



## SMART PARKING

REDUCING CONGESTION,  
POLLUTION AND STRESS



As city centers are revitalized, new businesses, developments and residents are moving in, driving the demand for more parking spaces. Municipalities are turning to smart parking initiatives to boost revenue, lower the cost of parking enforcement and make parking more convenient for both residents and visitors.

### THE REALITIES OF CITY PARKING

When parking spots are difficult to find, the stress and frustration can contribute to a reduced quality of life for drivers—but there are drawbacks for the entire community. Cars idling and circling the block in search of parking generate pollution, noise and traffic congestion. This chokes the mobility of the municipality, lengthening commutes and slowing the response times of emergency vehicles.

A lack of parking can also be a drag on a city's economy, as drivers who cannot find parking are less likely to walk into local businesses. Often, the success of entertainment venues, sporting events and festivals depends on attracting people from outside of the local area who come by car and park in spaces that can generate revenue for the municipality.

## IMPLEMENTING SMART PARKING MEASURES

Smart parking solutions embed sensors into the curb of each parking spot—or use cameras trained on the spots—to determine if the space is occupied and for how long the vehicle has been parked. This data can be relayed via various networks, allowing drivers to access an app on their smart device to be alerted to spots available in their area—or even reserve a spot in advance.

Smart parking initiatives can also use predictive data analysis to let drivers know which areas are likely to have spots open based on past usage, time of day and rules in effect. In addition, meters can be enhanced with clear visual cues so drivers can quickly tell if a spot is legal without stopping short and risking an accident.

Parking authorities can share real-time information via parking apps to show areas where parking is restricted due to special events or emergencies. They can also better monitor for parking violations, such as expired meters or incorrect zone parking.

## BETTER PARKING EXPERIENCES FOR IMPROVED COMMUNITIES

Smart parking can reduce driver stress, noise and pollution. The alleviation of traffic congestion eases commutes, provides faster delivery of commercial goods, and can speed the arrival of emergency response teams. Local businesses benefit when drivers, finding it easy to park and walk around, become more likely to shop and dine.

In addition to quality of life improvements, efficiently filling and turning over parking spots can drive revenue from more municipal parking fees. And an easy, stress-free parking experience can keep visitors coming back to stimulate the local economy.

The implications of smart parking systems are far-reaching. The data collected can help municipal leaders make better decisions regarding traffic regulations and optimize real estate use for parking or other purposes. Data can also provide information to help identify needed street repairs—turning smarter cities into safer cities.