

Monthly Parking Revenue Report May 2011
Great Falls Parking Program



	Lot # 2	Lot # 3	Lot # 4	Lot #6	Lot # 7	Lot # 8	Totals
Week # 1 Daily Lot Revenue	0.00	0.00	75.39	139.27	15.63	26.05	256.34
Week # 2 Daily Lot Revenue	0.00	0.00	44.60	121.91	12.00	24.50	203.01
Week # 3 Daily Lot Revenue	0.00	0.00	43.25	159.17	9.50	22.25	234.17
Week # 4 Daily Lot Revenue	0.00	0.00	29.51	155.42	11.91	31.10	227.94
Week # 5 Daily Lot Revenue	0.00	0.00	12.00	41.50	0.00	0.00	53.50
Total Daily Lot Revenue	0.00	0.00	204.75	617.27	49.04	103.90	974.96

	Lot # 2	Lot # 3	Lot # 4	Lot # 6	Lot # 7	Lot # 8	Totals
Week # 1 Monthly Lot Revenue	0.00	57.00	650.00	0.00	175.00	75.00	957.00
Week # 2 Monthly Lot Revenue	0.00	0.00	25.00	0.00	0.00	0.00	25.00
Week # 3 Monthly Lot Revenue	600.00	47.50	12.50	0.00	25.00	937.50	1622.50
Week # 4 Monthly Lot Revenue	325.00	19.00	300.00	0.00	125.00	500.00	1269.00
Week # 5 Monthly Lot Revenue	0.00	38.00	550.00	0.00	0.00	0.00	588.00
Total Monthly Lot Revenue	925.00	161.50	1537.50	0.00	325.00	1512.50	4461.50

	Transient	Meters	Monthly	Validations	Key Card	Meter Bag/Coin	Delivery Zone	Over/Short	Totals
Week # 1 Garage Revenue	537.50	4394.89	3232.00	0.00	5.00	707.00	0.00	0.00	8876.39
Week # 2 Garage Revenue	428.50	4360.61	228.00	0.00	10.00	142.00	0.00	0.50	5168.61
Week # 3 Garage Revenue	433.50	4313.96	2320.00	60.00	5.00	306.00	0.00	0.00	7438.46
Week # 4 Garage Revenue	541.00	4472.76	2556.00	0.00	0.00	25.00	0.00	0.00	7594.76
Week # 5 Garage Revenue	88.00	597.43	2536.00	0.00	0.00	0.00	0.00	0.00	3221.43
Total Garage Revenue	2028.50	18139.65	10872.00	60.00	20.00	1180.00	0.00	0.50	32299.65

Monthly Permit Totals										
			40.00	36.00	25.00	22.50	20.00	19.00	12.50	9.50
Monthly NEW Revenue Lots	45.00	Ramp # 1	120	228	0	0	1	0	0	0
Monthly NEW Revenue Ramp # 1	7020.00	Ramp # 2	104	156	0	0	1	0	0	0
Monthly NEW Revenue Ramp # 2	4932.00	Lot # 2	0	0	37	0	0	0	0	0
Monthly NEW Revenue Credits	90.00	Lot # 3	0	0	0	0	0	8	0	1
Total Monthly NEW Revenue	11907.00	Lot # 4	0	0	61	0	0	0	1	0
		Lot # 7	0	0	13	0	0	0	0	0
		Lot # 8	0	0	56	7	0	0	0	0
		Totals	224	384	167	7	2	8	1	1

Citation Revenue	7832.00
Total Revenue	57475.11

Totals

349
261
37
9
62
13
63
794

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Missoula council committee approves freebie ticket for expired meters

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Missoula council committee approves freebie ticket for expired meters

By KEILA SZPALLER of the Missoulian missoulia.com | Posted: Thursday, June 9, 2011 5:45 am | Loading...

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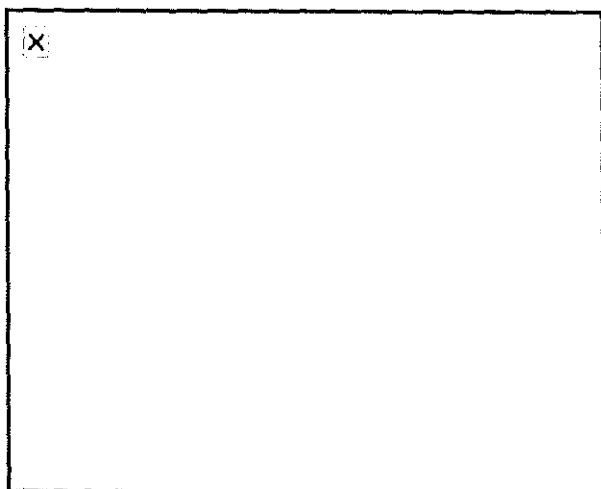
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6/10/11

Govg -

I almost forgot to
give this to you -
re: parking tickets/fines
in Missoula. Found
about it when I was
there this week. Bill

Mike - Found
B. H. B.



