



CITY OF NEW ORLEANS

BottomLineStat

February 2, 2012

2011 (Jan – December) Reporting period

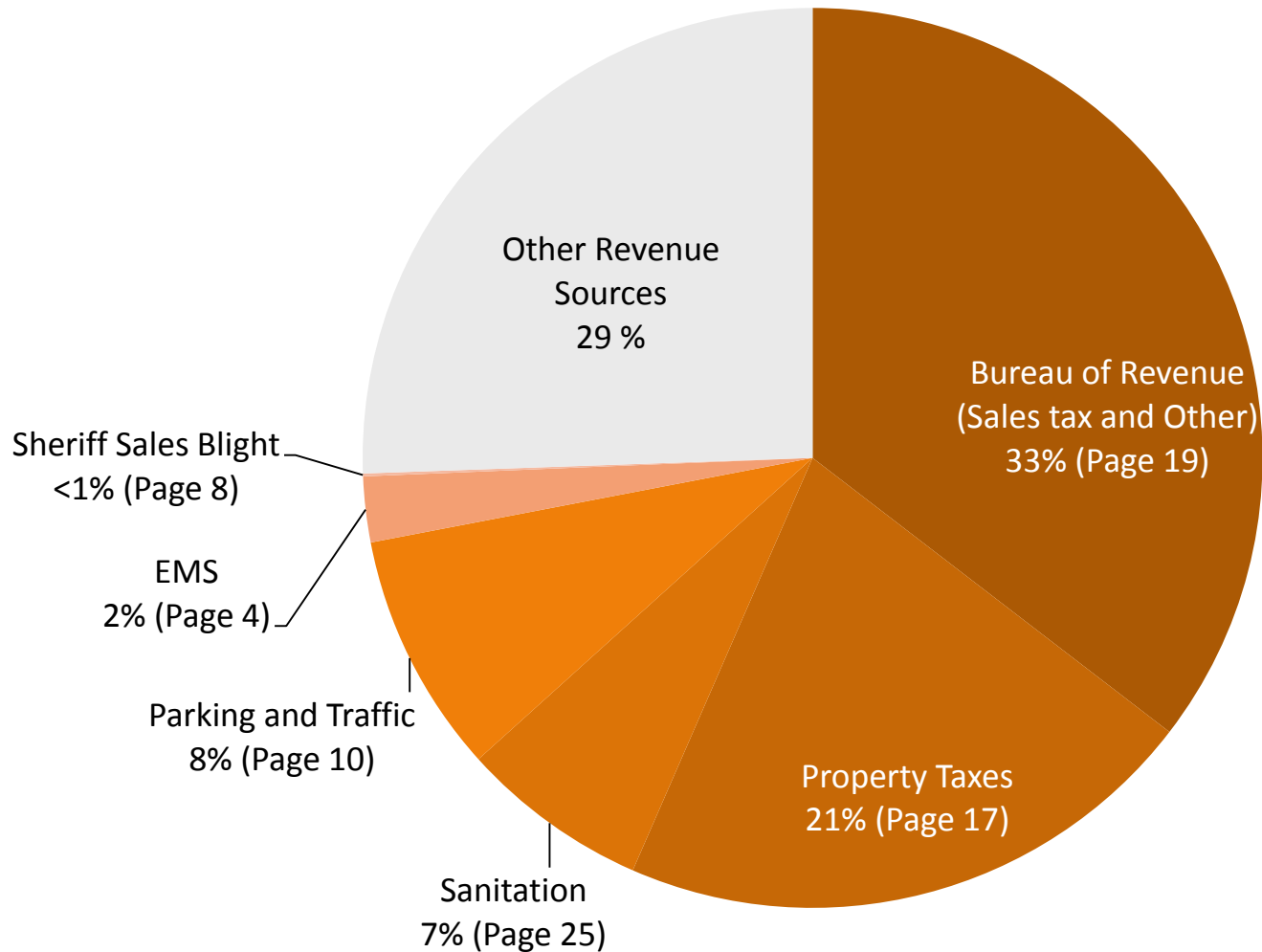
www.nola.gov/opa

About BottomLineStat

- BottomLineStat is a performance management system that The City of New Orleans uses to help manage the City's finances, to improve the efficiency of the city's revenue collection system, and to ensure that departments are held accountable for staying on budget
- BottomLineStat is a working meeting where key City staff review data to assess how the City is meeting its goals and to analyze what's working, what's not, and what the City needs to do to improve
- BottomLineStat is one of the PerformanceStats being implemented by the Office of Performance and Accountability, the team in charge of overseeing the City's performance management initiatives, like the ResultsNOLA performance reports

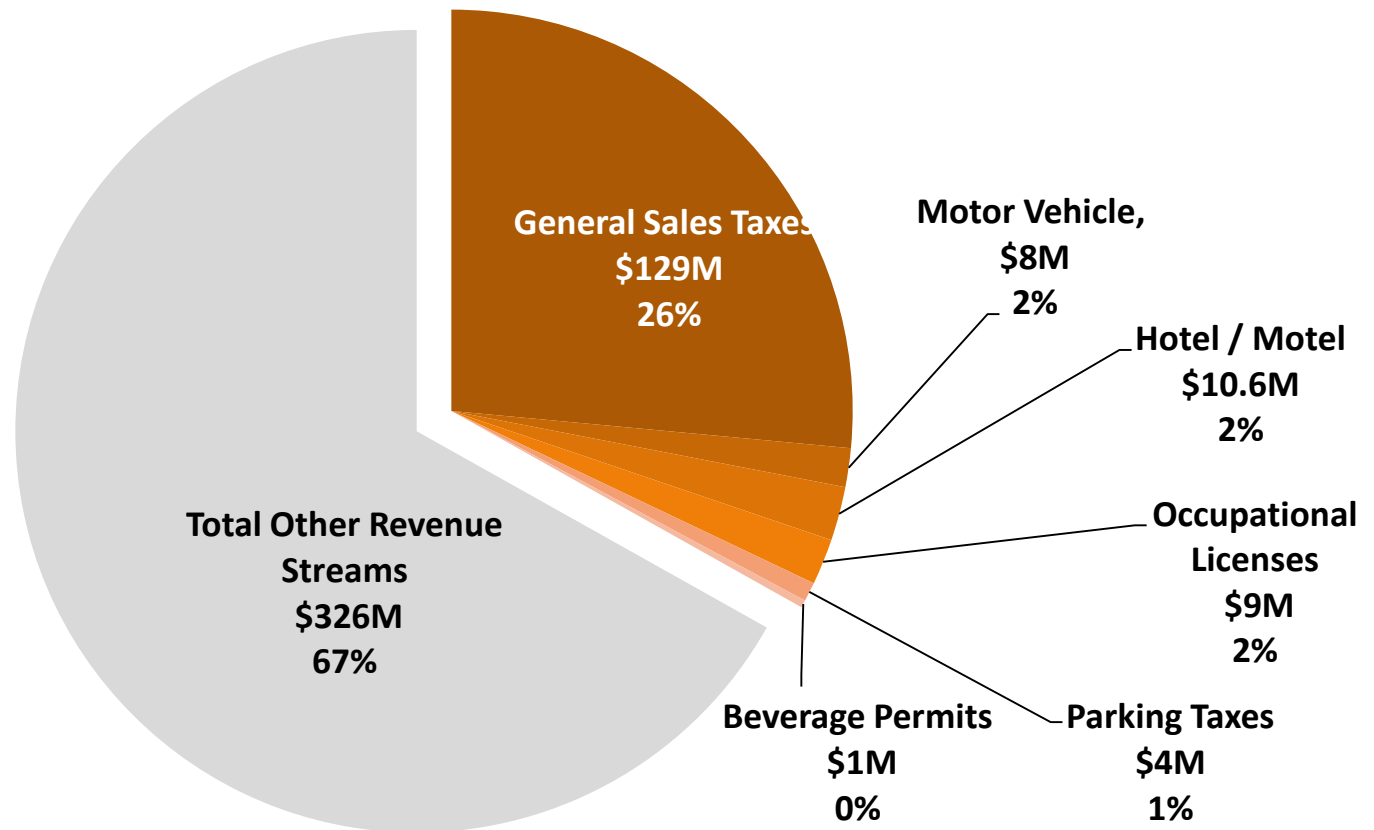
Revenue Source Analysis: Proportion of General Fund Revenues by Source

Budgeted Revenue of \$488 Million



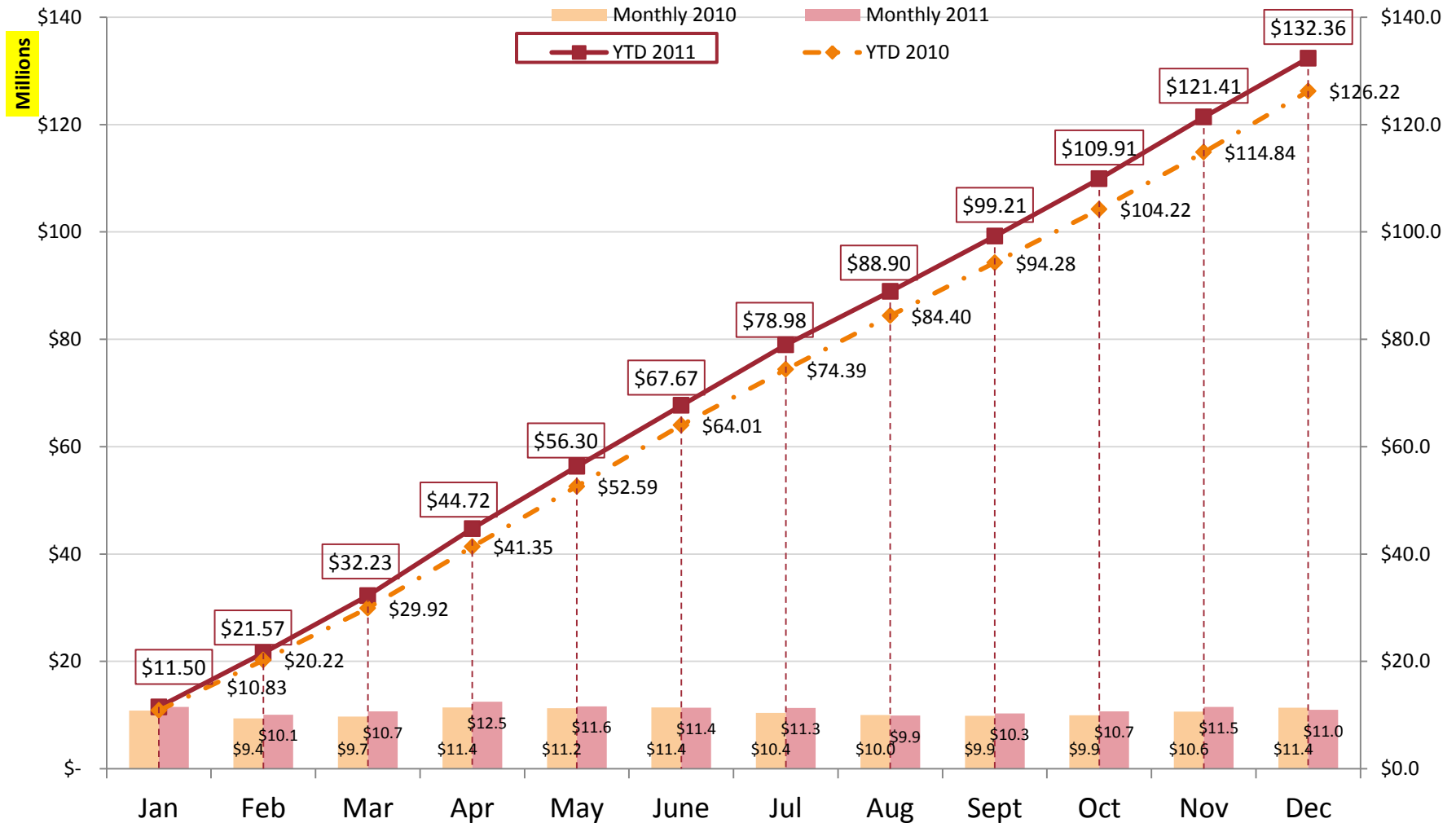
Budgeted Revenues for 2011 : Bureau of Revenues 33% of GF Revenues

