The City of Dallas and Smart Parking

North Central Texas Council of Governments
August 2, 2017

Donzell Gipson, Assistant Director
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City of Dallas

Presentation Overview

- Defining Smart Parking
- Exploration of Smart Parking Technology Applications and Ideas
- Technology Journey
- Current Parking Apps in Use
- The Future
- Appendix

The City of Dallas and Smart Parking

An overview of the City of Dallas methodology, lessons learned, and bits of information gathered while traveling through the evolving world of smart cities/ parking systems/IoT

Defining Smart Parking

Parking is a parking strategy that combines technology and human innovation in an effort to use as few resources as possible—such as fuel, time and space—to achieve faster, easier and denser parking of vehicles for the majority of time they remain idle."

– Paul Wessel

Director, US Green Building Council - a leader in the intersection of parking, green building, clean technology, renewable energy, smart grid infrastructure, urban planning and sustainable mobility

Defining Smart Parking

Smart Parking is an automated, intelligent way to leave a vehicle in a space for a period of time.

Smart…

(of a device) controlled by a computer, so that it appears to act in an intelligent way

Parking...

1. the act of stopping a vehicle at a place and leaving it there for a period of time
2. a space or an area for leaving vehicles

Oxford Dictionary

Defining Smart Parking

Smart Parking is a system to find the "best way" to park a vehicle.

Smart Parking Technology Applications

What are the best technology applications for the DFW Metroplex right now and in the future....

Smart Parking Technology Applications

It depends on….

- What are your goals?
- What information is available and important?
- What is your budget?
- What do your parkers want?

City of Dallas Exploration of Smart Parking Technology Applications and Ideas

Make informed decisions…

- Gain Knowledge
- Gage community
- Listen to experts
- Study trends
- Engage vendors
- Learn from others

...Create a technology road map

Dallas Public Parking Goals

- Improve Customer Service
- Ensure Operational Efficiency
- Enhance Revenue Management

Dallas Parking Information

- What information did we have?
- What information did we want?
- What information did we need?

City of Dallas Financial Concerns

Finally, you can feed (most of) Dallas' parking meters with a smartphone

By Robert Wilonsky
rwilonsky@dallasnews.com
10:03 am on November 6, 2013 | Permalink

- What could we afford?
- Would it increase revenue?
- Were savings for City/ Customer available?

What the Customers Wanted

Transportation

City of Dallas Finally Partners With ParkMe to Abate Your Parking Woes

By Stephen Young Tue., Feb. 3 2015 at 7:09 AM

Categories: Transportation

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TEXAS NEWS

NEWS FROM AROUND THE STATE OF TEXAS

NEWS > LOCAL

New App Makes Dallas Parking Easier

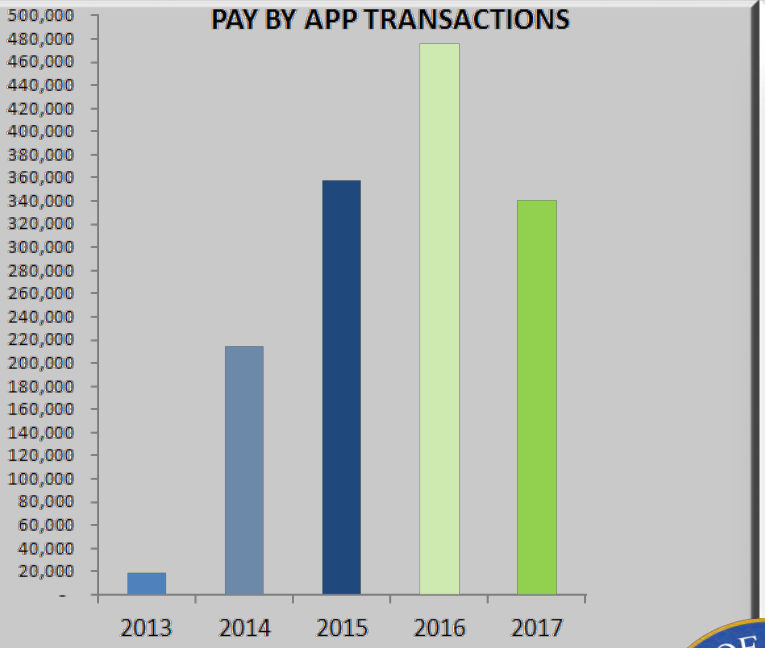
By Campbell Flemmons

- Multiple parking payment options
- Better way finding/branding
- Technology to promote parking- variable signage & real time space data
- Modernize meter technology
- Pay-By-Cell Phone

