

Parking and Traffic Committee
of the
Downtown Improvement Board
Tuesday, March 8, 2016
4:30 p.m.
AGENDA

1. Call To Order
2. Recurring Agenda:
 - a. Consideration of the Agenda for the March 8, 2016 meeting
 - b. Consideration of the minutes from the February 9, 2016 meeting.
3. Review of Financial Statements
 - a. Discussion and continued expansion of financial information
4. Public Presentations
5. New Business
 - a. Review the Urban Place Consultants '06 and '07 parking study
 - b. Expand the managed parking spaces
 - i. Request a report/study from Republic Parking as to what and when
 - c. Validation Token discussion on intent and FAQ
 - d. Use of a "final notice" and follow through with the use of a collection agency
6. Continuing Business
 - a. Inventory
 - i. Single Space meters 146
 - ii. PayStation spaces 260
 - b. Identify/purchase additional parking assets
 - i. Prepare a pricing strategy for the entire year with the thought towards a "bondable income stream"
 - c. Develop a marketing/PR campaign for the entire year
 - d. Equipment Repairs - update
 - i. Cameras
 - ii. Faster credit card processing
 - iii. Jefferson landscape cleanup
7. Public Comment
8. Adjournment

NOTE: The DIB Parking & Traffic Committee normally meets the second Tuesday of each month at 4:30 p.m. in the DIB Public Meeting Room (Suite 104) on the first floor of the Rhodes Building at 41 N. Jefferson Street, Pensacola, Florida

FINAL NOTICE



**City of Madeira Beach
Processing Center
P.O. Box 2050
Tarrytown, NY 10591-9050**

6M ðTagtý
 ðRecipientý
 ðRecipient#1ý
 ðRecipient#2ý

OFFICE USE ONLY	NOTICE DATE	PLATE
PARKING TICKET NUMBER		TOTAL DUE
ðTicketý ðTicket#1ý ðTicket#2ý ðTicket#3ý ðTicket#4ý		
TOTAL DUE AS OF THIS NOTICE DATE		

ENCLOSE THIS PORTION WITH YOUR PAYMENT

FINAL NOTICE

You have failed to respond to prior notices mailed concerning outstanding parking violations issued to a vehicle registered in your name. This is your final notification prior to any additional legal actions that may be taken by this office. Your name may be reported to the credit reporting agencies. Your account may be turned over to a collection agency.

Do not ignore this notice. Pay your fines immediately.

TICKET NUMBER	ISSUE DATE	LOCATION OF VIOLATION	ISSUE TIME	VIOLATION DESCRIPTION	ORIGINAL FINE	PENALTY	AMOUNT PAID	AMOUNT DUE
ðTicknoý	ðIssdateý	ðLocationý	ðTimeý	ðViolý				
ðTickno#1ý	ðIssdate#1ý	ðLocation#1ý	ðTime#1ý	ðViol#1ý				
ðTickno#2ý	ðIssdate#2ý	ðLocation#2ý	ðTime#2ý	ðViol#2ý				
ðTickno#3ý	ðIssdate#3ý	ðLocation#3ý	ðTime#3ý	ðViol#3ý				
ðTickno#4ý	ðIssdate#4ý	ðLocation#4ý	ðTime#4ý	ðViol#4ý				

PAYMENT PROCEDURE

Pay Online: www.parkingticketpayment.com/madeirabeach

Pay by Phone: 1-855-256-6250

Pay by Mail: ***DO NOT MAIL CASH***

PAYMENT ONLY ACCEPTED IN US FUNDS.
 Write your Ticket Number(s) and License Plate on the front of your Check or Money Order to ensure proper credit.

Pay and mail to: City of Madeira Beach
 Processing Center
 P.O. Box 2050
 Tarrytown, NY 10591-9050

TOTAL DUE AS OF THIS NOTICE DATE

TICKET NUMBER	NOTICE DATE	PLATE
ðTicknoý		
ðTickno#1ý		
ðTickno#2ý	VEHICLE MAKE	VEHICLE COLOR
ðTickno#3ý		
ðTickno#4ý		

↙
PAY ONLINE AT:
OR
PAY BY PHONE:
↘

www.parkingticketpayment.com/madeirabeach
1-855-256-6250

04/27/15

John Doe
123 Main Street
New Rochelle, NY 99999



Capital Recovery Systems, Inc.
(614) 575-0590 or 1-800-693-6835

Creditor	Plate #	Ticket Number	Amount Owed
NEW ROCHELLE PARKING	FYK7355	PK123456	130.00

This notice is to inform you that your past due balance for parking violation(s) owed to the City of New Rochelle, NY has been referred to Capital Recovery Systems for collection. To avoid further action, please pay your ticket(s) immediately using one of the following methods:

Pay online: www.parkingticketpayment.com/newrochelle

Pay by phone: 1-800-984-1462

Pay by mail: New Rochelle Collection Center, P.O. Box 2085, Tarrytown, NY 10591-9085

We understand that there may have been circumstances that have prevented you from paying these parking tickets in the past. However, this should not prevent you from paying your ticket(s) now or calling this office and making arrangements to pay. It is very important that you pay your outstanding tickets or call this office to resolve this matter.

~~Your vehicle may be subject to towing by the order of the City of New Rochelle.~~

This has been sent to you by a collection agency. The above referenced account has been placed with this office for collection. Please advise this office of your intentions. Call 1-800-693-6835

****IMPORTANT INFORMATION****

This is an attempt to collect a debt. Any information obtained will be used for that purpose.

Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days from receiving this notice, this office will obtain verification of the debt or obtain a copy of judgment and mail you a copy of such judgment or verification. If you request this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current debtor.

