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NANCY DAVIS, Parking Court Administrator, Pittsburgh Parking Authority

Success Story: Pittsburgh Parking Authority

IN BRIEF

Challenge: After a mandate from its State Legislature, the City of Pittsburgh transferred responsibility for parking ticket collection, adjudication and vehicle immobilization to the PPA. With no experience in parking ticket management and the need to be up and running quickly, the PPA sought expert help.

Solution: Outsourced services provided by Citation Management®

Results:

- > Programs implemented seamlessly in a very short timeframe
- > Efficient, cost-effective management of complete ticket processing and adjudication system, as well as a boot and tow program
- > A stronger enforcement program
- > Increased revenues

BACKGROUND>>

After a legislative mandate, the Pittsburgh Parking Authority (PPA) found itself with a deadline of only a few months to implement a comprehensive parking ticket management system, including multi-functional payment capabilities, parking court adjudication and a complete boot and tow program. After publishing an RFP for parking management services and reviewing applicants, the contract was awarded in March, 2005, to Citation Management, a division of Duncan Solutions. An innovator in parking citation management solutions and asset management, Citation Management had a ticket management system fully operational by the required deadline of July 5, 2005. By October, a fully integrated boot and tow program was in place.

DETAILS>>

The PPA's contract with Citation Management requires it to:

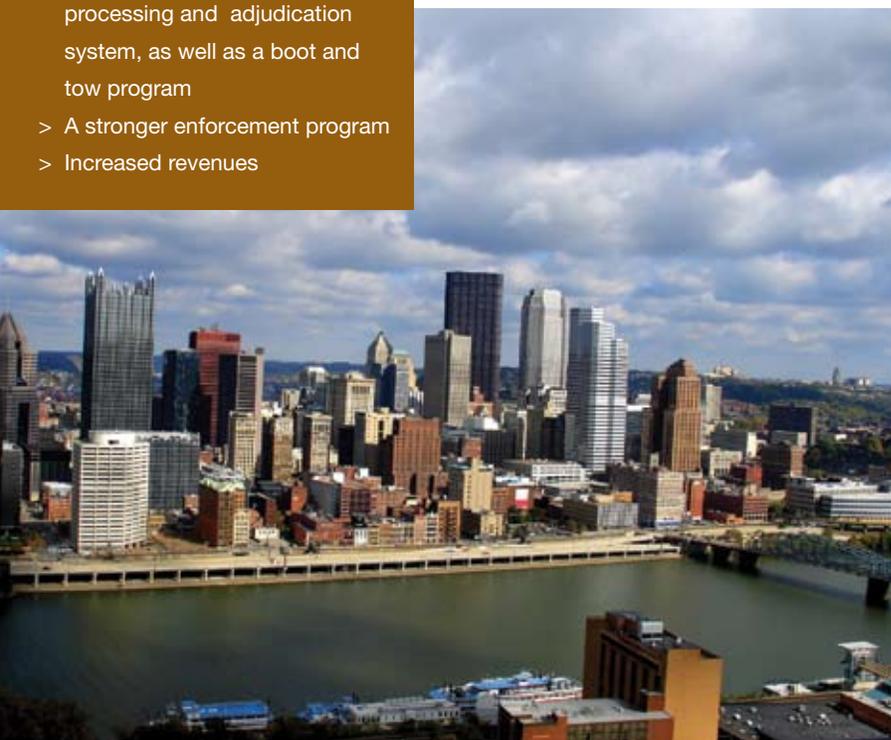
- Implement and manage a complete **parking ticket management system**, including integration with existing electronic ticket writers and citation processing services
- Manage and operate a **parking court**
- Operation of a **boot and tow program**
- Implement and run a **call center**

According to Nancy Davis, Pittsburgh Parking Court Administrator, PPA, finding one vendor that could handle all the required elements was critical. “We awarded the project to Citation Management because it offered us everything we were looking for,” says Ms. Davis. “It’s a huge relief working with one group that can handle all of this across the board. They bring a great deal of knowledge and expertise to the table.”

Parking Ticket Management System

“We were awarded the contract in March with the stipulation that we had to have ticket processing services in place by July 5,” says Greg Stokes, Pittsburgh Parking Court Operations Manager for Citation Management. “The short timeframe was only part of the challenge. We also started with a backlog of about 90,000 parking ticket notices.”

Ms. Davis says this first phase “went absolutely perfectly.” Integration of Citation Management’s database system with the PPA’s existing electronic ticket writers was seamless and on time. Citation Management now handles all aspects of collecting on issued tickets. This has resulted in a number of advantages for PPA, including:



“It doesn’t feel like an outsourced relationship because we all have the same ultimate goal: success for the program.”

ANTHONY BOULE, M.P.A, Director of Administration and Parking Court, Pittsburgh Parking Authority

• **A GUI-based system that is intuitive to use.** “The transition went smoothly,” says Ms. Davis. “Everyone finds the system easy to use with very little training.”

• **Increased revenue from collection.** With one of the world’s most efficient collection processing systems, Citation Management handles all notices, outbound calls and collections. “The City had been bringing in less than \$400,000 a month previously,” says Mr. Stokes. “By sending out notices correctly and enforcing collection, we’re bringing in close to a million dollars each month. Initially, this is due to getting the backlog of notices out, but we project that we’ll continue to collect about \$650,000 a month.”

Parking Court. When Citation Management came on board, the PPA had set up a transitional parking court, the Pittsburgh Parking Court. “Our plan from the start was to move to a downtown facility,” Ms. Davis says. “Citation Management provided invaluable input. Greg Stokes was instrumental in changing the building specifications to provide a better business flow.” Today, Mr. Stokes manages the day-to-day operations of both the parking court and the boot and tow program.

Boot and Tow Program. “The program we inherited from the City needed updating,” Ms. Davis notes. “Our system today is incredible and very effective.” Citation Management’s boot crew uses advanced technology – Bootfinder™ Mobile License Plate Recognition – to radically reduce the time it takes to find and verify bootable automobiles. The Bootfinder camera can read hundreds of license plates per minute. The images are automatically and instantly

scanned into a laptop, alerting the crew to any car that is boot eligible. “In the past, the City was booting about 5-10 vehicles per month. In about three months’ time with the new program, we’ve booted more than 700. That’s added revenue.”

Call Center. “It’s important that every person who deals with the PPA feels that they’ve received customer-friendly service to the ‘nth’ degree,” says Anthony Boule, Director of Administration and Parking Court, PPA. With courteous, knowledgeable staff aided by the latest technology, seamless call center support is provided through Citation Management’s call center based in Milwaukee, Wisconsin.

Generating Success. To date, the relationship has proven to be very successful. One advantage that is slow to build, but creates long-term benefits, is the strengthening of parking enforcement in general. According to Ms. Davis, one indicator of this is the fact that meter compliance is up. “That’s especially beneficial to the PPA because we share a percentage of the on-street meter revenues. As the realization builds that we’re serious about issuing and collecting tickets, and are willing to boot and tow, we’re likely to see meter revenue continue to grow.”

A Single Source Solution. “There’s professionalism and a comfort factor here,” according to Mr. Boule, referring to Citation Management and the advantages of working with a single vendor to handle PPA’s parking ticket processing, boot and tow program and adjudication. “We’ve developed a synergy with Citation Management. It doesn’t feel like an outsourced relationship because we all have the same ultimate goal: success for the program.”

>> As a division of Duncan Solutions, Inc., a global leader in parking and enforcement management solutions, Citation Management has the resources and expertise to generate success stories. For a turnkey solution or a single program, we’re the strategic outsourcing partner of choice. Contact us to find out how we can improve results for you.

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