

The City of Dallas and Smart Parking

North Central Texas Council of Governments
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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

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



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

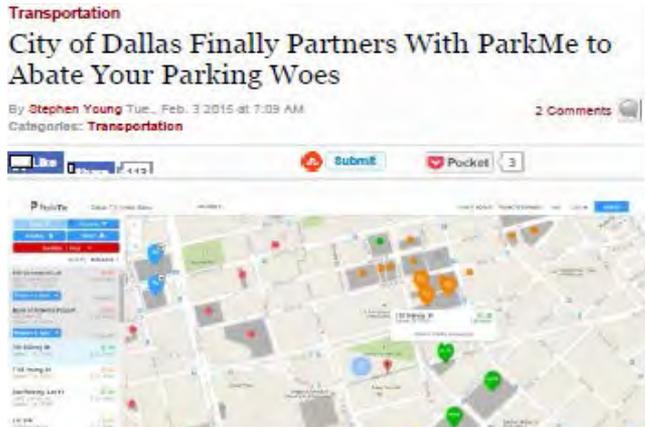
Finally, you can feed (most of) Dallas' parking meters with a smartphone



By Robert Wilonsky
rwilonsky@dallasnews.com
10:03 am on November 8, 2013 | [Remainink](#)



What the Customers Wanted



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

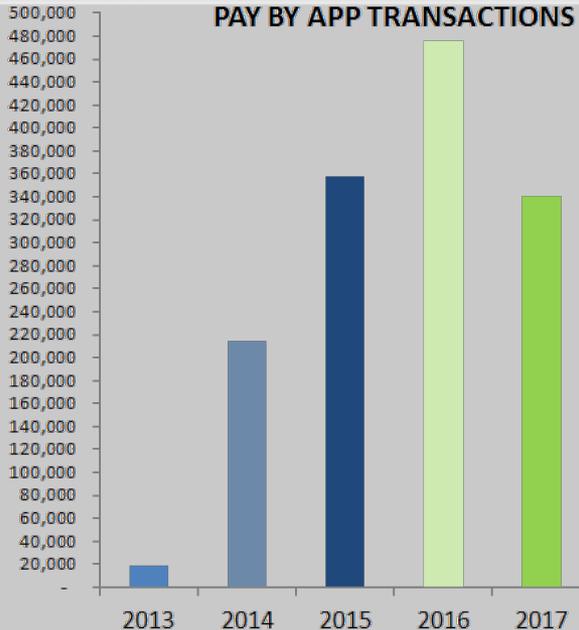
Increase Revenue and/or provide savings

Improve needed/wanted information

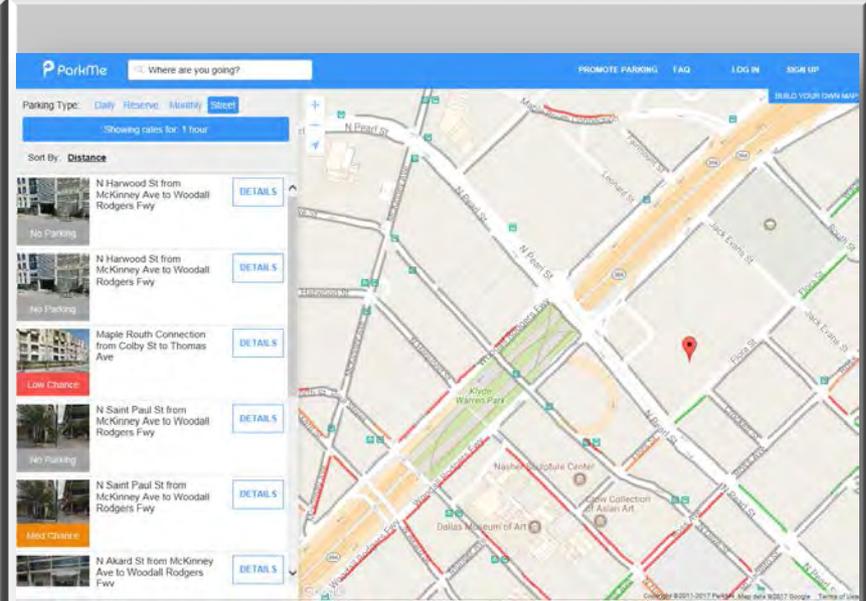
Improve Customer Service

Ensure Operational Efficiency

