

PARKING UTILITY
APRIL 2014 ACTIVITY REPORT & REVENUE/EXPENSE NARRATIVE

Revenues and Occupancies: YTD total revenues show an increase of \$22K (1%) compared to previous year's revenues, with increases in the following major categories: "Monthly Parking & Long-Term Agreements" = \$144K (46%) and "On-Street Meters" = \$15K (4%). Peak average occupancies range from 80% - 48% YTD: Government East (80%), Overture Center (77%), Capital Square North (74%), State Street Campus (57%), and State Street Capitol (48%).

Operating Expenses/Bottom Line: YTD total expenses show an increase of \$195K (13%) compared to previous year's expenses, with increases in the following major categories: "Purchased Services" = \$102K (35%) and "Supplies" = \$74K (313%).

Capital Expenses: Expenses for 2014 include remediation projects in our garages, elevator and shop maintenance, and replacement of single-space meters which only accept coins. The Judge Doyle Square project has moved into the negotiating phase. An RFP has been issued to replace the Parking Enforcement Officer's handheld ticket writers. Upgrades to the Sayle Street facility are in progress. YTD capital costs are \$85K.

Facilities: The 2014 repair contract has been awarded and work is to begin the first week of June. Funding has been approved for replacing the lighting and electrical controls in the State Street Capitol Garage. Landscaping will be done in the Brayton Lot islands in June as part of a larger contract that the City Parks Department has issued. This will include native grasses and other plantings recommended by Parks staff. City Engineering will be planting rain gardens adjacent to Brayton Lot along 10 S. Hancock Street as well.

Multi-space meters: There were more than 81K transactions in April, 61% of which were paid by credit card. We have 92 multi-space meters in operation. Three meters are out of service due to construction and five are awaiting concrete bases to be poured. We are placing an order for ten new multi-space meters. These will be a new model, the Elite LS, and will incorporate a color advertising screen and larger user screen to improve the customer experience. These will be installed at key high use locations including Buckeye Lot, 100 East Main Street, 300 North Henry Street, and 100 King Street. We expect to have these meters in service this fall. We plan to install a multi-space meter in the Evergreen Lot, adjacent to Trader Joe's on Monroe Street, which will have a trial of tiered pricing along with no time restriction between the hours of 8 p.m. – 8 a.m. The intent is to encourage evening use by the public who wish to patronize area businesses.

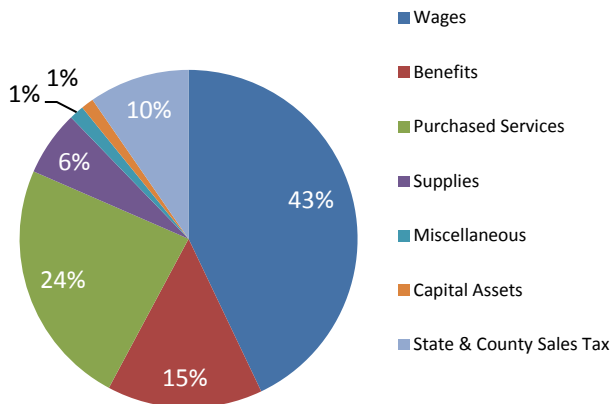
Financial Sustainability Study: Included among your agenda materials are two items: the Walker Parking Consultants Financial Sustainability Report, and the Staff Report and Executive Summary of the Parking Utility Financial Sustainability Report. Parking Utility staff will provide an overview of the Staff Report and Executive Summary at the current (May) meeting. Philip Baron, the Walker Project Manager, will be available to answer questions about the more extensive Walker Report at the June meeting. Members are invited to submit specific questions about the Walker Report to staff during the May meeting or following it, for Phil to address at the June meeting.

Variable pricing: We have identified blocks in the downtown and the 1600 block of Monroe Street that have low daytime use, and will be changing these to 10-hour limit, \$1/hour operation. We will be adding these low-use blocks to our 10-Hour limit, \$1/Hour "Park & Walk" program to better serve the needs of the public. This trial will begin this summer.

CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
YTD 2013 AND YTD 2014 THROUGH MAR

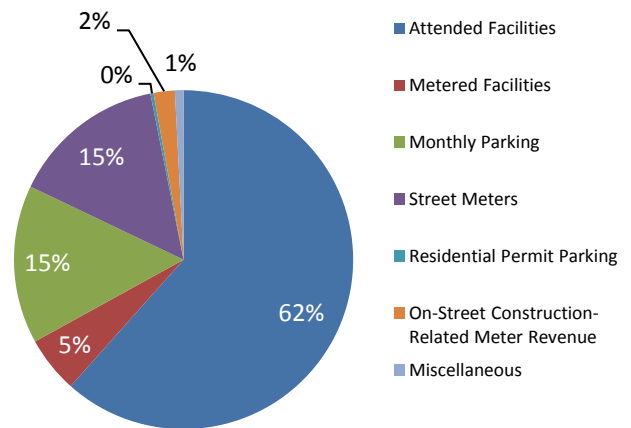
REVENUE	YTD 2013	YTD 2014	YTD 2014 vs 2013
Attended Facilities	\$1,897,335	\$1,869,872	99%
Metered Facilities	\$176,019	\$163,425	93%
Monthly Parking	\$314,162	\$458,346	146%
Street Meters	\$437,958	\$448,363	102%
Residential Permit Parking	\$8,357	\$9,068	109%
On-Street Construction-Related Meter Revenue	\$184,872	\$61,398	33%
Miscellaneous	\$6,004	\$8,025	134%
Interest on Investments	\$13,852	\$16,884	122%
Transfers In	\$0	\$0	0%
TOTAL REVENUE	\$3,038,558	\$3,035,381	100%
EXPENDITURES			
Wages	\$696,040	\$704,692	101%
Benefits	\$242,319	\$244,512	101%
Purchased Services	\$287,830	\$389,369	135%
Supplies	\$32,676	\$102,272	313%
Payments to City Depts	\$27,990	\$23,126	83%
Payments From City Depts	\$0	\$0	0%
Debt Service	\$0	\$0	0%
PILOT/Meter Fee/Transfers Out	\$0	\$0	0%
Capital Assets	\$1,636	\$19,859	1214%
State & County Sales Tax	\$158,679	\$157,988	100%
TOTAL EXPENDITURES	\$1,447,171	\$1,641,817	113%
OPERATING INCOME (LOSS)	\$1,591,388	\$1,393,564	88%

