



Date: June 9, 2026

Honorable Mayor and Council Members:

Author and title: Danielle McHugh, Transportation Program Coordinator

Title: **Purchase of Automated License Plate Recognition (ALPR) Technology for the Downtown Parking District**

Jen Callaway, Town Manager

Recommended Action: That Town Council approve the purchase of one mobile Automated License Plate Recognition (ALPR) system from ComSonics in an amount up to \$63,000.

Discussion: During Fiscal Year 2024/25, the Parking District upgraded all pay stations to a pay-by-plate system. Under this system, the license plate becomes the identifier for a parking session, eliminating the need for customers to return to their vehicle to display a receipt and allowing parking staff to verify payment status by license plate. The 2019 Downtown Truckee Parking Action Plan specifically recommended transitioning to pay-by-plate technology and noted that license plate-based parking can improve enforcement efficiency, track length of stay, prevent “meter feeding,” and reduce customer confusion when implemented consistently across the District.

The next step in realizing the full operational benefits of the pay-by-plate system is acquisition of a mobile Automated License Plate Recognition (ALPR) system. The ALPR will allow staff to efficiently verify paid parking sessions and compliance with posted time limits, including 2-hour lots, which are currently difficult to monitor. Rather than relying primarily on manual observation, Parking Technicians will be able to scan license plates from their vehicle and identify violations more quickly and consistently. Additional benefits can also be realized in terms of employee safety as well as comfort, especially during winter months.

The ALPR will also support ongoing parking data collection, such as parking turnover, occupancy rates, and other useful information to help improve operational efficiency. This data will help staff better understand how parking spaces are being used, where turnover is or is not occurring, and whether future adjustments to time limits, rates, permit programs, or enforcement strategies are warranted.

Staff obtained three quotes for the mobile ALPR system, as shown below.

ALPR Quotes (Pre-Tax)	
ComSonics	\$ 57,596.87
Eye P	\$ 63,154.52
Route1	\$ 56,761.28

ComSonics provided the second lowest quote and was recommended as the preferred vendor by our parking consultant, Dixon Resources Unlimited, who developed the 2019 Downtown Truckee Parking Action Plan. Based on pricing and the scope of equipment, software, installation, training, and support included in the proposal, staff recommend proceeding with ComSonics in an amount up to \$63,000, which covers the quote of \$57,596.87 plus taxes and shipping.

Priority:

<input checked="" type="checkbox"/> Enhanced Communication	<input checked="" type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input checked="" type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input checked="" type="checkbox"/> Core Service

Fiscal Impact: The recommended purchase amount of up to \$63,000 is within the line item expenditure identified in the adopted fiscal year 2025/26 CIP budget for C2016 -Parking District Infrastructure.

Public Communication: In addition to this staff report and associated agenda posting, the broader Parking District technology and policy framework, including the Town’s planned acquisition of a mobile ALPR to support operational efficiency, enforcement, and parking data collection, was discussed at the March 24, 2026 meeting of the Town Council.

Additional information regarding the ALPR acquisition and utilization was also discussed with the Truckee Downtown Merchants Association at their May 6, 2026 meeting.

Attachments:

Attachment 1: ComSonics Quote

Attachment 2: EyeP Solutions Quote

Attachment 3: Route1 Quote