Westminster City Council

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City of Westminster

Bays Sensor Technology

Spotlight on Parking

London Borough of Hounslow, 17th March 2015

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About Westminster …

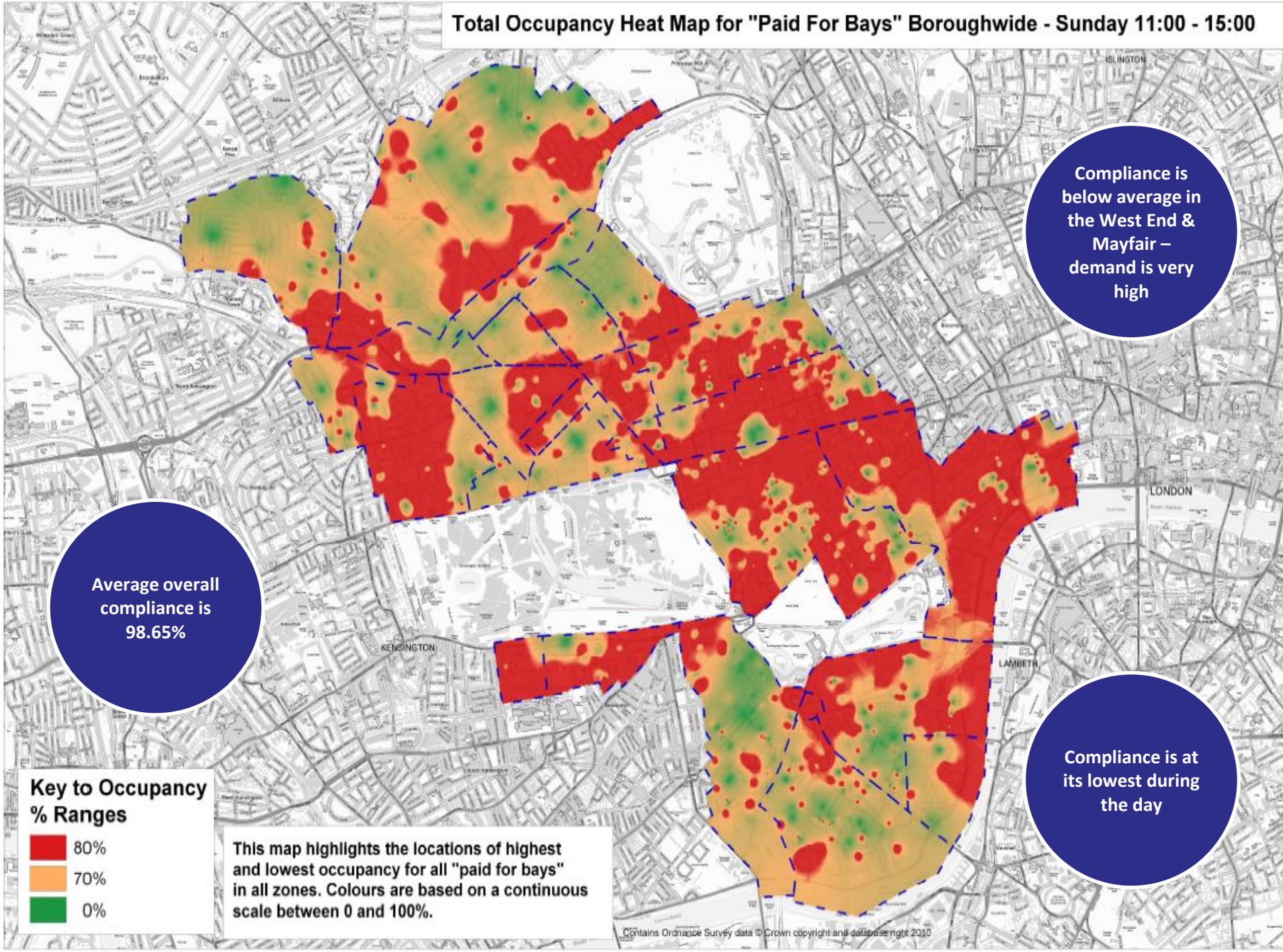
41,000+ on street parking spaces

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



The Westminster Parking Vision…

Easier to Park

Reduce enforcement cost base	Increase cashless parking usage	Reduce congestion	Increase Customer Satisfaction
Analyse - Maximise bay occupancy.	**Plan -** Determine service requirements and targets for new contract	**Operational -** Free up analyst time to provide more support to decision makers	**Performance** - Improve efficiency of operational systems
Evaluate - Assess impact of interventions of policy change on street	**Monitor -** Monitor service performance against targets	**Self Service** - Promote self service for BAU information	**Forecasting – Demand management & intelligent deployment**

