



Bays Sensor Technology

Spotlight on Parking

London Borough of Hounslow, 17th March 2015

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About Westminster ...



**REGENT
STREET W1**

CITY OF WESTMINSTER

41,000+ on street parking spaces

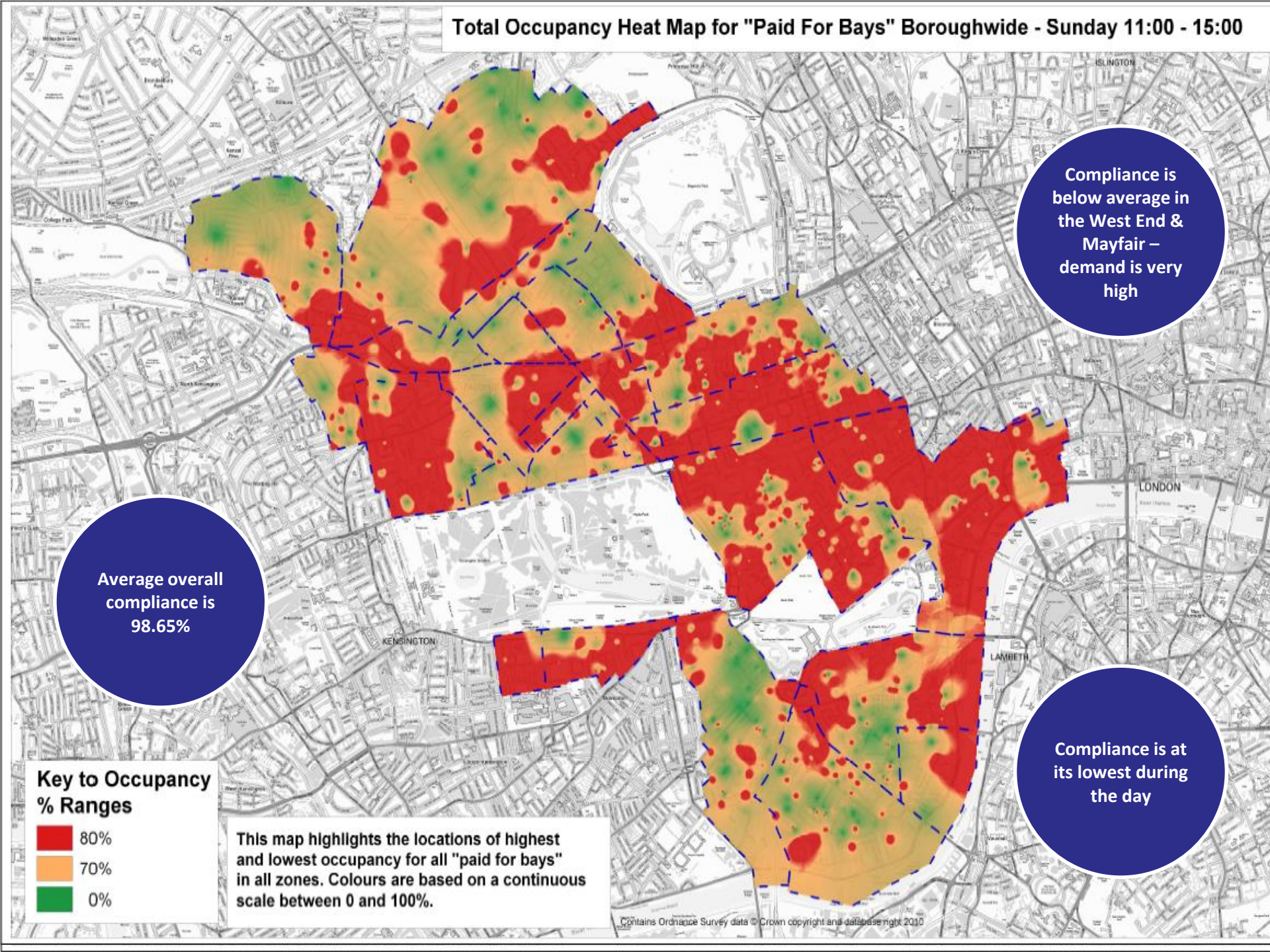
600,000+ vehicles enter central London daily

46,000+ business

250,000 Residents



Total Occupancy Heat Map for "Paid For Bays" Boroughwide - Sunday 11:00 - 15:00



Compliance is below average in the West End & Mayfair – demand is very high

Average overall compliance is 98.65%

Compliance is at its lowest during the day

Key to Occupancy % Ranges

- 80%
- 70%
- 0%

This map highlights the locations of highest and lowest occupancy for all "paid for bays" in all zones. Colours are based on a continuous scale between 0 and 100%.

The Westminster Parking Vision...