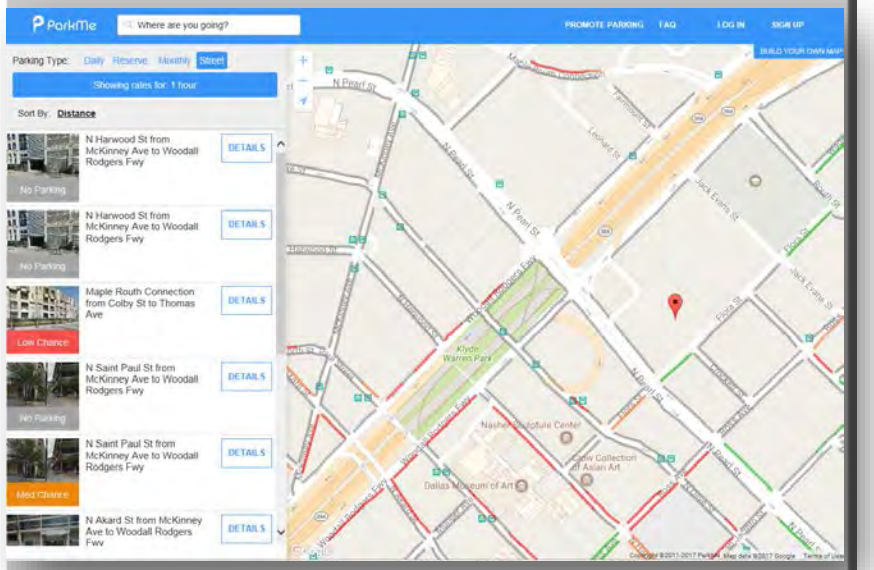
Traveling with the Technology Road Map

PARKING APPS

Compatible for modernization	Affordable	Increase Revenue and/or provide savings	Improve needed/wanted information	Improve Customer Service	Ensure Operational Efficiency	Enhance Revenue Management