Expense



YTD 2014

Revenue

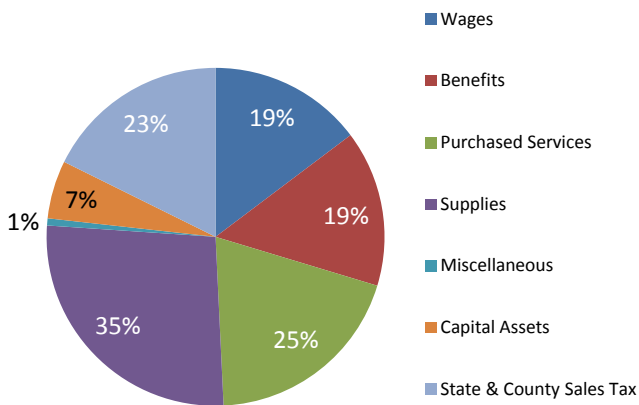


YTD 2014

CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
2014 BUDGET AND 2014 YTD THROUGH MAR

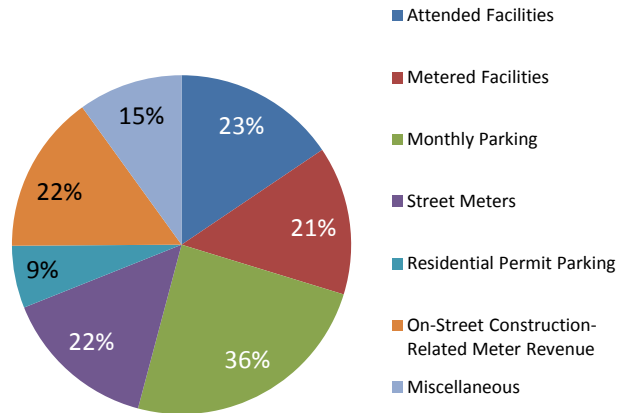
REVENUE	2014 BUDGET	2014 YTD	PCT OF BUDGET
Attended Facilities	\$8,161,786	\$1,869,872	23%
Metered Facilities	\$782,567	\$163,425	21%
Monthly Parking	\$1,275,411	\$458,346	36%
Street Meters	\$2,055,179	\$448,363	22%
Residential Permit Parking	\$103,603	\$9,068	9%
On-Street Construction-Related Meter Revenue	\$275,392	\$61,398	22%
Miscellaneous	\$19,815	\$8,025	40%
Interest on Investments	\$150,000	\$16,884	11%
Transfers In	\$0	\$0	0%
TOTAL REVENUE	\$12,823,753	\$3,035,381	24%
EXPENDITURES			
Wages	\$3,695,479	\$704,692	19%
Benefits	\$1,262,815	\$244,512	19%
Purchased Services	\$1,535,702	\$389,369	25%
Supplies	\$294,300	\$102,272	35%
Payments to City Depts	\$1,105,603	\$23,126	2%
Payments From City Depts	(\$75,850)	\$0	0%
Debt Service	\$0	\$0	0%
PILOT/Meter Fee	\$1,606,047	\$0	0%
Capital Assets	\$275,500	\$19,859	7%
State & County Sales Tax	\$689,725	\$157,988	23%
TOTAL EXPENDITURES	\$10,389,321	\$1,641,817	16%
OPERATING INCOME (LOSS)	\$2,434,432	\$1,393,564	57%

Expense



Pct of Budget 2014

Revenue

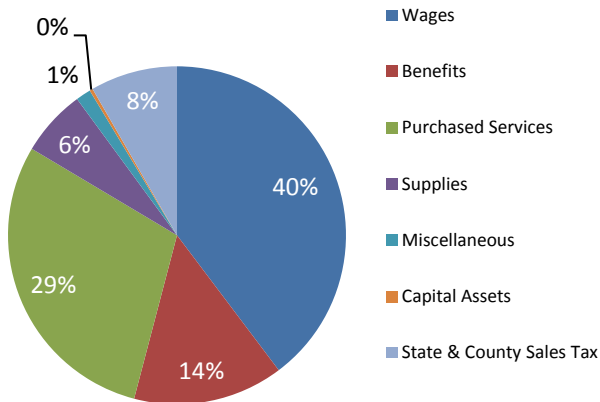


Pct of Budget 2014

CITY OF MADISON PARKING UTILITY
STATEMENT OF REVENUES AND EXPENDITURES
PRIOR MONTH AND YEAR VS CURRENT MONTH AND YEAR

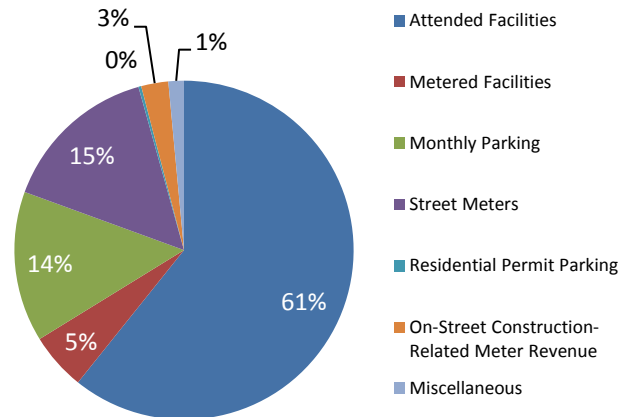
REVENUE	MAR 2013	MAR 2014	2014 +/- 2013
Attended Facilities	\$690,176	\$675,660	98%
Metered Facilities	\$63,558	\$60,736	96%
Monthly Parking	\$102,471	\$159,612	156%
Street Meters	\$155,431	\$167,915	108%
Residential Permit Parking	\$1,831	\$2,992	163%
On-Street Construction-Related Meter Revenue	\$116,624	\$28,755	25%
Miscellaneous	\$5,281	\$7,788	147%
Interest on Investments	\$6,590	\$8,660	131%
Transfers In	\$0	\$0	0%
TOTAL REVENUE	\$1,141,961	\$1,112,118	97%
EXPENDITURES			
Wages	\$247,806	\$271,406	110%
Benefits	\$97,090	\$98,194	101%
Purchased Services	\$141,917	\$201,318	142%
Supplies	\$8,255	\$43,587	528%
Payments to City Depts	\$8,048	\$9,825	122%
Payments From City Depts	\$0	\$0	0%
Debt Service	\$0	\$0	0%
PILOT/Meter Fee	\$0	\$0	0%
Capital Assets	\$0	\$2,095	0%
State & County Sales Tax	\$57,942	\$56,915	98%
TOTAL EXPENDITURES	\$561,057	\$683,339	122%
OPERATING INCOME (LOSS)	\$580,903	\$428,780	74%

