

Parking -What the customers look like

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Parking: My journey so far

- For me, the journey began 23 years ago
- Before parking was decriminalised
 - 1st exhibition was Parkex – Telford
- Characters I met in my early years
- Many advances in the parking sector since then:
 - Legislative changes – 84, RTA91 and TMA
 - 2-way real-time Mobile Communications to CEO
 - GPS tracking
 - ANPR
- These changes all help to drive and improve compliance
- Parking is a business
 - Large revenues
 - Office improvements



How big is UK Parking?



c.7000 Car Parks
c.17000 including
Healthcare &
Higher Education
(BPA, 2013)



Local Authority
Private
TOC's
Retail
Airport



c. 8-11 million
spaces in UK
(under-
represents non-
regulated)
(BPA, 2013)



Europe North
America worth
c.£5 billion rise
to c.£32 billion
by 2025 (Frost &
Sullivan 2014)



34.5 million
licenced vehicles
on the road
(Juggins, 2013)



Most of these
vehicles spend
90 % of time
parked up
(Juggins, 2013)

2 million smart
parking spaces
to be installed by
2021
(Juniper Research,
2016)



Saves 4.2 billion
man hours p.a. by
2021, ,saving a
working day p.a.
(Juniper Research,
2016)



£30 billion
funding
earmarked in
Smart Cities
arena



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'Facts' behind finding a space

- 30% of congestion is finding a space (average from studies 1927-2001):
 - 6 Minutes 45 Seconds – increased up to 20 Minutes for major cities
 - 2546 Hours
 - 106 days of your life
- Suppose 6 minutes to find a space, one space accommodates 10 cars per day:
 - 6 minutes for parking in a space 10 times a day creates **60 vehicle-minutes** of travel per space per day
 - 60 minutes of driving at 10 miles per hour creates 6 vehicle miles travelled per space per day
- Imagine 100 spaces:
 - 6 miles a day for 100 parking spaces creates 600 extra miles travelled per day
 - 600 extra miles travelled a day for 365 days creates 219,000 **miles travelled per year!**
 - If the average car gets 30 miles per gallon, the fuel wasted driving for these 100 spaces would amount to **9,125 wasted gallons of fuel!**



Why is Parking so Integral

Every journey ends with parking a vehicle:

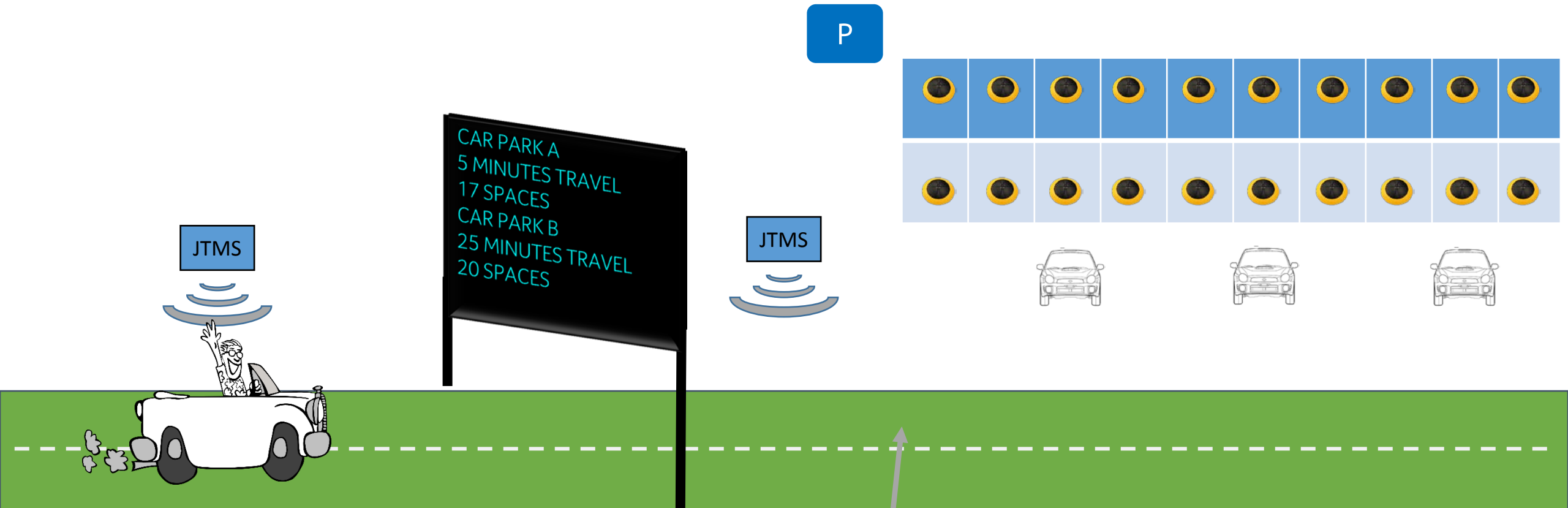
- Local Authority
- Leisure
- Retail
- Residential
- Transport
 - Rail
 - Airports
 - Ferry ports
 - Park & Ride
 - Service Areas

All journeys are dependant on the network to park

How can technology make journeys better?

