

# THE ROLE OF PARKING AND THE SMART CITY MOVEMENT

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# What is Smart Parking?

- “Smart 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, ParkSmart, US Green Building Council*





## ADDRESSING THE CHALLENGES OF TODAY AND TOMORROW

*"Transportation is not just about concrete and steel. It's  
about how people want to live."*

- Secretary Anthony Foxx

*It's a "quality life of issue"*

While the cities were diverse, many of the 78 applicants faced similar urban mobility challenges:

Providing first-mile and last-mile service for transit users to connect underserved communities to jobs



The typical job is accessible to only about **27 percent** of its metropolitan workforce by transit in **90 minutes** or less.

Coordinating data collection and analysis across systems and sectors



**28 percent** of all of the transit agencies in the United States have open data systems that freely provided transit times to the public.

Limiting the impacts of climate change and reducing carbon emissions



The **78 applicant cities** represent over one billion metric tons of **CO<sub>2</sub> emissions** per year.

Facilitating the movement of goods into and within a city



Trucks stuck in stop-and-go traffic in metropolitan areas cost shippers an estimated **\$28 million annually** in truck operating costs and wasted fuel.



Reducing inefficiency in parking systems and payment



An estimated **30 percent** of traffic in urban areas is caused by cars looking for parking.



Optimizing traffic flow on congested freeways and arterial streets



Outdated traffic signal timing causes more than **10 percent** of all traffic delay on major routes in urban areas.



# Reducing inefficiency in parking systems and payment

An estimated **30 percent** of traffic in urban areas is caused by cars looking for parking.







## *What We Know:*

- Public curb space is a very valuable asset that needs to be managed.*
- It is not simply a commodity, but a vital link and access point to commercial and residential communities.*
- Key component to the commercial vitality of many Central Business Districts (CBD)*
- Enhancement to pedestrian mobility.*
- Activates streets as a result of pedestrian activity.*
- On-street / curb parking is an asset to economic vitality of urban centers.*
- Convenient location of off-street inventory supports long term demands, while providing options*



# Parking Management:



- *Parking is a key part of the multimodal approach to mobility and developing neighborhood transportation infrastructure.*
- Land generators have different users with varied needs for access via vehicle, transit, bicycle and foot.
- Curbside must be prioritized and balanced with multiple complementary and competing needs (commercial vehicles, taxis, car share, valet, bus stops, bicycle parking and sidewalk widening).



## *Parking Management:*

- Parking should be actively managed to maximize efficient use public resources.
- *Parking is an asset that helps bolster economic development.*
- Parking should be managed to achieve occupancy levels so that there will always be some parking available to shoppers and visitors.

# Parking Management:



- *Technology integration is playing and will continue to play a big role in how we actively manage and maximize efficient use public resources.*
- Costs, rules and penalties should be easily comprehensible.
- Fees should be payable by a variety of payment options (prepaid cards, credit cards, cash and cell phones).





# Parking Management:



- *Parking policy and regulations should integrate with the City's mobility, transit, land use and environmental goals.*
- Pricing policies should encourage a "park once" approach, to minimize traffic and air, while enhancing pedestrian safety.
- Whenever possible, parking revenues should be reinvested directly back into the commercial district to improve the City's infrastructure, mobility and customer experience.

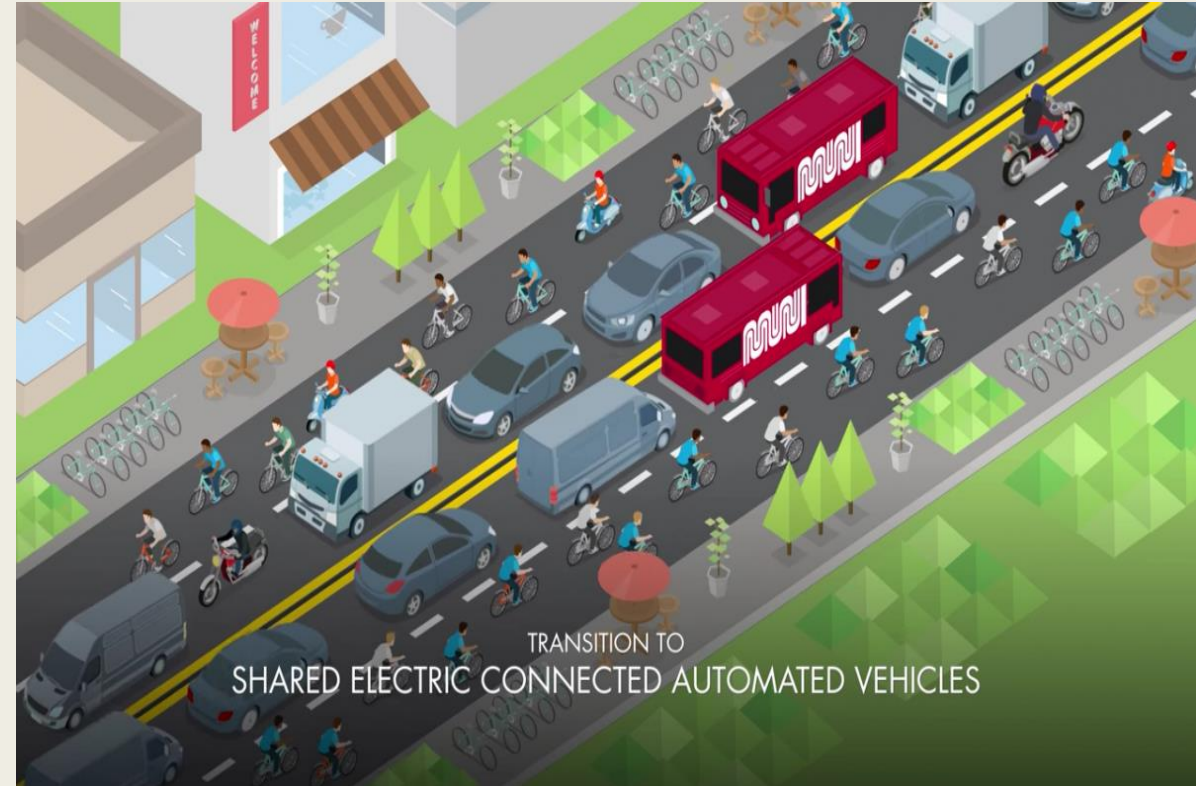


## Industry Objective

- We can facilitate the “smart city” movement by providing *relevant* data associated with *our industry*
- *Data visibility* means higher levels of technology adoption by *Users*
- *Data visibility* will change *User’s* behavior
- *Mobility as a service* will impact how the industry will evolve moving forward

# “Smart Parking” Recognizes:

- *Public curb space is a valuable asset that needs to be managed.*
- *It is not a commodity, but a vital link and access point to commercial and residential communities.*
- *Key component to the commercial vitality of many Central Business Districts (CBD).*
- *Enhancement to pedestrian mobility.*
- *Activates streets as a result of pedestrian activity.*
- *Demand based pricing.*







# THANK YOU!

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