

# BELLEVUE, WA

Using AI-powered LPR technology to enhance operational efficiency and parking compliance.



## CHALLENGES WITH PROXIMITY & EFFECTIVE ENFORCEMENT

In Bellevue, a densely populated suburb just outside Seattle, WA, LAZ operates a 250-space surface lot located away from the city's core. While the lot attracted high volume, manual enforcement made it difficult to ensure full compliance, causing reduced transactions and lower revenue capture.

## BOOSTING COMPLIANCE WITH LPR

Working closely with the client, the LAZ team explored options and agreed on a technology-driven solution.



### FIXED LPR TECHNOLOGY

LAZ installed PRRS fixed license plate recognition (LPR) cameras at the entrance and exit to capture every car that drives into and out of the lot.



### SCAN&GO INTEGRATION

LPR cameras are integrated with LAZ's Scan&Go digital payment platform, where every car can be checked for valid payment.



### AUTOMATED ENFORCEMENT

Violation notices are mailed automatically to noncompliant parkers with no on-site staff required.

## THE RESULTS

Over a six-month period, the location saw dramatic improvement:

# +211%

Total # Transactions

# +200%

Total Revenue

# +111%

Citation Revenue

By adding fixed LPR technology with our PRRS partners, LAZ reduced staff labor costs and delivered a complete revenue transformation, adding **over \$175K** to the client's bottom line.