

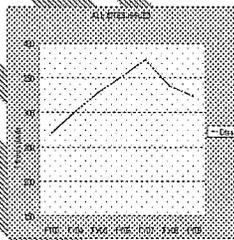
Parking Citation Revenue Overview

Long Beach Issues

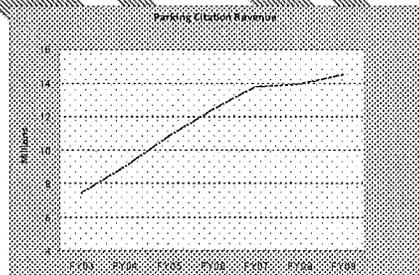
- Economic downturn
- Increase in citation amounts
- Parking mitigation efforts
- Changes in street sweeping times
- Holidays

Parking Enforcement

- Annual increase in number of cites issued until 2007
- Steady decrease since 2007
- Consistent with regional trends



Annual Revenue



Regional Issue

- Signal Hill – 20% decrease since '06
- San Francisco – 16% decrease since '05
- Huntington Beach – 19% decrease since '06
- San Diego – 13% decrease from multi-year average
- Long Beach 14% decrease since '06
- Economy cited as number 1 reason