

City of Santa Barbara
Downtown Parking Committee

*Downtown Parking Program
 FY 2014 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%

***Credit cards were implemented in November of 2010*

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>% of Paid Transactions</u>
July	137,149	273,863	50%	31,239	143,705	22%
August	141,121	563,815	25%	31,309	146,491	21%
September	125,136	387,120	32%	28,302	121,239	23%
October	142,857	390,841	37%	32,320	131,640	25%
November	137,340	419,516	33%	31,510	128,749	24%
December	135,102	485,082	28%	31,504	137,166	23%
January	141,206	331,761	43%	32,306	128,114	25%
February	153,904	442,267	35%	35,111	133,478	26%
March	153,920	443,889	35%	35,912	137,167	26%
April	152,941	475,126	32%	35,042	133,507	26%
May	158,949	483,069	33%	36,755	138,947	26%
June	149,776	470,620	32%	34,522	135,879	25%
Total	1,729,397	5,166,967	33%	395,832	1,616,082	24%

Average Value of Credit Card Transactions: \$4.37

Average Value of Cash Transactions: \$2.82

Difference: \$1.55 or approximately an hour of parking (\$1.50/hr is the hourly rate)

Total Processing Fees: \$114,546.00

Per Transaction Processing Fee: \$0.29/credit transaction

Per Revenue Dollar Processing Fee: 6.6%