Expense



MAR 2014

Revenue



MAR 2014

YEAR-TO-DATE REVENUES: 2012 THRU 2014 (JAN-MAR)				
(## = TPC Map Reference)		2012	2013	2014
Permits				
	RP3 (residential parking permits)	8,885	7,433	8,092
	Motorcycle Permits	801	0	450
	Resid Street Constr Permits	0	0	0
Total-Permits		9,686	7,433	8,542
Awards and Damages		1,040	817	193
Advertising Revenue		0	0	0
	Pct increase/decrease vs prior year	105%	77%	115%
Attended Facilities				
	ALL Cashiered Ramps	0	0	0
#4	Cap Sq North	197,319	207,521	200,841
#6	Gov East	348,235	379,950	389,100
#9	Overture Center	220,053	270,286	285,005
#11	SS Campus-Frances	164,779	155,534	136,005
#11	SS Campus-Lake	506,733	507,554	490,769
#12	SS Capitol	350,632	375,274	388,379
Total-Attended Facilities		1,787,751	1,896,119	1,890,100
	Pct increase/decrease vs prior year	89%	106%	100%
Off-Street Meters (non-motorcycle)				
#1	Blair Lot	1,021	1,595	1,156
#7	Lot 88 (Munic Bldg)	2,520	2,649	1,923
#2	Brayton Lot-Machine	81,201	95,816	95,585
#2	Brayton Lot-Meters	209	0	733
	Buckeye/Lot 58 Multi-Sp	45,227	42,974	42,921
	Evergreen Lot	10,234	11,123	10,724
	Wingra Lot	1,850	2,464	2,026
#12	SS Capitol	8,556	18,671	9,881
	Subtotal-Off-Street Meters (non motorcycle)	150,818	175,291	164,948
Off-Street Meters (motorcycles)				
	ALL Cycles	122	0	0
Total-Off-Street Meters (All)		150,940	175,291	164,948
	Pct increase/decrease vs prior year	101%	116%	94%
On-Street Meters				
	Unattributed On Street Multi-Space & Park Mobile	0	714	3,134
	Cap Sq Mtrs	5,328	5,135	5,203
	Cap Sq Multi-Space	7,756	9,269	9,843
	Campus Area	22,221	18,714	25,103
	Campus Area Multi-Space	43,647	36,101	42,788
	CCB Area	15,994	9,959	9,668
	CCB Area Multi-Space	30,853	35,624	33,549
	E Washington Area	10,945	10,037	9,994
	E Washington Area Multi-Space	3,322	3,922	4,936
	GEF Area	10,856	9,760	6,928
	GEF Area Multi-Space	23,125	24,716	29,646
	MATC Area	3,847	2,913	2,641
	MATC Area Multi-Space	28,987	32,143	28,738
	Meriter Area	16,822	8,463	9,514
	Meriter Area Multi-Space	15,923	23,644	31,114
	MMB Area	12,645	8,272	8,874
	MMB Area Multi-Space	31,236	38,607	36,916
	Monroe Area	30,273	31,180	29,920
	Schenks Area	5,982	5,077	3,982
	State St Area	9,529	7,702	6,597
	State St Area Multi-Space	25,000	26,584	34,085
	University Area	42,311	35,290	32,406
	University Area Multi-Space	29,892	35,244	31,505
	Wilson/Butler Area	15,677	9,698	7,867
	Wilson/Butler Area Multi-Space	4,041	9,982	9,268
	Subtotal-On-Street Meters	446,213	438,750	454,218
		112%	98%	104%
On-Street Construction-Related Meter Revenue				
	Contractor Permits	20,015	21,033	28,086
	Meter Hoods	11,109	118,079	33,312
	Construction Meter Removal	0	45,760	0
	Subtotal-On-Street Construction Related Revenue	31,124	184,872	61,398
Totals-On-Street Meters		477,337	623,622	515,616
	Pct increase/decrease vs prior year	101%	131%	83%
Monthly Parking and Long-Term Agreements				
#2	Brayton Lot	28,253	33,713	36,437
#11	State St Campus	4,059	12,783	46,785
#1	Blair Lot	12,810	15,057	17,043
#13	Wilson Lot	17,687	16,481	16,478
#4	Cap Square North	54,240	75,969	104,244
#6	Gov East	50,344	47,813	64,528
#9	Overture Center	18,359	37,014	48,528
#12	SS Capitol-Monthly (non-LT Lease)	35,169	42,197	60,970
	Subtotal-Monthly Parking Permits	220,922	281,028	395,014
#9	Overture Center	22,870	28,496	53,026
#12	SS Cap - LT Lease	0	4,638	9,856
	Subtotal-Long Term Parking Leases	22,870	33,134	62,882
Total-Monthly Parking and Long-Term Agreements		243,792	314,162	457,896
	Pct increase/decrease vs prior year	108%	129%	146%
Miscellaneous Revenues				
	Operating Lease Payments	916	0	0
	Property Sales	0	4,953	0
	Other	525	233	7,832
	Subtotal-Miscellaneous	1,442	5,187	7,832
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		12,167	13,437	16,567
TOTALS		2,671,989	3,022,631	3,045,127
	Pct increase/decrease vs prior year	93%	113%	101%