General Sales Taxes, Motor Vehicle, Hotel/Motel, Occupational Licenses, Parking Taxes, Beverage Permits *

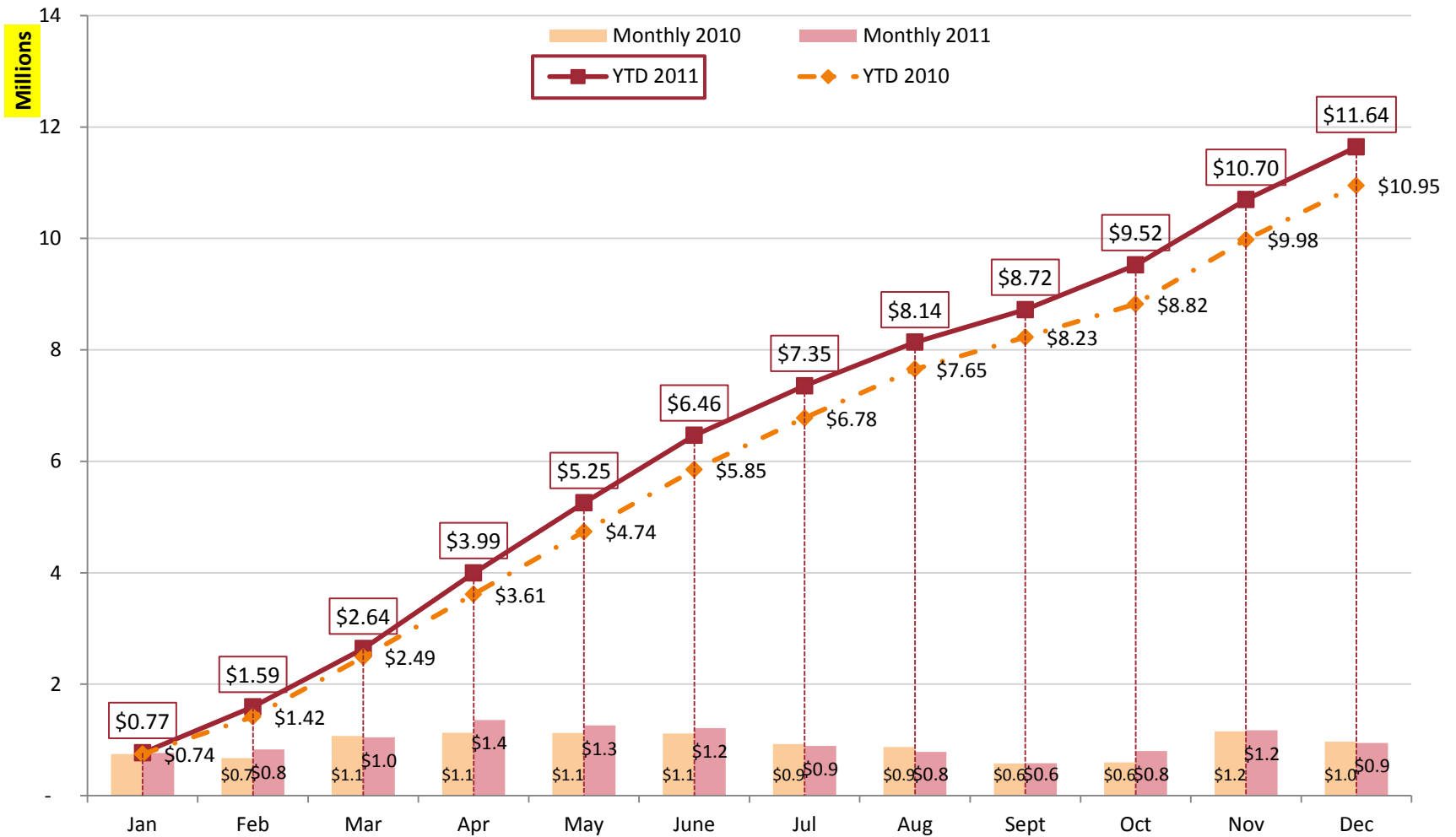


*Analysis Excludes Slot Machine, Live Racing, Off Track Betting Taxes, Mayoralty Permits and chain store licenses for a total of 2M (These are also collected by the Bureau of Revenue)

**General Sales Taxes (excluding Vehicle and Hotel/Motel): Cumulative Collections as of
December 31, 2011 were up 4.8% vs. 2010**

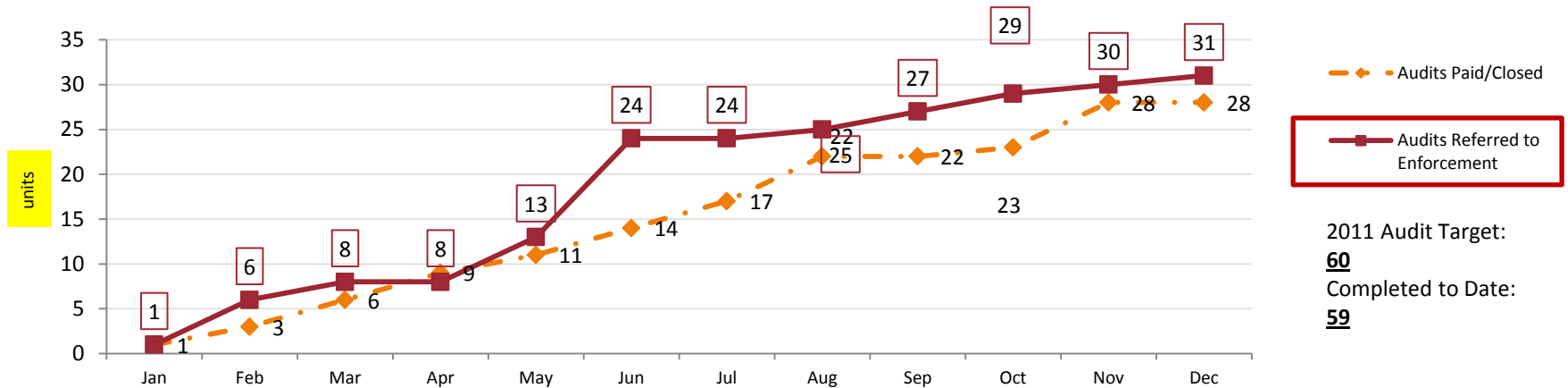


Hotel/Motel Sales Taxes: Cumulative Collections as of December 31, 2011 were up 6.3% vs. 2010

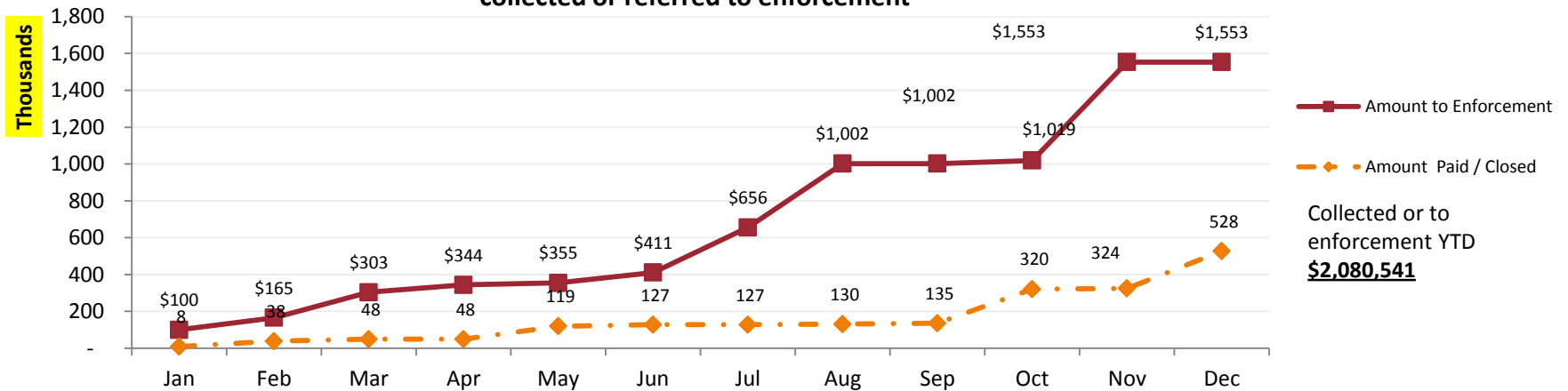


The Collections Team reached 98% of the yearly target of 60 audits completed

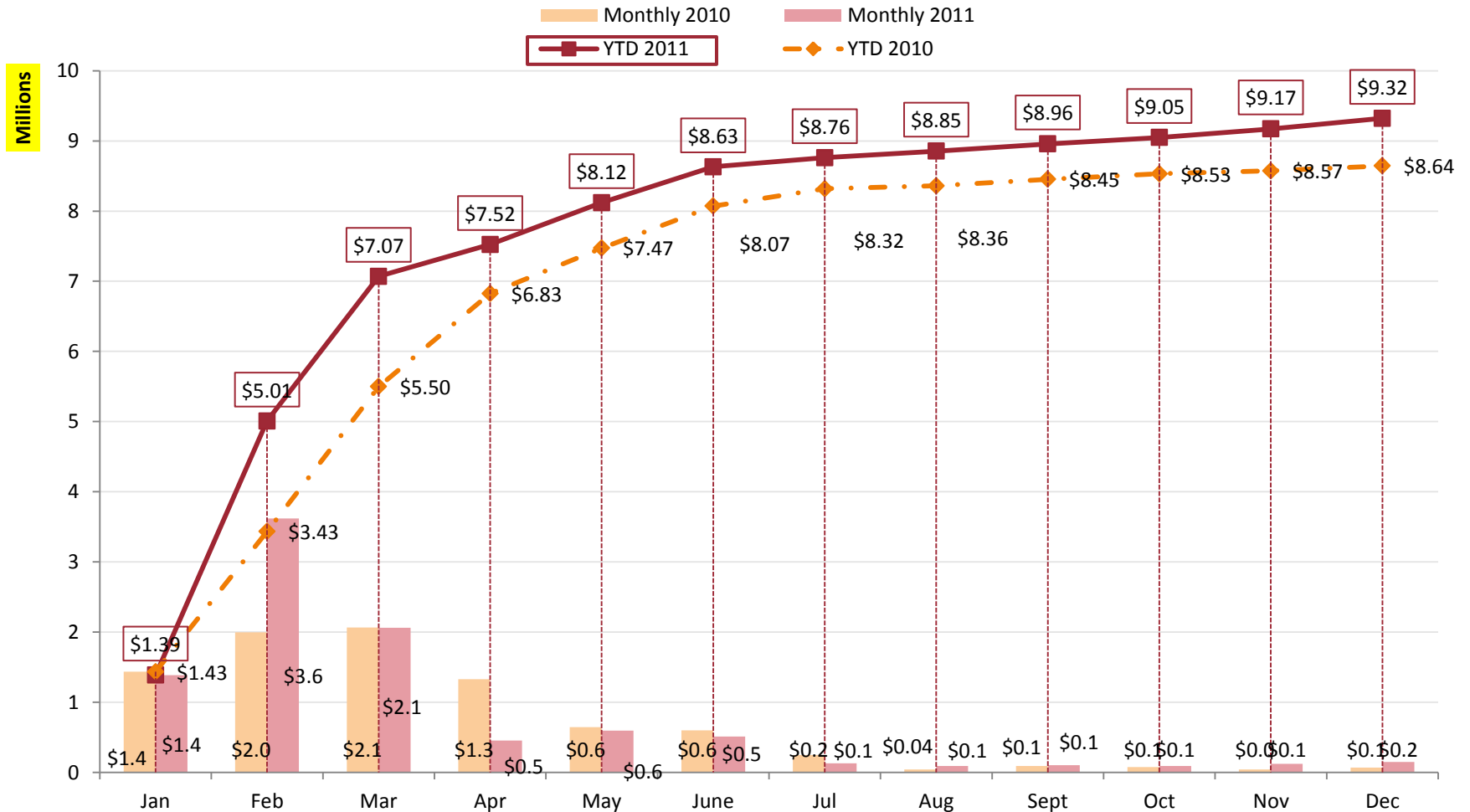
Sales Tax Audits: Increased Compliance Efforts reflect 98% Completion of 2011 Target Audit Goal