MOBILE PAYMENT APP

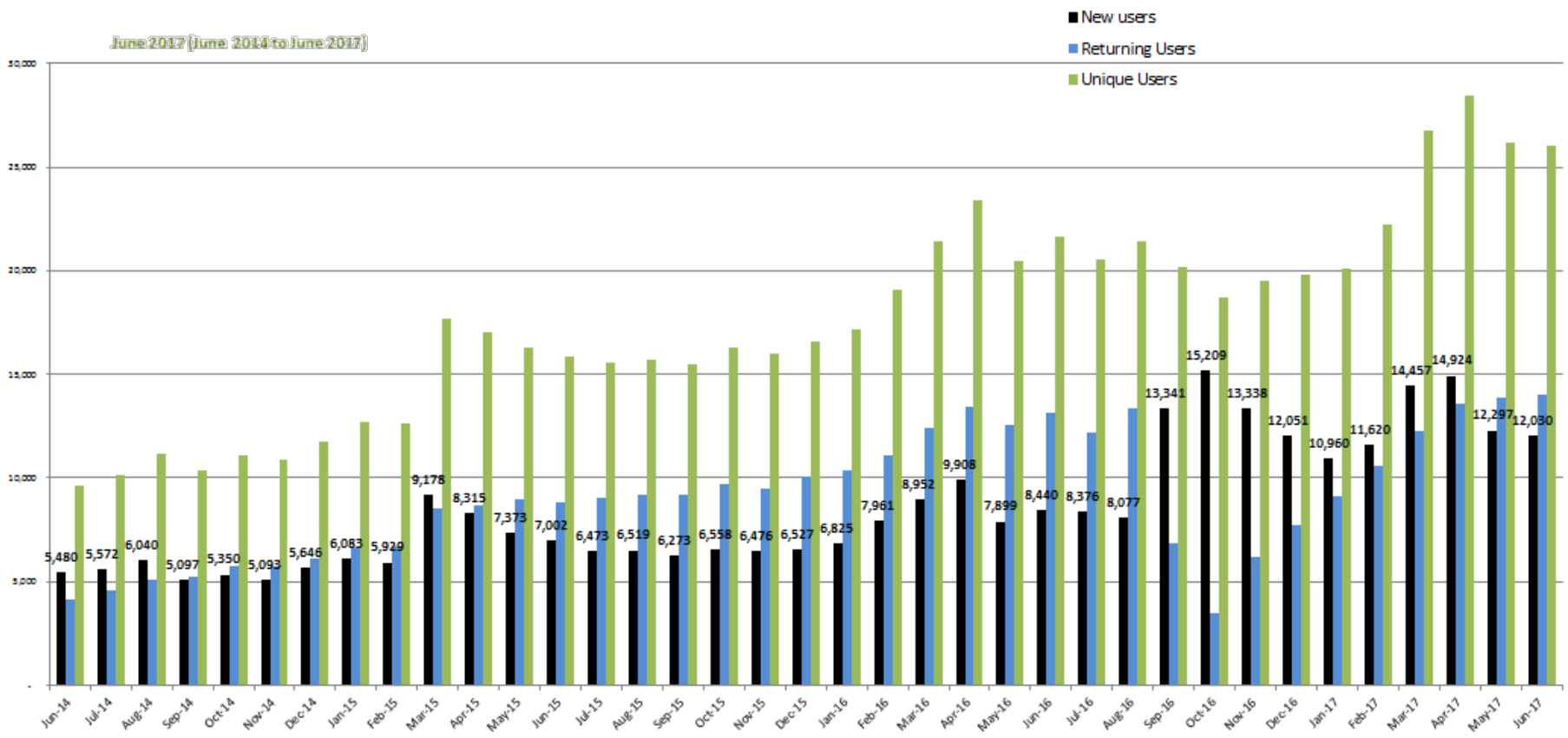


GUIDANCE APP

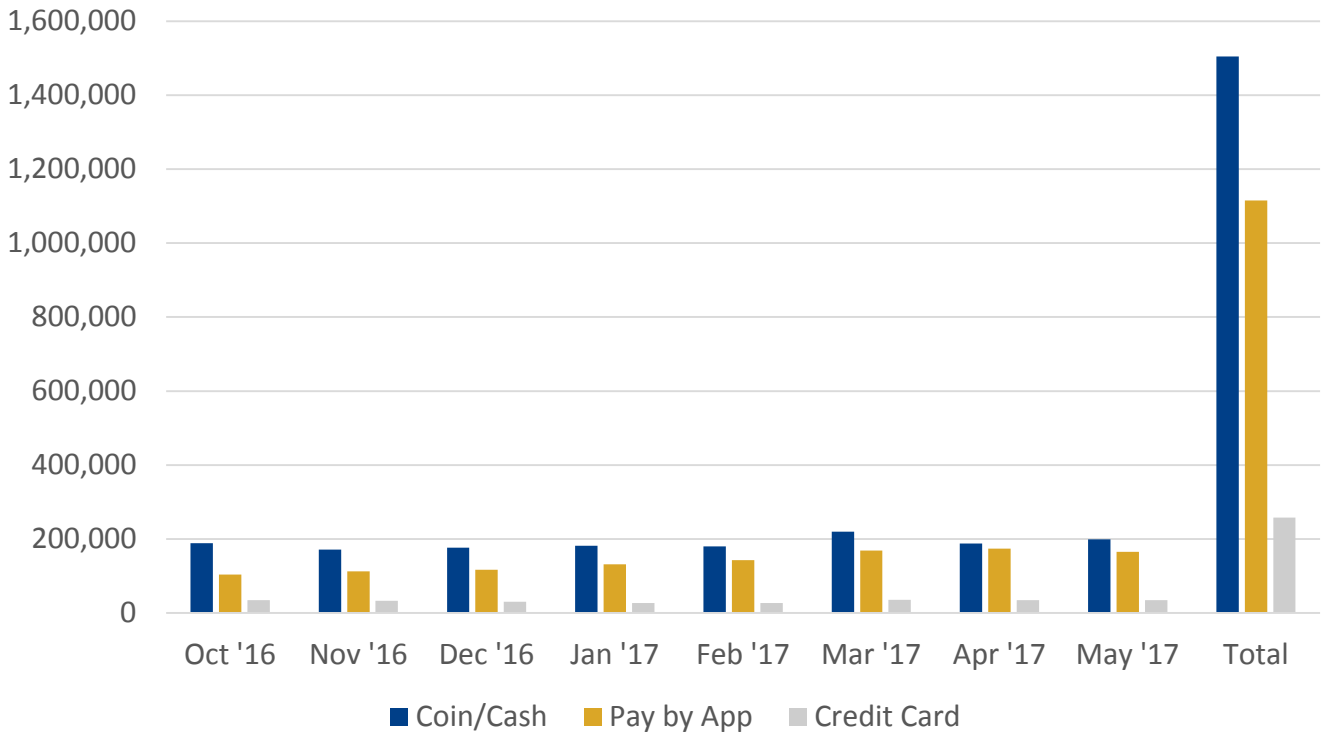
Future Road Blocks and More

- Traffic congestion
- Inadequate parking availability
- Automated vehicles (AVs)