Easier to Park

Reduce enforcement cost base

Increase cashless parking usage

Reduce congestion

Increase Customer Satisfaction

Analyse -
Maximise bay occupancy.

Evaluate -
Assess impact of interventions of policy change on street

Plan -
Determine service requirements and targets for new contract

Monitor -
Monitor service performance against targets

Operational -
Free up analyst time to provide more support to decision makers

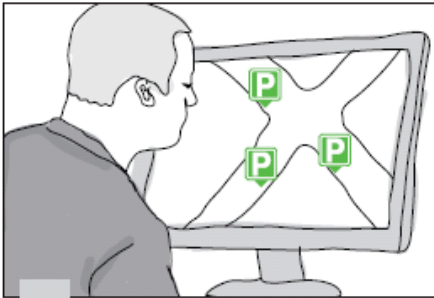
Self Service -
Promote self service for BAU information

Performance -
Improve efficiency of operational systems

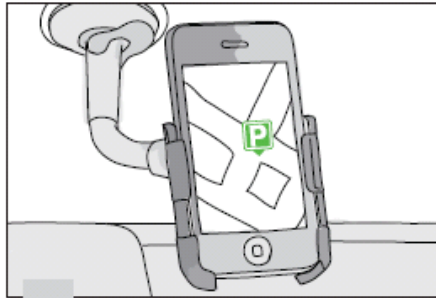
Forecasting -
Demand management & intelligent deployment

by managing the kerbside effectively.

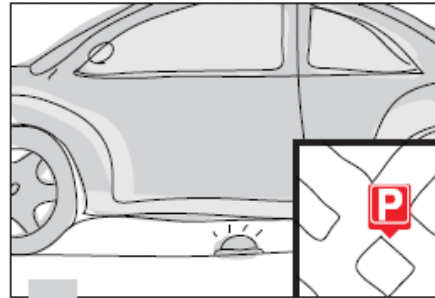
Realising our vision ...



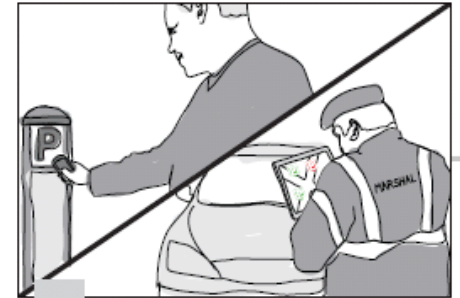
1 Plan your journey online from home



2 Mobile devices give you real time info en route



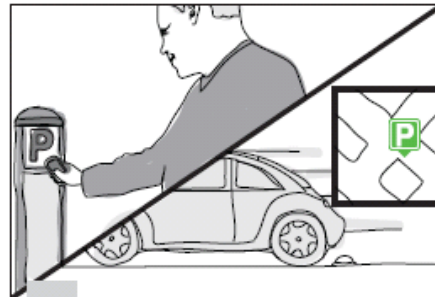
3 As you drive into the space, sensors will react and show that it is occupied



