



CASE STUDY

gtechna[®]

Galveston Implements
Ticket-by-Mail and Transforms
Parking Enforcement in Texas

Project Snapshot

Situated on the Gulf Coast of Texas, Galveston boasts a vibrant community with approximately 50,000 residents. The city's appeal as a tourist destination draws over 8 million annual visitors, leading to considerable parking challenges, especially in popular areas such as the historic downtown district and the scenic seawall.

Solutions:

- License Plate Recognition (LPR) Software
- Parking Enforcement Software
- Ticket-by-Mail system
- Online Services



Benefits:

- Automated process, reduced interactions, enhanced efficiency
- Direct ticket delivery, transparency, and fair enforcement
- Proof access, dispute reduction, and efficient resolution process
- Increased volunteer compliance and revenue
- Digital accessibility
- Fewer traffic disruptions

“Our ultimate goal is to achieve voluntary compliance rather than resorting to ticketing. Compliance will increase once people understand that they will receive tickets, even if they were unaware of the violation.”

— Butch Stroud, City Marshall/Code Enforcement Department.

Context and Foundations

Galveston has been innovating in parking management and enforcement for over a decade. The city has been using gtechna technology and parking enforcement software for Pay-by-Phone systems that encourage voluntary compliance with parking regulations.

The initiatives have achieved remarkable success, leveraging LPR cameras and Pay-by-Plate enforcement software to verify mobile payments. At the same time, parking on the seawall has become a seamless experience that relies exclusively on Pay-by-Phone.

This integrated approach has made it easy for drivers to pay for parking via smartphone by entering their vehicle plate numbers, facilitating a user-friendly experience.

For parking enforcement, the system relied on enforcement personnel to handle parking violations. Human intervention often resulted in delays, traffic congestion, and inefficiencies, leading to a less-than-optimal driving experience for residents and visitors. Moreover, it limited the coverage area that enforcement personnel could manage effectively, impacting revenue generation potential and compliance.



In 2024, Galveston added Ticket-by-Mail as a parking enforcement solution to build an efficient system for the issuance of tickets for parking violations without requiring enforcement personnel to step outside the vehicle. This upgrade streamlines traffic with automated enforcement workflows. Transparency is improved, and the evidence package provided by the LPR cameras is easily accessible to drivers and vehicle owners.

Automation also improves security—enforcement vehicles don't need to stop and block a lane to issue a citation, leading to fewer traffic distractions. The upgraded parking management and enforcement system transforms local curbside parking practices, increasing revenue and compliance and setting a statewide precedent.



Accurate and Convenient Parking Enforcement

LPR automatically triggers the Ticket-by-Mail customized workflows in line with each zone's business rules. A citation and evidence package are electronically generated and mailed directly to the vehicle owner's registered address. There's no need for enforcement personnel to place tickets on vehicles, and vehicle owners can easily pay fines or contest citations online, reducing administrative burdens.



Local authorities consult the Department of Motor Vehicles (DMV) to identify vehicles with parking violations, extending even beyond local jurisdiction to ensure uniform enforcement of parking regulations. Specifically, authorities in Galveston can proceed with mail-based parking tickets with the Texas DMV, where the registered owner's details are obtained. This same process will be used for all out-of-state vehicles in violation.

Electronic recording and automated processes allow less room for error than manual ticketing methods, which reduces the likelihood of disputes, as the system provides detailed information about the violation and evidence (photographs). Vehicle owners have clear documentation of the parking violation and can review it before contesting the citation.

“ The Ticket-by-Mail solution has been a tremendous help for us. It eliminates the need for us to stop in traffic. Now, we drive along while the system scans vehicles that haven't paid, issuing tickets via mail once authorized. And it removes the potential for confrontation. People can become quite upset when receiving a parking ticket, but with this system, they won't even know they've been cited until days later. This greatly reduces the likelihood of physical altercations, a significant safety benefit for our civilian parking enforcement team. ”

— Butch Stroud, City Marshall/Code Enforcement Department.

Continuous Public Service Improvement

With advanced technology and innovative solutions, Galveston ensures smoother traffic flow and enhances compliance with parking regulations. This results in a safer and more convenient driving experience for residents and visitors, strengthening the city's reputation as a forward-thinking urban center.

For the success of this project, the local authorities implemented a comprehensive media campaign to share educational messages across social and local media platforms. Additionally, prominently placed clear signage effectively communicates pertinent information to visitors, outlining details on compliance expectations and the enforcement measures in place.

A Replicable Model for Texan Municipalities

Galveston's pioneering implementation of the Ticket-by-Mail system marks a significant milestone as the first city in Texas to adopt this innovative approach to parking enforcement.

This initiative establishes a trailblazing legal framework for collaboration with the Department of Motor Vehicles (DMV) for secure access to vehicle ownership data.

This collaborative effort sets a precedent for efficient data access and cooperation between local authorities and state agencies in Texas. It paves the way for streamlined processes and provides a model for building secure infrastructure solutions for information sharing between the DMV and Texan municipalities.

The established legal framework and infrastructure developed through Galveston's initiative are valuable assets for future adopters seeking to implement similar systems. By leveraging the groundwork laid by Galveston, other municipalities can expedite their implementation processes, saving time and resources while benefiting from the lessons learned and best practices established. This transferable knowledge and infrastructure will help individual cities and contribute to upgrading parking enforcement practices across Texas.



The Step-by-Step Process for Streamlining Parking Enforcement

Step	Tech Used	Method for Acquisition	Challenges
Implement License Plate Recognition (LPR) technology on vehicles	License Plate Recognition (LPR)	Procurement from gtechna via Sourcewell	Integration with existing systems
Integrate LPR technology with parking enforcement software	Parking Enforcement Software	Procurement from gtechna via Sourcewell	Data integration and compatibility
Implement Pay-by-Plate and Pay-by-Phone systems	Parking Management Software, Pay-by-Plate, Pay-by-Phone	Procurement from gtechna via Sourcewell	User adoption
Introduce pay stations	Parking Management Software, pay stations	Procurement from gtechna via Sourcewell	Installation logistics and user education
Establish a legal framework for DMV integration	Parking Management Software, back-office DMV software	State DMV	Legal compliance and stakeholder buy-in
Citation due date extension	Parking Management Back-office	City Planner, City council, buy-in—official update to business rules	Policy adjustments and stakeholder communication
Update parking signage	n/a	Procurement	Design consistency and regulatory compliance
Conduct educational outreach for residents	Media Strategy to reach end-users	PR/Communications firm	Public engagement, perception and buy-in

Why Sourcwell?

Our partners have discovered that Sourcwell significantly simplifies the procurement process, providing them access to top-tier products and services at competitive rates.

- They saved time and money thanks to having immediate access to pre-negotiated contracts, eliminating the need for separate solicitation processes.
- The community resources are used effectively, as Sourcwell gives access to national procurement networks while maintaining the flexibility to support local vendors.



Seamless Ticketing with AI LPR Technology

gtechna's AI-powered License Plate Recognition (LPR) system seamlessly integrates with the ticket issuance process, ensuring a streamlined and efficient parking enforcement workflow. This integration allows for real-time identification and cross-referencing of license plates, automating the ticketing process for violations without manual intervention.

About Ticket-by-Mail

Ticket-by-Mail offers a comprehensive parking enforcement solution that seamlessly integrates automated direct mail citations with License Plate Recognition (LPR). This end-to-end system addresses operational challenges while meeting end-user expectations. Officers can expedite ticket processing, alleviating administrative burdens. Cities employing Ticket-by-Mail have witnessed increased compliance, reduced abuse of parking privileges, and improved public safety.

