



Hello Professional,

You've no doubt heard about Automatic License Plate Recognition (ALPR) technology, but are you aware of the **HUGE impact it's having on campus parking enforcement** across the U.S.? Institutions of higher learning are finding that by incorporating [Genetec AutoVu™ ALPR](#) technology into their parking management and enforcement processes, they are able to:

- Efficiently identify violations and scofflaws
- Improve patron experience by incorporating pay-by-plate technologies
- Move to virtual permits to support green initiatives and realize high ROI
- Maximize route efficiencies and improve parking services using AutoVu™ ALPR data

It also eliminates a very rudimentary practice—one that affects parking enforcement officers on campuses and on city streets. The practice is manual chalking, and it's not only outdated, it's inefficient, ineffective in wet weather, has been documented to cause physical injury due to repeated strain, and the only information it provides is if a car has moved since originally parked.

Digital Chalking with the AutoVu ALPR system, on the other hand, is so incredibly efficient it can pay for itself through the location of plates with multiple fines. Catching scofflaws, making fraud detection easier (fraud citations can account for a good percentage of revenue gain), eliminating the need for the labor and materials that come with physical permitting, and maximizing lot usage through better data (selling more permits) are all benefits of this premier technology.

Fixed and mobile ALPR technology has been used to:

- Catch felons parking on campus
- Detect abnormal vehicle behavior
- Detect criminal behavior
- Check parking lot capacity
- Analyze traffic volume and patterns
- Enforce other parking regulations

Why are we writing you today about the advantages of AutoVu ALPR? As a leading integrator of this system (and other mobile-tech solutions), we'd like to keep you updated on the latest technology that can have a significant impact on your department's operations—and it's success. Of all the solutions we integrate—design, install, train on and support—[Genetec AutoVu ALPR](#) has proven to be one of the most affecting.

We realize that not all campus police departments are in charge of parking enforcement. If we've contacted you in error, please excuse our mistake. However, if you wouldn't mind passing this information on to the director or manager of your institution's parking and transportation department, we would greatly appreciate it. We have a feeling they would, too.

Thank you for your time.

Sincerely,

John France  
Regional Sales Manager

Case Study Genetec

### University of Wisconsin – La Crosse



Industry	Higher Education
Location	La Crosse, Wisconsin, United States
Products	AutovU Managed Services
Partners	PCS Mobile, T3 Systems

**How a university increased yearly revenue while writing fewer parking tickets**

The University of Wisconsin-La Crosse (UWL) is a leading comprehensive four-year institution located in La Crosse, Wisconsin, United States. Established in 1909, UWL caters to over 10,000 students and employs over 500 academic staff. The university knows that providing excellent customer service helps them rank among the top schools in the State. It's why the parking services team at UWL always seeks to improve parking across the five-level garage and 16 lots. Total, they manage over 2800 spaces and over 3700 permits.

**The Challenge**

Like many universities, UWL used to distribute parking permits to students and staff. While the university had a central parking office, the system was not user-friendly. For example, the driver would not always check to see if the vehicle was properly registered. Sometimes, those permits would not be in the wrong place, other than between students, or worse, randomly sold. The parking staff printing, mailing, and checking permits on their own was costly and inefficient.

**The Solution**

By moving to a plate-by-plate solution, the parking team felt confident that they could improve their level of service. With the help of their trusted partners PCS Mobile, they selected AutoVu Managed Services, a cloud-based offering that applies license plate and management. Since deploying their AutoVu ALPR system, UWL has written 150 more citations, issued 200 more permits, and increased revenue by 10% year-over-year. With ALPR data, the team continues to monitor parking lots and enhance service for students and staff, their much-valued knowledge "time plus a year permit."

The University of Wisconsin – La Crosse hired PCS Mobile to integrate the Genetec AutoVu ALPR system into its parking processes to streamline management of its 2800 parking spaces. The result? Increased efficiency, a \$30k savings in labor and material, a significant decrease in fraud, a nice jump in lot usage, and improved customer service. [Click the image to read the case study.](#)

**For questions about LPR and how it can help streamline parking processes on the campus you patrol, please contact:**

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