- Self-parking vehicles
- Robotic parking valets

Appendix- PaybyApp Customer Chart



Appendix- Parking Revenue



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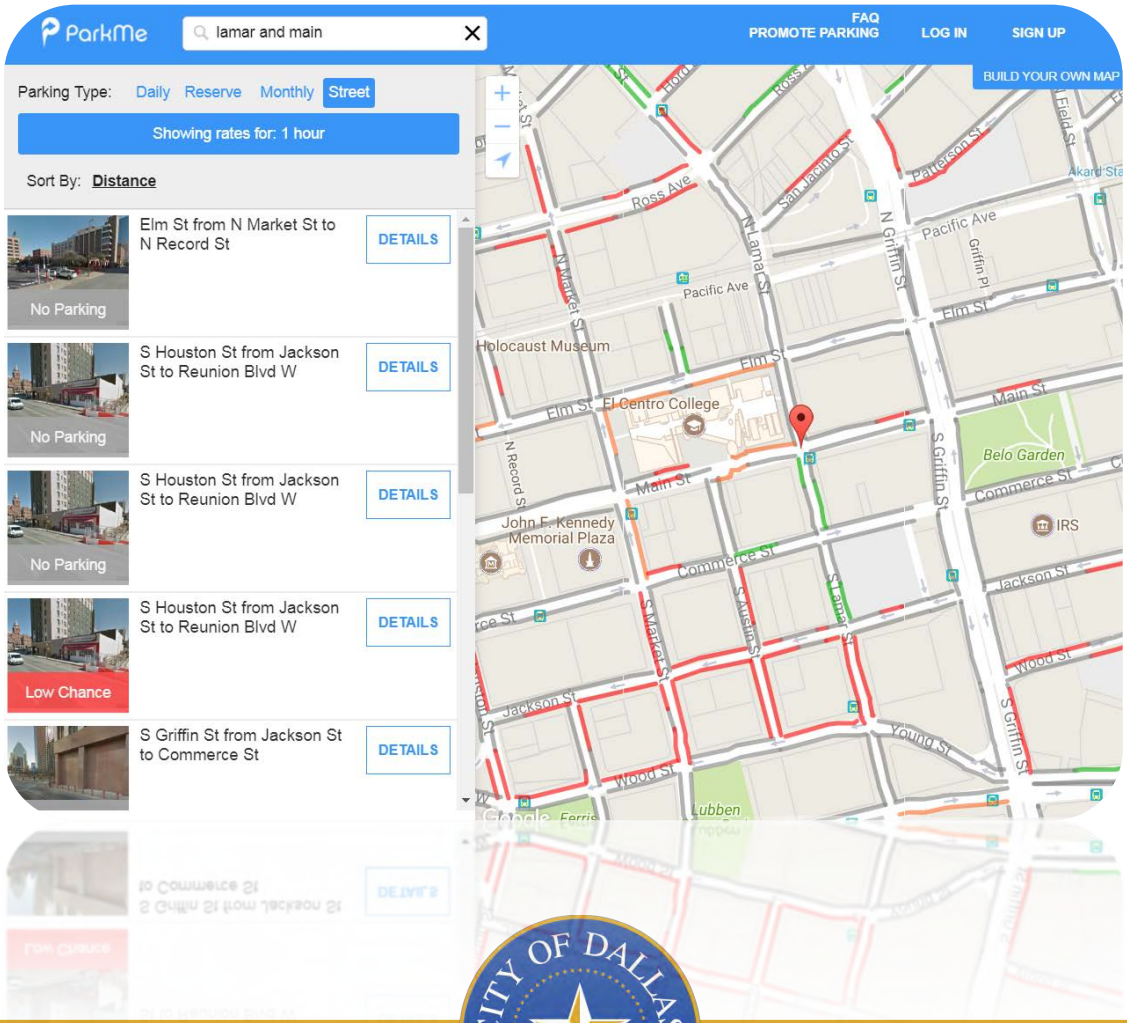

