

Smart Parking for Fewer Emissions and Smoother Driving

Redwood City, CA

SCENARIO

Before the pandemic, finding parking in Redwood City's central business district was a frustrating, fossil fuel-inefficient experience, costing drivers valuable time and convenience. For a more seamless return to restaurants, entertainment venues, and corporate campuses, Redwood City aimed to deploy smart parking solutions across 4,500-plus spaces.

SOLUTION

Redwood City worked with Cleverciti on a comprehensive smart parking guidance and wayfinding solution featuring:

- + 23 Circ® 360 floating LED signs affixed to lampposts that deliver 360-degree live parking information
- + IoT/artificial intelligence (AI) powered overhead sensors that detect available spaces and guide drivers to them
- + Automated enforcement of non-payments and "overstays"
- + Data-driven efficiencies like parking fee optimization and dynamic pricing

Cleverciti technology is at work in Germany

The Cleverciti guidance and wayfinding system **increased occupancy in Cologne's central business district by 8 percent** during weekday periods from 10 a.m. – 6 p.m. Sensors that collect real-time information guide drivers to underutilized spaces.

Cleverciti integrates with Redwood City's mobile app MyRWC, PayByPhone® for mobile payments, IPS Multi-space pay stations, EnSight Technologies AI/camera-based garage counts, and legacy parking systems, for a connected and seamless experience across public garages, private garages, on-street parking, and beyond.

RESULT

With IoT/AI- powered overhead sensors and floating digital "turn-by-turn" guidance, Redwood City's accurate, driver-friendly wayfinding solution efficiently guides drivers to open spots, setting off a cascade of benefits:

- + Decreased search times, for reduced driver frustration and greenhouse gas emissions
- + A more frictionless parking experience, for improved parking payments and compliance as well as increased foot traffic at restaurant and retail establishments
- + Improved parking utilization and space turnover, for increased revenues and reduced need for additional spaces or garages