



# Parking Management Team WLB & SEi

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Together, Service Education, Inc. and Williamson Lawbook Company formed the Parking Management Team to help provide custom tailored solutions for your parking management needs. Please review the following material and give us a call to discuss how we can help.

**Handle parking as a business.** The management and follow-up of parking tickets usually falls on an already busy court and often Parking Management is looked upon as something to do when everything else is done. Unfortunately, this means uncollected money for your municipality.

In order to run an efficient Parking Management System some, if not all of the following steps should be included:

- Log tickets into a system for tracking
- Track fines both paid and unpaid as unpaid fine amounts increase over time
- Send unpaid fine notices (often more than one) to collect fines not paid in a timely manner.
- Schedule contested tickets on the court calendar
- Track repeat offenders to enforce license sanctions.
- Payments must be entered and receipts printed and filed
- Deposits must be made and funds reported to NYS in a timely manner.
- Reports need to be generated for your Town or Village boards.
- Special follow-up programs need to be activated to collect older unpaid tickets

These tasks must be coordinated assuring that the flow is orderly and revenue to the municipality is not compromised by losing track of tickets as they move through the system. The timely generation of reminder letters, fine notices, and dunning letters directly affects the collection rate for parking tickets.

This can be a daunting task and may overload an already stressed court operation. 'The Parking Program' and the staffs at Service Education, Inc. (SEi) and Williamson Law Book Company (WLB) can assist the court in making parking management a streamlined business.

WLB has 140 years of experience in the printing and court support business. Over the past 25 years SEi has been well known for its leadership position in court automation. Together SEi and WLB can provide a custom tailored solution for your parking management needs.

No matter what level of assistance you may need, the 'Parking Management Team' can help you manage your parking tickets to maximize revenue and minimize your workload. The following services are offered by 'Parking Management Team' and can be combined at many different levels:

- |                              |                             |                       |
|------------------------------|-----------------------------|-----------------------|
| - Data Entry                 | - Initial Mailings          | - Payment Tracking    |
| - Follow-up Mailings         | - Amnesty Programs          | - Consulting Services |
| - Report Generation          | - Name and Address searches | - Trend Analysis      |
| - Multiple Offender Tracking | - Officer Tracking          |                       |

It is important to note that the Parking Management Team is separate from SEi's Parking Program. SEi will continue to support The Parking Program as agreed in the annual License Agreement. Any parking assistance outside the realm of the license/maintenance agreement is considered work by the Parking Management Team and subject to being billed on a time or project basis.

Please feel free to call us so we may discuss what the Parking Management Team can do for you.