Enhance Revenue Management



MOBILE PAYMENT APP



GUIDANCE APP

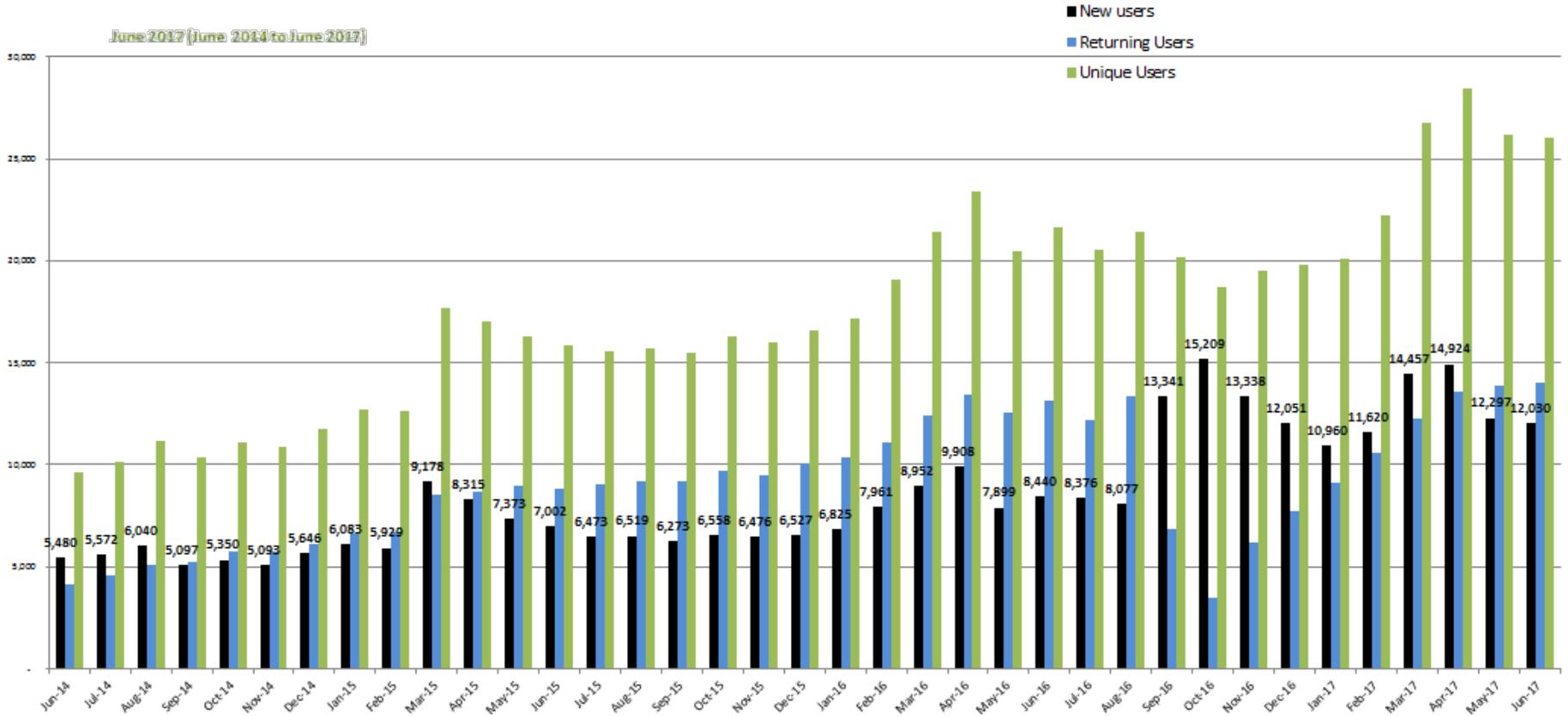


Future Road Blocks and More

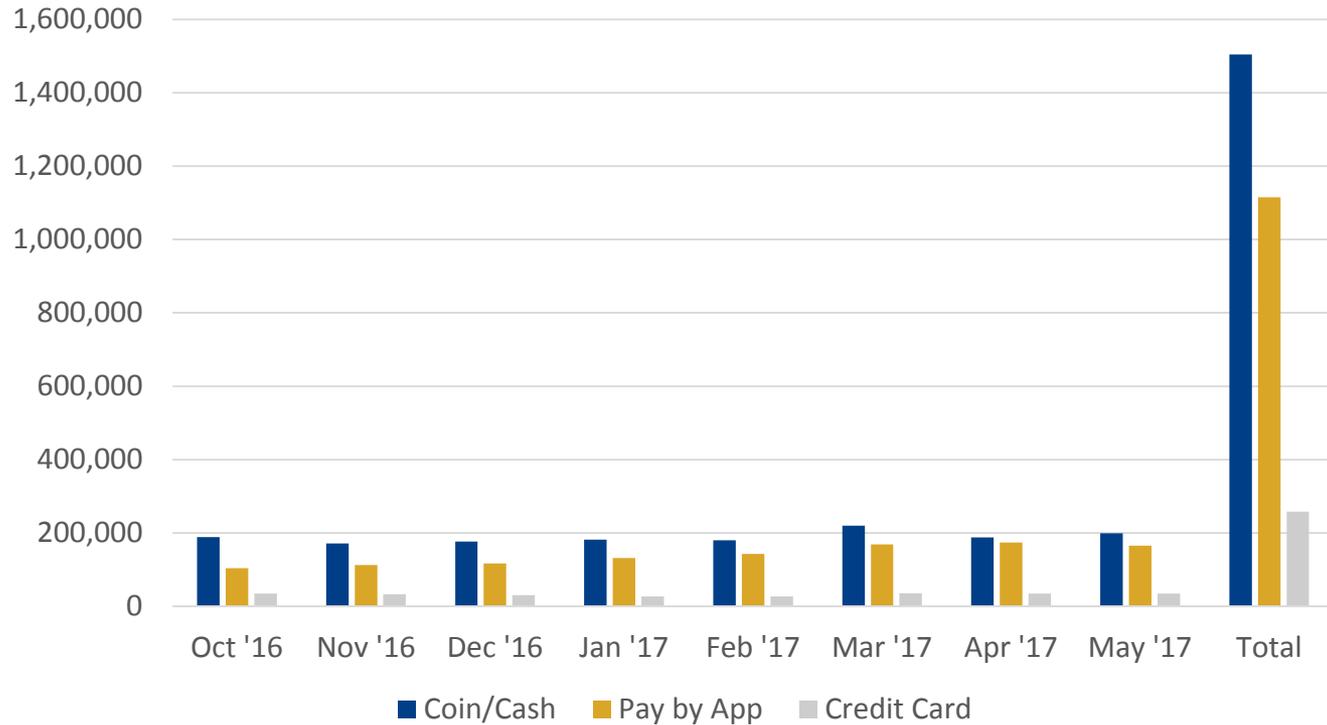
- Traffic congestion
- Inadequate parking availability
- Automated vehicles (AVs)
- Self-parking vehicles
- Robotic parking valets



Appendix- PaybyApp Customer Chart



Appendix- Parking Revenue



Appendix- Guidance App

ParkMe | Search: lamar and main | X | PROMOTE PARKING | FAQ | LOG IN | SIGN UP | BUILD YOUR OWN MAP

Parking Type: Daily Reserve Monthly **Street**

Showing rates for: 1 hour

Sort By: **Distance**

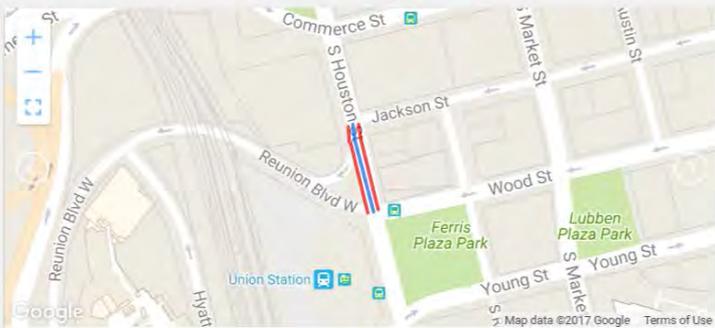
	Elm St from N Market St to N Record St	DETAILS
	S Houston St from Jackson St to Reunion Blvd W	DETAILS
	S Houston St from Jackson St to Reunion Blvd W	DETAILS
	S Houston St from Jackson St to Reunion Blvd W	DETAILS
	S Houston St from Jackson St to Reunion Blvd W	DETAILS
	S Griffin St from Jackson St to Commerce St	DETAILS

The map view shows a street grid in Dallas, Texas, with a red pin indicating the search location at the intersection of Elm St and Main St. Landmarks such as the Holocaust Museum, El Centro College, and John F. Kennedy Memorial Plaza are visible. Street names include Ross Ave, Pacific Ave, Elm St, Main St, Commerce St, Jackson St, and Young St.



Appendix- Guidance App

Dallas Parking > S Houston St from Jackson St to Reunion Blvd W



S Houston St from Jackson St to Reunion Blvd W Parking Meters

Address
S Houston St from Jackson St to Reunion Blvd W
Dallas

PAY BY PHONE

Pay for parking meters using your phone or computer.

Sign-up for a free account.