YEAR-TO-DATE REVENUES: 2013 vs 2014					
Through MAR			PRE-CLOSING	2014 +/- 2013	
		2013 YTD	2014 YTD	Amount	%
Permits					
	RP3 (Residential Parking Permits)	7,433.00	8,092.00	659.00	9%
	Motorcycle Permits	-	450.00	450.00	n/a
	Residential Street Construction Permits	-	-	-	n/a
Total-Permits		7,433.00	8,542.00	1,109.00	15%
Awards and Damages		817.31	192.55	(624.76)	-76%
Advertising Revenue		-	-	-	n/a
Cashiered Revenue					
	All Cashiered Ramps	-	-	-	n/a
#4	Cap Sq North	207,520.56	200,841.15	(6,679.42)	-3%
#6	Gov East	379,950.49	389,099.70	9,149.21	2%
#9	Overture Center	270,285.59	285,004.67	14,719.08	5%
#11	SS Campus-Frances	155,533.87	136,005.48	(19,528.39)	-13%
#11	SS Campus-Lake	507,554.44	490,769.47	(16,784.97)	-3%
#12	SS Capitol	375,273.71	388,379.15	13,105.44	3%
Total-Cashiered Revenue		1,896,118.67	1,890,099.63	(6,019.04)	0%
Off-Street Meters (non-motorcycle)					
#1	Blair Lot	1,594.99	1,155.72	(439.27)	-28%
#7	Lot 88 (Munic Bldg)	2,648.52	1,923.13	(725.39)	-27%
#2	Brayton Lot-Machine	95,816.19	95,584.95	(231.24)	0%
#3	Buckeye/Lot 58 Multi-Space	42,974.00	42,921.32	(52.68)	0%
	Evergreen Lot	11,122.53	10,723.72	(398.81)	-4%
	Wingra Lot	2,464.48	2,025.99	(438.49)	-18%
#12	SS Capitol	18,670.72	9,880.96	(8,789.76)	-47%
	Subtotal-Off-Street Meters (non motorcycle)	175,291.43	164,948.30	(10,343.13)	-6%
Off-Street Meters (motorcycles)					
	All Cycles	-	-	-	n/a
Total-Off-Street Meters (All)		175,291.43	164,948.30	(10,343.13)	(0.06)
On-Street Meters					
	On Street Multi-Space & Park Mobile	714.34	3,133.70	2,419.36	339%
	Capitol Square Meters	5,135.08	5,203.48	68.40	1%
	Capitol Square Multi-Space	9,269.25	9,843.25	574.00	6%
	Campus Area	18,714.41	25,102.62	6,388.21	34%
	Campus Area Multi-Space	36,100.90	42,788.45	6,687.55	19%
	CCB Area	9,959.09	9,667.78	(291.31)	-3%
	CCB Area Multi-Space	35,624.45	33,549.10	(2,075.35)	-6%
	East Washington Area	10,037.42	9,993.93	(43.49)	0%
	East Washington Area Multi-Space	3,921.85	4,935.60	1,013.75	26%
	GEF Area	9,760.32	6,927.53	(2,832.79)	-29%
	GEF Area Multi-Space	24,715.70	29,645.76	4,930.06	20%
	MATC Area	2,912.86	2,641.48	(271.38)	-9%
	MATC Area Multi-Space	32,142.70	28,738.40	(3,404.30)	-11%
	Meriter Area	8,463.19	9,513.77	1,050.58	12%
	Meriter Area Multi-Space	23,643.60	31,113.65	7,470.05	32%
	MMB Area	8,272.30	8,873.68	601.38	7%
	MMB Area Multi-Space	38,606.55	36,915.51	(1,691.04)	-4%
	Monroe Area	31,180.36	29,920.48	(1,259.88)	-4%
	Schenks Area	5,076.90	3,982.07	(1,094.83)	-22%
	State St Area	7,702.40	6,597.42	(1,104.98)	-14%
	State St Area Multi-Space	26,583.60	34,084.55	7,500.95	28%
	University Area	35,289.65	32,406.24	(2,883.41)	-8%
	University Area Multi-Space	35,244.11	31,505.45	(3,738.66)	-11%
	Wilson/Butler Area	9,697.55	7,866.60	(1,830.95)	-19%
	Wilson/Butler Area Multi-Space	9,981.70	9,267.95	(713.75)	-7%
	Subtotal-On-Street Meters	438,750.28	454,218.45	15,468.17	4%
On-Street Construction-Related Meter Revenue					
	Contractor Permits	21,033.00	28,086.00	7,053.00	34%
	Meter Hoods	118,078.92	33,312.00	(84,766.92)	-72%
	Construction Meter Removal	45,760.00	-	(45,760.00)	-100%
	Subtotal-On-Street Construction Related Revenue	184,871.92	61,398.00	(123,473.92)	-67%
Totals-On-Street Meters		623,622.20	515,616.45	(108,005.75)	-17%
Monthly Permit & Long-Term Parking Leases					
#2	Brayton Lot	33,713.16	36,437.21	2,724.05	8%
#11	State St Campus	12,783.08	46,785.42	34,002.34	266%
#1	Blair Lot	15,057.37	17,042.81	1,985.44	13%
	Wilson Lot	16,481.00	16,478.30	(2.70)	0%
#13	Cap Square No	75,969.15	104,244.32	28,275.17	37%
#6	Gov East	47,813.24	64,528.19	16,714.95	35%
#9	Overture Center	37,013.80	48,527.78	11,513.98	31%
#12	SS Capitol-Monthly (non-LT Lease)	42,196.88	60,970.03	18,773.15	44%
	Subtotal-Monthly Permit Parking	281,027.68	395,014.06	113,986.38	41%
#9	Overture Center (#9)	28,496.25	53,026.25	24,530.00	86%
#12	SS Cap-Long Term Lease	4,637.82	9,856.00	5,218.18	113%
	Subtotal-Long Term Parking Leases	33,134.07	62,882.25	29,748.18	90%
Totals-Monthly Permit & Long-Term Leases		314,161.75	457,896.31	143,734.56	46%
Miscellaneous Revenues					
	Operating Lease Payments	-	-	-	n/a
	Property Sales	4,953.47	-	(4,953.47)	-100%
	Other	233.33	7,832.00	7,598.67	3257%
	Subtotal-Miscellaneous	5,186.80	7,832.00	2,645.20	51%
Summary - RP3 and Misc Revenue (incl's Cycle Perms)		13,437.11	16,566.55	3,129.44	23%
TOTALS		3,022,631.16	3,045,127.24	22,496.08	1%

