The parking ecosystem – Using parking data to balance supply and demand

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The problem of mismanaged parking space

Inefficiency

Lack of data

High congestion

Long parking search time

Unoptimised tariffs and arbitrary selected parking zones that are not based on demand and supply causes inefficiency.

City planning and parking operations are inefficient without a cohesive overview of the parking infrastructure.

Congestion hampers accessibility and causes polluting emissions. Reducing these effects makes the city more livable.

Long parking searches costs time and money and cause frustration with residents and city guests.

Helping cities make better policies
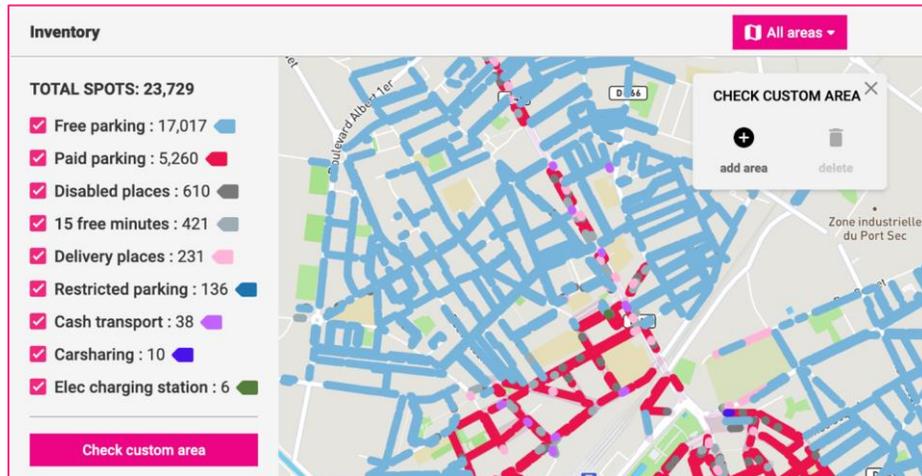
Parking Supply

Get a clear picture of the parking supply; where the parking spaces are located and how many there are, with access to a digital sign library to know what rules and restrictions apply and the allowed parking duration.
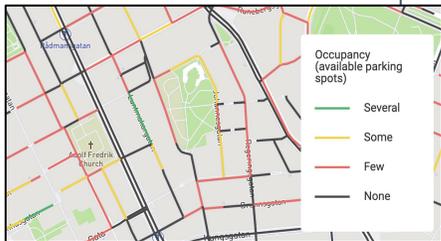

Parking Demand

Look at the parking demand in each street section. Know the average parking search time for the area and take informed action towards determining the correct pricing and zoning.

The operation
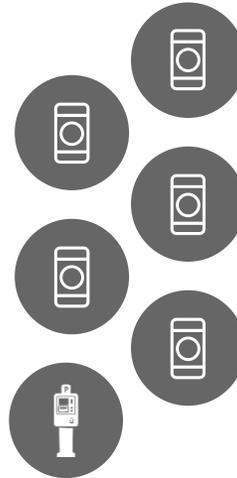# Operational Parking Data from the smartHUB

DEMAND
Consumer groups

SERVICES

ENABLERS
Multi providers
Multi technology

SUPPLY
City assets

CONTROLLING

Camera parking

CarPlay

Permits

In-car integration

Find & park

Mobile paid parking

EV charging

Off-street

smartHUB

PDAs

Scan cars

Occupancy (available parking spots)
- Several
- Some
- Few
- None

Inventory

All areas ▾

TOTAL SPOTS: 23,729

CHECK CUSTOM AREA ✕

- Free parking : 17,017
- Paid parking : 5,260
- Disabled places : 610
- 15 free minutes : 421
- Delivery places : 231
- Restricted parking : 136
- Cash transport : 38
- Carsharing : 10
- Elec charging station : 6

add area   delete

Check custom area

The supply
Parking inventory

Determine the types and number of parking spaces available in each tariff zone.

**Inspect** different street segments and see what restrictions apply.

View all parking spaces, including electric vehicles, disabled parking and loading zones with the click of a button.

What does my parking inventory looks like?

What kind of parking space do I have and where?

Given the demand profile are my policies such as zoning, pricing and permit well balanced?

