Dynamic Parking Pricing: supporting policy outcomes

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2012 Annual POLIS Conference, Perugia
### Xerox: A Leader in Transportation

<table>
<thead>
<tr>
<th>Number</th>
<th>Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Million roadway violations processed</td>
</tr>
<tr>
<td>35</td>
<td>Countries use Xerox solutions in transportation</td>
</tr>
<tr>
<td>37</td>
<td>Billion dollars public transport fare transactions processed annually</td>
</tr>
<tr>
<td>4</td>
<td>Billion dollars in toll collected annually for our clients</td>
</tr>
<tr>
<td>#1</td>
<td>Worldwide rank in transportation services to governments</td>
</tr>
<tr>
<td>1100</td>
<td>Enforcement cameras installed</td>
</tr>
<tr>
<td>40</td>
<td>Percent of the busiest airports in the USA rely on Xerox parking technology</td>
</tr>
<tr>
<td>50</td>
<td>Percent of all US electronic toll collection processed</td>
</tr>
<tr>
<td>100</td>
<td>Million plus public transport tickets processed daily</td>
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</tbody>
</table>
On-street Parking Overview

Delivering intelligent parking and collection solutions for local authorities that optimize compliance, revenue and the customer experience.

End-to-end Service Capabilities

<table>
<thead>
<tr>
<th>Systems Integration</th>
<th>Field Technology</th>
<th>Violations Processing</th>
<th>Innovation</th>
<th>Infrastructure Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardware neutral integration</td>
<td>Meters</td>
<td>Issuance training</td>
<td>3 research centers</td>
<td>Technology financing</td>
</tr>
<tr>
<td>Enterprise level back-end system</td>
<td>Handhelds</td>
<td>Handheld software</td>
<td>Dynamic pricing</td>
<td>Build – operate – transfer (BOT)</td>
</tr>
<tr>
<td>Mission-critical implementation</td>
<td>Sensors</td>
<td>Pay by web, IVR</td>
<td>Real-time info systems</td>
<td>Revenue sharing contracts</td>
</tr>
<tr>
<td>On-going project management</td>
<td>Pay-by-cell</td>
<td>Adjudication support</td>
<td>Account-based systems</td>
<td>Long-term concessions</td>
</tr>
<tr>
<td>Client dashboards</td>
<td>Photo enforcement</td>
<td>Customer service center</td>
<td>Over 15 patents pending</td>
<td>Internal financing</td>
</tr>
<tr>
<td>etc.</td>
<td>Boot &amp; Tow</td>
<td>Delinquent collections</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Scotland
- NSL - City of Edinburgh Council

England
- Brighton & Hove City Council
- 78 others

N. Ireland
- Northern Ireland (DRDNI)

Wales
- Denbighshire County Council
- 6 others

Netherlands
- The Hague
Transport Policy and Business drivers

Authorities
- Safety
- Efficiency
- Mobility
- Environment
- Economy
- Accessibility
- Quality of life
- Health
- Inclusion

Business
- Stakeholders
- Compliance
- Competitiveness
- Service levels
- Scalability
- Security/Safety
- Loyalty
Intelligent Transport Systems

- Safer
- Surer
- Smoother
- Smarter
- Simpler

- Support Policy
- Enabled by technology
- Capture benefits
- Work differently
Capture once use many
Integrated services the ITS model
Challenges

Transportation Challenges
• Break (-) link transport and economic activity
• Address growing congestion on the roadways
• Improve safety
• Minimize vehicle emissions
• Identify new funding sources
• Maximize current infrastructure/technology
• Improve customer experience
• Secure existing and enable new revenue streams

Public Sector Challenges
• Enable joined up government working
• Drive efficiency
• Exploit current assets
• Enable flexible working
• Reduce cost of services
• Enable reliable and consistent services
Key objectives parking services

The Customer Experience

Create deterrence by maximizing collections.
- Enforcement officer training
- Productivity studies
- Noticing and collections

Street Operations

Optimize space utilization and revenue.
- Appropriate meter technology by area
- Device management (meters, sensors, etc.)
- Stakeholder integration (residents, merchants, etc.)

System Support and Analytics

Reduce costs by boosting productivity.
- Dashboard views and reports
- Periodic consulting studies
- Dynamic pricing system

Compliance

Reduce the time a customer spends on parking.
- More convenient payment options
- Parking guidance systems
- Exceptional customer support via phone, web, etc.

Total Parking Management
Parking is only the start of your journey
Dynamic parking pricing

Short VIDEO
Dynamic parking pricing

• Intelligence based
• Locally calibration
• Influence demand
• Adapt to situations
• Optimise parking capacity
• Determine revenue
• Maximise policy outcomes
• Improve services
Thank you for your interest

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