



City of Santa Barbara Downtown Parking Committee

Downtown Parking FY 2013 Credit Card Usage

Historical Usage

	<u>Credit Card Revenue</u>	<u>Total Kiosk Revenue</u>	<u>% Revenue</u>	<u>Credit Card Transactions</u>	<u>Total Paid Transactions</u>	<u>% Paid Transactions</u>
**FY 2011	519,177	2,987,386	17%	110,092	862,949	13%
FY 2012	1,158,685	4,725,329	25%	255,289	1,519,636	17%

Fiscal Year 2013

	<u>Credit Card Revenue</u>	<u>Total Kiosk Revenue</u>	<u>% Credit Card Revenue</u>	<u>Credit Card Transactions</u>	<u>Total Paid Transactions</u>	<u>% Credit Card Paid Transactions</u>
July	110,181	337,329	33%	24,702	136,774	18%
August	112,987	467,439	24%	25,007	140,125	18%
September	103,202	340,559	30%	23,911	120,491	20%
October	115,429	374,750	31%	25,855	125,413	21%
November	114,084	461,864	25%	25,988	127,262	20%
December	115,688	488,221	24%	26,600	141,356	19%
January	117,462	351,427	33%	26,238	125,163	21%
February	111,768	393,717	28%	25,241	114,788	22%
March	123,823	382,475	32%	28,433	129,976	22%
April	121,639	399,588	30%	28,034	126,382	22%
May	130,896	378,581	35%	30,270	134,879	22%
June	128,383	512,608	25%	29,582	135,785	22%
Total	1,405,540	4,888,558	29%	319,861	1,558,394	21%

Average Value of Credit Card Transactions: \$4.40
 Average Value of Cash Transactions: \$2.82
 Difference: \$1.58 or approximately an hour of parking
 Total Processing Fees: \$82,945.00
 Per Transaction Processing Fee: \$.26/credit transaction
 Per Revenue Dollar Processing Fee: 6%
***credit cards were implemented in November of 2010*