

## Case Study

# University of British Columbia

## UBC Boosts Parking Compliance for 8,000 Spaces with Genetec AutoVu LPR System



Point Grey Campus Relies on AutoVu License Plate Recognition Technology for More Efficient Parking Enforcement and Scofflaw Identification.

### Business Challenge

Established in 1908, the University of British Columbia (UBC) is the oldest higher learning institution in British Columbia, Canada, and enrolls over 57,000 students every year. Its main campus is located just outside the downtown core of the city of Vancouver, and spans more than 400 hectares. While the University is a proud supporter of sustainable travel, UBC Parking Services offer approximately 8,000 parking spaces to students, faculty and staff members who commute by car. The parking spaces are spread across three main surface lots, nine small lots and six parking garages.

UBC Parking Services had been using T2's Flex Permit Management system to issue and manage a variety of different decal permits for their campus lots. While the T2 system provided tremendous flexibility in the types of permits that could be issued, enforcement had become challenging. Visually identifying physical permits on car dashboards or finding vehicles with unpaid fines was a long and unproductive task and issuing the printed decal permits also consumed valuable staff resources.

With a focus on increasing parking compliance and simplifying the enforcement process, UBC evaluated the market for more efficient options. This search led them to STANLEY Security, a global system integrator with local offices in Vancouver, to implement a new license plate-enabled parking (LEP) system build around AutoVu, the automatic license plate recognition (LPR) system from Genetec.

**“That’s the beauty of LPR and pay-by-plate technology— we have unified parking management with tremendous flexibility.”**

### Summary

**Client name:** University of British Columbia

**Organization size:** 15,000 employees

**Industry:** Education

**Location:** Vancouver, Canada

**Products:** Security Center, AutoVu

**Partners:** STANLEY Security Solutions, Digital Payment Technologies, Motorola, T2 Systems

### License Plate-Enabled Parking Simplifies Registration and Enforcement

AutoVu has allowed UBC to move away from issuing physical permits. This has significantly reduced administration time and costs and has simplified the registration process for university customers who now use their license plate numbers as their permits when registering online or in person.

Since the AutoVu LPR system can dynamically synchronize data from numerous third-party parking technologies and systems, UBC was able to easily integrate their existing T2 system to create a fully-supported license plate-enabled parking system.

According to Brian Jones, Director of Parking and Access Control Services at UBC, “The use of Genetec LPR technology dovetails nicely with our self-serve parking. We are leveraging the technology to support efficient use of the available resources, and to complement what already exists. We have streamlined the process, so there is significantly less hands-on work in terms of permit management.”

Parking operators leverage LPR technology to simplify the enforcement task, minimizing the search for physical stickers, and covering more lots in less time. Operators select the parking lot or garage on the touch-enabled, in-vehicle laptop and drive up and down lanes, allowing the LPR cameras to scan license plates. AutoVu automatically alerts operators to unpermitted or scofflaw vehicles. UBC parking enforcement officers then issue citations using handheld computers which are connected back to T2 permit management system. Relying on STANLEY Security for its expert installation and support ensured UBC seamlessly achieved a comprehensive and effective parking management solution.

“Providing better tools and investing in better equipment for our operators has been very well received. The impression I get from our operators is that they have more job satisfaction, they feel that they are recognized and that their job is valued. Now, they also work within the comfort of vehicles, instead of braving Vancouver’s notorious rain and unpredictable weather conditions on foot; and that’s certainly been a plus,” explained Jones.

### AutoVu Pay-by-Plate for Transient Parking Improves Customer Service

The expansive compatibility of AutoVu with other parking technologies has enabled UBC to install a number of Luke II multi-space meters from Digital Payment Technologies to manage short-term pay-by-plate parking, offering greater convenience to end users instead of pay-by-space parking. Students and guests simply enter their license plate information into the meter, select the amount of time, and pay. Mobile device payments are also supported, ensuring easier and improved service for end users. All database updates and information is wirelessly synched, so UBC operators are always enforcing current information with AutoVu.

“For transient parking, it’s all about the vehicle now, and not the location. Customers no longer need to remember and enter location details or walk back to their vehicle to display a receipt – it’s as simple as entering their license plate and walking away. We’ve provided a huge boost in customer service,” said Jones.

“That’s the beauty of LPR and pay-by-plate technology— we have unified parking management with tremendous flexibility.”

### Quick ROI Ensures a Solid Investment for UBC

The implementation of the AutoVu LPR system has been so successful, that the University has been able to recoup its investment, mainly by encouraging better compliance. “Many lots are not gated, so AutoVu has been really helpful in terms of heightening compliance and getting people to pay for their permits, if they were not previously doing so. In turn, this had led to a quick return on investment; probably in less than 6 months,” said Jones.

While UBC primarily wanted to boost productivity with AutoVu, Jones sums up all the benefits for Parking Services in a concluding statement: “Firstly, our partnerships with Genetec and STANLEY Security were invaluable in streamlining the adoption of this new technology. AutoVu has one of the shortest ROIs that I have seen and the investment is very solid. AutoVu integrated very nicely with our existing T2 system, and it gives us a customer-centric, unified and simplified parking management platform. It’s just money well spent in a cash-strapped environment, and is fantastic for the user.”



## Infrastructure at a Glance

AutoVu within Security Center, the unified security platform from Genetec, has been fully integrated by STANLEY Security with the T2 Flex Permit Management system as well as 44 Luke II meters from Digital Payment Technologies. One car is equipped with two AutoVu Sharp LPR cameras and the other vehicle is outfitted with two AutoVu SharpX LPR cameras. Laptops run the in-vehicle AutoVu software for University permit and transient parking enforcement and scofflaw identification and Motorola handhelds are used for citations. An online registration and payment platform is offered to customers, as well as a pay-by-phone application.

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