# Smart Parking

Administration & Regulatory Affairs Department

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ParkHouston

# About ParkHouston

City of Houston

**ARA**

Administration & Regulatory Affairs

Team

Parking Compliance and Public Safety

On-Street Parking Meters and Parking Lots

Parking Programs and Permits

# Challenge

## Parking Data

- ## Static
  - Quarterly reporting vs. real time updates

- ## Scattered
  - Meters, mobile payment, off-street

- ## Incomplete
  - City owned parking facilities vs. privately owned

## Direct Impact

## Public Experience

-Transparency
-Guidance
-Misperception of city services

## Policy Making

-Data-driven
-Congestion & carbon footprint reduction
-Public-private coordination

## City Revenue

-Budget forecast
-Pricing for in-demand asset

ParkHouston App

Digital Payment Methods

Solar-Powered
Pay-by-Plate
Meters

Handhelds
and LPRs

Virtual
Permits
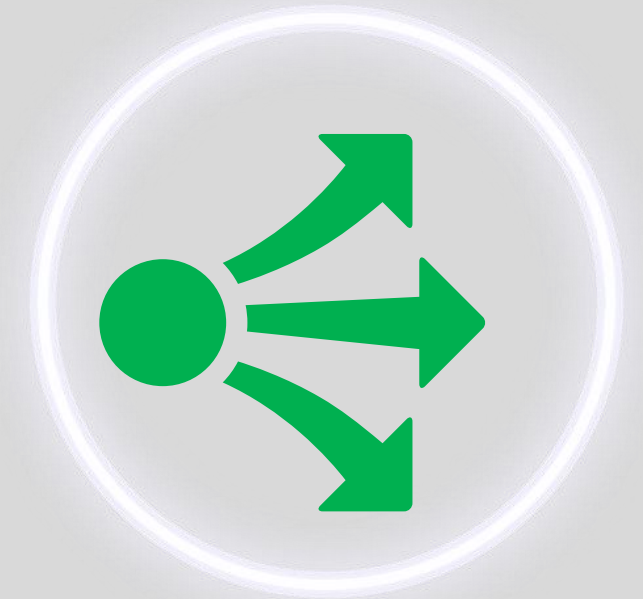
