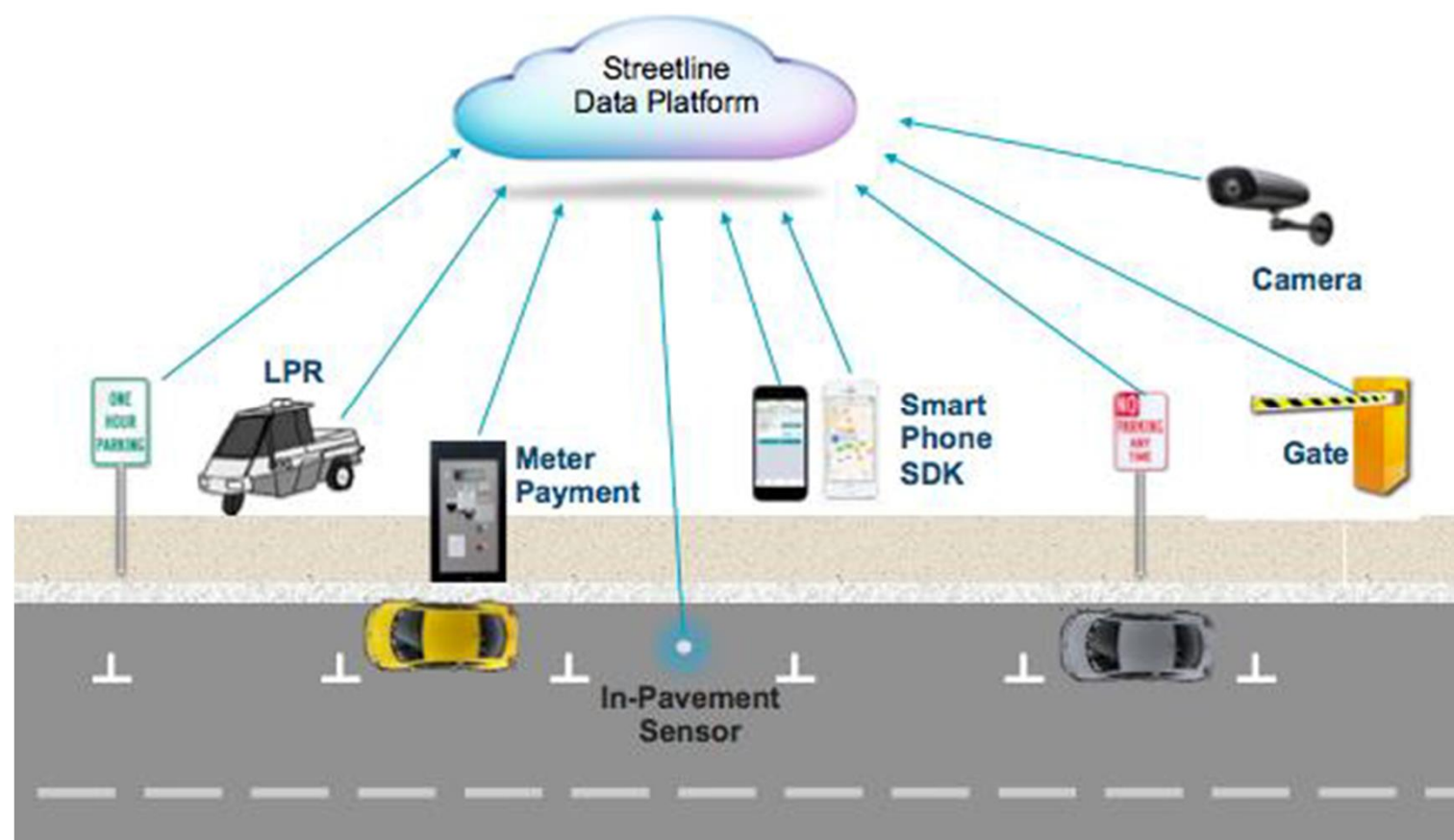




Hybrid Smart Parking System

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



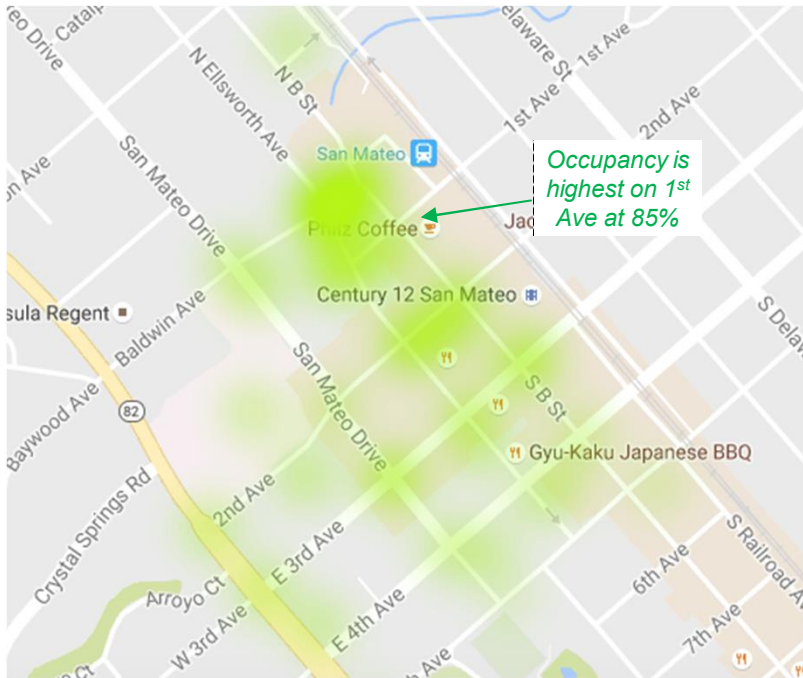
Smart Parking: Merchant

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

CITY SOLUTION: PARKSIGHT ANALYTICS

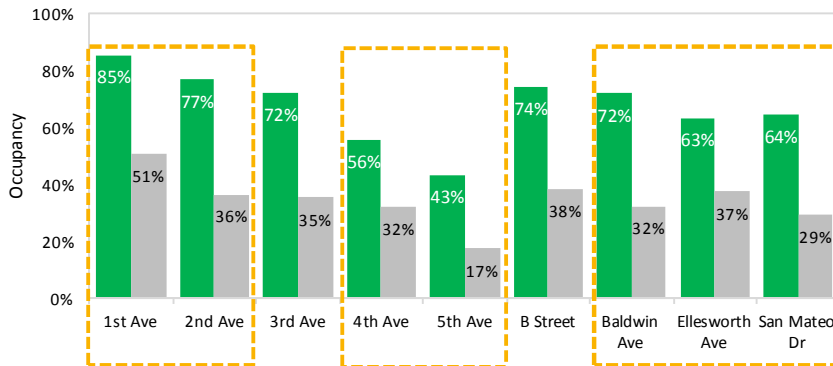


Hybrid City 1 Map with Occupancy Hot Spots

