

Future Proof Operations and Earn Back Lost Revenue with Digital Enforcement

As parking operations return to normal, many cities are beginning to resume enforcement activities. While cities enter full revenue recovery mode, many are looking for ways to save money and future proof their enforcement and parking operations based on lessons learned from the COVID-19 global pandemic. A [digital enforcement solution](#) can help cities earn back lost revenue, operate more efficiently, adapt to decreased staff, increase compliance and plan for the future.



Earn lost revenue through ad-hoc letter sending

[Passport's digital enforcement solution](#) allows users to send ad-hoc letters which helps streamline your back-end operations and save time by providing pre-built templates with the appropriate citation information to send letters on demand. As you return to normal processes, this feature allows you to send letters to violators offering them a discount to pay their citation in a certain period of time. For instance, you could send a letter for all citations in the month of June offering \$5 off to pay their citation on time. This will not only help you earn lost revenue but will also entice recipients to actually pay the citation in a timely manner, which helps increase payment compliance.



Operate more efficiently with LPR

Passport offers the ability to integrate with [license plate recognition technology](#) which has helped increase efficiency by as much as 4x over. With LPR, parking enforcement officers can quickly scan license plates and gather all pertinent information associated with that license plate number while surveying from their enforcement vehicles. The license plate number collected from the vehicle is searched against your operations's data in real-time for more efficient enforcement. Because LPR eliminates manual processes, cities have been implementing it to replace team members who have retired or been laid-off due to the effects of COVID-19.

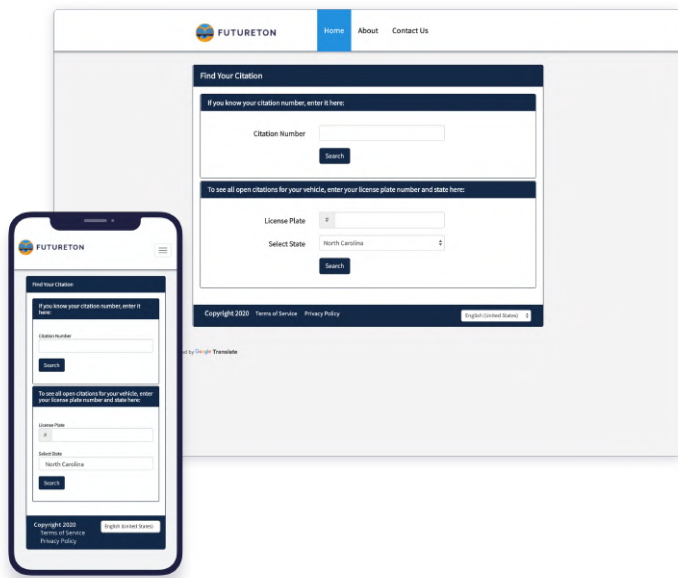
LPR also provides real-time data and insights that can be valuable when getting your parking operation back up and running. For instance some cities have been using LPR as a means to track the number of cars in congested areas so they can understand how activity is gaining traction in those areas as they begin to reopen.



Increase compliance with real-time citation payments

Real-time citation payment is key to increase payment compliance and revenue, and is available through a digital enforcement solution like Passport. Allowing violators to immediately pay their citations online through web-based portals makes the payment process convenient and simple, and increases the likelihood that citations will be paid. Furthermore it provides a contactless and safe way to pay violations.

Additionally, if you use the Passport App or a white labeled Passport app for mobile pay parking in your city, you can offer in-app citation payment, which allows violators to pay citations directly in your mobile parking payment app. This further increases citation payment compliance, and provides another way to safely pay the violation while avoiding cash, checks or in-person transactions.



Future proof with a digital solution

In the wake of COVID-19, many city leaders have looked for ways to move to digital operations to keep both visitors, residents and enforcement officials safe. One of the easiest ways to do this is through a digital enforcement system which can reduce the amount of interactions between enforcement officers, city hardware and residents, and ultimately becomes a safer, healthier and more efficient operation. With a digital enforcement solution your organization is built to grow and last through any technology changes.



What criteria should be considered when choosing a digital enforcement solution?

In addition to the aforementioned features, operators should look for a configurable system that can meet the needs of their unique parking environment.

The [Enforcement Buyer's Guide: Transitioning to a Cloud-based Parking Management System](#) provides detailed information and criteria for choosing a digital enforcement solution. Download the guide for access to sample requirements, feature and hardware options, integration assessment, and more.

