

Creating a Mobility, Parking and Economic Ecosystem



TECH TALK

IDEAS WORTH SPREADING

Solving the urban puzzle:

How do we make it easier to interact in the urban environment?



Critical Parking Segments

On & Off-Street Parking – Stage One in progress



&



Residential Parking – Stage Two Complete



Curbside – Stage Three In Progress



On-Street Parking System

- Multi-space kiosks
- Zone base parking
- License plate recognition
- Smartphone Parking Application
- Online adjudication



Residential Parking

- License plate virtual permits
- Consistent real-time LPR enforcement
- Zone type flexibility
- Shared parking
- Real-time visitor and rental car permit activation
- Care Giver permits



Planning the project

- Define the problem
- Identify the key stakeholders and develop the strategy
- Select technology with the end in mind
- Create a scenario that is a win for all stakeholders
- Identify vendors that are successfully executing what you want to accomplish
- Ensure the organization can maintain operational integrity
- Figure out the politics before starting



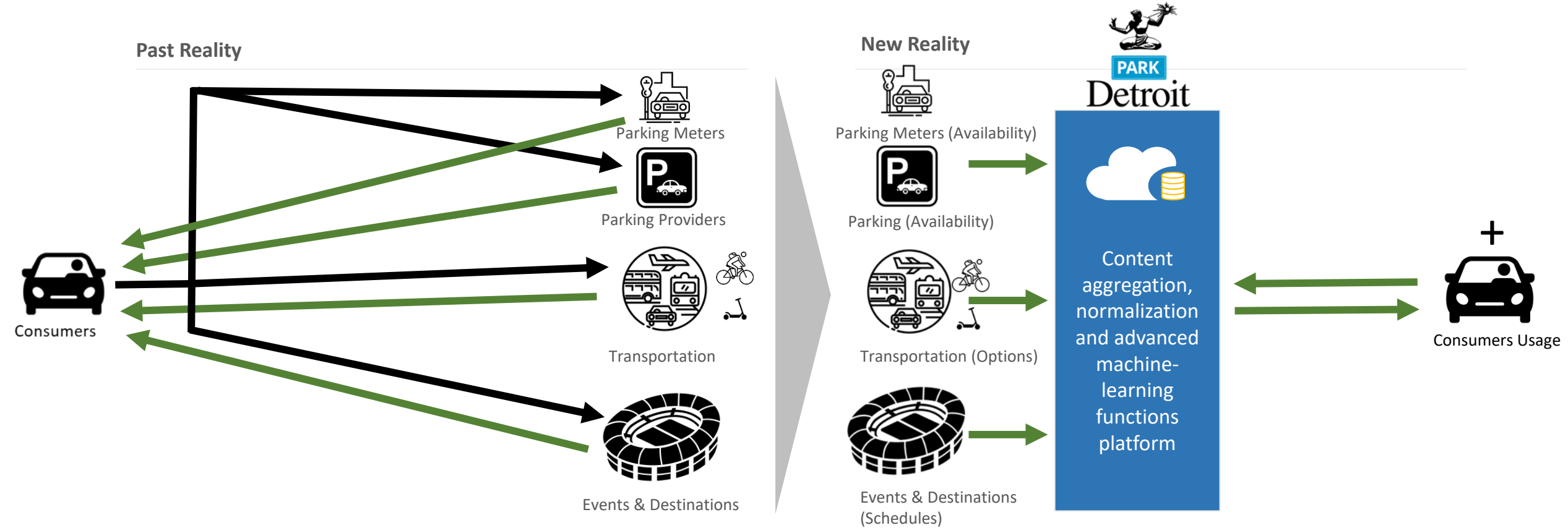
Create an ecosystem that integrates all platforms and data

- Transportation to move people & goods
- Economic development & tax base promotion
- Attracting people to work, play, and live
- Parking is the anchor for all activity



WHAT HAVE WE DONE?

