

A TALE OF TWO CITIES

Parking Matters®! An increasing number of cities are re-thinking parking by taking advantage of the revolution in technology, innovation, and sustainability that has transformed the industry during the past few years.

Smart parking is where technology, economics, and the customer experience converge to create more livable, sustainable communities. Collaboration between parking experts and decision-makers early in the planning phase of any project can reap big rewards.

Smart parking can include:

- Credit card accepting payment technologies
- Pay-by-cell functionality
- Parking guidance technologies
- Real-time data and analytics
- Sustainable technology, design, and innovation
- Real-time and predictive enforcement and collections
- Demand-based pricing

✓ WITH SMART PARKING



10%

reduction in congestion levels, which leads to a 2.1% improvement in the local GDP

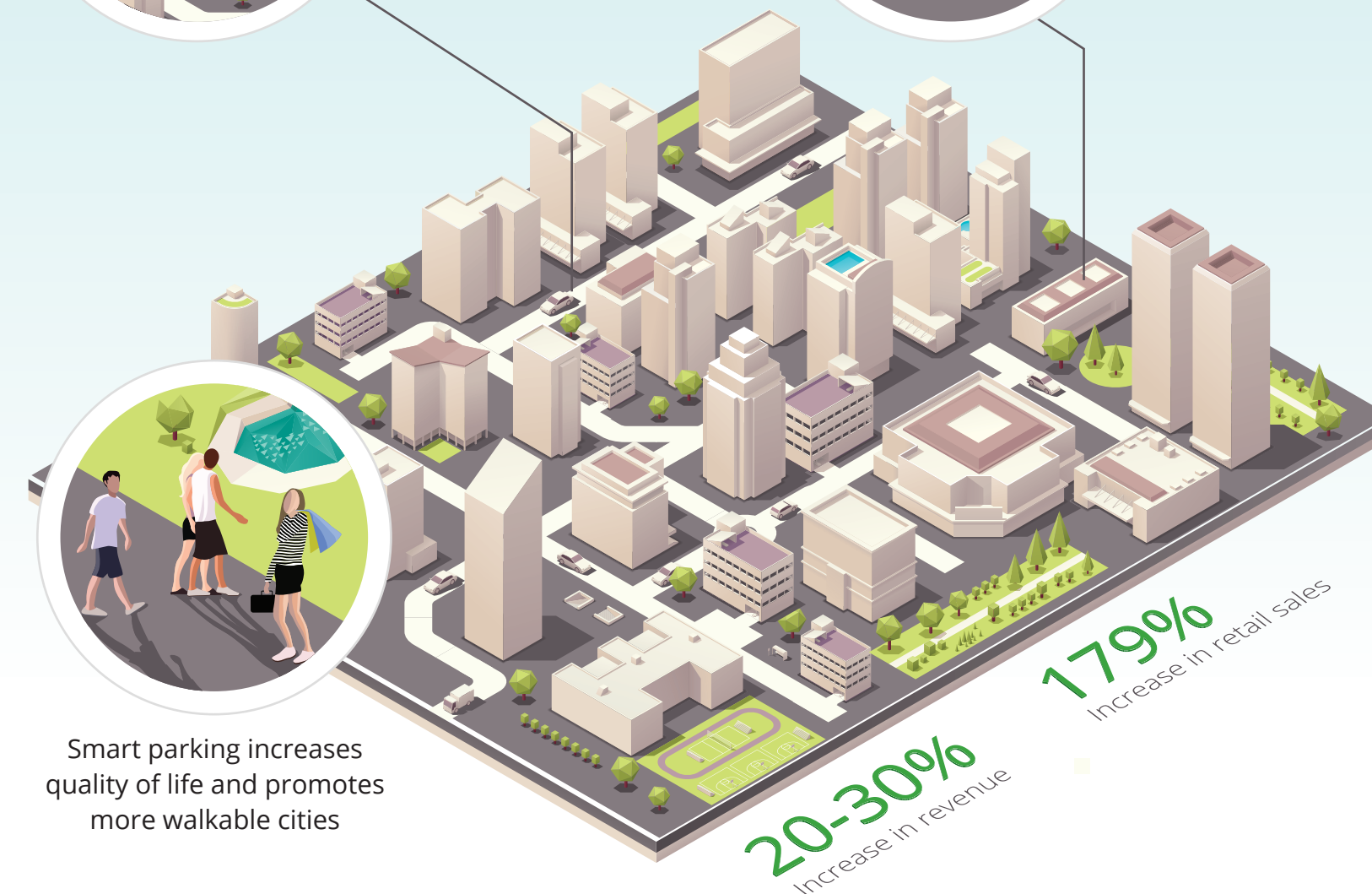


43%

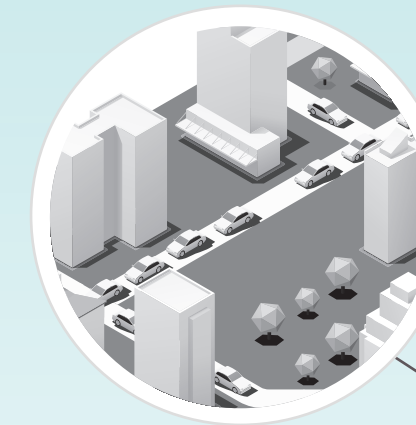
less time spent driving in cities, which equates to 21% fewer miles driven



