

6 TIPS TO IMPROVE YOUR PARKING ENFORCEMENT

QUICK READ

Regardless of the situation, you are in need of parking enforcement solutions. As a property owner, you may be wondering what you can do to improve over-crowding and unregistered cars. Consider doing the following:

- **Developing a Parking Enforcement Plan**
- **Hiring a Reputable Towing Company**
- **Utilizing Smart Technology like License Plate Readers**
- **Placing Signage in Easy-to-Spot Places**
- **Consistently Enforcing Your Plan**
- **Disciplining Violators with Fines & Penalties**

Following these simple tips will ensure your parking management headaches will disappear in no time while allowing you to significantly enhance your parking enforcement policy.

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PARKINGPASS

Tips to Improve Your Parking Enforcement

Proper enforcement is key to virtually any lot or property running smoothly. Even if a property owner uses the most up-to-date tech to help enforce their plan, someone will find a loophole.

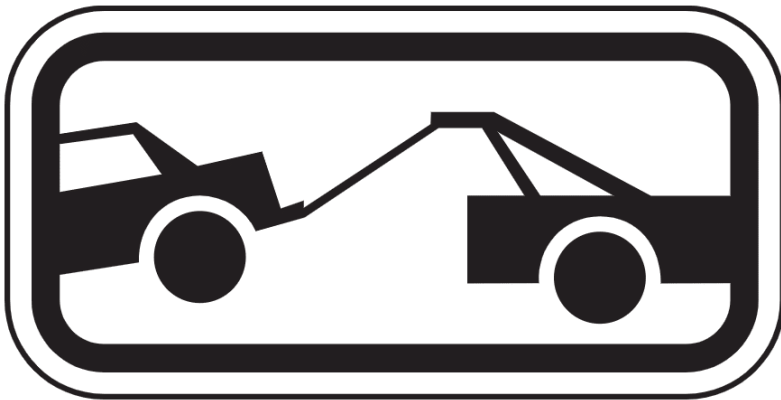
To fortify your parking enforcement methods and ensure violators are towed, follow the tips below!

TIP #1 – DEVELOP A PARKING ENFORCEMENT PLAN

Craft an enforcement plan that is easy to understand, lays out specific parking restrictions, is easy to follow and include the following information:

- **Who will be enforcing the plan?**
- **What day(s) and for how long will the enforcement take place?**
- **How will the enforcement plan be carried out?**
- **What are the consequences of ignoring the enforcement plan?**

TIP #2 – HIRE A REPUTABLE TOW COMPANY



A towing company's job is often difficult because they are the end result when someone needs to reclaim their car. They face a lot of backlash from the customer and often receive the brunt of the complaints about doing their job correctly.

On the other hand, *some* disreputable companies practice “predatory towing.” Which happens when a company illegally tows a car from private property based on a “tip.”

What can you do to choose an honest, professional, and reputable towing company as a property owner? Ensure that that the chosen company:

- **Requires an authorized signature on towing documents:** Before towing having an authorized agent confirm the reason for the tow which protects against predatory towing practices.
- **Specifies fees:** Includes any extra charges a customer may incur due to varied circumstances.
- **Has reimbursement policy:** In the event of a lost or damaged vehicle, the company should have an indemnification policy to compensate a customer.

TIP #3 – UTILIZE SMART TECHNOLOGY



Using the most recent technology can help enhance your parking enforcement methods by leaps and bounds. For instance, one way to significantly improve one’s parking enforcement is by using a mobile solution.

[Automated License Plate Readers \(ALPR\)](#) are devices that can be mounted on an enforcement personnel’s vehicle which uses a scan feature that captures license plate numbers and stores them in a central database.

Real-time alerts are then pushed to property owners and managers, giving them the ability to act on parking violations quickly .

TIP #4 – PROPER SIGNAGE



Proper enforcement cannot be achieved unless the property owner places regulatory signs letting motorists know of the parking rules that apply to a given area. Consider including signs with the

following language:

- *“No Parking”*
- *“20-Minute Loading Only”*
- *“Permit Parking Only”*
- *“Faculty Parking Only”*

TIP #5 – CONSISTENT & PROFESSIONAL ENFORCEMENT

Parking enforcement procedures should be consistent and encompass citation writing guidelines that lay out what personnel can or cannot do when writing [citations](#).

Personnel who write citations should develop soft skills like conflict-avoidance and customer-service procedures to ensure new motorists understand and are educated regarding the property’s parking rules and regulations.

Some schools and universities will aggressively highlight the parking rules for the first couple weeks of a semester, going so far as to employ student volunteers to hand out pamphlets and issue warnings for less serious parking offenses rather than citations.

TIP #6 – FINES & PENALTIES

Consistent enforcement means that the property owner should hold themselves accountable by setting deterrents for illegal parking. Fines and penalties set too low will not discourage people from illegally parking, but rates for other violations should increase depending on the seriousness and frequency.

CONCLUSION – WHY IS PARKING ENFORCEMENT IMPORTANT?

More and more cities across the nation are looking for solutions for their parking enforcement needs. As the demand for parking spaces rises, so too does proper enforcement.

With established rules and regulations in place, motorists can more easily find available spaces. Property owners can keep their lots and property free of illegal parking for guest parking or other means.