4 Pay for your space using contactless technology on your phone or credit card. Marshals know which bays are occupied



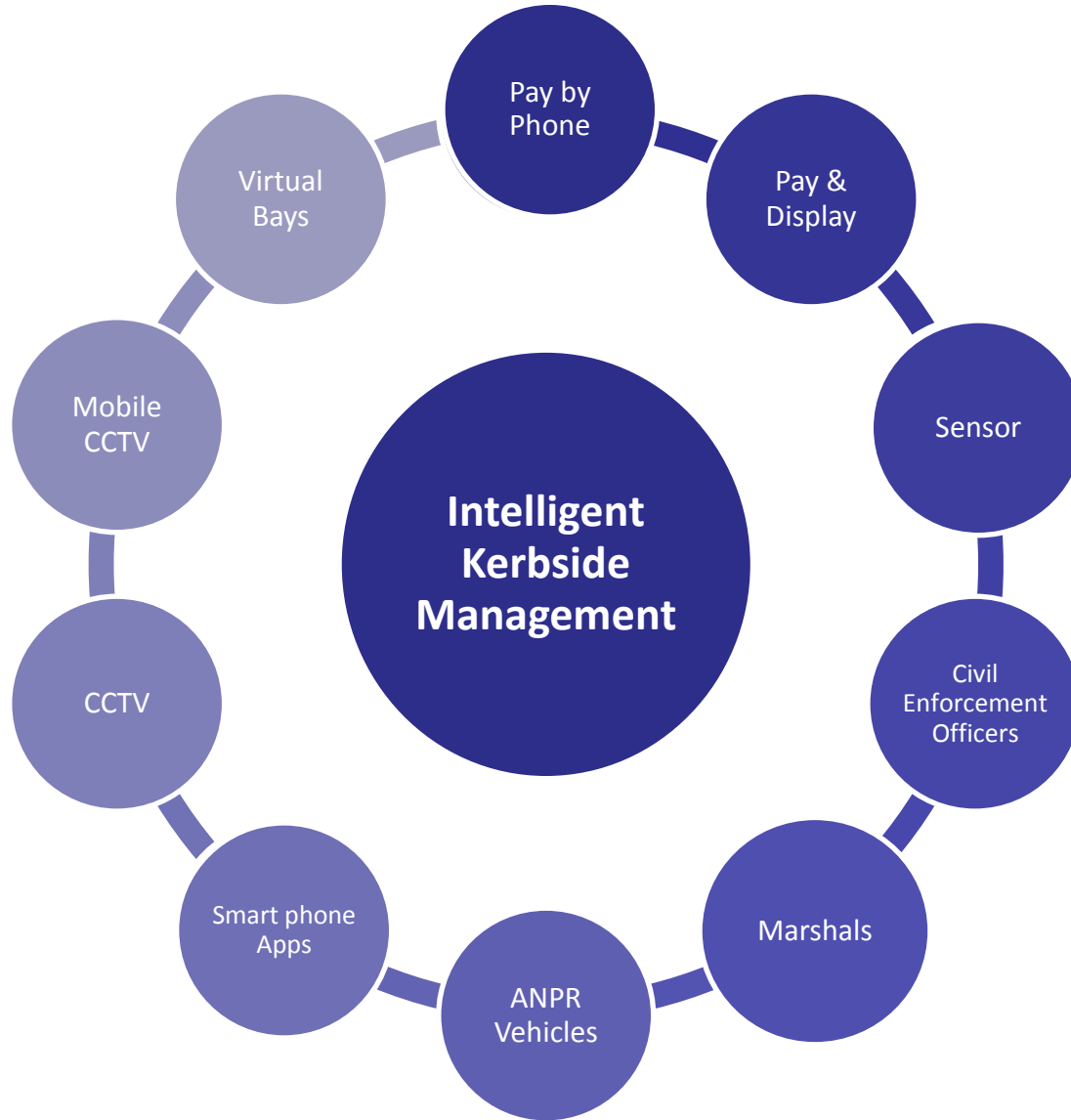
5 If you can't check en route, ask a marshal to show you where spaces are available