Smart Boots

**Centralized Data Portal**

# Centralized Data Portal



## Data-Driven Decisions

Curbside Management

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Pricing Strategies

Curbside Parking
Space Availability

Growth and
Expansion

# How it works: Business Intelligence & Data API

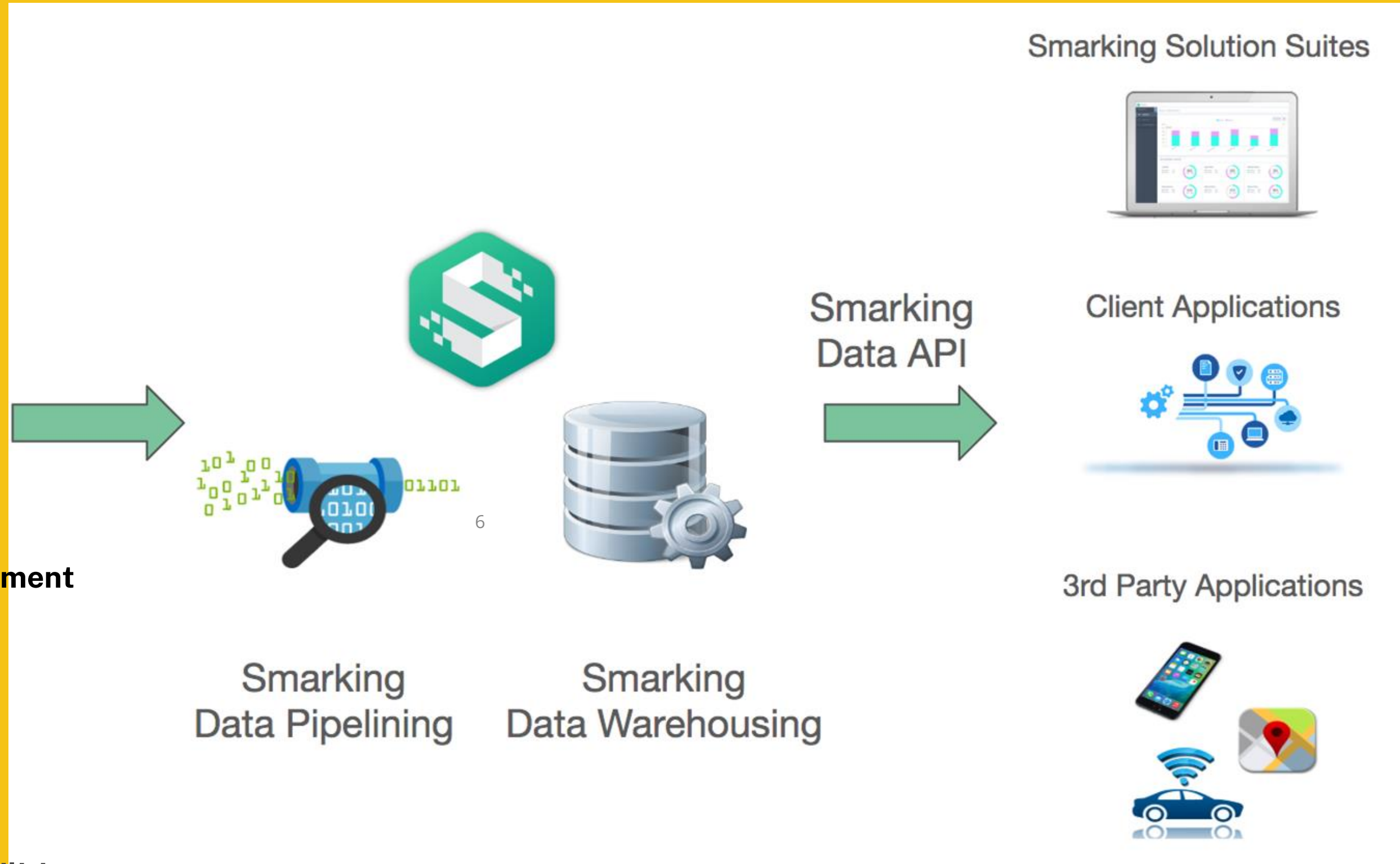**Unlock Parking Data**

**9,500 metered spaces**

**Citywide mobile parking payment**

**Private off-street parking facilities**

