

dxCS Return on Investment: Illustration of Revenue Increases

Research of cities within the United States demonstrates that municipalities that adopt an electronic citation system see a dramatic first-year increase in parking ticket revenues. This illustration demonstrates the increase from a baseline dxCS installation.

Average Parking Ticket Revenues

Revenue Assumptions	Amount
Tickets Issued Annually	5000
Average Citation Amount	\$15.00
Average Annual Ticket Revenue	75,000.00

Expense Assumptions

Expense Assumptions	Amount
Enforcement Agent Expenses	
Time per Ticket (Avg. Minutes)	5
Time between Tickets (Avg. Minutes)	20
Hourly Wage	\$12.00
Average Annual Labor Costs	25,000.00

Administrative Expenses

Data Entry Time per Ticket (Avg. Minutes)	3
Management of Data (Avg. per Ticket Mi	1
Hourly Wage	\$17.00
Average Annual Labor Costs	5,666.67

Cost of Tickets

Cost of Pre-Printed Tickets (Avg. Each)	0.20
Cost of Envelopes (Avg. Each)	0.20
Average Annual Printing Costs	2,000.00

Uncollected/Dismissed Tickets

Percentage of Uncollected Tickets	20%	15,000.00
Percentage of Dismissed Tickets	10%	7,500.00
Total Uncollected/Dismissed Tickets		22,500.00

Average Annual Expenses **55,166.67**

Profit (or Loss) from Ticket Citations **\$19,833.33**

Revenues with dxCS

Revenue Assumptions	Amount
Tickets Issued Annually (15% Increase)	5750
Average Citation Amount	\$15.00
Average Annual Ticket Revenue	86,250.00

Expense Assumptions

Expense Assumptions	Amount
Enforcement Agent Expenses	
Time per Ticket (Avg. Minutes)*	1
Time between Tickets (Avg. Minutes)	19
Hourly Wage	\$12.00
Average Annual Labor Costs	23,000.00

Administrative Expenses

Data Entry Time per Ticket (Avg. Minutes)	0
Management of Data (Avg. per Ticket Mi	1
Hourly Wage	\$17.00
Average Annual Labor Costs	1,629.17

Cost of Tickets

Price per Ticket (Case 36 Roll/150 per R	0.01
Cost of Envelopes (Avg. Each)	0.20
Average Annual Printing Costs	1,229.86

Uncollected/Dismissed Tickets**

Percentage of Uncollected Tickets	15%	12,937.50
Percentage of Dismissed Tickets	2%	1,725.00
Total Uncollected/Dismissed Tickets		14,662.50

Average Annual Expenses **40,521.53**

Profit (or Loss) from Ticket Citations **\$45,728.47**

Increase in Revenue to Municipality **\$25,895.14**

* dxCS uses automated handheld software and mobile printers. Averages reflected factor time/resource savings into estimates.

** Electronic citations reduce uncollected ticket and dismissal rates. Estimates factor these reductions into calculations.

Revenue estimates do not factor costs of dxCS or hardware necessary to operate system.