

ALPR SYSTEMS



# Making the Case for License Plate Readers at Agencies of All Sizes



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## INTRODUCTION

Every year, automated license plate recognition technology gets more sophisticated and more positive coverage in news outlets around the world. Yet every year, professionals at law enforcement agencies, often small to mid-sized, continue to question if an ALPR system is a nice-to-have or a need-to-have.

Since you're reading this, we're going to assume you're in that camp—or, perhaps, you already know the outstanding efficiencies ALPR technology can offer, but you need to convince the powers that be

(and maybe you need the funding for it too). Either way, we're glad you're here.

A leading innovator and manufacturer of fixed and mobile ALPR systems, Leonardo is comprised of engineers and salespeople who have helped hundreds of people just like you understand why ALPRs are ideal for agencies of all sizes, especially small-to-mid-sized—and how to go from Point A to installation.

**Read on for the facts, advice, and more.**

## THE BENEFITS

Before we get into the benefits, take a look at these numbers: More than 70% of crimes in the U.S. involve a vehicle. In 2018, 161 AMBER Alerts were issued in the U.S. involving 203 children. And currently, 27 U.S. states have some sort of Silver Alert system.

Knowing that ALPR systems can provide assistance in all of those often critical situations is reason enough for agencies of any size to obtain the technology.

### More specifically for your size agency, here are additional benefits of an ALPR:

**It's a force multiplier.** If you're asking whether a small agency like yours has the resources to deal with new technology, then think of it this way—your officers can be free from tasks that technology can do for them, and in the case of ALPR, can do it faster. Our ALPR systems automatically process up to 900 license plates per minute, allowing your officers to focus on other tasks. Deploying ALPR is like adding extra sets of eyes to your agency.



**It offers on-the-spot data, promoting public and officer safety.** With a small-to-midsized team, time is everything. An ALPR's instant data captures allow your officers to act quickly when the system hits a hot list match, a key factor in keeping the public safe. Officers also know if they're dealing with a routine traffic infraction or something more serious.

**It organizes that data for you.** In the case of Leonardo's ALPR technology, we provide the platform that collects license plate images, so the incoming information is coordinated in an organized, secure, and user-friendly database that is enhanced by a variety of analytical tools. In other words, it's an extra set of hands too in that it keeps your data clean and organized = less paperwork.

**It could attract new recruits.** "As hard as it is to find someone interested in joining law enforcement, it's even more difficult to steer them toward a small town agency." That's the thesis of this 2019 AP News article, [Small police departments struggle to stay fully staffed](#).

Perhaps you're already familiar with the dwindling recruitment pool and have even tried offering incentives similar to those mentioned in the article: signing bonuses, childcare assistance. Add to that an ALPR system that shows recruits your commitment to innovation, growth, and avoiding officer burnout as best as you can.

# HOW TO MOVE PAST POTENTIAL STUMBLING BLOCKS

With any big investment, it's natural for you, your supervisor, your direct reports, or even your community to have questions or concerns. Trust us when we say, we've heard it all. (Just ask Jim Craige, our Field Operations Manager for the Mid-Atlantic Region. Before working at Leonardo, Jim was with the Alexandria, Virginia Police Department for 25 years. Whatever you're hearing, he's likely heard it too!) Here are some potential stumbling blocks and how to deal.

## **The block: *Too expensive***

**The solution:** Secure grant funding. Federal grant money is allocated to states throughout the year, and there are a number of ways you can make the process easier and be prepared for upcoming deadlines. Check out our blog post, [3 Tips to Secure Grant Funding For an ALPR Law Enforcement System](#).

## **The block: *Community concerns***

**The solution:** Some communities may have concerns about their police department deploying new technology. We suggest being open with your community about the benefits of ALPR systems. Sharing the success rates of other agencies that use the technology, or explaining the return on investment can be helpful in easing any concerns.

## **The block: *Unfamiliar with the technology***

**The solution:** Think of your smartphone, your new TV, or your email provider's latest updates. There's almost always a bit of a learning curve with new technology, but when you get it, you get it. And we're there to help. Leonardo will train your team and can be accessed 24/7 for questions. It's worth mentioning too that oftentimes, agencies will start with just one system. Once they get the hang of it, they're back for more.

## **The block: *No time to implement***

**The solution:** You may be surprised by how fast ALPR implementation can be. At Leonardo, we assess your specific needs and provide a quote. When you are ready to purchase, our tech field specialists not only make sure your equipment is installed quickly and correctly, they are also available for support and training as needed.

**“Our ALPR system is an essential tool our officers rely on daily. From general traffic enforcement, to tracking down a vehicle fleeing a serious crime scene, to locating missing and endangered people, these cameras have been an incredible help and have transitioned into our go-to tool for so many things. The system is easy to use and has changed the way our department polices.”**

- Officer Bryan Losagio of Salisbury Township Police Department (Allentown, PA)



## WHAT OTHERS SAY

It always helps to hear from end-users before making an investment. Take a look at what people are saying about ALPR technology:

### “A TREMENDOUS PROGRAM”

In an April 2019 CBS News article titled [Freeport Mayor Gushes Over Success Of License Plate Readers As Crime Deterrent](#), Freeport Mayor Robert Kennedy said: “I really didn’t realize how effective it would be. I am just amazed now when I sit down with police and I look at facts, and I look at the reduction in crime, and the safety to the police officers. It has just been a tremendous program. I’m really hoping to expand it. It’s quality of life for the residents.”