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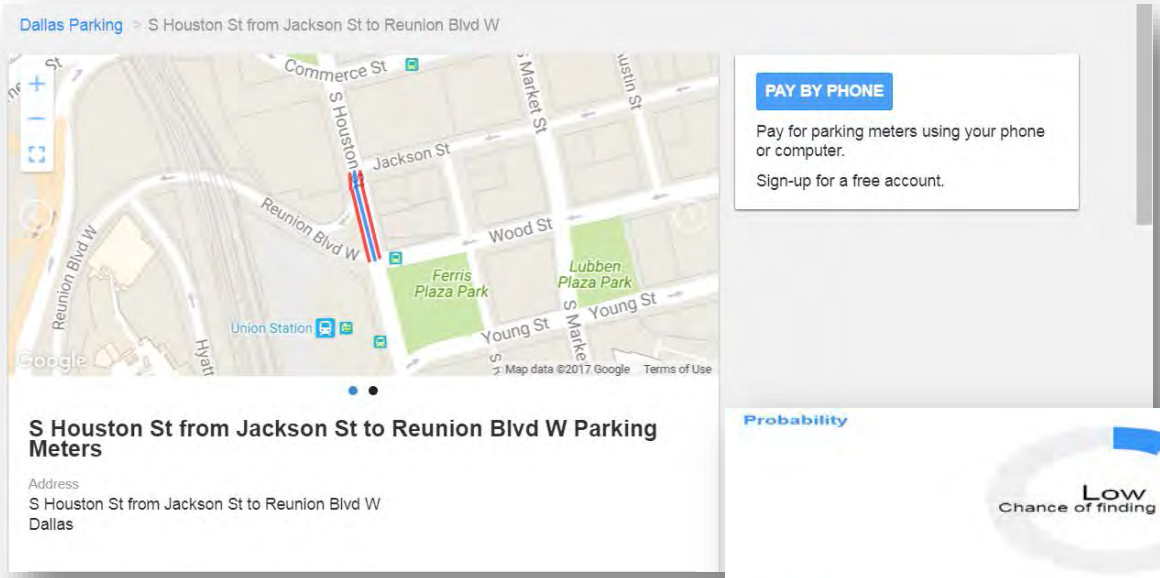