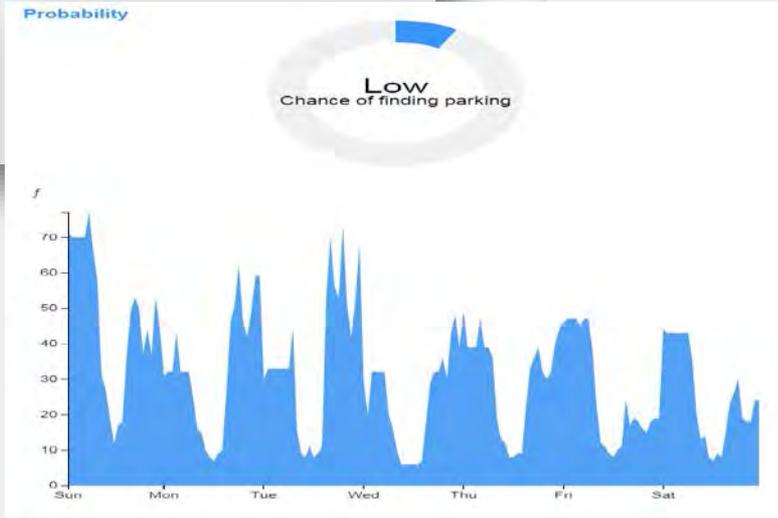
Registration is as easy as 1,2,3.
Save money, time and eliminate parking fines

- No more...**
- Overpaying
 - Searching for change
 - Predicting length of stay

Per transaction fee may apply.
Rates are available online.

Click Here To Login

Click Here To Register



Appendix- Guidance App

The screenshot displays the ParkMe app interface. At the top, the search bar contains "lamar and main". The navigation bar includes "PROMOTE PARKING", "LOG IN", and "SIGN UP". Below the search bar, the "Parking Type" is set to "Daily". A blue banner indicates "Showing rates for: 1 hour". The "Sort By" option is set to "Most Popular".

The left sidebar lists five parking spots:

Image	Address	Rate	Availability
	900 Commerce St Dallas, TX 75202 0.08 miles - 2 minute walk	\$8.00	46% Full
	611 Elm St Dallas, TX 75202 0.15 miles - 3 minute walk	\$3.00	30% Full
	1101 Pacific Ave Dallas, TX 75202 0.19 miles - 4 minute walk	\$3.00	44% Full
	1801 N Lamar St Dallas, TX 75202 0.19 miles - 4 minute walk	\$3.00	6% Full
	1015 Elm St Dallas, TX 75202	\$4.00	

The right side of the app shows a map of the area around Lamar and Main streets. Green price markers are placed on the map, indicating rates for various spots: \$3, \$4, \$5, and \$8. A red location pin is placed on the map near the intersection of Lamar and Main. The City of Dallas logo is visible in the bottom center of the screen.

Appendix- Guidance App

ParkMe | Search: lamar and main | X | FAQ | PROMOTE PARKING | LOG IN | SIGN UP

Parking Type: Daily **Reserve** Monthly Street | BUILD YOUR OWN

Showing rates for: 1 hour

Filter amenities: [Icons] | Sort By: **Most Popular**

Image	Name	Address	Price	Status	Distance	Walk Time	Amenities
	Metropolitan Garage	1310 Elm St Dallas, TX 75202	\$3.00	RESERVABLE	0.22 miles	5 minute walk	[Icons]
	Patriot Tower	1917 Bryan St Dallas, TX 75201	\$4.00	RESERVABLE	0.52 miles	11 minute walk	[Icons]
	900 Commerce St Parking	900 Commerce St Dallas, TX 75202	\$8.00	RESERVABLE	0.08 miles	2 minute walk	[Icons]

The map shows the intersection of Lamar and Main streets in Dallas, Texas. A red pin is placed at the intersection, and a blue price tag icon shows '\$8'. Landmarks like El Centro College and the Holocaust Museum are visible. Other streets shown include Ross Ave, Pacific Ave, and Commerce St.



Appendix- Guidance App

ParkMe | Search: lamar and main | X | PROMOTE PARKING | LOG IN | SIGN UP | BUILD YOUR OWN MAP

Parking Type: Daily Reserve **Monthly** Street

Monthly

Filter amenities | Sort By: **Most Popular**

Image	Address	Price	Distance
	1012 McKinney Ave Dallas, TX 75202 0.35 miles - 7 minute walk	\$60.00	
	501 N Houston St Dallas, TX 75202 0.34 miles - 7 minute walk	\$60.00	
	1206 Corbin St Dallas, TX 75217 0.32 miles - 7 minute walk	\$60.00	
	1914 N Lamar St Dallas, TX 75202 0.28 miles - 6 minute walk	\$65.00	
	1100 McKinney Ave Dallas, TX 75202 0.36 miles - 8 minute walk	\$75.00	

CITY OF DALLAS TEXAS

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