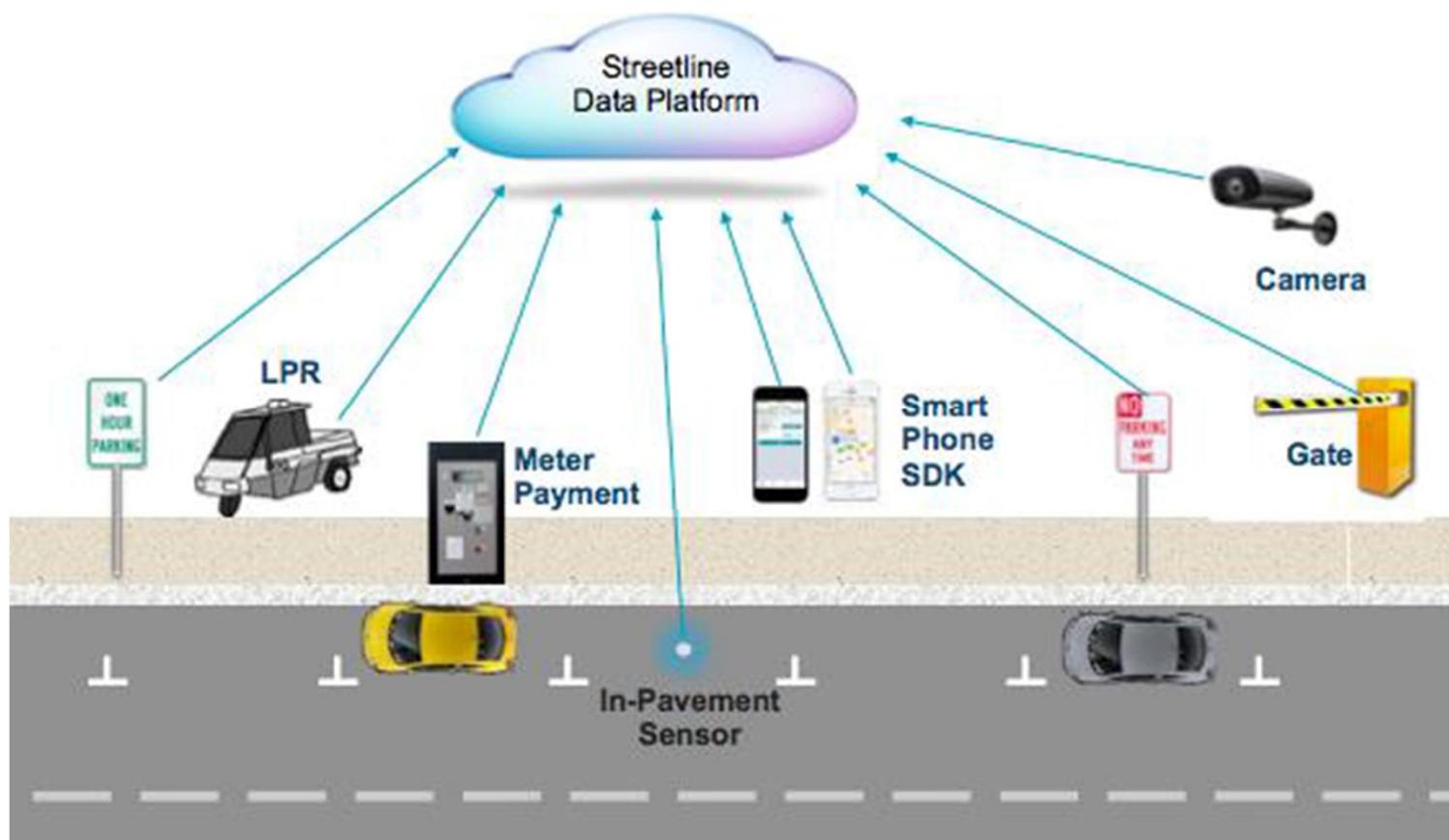




Hybrid Smart Parking System

Presentation for
City of Oakland
Privacy Advisory Commission
November 3, 2016

2 SMART PARKING DATA PLATFORM



3 PARKING OCCUPANCY DATA – SOLUTIONS FOR EVERYONE



Smart Parking: City

- „ Maximized parking usage
- „ Best price and policy
- „ Enforcement efficiency
- „ Data driven decisions