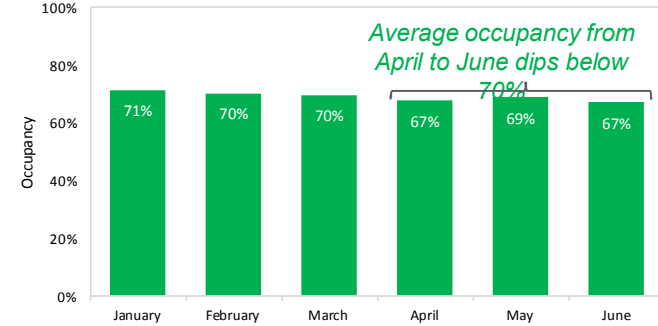


Average Occupancy by Block

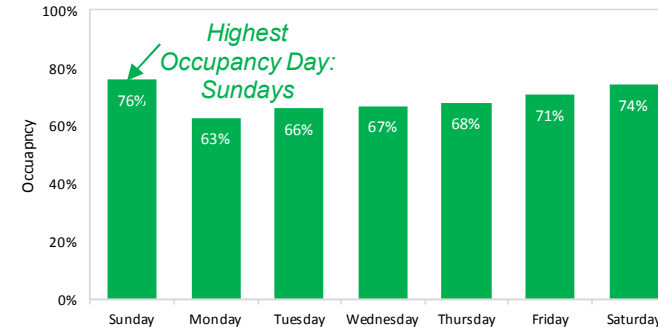
■ Policy Hours ■ Outside Policy Hours



Average Occupancy by Month

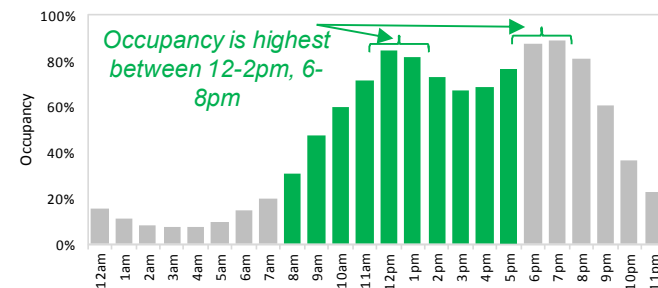


Average Occupancy by Day

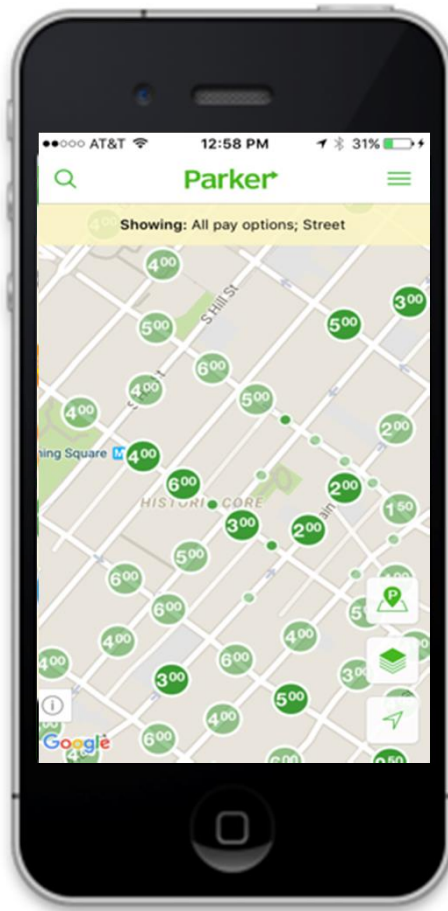


Average Occupancy by Hour

■ Policy Hours ■ Outside Policy Hours



PARKER AND MERCHANT SOLUTIONS




On Smart Phone Apps

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Parking



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Hours

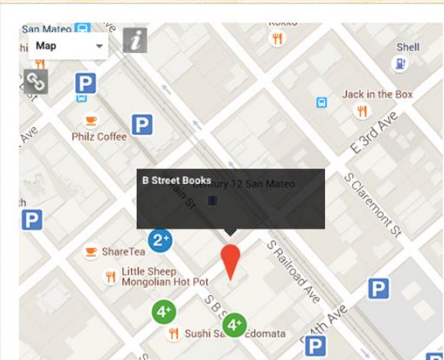
Sunday-Wednesday:
11 a.m. to 6 p.m.

Thursday:
11 a.m. to 7 p.m.

Friday and Saturday:
11 a.m. to 9:30 p.m.

