DPB AGENDA: 8-01-18 **ITEM:** 6.B



Memorandum

TO: DOWNTOWN PARKING BOARD

FROM: Arian Collen (DOT)

DATE: 7-24-18

SUBJECT: LICENSE PLATE RECOGNITION (LPR) TECHNOLOGY & POLICY

RECOMMENDATION

Support the following in conjunction with the upcoming Parking Access and Revenue Control System (PARCS) upgrades:

- 1. Deployment of License Plate Recognition (LPR) technology at garage entry and exits
- 2. Development of a LPR Use of Data policy as required by California State Law

BACKGROUND

In late 2016, DOT staff began the PARCS project to replace aging parking equipment in eight (8) City-owned garages with modern technology. The PARCS is a combination of equipment and software that runs a parking facility, such as ticket machines, gate arms, payment machines and camera systems. The new system will be a significant operational upgrade from our existing 10+ year old equipment, which will:

- Improve operations and customer service
- Make parking easier and more efficient for customers
- Reduce fraud and tighten revenue controls
- Improve auditing and credit card security to protect customers
- Enable real-time data collection

LPR technology will be a feature of the new PARCS upgrade with features and capabilities to enable the City to achieve the goals noted above. The use of license plates as a parking credential will improve and enhance our operations and customer experiences by enabling monthly parkers to enter and exit a facility without having to scan a keycard, link multiple vehicles to a single account, and allow visitors to pre-purchase parking online and then enter/exit without having to pull a ticket or pay at paystations, creating a frictionless parking experience. From a revenue control perspective, the LPR technology will significantly reduce lost ticket and ticket swapping abuse by tying a specific vehicle to a parking ticket at entry.

On January 1, 2016, Senate Bill 34 went into effect and created California Civil Code section 1798.90-51, which requires agencies that operate LPR technology to maintain reasonable security procedures and practices to protect information gathered through the use of the LPR technology from unauthorized access, destruction, use, modification, or disclosure. To comply with this requirement, DOT staff is developing a parking specific LPR policy, in conjunction with staff at the Mineta San Jose International Airport, where the LPR technology has been in use for several years.

NEXT STEPS

Staff plans to bring these recommendations to City Council for their approval in September/October 2018.