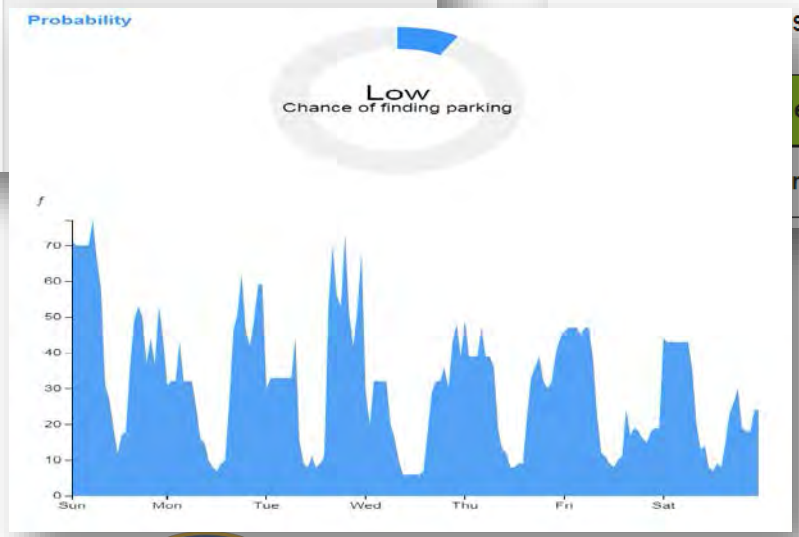

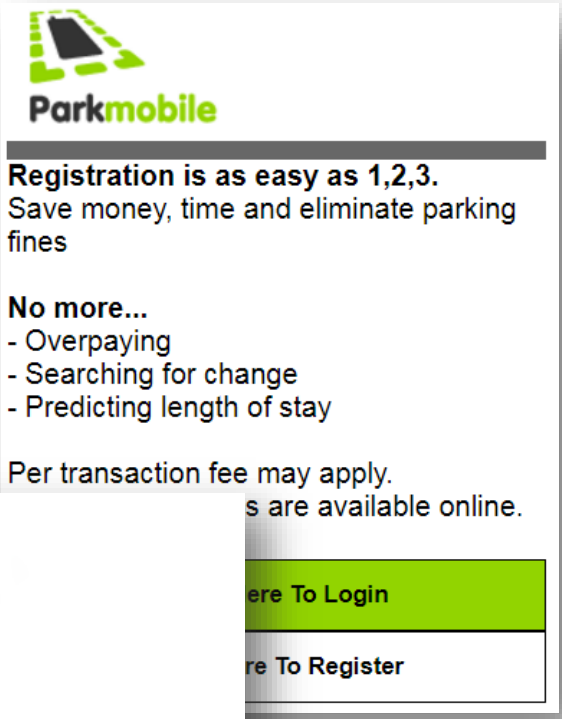

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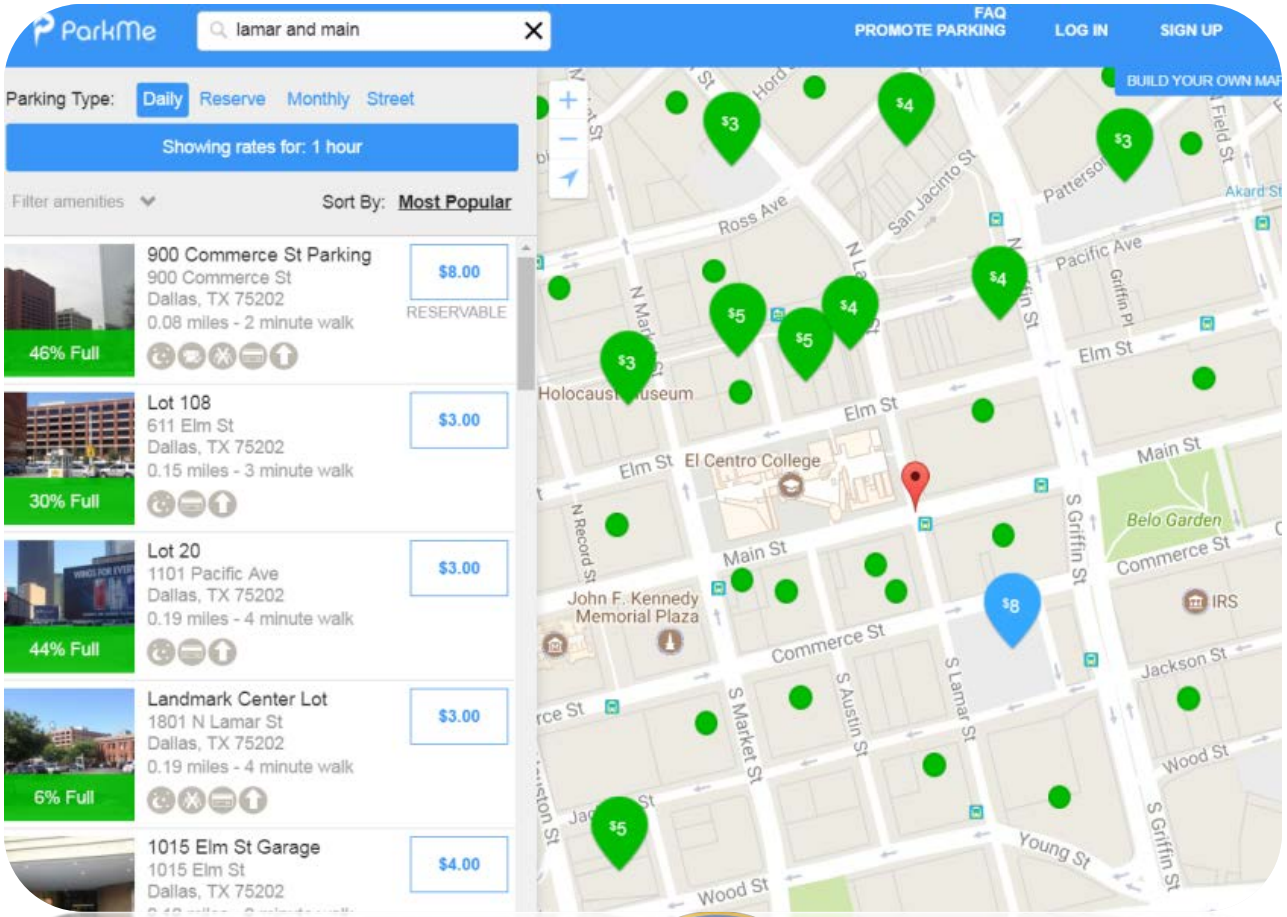