**Centralize & Unify Parking Data**

**Data Driven Policy Making & Public Services**



Smarking Solution Suites

Smarking Data API

Client Applications

3rd Party Applications

Smarking Data Pipelining

Smarking Data Warehousing

# Smarking Business Intelligence

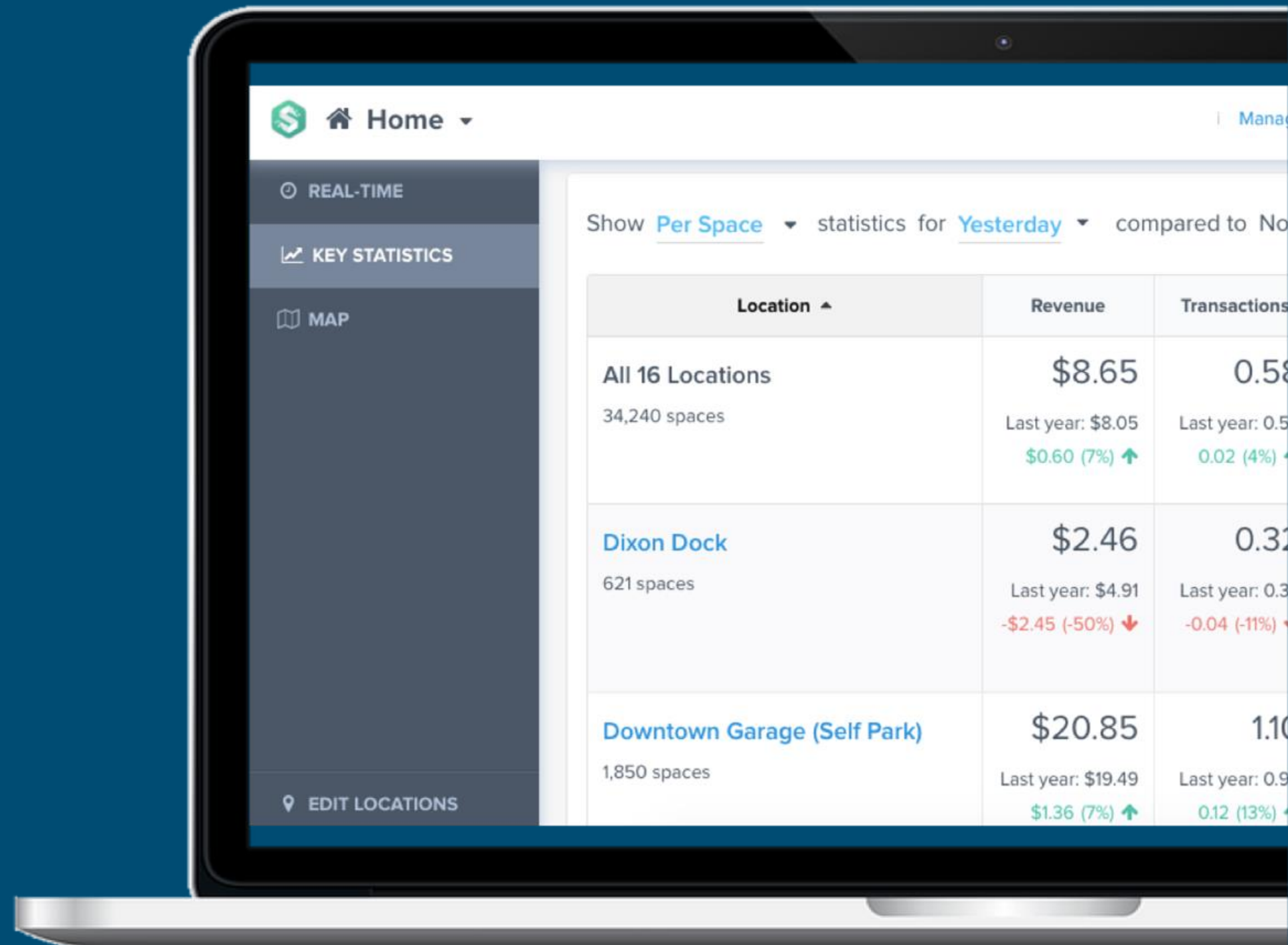- **Centralized real-time parking data**

    **On/off street, city & private sector, meter & mobile ...**
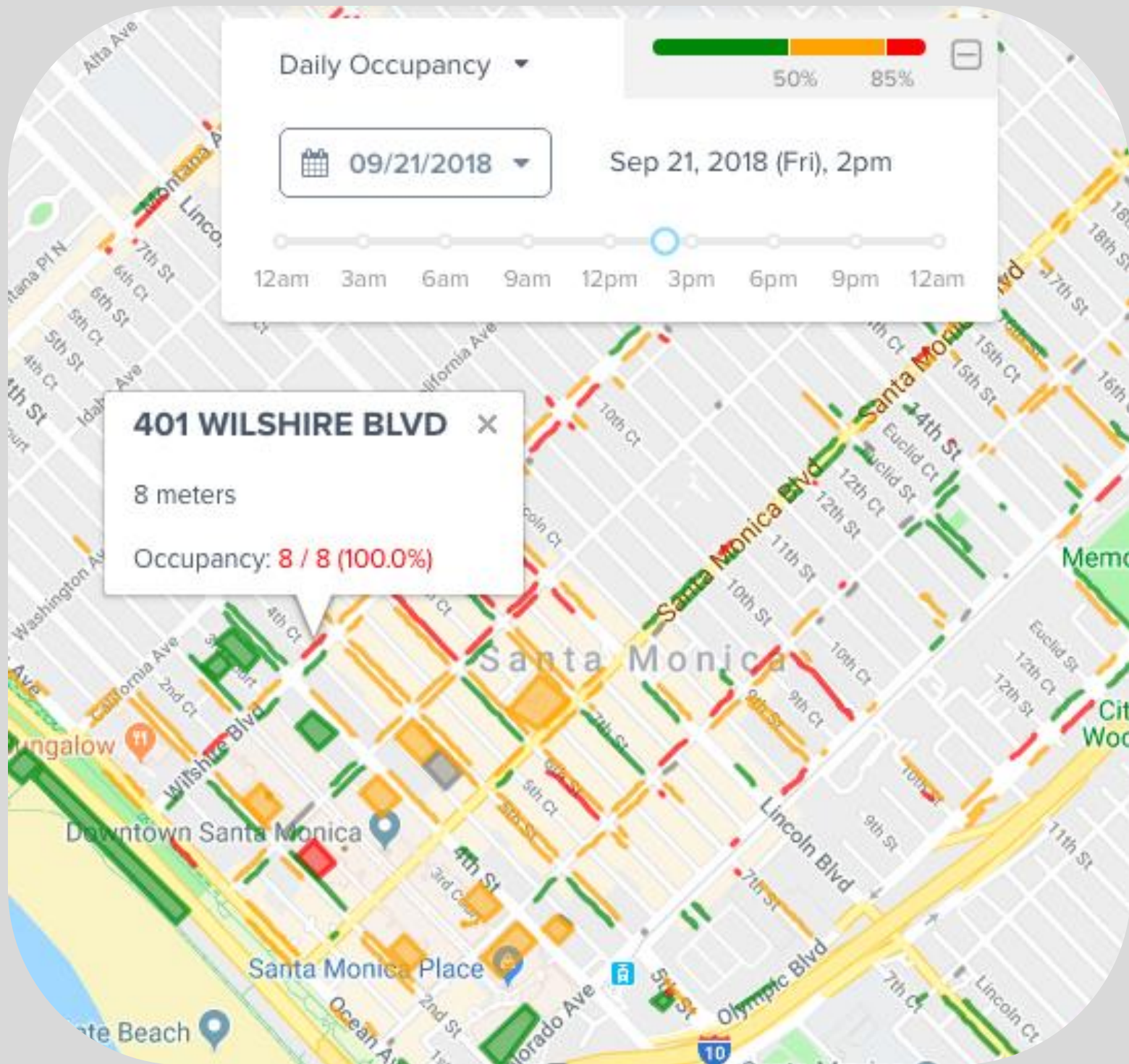
- **Accessible from any device**

