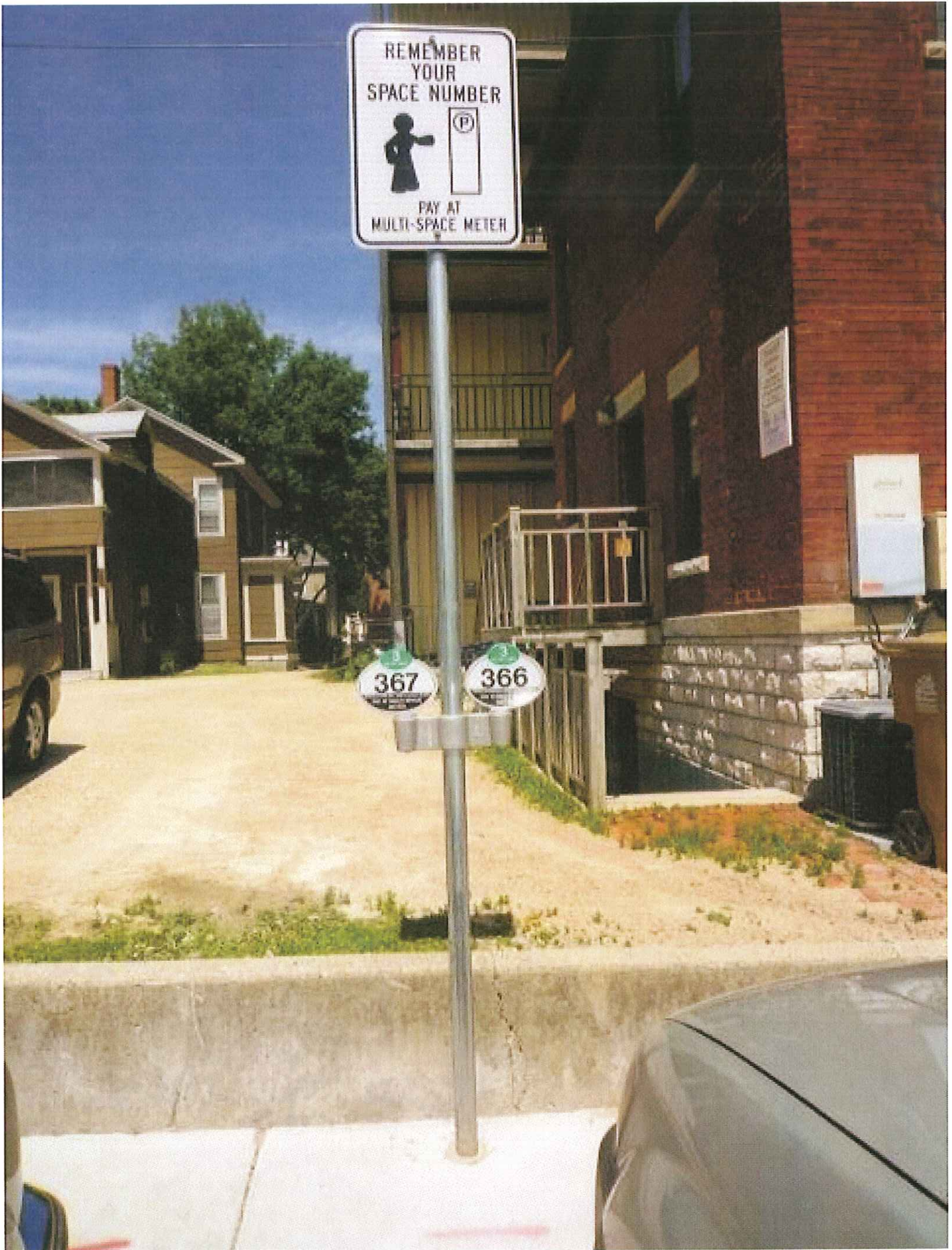
REMEMBER
YOUR
SPACE NUMBER



PAY AT
MULTI-SPACE METER

367

366



Ride The Drive effect on parking garage revenue

In comparing the prior Sunday's occupancies in the five ramps with the occupancies in these facilities during the Ride The Drive event, our facilities, overall, experienced reductions in their expected occupancy rates. This effect is not uniform across all garages. For example, Government East collected only 33% of the expected revenue over the three separate Ride The Drive events while State St Capitol was virtually unaffected.

In terms of financial loss, comparing the 24 hour totals for each facility, the Parking Utility earned 25% less than during two "typical" Sunday's prior to the Ride the Drive event or the Sunday after the event.

Nonetheless, it would be inaccurate to over-simplify these results. Weekend events can have a profound effect on occupancies and revenues and thus mitigate the relative effects of the Ride The Drive event. For example, the loss in revenue during the August 2010 event was minimal as a result of two other major events occurring that day. Similarly, the apparent reduction in revenues during the June 2010 event may be partially ascribed to the fact that the Madison Marathon was held during the prior Sunday and may have boosted revenues and occupancies.

Still, it is reasonable to conclude that when comparing a more typical Sunday to the Ride The Drive occupancies and revenues, the Ride the Drive has, overall, a reductive effect on the Parking Utility's facility usage.

Facility	Avg Daily Revenue 2010	Ride The Drive			Ride The Drive			Ride The Drive			Pct of expected revenue collected
		2 Prior Sunday Avg	6/5/2011	Diff +/-	2 Prior Sunday Avg	8/29/2010	Diff +/-	Prior & Following Sunday Avg	6/6/2010	Diff +/-	
Cap Sq N	\$2,346	\$1,054	\$564	-\$490	\$658	\$676	\$18	\$1,200	\$366	-\$834	55%
Gov East	\$4,221	\$2,376	\$592	-\$1,785	\$1,245	\$676	-\$569	\$2,300	\$667	-\$1,633	33%
Overture	\$2,285	\$906	\$520	-\$386	\$657	\$636	-\$21	\$1,103	\$514	-\$589	63%
State St Capitol	\$8,867	\$961	\$893	-\$69	\$1,174	\$1,158	-\$16	\$1,104	\$1,087	-\$17	97%
State St Campus	\$4,466	\$4,242	\$4,155	-\$87	\$6,823	\$6,418	-\$406	\$5,019	\$4,084	-\$934	91%
Total	\$22,184	\$9,539	\$6,723	-\$2,817	\$10,558	\$9,564	-\$994	\$10,726	\$6,718	-\$4,008	75%

Avg of 2 other Sundays	\$30,823	\$9,539	\$10,558	\$10,726
Ride The Drive Sunday	\$23,005	\$6,723	\$9,564	\$6,718
Difference	-\$7,818			
Difference per Ride	-\$2,606			

Special Events

06/05/2011 (10AM-3PM) Ride the Drive

06/05/2011 7PM - Overture Ctr Tommy Awards Ceremony

05/29/2011 -7:30AM-10:30AM Madison Marathon

06/06/2010 (10AM-3:15PM) Ride the Drive

08/29/2010 (9AM-4PM) Ride the Drive; featured Lance Armstrong appearance

08/29/2010 No other special event activities were scheduled.

08/22/2010 - (11AM) WI Capitol Pride Parade

08/22/2010 - (2:30PM) Overture Ctr Yo-Yo Ma