Smart Parking: Motorist

- „ Increased productivity
- „ Saved fuel & emissions
- „ Better planned trips
- „ Reduced Frustration

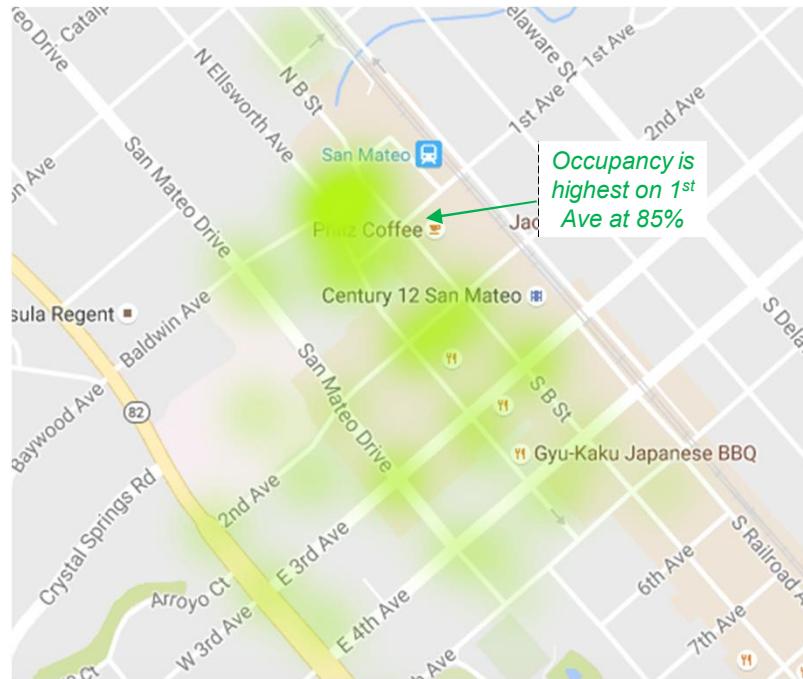


Smart Parking: Merchant

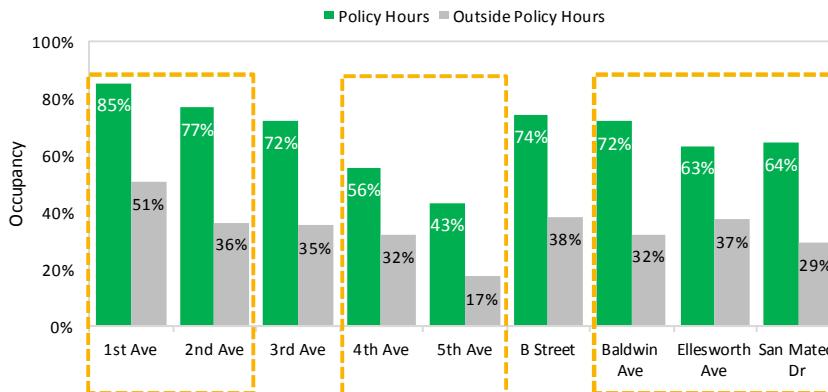
- „ Increased customer access and business
- „ Increased real estate value, tax base, and employment hiring

CITY SOLUTION: PARKSIGHT ANALYTICS

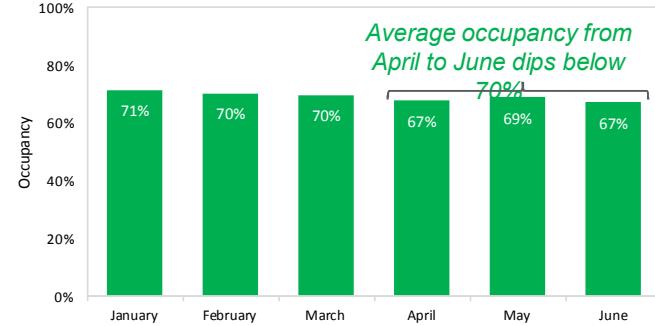
Hybrid City 1 Map with Occupancy Hot Spots