Where are my paid parking zones?
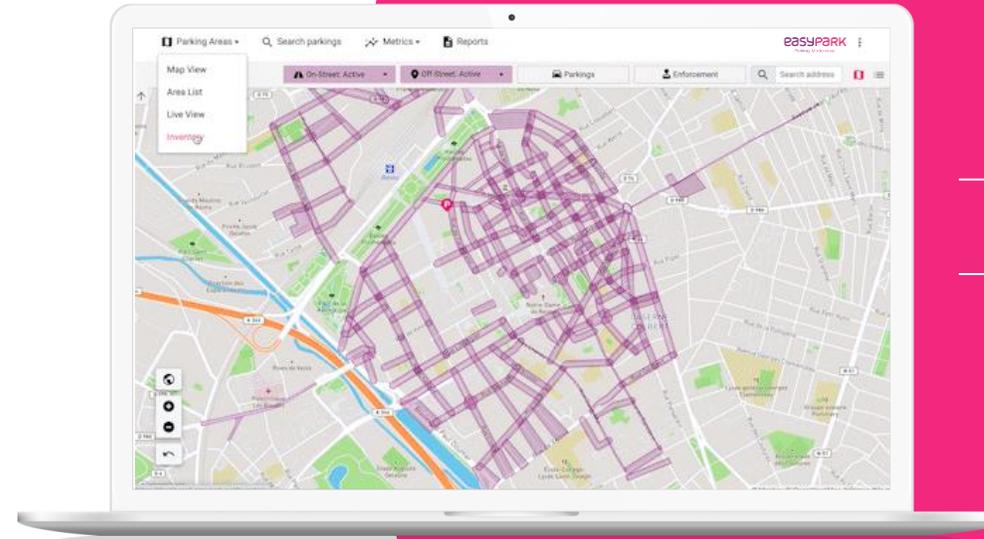
The demand
Parking Occupancy

Discover which streets and areas are most sought-after and figure out the probability of finding an open spot at any given time.

Additionally, our algorithm **predicts** how long visitors will need to spend searching for a parking space on average.

What does my parking demand profile look like for a time and day in certain parts of the city?

What does parking behaviour look like outside of my regulated/paid zone?

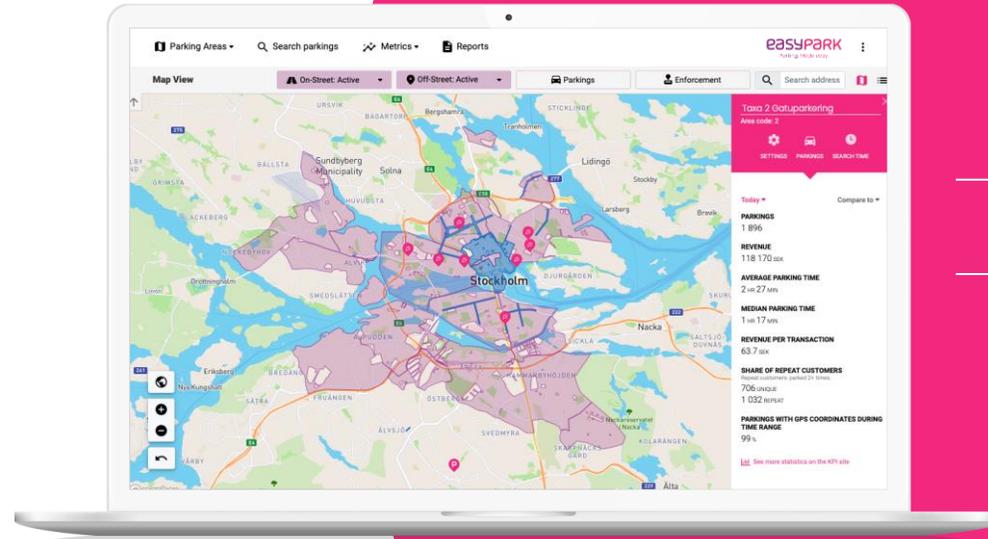What's the average duration it takes drivers to find parking?

What are the effects of my current parking policies on curb-side rotation?
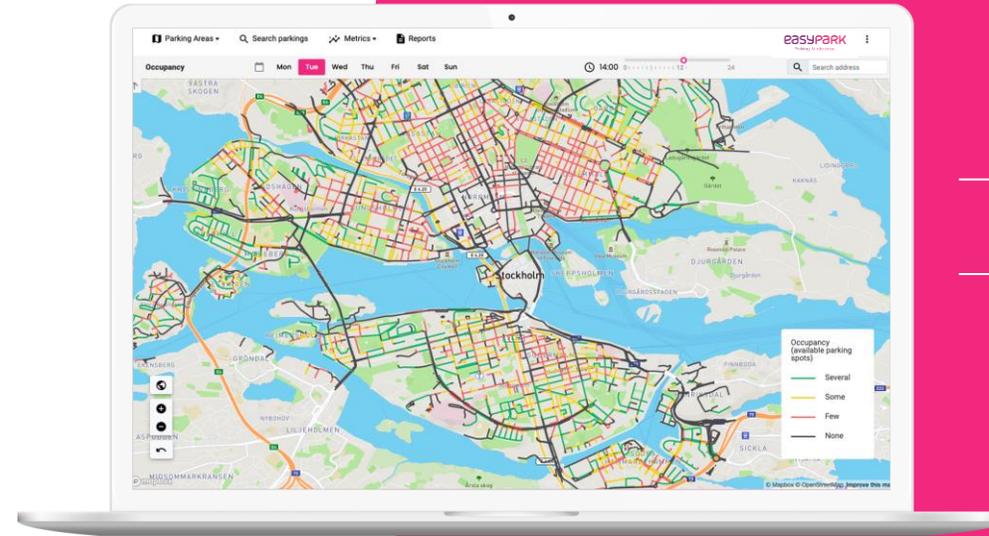
The operation
Operational Parking Data

Track your zoning, pricing, enforcement, revenue, and other operational data in light of your inventory and occupancy.