service that assists

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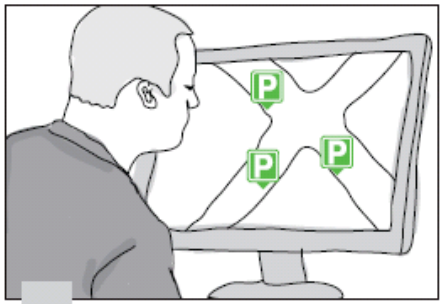
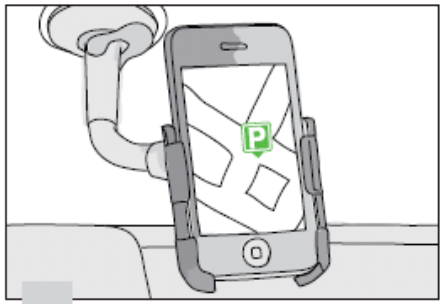
by managing the kerbside effectively.

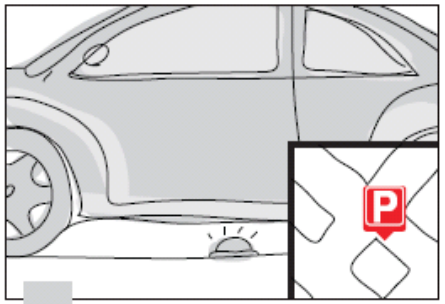
Realising our vision …



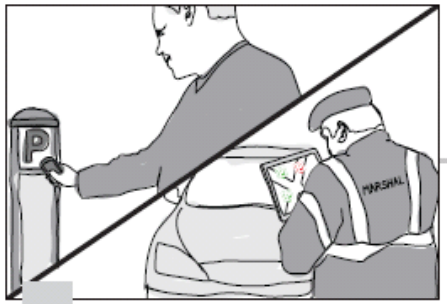
1 Plan your journey online from home



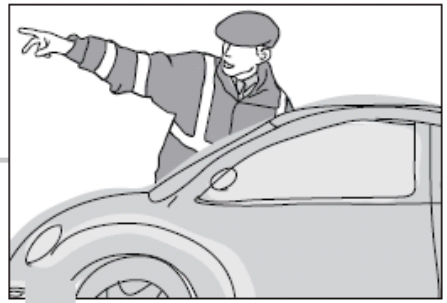
2 Mobile devices give you real time info en route



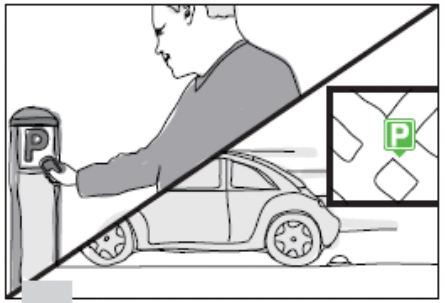
3 As you drive into the space, sensors will react and show that it is occupied



