



UNIVERSITY *of* WISCONSIN
LA CROSSE


Click and Park

An Online Solution for University Parking

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Services Manager

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Director, University Services
SP Plus University Services



Surround yourself with distinction.
Surround yourself with UW-La Crosse.

Overview

- More than 10,000 people on campus each day
- New student center, science building, chiller plant, and sports facility planned for construction in the next 3-5 years
- 16 commuter, resident lots
 - 2,300 spaces
- 1 parking ramp that opened in September
 - 600 spaces
- 2,900 spaces for almost 11,000 people each day

Challenges

- Special events, last-minute permit requests put frequent, unexpected deadlines on staff
- Reduced rates despite increased demand

PARKING PERMIT FEES, 2013-14						
	ANNUAL	SEMESTER	HALF DAY	FULL DAY	SUMMER	J-TERM
RESIDENT	\$244	\$168	\$3 7 a.m.-12 p.m. or 12 p.m.-7 p.m.	\$5 7 a.m.-7 p.m.	\$66	\$41
COMMUTER Includes Faculty and Staff	\$194	\$137				
VISITOR						
PARKING RAMP RESIDENT	\$244	\$168				
PARKING RAMP COMMUTER	\$194	\$137				

Parking Ramp

- Opened for 2013-14 academic year
- 3 levels, 600 spaces
- 2 more levels planned in 2015
- New offices for parking and police
- Opportunities for improved customer service



Marketing

- New ramp provides opportunity to reintroduce Parking and Transportation Services to campus
- Branding initiative in line with UW-L logos
- New permits
- Webpage redesign, social media sites
- Reintroduce online permit sales
 - Click and Park
 - Daily, overnight
 - Department purchases



Temporary Permits

- In Office
 - Temporary, numbered hang tags
 - Hole punch style
- Parking Services previously sold blank permits to campus departments
 - Resulted in misuse, forgery, expectation of credit for unused permits
- New permits are accounted for as they are sold
- Online
 - Click and Park
 - Bar codes provide means to track compliance

Click and Park Background

- Origin at the Olympic Games
- Early use focused on special events
- Evolved to meet campus needs
 - Equipment, enforcement approach
- Leverage parking department
 - 24/7 customer support
 - TDM aligned routing
- Partner with campuses

Click and Park

- UW-L entered into contract with Standard Parking
- Vendor receives \$1 per transaction
- Service initially underutilized
 - Required better marketing, buy-in from university departments (primary users)
- Undertook collaborative effort in 2013 to redesign web-based permit ordering
 - Services were customized for UW-L

Click and Park

- More than 50 UW-L departments now use Click and Park with unique access codes (username, password)
- Departments can purchase permits that may be printed or emailed to customers
 - Prospective athletes, students
 - Guest speakers
 - Job candidates
 - Visitors
 - Overnight parking
 - Popular with students for weekend visitors
- Payment is made by credit card

Special Events

- Special events often draw visitors from around the country
- Departments do not always want to pay for permits
 - Attendees may need to purchase permits
- Click and Park creates unique hyperlinks so visitors may purchase permits for specific events
 - Track meet
 - Community health workshops
 - Wilderness First Responder course



PARKING & TRANSPORTATION SERVICES



Contact Us:

608.785.8061
NEW LOCATION:
605 17TH ST. N.
PARKING@UWLAX.EDU

Welcome

Purchase a permit ▼

Parking regulations

Pay a citation

Appeal a citation

WELCOME

TEMPORARY CLOSURE OF MAIN STREET MAY LIMIT ACCESS TO PARKING LOT C-1

The City of La Crosse has advised the university that the next phase of the Main Street reconstruction project, from 20th Street through the 17th Street intersection, is set to begin the week of October 7, 2013. The project will require a temporary full closure of Main Street at these locations. Alleys will remain open from the side streets, as will the entrance to Lot C-1 from State Street, but Main Street will be blocked. Please plan accordingly, as travel will be inconvenient in this neighborhood area. The closure of Main Street will last for several weeks. It is anticipated to be reopened by November 8, 2013.

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OVERNIGHT COMMUTER LOTS	\$5 PER NIGHT Maximum 7 consecutive nights					



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Annual, semesterly

Visitor, temporary

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Click and Park



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UNIVERSITY *of* WISCONSIN
LA CROSSE

click(PARK)
Your Space is Ready When You Are[®]

My Order

Facility

University of Wisconsin-La Crosse

Type

You currently have 0 items in your cart.

Parking Type

- Daily/Overnight Parking
- University Department Permit Purchase (Faculty/Staff Only)

Back

Next

1-866-330-PARK
(7275)

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LA CROSSE

Click and Park

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UNIVERSITY of WISCONSIN LA CROSSE **clickandPARK**
Your Space is Ready When You Are!

