

Parking – Are You Maximizing Your Revenue?



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April 29, 2008

Today's Discussion

- Operating Models –self, 3rd party, hybrid
- Revenue Enhancement
- Revenue Protection

What to Contract?

- Parking Operation
 - ▶ Cashiers
 - ▶ Supervisors
 - ▶ Management
 - ▶ License plate inventory
 - ▶ Training & documentation

- Accounting
- Audit
- Security

- Maintenance
 - ▶ Hardware
 - ▶ IT & Communications
 - ▶ Routine cleaning
 - ▶ Snow removal
 - ▶ Structural

To outsource or not to outsource.....

● Outsourcing Benefits

- ▶ PR distancing
- ▶ Labor rates & burden lower
- ▶ Greater flexibility in changing staff, services
- ▶ Labor/customer disputes
- ▶ Revenue risk on operator

● Outsourcing Risks

- ▶ Revenue protection
- ▶ Long-term asset care
- ▶ Customer service

● Contract Advice

- ▶ YGWYPF
- ▶ Ticket accountability
- ▶ Audit clause
- ▶ Data requirements
- ▶ Vehicle provisions

Revenue Enhancement

- Labor

- ▶ Management
- ▶ Supervisory
- ▶ Cashier
- ▶ Maintenance
- ▶ Audit

- Operating processes

- Receipts accountability/security

Revenue Protection

- Revenue earned gets collected
(customer theft)
- Revenue collected gets deposited
(employee theft)

Common Causes for Revenue Loss

- RCS** ● Ticket switching
- RCS** ● False license plates
- RCS** ● False discounts
- RCS** ● Cash/credit trans swap
- RCS** ● Pay station servicing
- ACS** ● Cash/permit pmt swap
- ACS** ● Unauthorized free permits
- ACS** ● Unreported permit revenue

Revenue Protection

- Know your PARCS system
 - ▶ Hardware controls
 - ▶ Software controls
 - ▶ Processing options
 - ▶ Vehicle inventory
 - ▶ Data
 - ▶ Fail-safe measures
- A word about PCI compliance

Revenue Protection

- Non-automated protection processes to cover system weaknesses
- Data outside of PARCS
 - ▶ Financial
 - ▶ Operating
 - ▶ Audit

Key Performance Indicators

- Revenue to prior month/year
- Number of exits to prior month/year
- Average ticket duration
- Revenue per ticket
- Cash revenue per ticket
- Complaints per ticket
- % downtime
- Credit card reconciliation PARCS to bank
- % exception transactions
- Labor to exits

Questions??



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