

NextMail Locator gives the Jersey City Parking Authority a lift.

Parking authority maximizes revenue and productivity among officers.



J.C. PARKING AUTHORITY

Established in 1949, the **Jersey City Parking Authority (JCPA)** plays a vital role in the services the city offers its residents. As a regulatory agency, the JCPA ensures that residents and visitors alike have ample, daily parking available to work, shop, visit and connect with the excellent public transportation in Jersey City, New Jersey.

The JCPA directly contributes to the quality of life of its residents and the success of local merchants, while ensuring public safety for motorists and pedestrians. Specific responsibilities include: parking enforcement, movie detail, construction detail, towing, parades, assisting the office of emergency management, meters, parking lots, driveway and street painting, zone permits, tandem permits, municipal lot permits and security at certain lots.



Challenge

The role of the Jersey City Parking Authority (JCPA) is to ensure ample access to parking for residents, businesses, and visitors. The city continues to experience rapid development, showing strong signs of economic growth. As a result, the demand for parking throughout the city continues to increase at a very high rate. This positive demand created numerous challenges in the enforcement division of the JCPA. The JCPA's booting division, the largest booting facility in the state, was shouldering the load of these challenges.

Each enforcement officer could boot as many as 10 vehicles a day, which included completing a paper form and taking digital photos of each vehicle and its location. Most vehicle owners then came to the office to dispute a violation, often within a few hours of receiving the fine. This required officers to meet in the office at 1:00 pm each day to deliver their forms and photos so management could handle the disputes. Officers were losing significant time in the field, causing lower revenue collections. In addition, at least one officer was pulled from the field a second time each day to help respond to specific disputes. The loss of productivity and revenue prompted the JCPA to explore new ways of managing disputes while maximizing officers' time in the field.

Solution

As a Nextel Direct Connect customer, the JCPA decided to extend their solution to include NextMail services. With NextMail Locator, JCPA officers could simply speak into the phone, document the details involved in each violation and then deliver the message instantly via email to the management office. The NextMail Locator service also allowed officers to add time and date stamps, GPS location and physical street address all in the same message to ensure the violations were thoroughly documented.

JCPA managers could immediately receive complete information about the violation and the vehicle including the license plate number, location, make and model of the car, as well as photos to document a missing parking pass. In addition, managers could instantly check for other DMV-related violations and document existing damage to the car for risk mitigation purposes. Officers no longer needed to return to the office each afternoon to turn in a hardcopy of forms and download pictures from a digital camera. The JCPA deployed the NextMail Locator service across all 27 officers in the field and they quickly experienced significant bottom line benefits as a result of the increased productivity and efficiency.

“Not only does Sprint NextMail Locator help us generate significantly more revenue every month, but it also helps us deliver better service to our residents and visitors, and at the end of the day, that’s why we’re here.”

- Ferdinand Picariello, Director of Enforcement, Jersey City Parking Authority

Bottom line

Before the solution was in place, each officer booted an average of seven vehicles each day with a fine of \$110 per vehicle, while ticketing an additional 15 vehicles for other violations at an average fine of \$60. Now, officers spend one hour more each day in the field, resulting in one additional “boot” per day per officer and at least one more violation per day per officer. This has resulted in an additional \$3,400 of revenue per month per officer. Additionally, Jersey City has reduced their gas consumption by an estimated \$40 per officer each month by limiting trips back and forth from the office. In total, the estimated revenue enhancement to the city is \$92,340 per month.

The benefits of NextMail Locator did not stop there for the JCPA. Managing disputes has become much more streamlined with the solution. According to Lou Vizzacchero, Administrative Supervisor, “When people see the amount of detail included in a NextMail Locator message, especially the photographic evidence that exists, they realize we have an open and shut case. This saves a lot of time and has helped us reduce our costs for litigation and dispute resolution.” The success of the solution is spreading to other departments within the JCPA. The Operations Department began using NextMail and NextMail Locator to document postings of emergency and no-parking signs. In addition, supervisors and directors started using the solution to track time on the job in an effort to boost productivity and efficiency.

For more information on NextMail, visit nextmail.com or contact your Sprint representative.