- Multi modal journey planning - most effective A to B
 - Car
 - Rail
 - Bus
 - Cycle
- Dependant on real-time availability
 - Otherwise car is the liability
- How can you collect space availability
 - Bay Sensor
 - Camera- computer vision
 - Loops/radar
- Present Space Availability
 - VMS – Full Matrix RGB multi purpose
 - APP
 - In Car
- Utilising Journey Time to provide an added level of intelligence
- Help reduce Co2 through technology





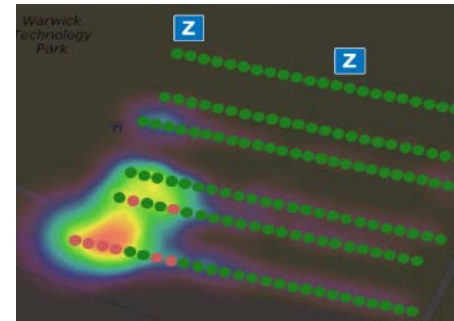
SMS



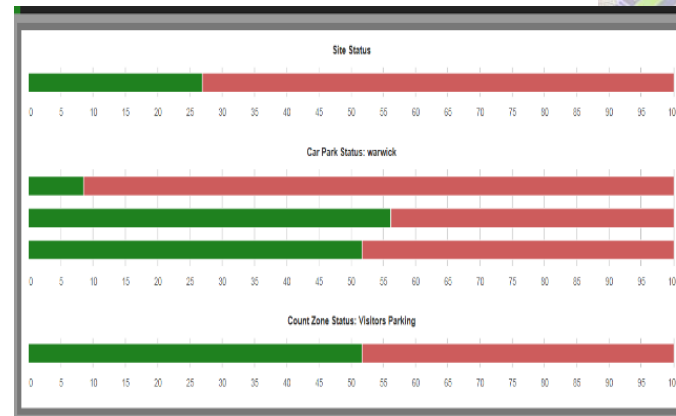
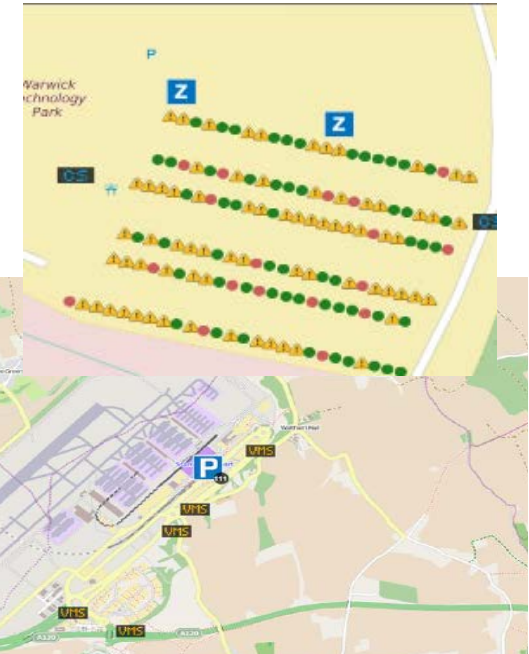
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Supporting effective car park management

- Integrated, innovative solutions
- Combine technologies for increased accuracy
- Provide a holistic overview of the asset:
 - City/town
 - Street
 - Car park
 - Space
 - Reporting- heat mapping
- Enables the operator to provide better services
- Deliver a proactive and efficient service



- Bay Free
- Bay Occupied
- Overstay



Latest developments and the future

- Real-time availability:
 - Book/reserve in advance
 - Connected car – pay.....the car is the sensor
 - Dynamic guidance to available spaces based on Customers preference.
- Dynamic pricing based on utilisation:
 - Autonomous car parking itself
 - Buying time, not the car
- What is clear is that the parking industry has come a very long way
- Finally, some emotions we have all experienced: initial amusement; confusion; disbelief; amazement; and (eventually!) exhausted relief to see the end!

[BAD PARKING](#)



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