



Case Study: Marietta College

Using Rydin PermitExpress™ to reduce data entry and increase collections revenue.

Overview

Marietta College is a liberal arts college located in Marietta, OH. The college implemented Rydin PermitExpress™ in July 2011 in order to reduce data entry, increase collections revenue, and keep track of unregistered vehicles and temporary permits.

Marietta College is located on a picturesque 90-acre campus which features five parking lots. The school issues 1,000 parking permits to students and staff each year, all of which were managed with a simple database program. Marietta wanted to switch to a system that was easy-to-use and would allow them more functionality. They needed to centralize their data in order to keep accurate and up-to-date records. Plus, with over 2,100 written citations issued each year, they wanted a system that would streamline their process.

Rydin PermitExpress™ enables schools to sell parking permits online, issue and track citations, collect citation payments online and issue temporary permits.

The Challenges

Marietta College had three main goals they wanted to accomplish:

- 1) Reduce data entry by 10 hours per week.
- 2) Increase their collection revenue by 50%.
- 3) Keep track of and associate drivers with unregistered vehicles and citations.

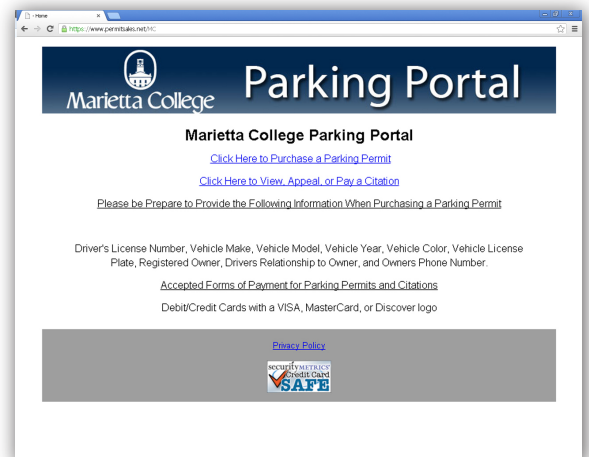
In addition, Marietta wanted to reduce the need to distribute temporary permits from the office and move from issuing handwritten citations to a more convenient and easy-to-use solution.

The Solution

- **Online Permit Sales:** Allows students to purchase their parking permits online and update their account information. The responsibility of data entry and data maintenance was moved from the Marietta staff to the student. A link to Marietta's customized parking portal was added directly to the school website.



Rydin PermitExpress™ enables schools to more effectively manage their parking program.



For more information:

p. 800.448.1991 | e. sales@rydin.com

www.rydin.com

In business for over 50 years, Rydin Decal offers practical solutions to meet your individual parking needs. We look forward to providing a solution to help you increase the safety, control, efficiency and revenue of your parking program.



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- **Online Citation Payment:** Allows students to pay for citations online, 24/7. When a citation is issued, the permitted driver receives an email with a notice of the citation and a link to pay online. Students can pay for their citations with a credit card. Rydin processes the transaction for Marietta and is responsible for PCI compliance.
- **Collection Letters:** Generate collection letters for overdue citations with the simple click of a button. This can be handled internally or through Rydin.
- **Unknown Driver Function:** With this feature Marietta was able to easily match unpaired citations with a registered vehicle owner.
- **Temporary Permits:** Issue temporary permits to visitors and guests. Driver and vehicle information entered into Rydin PermitExpress™ can be shared with officers in the field in real-time for easy tracking.

The Results

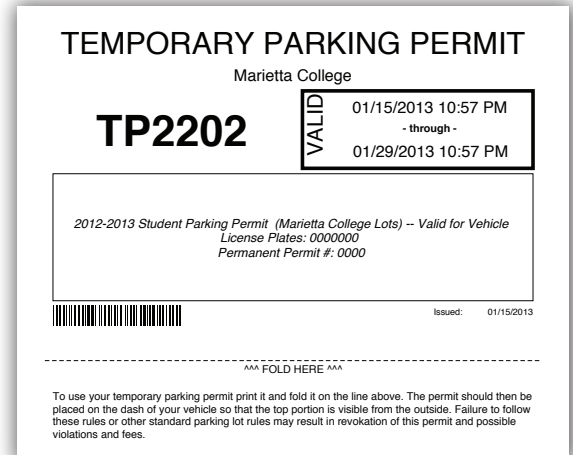
Marietta experienced an **800%** increase in citation revenue (15 times more than their original goal). Prior to implementing Rydin PermitExpress™, they averaged \$4,000 in ticket revenue per year. With Rydin PermitExpress™ in place, Marietta generated \$36,000 in ticket revenue in their first year. In addition, parking violations were taken more seriously at the school and violations overall were reduced.

According to Tom Saccenti, Marietta College was able to “reduce the amount of time spent issuing parking permits, maintaining the database, and manually issuing parking permits from the office”.

In the 2012 school year, Marietta College further streamlined their parking management system by choosing Rydin’s Permit Distribution Service. With this service, Rydin mails the permits directly to the student.

“Less man hours are devoted to updating our database, writing citations and issuing permits, so more time can be devoted to Students and Faculty/Staff.”

– Tom Saccenti, Director of Public Safety at Marietta College



Rydin Permit Distribution

Rydin’s experts will prepare your parking permits and any other inserts, and mail them directly to your students and staff.

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