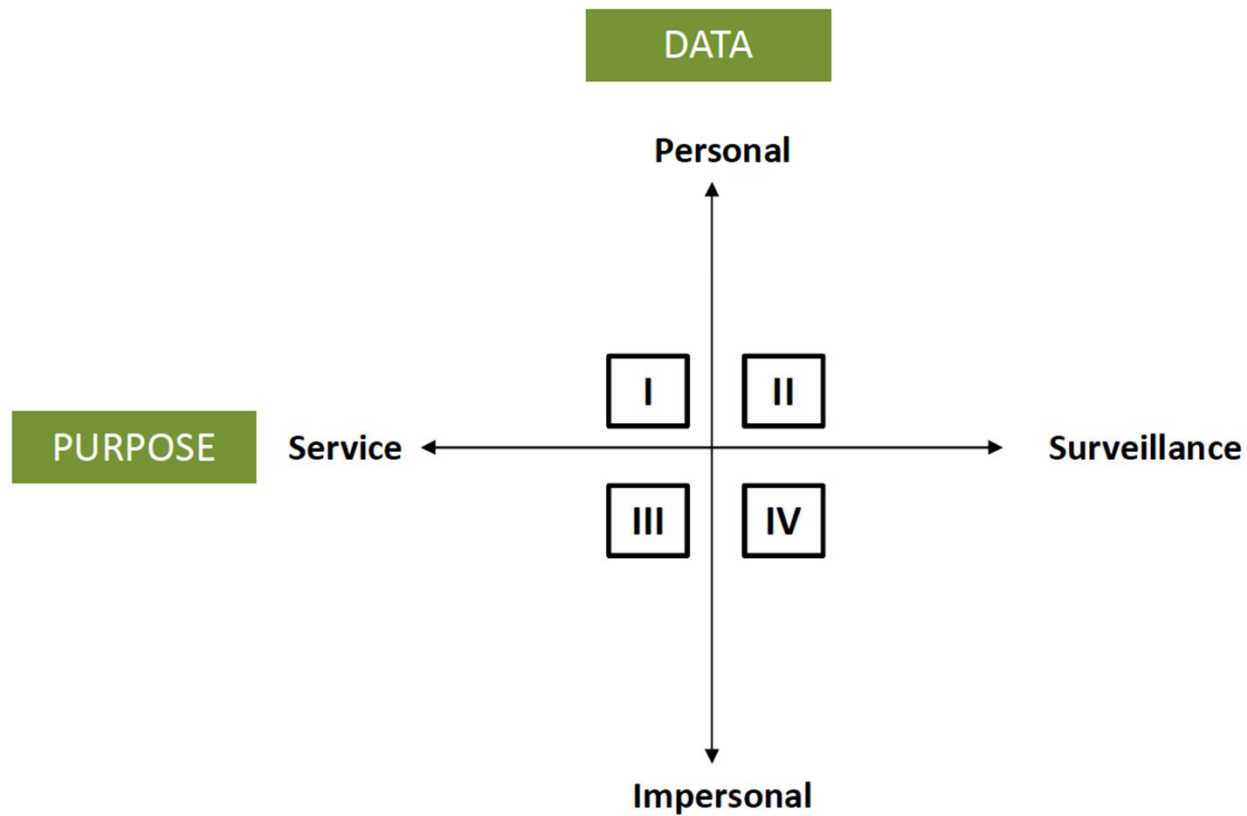
Book Buying Hours

Tuesday, Wednesday and Saturday:
12 p.m. to 5:30 p.m.