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

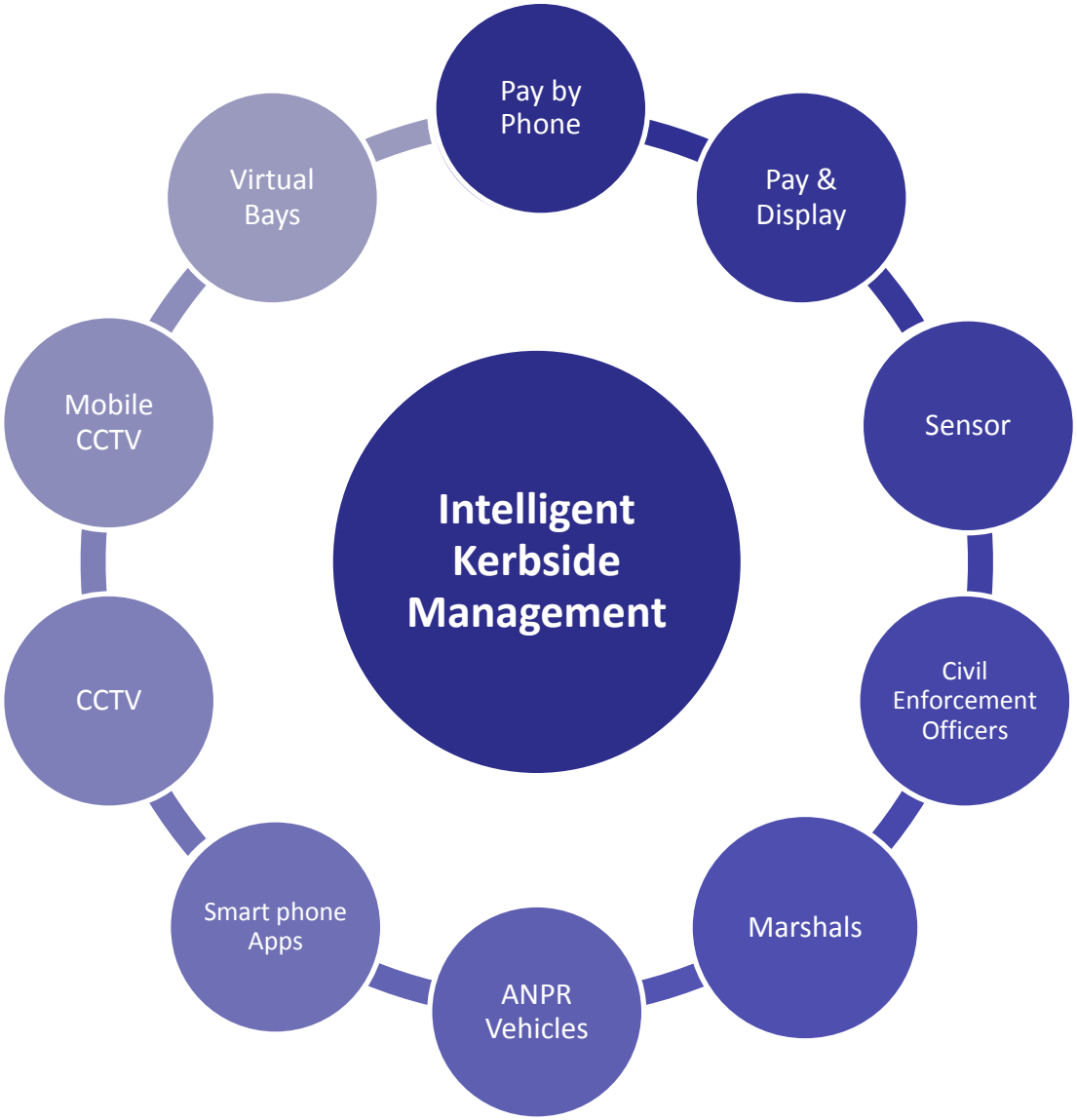


5 If you can't check en route, ask a marshal to show you where spaces are available

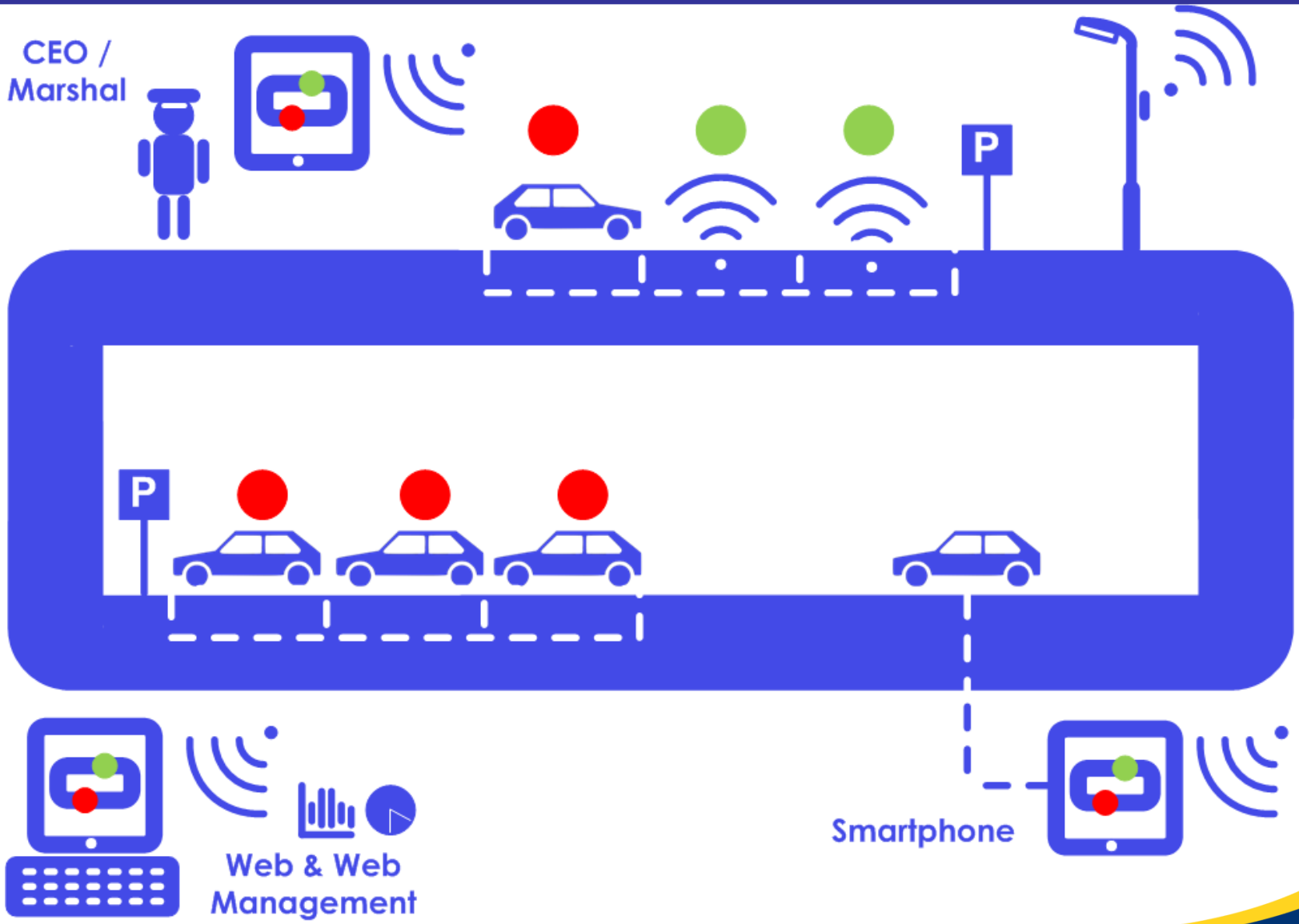