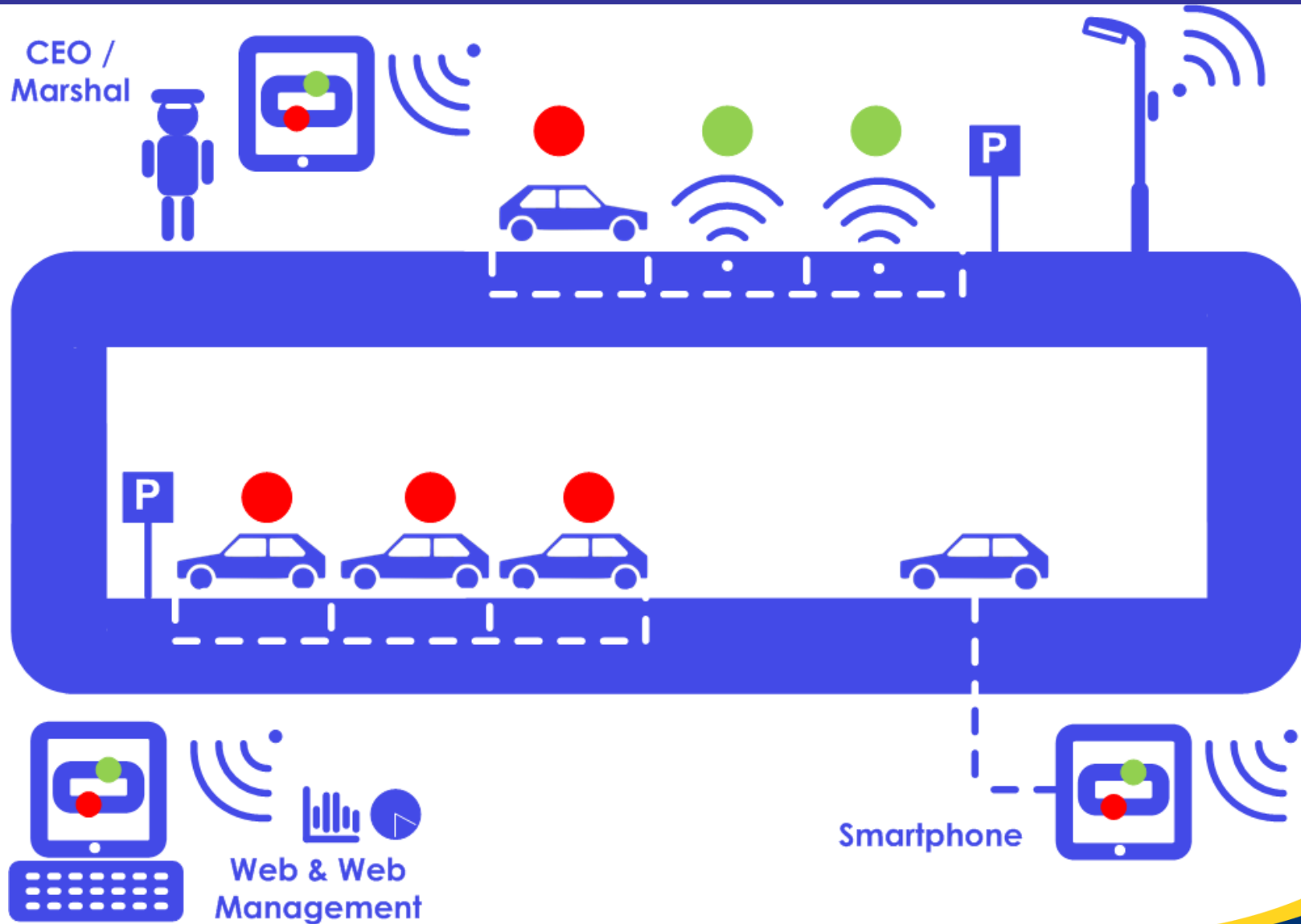
6 When you return you can 'swipe out' with your contactless payment sticker or card and drive away and your space will show as available immediately