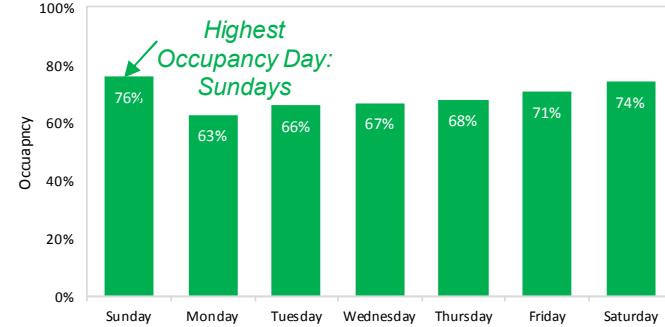
Average Occupancy by Block



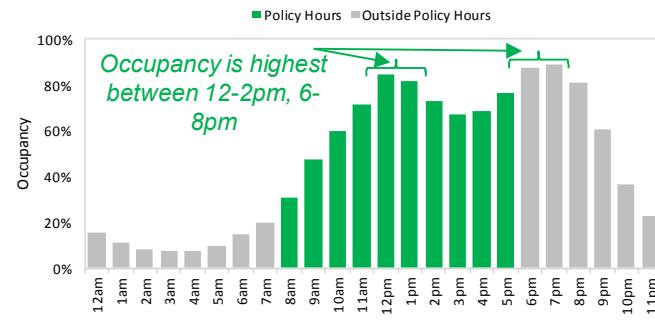
Average Occupancy by Month



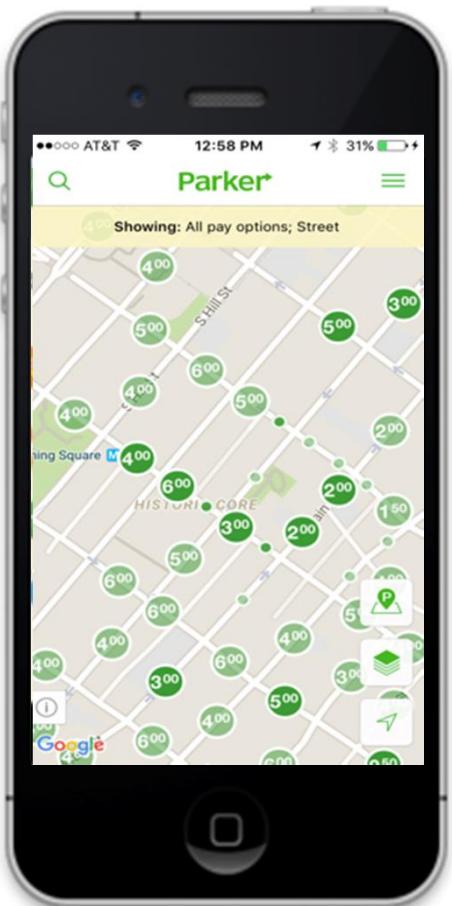
Average Occupancy by Day



Average Occupancy by Hour



PARKER AND MERCHANT SOLUTIONS