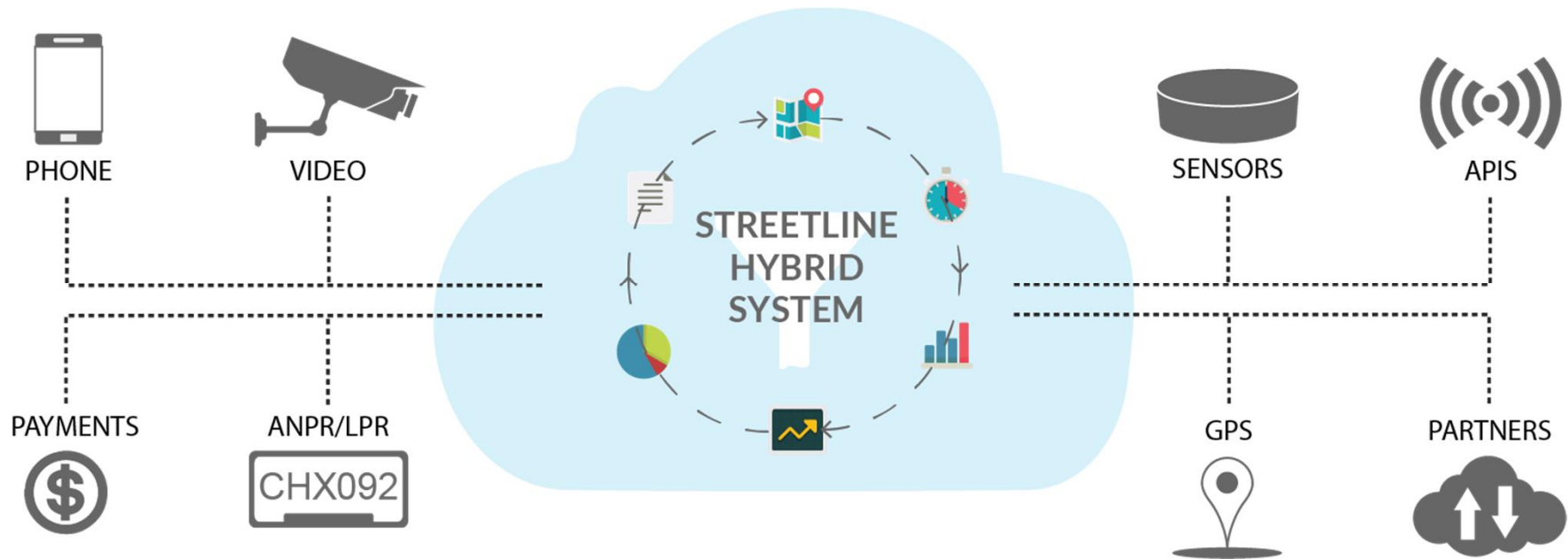
On Merchant Websites

6 ANALYSIS: PRIVACY CONCERNS FRAMEWORK

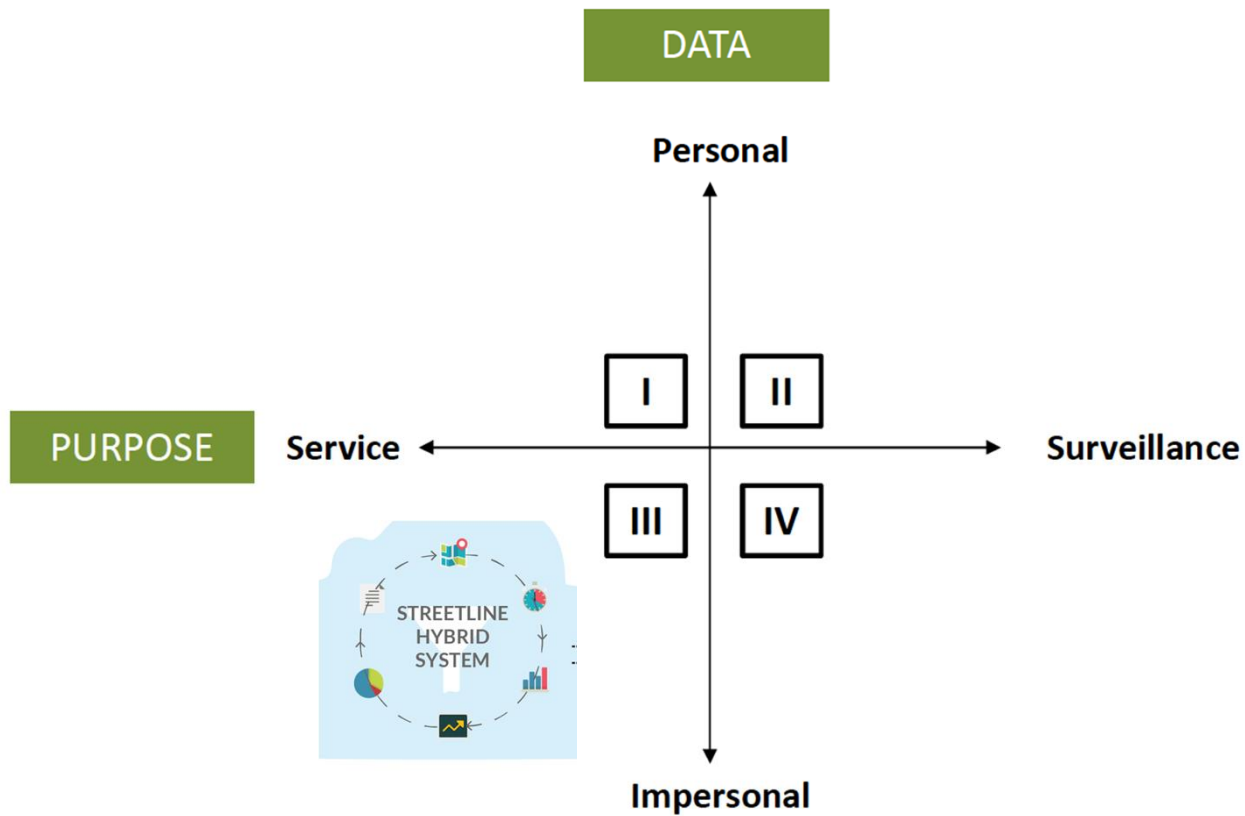


Privacy concerns in parking management systems

7 ANALYSIS: PLATFORM ENABLING TECHNOLOGIES & USES



8 ANALYSIS: STREETLINE HYBRID SMART PARKING SYSTEM



Privacy concerns in parking management systems

THANK YOU