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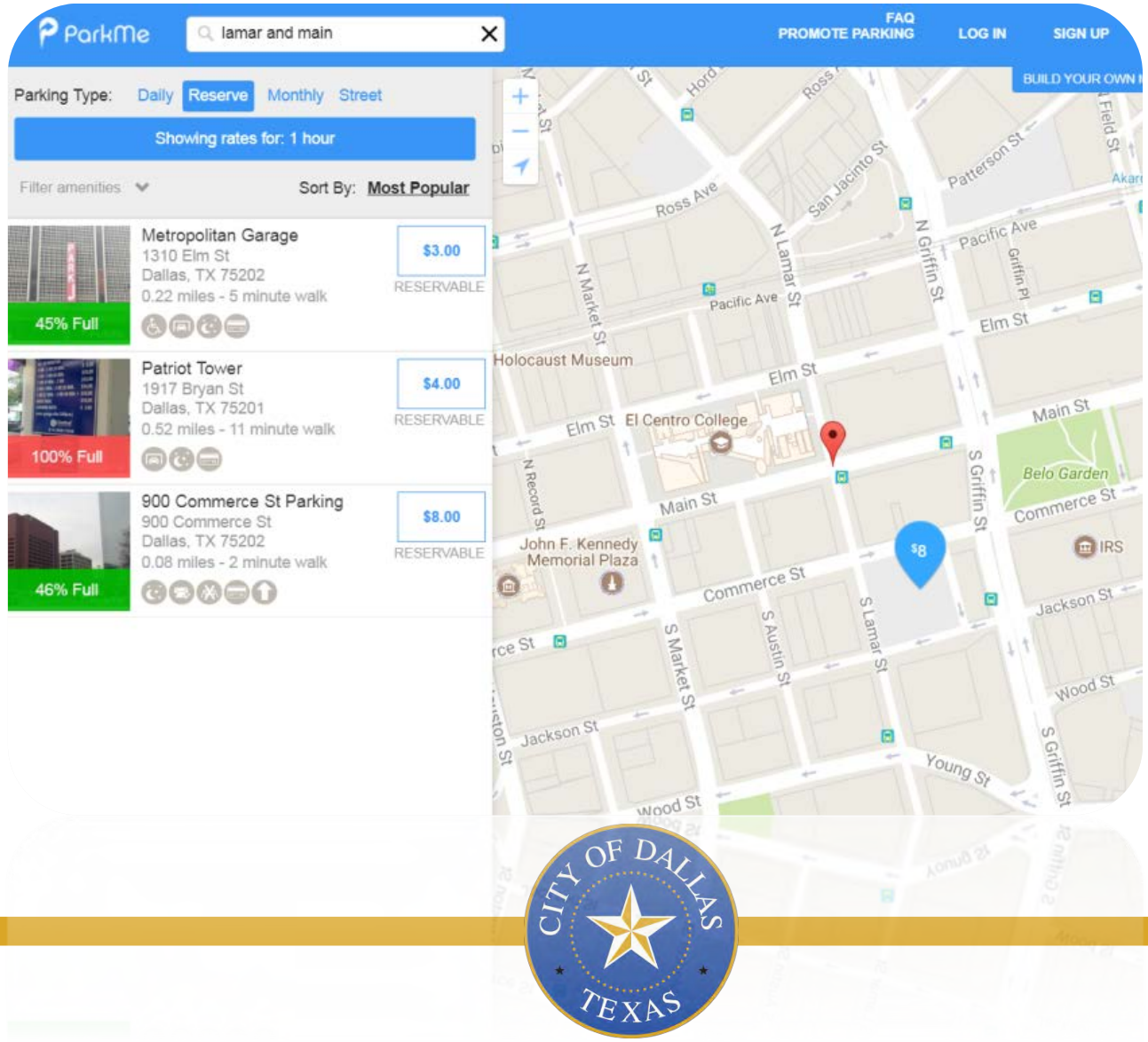

