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UNIVERSITY OF MINNESOTA DULUTH

CASE STUDY

Leveraging a fully-integrated enforcement solution
to redefine parking at University of Minnesota Duluth



University of Minnesota Duluth

Leveraging a fully-integrated enforcement solution has redefined parking on campus.

Situated on the western shore of Lake Superior, the University of Minnesota Duluth (UMD) campus boasts a student population of 11,000 and is the second largest of the five University of Minnesota campuses. Sustainability is one of the University's top goals and as a result, UMD has introduced several innovative transportation initiatives to help reduce the demand for on-street parking. However, parking remains at a premium and the prohibitive cost of surface lot garage parking means that Transportation and Parking Services at UMD must find creative solutions to address the parking demand.

Customer is King

Transportation and Parking Services took a holistic approach to solving its parking problem, leveraging Smart Parking technology and a renewed focus on customer service to redefine the campus parking experience. "Our old office was tucked away and difficult to find," says Lisa Norr, Associate Director of Student Life Operations at UMD. "If someone got a ticket, by the time they finally found our office, they were even angrier. Now we have this wonderful new space centrally located in the bus hub area with parking right in front of the office which allows us to better serve our student population."

In addition to improved accessibility, the University strived to make the parking experience more convenient and intuitive. "Prior to the IPS meters, over 50% of our parking violations were meter related," says Patrick Keenan, Director of Student Life Operations at UMD. "This was indicative of a lack of ease of use."

Aiming to solve this, the University introduced 300 IPS M5™ single-space Smart Parking meters that accept credit cards and seamlessly integrate with third parties to offer mobile phone payments. "Taking credit card was an enormous move for the campus and has been really well received. Credit card payments now account for 70% of all transactions," says Kristi Dalbec, Operations and Accounts Manager of Student Life Operations at UMD. "We have increased our revenue by 20% as a result of the credit card payment option, despite having to remove 40 of the old coin-only meters."

Modernizing Enforcement with Fully-Integrated Solution

Following the successful deployment of the IPS meters and the positive relationship forged with the IPS team, the University looked to the new IPS Enforcement Management Solution when considering new technologies to modernize its enforcement operations.

Problem:

Limited parking assets and a legacy system that could not provide real-time data and insight

Solution:

Fully-integrated solution with credit-card accepting meters and integrated cloud-based enforcement management solution





“Our previous system was not cloud-based,” says Norr. “This was a huge problem for us because we had customers calling to pay their ticket and sometimes it would be a day or even two days until the citation would appear in the system. With the IPS Enforcement Management Solution, we have that information almost instantaneously.”

UMD began a pilot of the Enforcement Management Solution, which is fully-integrated with the University’s IPS Smart Meters, providing one common back end for the University to access data and analytics on their parking meters and citations. IPS is one of the few vendors listed as an Authorized NLETS (National Law Enforcement Telecommunications System) Partner. This means that as part of the IPS Ecosystem, the University can obtain out-of-state Registered Owner (RO) information from all 50 states. The cloud-based Enforcement Management System (EMS) manages the entire lifecycle of parking citations including issuance, adjudication, payment, DMV communications and collections. “Logging into one integrated system that has both of the pieces was a huge draw for me,” says Norr. “But it was really the tech support and the level of customization during the pilot that sold me on the system.”

At the outset of the pilot, the University had two parallel enforcement systems. IPS and the University worked closely to create a solution customized for their unique needs. “We started off with a list of customizations and the IPS team essentially built the software around our needs,” says Norr. “We have a great working relationship and I feel like they are close personal friends now.”

Picture is Worth a Thousand Words

The IPS meters and Enforcement Management solution have helped the small, two-person enforcement team issue citations more efficiently. “With the new IPS meters, our citations are actually down,” says Michael Setran, Parking Monitor at UMD. “We are writing about 15-20 citations per day.”

