



CMPA PUBLIC PARKING PROGRAM SUBMISSION

2025





Moving You Forward

“ As a leader in our industry, we will move UCR forward with innovative, environmentally-sound, and resourceful transportation options for the future growth of our community. ”

UCR Transportation Services (UCR TS), based in Inland Southern California, oversees more than 11,900 parking spaces and a variety of transportation programs for the university's expansive 1,900-acre campus. Serving a community of over 26,000 students and 5,200 faculty and staff, UCR TS is supported by a dedicated team of more than two dozen full-time staff, along with student employees. Many of the staff members bring over 10 years of experience, which has fueled a range of innovative initiatives.



I happened to notice that your carriage wasn't left how those campus parking regulations ask for it to be. Don't worry though, I won't tell anyone.

.... Peter Cottontail

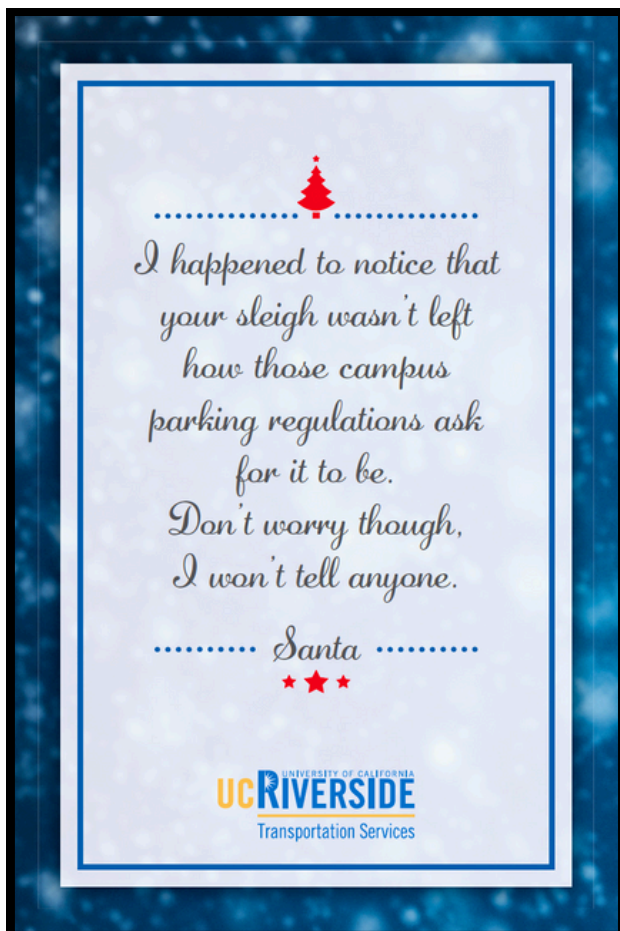


Every spring and December a small surprise appears on windshields across the UC Riverside campus, not a citation, but a postcard. Instead of the stress of getting a citation, drivers are greeted by Peter Cottontail hopping by in the spring or Santa Claus during winter break. These playful reminders come from the UC Riverside Transportation Services team's Postcard Warning Program, a unique initiative that reimagines how parking enforcement can look during academic breaks.

This lighthearted approach proved to be both innovative and memorable. The postcards transformed routine enforcement into a positive interaction. A postcard on the windshield became not just a reminder of parking policy, but a touchpoint that reflected the spirit of the season while fostering a respectful, cooperative, professional and courteous campus environment.

The program is also remarkably practical. Any organization could adapt it, all that's needed is a postcard design, some staff training, and guidelines for when and how to issue them. Themes can be customized to local culture or events, ensuring the outreach feels authentic to each community.

The cost efficiency makes the program even more appealing. Each Peter Cottontail postcard costs about \$0.69, while Santa Claus postcards run \$0.62 each. In 2025, 1,050 Peter Cottontail cards were printed costing \$721 which is enough to last nearly 20 years.



The Santa Claus postcards, printed in 2024 at a cost of \$617 for 1,000, will serve for about six years. The cost of issuing the postcards represents a negligible trade-off, just 0.0075% of the total citation fines collected for the fiscal year.

No new personnel were required either due to using existing enforcement staff. The enforcement staff issue the postcards during their normal duties, and handheld enforcement devices track issuance to prevent duplicate warnings for the same vehicle. The result: no extra strain on resources, and plenty of accountability.

Most importantly, the community has embraced the program, expressing strong support through positive feedback, calling it a fun idea and a thoughtful gesture. Each year, around 150 Santa postcards are distributed over the two weeks of winter break each year, while 39 Peter Cottontail postcards were issued during the four-day spring break in 2025.

While these numbers are small, the impact is big. There are fewer complaints and appeals, and more people follow the rules, not because they're afraid of a fine, but because they feel respected and part of the community.



The Postcard Warning Program proves that even a modest idea can ripple outward. With a small effort, UCR Transportation Services transformed what is usually a frustrating experience into something that makes people smile. It's enforcement, yes, but with warmth, creativity, and a touch of seasonal magic.



Thank you for considering our submission. We are proud of what this project represents, a commitment to innovation while making a meaningful impact to our community. It's an honor to be considered alongside such inspiring work and individuals who are pushing the boundaries in our industry. We sincerely appreciate your time and attention in reviewing our submission.

