

City of Santa Barbara  
**Downtown Parking Committee**

*Downtown Parking  
 FY 2014 Credit Card Activity  
 July - December*

**Historical Use**

	<u>Credit Card Revenue</u>	<u>Total Kiosk Revenue</u>	<u>% of Kiosk Revenue</u>	<u>Credit Card Transactions</u>	<u>Total Paid Transactions</u>	<u>% of Paid Transactions</u>
<b>**FY 2011</b>	519,177	2,987,386	17%	110,092	862,949	13%
<b>FY 2012</b>	1,158,685	4,725,329	25%	255,289	1,519,636	17%
<b>FY 2013</b>	1,405,540	4,888,558	29%	319,861	1,558,394	21%

**Fiscal Year 2014**

	<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>
<b>July</b>	137,149	274,320	50%	31,239	143,705	22%
<b>August</b>	141,121	562,997	25%	31,309	146,491	21%
<b>September</b>	125,136	386,786	32%	28,302	121,239	23%
<b>October</b>	142,857	391,317	37%	32,320	131,640	25%
<b>November</b>	137,340	419,026	33%	31,510	128,749	24%
<b>December</b>	135,102	364,582	37%	31,504	137,166	23%
<b>Total</b>	818,703	2,399,028	34%	186,184	808,990	23%

Average Value of Credit Card Transactions: \$4.40

Average Value of Cash Transactions: \$2.54

Difference: \$1.86 or approximately an hour of parking (\$1.50/hr is the hourly rate)

Total Processing Fees: \$44,573.00

Per Transaction Processing Fee: \$.24/credit transaction

Per Revenue Dollar Processing Fee: 6%

*\*\*credit cards were implemented in November of 2010*