My Order
 Facility: University of Wisconsin-La Crosse
 Type: Daily/Overnight Parking
 Date and Vehicle: 04/12/2015, Standard Auto, Daily Parking
 Select Service: You currently have 0 items in your cart

Select Service

Access Code(s)
 Type first code here
 Type second code here
 *Required

Morning Parking
 Commuter Lot #2 at University of Wisconsin-La Crosse
 Parking valid from 7am-11:59am on the selected date. Leave permit on dashboard unless otherwise directed.
 Parking: \$3.00
 Fees: \$1.00

Morning Parking
 Commuter Lot #7 at University of Wisconsin-La Crosse
 Parking valid from 7am-11:59am on the selected date. Leave permit on dashboard unless otherwise directed.
 Parking: \$3.00
 Fees: \$1.00

Afternoon Parking
 Commuter Lot #2 at University of Wisconsin-La Crosse



[click / tap to enlarge](#)

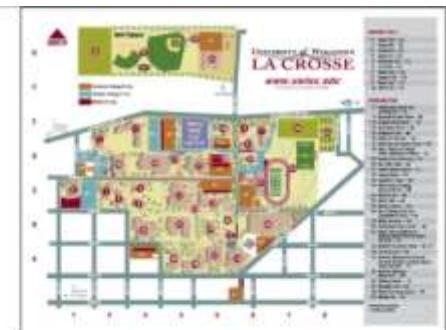
Full Day Parking
 Commuter Lot #7 at University of Wisconsin-La Crosse
 Parking valid from 7am-6:59pm on the selected date. Leave permit on dashboard unless otherwise directed.
 Parking: \$5.00
 Fees: \$1.00

Full Day Parking
 Commuter Lot #2 at University of Wisconsin-La Crosse
 Parking valid from 7am-6:59pm on the selected date. Leave permit on dashboard unless otherwise directed.
 Parking: \$5.00
 Fees: \$1.00

Evening Parking
 Commuter Lot #7 at University of Wisconsin-La Crosse
 Parking valid from 7pm-11:59pm on the selected date. Leave permit on dashboard unless otherwise directed.
 Parking: \$5.00
 Fees: \$1.00

Evening Parking
 Commuter Lot #2 at University of Wisconsin-La Crosse
 Parking valid from 7pm-11:59pm on the selected date. Leave permit on dashboard unless otherwise directed.
 Parking: \$5.00
 Fees: \$1.00

Weekend Parking
 Commuter Lot #2 at University of Wisconsin-La Crosse
 Parking valid from 7pm Friday night - 9:59pm Sunday afternoon. Leave permit on dashboard unless otherwise directed. Rate is calculated per night.
 Parking: \$10.00
 Fees: \$2.00



[click / tap to enlarge](#)

Click and Park

PRODUCTS

Full Day Parking

... for 10/23/2013

Info

Reservations

List of All Products

Customer	Barcode	Start At	End At	Vehicle	Event	Facility	Lot	Product	Status
Rebecca Lee	88670433	10-23-2013 - 07:00 am	10-23-2013 - 06:59 pm	N/A		University of Wisconsin-La Crosse	Faculty/Staff	Full Day Parking	finished
Rebecca Lee	61983024	10-23-2013 - 07:00 am	10-23-2013 - 06:59 pm	N/A		University of Wisconsin-La Crosse	Faculty/Staff	Full Day Parking	finished
Rebecca Lee	18183808	10-23-2013 - 07:00 am	10-23-2013 - 06:59 pm	N/A		University of Wisconsin-La Crosse	Faculty/Staff	Full Day Parking	finished

Click and Park

UNIVERSITY OF WISCONSIN
LA CROSSE ePermit



Parking Permit
Full Day Parking

Enter: July 25, 2013 7:00 AM CDT
Exit: July 25, 2013 8:59 PM CDT
Facility: University of Wisconsin-La Crosse
Lot: Faculty/Staff



Guest Name	Vehicle	Plate
Krista Anderson	Not Provided	Not Provided

This is your parking permit. Please place this page on the driver's side of the dashboard.

Use of services remains subject to the terms & conditions of the Click and Park microsite.

Details: Parking valid from 7am-8:59pm on the selected date. Leave permit on dashboard unless otherwise directed. Can park in any lot EXCEPT lots 4 and 14.



Your Space is Ready When You Are®

Faculty/Staff



0 4 6 0 5 6 1 1

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click@PARK
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UNIVERSITY OF WISCONSIN
LA CROSSE ePermit



WACADA Conference (All Days) at Cartwright Center

Sep 20, 2012 Event Time: 8:00 AM EDT
C9

Enter: September 20, 2012 8:00 AM EDT
Exit: September 21, 2012 7:00 PM EDT
Facility: University of Wisconsin-La Crosse
Lot: Commuter Lot #9



Guest Name	Vehicle	Plate
Becky Zimdars	Chrysler PT Cruiser	505EAY (WI)

This is your parking permit. Please bring this entire page to the parking facility.

Use of services remains subject to the terms & conditions of the Click and Park microsite.

PLACE PERMIT ON DRIVER'S SIDE OF DASHBOARD
NOT VALID AT METERS OR HANDICAPPED AREAS
NO BACKING INTO STALLS

SPECIAL EVENT
PARKING PERMIT

LOT: C-9




4 4 2 3 4 4 3 6

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Your Space is Ready When You Are®

Benefits

- Customized, online solution has reduced staff time required for permit processing
 - Click and Park has reduced last-minute permit requests by more than 50 percent
- Self-service option provided by online sales gives UW-L departments a greater sense of control over parking
 - Provides more flexibility for customers
 - Enhances event planning efforts
 - Allows Parking Services to maintain control of lot and space allocation
 - Provides greater accountability for permit sales and enforcement

Goals for Click and Park Offerings

- Expand online options for visitors
- Provide more flexibility with special event parking
- Increase revenue by providing increased flexibility to customers and reducing staff time
- Reduce paper, promote sustainability

Contact

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