

# UNIVERSITY & CAMPUS

## HOW UNIVERSITIES ARE STREAMLINING CAMPUS PARKING WITH DEDICATED PARKING SOLUTIONS

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*"The university is a series of individual entrepreneurs held together by a common grievance about parking." – Clark Kerr, Univ. of California, Berkely*

## Executive Summary

This is one of a number of parking-related comments attributed Clark Kerr, the former chancellor of the University of California, Berkeley. Clearly parking was a challenge at UC Berkely even 60 years ago when he was quoted. Campus parking has long been a challenge, and traditional systems no longer meet today's demands. When searching for a better solution, campuses should look for a parking platform that streamlines permit management, cuts costs, and enhances the parking experience for faculty, staff, students, and visitors.

Key features to look for include:

- online purchasing capabilities
- inter-campus access
- real-time notifications
- event-specific permits

The right solution can create a seamless campus experience.

# The Benefits of a Digital Parking Management Platform for Universities

Parking has long been a source of headaches for university administrators, a complex challenge for those with multiple campuses, and a frustration for parkers.

Different users have different needs. Faculty and staff need permits that provide access to parking facilities that serve administration and educational buildings; students need access to dorm parking and long-term parking facilities; athletes might need access to parking for sports facilities and their dorms. And then there are commuting students who need access to commuter lots. As a result, many universities struggle to address the varying needs of their multiple user groups.

The tangle of different permit types can be a nightmare for universities. That's why traditional permit systems, which rely on physical hangtags, stickers, and in-person purchases, are becoming increasingly outdated and inefficient. A typical university parking permit program is too complex to be managed manually. That may have worked 50 years ago, but it doesn't now.

## A Better Approach for Faculty, Staff, Students, and Visitors

Colleges and universities should look to technology to better manage their users' parking needs. And that begins with a cloud-based digital parking management platform, which offers a modern solution that streamlines operations, enhances user convenience, and reduces costs. Here's a look at a few of the ways a digital parking management platform can improve campus parking:

## **Simplified Online Permit Acquisition**

With a digital system, users no longer need to visit the parking office to apply for, purchase, or obtain permits. The entire process is conducted online, saving time and reducing administrative burdens for users and parking staff. The platform allows users to purchase permits anytime, from anywhere. Payments can be made securely online, eliminating the need for checks or in-person transactions. This ease of access increases compliance and satisfaction among university community members.

## **Multi-Campus Management**

Faculty and staff who teach or study across multiple campuses within a university system benefit from a system that recognizes their permit across locations. This eliminates the hassle of obtaining multiple permits and allows seamless movement between university campuses.

# **A Better Approach for the University**

Digital parking permit management also provides significant operational and financial benefits to the university. These include:

## **Automated and Efficient Permit Management**

A digital system automates permit issuance, tracking, and renewal, reducing administrative workload and minimizing the risk of human error. Automated processes ensure consistency, accuracy, and improved service delivery.

## **Cost Savings on Physical Permits**

Digital management also saves colleges and universities money. Traditional permits require the production and distribution of hangtags and stickers, which is expensive. And when it comes to hangtags, there's the inevitable replacement of lost permits, which only adds to the expense. By eliminating physical hangtags and stickers, universities can save thousands of dollars annually and promote sustainability by reducing plastic and paper waste.

## **Simplified Financial Management**

Universities can assign different accounts to different permit types, ensuring that parking fees are automatically deposited into the appropriate accounts. This automated process improves financial tracking and simplifies revenue management.

## **Multi-Campus Parking Management**

For universities with multiple campuses, the digital platform allows centralized control over the entire university system's parking resources. This ensures consistency in parking rules, policies, and compliance across all locations.

## **Proactive Communication**

One of the most important features of a digital parking management platform is its ability to automatically send text notifications to users who park in the wrong place. Universities typically sell permits that provide access to certain lots or garages. But mistakes happen and parkers sometimes park in the wrong place. When this happens, the platform picks up on it right away and texts the driver, letting them know that they need to move their vehicle to the proper parking area.

## **Change the Campus Parking Culture**

The proactive approach to communication can transform a campus' parking culture, promoting compliance and reducing the need for enforcement interventions, improving overall parking efficiency and parker satisfaction. Campuses want to move away from the traditional campus punishment-oriented parking model to an approach that helps students, faculty, staff, and visitors park appropriately.

## Special Event Parking Management

A digital parking management platform is also the perfect tool for managing special event parking. Universities frequently host special events like sporting events and concerts, and the system can be used to sell parking to visitors coming onto campus to attend these events. Also, move-in and move-out days can wreak havoc in campus parking facilities, and a digital parking platform allows for easy purchase and management of event-specific permits, improving the visitor experience and reducing congestion.

