The City of Dallas and Smart Parking
North Central Texas Council of Governments
August 2, 2017

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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
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

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

- 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

PAY BY APP TRANSACTIONS

- 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

June 2017 (June 2014 to June 2017)

- **New uses**
- **Returning Users**
- **Unique Users**
Appendix- Parking Revenue

- Coin/Cash
- Pay by App
- Credit Card

Oct '16 Nov '16 Dec '16 Jan '17 Feb '17 Mar '17 Apr '17 May '17 Total

<table>
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<th>Month</th>
<th>Coin/Cash</th>
<th>Pay by App</th>
<th>Credit Card</th>
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<tr>
<td>Total</td>
<td>275,000</td>
<td>240,000</td>
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Appendix- Guidance App
Appendix- Guidance App

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

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.
Terms and conditions are available online.

Where To Login
Where To Register

CITY OF DALLAS
TEXAS
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