Sales Tax Audits: Compliance Efforts Yield \$2,080,541 of revenues collected or referred to enforcement

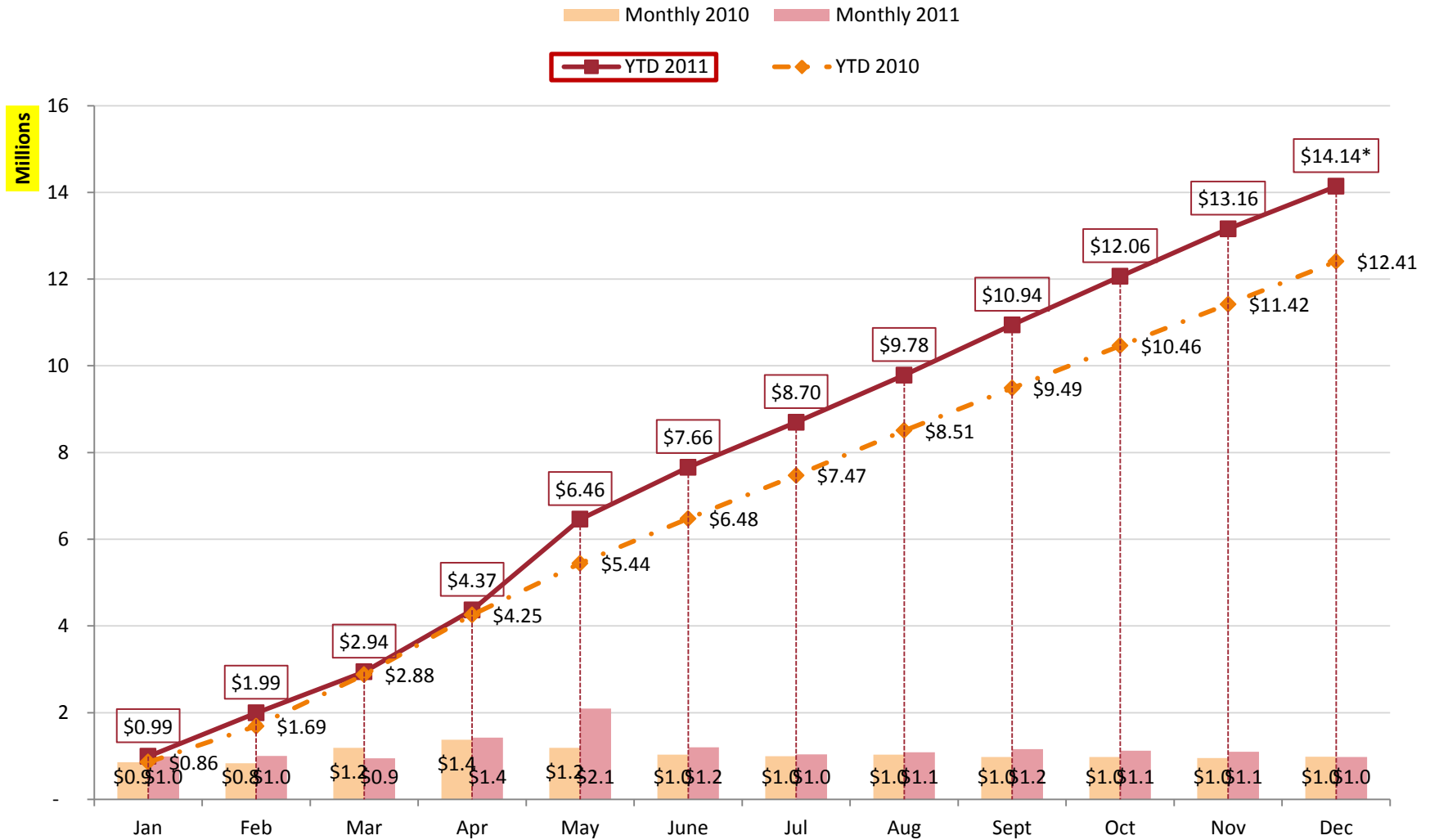


Occupational Licenses: Cumulative Collections as of December 31 , 2011 were up 7.8% vs. 2010



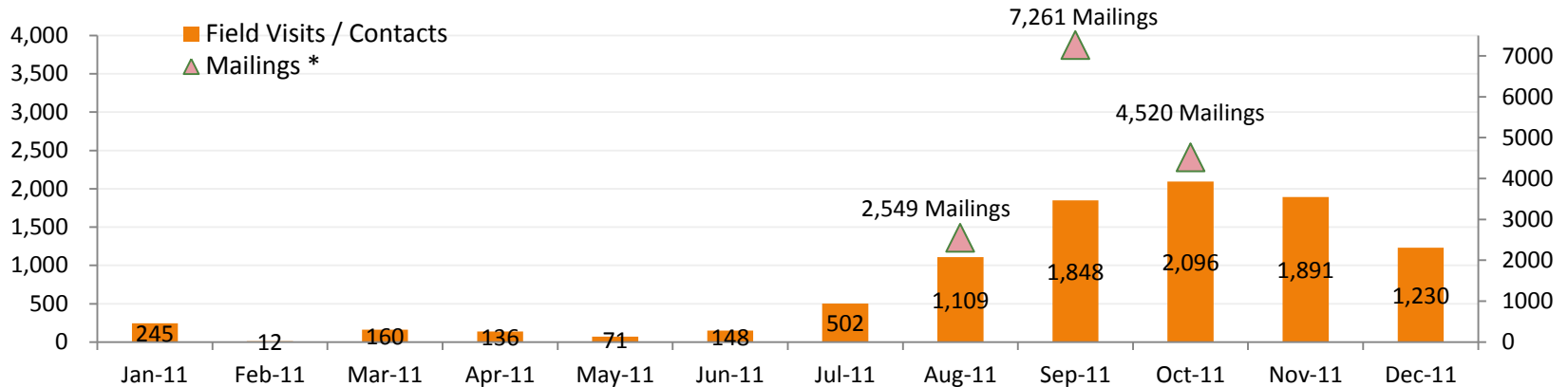
*Proactive Efforts by the Bureau of Revenue Resulted in a Significant Amount of Collections Taking Place Earlier During the Year if Compared to 2010.

Other Revenues (ABO, Vehicle Sales, and Parking Tax): Cumulative Collections as of December 31, 2011 were up 14% vs. 2010



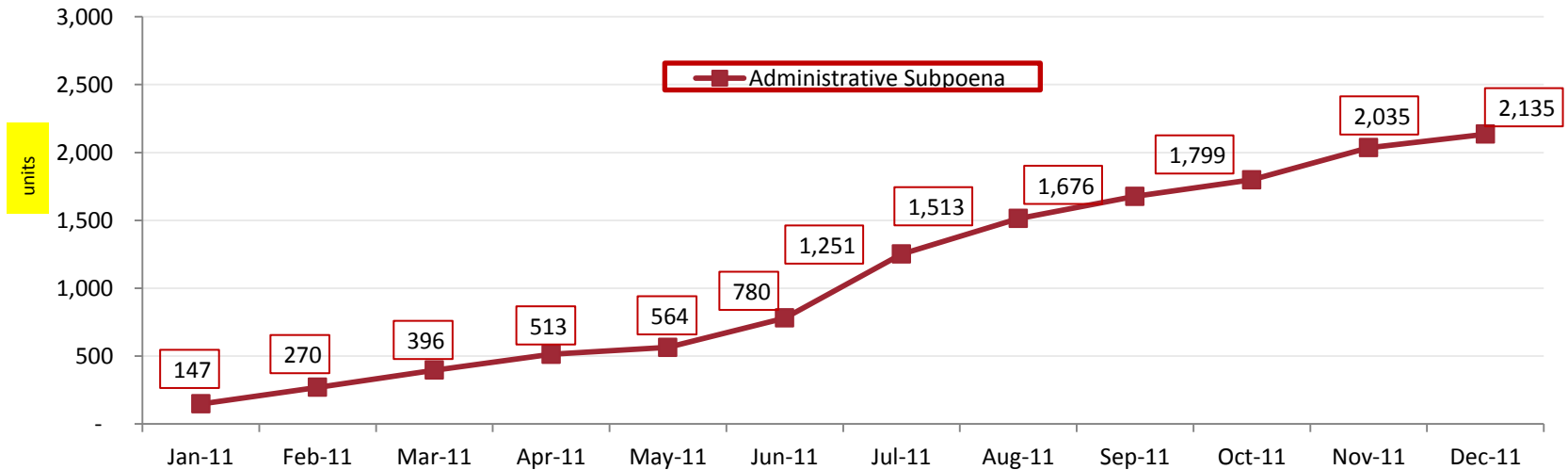
* The main driver of the increase in collections is due to an increase in ABOs fees during the year and better than expected vehicle sales tax collections

Number of Field Visits/Contacts Declined in December



*Mailing campaign occurring between August and October increased the overall number of contacts with the public

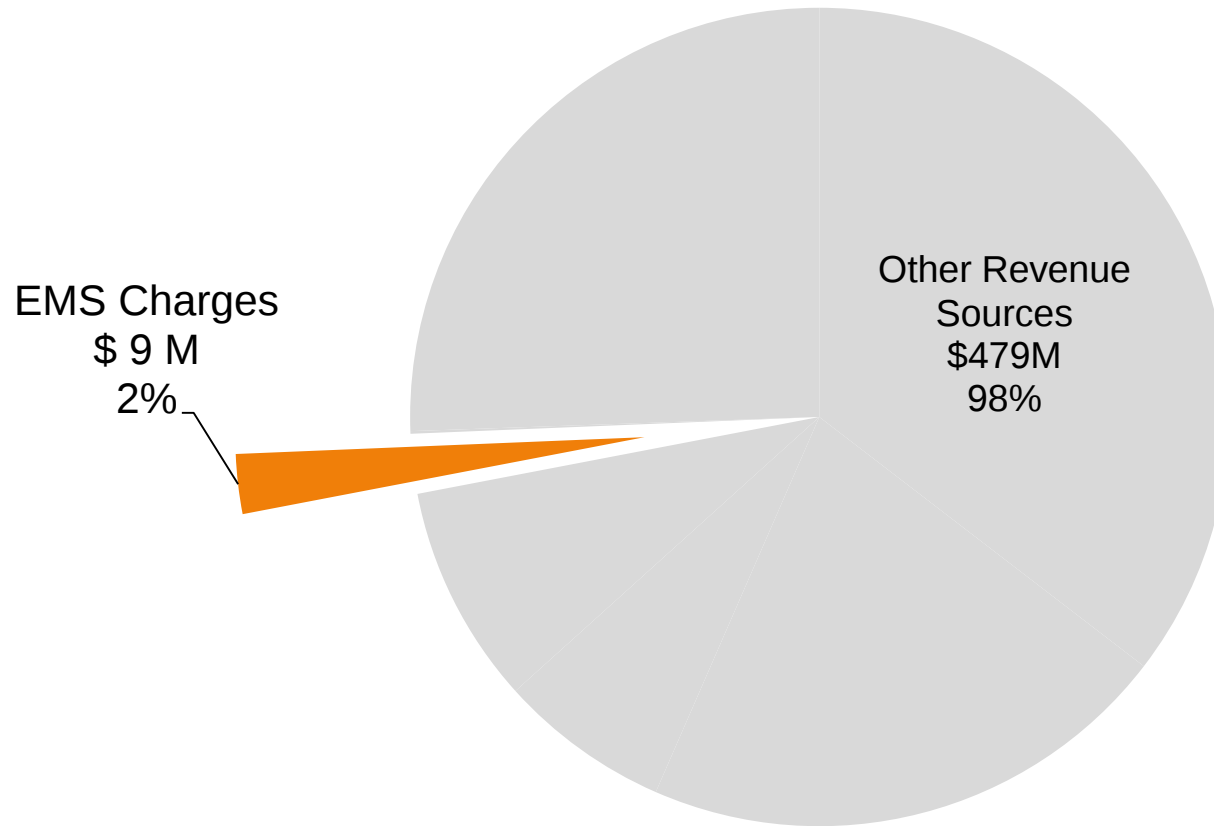
Administrative Subpoenas Reached 2,135 for the Year