The Solution



Bay sensors ... high level solution



Proof of Concept ...



Savile Row = 85%



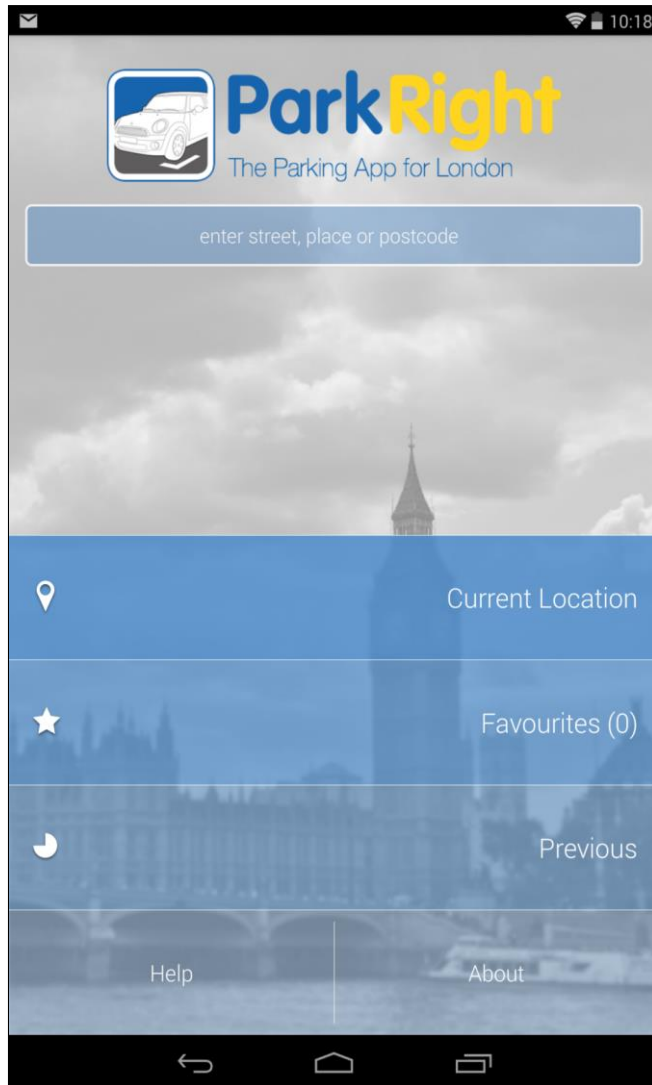
Sackville Street = 38%



Tom Edwards, Transport Correspondent BBC London News



ParkRight... real time availability



Calculate parking charge based on arrival time and length of stay

Save favourite parking spaces

Directions to parking space

Share your parking location

Quickly find high availability

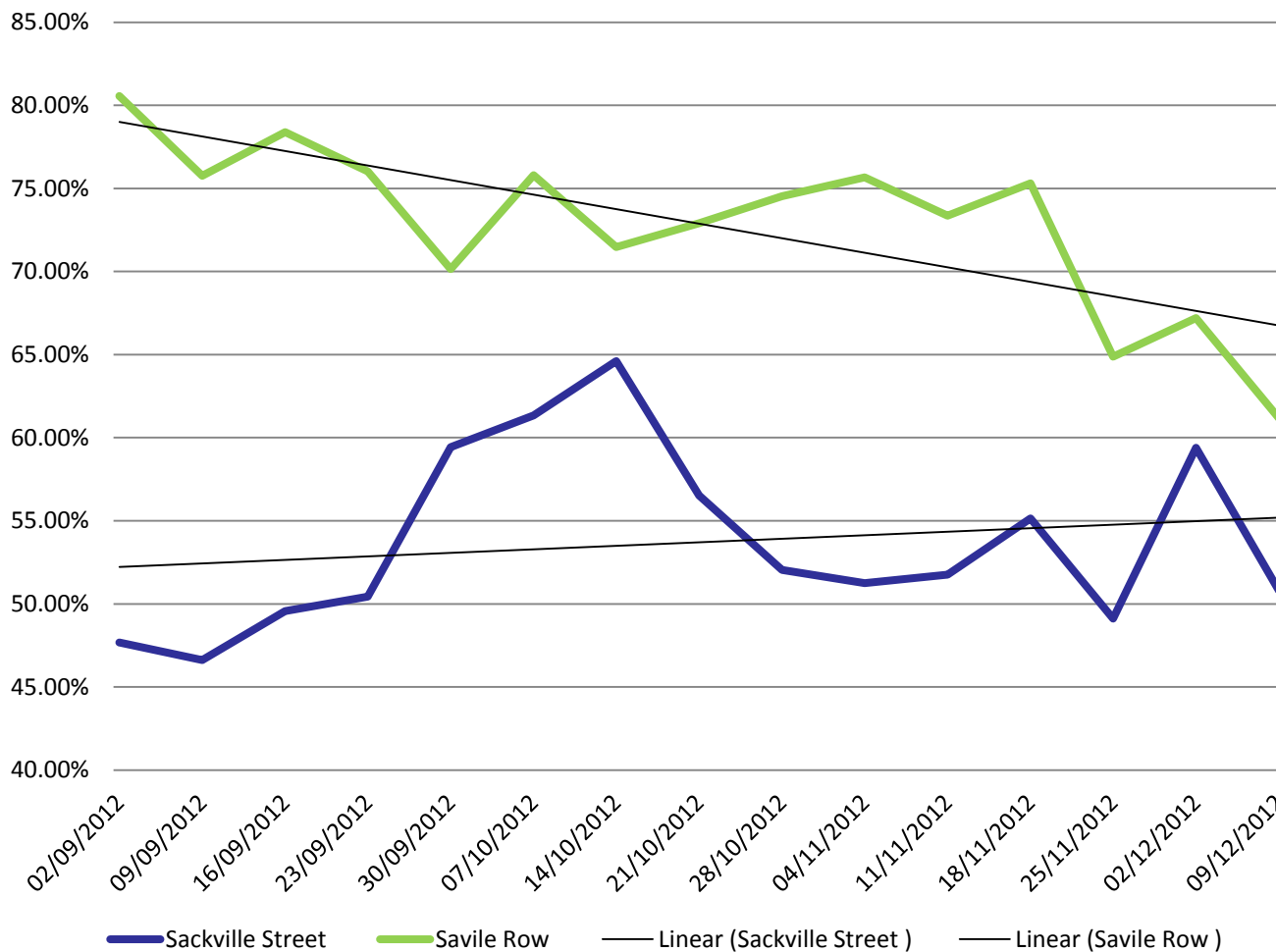
Apply filters to see only the bays you want to see



Rebalanced distribution of parking ...

