



# Thriving in the Parking Bubble

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# Trends to Prepare for the Future



# Common Data Sets

## Pay-and-Display



## Pay-by-Space

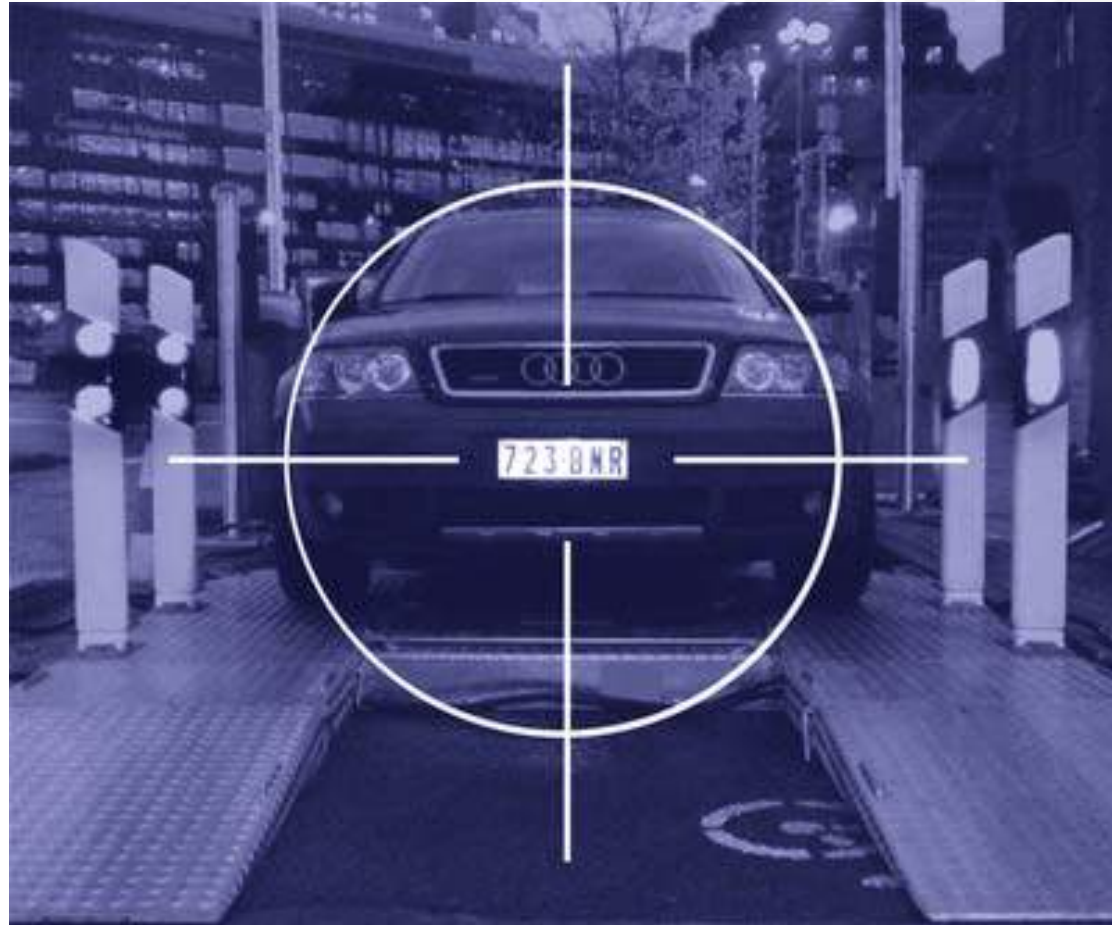


## Pay-by-License Plate





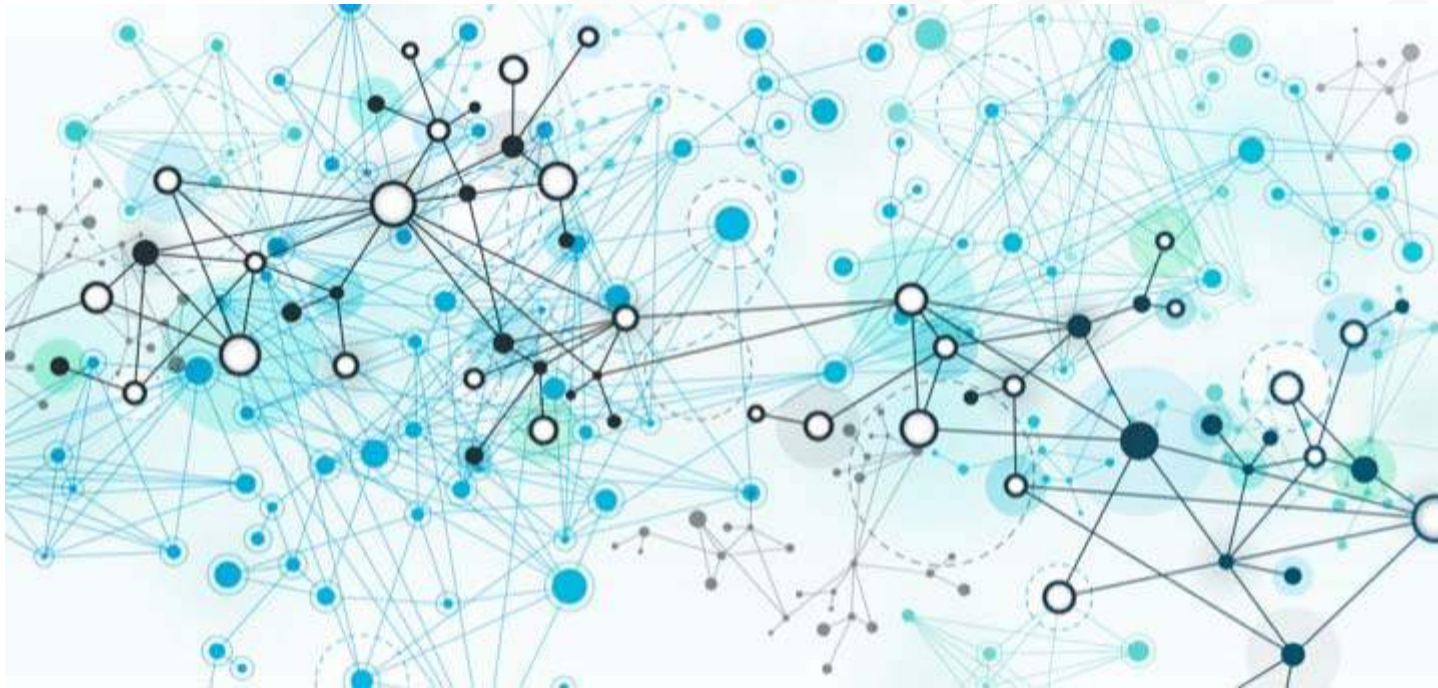
# Camera Applications



# Internet of Things



# Big Data





# Consumer Focus





# Case Study

## University of British Columbia



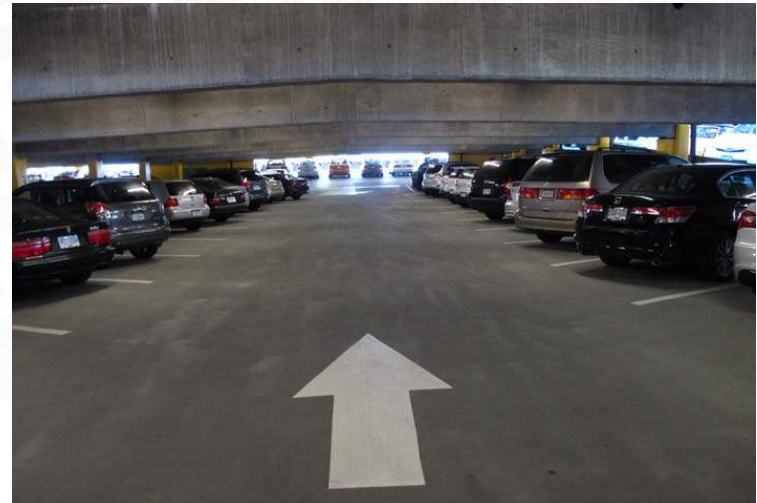
# UBC – Goals and Challenges

- Replace aging PARCS equipment
- Reduce maintenance costs
- Reduce employee costs
- Improve traffic throughput
- Increase customer service
- Introduce single technology platform across campus



# UBC – Solutions

- 4 month test
- Remove gates
- Pay stations in garage
- Introduce pay by cell
- FLPR at entry/exit
- Enforcement integration with LPR
- Move to virtual permits everywhere





# UBC – Benefits

- Improved traffic flow
- \$4M savings in equipment costs
- Greater standardization on technology across campus
- PBL/LPR technology rolled out to all 6 garages
- Gathering data to consider new rates and promotions





# Summary - Areas to Explore

1. Common data sets
2. Camera Applications
3. Internet of Things
4. Big Data
5. Consumer Focus

*Focus on the strategy first, then  
the technology.*