Unification of real-time parking, transportation, and event information



- Each segment supplies single domain information to consumers, parking providers, transportation providers, and events promoters via a direct relationship

- Content platform will aggregate and normalize content from various suppliers (data-fusion) and supply a comprehensive content stream and advanced functions of real-time information



Merchandising
(City of Detroit)

Ticketing Sites/Apps
(Prompt Parking)

ticketmaster®



Detroit

Connected Car Apps
(In-dash Intergration)



HONDA



HYUNDAI



JAGUAR



amazon



PORSCHE

BEDROCK
— DETROIT —



**WAYNE STATE
UNIVERSITY**



On/Off Street Parking Providers
(Public/Private)

Frictionless access

Dynamic pricing

Real-time availability

Multi-modal mobility

Event awareness

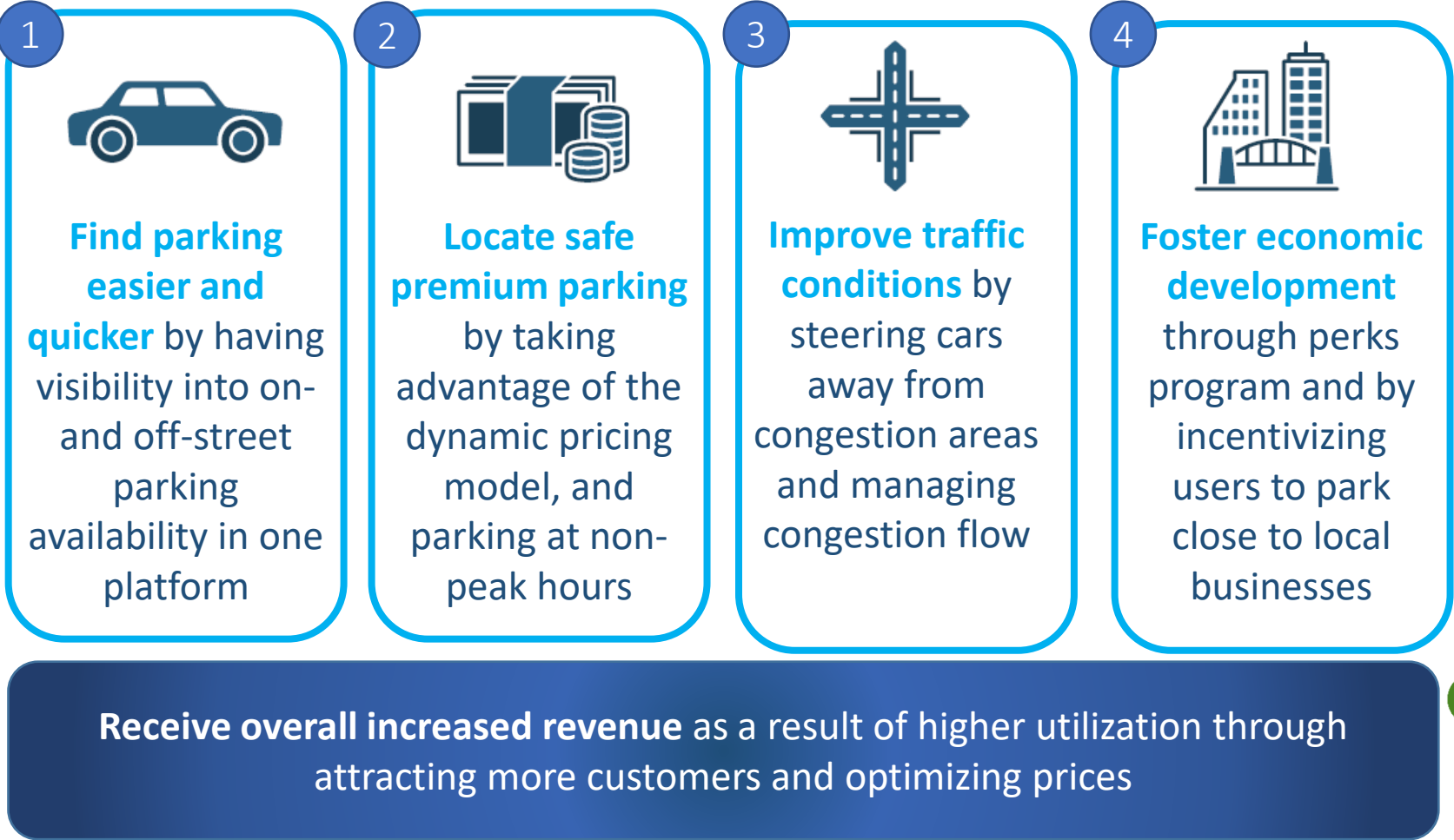
Reduce congestion & pollution

ParkDetroit will improve lives of consumers *by providing information* to make better decisions

Our value proposition to residents and visitors of Detroit:

Enabled by...

