

## Case Study

# City of Fort Lauderdale

## Floridian hotspot upgrades to pay-by-plate parking enforcement with Genetec™ AutoVu™ ALPR system



City of Fort Lauderdale implements ALPR system to automate multi-permit, transient and time-limited parking enforcement and to increase scofflaw identification

### Business challenge

Located on the Atlantic Coast of Florida, just 23 miles north of Miami, the City of Fort Lauderdale is a popular tourist destination. Welcoming over 12 million visitors annually, Fort Lauderdale offers a vast amount of parking services including permitted, time-limited and transient parking in all kinds of locations, providing 15,000 parking spaces spread on streets, within 39 lots, and in 5 garages.

However, enforcing these parking regulations across the entire city was complex and time-consuming: "Our previous process was manual, so our enforcement officers would walk around with handhelds, pull up the lists for permits or regulations they were enforcing, and visually verify if any vehicles were in violation," said Bryan Greene, Parking Enforcement Supervisor at the Transportation and Mobility Department, City of Fort Lauderdale.

After doing his own research and visiting other nearby cities, Greene wanted to move towards a digital and automated solution. The City of Fort Lauderdale had already selected T2 Systems for their parking database management and understood that Genetec™ AutoVu™ automatic license plate recognition (ALPR) system would easily integrate with its T2 system for pay-by-plate enforcement. Greene met with Genetec™ for a demo and the results convinced him that the ALPR system was the right choice for the City, explaining: "Within a three-hour demo, we found six vehicles on our scofflaw list. We did a bit more research and decided that the AutoVu™ system would be the best solution for our city."

### AutoVu™ system pays for itself within two months

Within the first eight months of installing its first AutoVu™ ALPR system, the City of Fort Lauderdale was able to boot over 600 scofflaw vehicles and collect over \$200,000 in unpaid fines. Because of a sharp 1400% increase in scofflaw identification, the City recouped its investment on the ALPR system after only two months.

"Very soon after installation, we really began to understand and appreciate the capabilities of the ALPR system," said Greene. "The system automates everything for us. Our officers drive in and out of parking lots and areas, selecting the zones to enforce, and the AutoVu™ SharpX ALPR cameras scan the license plates, and alert us to infractions. Our enforcement officers are covering more ground in less time because the process has been simplified."

### Summary

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**Client name:** City of Fort Lauderdale

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**Organization size:** 2,416 employees

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**Products:** Security Center, AutoVu™

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**Industry:** Parking Enforcement

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**Location:** Fort Lauderdale, Florida, USA

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**Partners:** Global Parking Solutions, Paypoint, T2 Systems

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Today, the City of Fort Lauderdale has a total of four ALPR systems, all of which simultaneously enforce the various license-plate-enabled parking applications, including long-term parking permits, transient parking from pay stations and a pay-by-phone app, time-limited regulations, and a scofflaw list.

### City of Fort Lauderdale provides better customer service

Business districts and popular visitor destinations are benefitting from the new automated enforcement. Payment has been simplified for transient parking customers who simply need to enter their license plate number into the Global Parking Solutions Metro pay stations or use the PayPoint PayByPhone solution to pay for parking. There is no longer a need to have receipts displayed in windshields and time can be conveniently added from anywhere using the city's mobile parking application.

Furthermore, Green explains why permit owners who currently still need to affix physical permits to their dashboards, no longer have to worry either: “If someone forgets to put the permit on their vehicle or the permit falls down, the system already knows that the vehicle is permitted by the license plate. We do not inconvenience the public or write unnecessary citations because we know they have a permit.”

### AutoVu™ reporting enhances route efficiency and city planning

Using the AutoVu™ system within the Security Center security platform, Greene can easily access collected ALPR data from his office. The City regularly reviews zone occupancy reports from the system to see how well specific lots, garages or areas are doing to accommodate parking demands. This allows the city to appropriately justify, plan and budget for additional parking spaces.

Greene is also able to use reporting functionality to optimize route efficiency for his enforcement officers. Using ALPR data, he knows what zones will be busier before and after 5pm or on the weekend, ensuring officers are being as efficient as possible in their enforcement efforts.

### Driving into the future

The City of Fort Lauderdale is very pleased with the results of the system, and is now considering moving forward with implementing virtual permits. Not only will customers benefit from even greater convenience by being able to register for long-term parking permits online, but the city will be able to minimize administration costs for managing, printing and issuing physical paper permits.

“In comparison to the old, manual system, the numbers speak for themselves. We are far more efficient at covering more ground, and our customer service continues to be enhanced. The AutoVu™ system helps our city stay at the cutting-edge of parking enforcement, and ultimately, that benefits everyone,” concluded Greene.



## Infrastructure at a Glance

The City of Fort Lauderdale has a total of four AutoVu™ ALPR systems on city enforcement vehicles, each equipped with two AutoVu™ SharpX ALPR cameras. A touch-screen laptop runs the in-vehicle touch-enabled software which parking officers use to select enforcement zones and enforce vehicles infractions. The AutoVu™ system is integrated with T2 Systems database management system. Databases are wirelessly synced to ensure accurate enforcement. Global Parking Solutions pay stations and the PayPoint PayByPhone app have also been added to the license-plate-enabled solution.