CASE STUDY: UNIVERSITY OF WISCONSIN-LACROSSE

CHALLENGE: Based on input from students and staff, administrators at the University of Wisconsin-LaCrosse recently took steps to investigate what they **thought** was a problem with parking on campus: Not enough capacity.

SOLUTION: To accurately assess parking-space utilization, the university installed automatic license plate recognition (LPR) technology in two of its mobile parking vehicles. The results were surprising. "Turns out, there are plenty of parking spaces available," said BAYCOM Territory Account Manager, Kate Premo. "It's just that people apparently don't like parking away from buildings."

RESULT: Not only did LPR debunk the lack-of-parking-capacity myth, the system, now supported by BAYCOM, helps the university:

- **Generate revenue**: Because it now knows exactly how many parking spaces are available, it's actually able to sell more parking permits.

- **Combat fraud**: Instead of issuing paper permits, students and staff now buy parking permits online based on their license plate number. This 'pay by plate' functionality minimizes the risk that permits will be shared between multiple people or vehicles.

- **Enhance security**: If there's a known individual that's banned from campus, for example, and a license plate can be associated with that person, the system can send an immediate alert if that car is driven by an LPR scanner. Or, if an incident happens on or near campus, LPR technology can help lead to the capture or conviction of a criminal.

The Benefits of LPR: By the Numbers

Since deploying the Automatic License Plate Recognition (LPR) system, UW-LaCrosse has:

- Issued **200** additional parking permits

- Increased parking permit revenue **10%** year over year

- Increased event parking revenue by **20%**

- Saved **$30,000** a year by eliminating the time and effort required to print, issue and check on paper permits

BAYCOM now partners with Genetec to deliver and support license plate recognition solutions specifically designed to help enforce parking regulations on large campuses.

Learn more about LPR on our website.

THE BAYCOM DIFFERENCE:

We have chosen this LPR brand for its superior technology, creative design, quality manufacturing, and reliable support. This effective tool provides accurate and timely information and allows users to make quick and well-informed decisions.

We want to help our customers to be successful, and that's why we invest in our experienced service team. Through high tech training and experience in public safety systems, BAYCOM is a trusted partner that provides installation services, maintenance, and technical support.

BAYCOM has earned an incredible reputation for utilizing engineering expertise to deliver the best in technology products and communication systems. With more than 70 years of experience providing end-to-end solutions, our customers know the advantage of a single point of contact.