Our value proposition to parking providers:



✓ *Essential for feasibility of ParkDetroit*

ParkDetroit will maximize revenues by *fluctuating pricing* at key times to *manage congestion*

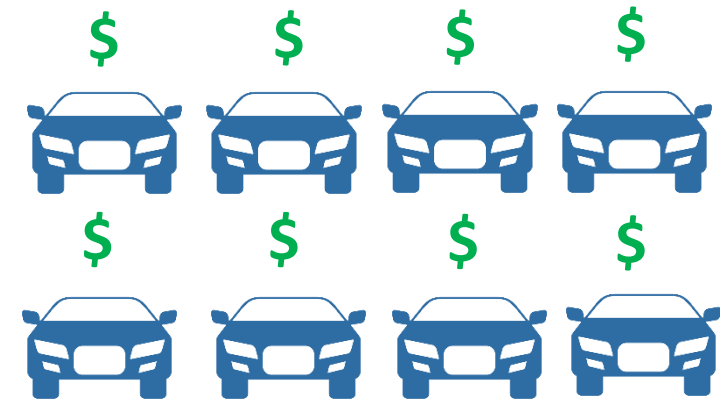
When demand is low, prices will decrease attracting new incremental customers



Discount Pricing



When demand is high, prices will increase reducing demand and driving consumers to lower priced alternatives



Premium Pricing

The parking provider controls all pricing decisions in this dynamic pricing model

Benefits of ParkDetroit

- More convenient parking
- Turn by Turn navigation
- Enhanced consumer experience
- Promotion of multiple economic transactions
- Increased parking revenue and economic growth
- Greater metropolitan event and attraction awareness
- Improved event, parking, and transportation integration
- Reduced traffic congestion and environmental pollution
- Maximized smart city data gathering and integration



flowbird.

Prime Contractor:

Parking Application

Payment

Way-Finding

Website

Detroit People Mover Integration

The logo for 'arrive' features the word in a lowercase, rounded, teal-colored font. A small 'TM' trademark symbol is located at the top right of the letter 'e'.

Subgroup:

Garage/Lot Integration

Event Listing

The logo for 'moovit' consists of an orange heart-shaped icon with a white smiley face, followed by the word 'moovit' in a bold, black, lowercase sans-serif font.

Subgroup:

Mobility Integration

The logo for 'dataiku' features a teal circle containing a white silhouette of a bird in flight. To the right of the circle, the word 'data' is in a bold, black, lowercase sans-serif font, and 'iku' is in a teal, lowercase sans-serif font.

&

The logo for 'VADE' is a large, stylized yellow 'V' on a black background. Below the 'V', the word 'VADE' is written in a small, yellow, uppercase sans-serif font.

Subgroup:

On-street Occupancy & Cameras

The logo for 'PARK' consists of the word 'PARK' in a white, uppercase, sans-serif font, centered within a blue rectangular box with rounded corners.

