



CASE STUDY

Montclair State University



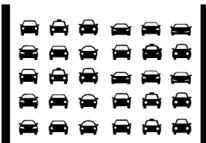
MONTCLAIR,
NJ



METERED



APP AND MOBILE
PAYMENT



42
LOTS



EDUCATION



20,000+
PERMITS

2

GARAGES

Situation

- Student population required a variety of parking options for short-term and long-term stays, including meter, mobile, and permit-style payments.
- Faculty required a large volume of parking permits.
- Regular special events held at the university requiring adaptability of parking operations for varied volumes.
- Frequent parking citations on out-of-state visitors, making it difficult to enforce payment.
- Outdated equipment with room for various technology upgrades to improve customer experience.

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Approach

- Introduced license plate recognition (LPR) technology to enforce parking regulations.
- Introduced the MSU Parker app to provide real-time lot availability to students, faculty, and guests.
- Contracted PayByPhone for student use, as many students preferred short-term parking payment rather than permits.
- Converted physical permits to virtual permits, adding a \$25.00 “in-person issuance” fee to direct more students to handle requests online.
- Worked with motor vehicle commissions for NJ, PA, CT to obtain unknown license plates for citations and notify individuals of outstanding balances.

Results

- Issued over 20,000 e-permits to faculty and students annually.
- Reduced permit department’s budget costs since permits became virtual and no longer needed to be physically ordered annually.
- Improved customer access and experience through MSU parking website and app.
- Improved customer service and encouraged payment by providing on-foot and mobile parking payment options online for all visitor types and parking periods.
- Collected more outstanding citation balances through working with surrounding state motor vehicle commissions.