



**Honorable Mayor and Members of the Hermosa Beach City Council**

**PURCHASE OF AUTOMATED LICENSE PLATE READERS FOR REAL-TIME CRIME CENTER AND PARKING ENFORCEMENT OPERATIONS**

(Hermosa Beach Police Department Chief Landon Phillips)

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**Recommended Action:**

Staff recommends City Council:

1. Receive an update regarding the City's proposed Automated License Plate Reader program for the Real-Time Crime Center and Parking Enforcement Operations; and
2. Authorize the Interim City Manager to execute, and the City Clerk to attest to the proposed Agreement for Genetec, Inc. ALPR equipment procurement, installation, and configuration services with EyeP Solutions, Inc for a three-year term ending on May 21, 2028, with a not-to-exceed amount of \$210,000, subject to approval by the Interim City Attorney (**Attachment 1**).

**Executive Summary:**

During the January 14, 2025 Council Meeting, staff presented multiple parking items including a roadmap for the City's parking enforcement technology. During this meeting, Council approved of much needed enhancements to the City's technology ecosystem, including, the merger of disparate parking management systems under one vendor. This was successfully rolled out on April 1, 2025 to much success with 3,503 new accounts created and over 4,890 permits issued as of May 29, 2025 through the new parking management system.

With the unified parking management system, the City has set the framework for automated license plate reader (ALPR) parking enforcement that offers more efficient parking compliance operations and provides valuable data to the Hermosa Beach Police Department's (HbPD) Real-Time Crime Center (RTCC) to deter and investigate criminal activity. Implementation of Staff's recommended updates to the parking technology ecosystem would result in completing the necessary prerequisite components to allow for ALPR enforcement and set the stage for multi-space meter deployment and removal of single-space meters citywide (**Attachment 3**).

## **Background:**

### **Federal Grant History**

With support from United States Representative Ted Lieu, the City of Hermosa Beach secured \$963,000 in federal funding to establish the RTCC, which will enable officers real-time access to critical law enforcement data. Once fully operational, the RTCC will enhance HbPD's ability to respond swiftly and effectively to criminal activity. RTCC technology will include mobile digital computers, digital cameras, an integrated operating platform, and ALPR cameras. The proposed purchase of ALPR cameras is a vital piece of the RTCC infrastructure that will provide license plate data to HbPD officers for use in criminal investigations.

### **Procurement Methodology**

The City has determined the most efficient and time-saving solution to procure the Genetec, Inc.(Genetec) ALPR equipment with installation services is to use readily available state and federal cooperative purchasing agreements. The proposed vendor, EyeP Solutions, Inc. (EyeP) has secured a cooperative purchasing agreement through the State of California's Cal eProcure contract (ID 3-22-10-1006) for IT services and a Federal General Services Administration contract (ID 47QSWA18D0050) for the purchase of the Genetec ALPR equipment.

### **Current ALPR Camera Usage**

HbPD currently uses ALPR cameras in both fixed and mobile operations citywide. This includes a total of fourteen (14) fixed cameras made up of Flock Safety (Flock) and Motorola Solutions (Motorola) devices placed on main travel corridors. Additionally, HbPD has recently enabled ALPR capabilities within patrol vehicles' onboard cameras. These cameras are invaluable to investigative efforts after a crime has occurred and used proactively to automatically detect vehicles that have been entered into various local, state, and federal law enforcement hotlists. Vehicles may be entered into a hotlist for a variety of reasons including the vehicle being stolen, used in a crime, etc. When a vehicle is detected through the use of an ALPR camera hotlist, it automatically notifies HbPD officers for further investigation. To date, these cameras have been used to recover countless stolen vehicles, apprehend criminal suspects, and provide deterrence to those wishing to commit crime in Hermosa Beach.

### **Privacy Concerns**

The City has an ALPR policy, known as Policy 429, that was first adopted in June 2013 and was last modified in September 2023 (**Attachment 2**). Within the policy it describes the administration, operation, data collection and retention, accountability, appropriate release of ALPR data, and training required for the system. The current policy has a retention period of thirty days for Flock and one year for Motorola ALPR camera systems. The proposed Genetec retention period for these devices is three months for reads and one year for hits. Genetec's standard policy is in alignment with current retention standards used by HbPD for ALPR data.

HbPD staff is currently working on updating Policy 429 to include both Genetec’s retention schedule and add Community Service Officers (CSO) to the approved list of system users. The updated policy will be made available on the HbPD website once issued by the Chief of Police.

