Hybrid Smart Parking System

Presentation for
City of Oakland
Privacy Advisory Commission
November 3, 2016
SMART PARKING DATA PLATFORM
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

Occupancy is highest on 1st Ave at 85%

Average Occupancy by Month

Average occupancy from April to June dips below

Average Occupancy by Day

Highest Occupancy Day: Sundays

Average Occupancy by Hour

Occupancy is highest between 12-2pm, 6-8pm
On Smart Phone Apps

On Merchant Websites
ANALYSIS: PRIVACY CONCERNS FRAMEWORK

Privacy concerns in parking management systems
ANALYSIS: PLATFORM ENABLING TECHNOLOGIES & USES
ANALYSIS: STREETLINE HYBRID SMART PARKING SYSTEM

Privacy concerns in parking management systems
THANK YOU