    **Desktop, laptop, tablet, mobile...**

- **Complete parking KPI tracking**

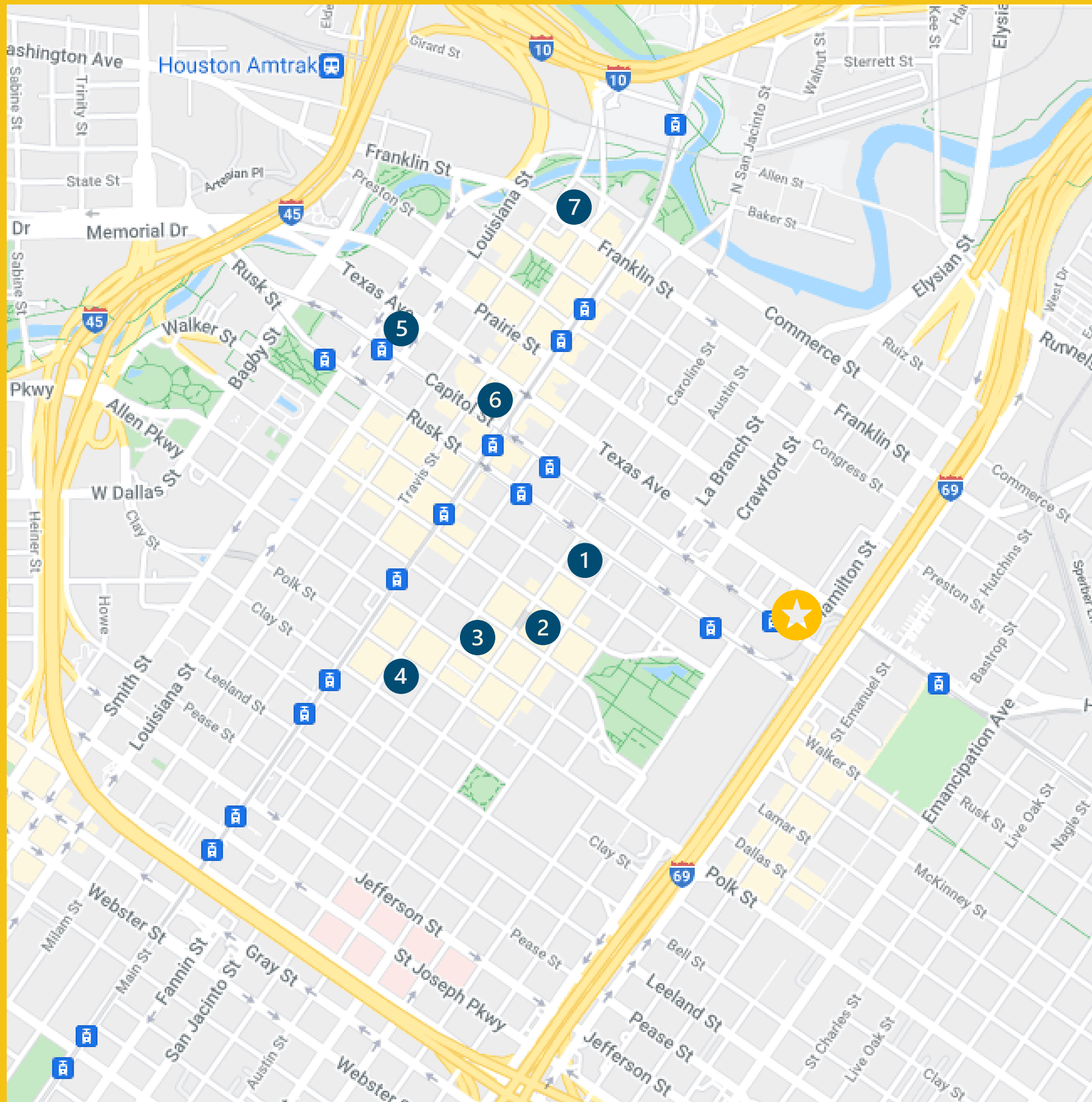    **Occupancy, entry/exit, duration of stay**

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## Public Guidance & Services

❖ **Real-time parking availability info**

❖ **Available via TxDOT ConnectSmart, ParkHouston, and more...**

❖ **Data-driven parking policy, infrastructure planning/development, and public services**

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| Number | Garage |
|--------|--------|
| ⭐ | Convention District Garage |
| 1 | Houston Center Garage 1 |
| 2 | 4 Houston Center |
| 3 | 1111 San Jacinto Garage |
| 4 | GreenStreet Garage |
| 5 | Theater District Garages |
| 6 | 601 Travis Garage |
| 7 | 801 Franklin Garage |

# Contract Terms

| TOTAL COSTS | | | | | | |
|---|---|---|---|---|---|---|
| Item | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | TOTAL |
| Licensing | $ 113,000 | $ 242,666 | $ 354,151 | $ 465,705 | $ 577,330 | $ 1,752,852 |
| Professional Services* | $ - | $ 31,250 | $ 31,250 | $ 31,250 | $ 31,250 | $ 125,000 |
| Additional System Integrations* | $ 5,000 | $ 46,000 | $ 46,000 | $ 46,000 | $ 46,000 | $ 189,000 |
| City Additional Spaces Monitoring* | $ - | $ 6,250 | $ 6,250 | $ 6,250 | $ 6,250 | $ 25,000 |
| One-Time Implementation Fee | $ 4,470 | $ 16,853 | $ 30,353 | $ 30,353 | $ 30,353 | $ 112,380 |
| TOTAL COSTS | $ 122,470 | $ 343,019 | $ 468,004 | $ 579,558 | $ 691,183 | $ 2,204,232 |
| TOTAL FUNDING | | | | | | |
| ParkHouston Fund 8700 | | | | | | $ 579,681 |
| Grant Funding | | | | | | $ 1,624,551 |

*Scoped and priced at time of project

# Recommendation

Approve an ordinance awarding a five-year, $2.2 million contract to Smarking, Inc.

# Questions

# #KNOWPARKING