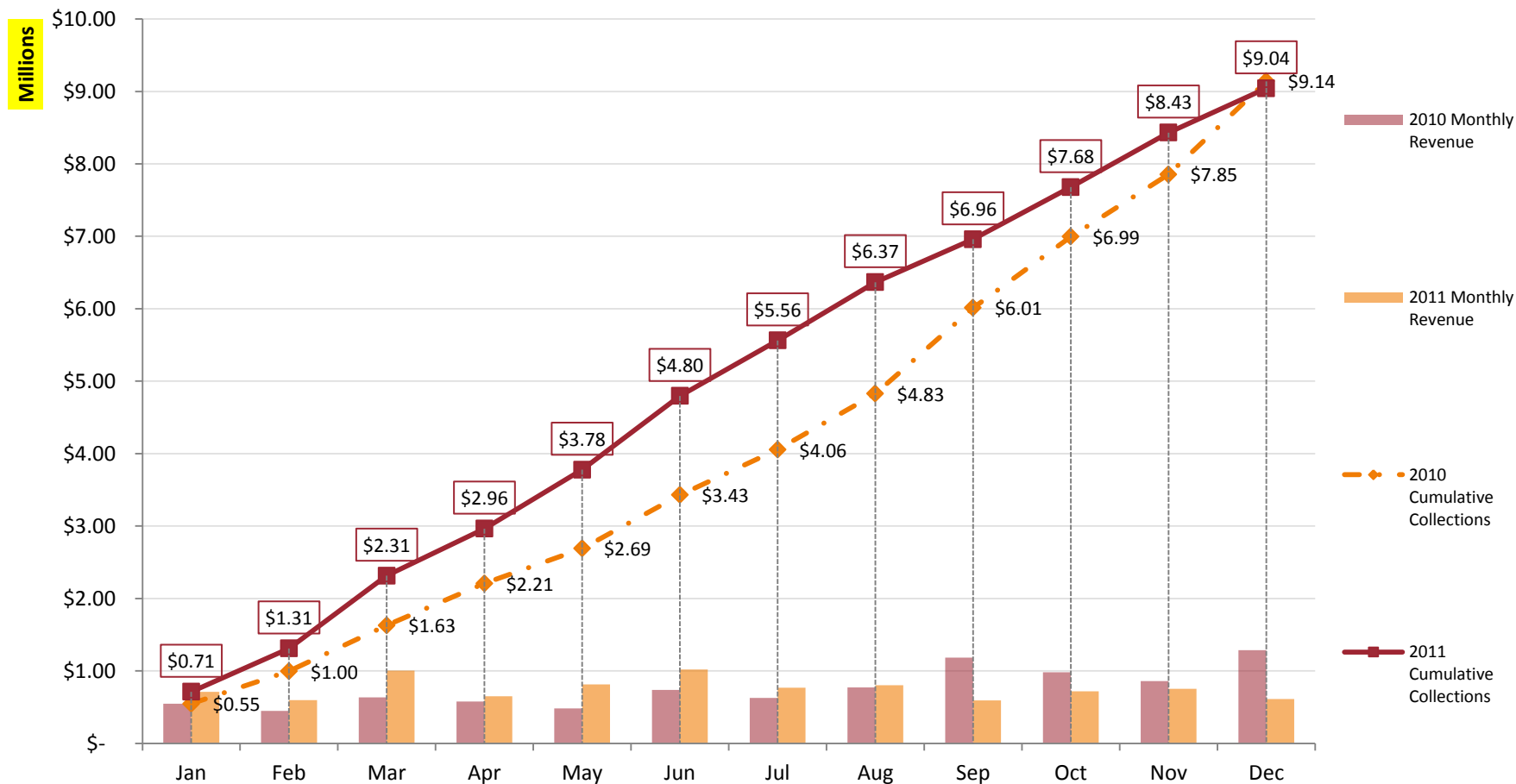
Source : Department of Revenue 1/31/2012

Note: Data is represented on a cumulative basis

Budgeted Revenues for 2011 : EMS Charges 2% of GF Revenues

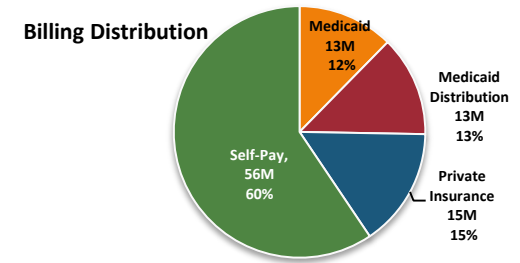


EMS: YTD Revenue Collected for All Payer Types as of December 31, 2011 is lower than 2010 by 1%

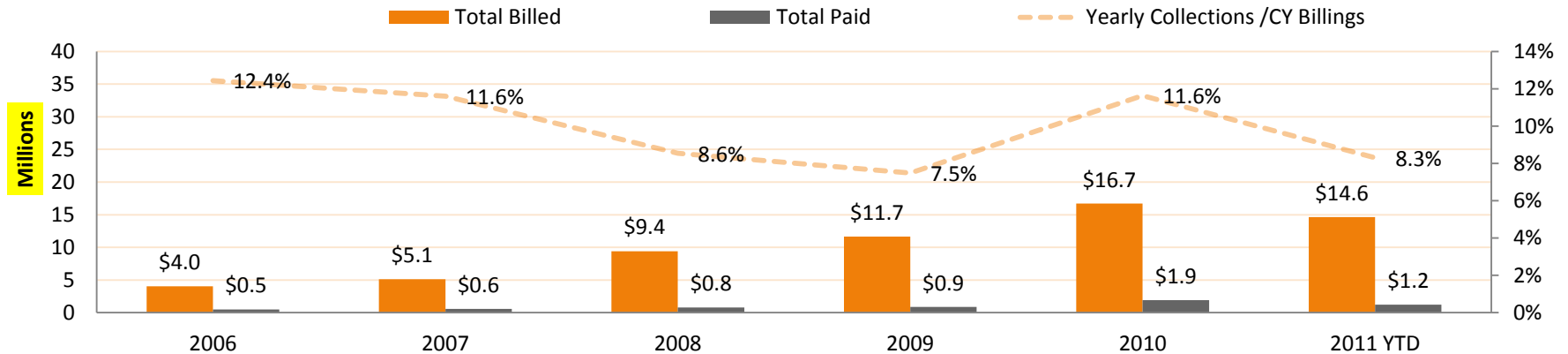


The collection rate across all payer classes has remained mostly unchanged across years. Still, 2011 shows improvement in collections despite the transport rate increase from \$500 to \$1,015.

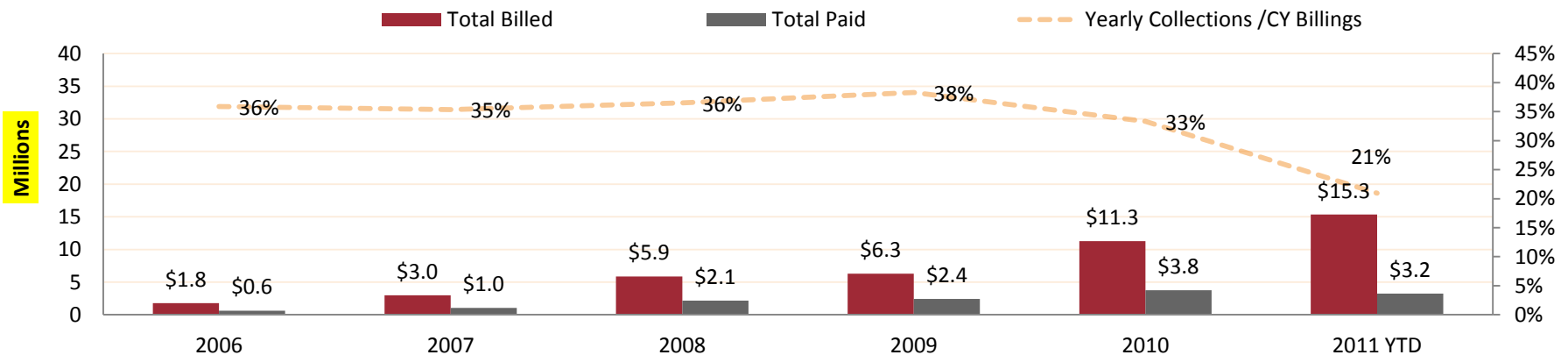
Medicare and Medicaid Collections as a % of Yearly Billings Remain under Prior Year. As Service Fees Increased, Reimbursement Amount From Medicare and Medicaid Remains Constant.



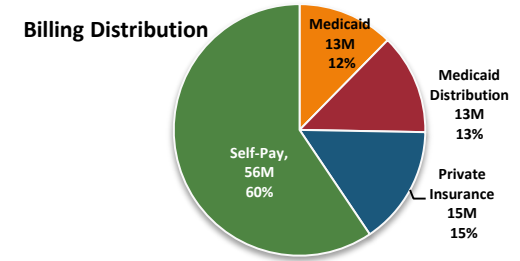
Medicare Billings vs Collections



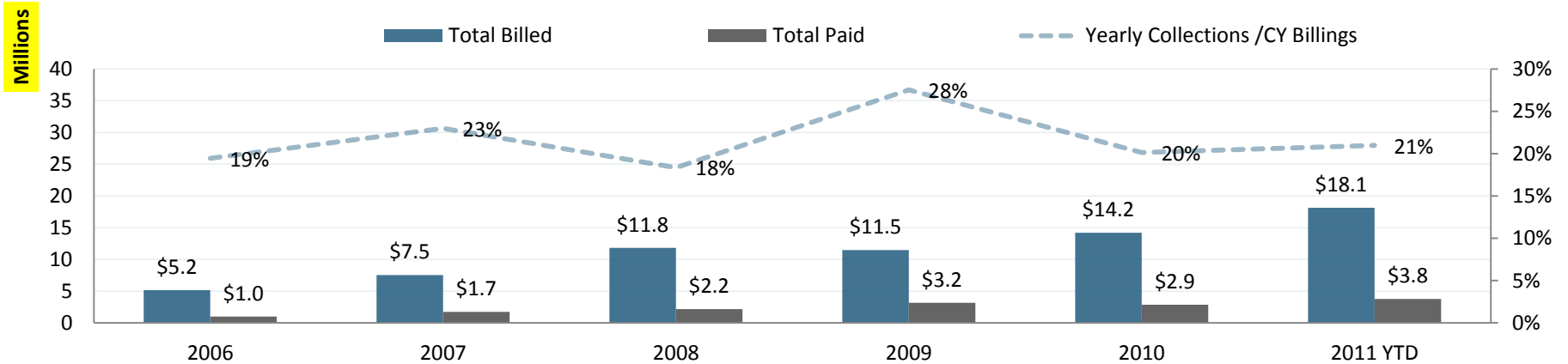
Medicaid Billings vs Collections



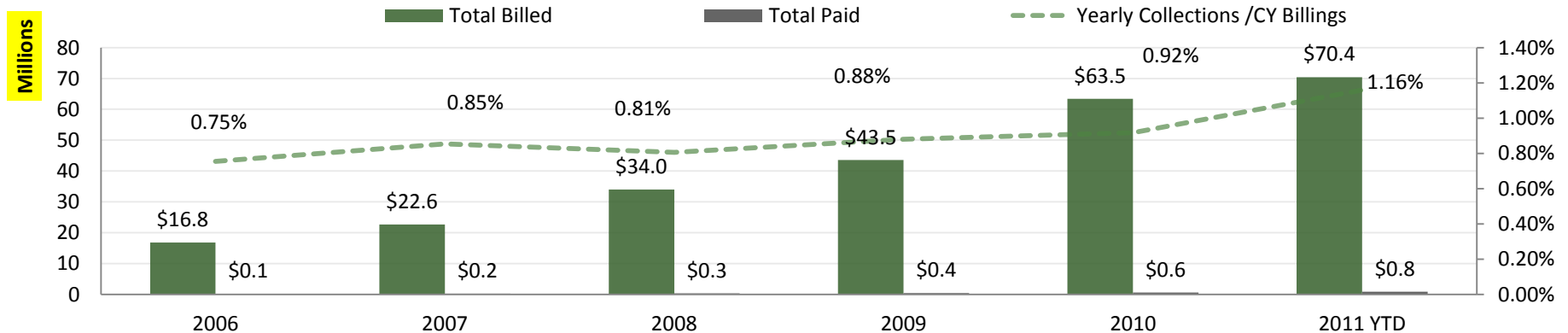
Private Insurance and Self-Pay Collections as a % of Yearly Billings Remain over Prior Year