Detroit

Vendor Partners

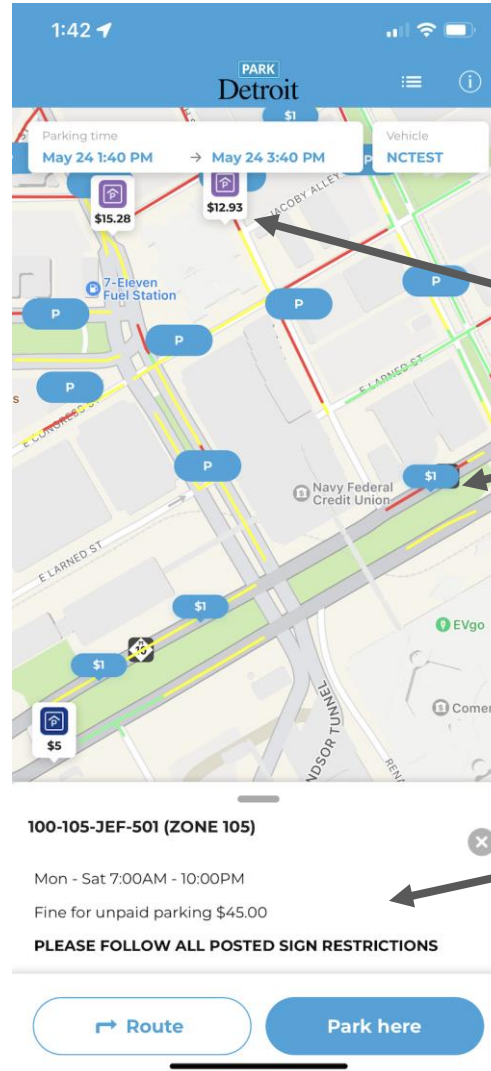
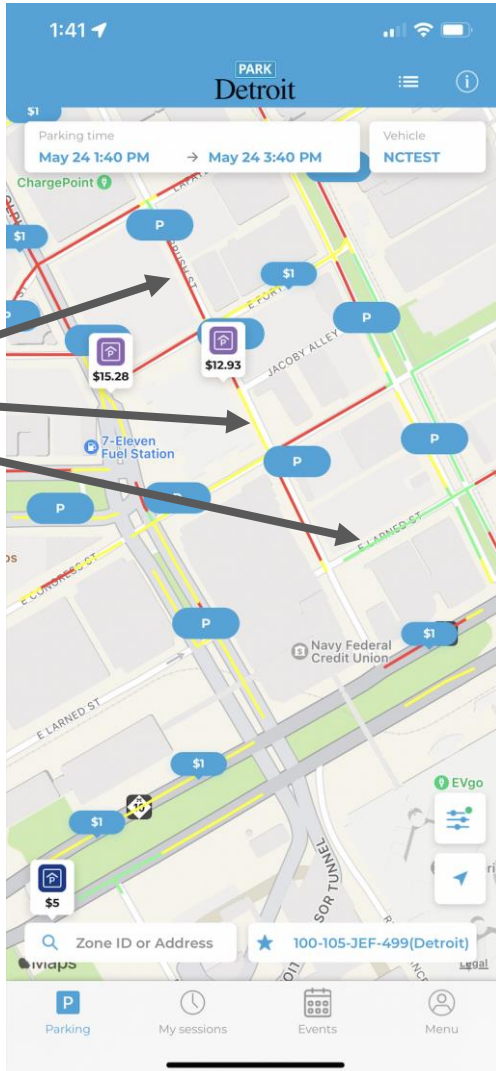
An aerial photograph of a city skyline at dusk. The sky is a mix of deep blue and orange from the setting sun. The city is densely packed with skyscrapers, many of which are illuminated with lights. In the foreground, there's a body of water reflecting the city lights. A large, circular building with a glass facade is visible on the left. The text "On Street" is overlaid in the center in a white, sans-serif font.

On Street

On/Off Street Mapping

On-Street availability:

- Red not available
- Yellow limited
- Green available



Garages



Surface Lots

Values Displayed are for 1h of parking starting at the time of selection – 5 Characters
Off street price display feasibility under confirmation

Displays for the selected-on street area:

- on street rates,
- enforcement hours,
- citation value,
- Zone

On Street Zone – Location and Time Selection & Payment

1:47

Back

PARK
Detroit

NCTEST

100-105-JEF-501 (ZONE 105)
Detroit

From:
May 24, 2022
1:46 PM

To:
May 24, 2022
3:46 PM

Paid duration:
2 h

Price:
\$2.15
Incl. service fee: \$0.15

Reminder period before expiration: 15 min

Purchase

VISA

0550

Expiration date: May 2029

Where to park?

206

Zone 206 (206)

Done

1234567890
- / : ; () \$ & @ "
+= . , ? ! ' < >
ABC space return
😊 🗣️

1:46

Back

PARK
Detroit

2h

1h

1h 45min

1h 15min

1h 30min

3:46 PM
May 24, 2022
\$2.15

- 15 min +

CONFIRM

1:47

Back

PARK
Detroit

NCTEST

100-105-JEF-501 (ZONE 105)
Detroit

From:
May 24, 2022
1:46 PM

To:
May 24, 2022
3:46 PM

Paid duration:
2 h

Price:
\$2.15
Incl. service fee: \$0.15

Reminder period before expiration: 15 min

Purchase

VISA

0550

Expiration date: May 2029

1:47

Your note

✓

Transaction confirmation
Your payment has been successfully completed.

Transaction No.

