SAVE Committee – Team 6  
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**Submitted idea:** Rather than have “hang tag” parking passes reprinted every couple of years, could we have a “colored sticker” added to the pass which validates the hang tag for the next couple years. Similar to license plate stickers.

**Background:**
This idea was submitted by Rebecca O’Brien, Executive Assistant in the Office of the Chancellor. Ms. O’Brien’s idea initiated from how parking passes are renewed for North Campus, where she worked at the time of the idea submission. Employees are issued new hang tags every two years. The idea was that there would possibly be a cost savings to WU for re-using the same hang tags by renewing them using a “colored sticker” to apply on the hang tag itself, rotating sticker colors every year or so. The idea is similar to the Missouri license plate renewal process where stickers are applied to the original license plate every two years.

A concern expressed by Ms. O’Brien was whether a sticker would be sufficiently visible for parking employees who physically monitor the lots for legally-parked vehicles. In other words, cost savings of using stickers (e.g., printing costs) may be offset by additional costs in time needed to manually check for valid parking stickers.

SAVE Team 6 committee member Jenny Kunza met with Karen Seifert, Director of Business Operations at the Medical School’s Facilities Management Department, and learned that the Medical School operates differently from the Danforth Campus. Hang tags are no longer used to dictate parking permissions. Instead, access is granted when employees swipe their employee badge at the entrance gate. If the badge is encoded with parking permissions for that facility, the gate arm will open, allowing access. Thus, there is no longer a formal renewal process every other year for updating parking permissions at the Medical School. Employees initiate changes to their parking permissions only when needed. When requested, hang tags are issued once to Medical School employees to provide them with parking permissions when traveling to the Danforth Campus.

Kellie Mandry, Team 6 Coordinator, discussed this idea with Nick Stoff, Director of Parking and Transportation Services for the Danforth Campus. Nick explained that there is a three year renewal cycle for the Danforth Campus and the cost is approximately $10,000 to reissue the cards. There are mini cycles within this time period to capture outdated cards and when the orders are adjusted, costs are reduced for those smaller orders. With minimum surplus, costs are kept low without purchasing hang tags that go unused. Unfortunately without a fresh hang tag and a varying of color, people get creative with fraud as there are unique features with the hang tags that make them easily identifiable to those policing the lots for illegally parked cars. Mr. Stoff thought that by using stickers, any cost savings would be offset by fraud. He did mention that if the lots were secure, similar to the medical school campus, then hang tags would not be required as only a swipe entry would be needed to gain access. Other parking access ideas discussed included:

- Chip technology which automatically opens parking gates as cars with the proper chip approach the gate.
- Using license plate numbers to authorize parking, since each car already has a license plate.

These ideas would be something to consider in future discussions, especially during the planning phase for the east campus parking garage. Overall the existing plan is working and if there were to
be a major overhaul with this system it would be beneficial to incorporate changes when the construction is complete.

**Opportunity:**
After speaking with Karen Seifert and Nick Stoff and reviewing the two different methods of policing parking lots between campuses there is not at present a cost savings of unifying the Medical School and Danforth Campus parking programs or making modifications to the existing parking renewal programs.

Due to the east campus parking garage not breaking ground for another year it is not recommended to modify the existing parking renewal processes.

**Financial commitments (if any):**
Nick Stoff has audited the program to order the minimum number of tags to keep costs at a low level. He also has been working with Metro to make sure the university is not overpaying for the Metro UPass’ offered by the university. Rather than ordering the total number of cards for all faculty, students and staff, cards are ordered based on need. This was identified after a large percentage of cards were not picked up for the year even after the university had paid for them. This alone is a much greater cost savings than the suggestion to modify hang tags.

We also discussed the mailing costs to mail out the hang tags and we learned that the envelope recently changed to a smaller business size envelope, providing an additional cost savings with postage.

Our team feels as though the parking and transportation office is running a very lean operation overall with their permit program and it is not recommended that the suggested idea be implemented at this time.