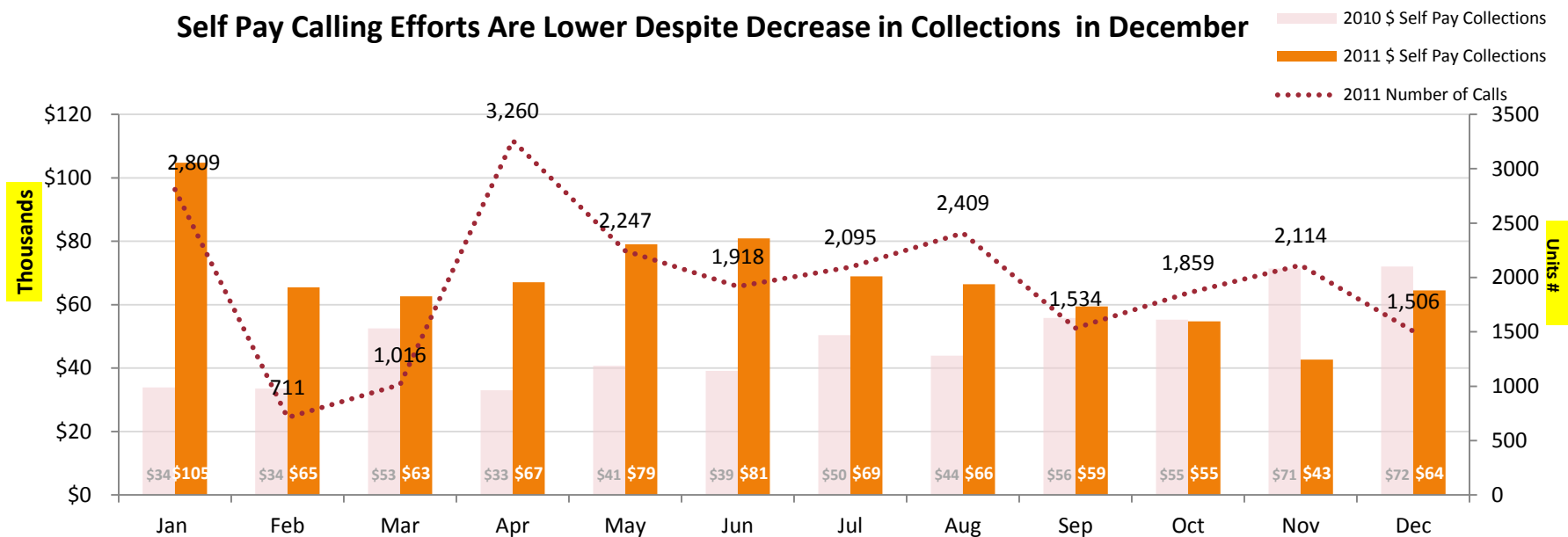
Private Insurance Billings vs Collections



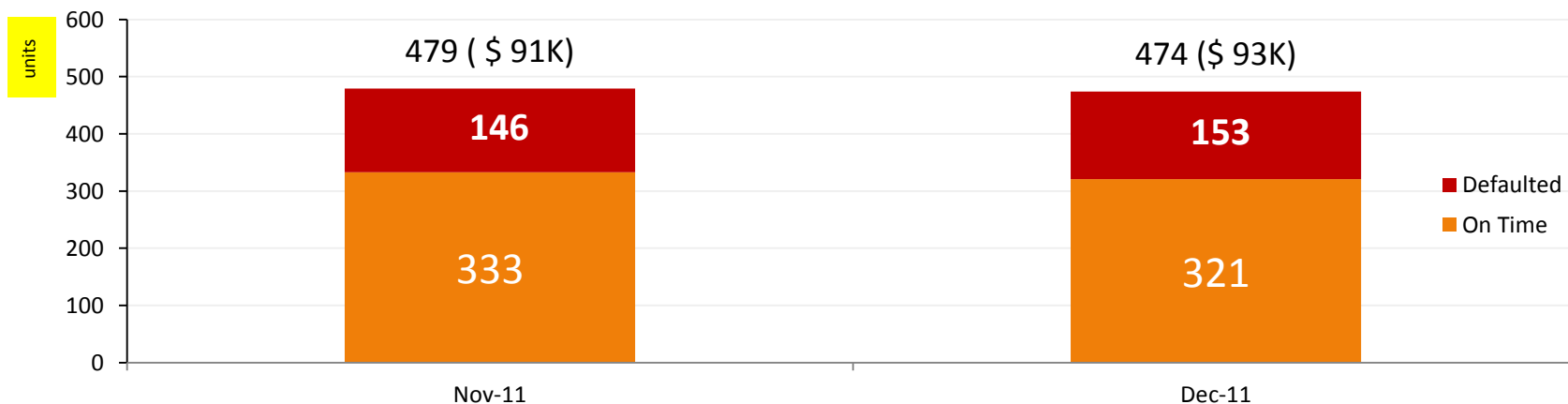
Self-Pay Billings vs Collections



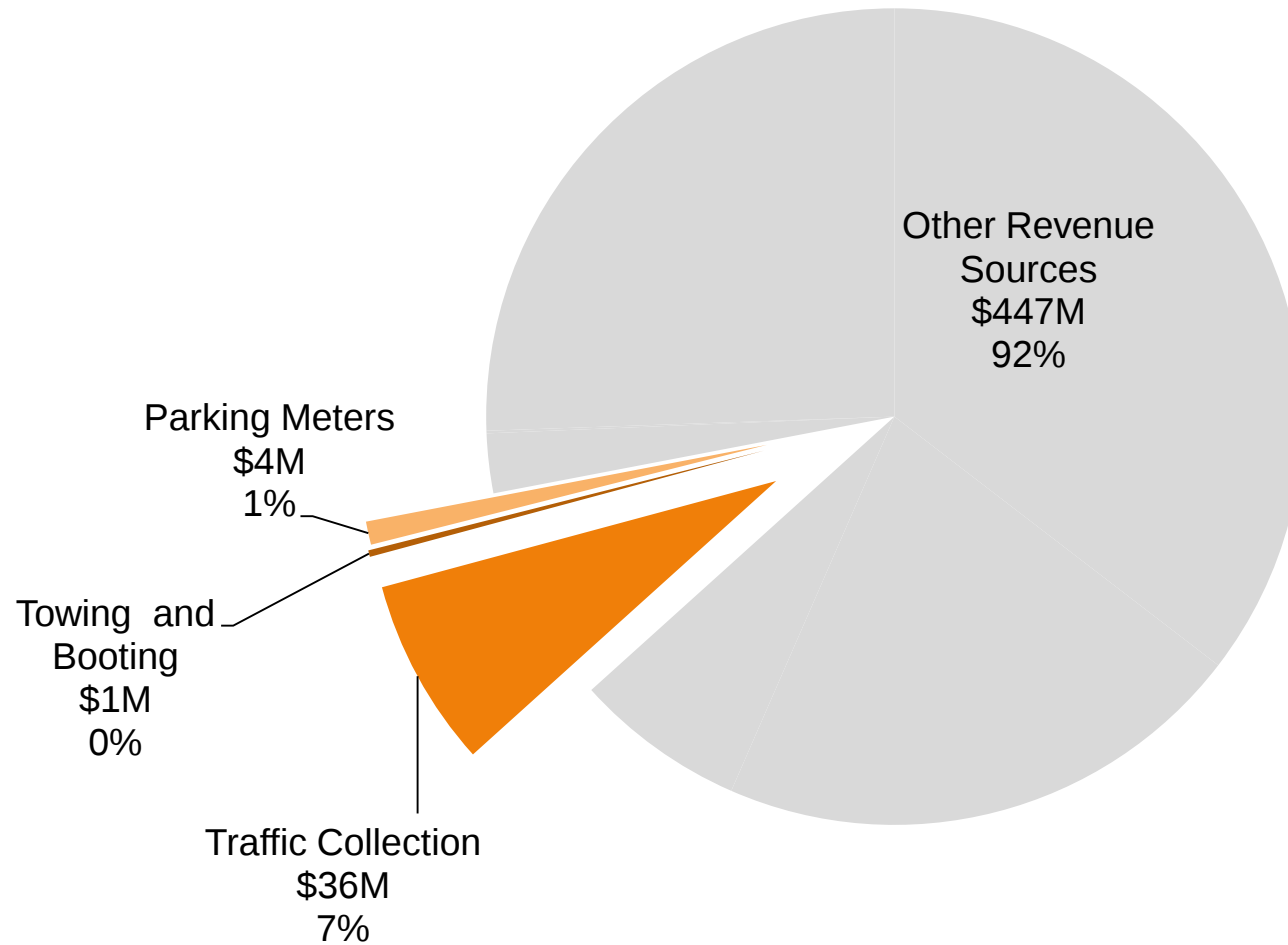
Self Pay Calling Efforts Are Lower Despite Decrease in Collections in December