Average Weekly Paid for Utilisation

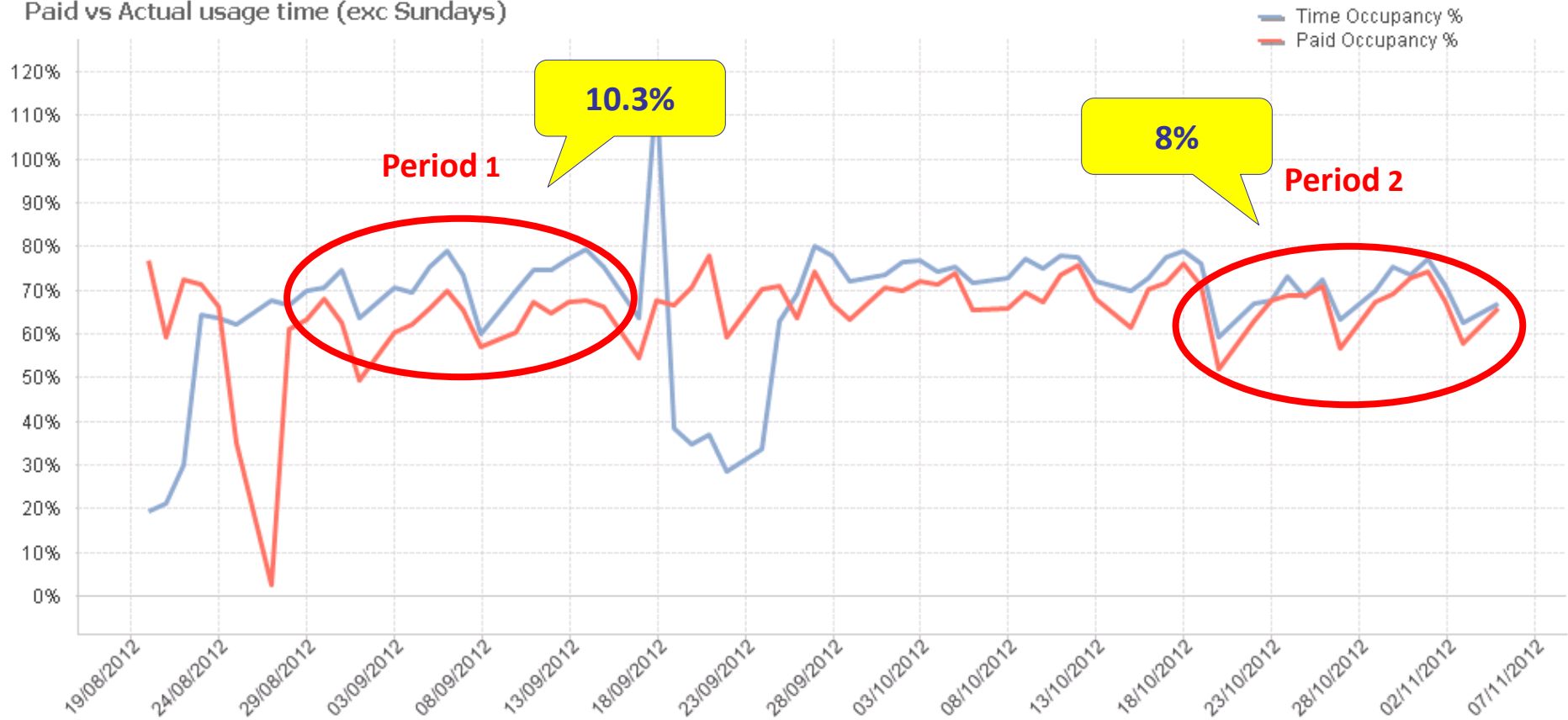
Before ...



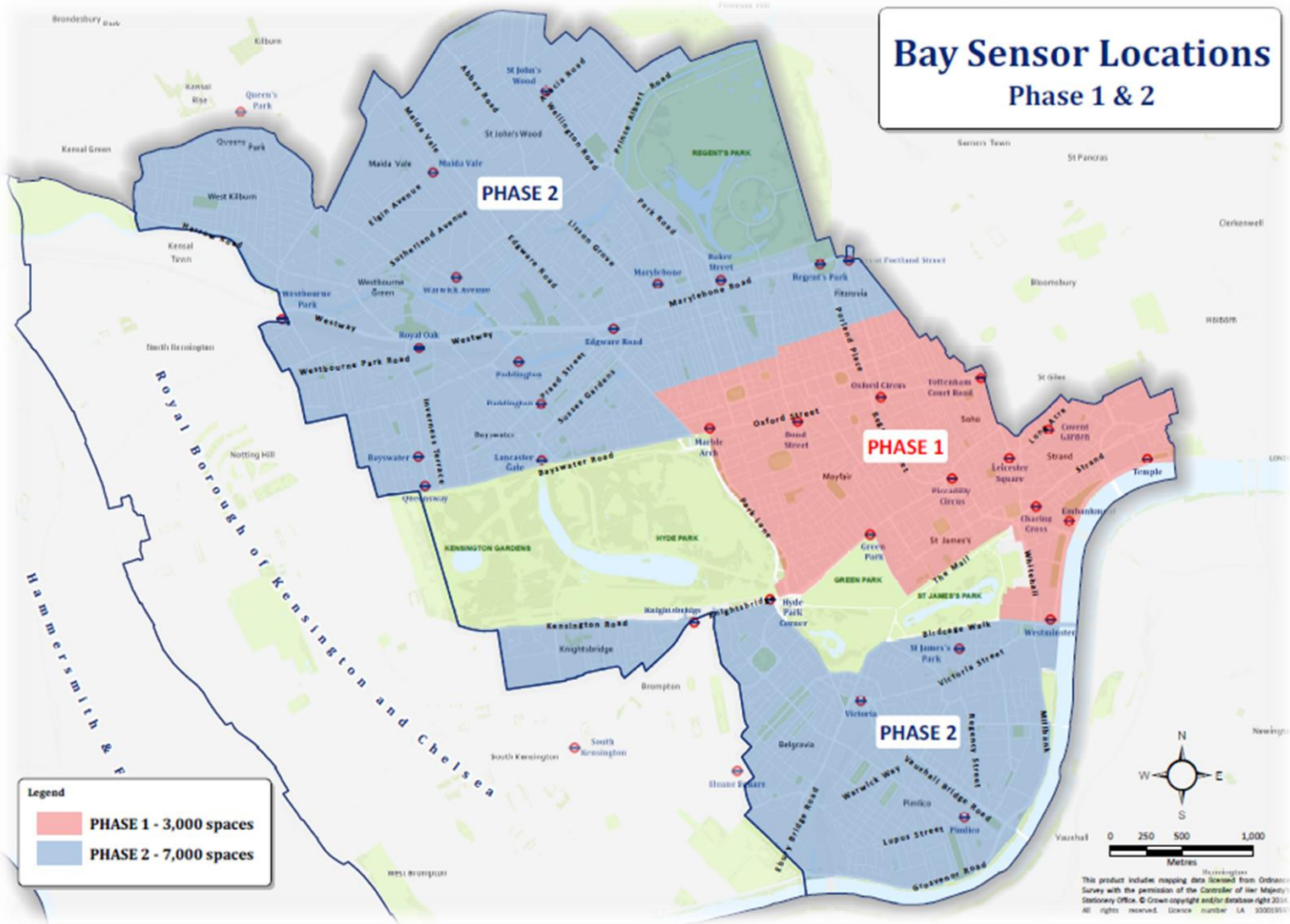
After...

