



## MEMORANDUM

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** David McPherson

**SUBJECT:** Update on FY 2014-15 Projected  
Parking Citation Revenue Estimates

**DATE:** June 4, 2013

City Administrator

Date

Approval /s/ Scott P. Johnson

6/4/13

### INFORMATION

This memo provides an update on the City's parking revenue collection projections for fiscal year (FY) 2014-15. Based on the information below, the administration is revising the one-time and on-going revenues for parking citations for an additional amount of \$750,000 in FY 2014-15.

***Additional One-Time Booting Revenue:***

In the FY 2013-15 proposed policy budget, we are proposing a partnership booting program with the City of Berkeley that estimated one time revenues of \$2 million in FY 2014-15. On May 29, 2013, the Revenue Division staff conducted a meeting with Paylock IPT LLC (Booting Contractor) to discuss the recent field test they conducted using a scofflaw file consisting of delinquent parking tickets issued in the Cities of Berkeley and Oakland. To conduct the study, each City provided PayLock with a list of vehicles owing at least one delinquent parking ticket. PayLock merged these separate data sets to create one combined scofflaw list containing vehicles owing five or more open tickets. The field test was conducted using Mobile License Plate Recognition (MLPR) technology. This technology uses a sophisticated camera system to read and compare license plates against the combined list. When the MLPR system reads a plate that is also on the scofflaw list, an audible alert informs the operator that a targeted vehicle has been found. An early study conducted in January projected the Revenue for this program to be approximately \$2 million as one time revenue. However, a recent test with the most current data provided revealed new findings. As a result of the data merger, 2,961 scofflaw vehicles were indentified in Oakland which represents 20% of the delinquent citations. Therefore, we are recommending our revenue projections for this program be increased by \$500,000 thus bringing the projected one-time revenue up to \$2.5 million for FY 2014-15.

