



LAKE WORTH BEACH, FL

## CASE STUDY

“Our previous enforcement system was decent, but didn’t provide us the customization, data access, and integration we needed to create a more efficient system and deliver a better customer service experience.”

- Larry Lightfoot, Lake Worth Beach, FL Parking Enforcement Manager

### The Problem:

Limited back-end system that could not consolidate parking data nor provide analytics or alerts in real-time.

As a dynamic, multi-cultural city with a strong social and environmental consciousness, the City of Lake Worth Beach needed an Enforcement Solution that could:

- Seamlessly scale up to additional features in the future as well as intelligently manage all aspects of their parking in one place.
- Improve the customer experience, provide back office support, and accurately report uptime, operating meters, and alerts.
- Conveniently integrate with the city’s IPS Smart Meters and leverage performance at every stage of the citation lifecycle, including citation issuance, citation processing, and delinquent collections.

### Lake Worth Beach, Florida:

As the home to thousands of historic buildings and the world’s largest street painting festival, the City of Lake Worth Beach draws thousands of people from all over the world each year.

To accommodate this influx of city goers, Strategic Parking Management and Enforcement in Lake Worth Beach is required to ensure accessibility and a positive experience

### Analytics:

With the IPS Data Management Solution, the city has been able to implement a data-driven, integrated Enforcement Solution that increases turnover and meets the city’s Smart Parking demands.



## The Solution:

A scalable and Fully-Integrated Customized Enforcement Solution.

- Access to on-demand visual reporting, meter and enforcement data, analytics and alerts in real time.
- Easy integration with the city's Smart Meters and all-in-one mobile enforcement devices that could provide a convenient, quick, and efficient citation issuance process.
- Better strategic decision making, management and continuous improvements in one place.

Lake Worth Beach's parking meter Enforcement Solution is now wirelessly connected to the IPS Next-Generation Data Management System (DMS), which provides consolidated parking data, analytics, comprehensive reporting, and remote configuration capabilities.

With the DMS, the city has been able to implement an integrated Enforcement Solution that impacts their visitors and meets the city's Smart Parking demands of today and the future.

**“We have maximized our limited resources while increasing revenue by 3x”**

## Looking Ahead:

The City of Lake Worth Beach aims to continually enhance their Enforcement Solution service it provides, such as third-party integration with Vigilant Solutions, offering an end-to-end License Plate Recognition solution for parking enforcement and management.

To achieve their goals, Lake Worth Beach needed a trusted vendor to upgrade to a fully-integrated, modernized parking Enforcement Solution, and that vendor was IPS Group.

**“We look forward to adding LPR Enforcement to our Downtown and Beachside three-wheeled vehicle units, which will allow us to automatically capture and read thousands of license plates per shift, compare each plate to any existing database in real time, and notify officers of infractions.”**

- Larry Lightfoot, Lake Worth Beach, FL Parking Enforcement Manager