CENTRAL NEW MEXICO
COMMUNITY COLLEGE CASE STUDY

Background

Central New Mexico Community College is the largest community college in New Mexico. It's nationally accredited and offers more than 200 associate degrees, certificates, and training courses in a variety of subjects. As a community college, representation from local businesses and industries help develop its programs to ensure that CNM students acquire the skills needed for success in the workplace.

As a pillar in the state of New Mexico, CNM has nine locations across the Albuquerque and Rio Rancho metropolitan areas. Director of Parking and Fleet Services, Nicholas Aragon's department issues more than 24,000 permits with nine different variations annually. While some community colleges still offer free parking, CNM's parking revenue is considered auxiliary and plays an important funding role at the college.

Problem

In 2017, CNM started researching new parking software vendors. After making the decision to move to T2 Systems, Aragon attended T2's annual user group conference to start learning the software and to interact with other users and other vendors.

At that time, CNM was selling parking permits over the counter and experiencing the usual challenges with that arrangement. The department had to order the permits, count them, store them, and sell them, and that created two major issues. CNM had a tremendous increase in frontline staff hours at the beginning of each term for permit sales. And despite the increase in staff, the department received a number of complaints regarding long lines and wait times.

Solution

During the T2 user group conference, Aragon was introduced to PermitDirect®. PermitDirect® is a joint solution provided by T2 Systems and Weldon, Williams and Lick, Inc., (WW&L). PermitDirect® is integrated into the T2 Flex parking management system. This service allows organizations to incorporate their business rules into the permit sales process. Once the permit is purchased from the organization's website, the information is automatically transmitted to WW&L for fulfillment.

"I had a chance to meet some of the staff from WW&L at the conference, and my first impression was very positive. They really wanted to get to know who I was, who I worked for, and understand the needs of our college," added Aragon.

Central New Mexico Community College

Location:

Albuquerque, NM

Challenge:

- To automate permit sales and distribution
- Reduce customer frustration with long lines and wait times

Key Results:

- Operational savings
- Improved customer experience

Outcome

Aragon and his team observed several positive outcomes since deploying the PermitDirect® solution with T2 and WW&L.

Operational Savings

WW&L's PermitDirect® fulfillment has delivered operational savings with reduced staff hours since deployment. Customers can now go online to order their parking permit and it will ship directly to the address the customer submitted. "The primary role of our counter staff was selling permits. If we calculate it out, we have five months of six full-time employees that we no longer require and that's a pretty significant savings," Aragon explained.

Enhanced Customer Experience

Prior to deploying PermitDirect®, CNM received a lot of complaints regarding long wait times. Customers would have to come to the parking office and wait in line for an extended period of time.

In addition to reducing the need for customers to visit the parking office for permit purchasing, customers can now have greater access and control over their accounts. If one needs to change the vehicle mentioned on the permit or update an address, users can self-serve from the online parking portal. Previously a customer had to come to the parking office and get staff to manually perform those updates.

Temporary Permits are another feature that helps build a better customer experience. When a customer purchases a permit today, an email confirmation is delivered to the customer, and it acts as a temporary permit that's valid for 10 days until the permanent permit arrives.

Ability to Add Marketing Materials to Permit Mailings

In addition to sending out the permit, WW&L allow its users to send out additional marketing materials or flyers within the permit envelope. "We like this feature because as a community college, we like to use these opportunities to help our customers get better acquainted with the campus by including maps, important dates, and local community updates," added Aragon.

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> Nicholas Aragon, Director of Parking and Fleet Services

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