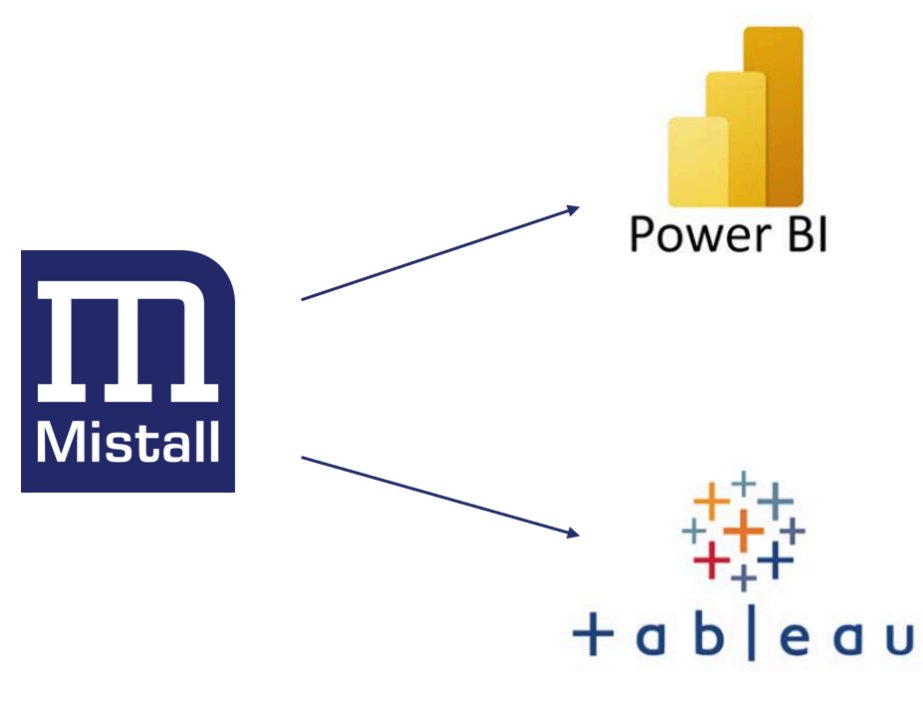




What's inside...

- Power BI/Tableau Connector
- Metric of the Month - Citations
- IPMI in Review
- Something Funny

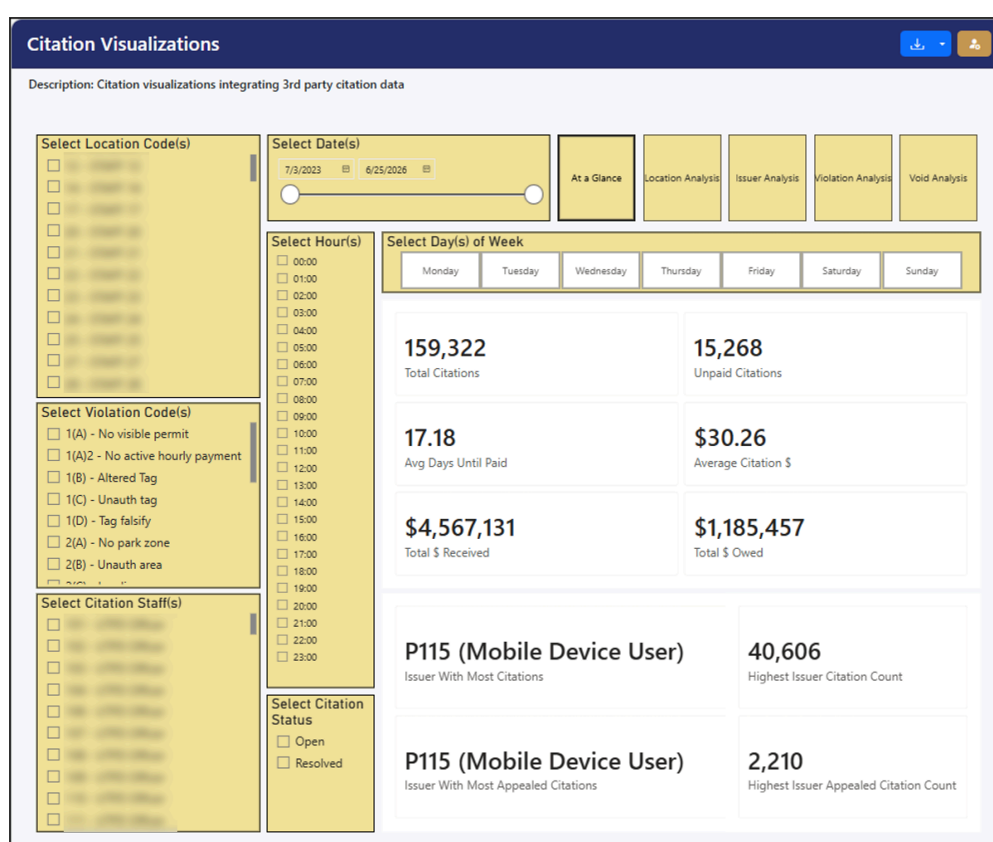
Power BI/Tableau Connector



Parking operations manage thousands of spaces across many locations with multiple systems. Mistall brings your siloed parking data into a single, centralized view to power parking guidance, generate standard KPIs, and identify unique insights by comparing data from different sources. Interested - check out our new blog: [Why Integrated Data Beats Siloed Systems Every Time](#).

Mistall provides Microsoft Power BI reporting embedded right into the Mistall Dashboard. But some customers have their own Power BI or Tableau environments. Mistall now provides a data connector to pull your Mistall Dashboard data right into your own analytics tools. Spend less time managing your data and more time analyzing it. Contact [Franklin](#) for more information.

Metric of the Month - Citations



When you connect citation activity with real occupancy data, you can finally see the relationship between enforcement effort, compliance, and true demand - not just where violations occur, but *why* they happen.

That insight lets you move from "writing more tickets" to actively shaping parking behavior: aligning pricing and policies with real utilization, targeting enforcement where it actually changes outcomes, and improving access and fairness across your system.

IPMI in Review



From left to right: Franklin, Jackie, and Nerd. We survived 96 hours of road trip, several state and international border crossings, an aggressive amount of Wisconsin cuisine (beer and cheese mainly), dozens of customer and prospect meetings, and made it home with no *obvious* physical injuries. Next year we're definitely flying.

Real World Parking Terminology

Occupancy vs. Capacity

"How full your garage *feels* vs. how many more cars your spreadsheet *swears* you can still cram in."

Peak Occupancy / Peak Load

"That magical 20 minutes when every driver chooses the same garage, the same level, and the same row... and then emails you about it."

Turnover (Stall Turnover)

"How many different cars lovingly 'borrow' the same space in a day before it starts charging rent."

Dwell Time

"How long someone stays parked before they either go to class, go to work, or go complain about parking."

Demand Shaping

"Gently convincing drivers that the 'farther' garage is actually the 'VIP' garage... with price tags to match."

Sensor-Agnostic Platform

"We don't play favorites. If it counts cars and speaks data, it's invited to the party."

System of Record for Parking Data

"The one source of truth that ends the 'my spreadsheet vs. your spreadsheet' standoff."

Yield per Space / Revenue per Stall

"How much each space earns before it retires to that big rooftop deck in the sky."

Permit Right-Sizing

"Selling enough permits so finance is happy, but not so many that drivers stage a coup on Level 3."

[Contact Mistall](#)