The N5 Print all-in-one Mobile Enforcement Device ensures a convenient, quick and efficient citation issuance process. “I like the new handhelds because I can read everything on one page,” says Setran. “With the old system I had to scroll across multiple screens to see all the information. With IPS, everything is on one page and I can upload as many photos as I like. The photo quality is unbelievable.”

Agile and Scalable Solution

Following the successful introduction of the IPS Smart Meters and Enforcement Management Solution, the University is considering IPS as they look to modernize their permit program. The IPS Permit Management Solution can be implemented as a stand-alone solution or seamlessly integrated with other elements of the IPS Ecosystem, making the system truly scalable to each customer’s needs.

“With IPS you’re not just buying equipment; IPS recognizes the value of service after the sale.”

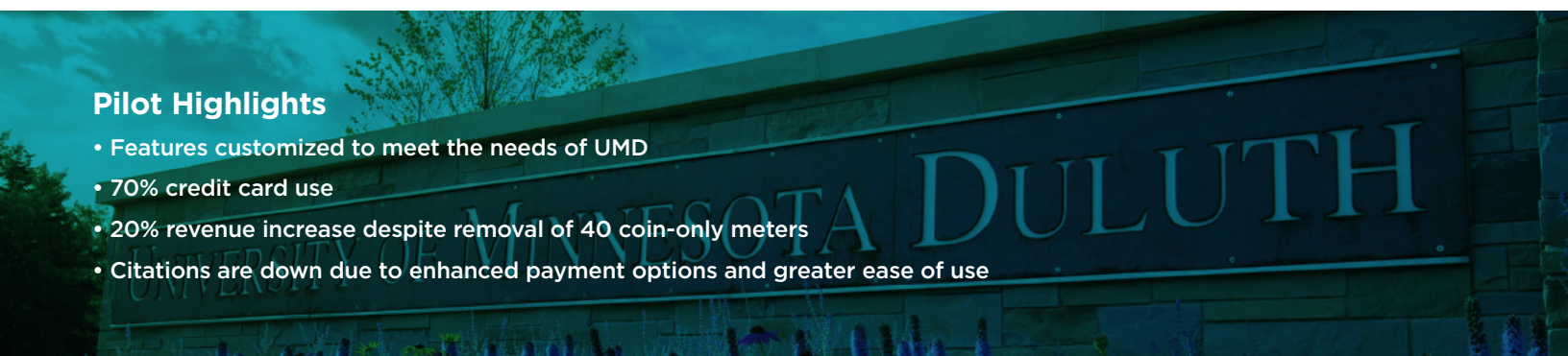


Looking to the Future

“Six years ago, our office was not regarded in the most positive light,” says Keenan. “The analytics provided by the IPS system allow us to modify our processes and procedures, and as a result we are not seen as the bad guys on campus anymore. Customer service was very important to me when I was looking at new technologies. There was a realization that with IPS you’re not just buying equipment; IPS recognizes the value of service after the sale and I look forward to continuing our partnership in the future.”

Pilot Highlights

- Features customized to meet the needs of UMD
- 70% credit card use
- 20% revenue increase despite removal of 40 coin-only meters
- Citations are down due to enhanced payment options and greater ease of use





ABOUT IPS GROUP

IPS Group, Inc., headquartered in San Diego, Calif., with offices across North America and Europe, is a design, engineering, and manufacturing company focused on low-power wireless telecommunications, payment processing systems, intelligent data management and SaaS technologies. IPS takes IoT and Smart City concepts and turns them into reality.

For over 20 years, IPS has delivered world-class solutions through its Fully-Integrated Parking Management Suite comprised of smart single-space meters, multi-space pay stations, pay station upgrade kits, vehicle detection sensors, smart cash collection systems, mobile applications, enforcement and permitting solutions, hosted data management software with advanced data analytics, and more.

Call for an on-site demo: 877 630 6638 | [ipsgroup.com](https://www.ipsgroup.com)



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