

## WASHINGTON UNIVERSITY CASE STUDY

### Background

Founded in 1853, Washington University is a private research university in Greater St. Louis. Full-time student enrollment is more than 14,500 with 3,645 instructional faculty. To accommodate students, faculty, staff and visitors, the institution manages numerous parking lots and garages for which parking permits are required.

The University's Parking Operations & Events department is responsible for ensuring everyone has the parking permits they need on the first day of a new session. Parking Operations & Events Manager Elisa Strathman Comer's department manages approximately 17,000 parking permits each year.

### Problem

The Parking Operations & Events department had previously used a local printer for parking permits. However, when the business came under new ownership, the staff noticed a problem with delivery timelines. A six-week delay created significant operational disruptions for the department. At that point, Manager Strathman Comer knew she needed to find another printer who could provide the products and services required in a timely manner.

Then in 2017, Washington University experienced a pivotal year as it restructured its parking with a new garage and worked to accommodate five additional new buildings. As the organization upgraded to radio-frequency identification (RFID), it also needed to ensure it could secure a quality RFID reader and permit printing. As she searched for a new printing company, permit quality, timeliness, attentive service, and affordable pricing were Strathman Comer's goals.

### Solution

When Strathman Comer reached out to Weldon, Williams, and Lick, Inc. (WW&L), she was impressed by their permit products and dedication to customer service. She said she talked to a few different printer companies, but the level of service and the rates she found with WW&L made them the obvious initial choice for printing.

"Bill from WW&L immediately put my mind at ease as he explained how his printing team would make sure things were done right and on time."

Strathman Comer also indicated that WW&L was extremely helpful during its next enhancement phase as it transitioned to RFID. Even though WW&L had not worked with the parking solution Washington University was transitioning to, WW&L partnered with Strathman Comer to deploy Nedap readers which would work seamlessly with its printing.

In Washington University's most recent upgrade to a new parking management system, the WW&L permits work seamlessly with the new equipment.

#### Washington University

##### Location:

Greater St. Louis, MO

##### Challenge:

- Reliable permit printing with on-time delivery
- Quality permit printing

##### Key Results:

- Higher quality permit product
- Operational savings
- Attentive service and attention to detail



Washington University first bought printed permits from WW&L and then graduated to RFID permits or hangtags when they deployed new parking lots. Today, WW&L provides all the fulfillment services for the University, programming the chips, inserting RFID chips into printed tags, printing, and shipping services.

“It’s been a really good partnership for us every step of the way,” said Strathman Comer. “It hasn’t ever just been about WW&L and what they could get out of it...they steer me in the right direction and look out for our best interests.”

## Outcome

Strathman Comer and her team observed several positive outcomes as a result of using WW&L as their parking permit partner.

### Higher Quality Permit Product

The quality and appearance of the physical permit product were some of the first benefits Strathman Comer and her team experienced.

“Their permits are beautiful—the consistency is there, and they are exceedingly durable,” said Strathman Comer. “Even after a year being baked by the sun in the parking lot, I’ve not seen a single permit from WW&L fall apart like we saw with products from other printers.”

For the 2016 Presidential Debate held at Washington University, WW&L printed specialty permits. “I told them what I had in mind but didn’t have a mock-up, and they came back with a beautiful permit—exactly what we wanted.”

### Operational Savings

In addition to providing a more affordable parking permit, WW&L delivers a consistent product that saves Washington University time and money.

“If you don’t have consistency coming out of the printer and have to throw one permit away out of 75, there’s a cost associated with documenting and managing that,” said Strathman Comer. “We don’t have to deal with errors and misprints with WW&L, and that’s worth a lot.”

### Attentive Service and Attention to Detail

The Parking Operations & Events department prints 89 different permit types each year. With WW&L as the printer, Strathman Comer has noticed an attention to detail and a higher level of service that keeps her department on track.

“It’s the attention to all the minor details that makes all the difference. They catch everything and make sure I don’t miss something with an order,” said Strathman Comer. “I’ve actually never worked with anyone at WW&L who isn’t incredibly helpful.”

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Elisa Strathman Comer, Parking Operations & Events Manager

## Weldon, Williams & Lick, Inc.

### Location:

Fort Smith, AR

### Parking Solutions:

- High-security parking lot access and control systems
- RFID Technology
- UHF Technology
- RFID tags, decals fulfillment
- Custom artwork available
- Parking Accessories