YEAR-TO-DATE 2014 REVENUES--BUDGET VS ACTUAL THROUGH MAR				
	Budget	Actual	Amount	%
Permits				
RP3 (Residential Parking Permits)	8,603.00	8,092.00	(511.00)	-6%
Motorcycle Permits	868.00	450.00	(418.00)	-48%
Residential Street Construction Permits	-	-	-	n/a
Total-Permits	9,471.00	8,542.00	(929.00)	-10%
Awards and Damages	796.31	192.55	(603.76)	-76%
Advertising Revenue	-	-	-	n/a
Cashiered Revenue	-	-	-	n/a
All Cashiered Ramps	-	-	-	n/a
#4 Cap Sq North	209,609.35	200,841.15	(8,768.21)	-4%
#6 Gov East	388,372.04	389,099.70	727.66	0%
#9 Overture Center	271,640.97	285,004.67	13,363.71	5%
#11 SS Campus-Frances	149,868.07	136,005.48	(13,862.58)	-9%
#11 SS Campus-Lake	536,046.43	490,769.47	(45,276.96)	-8%
#12 SS Capitol	383,450.64	388,379.15	4,928.51	1%
Total-Cashiered Revenue	1,938,987.50	1,890,099.63	(48,887.87)	-3%
Meters-Off-Street (non-motorcycle)				
Atwood Lot	-	-	-	n/a
#1 Blair Lot	1,260.41	1,155.72	(104.69)	-8%
#7 Lot 88 (Munic Bldg)	2,429.44	1,923.13	(506.31)	-21%
#2 Brayton Lot-Machine	95,846.47	95,584.95	(261.52)	0%
#2 Brayton Lot-Meters	-	732.51	732.51	n/a
#3 Buckeye/Lot 58 Multi-Space	42,570.30	42,921.32	351.02	1%
Evergreen Lot	11,781.81	10,723.72	(1,058.09)	-9%
Wingra Lot	2,189.54	2,025.99	(163.55)	-7%
#12 SS Capitol	18,317.88	9,880.96	(8,436.92)	-46%
Subtotal-Off-Street Meters (non-motorcyc	174,395.85	164,948.30	(9,447.55)	-5%
Off-Street Meters (motorcycles)				
ALL Cycles	79.62	-	(79.62)	-100%
Total-Off-Street Meters (All)	174,475.47	164,948.30	(9,527.17)	-5%
Meters-On-Street				
On Street Multi-Space & Park Mobile	714.34	3,133.70	2,419.36	339%
Capitol Square Meters	5,160.16	5,203.48	43.32	1%
Capitol Square Multi-Space	7,382.12	9,843.25	2,461.13	33%
Campus Area	19,386.26	25,102.62	5,716.36	29%
Campus Area Multi-Space	38,536.07	42,788.45	4,252.38	11%
CCB Area	10,418.38	9,667.78	(750.60)	-7%
CCB Area Multi-Space	32,465.68	33,549.10	1,083.42	3%
East Washington Area	11,626.15	9,993.93	(1,632.22)	-14%
East Washington Area Multi-Space	2,913.32	4,935.60	2,022.28	69%
GEF Area	11,077.48	6,927.53	(4,149.95)	-37%
GEF Area Multi-Space	21,405.05	29,645.76	8,240.71	38%
MATC Area	3,484.66	2,641.48	(843.18)	-24%
MATC Area Multi-Space	32,507.58	28,738.40	(3,769.18)	-12%
Meriter Area	11,897.79	9,513.77	(2,384.02)	-20%
Meriter Area Multi-Space	24,881.54	31,113.65	6,232.11	25%
MMB Area	9,051.26	8,873.68	(177.58)	-2%
MMB Area Multi-Space	39,191.33	36,915.51	(2,275.82)	-6%
Monroe Area	30,950.06	29,920.48	(1,029.58)	-3%
Schenks Area	6,180.07	3,982.07	(2,198.00)	-36%
State St Area	7,385.92	6,597.42	(788.50)	-11%
State St Area Multi-Space	28,470.27	34,084.55	5,614.28	20%
University Area	40,348.47	32,406.24	(7,942.23)	-20%
University Area Multi-Space	32,545.67	31,505.45	(1,040.22)	-3%
Wilson/Butler Area	10,802.05	7,866.60	(2,935.45)	-27%
Wilson/Butler Area Multi-Space	12,281.42	9,267.95	(3,013.47)	-25%
Subtotal-On-Street Meters	451,063.08	454,218.45	3,155.37	1%
On-Street Construction-Related Meter Revenue				
Contractor Permits	17,960.75	28,086.00	10,125.25	56%
Meter Hoods	50,315.09	33,312.00	(17,003.09)	-34%
Construction Meter Removal	-	-	-	n/a
Subtotal-Construction Related Revenue	68,275.84	61,398.00	(6,877.84)	-10%
Totals-On-Street Meters	519,338.93	515,616.45	(3,722.48)	-1%
Monthly Permit & Long-Term Parking Leases				
#2 Brayton Lot	25,463.76	36,437.21	10,973.45	43%
#11 State St Campus	11,358.69	46,785.42	35,426.74	312%
#1 Blair Lot	15,543.35	17,042.81	1,499.46	10%
Wilson Lot	17,950.08	16,478.30	(1,471.78)	-8%
#13 Cap Square North	59,662.97	104,244.32	44,581.35	75%
#6 Gov East	53,021.40	64,528.19	11,506.79	22%
#9 Overture Center	31,784.34	48,527.78	16,743.44	53%
#12 SS Capitol-Monthly (non-LT Lease)	48,280.21	60,970.03	12,689.82	26%
Subtotal-Monthly Permit	263,064.80	395,014.06	131,949.26	50%
#9 Overture Center	15,329.25	53,026.25	37,697.00	246%
#12 SS Cap-Long Term Lease	15,027.84	9,856.00	(5,171.84)	-34%
Subtotal-Long-Term Parking Leases	30,357.09	62,882.25	32,525.16	107%
Total-Monthly Permit & Long-Term Parking Le	293,421.89	457,896.31	164,474.42	56%
Miscellaneous Revenue				
Operating Lease Payments	916.44	-	(916.44)	-100%
Property Sales	-	-	-	n/a
Other (Includes 79475 txfer in from Intern	1,284.33	7,832.00	6,547.67	510%
Subtotal-Miscellaneous	2,200.77	7,832.00	5,631.23	256%
Summary - RP3 and Misc Revenue (incl's Cycle Perms	12,468.08	16,566.55	4,098.47	33%
TOTALS	2,938,691.87	3,045,127.24	106,435.37	4%

2014 REVENUES-BUDGET VS ACTUAL MARCH

Variations 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, weather, price resistance, etc; changes in length of stay; and projection 'miss es.' Such impacts are listed in the right-hand columns for variances of +/- \$1,000 or greater.