6 When you return you can 'swipe out' with your contactless payment sticker or card and drive away and your space will show as available immediately

The Solution



Bay sensors … high level solution

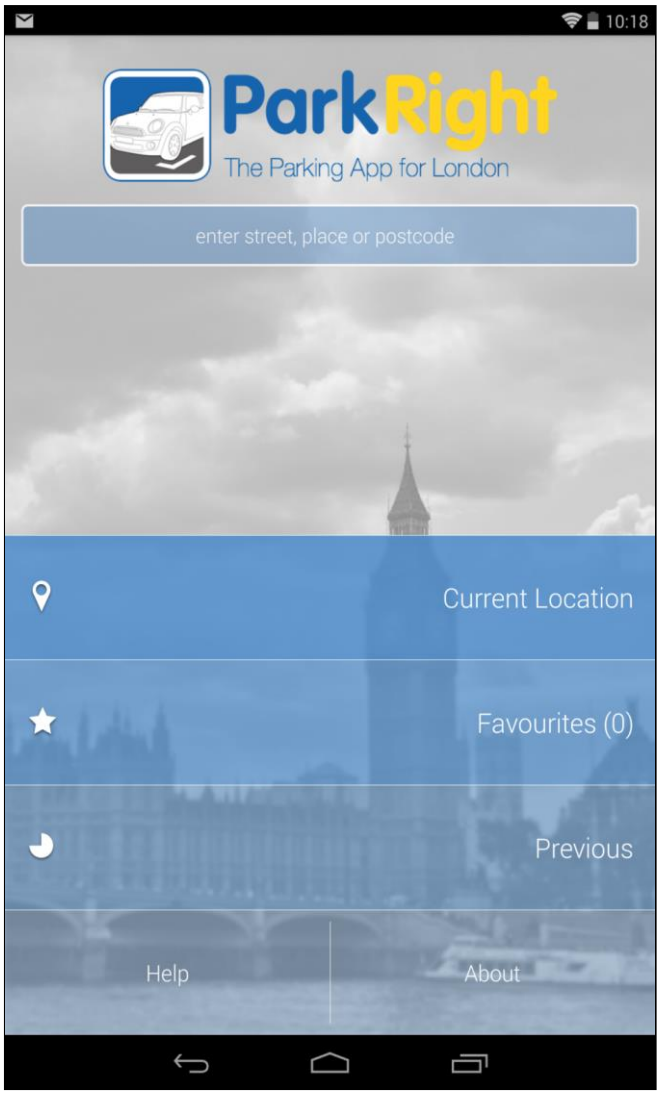


Proof of Concept ...