Reduction in payment avoidance...

Paid vs Actual usage time (exc Sundays)



Phased roll out city wide ...



Consumer Engagement



simplifying
PARKING



**SAFER,
EASY &
FAIRER**
PARKING

**ACTIVE
TECHNOLOGY**



Marshals
assist motorists
LOOKING
for parking

**HELPING
CONG**

ParkRight

Less time
looking for
parking, more
time enjoying
London!

Find the Gap in central London



Download the
FREE ParkRight
app and find an
available space.

To download, just search "ParkRight"



westminster.gov.uk/parkright

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FIND THE GAP



Download the
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and find an available
space in real-time.



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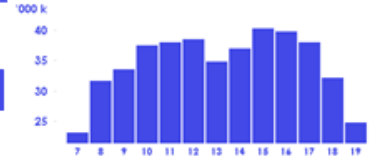
The results so far ...

YES Customer Behaviour change
Occupancy shift from one location to another

Occupancy
51% Day
30% Night

455 million
Minutes Parked

3pm Busiest arrival time



75%
Stays in Resident
bays less than
30 min

7 million

Vehicles
Parked

230
Locations

3,500
Sensors
Deployed



Web & Web
Management

65
Min
Average
Stay

970+
Max vehicles in
one day in a
single location
(750 daily Avg)

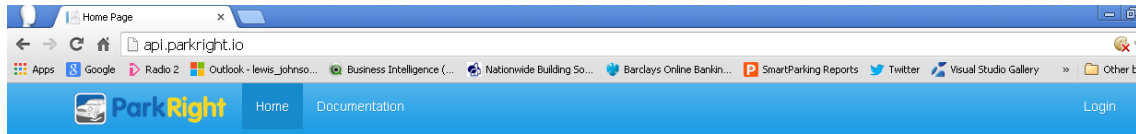
Smartphone



120,000 downloads of
ParkRight app



API Platform ...



Smart Parking API

Welcome to the new world of parking!

Providing REAL TIME parking availability for over 3,000 spaces in central London and parking information on over 40,000 spaces.

Empower your app or web site to make parking easier and quicker for users and help them to be in the right place, at the right time and do the right thing!

Captured 1547126 vehicle movements

[Learn more >](#)

application/json, text/json

Sample:

```
[
  {
    "LotCode": "sample string 1",
    "LocationCode": "sample string 2",
    "MaxStayPeriod": "sample string 3",
    "BayType": "sample string 4",
    "Street": "sample string 5",
    "Zone": "sample string 6",
    "SubZone": "sample string 7",
    "Ward": "sample string 8",
    "City": "sample string 9",
    "OperatingHourCode": "sample string 10",
    "TariffCode": "sample string 11",
    "PaymentProviderCode": "sample string 12",
    "BayCount": 13,
    "Latitude": 1.1,
```

