



City of Santa Barbara Downtown Parking Committee

Downtown Parking Program Fiscal Year 2015 Credit Card Activity

Historical Use

	<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>% of 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%
FY 2013	1,405,540	4,888,558	29%	319,861	1,558,394	21%
FY 2014	1,729,397	5,166,967	33%	395,832	1,616,082	24%

**Credit cards were implemented in November of 2010*

Fiscal Year 2015

	<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>% of Paid Transactions</u>
July	156,269	373,671	42%	35,894	142,447	25%
August	157,202	428,071	37%	35,963	145,659	25%
September	145,556	472,663	31%	33,671	125,114	27%
October	159,169	384,540	41%	36,396	131,926	28%
November	156,154	374,705	42%	36,613	134,223	27%
December	162,086	614,052	26%	38,151	144,560	26%
January	166,373	338,589	49%	37,907	134,264	28%
February	164,762	402,587	41%	38,657	132,765	29%
March	173,262	483,119	36%	40,642	137,452	30%
April	169,969	484,925	35%	39,933	134,251	30%
May	173,706	355,650	49%	41,373	138,854	30%
June	168,110	583,806	29%	39,315	135,435	29%
Total	<u>1,952,616</u>	<u>5,296,379</u>	<u>37%</u>	<u>454,515</u>	<u>1,636,950</u>	<u>28%</u>

Average Value of Credit Card Transactions: \$4.30

Average Value of Cash Transactions: \$2.83

Difference: \$1.47 or approximately an hour of parking (\$1.50/hr is the hourly rate)

Total Processing Fees: \$121,727.00

Per Transaction Processing Fee: \$0.27/credit transaction

Per Revenue Dollar Processing Fee: 6.2%