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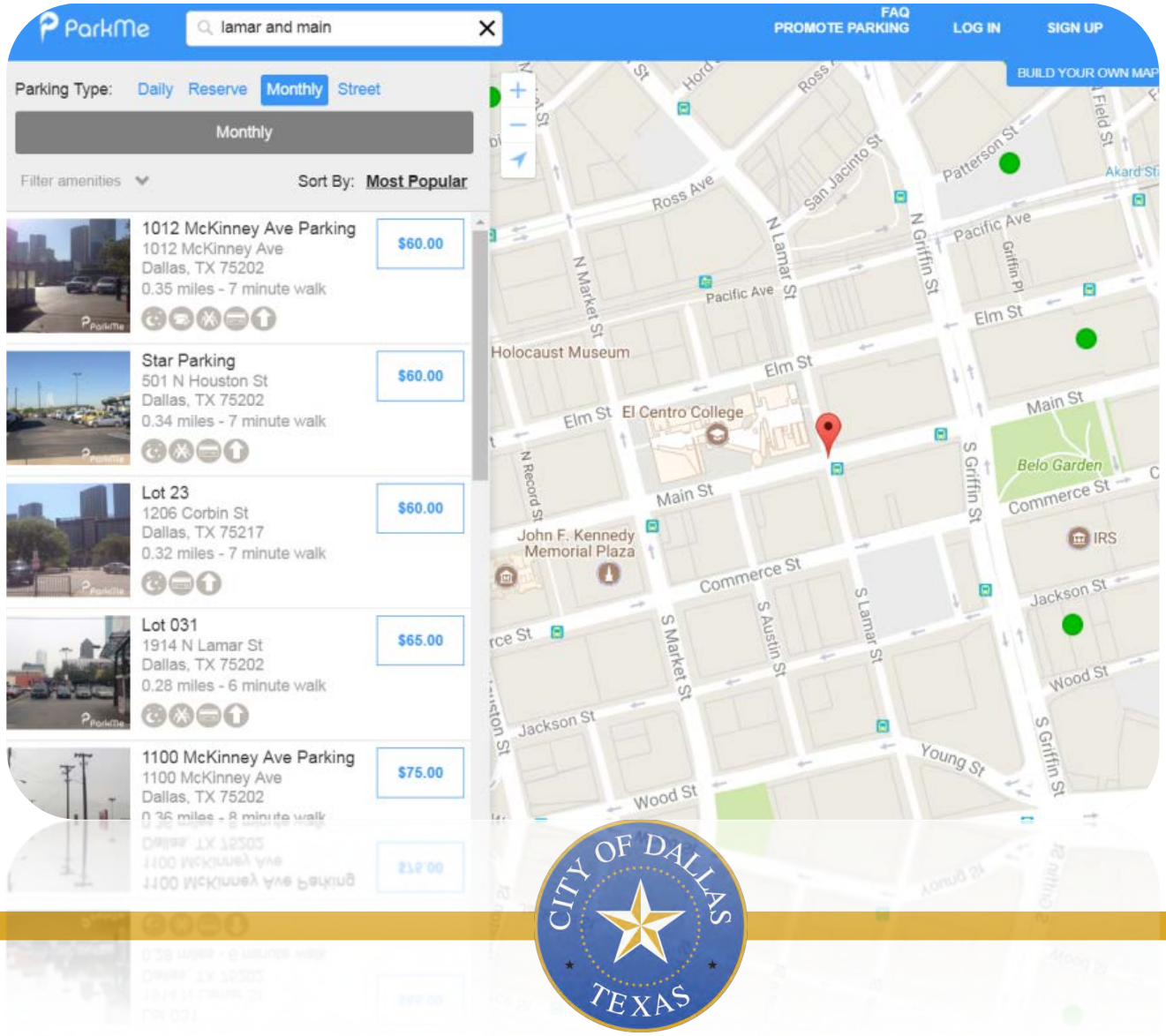

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