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## 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

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## 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.



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## 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!

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# 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

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# 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
  - <https://transportation.uiowa.edu/parking/license-plate-recognition/lpr-data-use-and-privacy-policy>



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## 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



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## 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



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## Department Portal Example

**IOWA** Department Parking Permits Home Renewals Issue Permits Admin Parking and Transportation Employee Self Ser

AIM1223830 - UI Parking & Transportation

Permit Year: 2022 Overview

**Primary Contact**

Yoko Tsui  
Mgr. Acct & Financial Analysis  
100 WCTC  
ytsui@uiowa.edu

**Secondary Contact**

Carrie Brus  
Admin Services Coordinator  
100 WCTC  
+1 319 335 8663  
carrie-brus@uiowa.edu

[Click here to add a secondary contact to help maintain vehicle information](#)

**Permits**

To maintain permit assignments click [Maintain Assignments](#)

**Departmental Business Placard**

Location	Permit Number	Assigned	MRN(s)	Fns-Orig-Dept-Suoper-GrantPgm-Adt-Dat-Days-Fri-Cor	Amount	Permit Cost
1	23DBP60516	Michelle Rihole	445-05-0355-21024-00000000-6218-000-00062-00-0000		\$372.00	\$372.00
2	23DBP60517	Brian J McClatchey	447-05-0355-11037-00000000-6218-000-00062-00-0000		\$372.00	\$372.00
3	23DBP60518	Erin D Shanley	445-05-0355-21032-00000000-6218-000-00062-00-0000		\$372.00	\$372.00
4	23DBP60519	Lois L Skoff	445-05-0355-21032-00000000-6218-000-00062-00-0000		\$372.00	\$372.00
<b>Total Departmental Business Placard Cost</b>					<b>\$1,488.00</b>	
<b>Total Requisition Cost</b>					<b>\$1,488.00</b>	

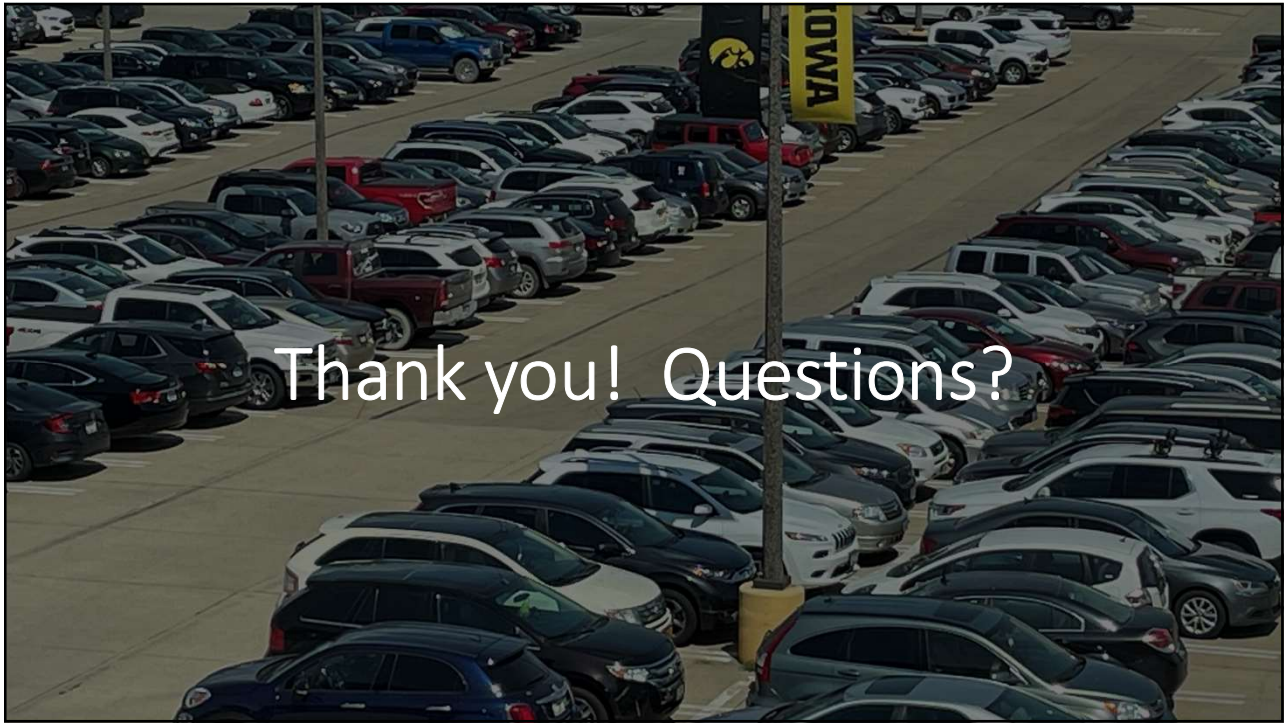
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## LPR Clarifications

- 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

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