



Staff Reports

File #: 366-2020, **Version:** 1

To: Honorable Mayor and Members of City Council

From: Vin Smith, Community Development Director

Prepared By: Tony Valadez, Parking Programs Manager

TITLE:

Automated License Plate Readers (ALPRs) for Parking Enforcement

RECOMMENDED ACTION:

Receive the City's usage and privacy policy for ALPRs for Parking Enforcement.

DISCUSSION:

Automated License Plate Readers (ALPRs) allow the Parking Program to more efficiently manage the Parking Enforcement operation. The ALPR system enables City staff in the Parking Enforcement Division the ability to digitally "chalk" the location of vehicles with an image, date, time, and location utilizing individual vehicles' license plate numbers as a unique identifier. ALPR technology is most effective in locations where parking is time limited. The system will automatically identify any vehicles who are parked in the same location beyond the allowable time.

Prior to the use of an ALPR system, the City's Parking Enforcement team was chalking tires, physically writing down the time they were at a particular location and returning to see if chalk marks were still on vehicle tires upon their return. This system was functional, but very inefficient, allowing many parking violations to go unnoticed. The Introduction of an ALPR system allows the Parking Enforcement team to have a camera-based system automatically identify vehicles in violation of parking rules.

The City's usage and privacy policy for Automated License Plate Readers (ALPRs) for Parking Enforcement was approved by the City Manager on November 2, 2020, per Administrative Regulation No. 7.02.002 (see Attachment 1). Consistent with the requirements of the California Civil Code Division 3, Part 4, Title 1.81.23 (beginning with Section 1798.90.5), the policy is made available to the public for comment through this report to City Council, and the policy will be posted on the City's website.

FINANCIAL IMPACTS:

This agenda item is informational and does not result in a financial impact without future Council action.

CEQA:

The Community Development Director has determined that the Recommended Action described in this Agenda item is not subject to CEQA, pursuant to CEQA Guidelines Section 15060(c).

DOCUMENTS ATTACHED:

ATCH 1 - ALPR Policy

NOTIFICATION:

The Agenda was posted at least 72 hours in advance of the Council meeting.