	Budget	Actual	Actual +/- Budget	%
Actual +/- Budget				
(## = TPC map reference)				
Permits				
RP3 (Residential Parking Permits)	2,733.75	2,992.00	258.25	9%
Motorcycle Permits	868.00	450.00	(418.00)	-48%
Residential Street Construction Permits	-	-	-	
Total-Permits	3,601.75	3,442.00	(159.75)	-4%
Awards and Damages	368.18	192.55	(175.63)	-48%
Advertising Revenue	-	-	-	
Cashiered Revenue				
ALL Cashiered Ramps				
#4 Cap Sq North	72,195.90	67,060.10	(5,135.80)	-7%
#6 Gov East	148,945.56	132,108.15	(16,837.40)	-11%
#9 Overture Center	108,563.85	107,713.93	(849.92)	-1%
#11 SS Campus-Frances	61,644.27	50,472.68	(11,171.59)	-18%
#11 SS Campus-Lake	213,068.24	180,358.02	(32,710.22)	-15%
#12 SS Capitol	153,070.38	137,922.31	(15,148.08)	-10%
Total-Cashiered Revenue	757,488.21	675,635.19	(81,853.02)	-11%
Meters-Off-Street (non-motorcycle)				
Blair Lot	500.19	355.05	(145.14)	-29%
Lot 88 (Munic Bldg)	831.12	638.20	(192.92)	-23%
Brayton Lot-Machine	34,357.48	34,932.10	574.62	2%
Buckeye/Lot 58 Multi-Space	16,168.41	16,952.35	783.94	5%
Evergreen Lot	4,625.01	3,399.79	(1,225.22)	-26%
Wingra Lot	685.54	754.37	68.83	10%
SS Capitol	7,244.06	3,704.55	(3,539.51)	-49%
Subtotal-Off-Street Meters (non cycle)	64,411.81	60,736.41	(3,675.40)	-6%
Meters-Off-Street motorcycles				
All Cycles	79.62	-	(79.62)	-100%
Total-Off-Street Meters (All)	64,491.43	60,736.41	(3,755.02)	-6%
Meters-On-Street				
Unattributed On Street Multi-Space & Park Mobile	265.48	1,051.31	785.83	296%
Capitol Square Meters	1,696.11	2,032.50	336.39	20%
Capitol Square Multi-Space	2,942.77	3,461.50	518.73	18%
Campus Area	7,769.07	10,129.97	2,360.90	30%
Campus Area Multi-Space	15,009.39	16,587.40	1,578.01	11%
CCB Area	3,818.70	3,619.29	(199.41)	-5%
CCB Area Multi-Space	10,522.90	12,016.05	1,493.15	14%
East Washington Area	4,731.05	3,752.28	(978.77)	-21%
East Washington Area Multi-Space	1,278.95	1,746.15	467.20	37%
GEF Area	4,351.16	2,706.48	(1,644.68)	-38%
GEF Area Multi-Space	7,965.76	10,447.75	2,481.99	31%
MATC Area	1,269.25	1,007.97	(261.28)	-21%
MATC Area Multi-Space	12,584.61	10,226.25	(2,358.36)	-19%
Meriter Area	4,878.45	3,802.48	(1,075.97)	-22%
Meriter Area Multi-Space	9,704.09	11,671.20	1,967.11	20%
MMB Area	3,993.86	3,487.49	(506.37)	-13%
MMB Area Multi-Space	14,178.86	12,408.50	(1,770.36)	-12%
Monroe Area	13,521.16	10,536.40	(2,984.76)	-22%
Schenks Area	1,596.01	1,567.47	(28.54)	-2%
State St Area	2,923.33	2,751.94	(171.39)	-6%
State St Area Multi-Space	12,088.44	13,499.45	1,411.01	12%
University Area	13,784.51	10,864.02	(2,920.49)	-21%
University Area Multi-Space	12,009.98	12,019.10	9.12	0%
Wilson/Butler Area	4,244.96	2,928.90	(1,316.06)	-31%
Wilson/Butler Area Multi-Space	6,297.75	3,592.80	(2,704.95)	-43%
Subtotal-On-Street Meters	173,426.61	167,914.65	(5,511.96)	-3%
On-Street Construction-Related Meter Revenue				
Contractor Permits	5,972.50	13,020.00	7,047.50	118%
Meter Hoods	34,358.50	15,735.00	(18,623.50)	-54%
Construction Meter Removal	-	-	-	
Subtotal-On-Street Construction Related Revenue	40,331.00	28,755.00	(11,576.00)	-29%
Total-On-Street Meters	213,757.60	196,669.65	(17,087.95)	-8%
Monthly Permit & Long-Term Parking Leases				
#2 Brayton Lot	9,568.00	10,435.66	867.66	9%
#11 State St Campus	3,069.40	17,964.21	14,894.82	485%
#1 Blair Lot	5,399.29	6,257.71	858.42	16%
Wilson Lot	6,031.51	5,153.30	(878.21)	-15%
#13 Cap Square No	20,094.21	36,539.05	16,444.84	82%
#6 Gov East	16,736.05	22,515.47	5,779.42	35%
#9 Overture Center	10,023.83	16,740.00	6,716.17	67%
#12 SS Capitol-Monthly (non-LT Lease)	19,952.45	19,450.03	(502.42)	-3%
Subtotal-Monthly Permit	90,874.74	135,055.43	44,180.69	49%
#9 Overture Center	5,109.75	19,178.75	14,069.00	275%
#12 SS Cap-Long Term Lease	5,009.28	4,928.00	(81.28)	-2%
Subtotal-Long Term Parking Leases	10,119.03	24,106.75	13,987.72	138%
Total-Monthly Permit & Long-Term Parking Leases	100,993.77	159,162.18	58,168.41	58%
Miscellaneous Revenue				
Operating Lease Payments	916.44	-	(916.44)	-10000%
Property Sales	-	-	-	
Other	106.61	7,595.10	7,488.49	7024%
Subtotal-Miscellaneous Revenue	1,023.05	7,595.10	6,572.05	642%
Summary-RP3 & Miscellaneous Revenue	4,992.98	11,229.65	6,236.67	125%
GRAND TOTALS	1,141,723.99	1,103,433.08	(38,290.91)	-3%