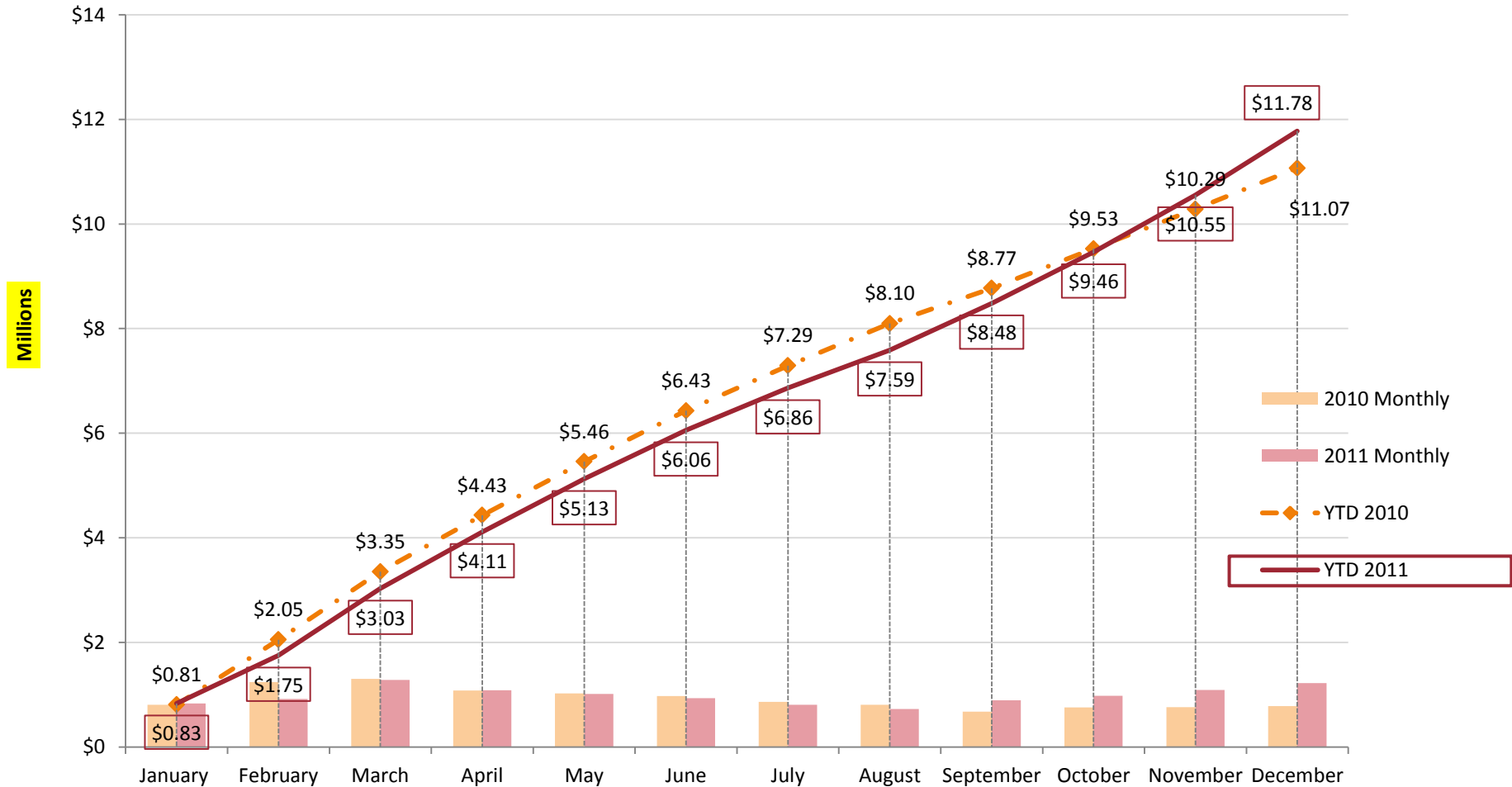
Current Participation in the Self Pay Plans is Around 3% of Total Self Pay Transports



Budgeted Revenues for 2011 : Parking and Traffic Revenues 8% of GF Revenues



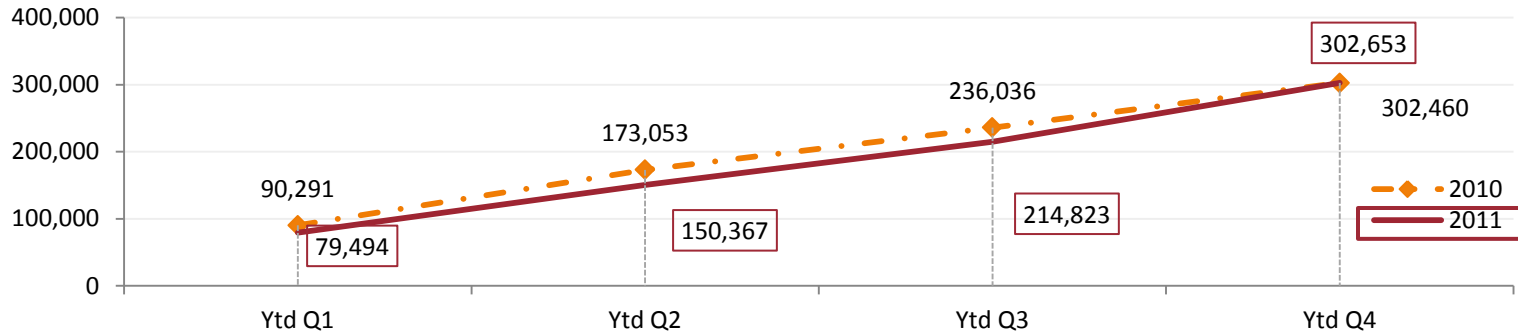
Combined YTD Tickets, Boots and Tow Collections Were 6% Higher for the Year Compared to 2010. This Was Accomplished Despite a 6% Deficit Earlier During the Year.



Parking : Counts of Parking Violations by Type

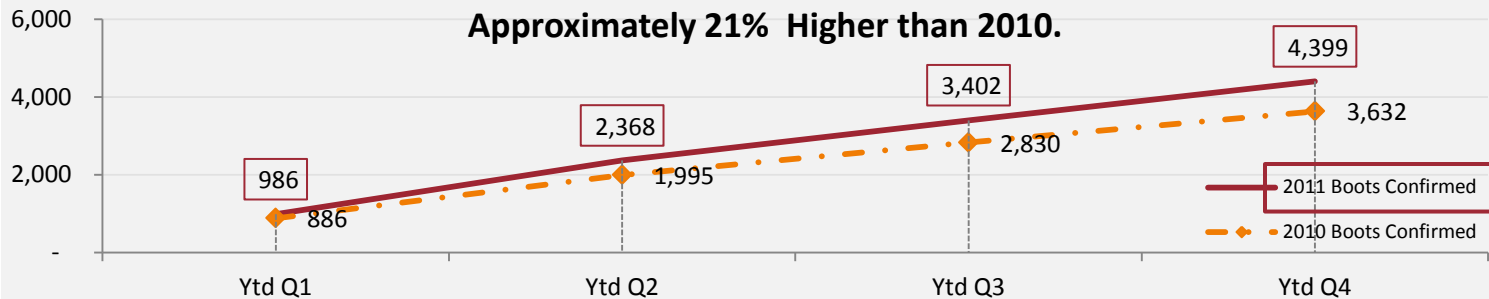
2011 Tickets Issued Finished Strong, Exceeding 2010 Issuance After Having a 15% Deficit Earlier During the Year

units



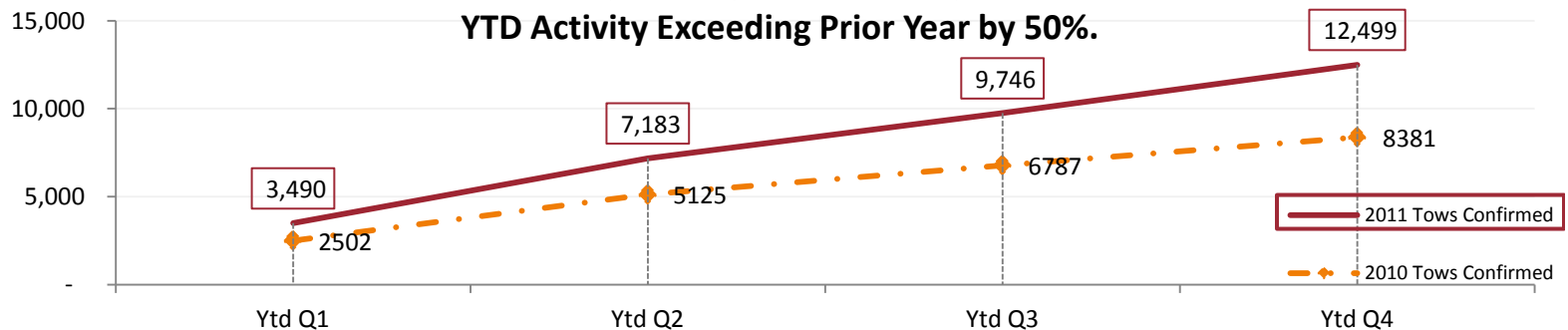
Booting Efforts Closed Strong in 2011. Total Booting Was Approximately 21% Higher than 2010.

units

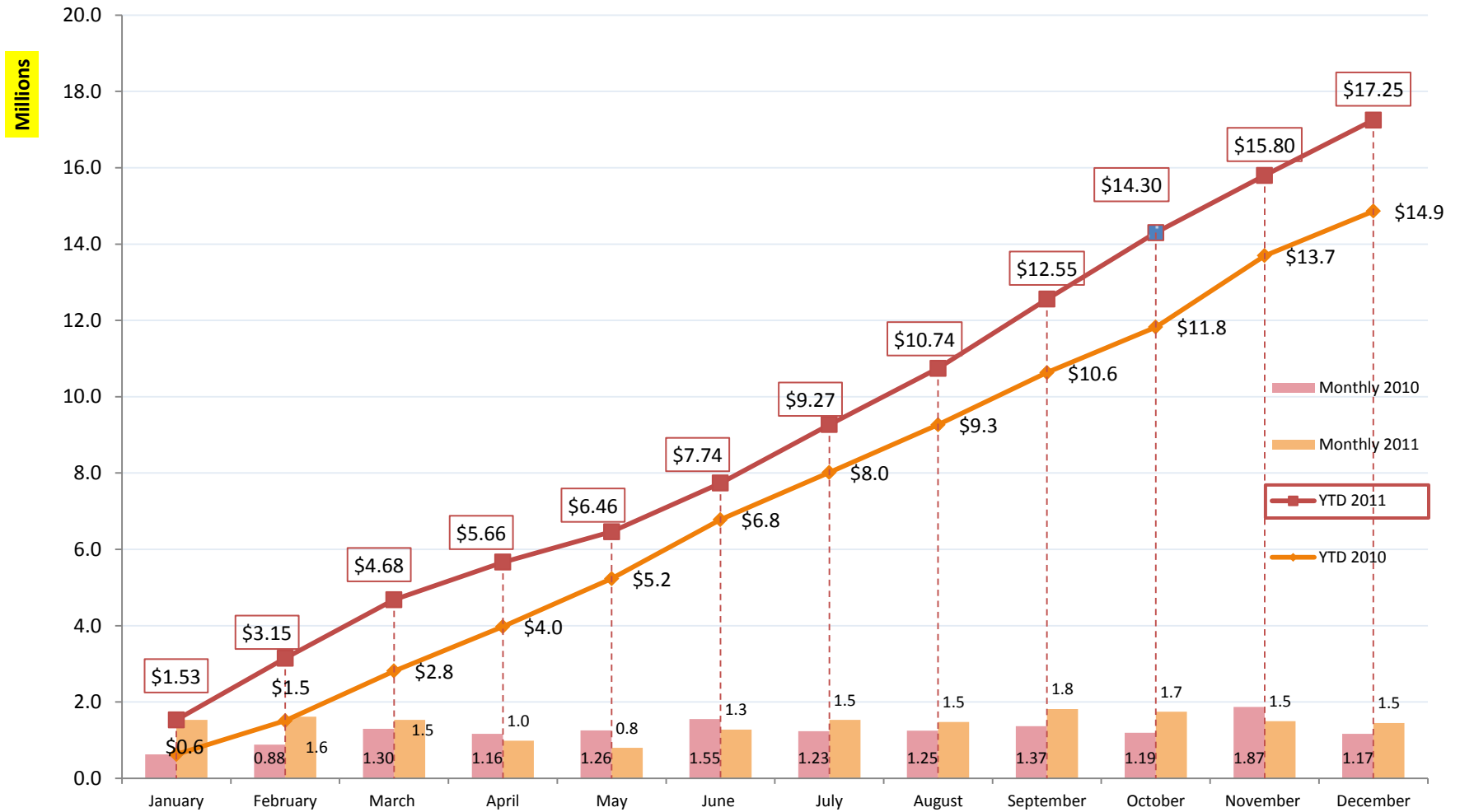


Towing Activity Closed Strong With YTD Activity Exceeding Prior Year by 50%.

