

LAKE WORTH BEACH, FL

CASE STUDY

How a Fully-Integrated Enforcement Solution Helped Maximize Resources and Increase Revenue



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As the home to thousands of historic buildings and the world's largest street painting festival, the City of Lake Worth Beach's population of 37,000 can grow exponentially at its peak. 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.

"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:

Says Lightfoot, "We lacked an efficient back-end system to consolidate parking data and provide analytics or alerts in real time. We needed a system that could easily integrate with our Smart Meters and an easy-to-use, all-in-one mobile enforcement device that could provide a convenient, quick, and efficient citation issuance process."

As a dynamic, multi-cultural city with a strong social and environmental consciousness, the City of Lake Worth Beach needed a modern, integrated 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.

A customized Enforcement Solution that would improve the customer experience, provide back office support, and accurately report uptime, operating meters, and alerts.

The Solution:

A Fully-Integrated Enforcement Solution that can allow access to on-demand visual reporting, meter and enforcement data, and allow for better strategic decision-making, management, and continuous improvements.

According to Lightfoot, "Integrating the new IPS Enforcement Solution with our Smart Meters and our current Pay-by-Cell system has helped our personnel and our citizens tremendously. Our officers enjoy the convenience of on-demand visual reporting through the mobile enforcement device, while our citizens can easily find and pay for parking online. As a result, we have maximized our limited resources while increasing revenue by 3x."

With a fully-integrated system that connects to the back-end Data Management System platform, the city is able to make data-driven decisions and

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parking policies that increase turnover to ensure accessibility for customers, which in turn helps increase patronage for its businesses.

A Data-Driven Operation that Delivers on its Promise

The IPS customized enforcement solution has helped Lake Worth Beach’s small nine-person enforcement team work more efficiently. The all-in-one Mobile Enforcement Device provides real-time syncing and connectivity, and ensures a quick and easy citation issuance process. “I like the new handhelds because I can easily pull reports, retrieve data, and make modifications as needed.”

However, when extra help is needed, Lightfoot has found the IPS Customer Support Team to always be available when he needs it. “The support team at IPS is fantastic. The developers are excellent at helping us address any issue and they help us continue to be the premier parking force unit in the nation.”

Integrated Enforcement Designed for The Future

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.

Looking ahead, Lake Worth Beach aims to continually enhance the 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.

“The future looks bright,” says Lightfoot. “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.”

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.

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ABOUT IPS GROUP

IPS Group, headquartered in San Diego, Calif., with offices across North America and Europe, is a design, engineering, and manufacturing company focused on low-power wireless telecommunications, payment processing systems, intelligent data management and SaaS technologies. IPS takes IoT and Smart City concepts and turns them into reality.

For over 20 years, IPS has delivered world-class solutions through its Fully-Integrated Parking Management Suite comprised of Smart Single-Space Meters, Multi-Space Pay Stations, Pay Station Upgrade Kits, Vehicle Detection Sensors, Smart Cash Collection Systems, Mobile Applications, Enforcement and Permitting Solutions, hosted Data Management software with advanced data analytics, and more.