CRS / 036 /

*** Detach Lower Portion and Return w/ Payment ***

1 / 0000001 /

P.O. Box 1993
Southgate, MI 48195-0993

Account #	Statement Date	PAY THIS AMOUNT	Amount Enclosed
L13796	04/27/15	\$130.00	

DO NOT MAIL CASH
REMIT PAYMENT TO:

John Doe
123 Main Street
New Rochelle, NY 99999

New Rochelle Collection Center
P.O. Box 2085
Tarrytown, NY 10591-9085



Company Overview

Capital Recovery Systems is an expert in collecting delinquent debts, with a unique specialization in collecting traffic fines and parking tickets for courts and local municipalities. CRS has recovered over \$225,000,000 in delinquent debt for over 450 counties and municipalities throughout the country, all while maintaining an A+ rating from the Better Business Bureau.

History

Capital Recovery Systems was founded in Ohio in 1997 to work exclusively for government clients. We quickly found that local governments were very under-serviced when it came to collecting debts for courts, particularly traffic fines and court costs. We took on our first major court client in 2000 with Clark County Municipal Court in Ohio, and started to develop innovative methods and procedures to tailor our services specifically to collecting traffic fines. We have steadily expanded our services to **over 450 counties and municipalities** across the country since then, and constantly strive to find ways to add more value for our clients.

Our Approach

At Capital Recovery Systems, **our number one priority is to maintain our client's positive reputation**, while achieving maximum revenue recovery. We understand that when we serve government clients, we are collecting debts from their constituents, and that the good will between those debtors and the client *has to be preserved above anything else*. This necessity has driven us to create a unique and very effective approach to collecting that sets us apart from other agencies.

With most collection agencies, you have a group of individual collectors who earn commission on every debt that they are able to collect. When collectors are motivated too heavily by commission they will tend to use aggressive and manipulative tactics that can border on harassment, and even violate the law. It also creates issues with logistics and morale, where collectors fight over "account ownership". We know this to be the case, because like other collection agencies we struggled through it as a company for a number of years.



What we came to realize was that the vast majority (over 90%) of payments were coming from effective use of technology, rather than out-going calls from our collectors. Our skip-tracing, data scrubs, letters and automated dialer were generating payments, and many of the payments taken over the phone were prompted by letters or automated messages sent to the debtors. With that revelation came the decision to change our approach to one of customer service, and employ Customer Service Representatives, not collectors.

Now, all of our Customer Service Representatives are paid a higher wage and don't have to worry about commission. Our CSRs use specific phone scripts and have yearly training in customer service and FDCPA regulations. Instead of drama over "account ownership", we have a team of representatives that work together to recover revenue while being courteous and respectful.

The end result for our clients is tremendous: ***We now receive only 1 complaint in every 18 million contacts we make***, which is a staggering statistic in the collections industry. Not only does it generate far fewer complaints, but it actually yields better revenue recovery. Our collection efforts are more successful than ever (often tripling the industry average of 11.2% recovery on municipal debts), and it is a rare event indeed when a client receives a complaint over the conduct of our staff. We have essentially taken the focus off of the collectors earning commission, and put it back on the best interest of our clients, where it should be.

Our Successful Outcomes

As mentioned earlier we have recovered over \$225 million for our clients, working with clients of all sizes. Our approach to collecting allows us to treat all clients with the same amount of dedication, whether they are a large city like Toledo, Ohio, or a small village with very few annual cases. That level of service is why we have a client retention rate of over 90%, despite being a part of an industry with typically high client turnover.

We use an effective combination of skip-tracing, letter campaigns, automated calls, and calls by personnel to help collect your delinquent debts. We invest more time, money and effort into collecting than any of our competitors, which has allowed us to achieve an **average recovery rate of 30.2%**, nearly three times the national average of 11.2% in government collections (*according to a 2013 ACA International Collections Market Survey*).

Here are some examples to illustrate our success, including both small and large clients:

Client	Revenue Recovered	Recovery Rate
Lorain Municipal Court (OH)	\$6,769,057	48.78%
Gas City Court (IN)	\$1,586,679	58.67%
Toledo Municipal Court (OH)	\$14,961,851	36.23%
Newburgh Heights Mayors Court (OH)	\$123,807	61.09%
Beech City Court (IN)	\$407,517	35.04%
Amelia Village (OH)	\$128,338	73.66%

We have recovered over \$1,000,000 for 50 different clients.

Summary

In short, Capital Recovery Systems gives you the best of all worlds when it comes to a collection agency: the experience of a company with a vast client base, and the attention to customer service that you expect of a medium-sized company.

We hope you'll give us an opportunity to show you why our clients tend to stick with us, and how our recovery rates can help you improve your bottom line.

February 25, 2016

Frequently Asked Questions – RE: downtown event parking

1. The “validation” tokens for Jefferson Street Parking Garage are intended for Merchant utilization of reimbursement of their customers who chose to park at Jefferson Street Garage while patronizing their establishments and can be purchased for \$1.00
2. The “validation” program is not intended for Businesses to purchase for accommodating large group meetings or events. Businesses wanting to purchase validation tokens for meetings must be pre-approved by DIB Director or Parking Manager in advance of commitment.
3. Groups of 30 or less do not need DIB approval and can use the regular validations tokens which currently are \$1.00.
4. If permission is granted for issuing of Convenience Tokens for Meeting/Events :
 - a. Validation Tokens for up to 75 can be arranged and pre-purchased at normal daily rate
 - b. Events with more than 75 attendees will need to offer parking in several locations.
 - c. Event organizers are not permitted to place signs or banners at the Garage without advance written DIB consent.
5. Events larger than 75 attendees
 - a. The Garage will accommodate up to 75 vehicles
 - b. N. Palafox lot will accommodate up to 50 vehicles
 - i. The pay-station at the lot allows for 9 hours of parking at the current price of \$4.50.