### “HIGHLY USEFUL PIECE OF TECHNOLOGY”

Although an older article, we really like the stats and coverage in [this Government Technology story](#) about the Arizona Department of Public Safety’s successful use of ALPRs. The governor at the time, Janet Napolitano, was quoted as saying: “This is an amazing and highly useful piece of technology. They are efficient and will in time have a dramatic impact on the recovery of stolen vehicles in our state, whether they are used for human trafficking, drug dealing or to strip and sell.”

### “LAW ENFORCEMENT AGENCIES ... AROUND THE WORLD”

On its website, [IACP.org](#), the International Association of Chiefs of Police sums up the reach of ALPR technology. “Law enforcement agencies throughout the nation and around the world are increasingly adopting Automated License Plate Recognition (ALPR) systems to enhance their enforcement and investigative capabilities, expand their collection of relevant data, and expedite the tedious and time consuming process of comparing vehicle license plates with lists of stolen, wanted, and other vehicles of interest.”

### “70% OF CRIME INVOLVES THE USE OF A MOTOR VEHICLE”

Tim Dees, Writer and Trainer in Criminal Justice Technology, provides impressive numbers supporting the effectiveness of ALPR technology in an [article written for Policeone.com](#). “One of the reasons that ALPR systems are so effective in improving the efficiency of police officers is that at least 70% of crimes involve the use of a motor vehicle. Using the traditional method of either calling in each plate to a dispatcher over the radio or keying plate numbers into a mobile data terminal, an officer can check a maximum of 150 plates per hour. This assumes the officer is not interrupted and can devote his full attention to the task. By comparison, an ALPR system can scan 3,600 vehicles in the same period, and does not require the officer’s attention, other than to verify hits generated by the system.”



# THE TOWN OF DUCK: A CASE STUDY

It may also help to see a closer look at one specific agency's ALPR journey thus far—from acquisition to reaping the rewards. We spoke to Chief John R. Cueto of the Town of Duck Police Department in Duck, North Carolina, who gave us this snapshot of his journey.

## WINNING THE GRANT

Recognizing the many benefits of ALPR technology, Chief Cueto first had to win a North Carolina Governor's Crime Commission Grant (GCC), which he successfully did. "This step was very important since I intended for our ALPR program to expand well beyond the Town of Duck, Dare County, and ultimately Region X of the NCACP." North Carolina's Chief of Police Association, he explains, is made up of ten regions. Chief Cueto is the director of six counties that make up Region X (Dare, Tyrell, Hyde, Pamlico, Washington, and Beaufort). As such, he also works to encourage other chiefs to apply for the GCC grants to purchase ALPR systems.

## WORKING WITH LEONARDO

Having already been familiar with Leonardo and its state-of-the-art equipment, Chief Cueto met with Craig Duncan, Leonardo's southern regional manager, who he says was very accessible. "He provided me with a team that helped me to identify target locations, choose appropriate equipment, assist in purchasing (sole source conditions), arrange installations, and even prepare presentations to help me convince our council of the attributes of the ALPR system. Craig has continued to stay alongside me in meetings with other Dare County Chiefs, conferences that I have attended and Region Ten Meetings. Our working relationship has been exemplary and very productive. Craig has introduced me to Directors of HIDTA that have agreed to conduct presentations to strengthen our programs. Our most recent project, the Dare County Operation Shield, continues to be successful and grow great support. Much of this is due to the diligent work on behalf of Craig Duncan and his remarkable team."

## CHOOSING A WIRELESS BROADBAND NETWORK

"Verizon couldn't handle our data load, throttled our data, and would have charged us \$3,000 in one month usage," says Chief Cueto. "First we moved to a cable unit that worked well for \$99 per month, no throttling data, but the residential router couldn't stand up to outdoor rigors. Ultimately, partnered with FirstNet which provides service through Cradlepoint modems, \$49 per month, no throttling, and very robust. FirstNet saved the day."

## SEEING SUCCESS AFTER SUCCESS

Once the ALPRs were up and running, they started to pay for themselves. For starters, they've helped with numerous burglary arrests, says Chief Cueto. "We solved two strings of 15 burglaries by two different crime sprees. We have not experienced any new crimes since we made the arrests two years ago. The word is out that we have great 'investigative' techniques." They've also made many arrests on stolen vehicles and stolen plates, and their ALPR technology has been instrumental, says Chief Cueto, in at least three opioid cases—where individuals have been sentenced with "death by distribution" and imprisoned for 20+ years. "We have also identified missing persons and homicide suspects. Multiple cases of mutual aid. Additionally, vehicular data is useful during our holiday events, jazz festival, beach attendance and generally assisting us with information critical to a tourist-based economy."

