

University of Virginia: Managing a Complex Parking Operation with T2 Flex

Although parking management is never simple, T2 Systems is helping simplify parking management at the University of Virginia (UVA).

“The parking operation at the University of Virginia is complex,” explained Rebecca White, Director of Parking and Transportation at UVA. “We have the university medical center on the same campus as our historic and prestigious university.” In addition to the 700 bed medical facility, the department is also responsible for managing parking at the university’s 15,000 seat event arena, the 60,000 seat football stadium, and UVA Research Park. It also functions as the Transportation Demand Management (TDM) unit.

Serving 19,000 students, plus faculty and staff, the university offers 16,000 parking spaces in 11 garages (25 lanes of equipment) and a large surface lot inventory. When the use of spaces for students, faculty and staff is combined with meeting the parking needs of the medical center and special events, it is important that the university’s parking management system be able to manage all of its parking resources with maximum efficiency.

“Our biggest business priority is the tie to land use here on our campus and using the parking inventories with maximum efficiencies for our different audiences,” White said. “For example, we didn’t want to have to build another 2,000 parking spaces for the event arena. So, we have to use parking spaces for one use during the day and another at night.”

Using the T2 Flex parking management system, White and her team are **able to manage the parking inventory in the most efficient manner, eliminating the need to build additional spaces**. “It makes a huge difference to the institution to be able to use the land in



this way and not have to commit another gigantic footprint to parking,” explained White.

The University of Virginia has been a T2 user for many years, becoming an early-adopter of T2 Flex in 2006. Because the system offers different functionality packs, the university has been able to add on new functionality and services through the years, as the needs of the campus changed and grew.

“We’ve tried to steadily make the most of the tool every year,” said White. In addition, using a single system is key to efficient management and customer service. “We’re able to integrate what we deliver to our customers all in one solution: our online payments, citations, permit sales, events, even garage transactions, are all integrated in one system.”

White offers the art museum as an example, explaining that this facility alone requires validations in the garage, departmental permits, visitor permits and special event parking. However, since all information is in the same system “we only have to look it up once” to see what the university provides to the museum.

T2 Parking Solutions



Permit season is a very busy time at UVA but T2 Flex has helped ease the pain associated with parking permit sales. With two permit seasons, one in the spring for faculty and staff, and another in late August and early September for students, UVA sells approximately 15,000 permits each year. This process was made more efficient with the use of PermitDirect, a permit fulfillment service offered in partnership with Weldon, Williams & Lick (WW&L).

“We are a very devoted PermitDirect customer because of how it has reduced the manpower necessary for our two permit seasons,” said White. “We used to bring on temporary workers and every single one of us would be sitting at our desk fulfilling permits - literally stuffing them, getting a list out of the system, having a stack of permits - all in order to get those permits properly fulfilled.”

This past year (2010) was the first year UVA took student permit sales online and was the first year it did not hire any extra personnel during this time. Traditionally, permits were sold at the football stadium, with a line that wrapped around the stadium at a wait time of nearly 4 hours. In addition to the 8-12 people that were pulled out of the office, additional IT services (for data lines, servers, security certificates for credit card payments) were needed, making coordination a nightmare.

This year UVA took student permit sales online, reaching nearly 80% of permits ordered and fulfilled via the website. Combined with the PermitDirect service, only 3 cashiers were needed with a maximum of 9 people in line at one time during the busiest of times.

“What ends up happening is that the customer - very happily so - does all our work for us and then PermitDirect does the rest! The customer fills out all information online, PermitDirect fulfills it and all we have to do is watch the reports to make sure it’s all happening. It was nice to just run our regular reports rather than being so bogged down by all of the data entry and fulfillment,” said White.

In addition to online permit sales, UVA’s T2 eBusiness Solution enables its customers to file appeals and pay citations online. During its most recent fiscal year, 35% of citation payments were paid online. And customers have the ability to manage their own personal accounts online as well, ensuring that the parking department has the correct contact and profile information.

In early 2010, UVA implemented the latest version of T2’s eBusiness online solution which includes the new Administrative Console. With this tool, UVA has more control of the online services and support it can offer its customers.

“We love that thing!” states White. “First of all, it’s very intuitive in terms of how you navigate around to make the changes you want to make or track what you need to track. Customized text changes for fixed text on websites (such as changing something that may be confusing to users) - we can do it all ourselves without having to log a support case with T2.”



T2 Parking Solutions

According to White, everything is easy to set-up using the Administrative Console. For example, they can set-up certain permit control groups, certain customer subclasses that are able to buy certain permits and all can be turned on or off easily using the console. However, White says that watching transactions in real-time may be the most key benefit.

“We can watch the transactions in real time and if we’re starting to run into an error of some kind - perhaps we have not allocated a drawer properly or set up a subclass properly - we can address them proactively before 300 customers experience the same thing. It also allowed us to see the progress of a customer and see the exact errors a customer received,” said White.

As the University of Virginia’s parking management needs evolved through the years, T2 Systems has continued to meet its needs, providing new functionality when UVA was ready. Being able to add new functionality when needed - all within the same management system - is important to White.

“We have a complex operation and we needed a powerful, responsive tool that meets our needs, and meets our customers’ needs,” said White. And UVA continues to expand its T2 Flex functionality by converting additional garages and lots to use the system, making UVA’s approach to parking management truly “unified.”

For more information about T2 Systems and T2 Flex, call 800-434-1502 or visit T2Systems.com.

University of Virginia Profile

Overview

- 19,000 students plus faculty and staff
- 700 bed medical facility
- 15,000 seat arena
- 60,000 seat football stadium
- UVA Research Park
- 15,000 permits sold annually

T2 Flex Value

- Manage all parking inventory with one system
- 80% of parking permit sales ordered and fulfilled via the website
- Online permit sales eliminated 4-hour wait time for permits, extra personnel required for permit sales and time spent on fulfillment
- 35% (and rising) of citations paid online