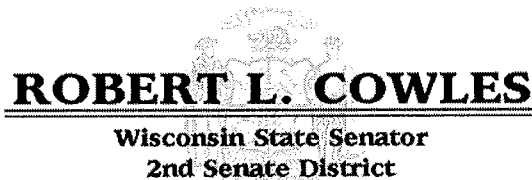


STANDING COMMITTEES:

Natural Resources & Energy, Chair  
Transportation, Veterans, & Military Affairs



JOINT COMMITTEES:  
Audit Committee, Co-Chair

## **Senate Bill 4 – Alternate Immobilization Devices**

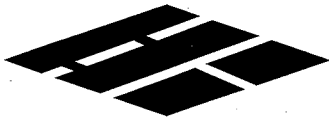
### **Senator Robert Cowles- February 19, 2019**

Thank you Chairman Stroebel and Committee Members for the opportunity to discuss Senate Bill 4 relating to alternate immobilization devices for parking enforcement. On the heels of 2017 Act 286 that authorized any municipality to enact an ordinance for the immobilization of vehicles owned by “habitual parking violators”, Senate Bill 4 simply removes a statutory burden that has prevented municipalities that wish to deal with habitual parking violators in a cost effective, convenient, modern, and ultimately safer manner.

While unpaid parking tickets and “The Boot” have been in lockstep with each other for a generation, new parking enforcement products have entered the market to immobilize vehicles that provide flexibility and services to municipalities, law enforcement, and even parking violators. Under current law, there is a definition that requires that an immobilization device be affixed around a wheel. This prevents new products that can immobilize a vehicle on the windshield, brakes, or electronically instead of around the wheel from being used.

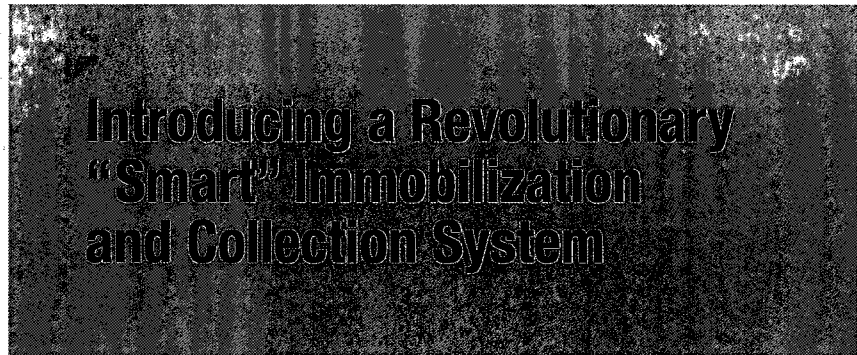
Additionally, new products also have the potential to be unlocked remotely through automated or manned telephone payment systems that reduce the need for additional resources and personnel to conduct payment and device removal. Automated services like these also reduce potential safety concerns when municipal employees or law enforcement officers are required to confront irritated and potentially disgruntled parking violators. Senate Bill 4 cleans up antiquated statutory language to let Wisconsin municipalities utilize these new products to better administer their parking enforcement and make it more user-friendly for the parking violator. This legislation does nothing to change the manner in which parking enforcement operates nor does it require any changes by local governments, but instead is merely a new opportunity for municipalities and law enforcement agency to take advantage of new products.

This legislation is supported by the League of Wisconsin Municipalities, The City of Milwaukee, and the Wisconsin Chiefs of Police Association. Thank you again for the opportunity to discuss 2019 Senate Bill 4.



**STREET AND LOT**

Traffic and Parking Control Products



**THE BARNACLE**

Street and Lot would like to introduce you to a revolutionary "smart" immobilization device that minimizes the cost to collect on scofflaws, deploys faster and more safely than the boot, and substantially increases the number of fines you can capture annually.

This new immobilization and collection system called **The Barnacle**, is currently being used by cities across America. From Illinois to Wisconsin to Florida to Nevada to California to name a few and it will be operational in many other states and municipalities in the first quarter of 2019.