On Smart Phone Apps

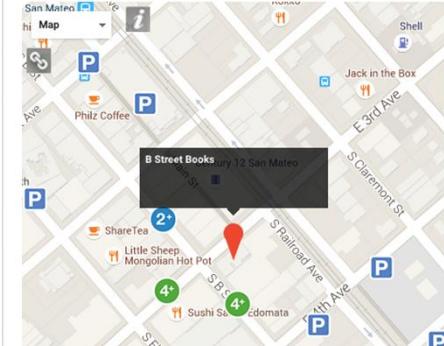
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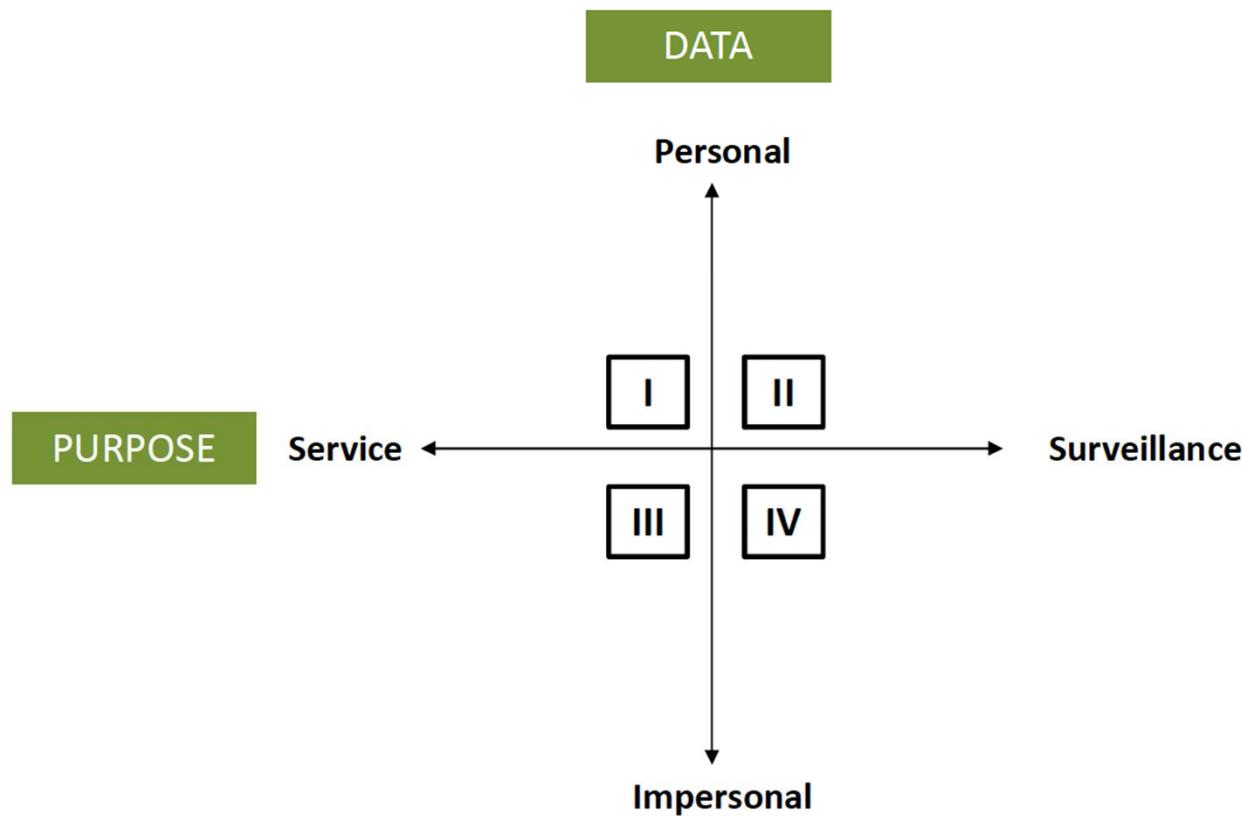


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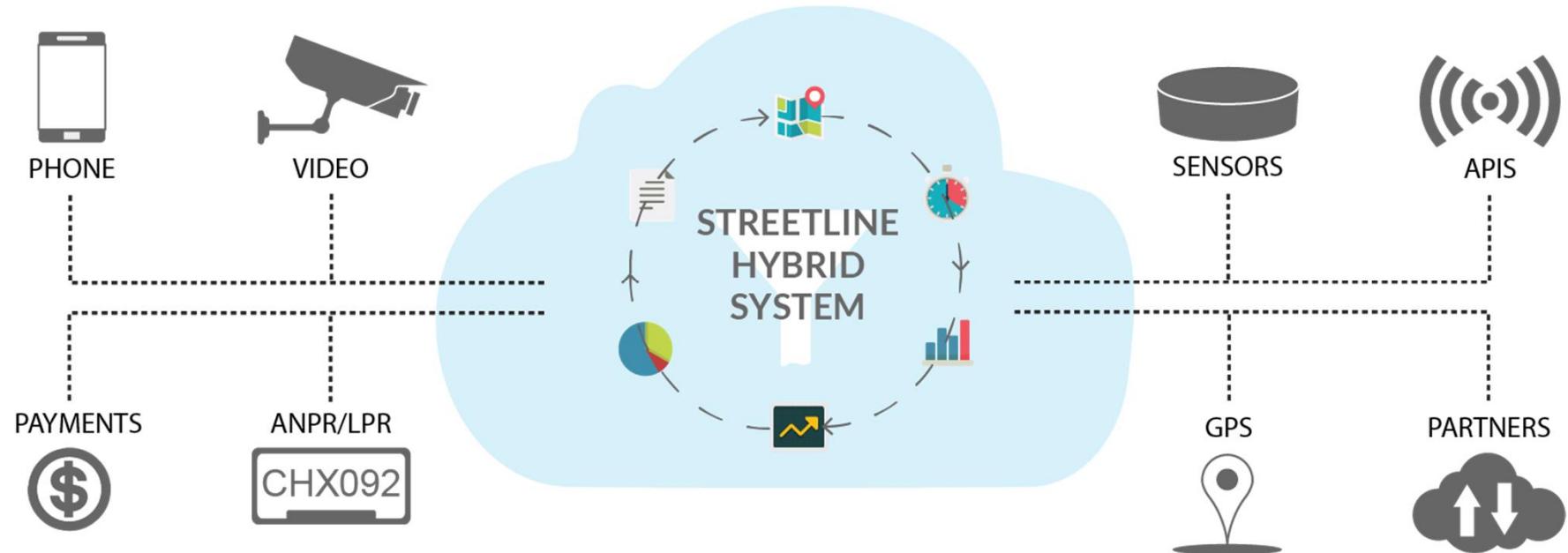
On Merchant Websites