Getting started

This API is currently in beta and we are opening it up to some selected members. If you want to hop right in, go take a look at the documentation and then register for an API

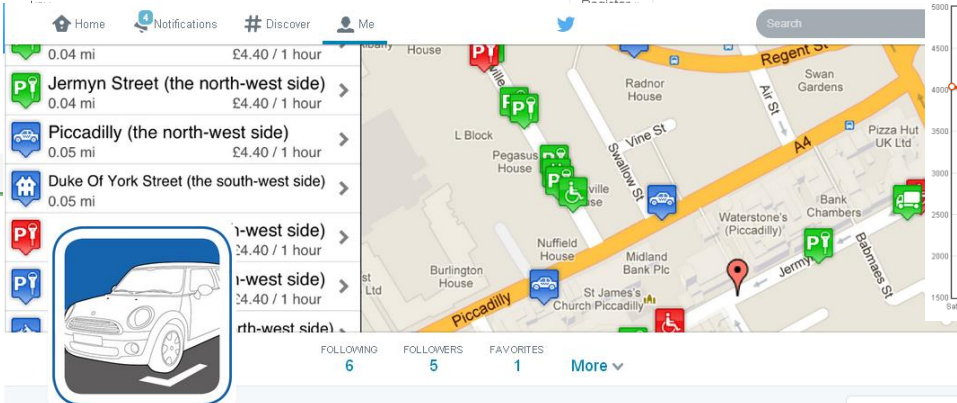
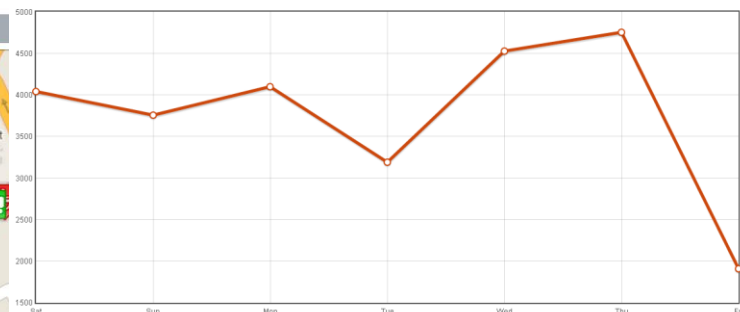
Register

If you want to use the api you need to register for an api key

API Usage

User: All Users

Last 24 Hrs Last 7 Days Current Month Current Year

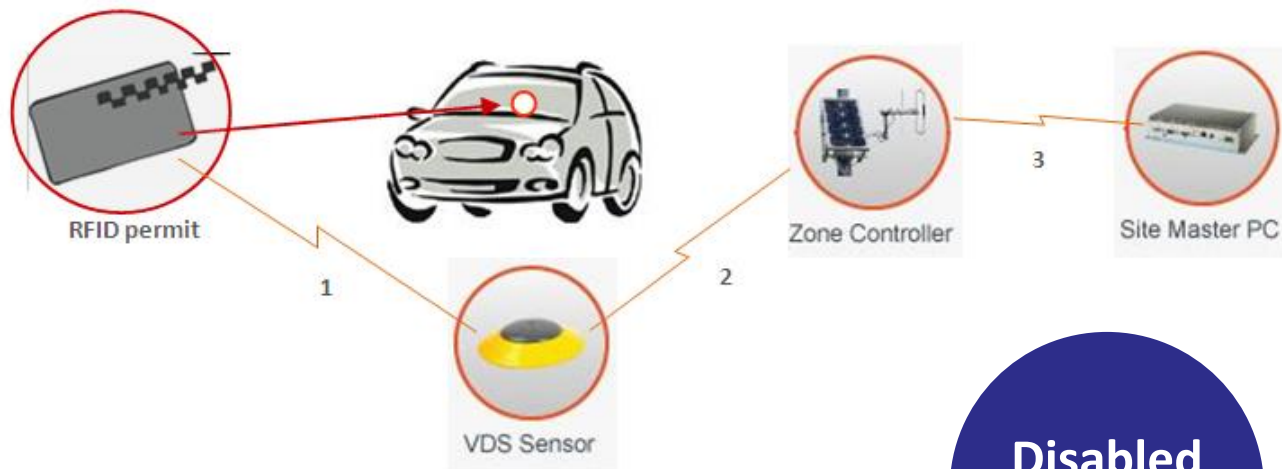


Next steps ...

Project evaluation:

- Customer survey, benefit analysis – Spring 2015
- Decision on Phase 2 – Spring/Summer 2015

RFID trial – Spring 2015



Pay-to-Park

Disabled Permits



The future of Parking



4 Pay for your space using contactless technology on your phone or credit card. Marshals know which bays are occupied



Call
www.westminster.gov.uk
020 7641 1735