BBC

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

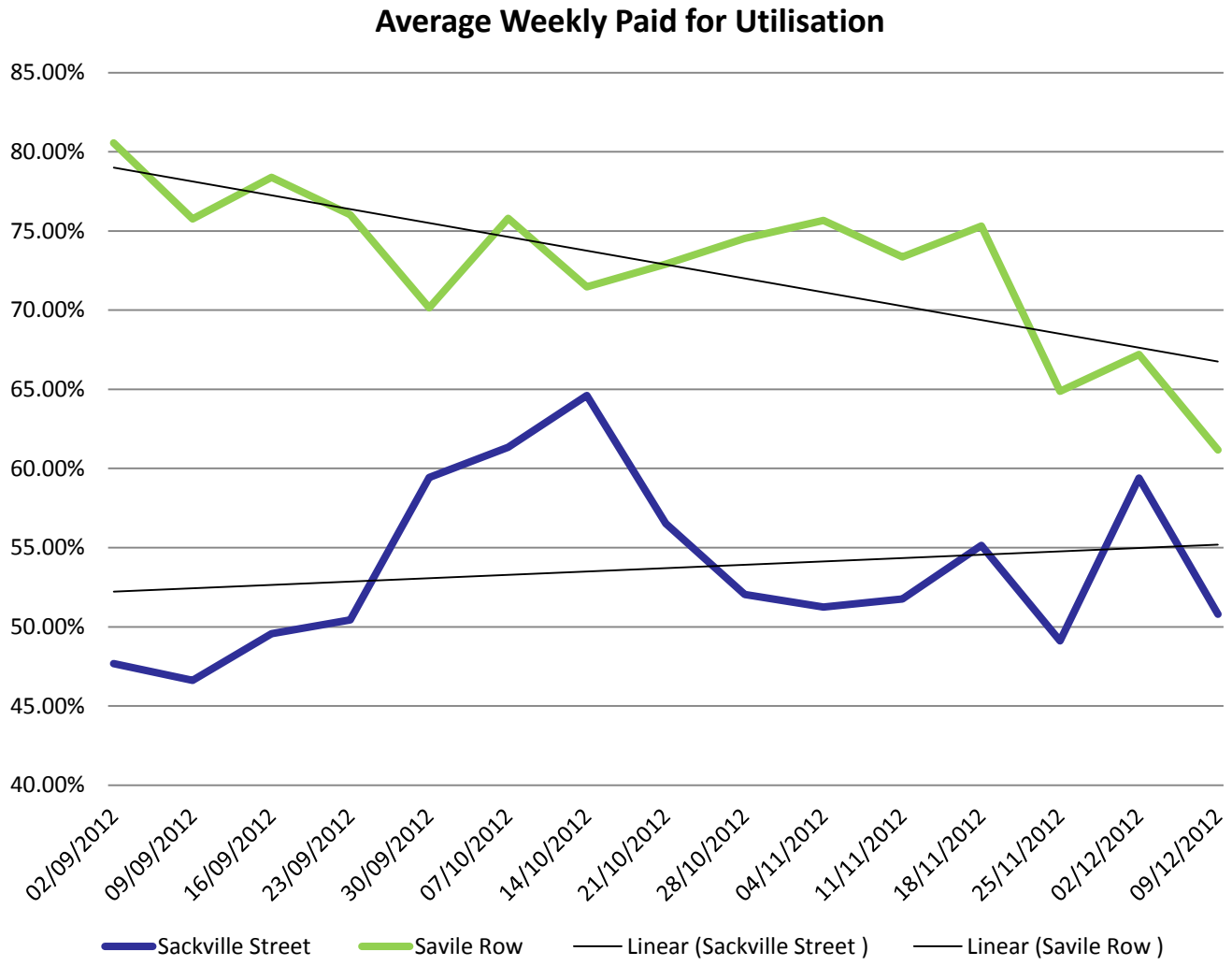
Quickly find high availability

Apply filters to see only the bays you want to see