**The Barnacle** is both an "immobilization device" and a "fines collection device." This light-weight (approx. 16 pound) immobilization device is deployed on the windshield of a car or truck to impede vision, so the motorist cannot drive the vehicle. The device is also equipped with GPS tracking and an alarm to deter the motorist from tampering or driving away while it is deployed.

On the collections side, a motorist can remove **The Barnacle** after calling the toll-free number displayed on it and paying their citations in full. We then provide them with a 4-digit code, which the motorist simply inputs into the keypad to release the device. The motorist is then responsible for returning the device to a drop location within 24 hours. Because of the motorist's ability to regain the use of their car in as little as 15 minutes, **The Barnacle** is perceived as far less invasive and onerous than the boot.

*One of the key benefits of The Barnacle for municipalities and the police is that there are virtually no upfront costs to acquire the Barnacle devices and software.*

We are reimbursed through a small release fee that covers all of the devices, software and customer service support. With the number of scofflaws that most cities have on their collections list every year, **The Barnacle** offers a much more effective and efficient collection solution than the current towing and booting programs that most cities are using.

**The Barnacle** system also uses Open API Software, which allows it to interface with any current enforcement software.

If you have any questions please feel free to contact us at any time. We would be glad to set up a face-to-face meeting with you and anyone else you feel appropriate to demonstrate **The Barnacle's** effectiveness.

We look forward to hearing from you.

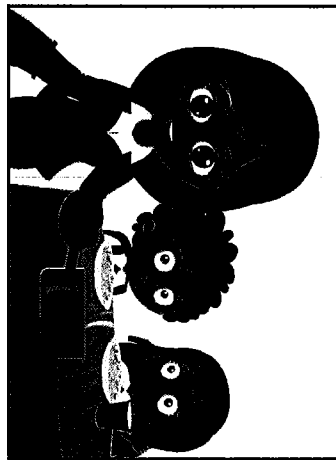
# THE BARNACLE

IMMOBILIZATION AND COLLECTION SYSTEM

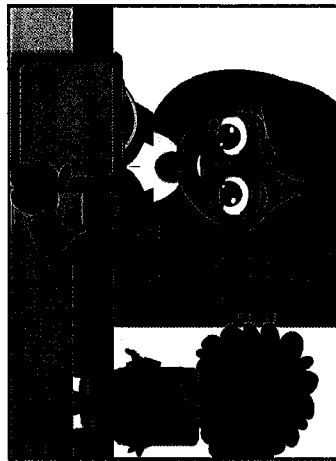
*"The Simple Solution"*

HOME OF THE BARNACLE

**STREET AND LOT**  
Traffic and Parking Control Products



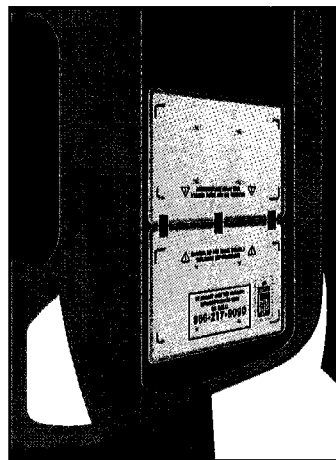
Here is Maria making breakfast for her kids.



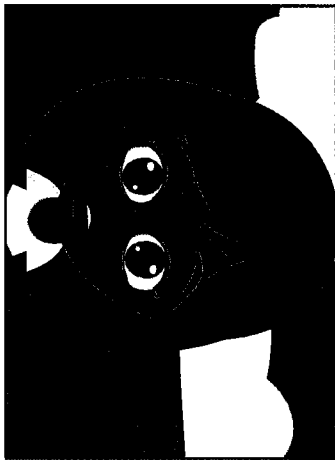
This is Maria getting her kids ready for school.



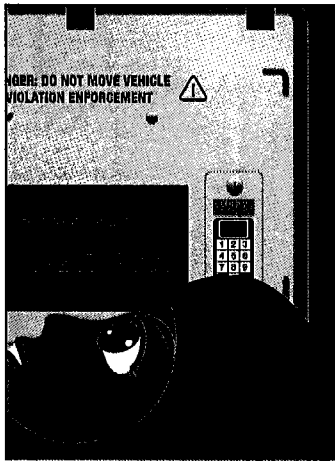
This is Maria going to her car to go to work.



