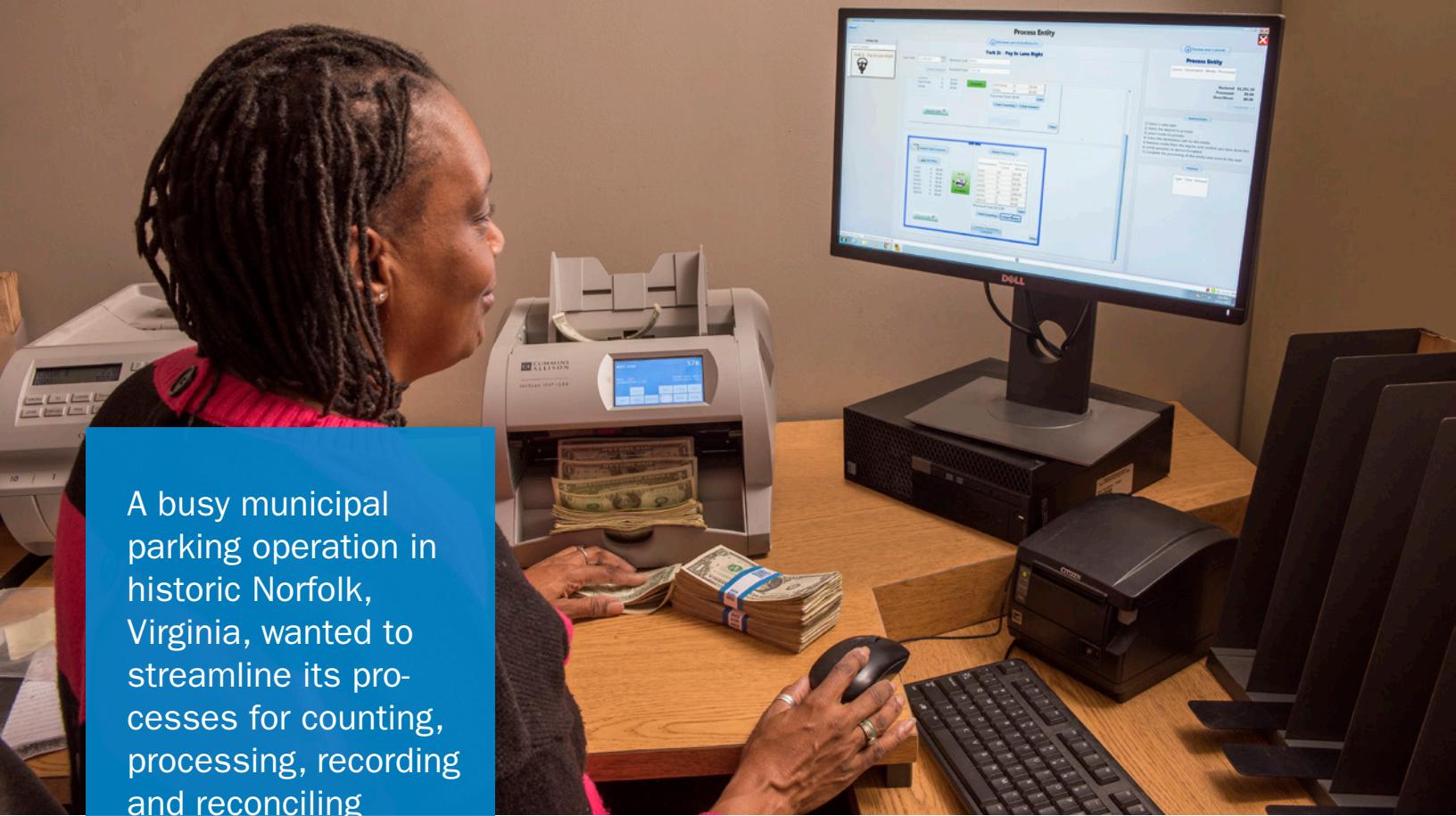




DIVISION OF PARKING, CITY OF NORFOLK, VIRGINIA

An integrated solution
streamlines cash collection for
a complex parking operation



A busy municipal parking operation in historic Norfolk, Virginia, wanted to streamline its processes for counting, processing, recording and reconciling revenues from its complex parking operations.



20,500 public parking spaces, **16** garages, **9** surface lots, **600+** meters



50% reduction in time to process money



Numerous customizable reports for accounting and tracking

Working with Cummins Allison, the Norfolk Division of Parking upgraded to state-of-the-art currency counting and check scanning equipment and incorporated a customized cash management software solution. With the new system in place, the city has dramatically reduced the time required to count funds by more than 50 percent and is taking advantage of new tools and capabilities to plan for future capital investments.

Significant parking operations for the city

Downtown Norfolk, Virginia, is the center for the region's business, retail, cultural and entertainment activities. The city's parking division is responsible for providing safe, convenient and affordable parking services for citizens, visitors and businesses. Through a vast network of parking locations, the city manages 20,500 public parking spaces in 16 garages, nine surface lots and more than 600 on-street metered spaces. Revenues are substantial, totaling an average of \$22 million annually.

The Division of Parking has taken steps to streamline and automate their operations.

"The parking industry has moved towards automation, resulting in considerable changes to our operations," explains Randy Swink, enterprise controller for Norfolk. "We have fewer parking attendants and more automated equipment today. Yet, while automation has helped in some areas, the majority of the parking division's workload continues to be the counting, verification and deposit of money."