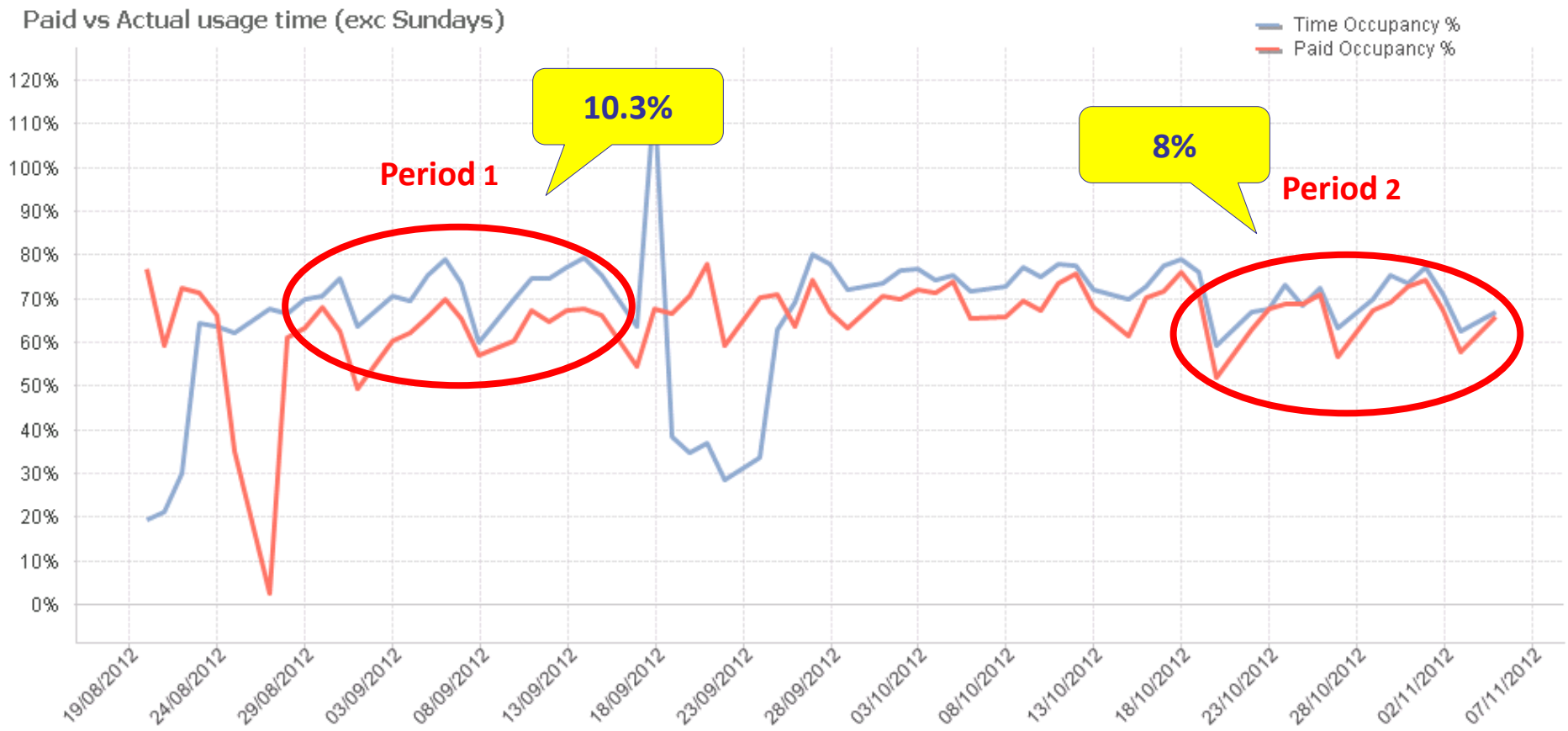
Rebalanced distribution of parking ...

Before ...

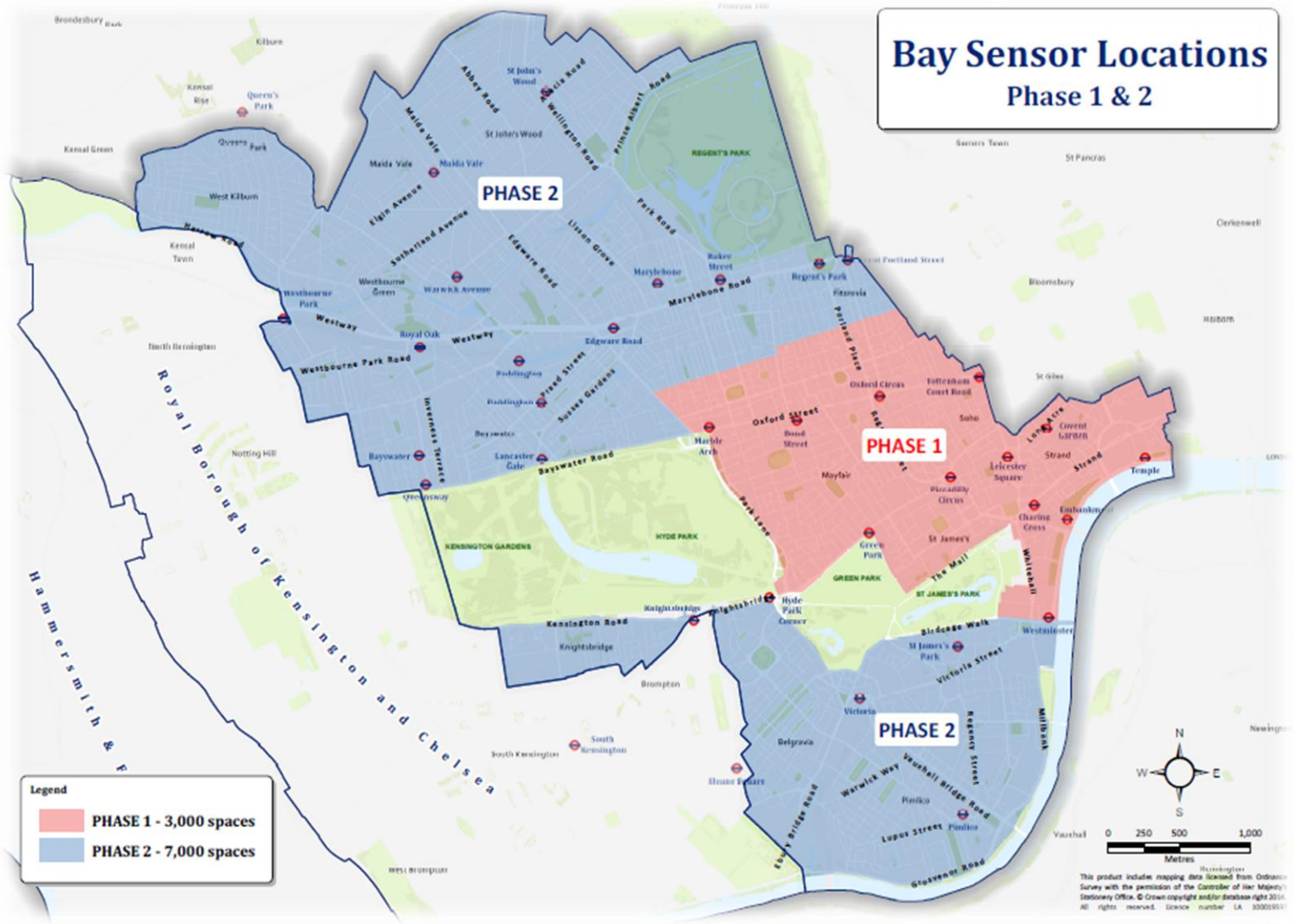
After...