Can I show operational statistics for any part of the city and compare any time region to any other, with a click of a button?
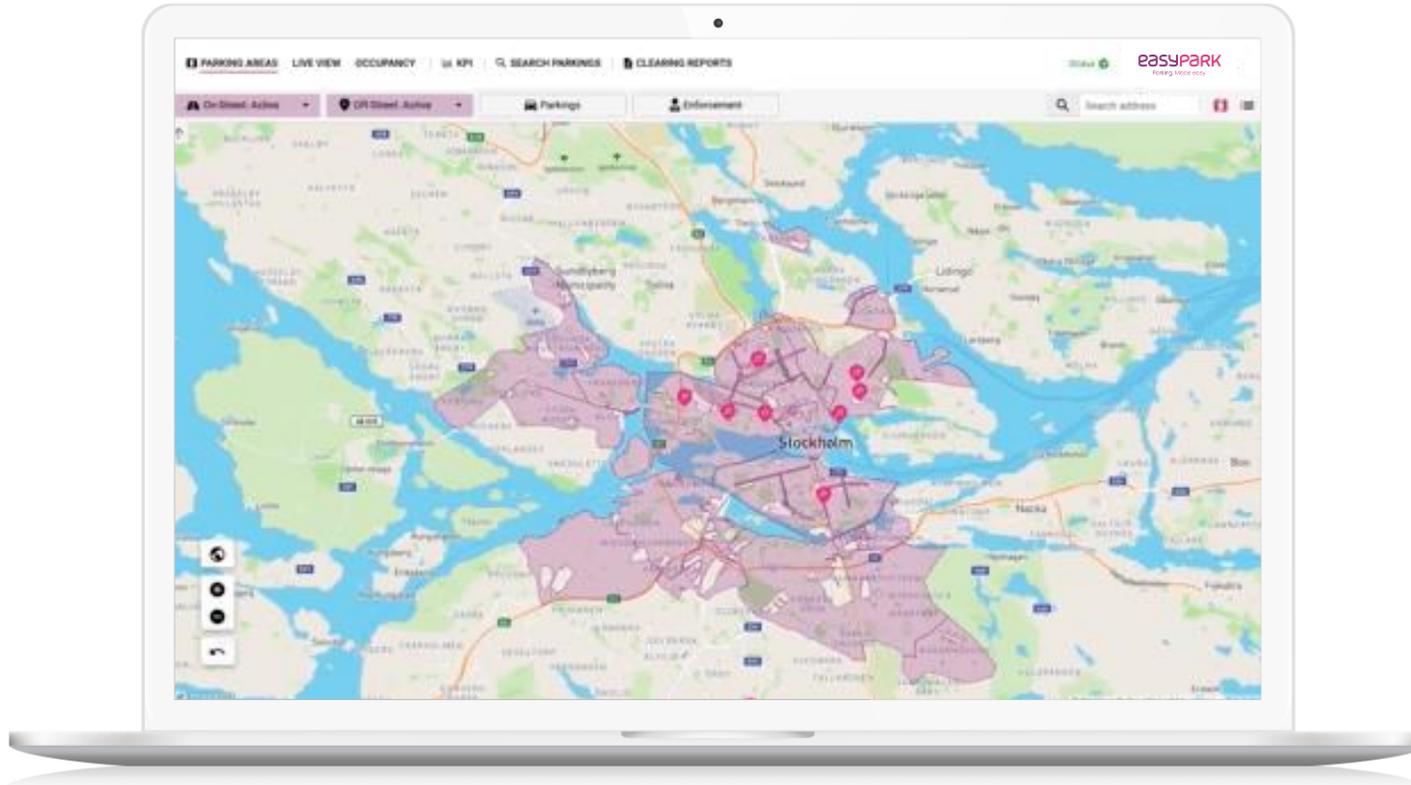
Can I measure the seasonality of my parking transactions?

Do I know the average parking time per area from a demand perspective? For a particular time of the day?

Am I under-enforcing or over-enforcing in a particular location or time of the day?

The operation
Operational Parking Data

Capabilities:

- Visualise enforcement and quick transaction checks when handling fine appeals.

- Financial and operational overview of the city today and parking behavioural patterns.

- Gain insight on the next steps to optimise, estimate and measure the impact of actions on key metrics.