Smart parking increases quality of life and promotes more walkable cities

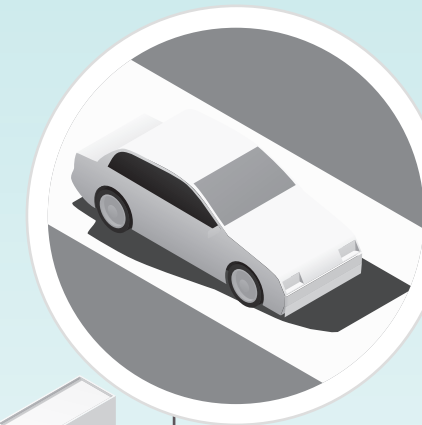


✗ WITHOUT SMART PARKING



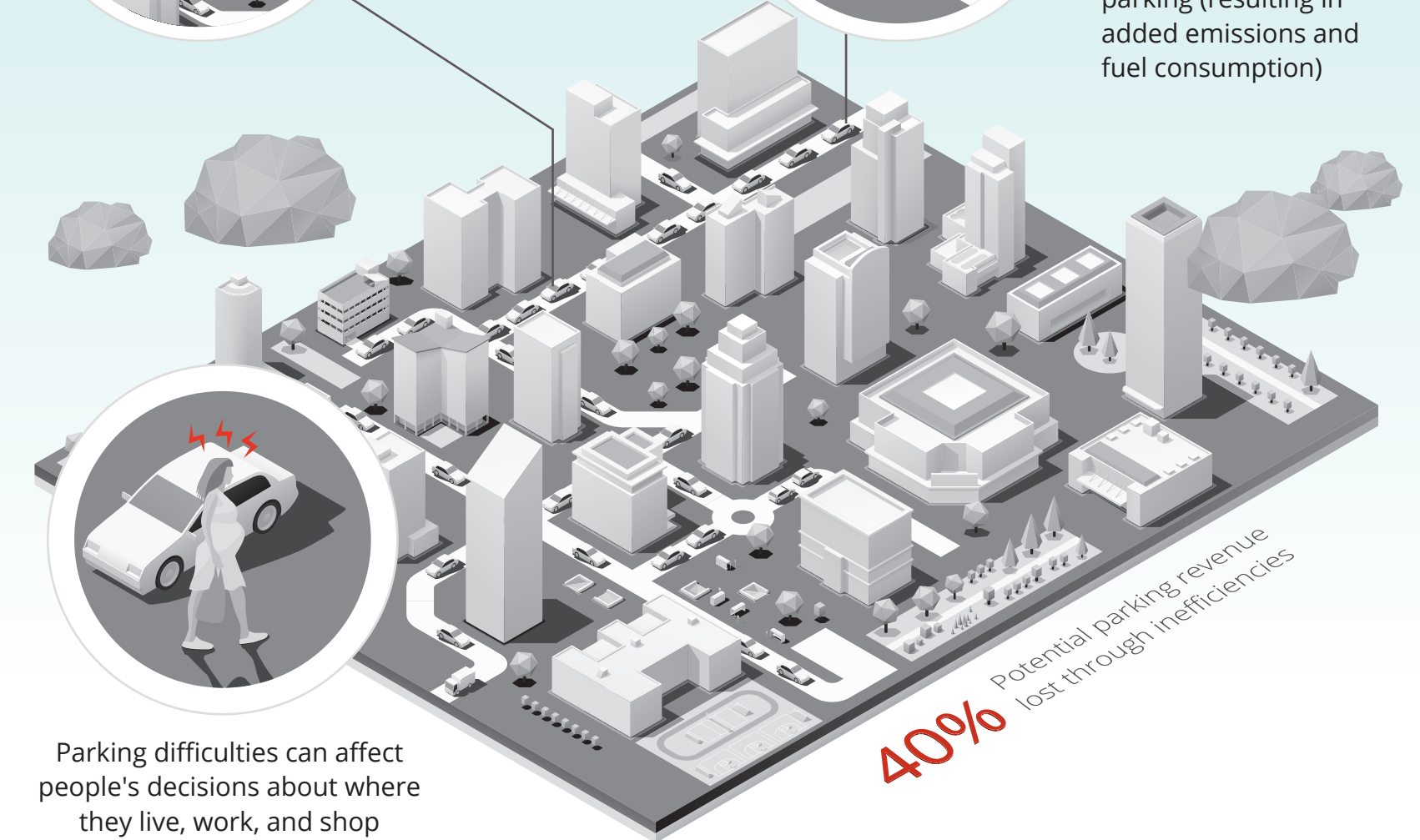
30%

of urban traffic is caused by people circling the block searching for parking



950K

miles driven in a 15-block area of Los Angeles in one year by drivers looking for parking (resulting in added emissions and fuel consumption)



Smart parking helps if you're constrained by existing resources, limited budgets, and aging infrastructure. **Here's why:**

248 Million

Number of cars and light trucks on the road in the U.S., third quarter, 2013

95%

Amount of a car's life spent sitting in a garage, lot, or parked on the street

90%

Growth in the number of registered vehicles in the U.S. since 1970

\$121 Billion

Total cost of traffic congestion in 2011

Sources:
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Measuring the Street: New Metrics for 21st Century Streets, NYCDOT, October 2012
Infographic: The Good, The Bad, The Brilliant, Streetline, Inc., 2013
Smarter Transportation, Smart Cities Report, IBM 2011
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"The Costs of Highway Congestion," David Morgan, ABC News, February 15, 2014

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