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

Available Spaces (y)	Facility	Spaces (z)		Days (c)		Avg Wkday Occy (c)		Revenues (c)		Rev/Space/Day (c)	
		Mar-13	Mar-14	Mar-13	Mar-14	Mar-13	Mar-14	Mar-13	Mar-14	Mar-13	Mar-14
Metered Lots	Blair Lot	13	13	26	26	--		612.54	\$ 355.05	\$ 1.81	\$ 1.05
	Lot 88 (Municipal Building)	17	17	26	26	71%	29%	831.03	\$ 638.20	\$ 1.88	\$ 1.44
	Brayton Lot Paystations	154	153	26	26	77%	92%	33,756.80	\$ 34,932.10	\$ 8.43	\$ 8.78
	Brayton Lot Meters	0	0	26	26	--		-	\$ -	\$ -	\$ -
	Buckeye Lot Multi-Sp (f)	55	55	26	26	37%	37%	16,142.95	\$ 16,952.35	\$ 11.29	\$ 11.85
	Evergreen Lot	23	23	26	26	30%	22%	3,795.90	\$ 3,399.79	\$ 6.35	\$ 5.69
	Wingra Lot	19	19	26	26	--	11%	872.72	\$ 754.37	\$ 1.77	\$ 1.53
	SS Capitol	19	36	26	26	42%	20%	6,752.92	\$ 3,704.55	\$ 13.67	\$ 3.96
	Cycles	43	42	26	26	--		-	\$ -	\$ -	\$ -
Cashiered	Capitol Square N (c)	416	357	31	31	67%	73%	70,613.99	\$ 67,060.10	\$ 5.48	\$ 6.06
	Gov East (c)	426	400	31	31	76%	80%	136,702.55	\$ 132,108.15	\$ 10.35	\$ 10.65
	Overture Ctr (c)	426	330	31	31	74%	83%	104,154.67	\$ 107,713.93	\$ 7.89	\$ 10.53
	SS Campus-Frances (c)		524					51,718.64	\$ 50,472.68		
	(SS Campus Combined Total)	996	962	31	31	59%	62%	237,020.20	\$ 230,830.70	\$ 7.68	\$ 7.74
	SS Campus-Lake (c)		438					185,301.56	\$ 180,358.02		
	State St Capitol (c)	679	606	31	31	39%	51%	140,694.64	\$ 137,922.31	\$ 6.68	\$ 7.34
Monthly	State St Campus Monthly (b) (d)	18	74	21	21	43%	36%	4,493.79	\$ 17,964.21	\$ 11.89	\$ 11.64
	Blair Lot Monthly (b) (h)	45	50	21	21	88%	99%	5,169.37	\$ 6,257.71	\$ 5.47	\$ 6.02
	Brayton Lot Monthly	83	98	21	21	71%	103%	8,399.00	\$ 10,435.66	\$ 4.82	\$ 5.07
	Wilson Lot Monthly (b) (h)	49	49	21	21	98%	97%	3,965.00	\$ 5,153.30	\$ 3.85	\$ 5.06
	Capitol Square N Monthly (b) (d)	189	245	21	21	75%	76%	26,373.68	\$ 36,539.05	\$ 6.64	\$ 7.12
	Gov East Monthly (b) (d)	84	107	21	21	80%	81%	16,284.52	\$ 22,515.47	\$ 9.23	\$ 10.02
	Overture Ctr Monthly (b) (d)	176	225	21	21	70%	64%	21,638.57	\$ 35,918.75	\$ 5.85	\$ 7.62
	SS Capitol Monthly (b) (d)	112	147	21	21	60%	67%	16,147.13	\$ 24,378.03	\$ 6.87	\$ 7.90
On-Street Metered	Campus Collection Area (e)	152	158	26	26	37%	64%	20,906.68	\$ 26,717.37	\$ 5.29	\$ 6.50
	Capitol Square Collection Area (e)	25	25	26	26	52%	59%	5,229.82	\$ 5,494.00	\$ 8.05	\$ 8.45
	CCB Collection Area (e)	101	101	26	26	73%	76%	15,040.39	\$ 15,635.34	\$ 5.73	\$ 5.95
	E Washington Collection Area (e)	97	97	26	26	53%	37%	4,910.99	\$ 5,498.43	\$ 1.95	\$ 2.18
	GEF Collection Area (e)	86	95	26	26	58%	74%	11,540.45	\$ 13,154.23	\$ 5.16	\$ 5.33
	MATC Collection Area (e)	100	100	26	26	33%	46%	12,593.08	\$ 11,234.22	\$ 4.84	\$ 4.32
	Meriter Collection Area (e)	134	145	26	26	19%	48%	11,427.42	\$ 15,473.68	\$ 3.28	\$ 4.10
	MMB Collection Area (e)	112	112	26	26	67%	68%	16,220.14	\$ 15,895.99	\$ 5.57	\$ 5.46
	Monroe Collection Area (e)	125	125	26	26	--	--	13,219.39	\$ 10,536.40	\$ 4.07	\$ 3.24
	Schens Collection Area (e)	44	44	26	26	--	--	801.29	\$ 1,567.47	\$ 0.70	\$ 1.37
	State St Collection Area (e)	91	118	26	26	57%	53%	12,720.53	\$ 16,251.39	\$ 5.38	\$ 5.30
	University Collection Area (e)	195	202	26	26	60%	51%	24,980.28	\$ 22,883.12	\$ 4.93	\$ 4.36
	Wilson/Butler Collection Area (e)	133	133	26	26	55%	57%	6,367.29	\$ 6,521.70	\$ 1.84	\$ 1.89
	On Street Multi-Sp (g)	642	676	26	26	42%	49%	265.48	\$ 1,051.31	\$ 0.02	\$ 0.06
	Subtotal - Route Revenue	1,395	1,455	26	26	--	--	156,223.23	\$ 167,914.65	\$ 4.31	\$ 4.44
	Meter-Related Constrn Rev							116,624.42	\$ 28,755.00		
	Total On-St Meter Revenue							272,847.65	\$ 196,669.65		
	Miscellaneous							7,111.61	\$ 11,229.65		
	Total (a)	5,437	6,423					1,134,381.24	\$ 1,103,433.08		
			986					\$ (30,948.16)			

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).

