

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JANET REISNER, PARKING SUPERVISOR,
FINANCE DEPARTMENT
SUBJECT: AUTOMATED LICENSE PLATE RECOGNITION PRIVACY AND
USAGE POLICY

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, adopt a privacy and usage policy to comply with Senate Bill 34, Collection of License Plate Information.

EXECUTIVE SUMMARY

The proposed policy documents a formal process for the collection, use, maintenance, sharing and dissemination of Automated License Plate Recognition (ALPR) information in compliance with Senate Bill 34.

BACKGROUND

Senate Bill 34 (SB 34), adding sections 1798.90.5-1798.90.55 to the California Civil Code, became effective January 1, 2016. SB 34 imposes specified duties on ALPR operators and end-users, including among others, maintaining reasonable security procedures and practices to protect ALPR information and implementing a usage and privacy policy with respect to that information.

The City purchased and installed an automated license plate recognition system in 2011 in order to more effectively enforce time limits in the City's six Residential Parking Permit Zones. A second vehicle, outfitted with an ALPR system was purchased in 2014.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

The purpose of this policy is to comply with SB 34. The ALPR system automatically “chalks” vehicles in six (6) Residential Parking Permit Zones and time limited parking spaces by taking a photo of a vehicle with the Global Positioning System location noted and then another photo taken after the posted time limit has expired. The ALPR system allows for more efficient enforcement with less risk of employee injury that is associated with manual chalking, which uses a chalk stick through an open door of a scooter. By enforcing posted time limits in Residential Parking Permit Zones, the ALPR system has been very effective in ensuring parking availability to residents in neighborhoods that are impacted by adjacent uses.

This policy documents many procedures and practices that the City already has in place. This policy has been reviewed by the Police Department and their comments have been incorporated.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund or Parking Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Automated License Plate Recognition (ALPR) User and Privacy Policy
- Resolution
- Exhibit A

CONTACT

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