License Plate Recognition on the UIOWA Campus

LPR Defined

What is License Plate Recognition (LPR)?

- LPR is technology that uses cameras and software to translate vehicle plate images into a text.
- LPR systems are best practice for parking enforcement and management.
- Parking has been using LPR for 5+ years on the west campus
LPR Defined

How does LPR work?

- Cameras mounted on enforcement vehicles read plates as they drive through parking facilities and streets.
- Cameras and associated LPR equipment in enforcement vehicle has direct connection to parking enforcement software.
- Enforcement software connects vehicle plates and relevant permit information.
- LPR camera automatically captures vehicles in parking violation based upon custom rules and locations.
- Violations are reviewed by the officer on site, verified for accuracy and issued a citation if warranted.

Why expand LPR?

Process efficiency

- Approximately 18,000 permits issued on campus (FY19)
  - 15,000 Faculty / Staff Permits
  - 3,300 student permits
- Bi-annual and annual permit print and distribute process
- Cash handling / audit / fulfilling responsibilities for all permits
- Officer visual recollection of all permit types (150+ types)

Sustainability

- Reduce waste associated with expired and returned permits

Operational efficiency

- Cost reductions helps keeps permit cost stable.
- Data collected will aid in decision making for permit sales, permit types and efficient use of parking spaces

Customer Convenience

- No more permits! No more forgetting to hang your permit! No more call ins!
Building LPR into the Parking Operation

Past and Current Updates

- Regulation updates
- University Reviews: Camera committee, Parking & Transportation Committee, Legal, UIPD and ITS Security and Technical reviews
- Equipment and department software updates
  - Waitlist, access cards, department portal, etc
- Website updates, Marketing and communications

Future Plans

- Meter updates – pay by plate, not space. Meters to be removed Fall 2021
- Loading zone meter removal, Fall 2022
- Temp permit options for public and special events
- Refined permit offerings

Data Security

Internal Review

- ITS Security and Technical Review before purchasing the software

LPR Data Use and Privacy Policy

- Established policy to address how manage LPR data
- Policy addresses what data is collected, data retention, how used, etc
- Policy posted on dept website
LPR Impacts for Faculty, Staff and Students

**Faculty / Staff**
- License plate is your virtual permit, except motorcycles
- No more permit renewal – virtual permits do not expire
- Up to 3 vehicles allowed on account
- Parking Portal – enter and update your own vehicle and license plate info, rentals, loaners, etc
- As with physical permits, must cancel permit to stop using / stop charges

**Students**
- License plate is your virtual permit, except motorcycles
- Annual permits applicable to academic semesters (Fall / Spring and Summer).
- 1 vehicle per student
- Parking Portal – enter and update your own vehicle and license plate info, rentals, loaners, etc
- As with physical permits, must cancel permit to stop using / stop charges

LPR Impacts for Departments

**Departments**
- License plates are the virtual permit for all department permit types
- Physical placards still required to be displayed for service zone, Pentacrest, Departmental Business Placards (DBP), and dock permit types.
- Fleet vehicles included in the LPR system, and work is underway with Fleet Services to automate new / revised plates into the parking system.
- Department Portal - License plates must be collected and entered for employees using all department permits.
- Departmental permits will be renewed every two years and will financially renew annually. We will continue to reach out to department contacts for renewals via email, as we always have.
- As with all permits, departments must cancel permit to stop using / stop charges
LPR Clarifications

- Customers still need access card to enter / exit gates. Parking gates are not controlled by LPR at this time.
- Customers are responsible for immediately updating vehicle and license plate info when have temporary vehicle or new car
- Permit sharing still not allowed, but we do have carpool options
  - https://transportation.uiowa.edu/alternative-transportation/carpool-permits
- If you don’t have a front or back license plate, be sure your license plate faces the drive aisle to be scanned
Thank you! Questions?