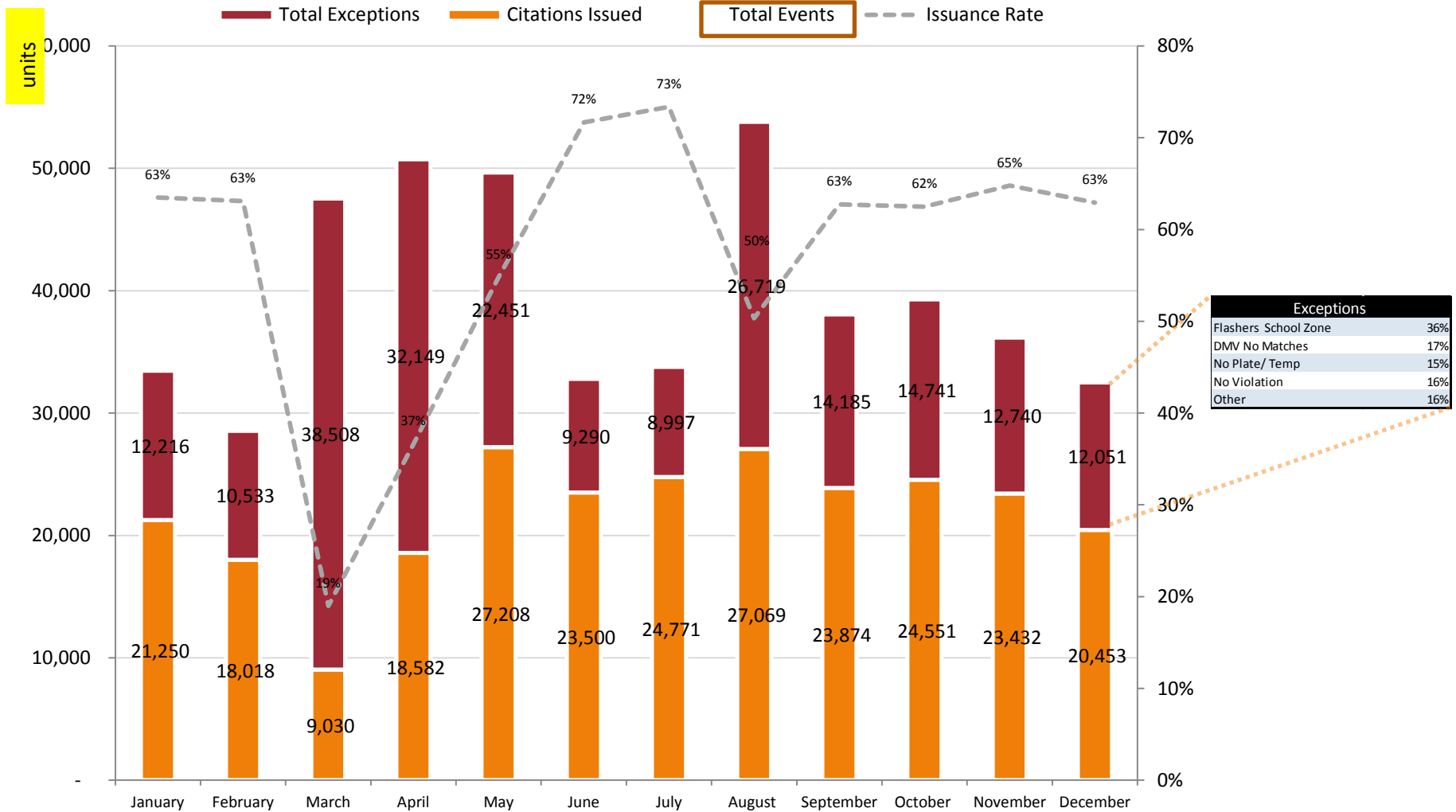
units



YTD Photo Safety Collections



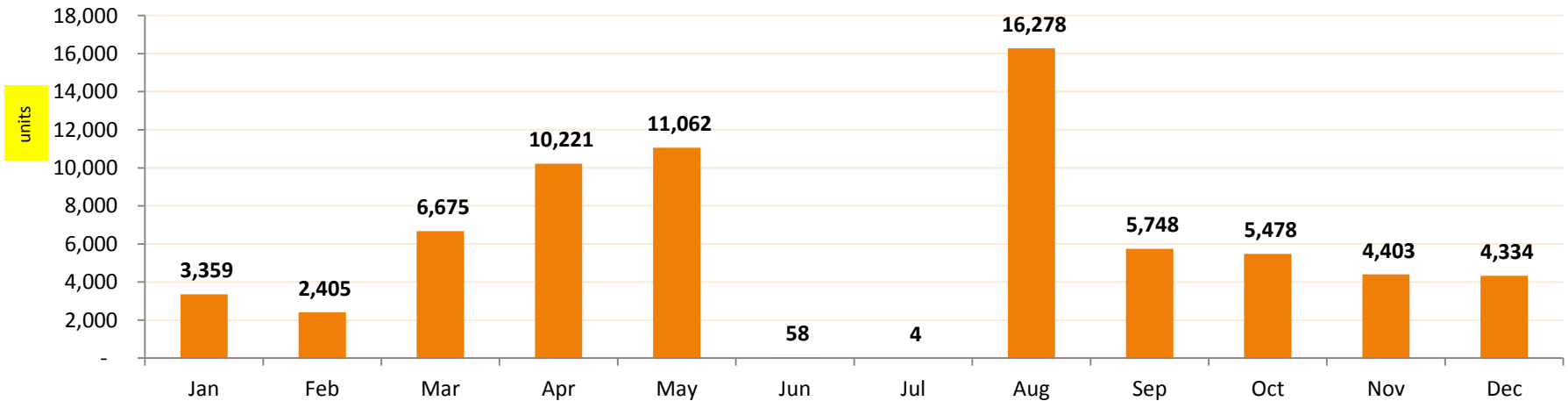
Detail of Monthly Exceptions and Citations Issued as of December 31st, 2011. Exceptions Included Over 4,000 Inoperable Flasher Events



Location ID of Flasher Exception Cameras as of December 31st, 2011.

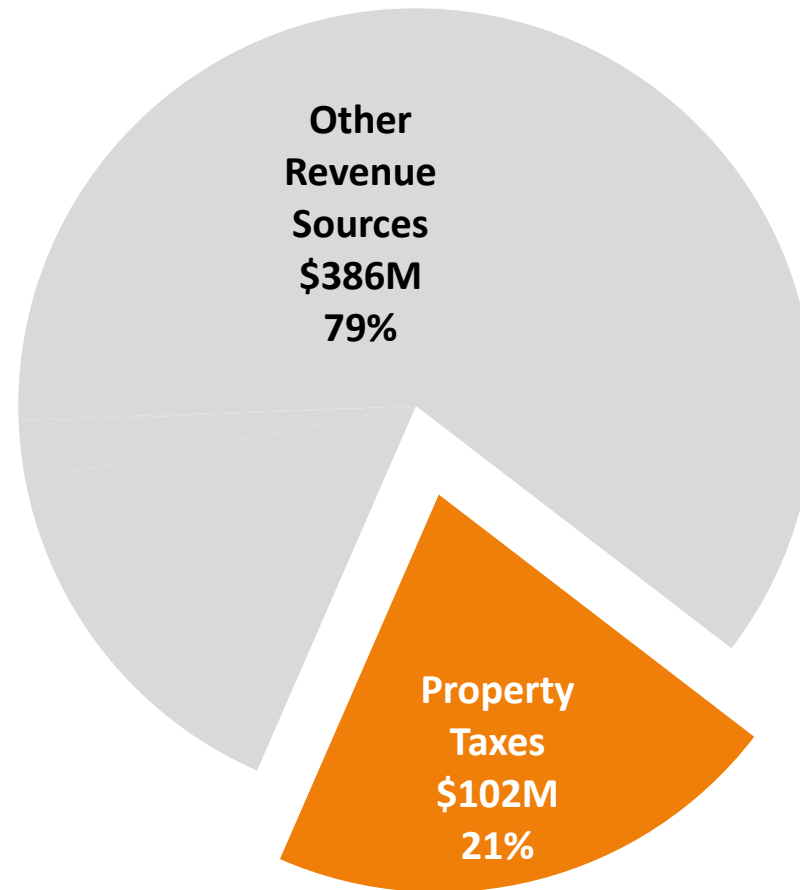
Camera Number	Location	Flashers Exception / Events			
		September	October	November	December
NO26	SB PARIS @ PRENTISS AVE	1%	0%	6%	28%
NO47	NB CANAL BLVD @ FRENCH ST	4%	1%	0%	49%
NO49	EB ST CHARLES AVE @ CADIZ ST	91%	97%	88%	92%
NO50	WB ST CHARLES AVE @ JENA ST	87%	95%	73%	92%
NO51	NB READ BLVD @ HAMMOND ST	66%	0%	79%	83%
NO55	NB FRANKLIN AVE @ WISTERIA ST	6%	9%	63%	73%
NO58	WB BIENVILLE ST @ N. OLYMIPA ST	87%	90%	94%	90%

Monthly Exceptions Issued for Flashers Inoperable During School Zone Enforceable Time as of December 31, 2011

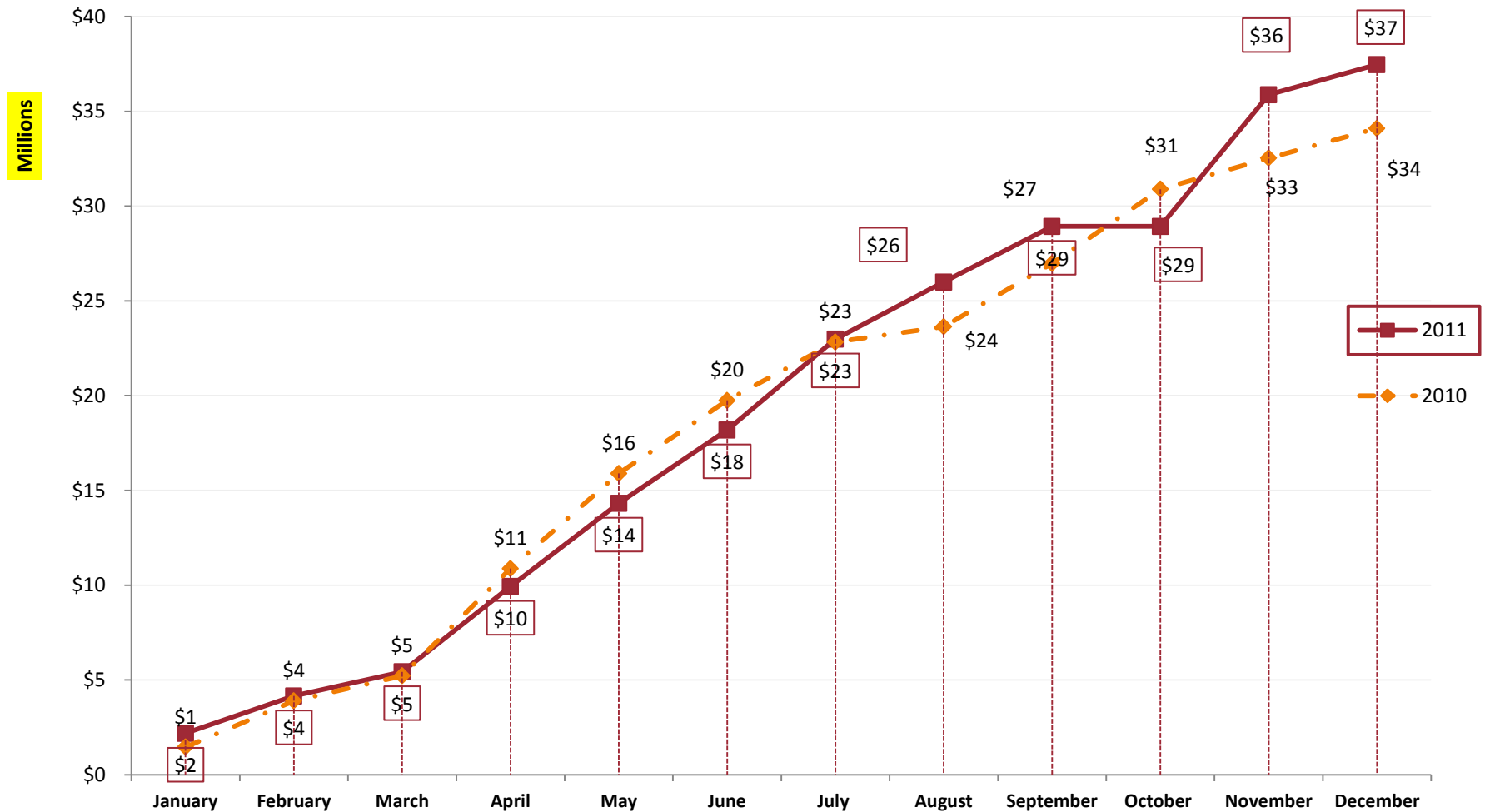


Note: Excludes cameras with flasher exceptions less than 2% of total events and cameras with 10 or less exceptions

