



## Case Study: West Texas A&M University

Using Rydin PermitExpress™ to improve permit registration, provide online citation payment, and increase citation collections.

### Overview

West Texas A&M University is an accredited, public institution located in Canyon, TX. The university implemented Rydin PermitExpress™ to offer its patrons online registration, online citation payment and to increase revenue from citation collection.

WTAMU is located on a beautiful, 176-acre residential campus. The school issues 6,000 parking permits to students, faculty, and staff each year. The Parking Services Department is comprised of one full time supervisor and four student employees.

### The Challenges

Meri Lyn Odell, Director of Police Administration described parking registration at West Texas A&M University as “requiring students, faculty and staff to report to the University Parking Department, fill out a form and purchase a permit. Lines were very long on specific days early in the semester. During the first week of class, the PSD (Parking Services Department) stayed open for an extra three hours. Also, two additional staff members were required to work in this area for a couple of weeks and data entry took approximately one month.”

West Texas A&M University was looking to simplify their current system through the use of online registration and online citation payment. The solution would be considered a success if it met two specific goals:

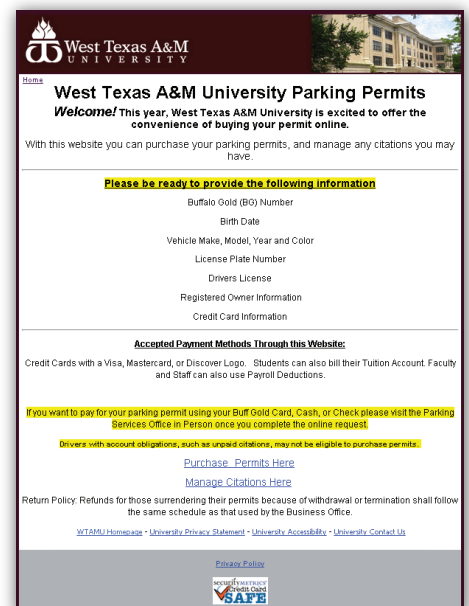
- 1) Reduce overtime hours associated with permit sales and data entry by 50%.
- 2) Increase citation collections by 10%.

### The Solution

- **Online Permit Sales:** Students, Faculty, and Staff purchase their parking permits online and can update their account information as needed. Data entry and data maintenance became the responsibility of the parker. A link to WTAMU’s customized parking portal was added directly to the school website.
- **Mobile Citation Writing:** Allows enforcement officers to use mobile devices (smartphones and tablets) to quickly and easily capture information to issue printed parking citations. By using the camera on the mobile device, photos can be attached to the citation’s file, which reduce appeals. Citations are printed from a small, mobile printer via Bluetooth technology.
- **Cloud Technology:** All Permit, Citation, Appeal, Payment, Driver, Vehicle, and History information resides in one, centralized location. Whenever information is updated by the parker, officer, or university, it is accessible to anyone with administrator privileges. And since the system is synced to the mobile devices (smartphones and tablets), accurate, real-time information is available to support staff in the office and officers in the field.



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





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- **Online Citation Payment:** Allows customers the convenience to pay for citations all day, every day, 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 and is responsible for PCI compliance.
- **Online Citation Appeals:** Customers who did not agree with their citation can file an online appeal. Once adjudication is determined, the customer is notified via email.

## The Results

Through the implementation of online permit registration, West Texas A&M University was able to improve customer service. Patrons experienced the convenience of utilizing a simple, easy-to-use, online process. WTAMU also leveraged Rydin’s Permit Distribution Service, in which permits are sent directly to the patrons’ home address. The days of slow, long registration lines became a thing of the past.

What’s more, WTAMU **reduced its labor by \$7,500.00.**

In the first half of the 2013-2014 academic year, West Texas A&M University also experienced an **increase of \$14,736 in citation collections** – with additional revenue being generated at the time of this report.

“To the Parking Services Department, offering online services to our patrons have been the most beneficial aspect of using Rydin PermitExpress™”, noted Odell.

When assessing the features of RPE, one of the most important to WTAMU included using the centralized database. Odell added, “Being able to lookup records seems to be the one most often used and the most valuable. It allows us to manage permits, accounts, and citations. That is where the majority of our time is spent.”

**“PermitExpress™ implementation was a success and can be measured in a number of ways. We experienced a reduction in labor and an increase of revenue. In the second year of use, the number of permits purchased online increased, as well as the number of citations paid online. We found the use of the program and the equipment to be very easy to use.”**

– Meri Lyn Odell, Director of Police Administration, West Texas A&M University



*Rydin PermitExpress™ simplifies the citation process with easy-to-use data capture, online appeals and online payment.*

CITATION PAYMENT  
**ONLINE 6000** Registration  
**PARKING PERMITS** APPEALS  
REDUCED LABOR  
INCREASED REVENUE

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In business for over 58 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.