This is Maria's car with a ..... BARNACLE!



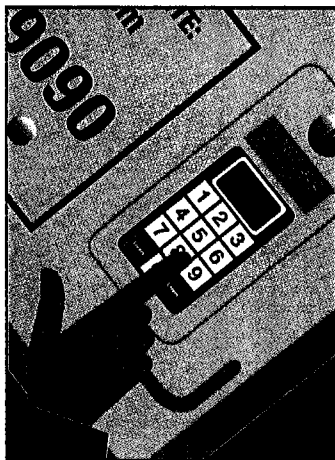
"OHHH NOOOOO! I have to get to work."



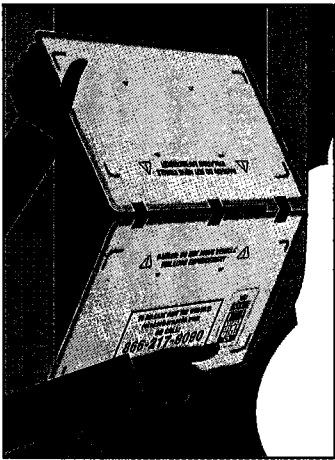
Maria reads the sign on the Barnacle and calls the number.



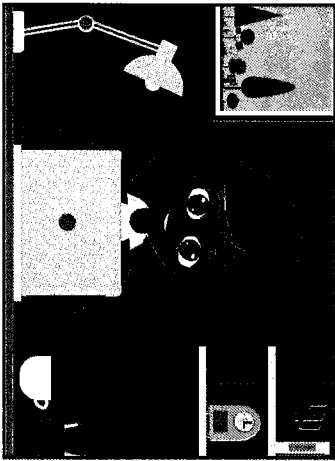
Maria hears "You owe \$250.00 for parking tickets, plus a release fee. What credit card would you like to use." Maria uses a credit card to pay her fine.



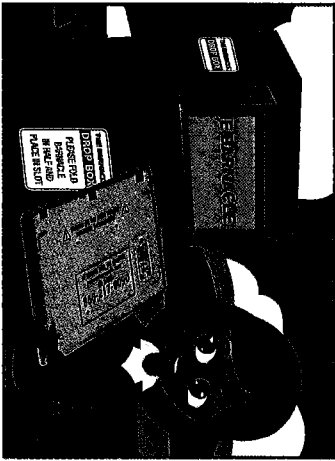
The voice on the telephone says "enter 2468 on the keypad to release the Barnacle. You must drop off the Barnacle at the nearest drop box at 18th and State Street within 24 hours."



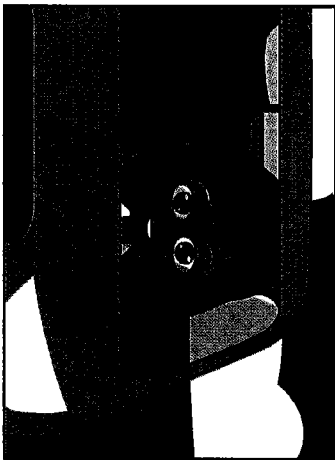
Maria safely and easily removes the Barnacle.



This is Maria happily at work on time.



This is Maria dropping off the Barnacle at the drop box on her way home from work.



An upsetting situation solved quickly and simply.

# THERE'S A BETTER WAY TO IMMOBILIZE AND COLLECT TICKET SCOFFLAWS...



## THE BARNACLE

IMMOBILIZATION AND COLLECTION SYSTEM

Safe, Easy Deployment • Anti-Tamper Alarm • GPS-Enabled • Motorist-Releasable

Using the latest materials and "smart" technology, the Barnacle attaches securely to the windshield, obstructing the view and immobilizing the vehicle. The Barnacle makes the process of immobilization and collection of scofflaws easier for all parties involved: administration, enforcement personnel, and... even violators. Plus, it significantly increases collections and revenue.