Budgeted Revenues for 2011 : Property Taxes 21% of GF Revenues

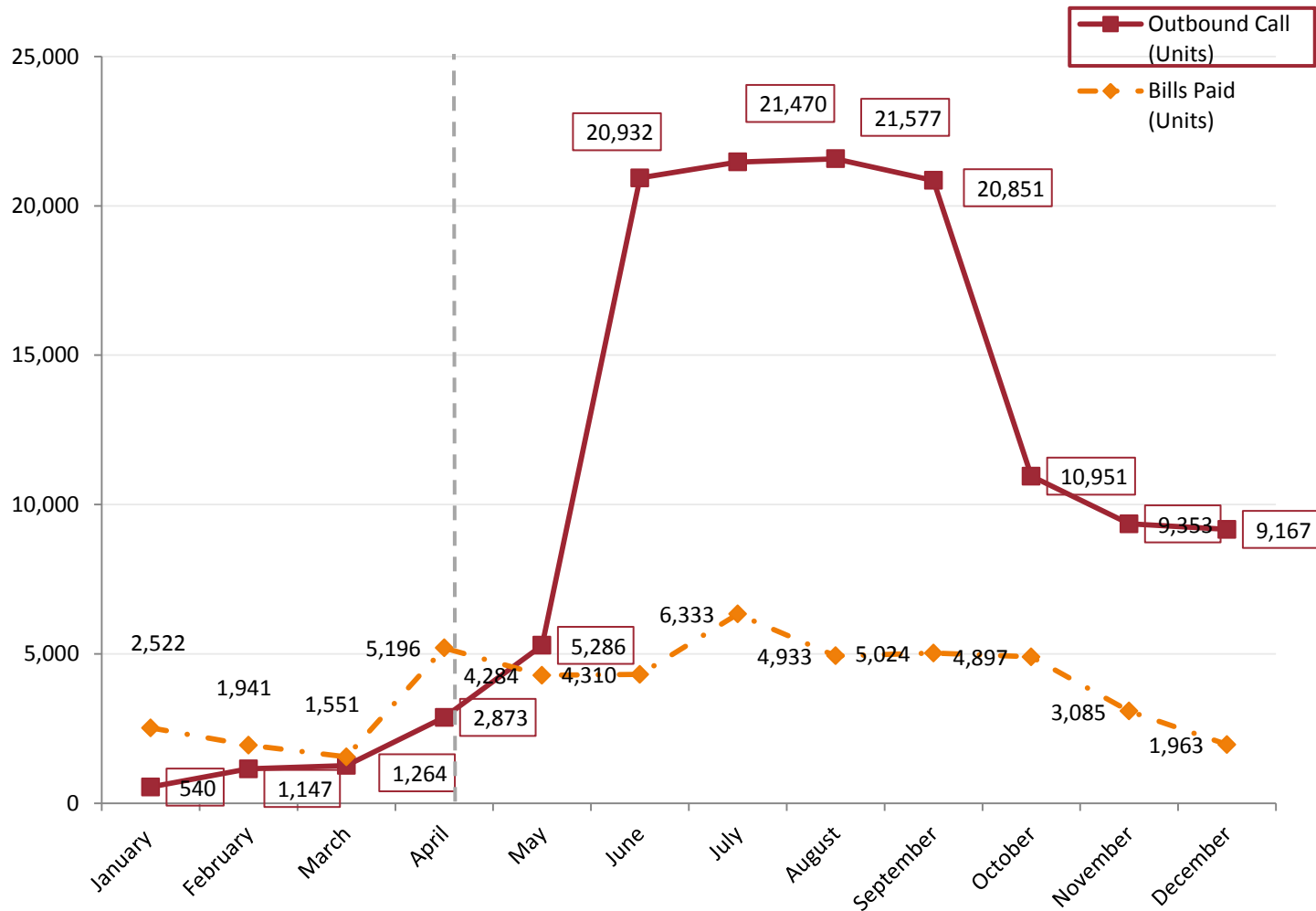


Real Estate and Property : Gross Cumulative Delinquent Collections as of December 31st (Net of Collection Fees)

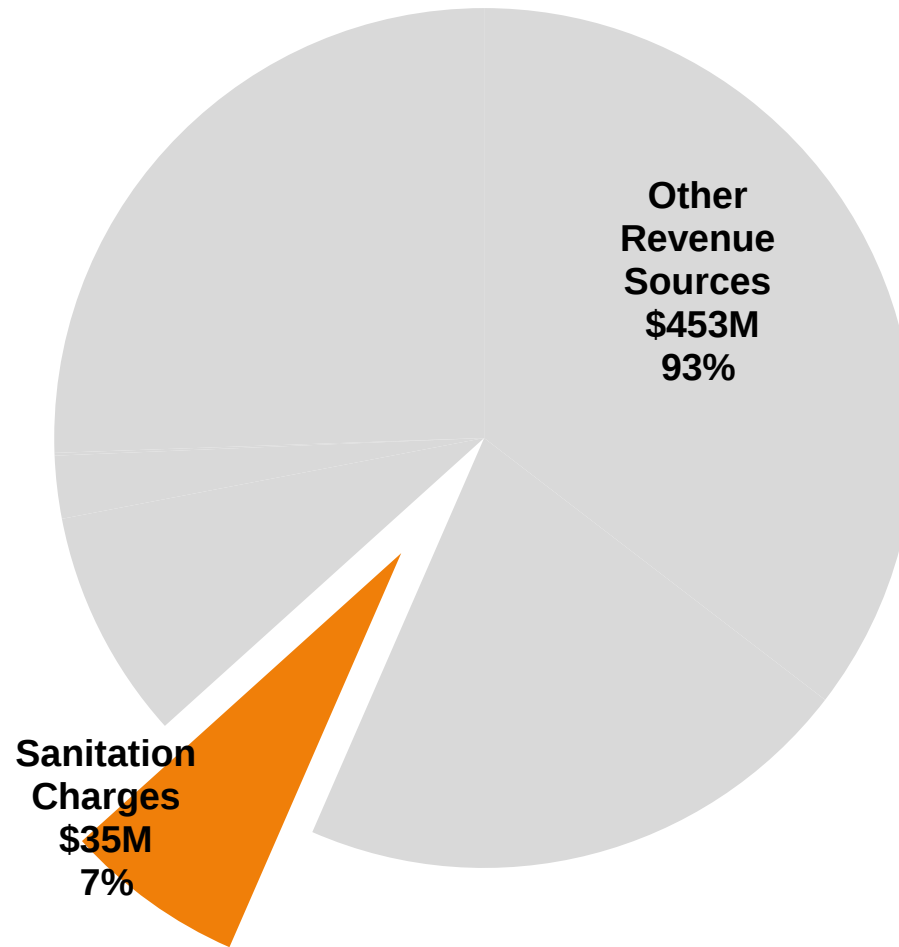


Note: Collection number herein includes balances that will later be allocated to the corresponding entity (including Levee Boards, S&W and School Board) . Collection amounts include payments on prior year delinquencies

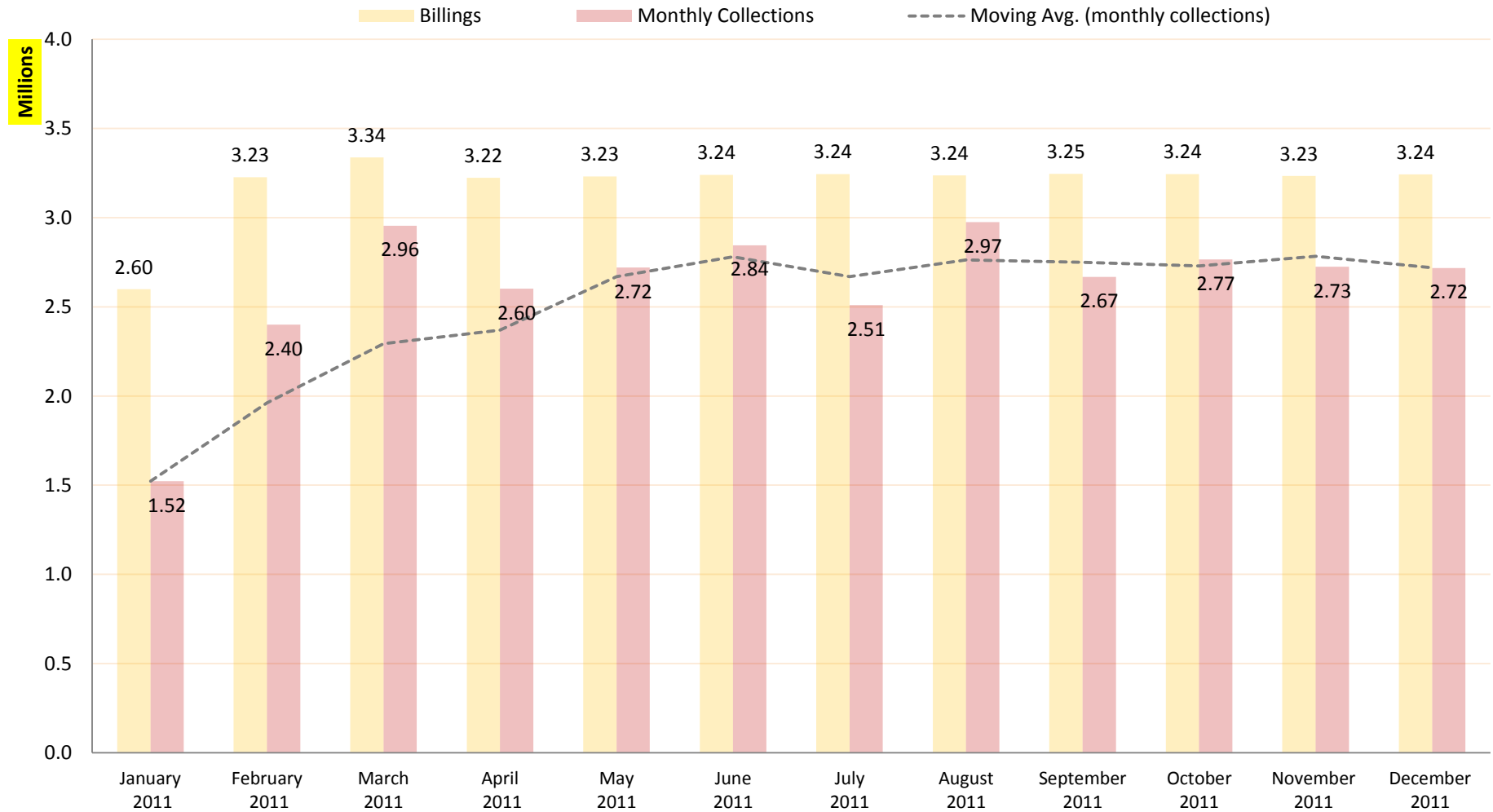
Property Taxes: Third Party Collector Efforts Decreased During November and December



Budgeted Revenues for 2011 : Sanitation Charges 7% of GF Revenues



Monthly Sanitation Collections Remain at Approximately 2.7M Per Month or 84% of Current Month Billings



Agency collections are below 40% of monthly referrals for the first time in 4 months

