Part 1: Change is Coming

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May, 2015
BIG CHANGE: Does **NOT** Happen Like This...
BIG CHANGE: Happens More Like This...
But...

**Decades** of Changes in IT are Converging

**COMMON THEME:**

**COSTS HAVE MASSIVELY CRASHED!!**

**Software Development**

- COST TO START A BUSINESS
- COST TO RUN A BUSINESS
- COST TO COMMUNICATE
- COST TO CONSUME
Part 2: Change is Coming…
...To Parking

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The Internet of Things (IoT)
Industries getting smarter

TRANSPORTATION
- Cars
- Airplanes
- Transit

REAL ESTATE
- Hotels
- Residential
- Commercial

MUNICIPALITIES
- Enforcement
- Energy
- Fleet MGMT
Parking: little has changed
20 min.

Average time spent looking for parking in Large American cities

Based on Cruising for Parking, Donald Shoup, 2007
$1.2B

New York City’s Annual Parking and Enforcement Revenue

Based on Public Data
30% 

The amount of congestion 
Caused by cars circling the block 
looking for parking 

Based on UCLA study lead by Prof. Donald Shoup
The increase in commerce from a 10% reduction in congestion based on IBM Global Parking Survey, 2011 of 20 Cities

+2% GDP
A Holistic Approach to Parking Pain

Cities/Univ/Corporations
- Revenue loss
- Severe congestion
- Inefficient enforcement/resource allocation
- Environmental impact

Consumers
- Time/fuel waste
- Ineffective payment, pricing & policy systems
- Search based on luck
- Source of stress

Merchants
- Loss of business due to lack of parking
- Customer frustration
- Limited ability to influence conditions
STREETLINE INTEGRATED SMART PARKING PLATFORM

ParkSight™
Parking Analytics Web App

ParkEdge™
Parking Facility Management Web App

Parker™ & ParkerMap™
Consumer Guidance Mobile and Web

Guided Enforcement™
Violation Guidance Web App

Streetline™ Integrated Smart Parking Platform

Inbound APIs

Data Center

Outbound APIs

Gateways: Backhaul to the Internet (Cellular or WiFi)

Ultra-Low Power Wireless Sensing Network

Camera sensing of Lots and Garages
ParkerMap™
• Easily embedded in any website
• Show visitors where to find parking
• Free for local merchants, universities...any website!

“Adding ParkerMap to our website allows us to inform guests of the parking options near our restaurant. It is a clear way to show where parking is available in relation to our location and it was simple and easy to use.”

- Basim Nimri, Owner
Mandaloun Restaurant
Real-time operations status
- Select by area
- Real-time trend analysis
- View Occupancy
- View Potential violations

Historical Operations Analytics
- User configurable reports
- Select area, date, time and day of week
- Occupancy
- Turnover
- Revenue
- Enforcement
Part 3: Change is Good! Period!!!!

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