### The Barnacle Provides

- Increased Collections and Revenue
- Motorist Friendly Collection and Release
- Virtually No Equipment Cost
- Minimal Replacement Costs
- High Visibility to Deter Other Drivers
- GPS Enabled Devices - Real Time Tamper Alerts
- Integration with Existing Enforcement Software



**STREET AND LOT**

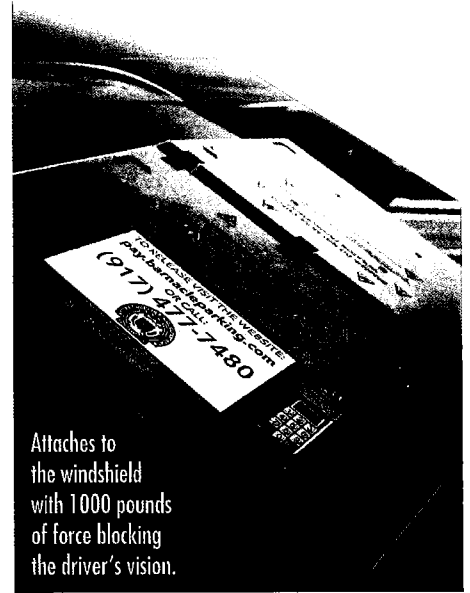
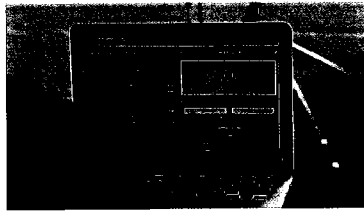
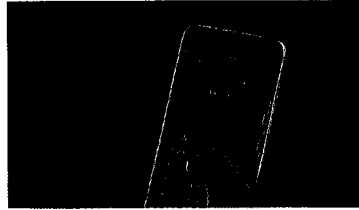
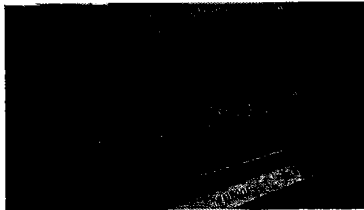
Traffic and Parking Control Products

Call Brandon 502.500.0094 [www.streetandlot.com](http://www.streetandlot.com)

# THE BARRACADE IMMOBILIZATION AND COLLECTION SYSTEM

## THE INTELLIGENT IMMOBILIZATION AND COLLECTION SYSTEM

GPS TRACKED • ANTITAMPER ALARM  
DEPLOYS IN SECONDS • REAL TIME ALERTS  
MOTORIST RELEASABLE



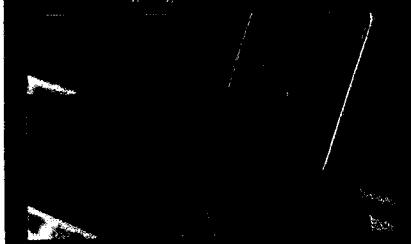
Attaches to the windshield with 1000 pounds of force blocking the driver's vision.

### UTILIZED BY

Municipalities – Parking Operators – Property Managers – Security Companies - Hospitals  
Universities – Tow Operators – Law Enforcement – Collections Agencies - Event Operators

Motorist can release over the phone or online – average time to release is 5 minutes.

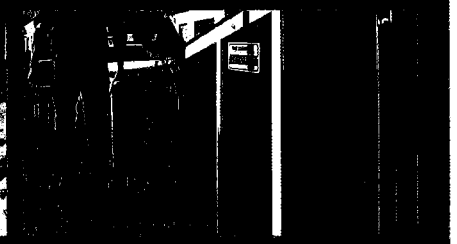
Motorist calls the number listed on the deployed Barracade.



Pays the amount due on his phone to release it.



Returns the Barracade within 24hrs to drop-off location.



- LIGHTWEIGHT (16 lbs)
- SAFE CURBSIDE DEPLOYMENT
- NO DAMAGE TO VEHICLE
- TOWABLE WHEN DEPLOYED
- INCREASE EFFICIENCY
- IMPROVES CUSTOMER OR MOTORIST EXPERIENCE
- INCREASE FINE COLLECTION
- IMPROVE PARKING BEHAVIORS