## Case Study: Rutgers University's Digital Parking Transformation

Parking Base has partnered with Rutgers University to implement a cutting-edge digital parking permitting program across all of the system's four campuses. This initiative, designed to enhance convenience for students, faculty, and visitors while modernizing parking operations across Rutgers' multiple campuses, has transformed the Rutgers parking system.

Rutgers' transition to a digital parking system has provided the following benefits:

### Streamlined Permit Options

The Rutgers digital parking permit system consolidates and simplifies parking permit types, making it easier for users to understand their options and purchase the appropriate permit. Prior to automating parking permit management with Parking Base, the university had over 100 different permit types for sale. One of the benefits of this program was reducing the number of permits to a more manageable size.

## **Convenient Online Purchasing**

Students, faculty, and visitors can now purchase parking permits online, eliminating the need for in-person transactions at the parking office. This automation also reduces the risk of human error and allows university parking staff to focus on other essential tasks.

## **Inter-Campus Usability**

Digital permits are valid across all Rutgers campuses, offering faculty, staff, and students greater flexibility and convenience when traveling between locations.

## **Proactive Parking Notifications**

The system includes a proactive notification feature that alerts users via text message if they park in an ineligible lot. This enables them to move their vehicle before receiving a citation, promoting compliance and minimizing parking violations.

## **Digital Guest Passes and Special Event Permits**

Visitors and event attendees can now purchase digital guest passes and special event permits online. This ensures a seamless parking experience for guests attending events such as move-in days, athletic events, and performing arts programs.

## **Collecting Data to Better Manage Parking Facilities**

Rutgers University's digital parking management platform constantly collects utilization data, telling campus parking managers which parking areas are busiest, when they are busiest, and who is using them. That data can be accessed by campus parking officials in real-time 24/7 and used to make informed choices about the allocation of parking permit types in various parking lots to encourage parkers to use underutilized lots and ease the strain on the most popular parking lots.

## **Creating a Culture of Compliance**

The digital platform is already changing the way the university and its parkers think about campus parking, creating a culture of compliance rather than punishment. As the university's parking director Dave Schulz says, "If we are writing citations, either the parkers have decided not to follow the rules, or we haven't done a good enough job laying out the rules."

## **Rutgers' Commitment to Innovation**

In turning to Parking Base's digital parking permit management system, Rutgers University is demonstrating its commitment to leveraging technology to improving parking—and the management of its parking assets—across all of its campuses. The transition to a cloud-based parking platform is a significant step toward modernization, offering a more efficient, user-friendly, and cost-effective solution for parking management.

The Rutgers digital parking management program should serve as a model for other colleges and universities. All too often, campus parking is a source of headaches for campus administrators and parking managers. Parking Base's cloud-based digital parking management platform can eliminate those headaches and offer substantial benefits for universities and their campus communities.

By automating permit management, reducing costs, and enhancing user convenience, the Parking Base system modernizes university parking operations while improving compliance and financial efficiency. The successful implementation of a digital permitting program at Rutgers University demonstrates how universities can leverage technology to optimize their parking infrastructure. As more institutions recognize the advantages of cloud-based digital parking solutions, the future of university parking management is set to become more seamless, cost-effective, and environmentally sustainable.



# About Parking Base

Parking Base is the leading company offering cloud-based parking management solutions to handle all aspects of parking operations. In this age of digital, automated parking, Parking Base is the only software partner you need.

**What sets Parking Base apart?** Our parking management solutions are built for completeness, reliability, intuitiveness, and ease of use. But we also understand that real-world parking workflows don't always follow a predictable path. Unique challenges inevitably arise — and when they do, we don't see obstacles; we see opportunities. These moments allow our product developers to work directly with customers to create new features that make our platform even stronger. The best parking technology companies are always evolving, and we're no exception. In fact, every feature in our platform exists because a customer asked for it. That's who we are: a company that embraces new challenges and turns them into innovation.

Parking Base's comprehensive suite of products includes Permit Manager, Valet Manager, Destination Manager, and Access Manager, which deliver a seamless and customizable digital, cloud-based solution in a single platform. Parking Base's tools are designed to optimize efficiencies for parking owners and operators while enhancing the customer experience.

- **Permit Manager** facilitates the digital management of parking permits and subscriptions, offering a seamless experience for parking operators and customers.
- **Valet Manager** is a complete solution designed for valet and POS (Point of Sale) applications, enabling efficient management of valet parking services.
- **Destination Manager** allows users to easily subscribe to and purchase Monthly, Partial, and advanced Reservation parking options, providing them with the flexibility and convenience they demand.
- **Access Manager** focuses on permit-based access control for parking and residential applications, providing a secure and efficient solution for managing parking access in controlled areas.

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