6 ANALYSIS: PRIVACY CONCERNS FRAMEWORK

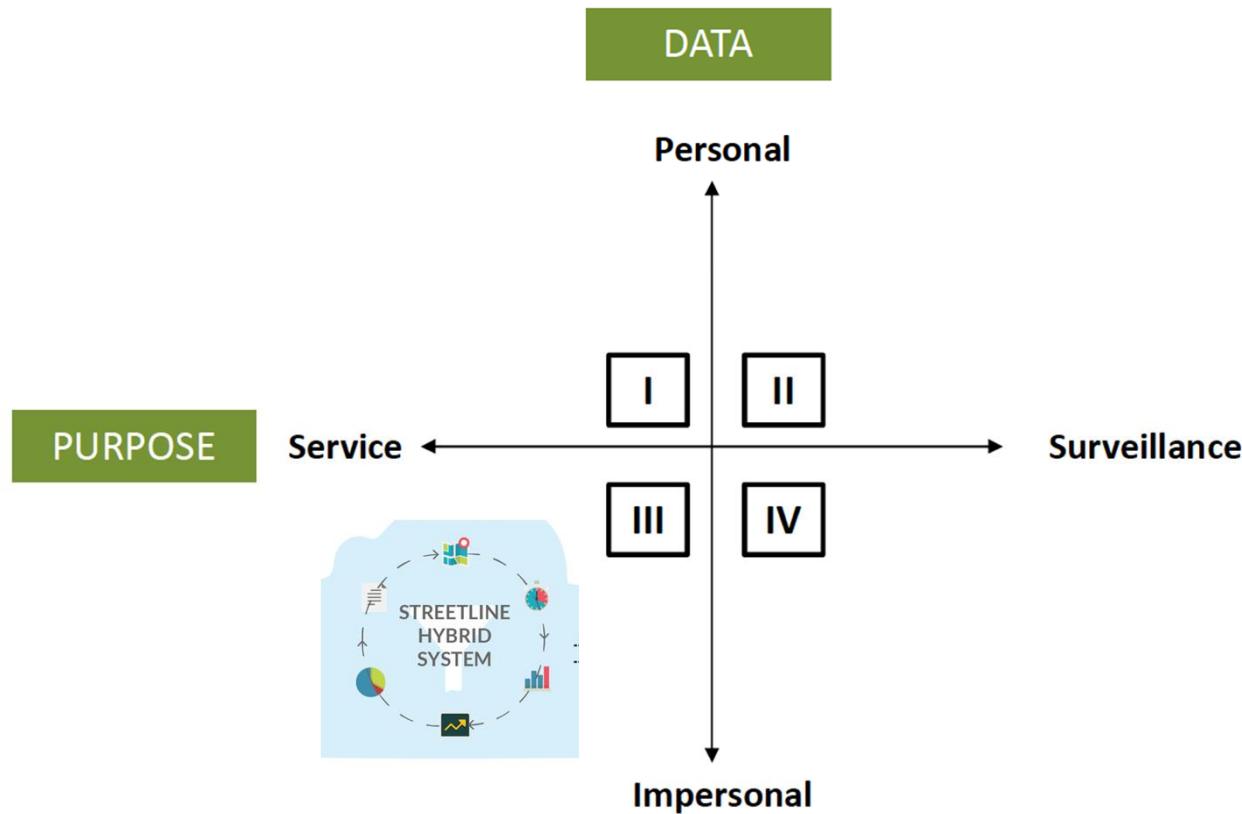


Privacy concerns in parking management systems

7 ANALYSIS: PLATFORM ENABLING TECHNOLOGIES & USES



8 ANALYSIS: STREETLINE HYBRID SMART PARKING SYSTEM



Privacy concerns in parking management systems

THANK YOU