Reduction in payment avoidance…



Phased roll out city wide …



Consumer Engagement

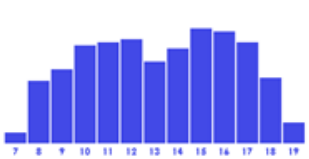
The results so far …

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 that 30 min

7 million Vehicles Parked

230 Locations

3,500 Sensors Deployed

Web & Web Management

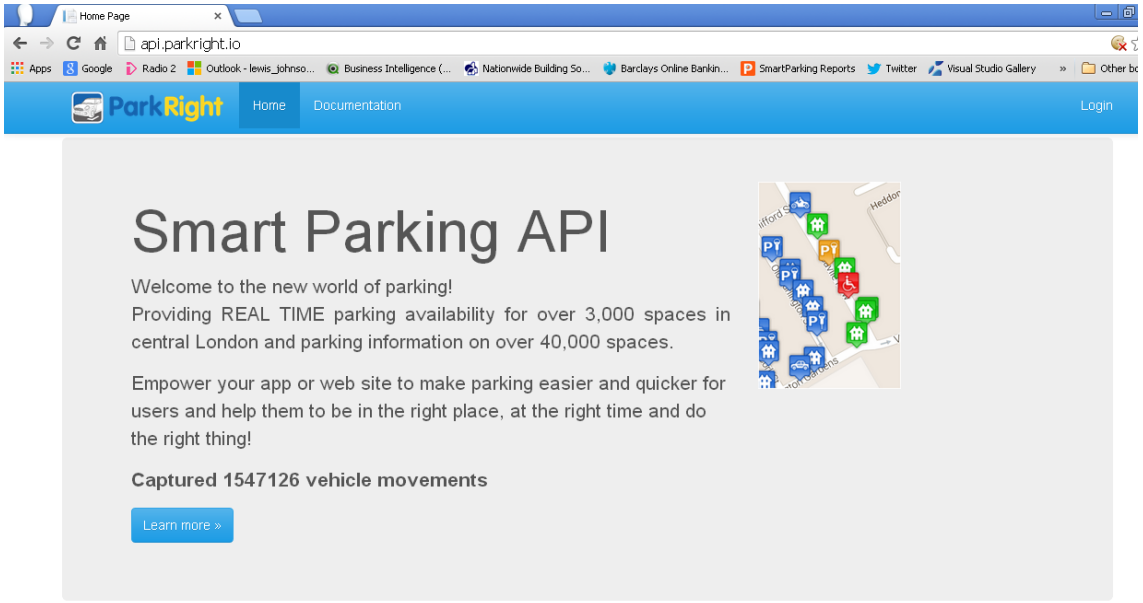
65
Min Average Stay

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