***Past Board, Commission, and Council Actions***

Meeting Date	Description	Votes
<a href="#">January 14, 2025</a>	Council received an update on the City’s Residential Parking Permit Program, mobile parking payment system, parking transaction fees, and automated license plate readers (ALPR); authorized the First Amendment to the ParkMobile, LLC agreement; and authorized the agreement with Turbo Data Systems, Inc.	<b>(4-1)</b> <b>Ayes:</b> Jackson, Keegan, Francois, Saemann <b>Noes:</b> Detoy
<a href="#">March 11, 2025</a>	Council authorized staff to purchase mobile digital computers (MDC) for police department RTCC.	<b>(4-0)</b> <b>Ayes:</b> Jackson, Saemann, Detoy, Keegan <b>Absent:</b> Francois

**Analysis:**

Over the past few years, more municipalities are implementing mobile ALPR technology on patrol and parking enforcement vehicles since it is dual-purpose technology that can aid investigations and greatly increase the efficiency of parking enforcement over more traditional practices. Additionally, as CSOs drive around Hermosa Beach they will be collecting license plate data of all cars in the vicinity and automatically sending to the RTCC for use in police operations.

Once deployed, mobile ALPR technology will allow CSOs to drive by vehicles and “digitally chalk” them by taking an image of the license plate, recording GPS information, and running against the City’s parking rules. If a vehicle is found to be in violation of parking rules, it will flag the vehicle and send the information over to Turbo Data Systems, Inc. (“Turbo Data”) for a citation to be issued through the CSO handheld device.

Staff currently performs chalking operations using two converted right-hand drive Jeep Wranglers to physically chalk tires and drive back around after the allotted time has expired to manually check for violations. If a violation is found to have occurred, the CSO must manually enter the citation information into Turbo Data for a citation to be issued. The savings in staff time with an ALPR solution using a unified Turbo Data environment that checks against parking permits, parking business rules, and previous citations will be tremendous and is expected to increase parking compliance across the

City. Staff will no longer have to source specialized right-hand drive vehicles, which are becoming more difficult to procure, to perform chalking, which will lead to a more standardized fleet, decreasing operational and capital costs over the long-term as well.

As part of the City's move toward technology to enhance operational efficiency, ALPR can be used extensively with existing IPS Group and ParkMobile datasets to create reporting that better assist staff with monitoring and improving the parking system across Hermosa Beach. The advanced reporting capability will allow staff in operations to better understand parking patterns and increase compliance of parking rules by using data to make operational decisions about CSO deployments.

**General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The [enter project description here] supports several PLAN Hermosa goals and policies that are listed below.

*Governance Element*

**Goal 3. Excellent customer service through the use of emerging technologies**

*Mobility Element*

**Goal 4. A parking system that meets the parking needs and demands of residents, visitors, and employees in an efficient and cost-effective manner.**

Policies:

- **4.4 Preferential parking program.** Periodically study and evaluate the current inventory of public parking supply and update the preferential parking program.
- **4.7 Parking availability.** Optimize parking availability through dynamically adjusted pricing and new technology to manage available spaces for short-term parking use to encourage rates of turnover that are responsive to fluctuating demands.
- **4.10 Visitor parking information.** Manage information about passes and accessing public parking lots to facilitate use by longer-distance visitors with limited transportation choices.

**Fiscal Impact:**

If approved the procurement, installation, and configuration of the system and first year of the operational costs will be covered by the RTCC federal grant and General Fund monies. Staff is proposing to use budgeted prospective expenditures to fund the amount not covered by the grant.

Ongoing operational costs for licensing, maintenance, etc. starting in Fiscal Year 2027 will be \$12,308.19 per year and be included in future City budgets.

Agreement Request		
Name	Budget Dept. Account #	Total Contract Amount
RTCC Federal Grant Funding	150-8685-4201	\$142,380.40
General Fund (w/Contingency)	001-1201-4201	\$67,619.60
	<b>Total</b>	<b>\$210,000</b>

**Attachments:**

1. EyeP Solutions, Inc. Draft Agreement
2. Hermosa Beach Police Department ALPR Policy 429
3. Removal of Single Space Meters Timeline

**Respectfully Submitted by:** Ken Bales, Senior Management Analyst

**Concur:** Landon Phillips, Chief of Police

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Legal Review:** Todd Leishman, Interim City Manager

**Approved:** Steve Napolitano, Interim City Manager