A labor-intensive process

Three days each week, two staff members collect coins in canisters from the more than 600 meters throughout the city. "Attendants at the city's parking lots and garages gather the cash and coins they collect each day," states Valorie Hart, accounting technician, Norfolk Division of Parking. "All of these monies are delivered to the parking division's money room, where two staff members count the cash, coins and credit card payments from the various operations."

Counting money has historically been an extremely time-consuming proposition. "The accounting of money on any given day involves opening many bags. And because

we hold attendants accountable for shortages, the money needs to be sorted by each facility and attendant,” says Swink.

After the funds are processed and verified, the information is fed into the division’s parking financial system, which produces a cash receipt that itemizes the total for each facility and processes it into the city’s accounting system.

Previously, money room staff were particularly stressed on Mondays when they rushed to count all of the cash and coin collected over three days (Friday through Sunday) and process them in time to meet the scheduled armored car pickup for deposit. Parking fees collected during the city’s frequent special events often add volume to the money that needs to be processed. “That was our Monday headache,” reveals Swink. “Getting deposits ready for the armored car carrier often took up to a half day, compared with the average of two hours on any other day.”

New software leads to an integrated solution

With the expiration of support for its existing software looming, the division began a search for a modern solution to replace the outdated software. Norfolk selected Cummins Allison’s Cash Logistics Manager (CLM) and money-handling hardware. The result is an integrated solution to eliminate manual processes, enable the accounting and verification of funds and interface directly with the counting equipment. The system includes the JetScan iFX® currency counting and check scanning equipment and two JetSort® high-speed coin sorters.

“Our parking facilities often have coins in their operations,” says Swink. “We divide duties in the money room to keep the flow going, so that processing is completed faster and more efficiently.” One counter is used as the primary machine – for daily recap totals – while the second machine is used to sort the next pay-in-lane total cash for coins.

With this new system, counting cash and scanning checks is also faster and much more efficient. It streamlines the process for detailed accounting of the city’s parking revenues. “With the old system, it was very tedious to track revenues,” recounts Swink. “With the new system, we can rapidly scan and credit checks. Cash and coin are quickly counted and prepared for pickup. And, that’s important, because time is of the essence in getting everything done and ready for the armored car pickup each morning.”

Swink estimates that the time needed to count fees collected from all parking facilities has been reduced by over 50 percent. “Now, we don’t exceed two hours. On Mondays, we can get through all the lots and facilities and be ready for the armored car hours before the pickup time.”

Meeting the need for accurate accounting

The Cummins Allison solution also includes Cash Logistics Manager (CLM) software and ongoing operations support. “The many different types of revenue we collect at our parking facilities made it quite cumbersome to program our previous system. When the funds actually came in, we wanted our money room personnel to be able to allocate the right type of revenue for the right facility and get it done in a timely manner,” highlights Swink.



“With the new system, we can process cash, coin and checks in half the time as before. And that’s important because time is of the essence in getting everything ready for the armored car pickup.”

Randy Swink, enterprise controller



The software is also integrated with the Cummins Allison equipment in the money room, enabling processing and reconciliation of incoming deposits. The transaction manager function for the software records transaction data such as source, operator, processing time, media totals, denominations, timestamp and business day.

Meeting the need for granular reporting

As an enterprise fund, the Division of Parking must account for revenues much as any commercial entity does. To plan for future investments, it is important for the division to track revenues by type and source.

“Our rates are different for different types of revenue,” notes Swink. If current revenues are not covering operating and capital expenses, for example, the division might need to analyze the rates being charged and make decisions about increasing some rates in a way that generates more revenue with the least pain for the public.

The cash management software enables customization that facilitates the high level of granularity in accounting and reporting required. It also incorporates a flexible reporting engine and integration with Cummins Allison hardware that makes it possible to monitor and fine-tune the division’s operations.

Users can create reports on demand. “In the past, constructing spreadsheets and building reports that were needed for planning was a time-consuming process,” says Swink. “Now, we can easily generate and export reports for all parking facilities for any period of time or any combination.”

Swink and his team welcomed the collaborative approach taken by Cummins Allison throughout the implementation. “We’ve modified the way we count and can report the way we need to report. From an attitude standpoint, the old system gave me a Monday headache,” declares Swink. “The new system is giving me a comfortable Friday afternoon feeling.”

“Now, we can easily generate and export reports for all parking facilities for any period of time or any combination.”

Randy Swink, enterprise controller

To learn how the Cash Logistics Manager can improve your cash operations, visit cumminsallison.com/norfolk



852 Feehanville Drive
Mt. Prospect, IL 60056
800 786 5528
cumminsallison.com

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Cummins Allison is a global leader in developing solutions that quickly and efficiently count, sort and authenticate currency, checks and coin. We also offer a complete line of full-function automated teller machines (ATMs). Our leadership in technology and product innovation spans more than 125 years. Cummins Allison serves the majority of financial institutions worldwide, as well as leading organizations in retail, gaming, law enforcement and government. Ninety-seven percent of our customers would recommend our products and services.

The company has received more than 375 patents and invests double the industry average in R&D. Our world-class sales and service network includes hundreds of local representatives in more than 50 offices in North America, wholly-owned subsidiaries in Canada, the United Kingdom, Germany, France, Ireland and Australia and is represented in more than 70 countries around the world.

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