Smartphone

120,000 downloads of ParkRight app

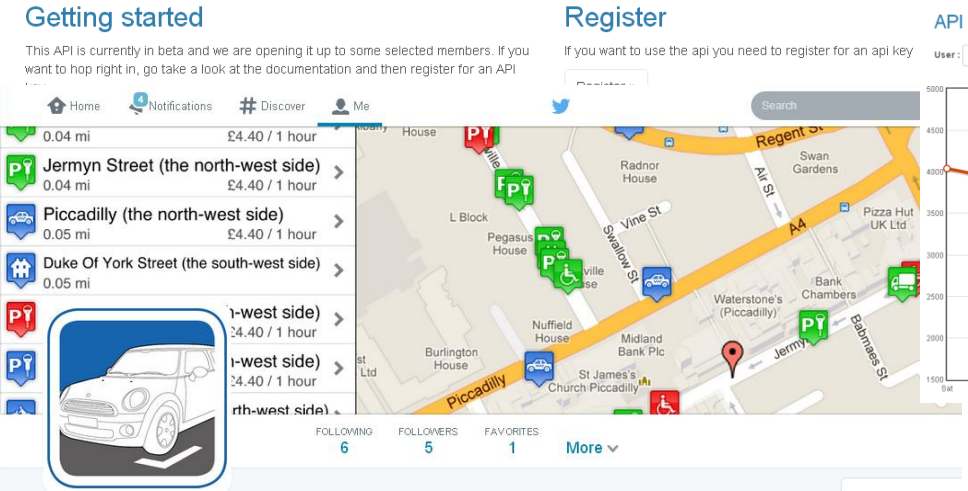
API Platform …

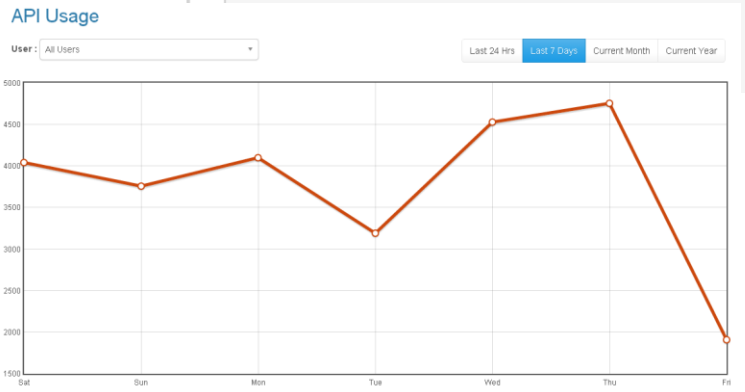


application/json, text/json

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,
```

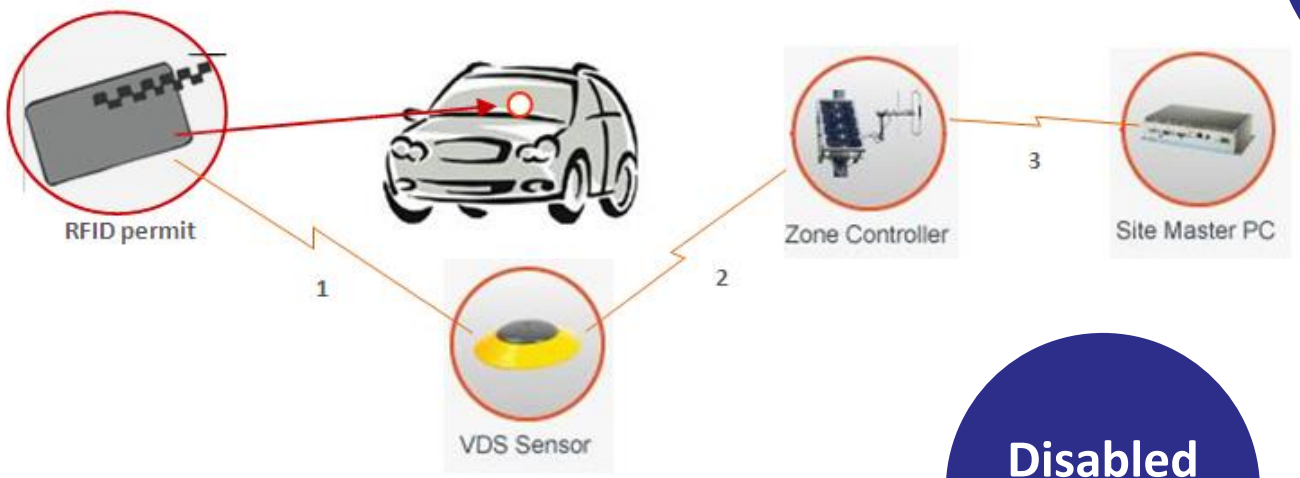


Next steps …

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

sall

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