

USF Simplifies Citation Collection Process, Increases Collection Rate by More than 50%

With a limited supply of parking spaces and a seemingly unlimited demand for them, parking departments at many colleges and universities have to perform a daily balancing act. When it comes to managing parking and transportation for its students, staff and visitors The University of South Florida - Tampa (USF) is no exception.

The university issues 48,000 student and staff permits annually for only 21,000 parking spaces. Not surprisingly, many vehicles are found to be illegally parked, and enforcing parking rules is a key component of USF's parking management strategy.

"We write about 75,000 - 80,000 citations annually," says Donna Giammaresi, Technology & Systems Analyst for USF's parking department. "About one-half of those are warnings."

USF uses T2 Flex to manage all aspects of its parking operation, including enforcement. In May 2007, USF implemented T2 Flex (migrating from legacy product PowerPark) and has never looked back. "T2 Flex was flexible, and offered a great audit trail," Giammaresi says. "Every transaction, every type of financial activity is detailed in the system."

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Donna Giammaresi, USF

And now, when a customer calls with a question about a statement, staff members can see exactly what was sent to the customer and when. "The other thing I liked...was the ability to automate customer statements, which are also captured within the history of the system," Giammaresi explains.



The automation of USF's collections process is something that has made life much easier - and more profitable - for the parking department. Prior to implementing T2's Citation Collection Services (CCS), reconciling and submitting information for citations going to collections was time consuming. It often took USF days to manually gather all of the information its prior collection agency required. And the end result was not worth the time or effort. "I don't even think we had a 20% collection rate with that company," Giammaresi says.

USF was introduced to CCS at T2's annual User Group conference. "I thought, 'Who knows this data better than T2?'" Giammaresi spoke with several representatives from T2 about CCS and quickly realized how it could streamline USF's collection process. Because the CCS

T2 Parking Solutions

solution is part of the T2 Flex application, the information is already in the system. This alone is a huge benefit to Giammaresi, saving hours of her week. "It's so seamless, and I get these hours back to do things that are more important."

Through CCS's modular approach, USF was able to continue sending the collection statements internally, and then leave the rest up to CCS. "I didn't need CCS to do the statements; I needed the money collected," said Giammaresi. Since January of 2011, USF's collection rate has increased to 75% and continues to rise. Giammaresi attributes the high collection success to the automation and simplicity of the process.

Collection rate grew from **less than 20%** to **more than 75%** via CCS.

"One of the problems I had before CCS was figuring out how to collect the collection fee with the other company," says Giammaresi. CCS alleviates that headache with a simple flat fee. "Now I just add the fee to the citation the minute it goes to collections and CCS invoices us."

"T2 was very good at listening to me and meeting my university's criteria," Giammaresi says. "I am absolutely happy with CCS. It's the best thing I have done."

For more information on T2 Systems or CCS, call 800-434-1502 or visit T2Systems.com.

USF PROFILE

38,000 STUDENT PERMITS

10,000 STAFF PERMITS

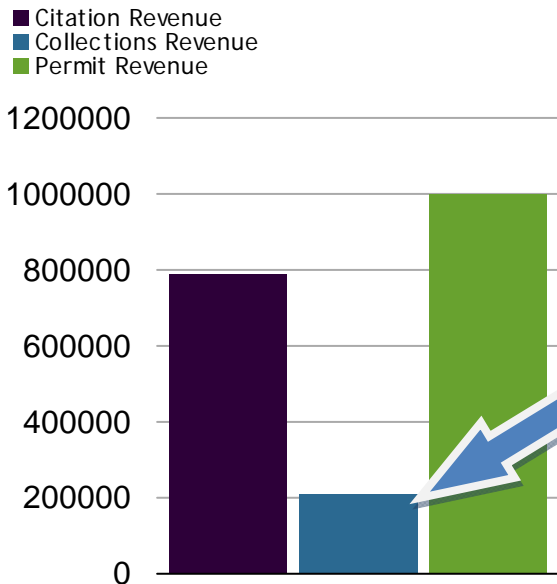
21,000 SPACES

75,000-80,000 CITATIONS/YEAR

8,000 SENT TO CCS

HANDHELDS: MC75

USF PARKING REVENUES (\$)



Revenue from CCS, 4/10-6/11:

\$174,123

(\$209,400 total, minus fees)