

# Town of Castle Rock Parking Data Collection Notice

## COLLECTION OVERVIEW

As part of the Town of Castle Rock Downtown Parking Study and Plan, staff from consultant Kimley-Horn and Associates will be conducting parking counts using License Plate Recognition (LPR) technology in Downtown Castle Rock at various times throughout July, August, and September. The intent of this effort is to count the number of parked vehicles in the area in order to inform the parking plan.

The mobile LPR equipment uses a dual camera configuration, placed on the roof of the data collection vehicle. The vehicle will be driving around the study area counting the number of vehicles parked on-street, in surface lots and in parking garages. The study area is provided on the following page.

For the purposes of this study, LPR technology will be used to take reads on license plates so that we are able to determine parking occupancy and turnover. The data collected by the LPR unit is limited to a license plate number, the time stamp the read was taken, and a GPS location. We are not able to receive registration information or any other personal identification information related to the license plate number. The license plate number is simply used to be able to count the number of vehicles in the parking facilities. A unique identifier will be assigned to each license plate “read” and will replace the license plate number. Once this unique identifier is assigned, the license plate numbers will be deleted from the database. The license plate information will not be stored by Kimley-Horn or the Town of Castle Rock.



*LPR camera equipment*



*Kimley-Horn vehicle to be used during data collection*

For more information about the Downtown Parking Study and Plan, please contact Kristin Zagurski, Senior Management Analyst, Town of Castle Rock, at [kzagurski@CRgov.com](mailto:kzagurski@CRgov.com) or 720.733.3552.

# Data Collection Area Map