## USING ALPR DURING CRITICAL EVENTS

Chief Cueto says they have also used the data to assist with hurricanes like Dorian, helping with mandatory evacuations. "Right now we are using readers to assist us with the COVID-19 pandemic." Since the inception of the County and then the governor's order to close Dare County, for example, Chief Cueto says he has tracked vehicular travel from the Wright Memorial Bridge, into and out of the Town of Duck. "I am careful to not track any particular individual, and I record only the number of vehicles that are traversing the bridge. The Dare County Sheriff's Deputies man the checkpoint to identify and turn away non-residents. This is an intensive, arduous 24/7 task, and our data justifies the activities and proves its effectiveness to the County Managers, and community at large."

## OVERALL—AND WHERE THEY'RE AT NOW

"I could go on with many more instances that prove the value of our systems," says Chief Cueto. So far, he adds, the expansion has been great throughout Dare County. "We now have systems in Duck, Southern Shores, Kitty Hawk, and Manns Harbor."

## ABOUT LEONARDO & OUR ALPR SYSTEMS

Thank you for taking the time to read through our guide. We so strongly believe in the benefits of ALPR systems for agencies of your size, and would be happy to discuss further.

In the meantime, here's a quick fact sheet about Leonardo and our ALPR systems.

### LEONARDO

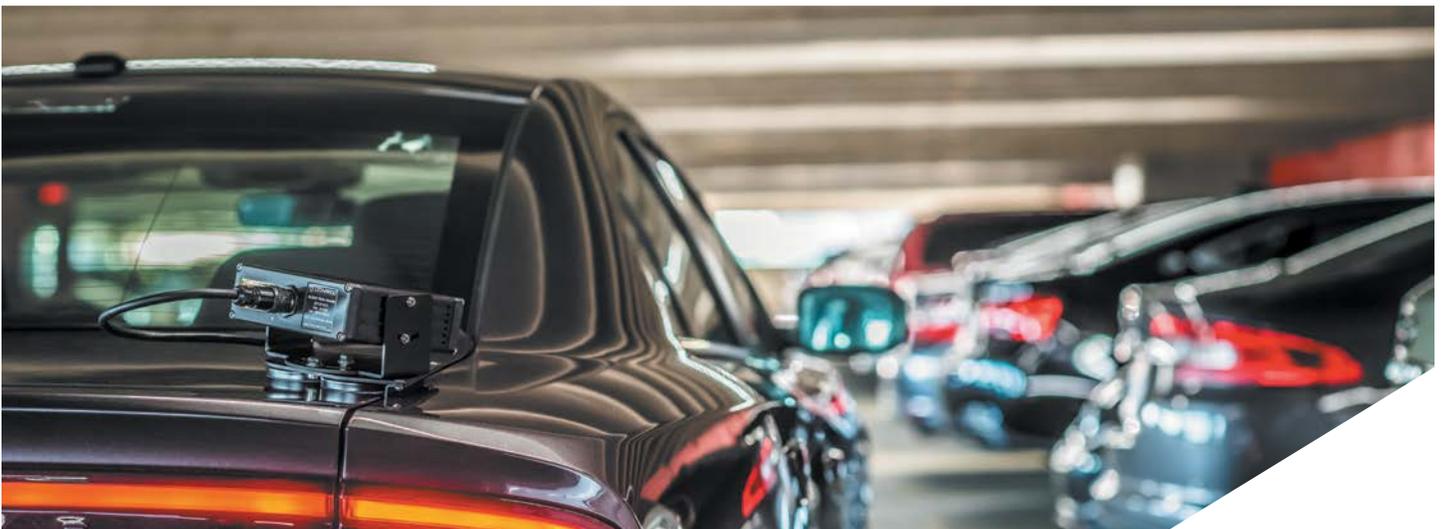
Our ELSAG® products include:

- › ELSAG Mobile Plate Hunter® ALPR
- › ELSAG Fixed Plate Hunter ALPR
- › Plate Hunter Custom Solutions
- › ELSAG Enterprise Operations Center Software
- › ELSAG Cloud Storage Solution
- › ELSAG SpeedEnforcer Software
- › ELSAG Parking Software
- › Service & Support
- › We offer reliable 24/7 system support
- › Privacy protection is guaranteed
- › We serve law enforcement, border security, and parking enforcement



### ELSAG® PLATE HUNTER ALPR PERFORMANCE

- › Cameras read license plates, day or night, in any weather
- › Mobile systems process plates on parked and moving vehicles
- › Plates are processed at up to 150mph closing and passing speeds
- › Captured data includes date/time stamps, GPS coordinates and photo of the license plate
- › Fixed systems can capture the speed of passing vehicles
- › Mobile systems transfer easily from vehicle to vehicle
- › Hot list updates are wirelessly received and transmitted





## **YOUR NEXT STEP**

**Schedule a phone consultation to get started. No strings attached.**

**What to Expect During the Initial Call**

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