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

City of Madison Parking Utility

YTD Revenue Total/Occupancy Average -- THRU MAR 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	75	75	--	--	\$ 1,594.99	\$ 1,155.72	\$ 1.64	\$ 1.19
	19 Lot 88 (Municipal Building)	17	17	75	75	63%	43%	\$ 2,648.52	\$ 1,923.13	\$ 2.08	\$ 1.51
	153 Brayton Lot Paystations	154	154	75	75	79%	82%	\$ 95,816.19	\$ 95,584.95	\$ 8.30	\$ 8.28
	Brayton Lot Meters	0	0			--	--	\$ -	\$ 732.51	\$ -	\$ -
	53 Buckeye Lot Multi-Sp (f)	54	54	75	75	32%	33%	\$ 42,974.00	\$ 42,921.32	\$ 10.61	\$ 10.60
	22 Evergreen Lot	23	23	75	75	35%	36%	\$ 11,122.53	\$ 10,723.72	\$ 6.45	\$ 6.22
	19 Wingra Lot	19	19	75	75	--	--	\$ 2,464.48	\$ 2,025.99	\$ 1.73	\$ 1.42
	36 SS Capitol	19	36	75	75	32%	24%	\$ 18,670.72	\$ 9,880.96	\$ 13.10	\$ 3.66
42 Cycles	43	42	75	75	--	--	\$ -	\$ -	\$ -	\$ -	
Cashiered	362 Capitol Square N (c)	382	348	90	90	76%	74%	\$ 207,520.56	\$ 200,841.15	\$ 6.04	\$ 6.11
	405 Gov East (c)	387	390	90	90	78%	80%	\$ 379,950.49	\$ 389,099.70	\$ 10.91	\$ 10.09
	407 Overture Ctr (c)	411	320	90	90	75%	77%	\$ 270,285.59	\$ 285,004.67	\$ 7.31	\$ 9.90
	534 SS Campus-Frances (c) (SS Campus Combined Total)	977	950	90	90	59%	57%	\$ 663,088.31	\$ 626,774.96	\$ 7.54	\$ 7.33
	448 SS Campus-Lake (c)							\$ 507,554.44	\$ 490,769.47		
605 State St Capitol (c)	645	598	90	90	48%	48%	\$ 375,273.71	\$ 388,379.15	\$ 6.46	\$ 7.22	
Monthly	72 State St Campus Monthly (b) (d)	15	69	63	62	48%	48%	\$ 12,783.08	\$ 46,785.42	\$ 13.53	\$ 10.94
	44 Blair Lot Monthly (b) (h)	44	49	63	62	87%	98%	\$ 15,057.37	\$ 17,042.81	\$ 5.43	\$ 5.61
	92 Brayton Lot Monthly	66	96	63	62	88%	101%	\$ 33,713.16	\$ 36,437.21	\$ 8.11	\$ 6.12
	50 Wilson Lot Monthly (b) (h)	50	48	63	62	98%	96%	\$ 16,481.00	\$ 16,478.30	\$ 5.23	\$ 5.54
	243 Capitol Square N Monthly (b) (d)	171	246	63	62	73%	76%	\$ 75,969.15	\$ 104,244.32	\$ 7.05	\$ 6.83
	106 Gov East Monthly (b) (d)	79	105	63	62	80%	81%	\$ 47,813.24	\$ 64,528.19	\$ 9.61	\$ 9.91
	275 Overture Ctr Monthly (b) (d)	153	240	63	62	66%	71%	\$ 65,510.05	\$ 101,554.03	\$ 6.80	\$ 6.82
	176 SS Capitol Monthly (b) (d)	93	154	63	62	63%	56%	\$ 46,834.70	\$ 70,826.03	\$ 7.99	\$ 7.42
On-Street Metered	169 Campus Collection Area (e)	152	159	75	75	37%	59%	\$ 54,815.31	\$ 67,891.07	\$ 4.81	\$ 5.69
	25 Capitol Square Collection Area (e)	25	25	75	75	50%	66%	\$ 14,404.33	\$ 15,046.73	\$ 7.68	\$ 8.02
	94 CCB Collection Area (e)	101	101	75	75	74%	69%	\$ 45,583.54	\$ 43,216.88	\$ 6.02	\$ 5.71
	96 E Washington Collection Area (e)	97	97	75	75	54%	33%	\$ 13,959.27	\$ 14,929.53	\$ 1.92	\$ 2.05
	84 GEF Collection Area (e)	86	95	75	75	66%	68%	\$ 34,476.02	\$ 36,573.29	\$ 5.35	\$ 5.13
	97 MATC Collection Area (e)	100	100	75	75	46%	52%	\$ 35,055.56	\$ 31,379.88	\$ 4.67	\$ 4.18
	127 Meriter Collection Area (e)	119	145	75	75	30%	48%	\$ 32,106.79	\$ 40,627.42	\$ 3.60	\$ 3.74
	107 MMB Collection Area (e)	112	112	75	75	77%	82%	\$ 46,878.85	\$ 45,789.19	\$ 5.58	\$ 5.45
	125 Monroe Collection Area (e)	125	125	75	75	--	--	\$ 31,180.36	\$ 29,920.48	\$ 3.33	\$ 3.19
	44 Schenks Collection Area (e)	53	44	75	75	--	--	\$ 5,076.90	\$ 3,982.07	\$ 1.28	\$ 1.21
	113 State St Collection Area (e)	98	114	75	75	51%	54%	\$ 34,286.00	\$ 40,681.97	\$ 4.66	\$ 4.76
	199 University Collection Area (e)	162	202	75	75	58%	54%	\$ 70,533.76	\$ 63,911.69	\$ 5.81	\$ 4.22
	109 Wilson/Butler Collection Area (e)	154	133	75	75	55%	57%	\$ 19,679.25	\$ 17,134.55	\$ 1.70	\$ 1.72
684 On Street Multi-Sp (g)	625	677	75	75	42%	44%	\$ 714.34	\$ 3,133.70	\$ 0.02	\$ 0.06	
	Subtotal - Route Revenue	1,384	1,452	75	75	--	--	\$ 438,750.28	\$ 454,218.45	\$ 4.23	\$ 4.17
	Meter-Related Constrn Rev							\$ 184,871.92	\$ 61,398.00		
	Total On-St Meter Revenue							\$ 623,622.20	\$ 515,616.45		
	Miscellaneous	0	0					\$ 13,437.11	\$ 16,566.55		
	Total (a)	5,199	5,423					\$ 3,022,631.16	\$ 3,045,127.24		

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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).

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.