 The Missoula City Council is expected to hold a public hearing Monday to discuss putting a new fine structure in place for downtown parking meter violators.

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How the 'oops' tickets work

Don't get cocky. Parking fines won't all be free even if the Missoula City Council moves ahead with the "oops" ticket. It's just the first expired meter ticket in six months that's an "oops" freebie. The second one will be \$5, third \$10, fourth \$15 and the fifth on up will be \$20 apiece. Old, unpaid tickets remain current and stack up on your record.

The "oops" got the nod Wednesday from a Missoula City Council committee.

"Oops" parking tickets are freebies for expired meter parking - and in a victory for retailers, the Public Works Committee adopted them along with a major overhaul of Missoula Parking Commission fines. The first ticket for a spent meter will be free, but the free ride won't last.

The recommendation headed to the full council on expired meters is this: The first ticket someone gets in six months is the freebie; the second is \$5, third is \$10, fourth is \$15 and fifth and up are \$20 each.

"If you're going to try to make the customer happy, you've got to give them a break once in a while," said Councilman Jon Wilkins.

Retailers had pushed the "oops" ticket as a way to engender goodwill about downtown Missoula and bring in more business. The current fine for an expired meter is a flat \$2 each time.

The Missoula Parking Commission, Missoula Redevelopment Agency and other downtown proponents fear the "oops" ticket will hit the parking commission's bottom line and hurt other parking projects meant to bolster the city center.

But opponents of the "oops" couldn't overcome the findings of Councilman Bob Jaffe. Jaffe, a software and Web developer, conducted an exhaustive analysis of parking commission ticket data and made revenue projections.

The outcome helped persuade the council. Because another fine revenue stream will bring in more money - for improper parking tickets - Jaffe said he sees plenty of wiggle room when it comes to meter fines.

"My sense is there's a large amount of flexibility," said Jaffe, who also said the spreadsheets can't take all factors into account.

In his analysis, available on MissoulaRedTape.com, the parking commission will actually increase its overall revenue even with a free ticket. The "oops" citation will thank customers for doing business downtown.

Because the new fines will require technology updates for the parking commission, Jaffe suspects any changes won't be implemented until January. The full council will take up the decision Monday at its regular meeting, but no one on the committee cast an audible "no" vote.

Hide & Sole's Scott Sproull, who wore a T-shirt saying "Pro Customer, Pro Oops! Pro Downtown," has been at the helm of the effort to instate a first-time freebie. Instead of punishing shoppers, the ticket rewards them for coming downtown. Sproull said the good feeling will translate into additional business for downtowners.

If it does but also means lost revenue for the parking commission, Councilwoman Pam Walzer suggested businesses help make up the difference, possibly with a parking district. She suggested the new fines be evaluated perhaps six months after they begin.

Sproull agreed to her request, although he said six months probably wasn't long enough to test the new approach: "We will be here at the table, Pam, if the parking commission is losing money."

Just the first expired meter ticket in six months would be a freebie. To be eligible for a second "oops" ticket, a driver would have to have a clean parking record for six months - and be up to date on paying old fines. Overtime and improper parking fines also are going up.

The parking commission's Anne Guest has argued against a free ticket. She said Wednesday cash reserves already are low because money has gone to the Front Street parking structure, and she

fears a drop in revenue from the "oops" ticket will hurt the agency's ability to make good on its bond payments for the garage.

The parking commission is directly responsible for \$4.5 million in payments and backing the \$7.5 million bond, and its bond counsel has urged the council to proceed with caution on fine changes in order to not put the parking commission at risk of default.

"The \$5 ticket, then \$10 ticket will definitely change behavior very, very fast," Guest said. "I don't think there's going to be much tolerance after that."

Council chambers was almost full, but most people had said their piece during the public hearing Monday before the full council. On Wednesday, Tim France of Worden's Market told councilors he didn't think the freebie was a good idea and said people who support it should just pay their customers' tickets as he does when shoppers complain.

"I'm actually in favor of not having the 'oops' ticket," said France, who knew he was in a minority in the room. "I will duck now because there will probably be some rocks flying from my friends and colleagues."

The matter has been a tortuous one for downtowners to slog through the past few years, and Councilwoman Renee Mitchell said she didn't like to see some of the fighting that's taken place.

"It grieves me to know there's this much contention and ill feelings erupting over this issue," Mitchell said.

Jaffe, though, said for the most part, people on opposite sides of the "oops" ticket largely agree the other changes are needed, such as incremental fines and larger ones for improper parking. Rather, he said everyone at the table was rallying to keep their downtown strong.

"Everybody here is motivated by wanting to promote downtown and encourage the health of downtown," Jaffe said. "I want to make sure that folks don't lose track of that."

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Bob Jaffe, Missoula Redevelopment Agency, Public Works Committee, Anne Guest, Renee Mitchell

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