50643816

Zone

ZONE 105

Vehicle

NCTEST

Start time

Tue, May 24, 13:46

End time

Tue, May 24, 15:46

VISA

0550

\$2.15

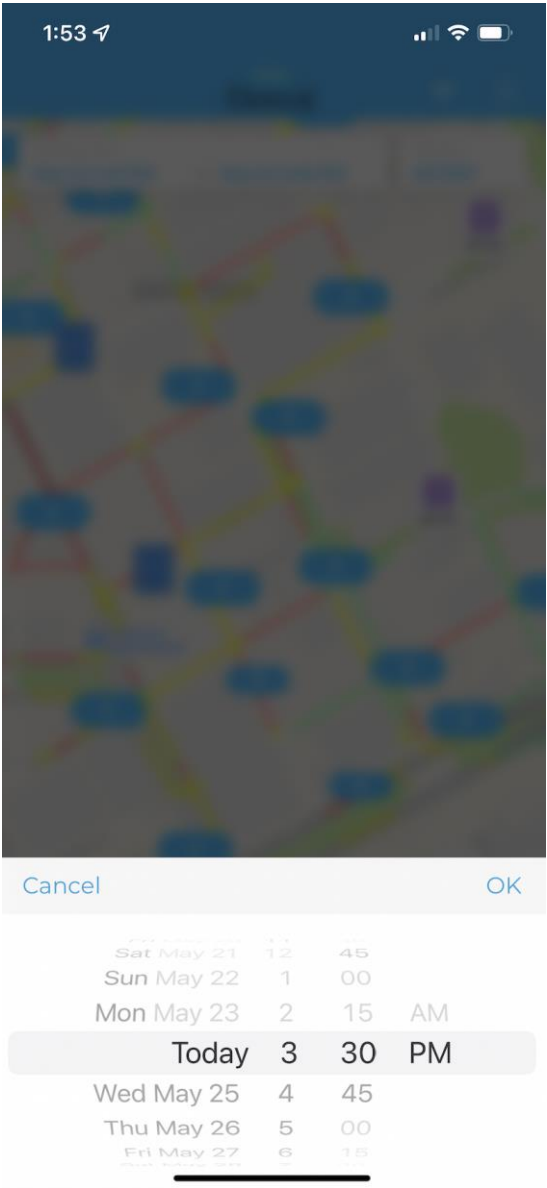
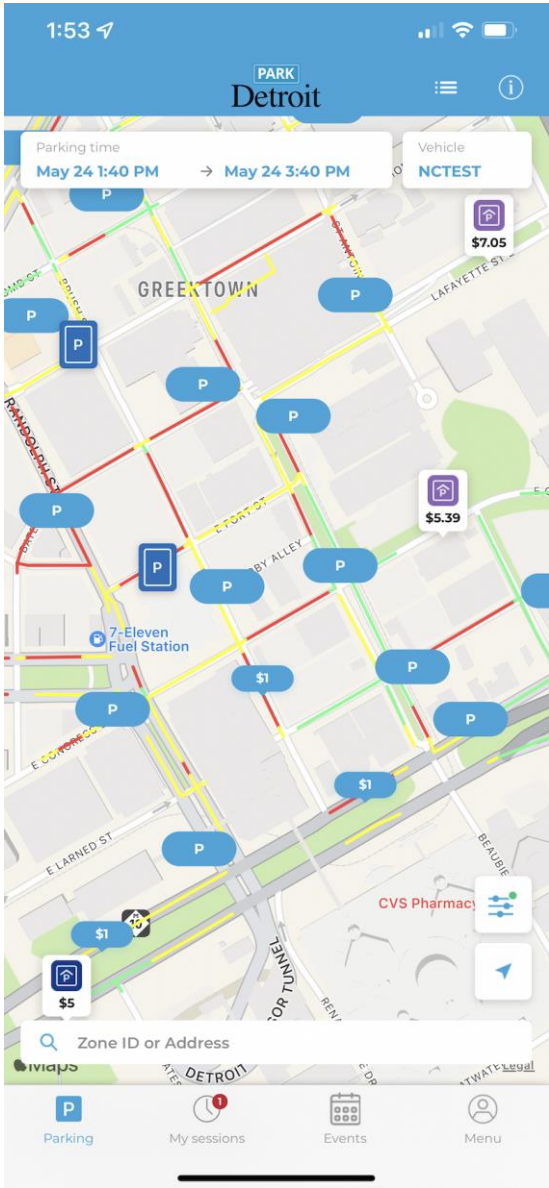
Done

Add to bookmarks

An aerial photograph of a city skyline at dusk. The sky is a mix of deep blue and orange from the setting sun. The city is filled with numerous skyscrapers, many of which are illuminated with lights. In the foreground, there is a body of water reflecting the city lights. A large, circular building with a glass facade is visible on the left side of the image. The text "Off Street" is overlaid in the center of the image in a white, sans-serif font.

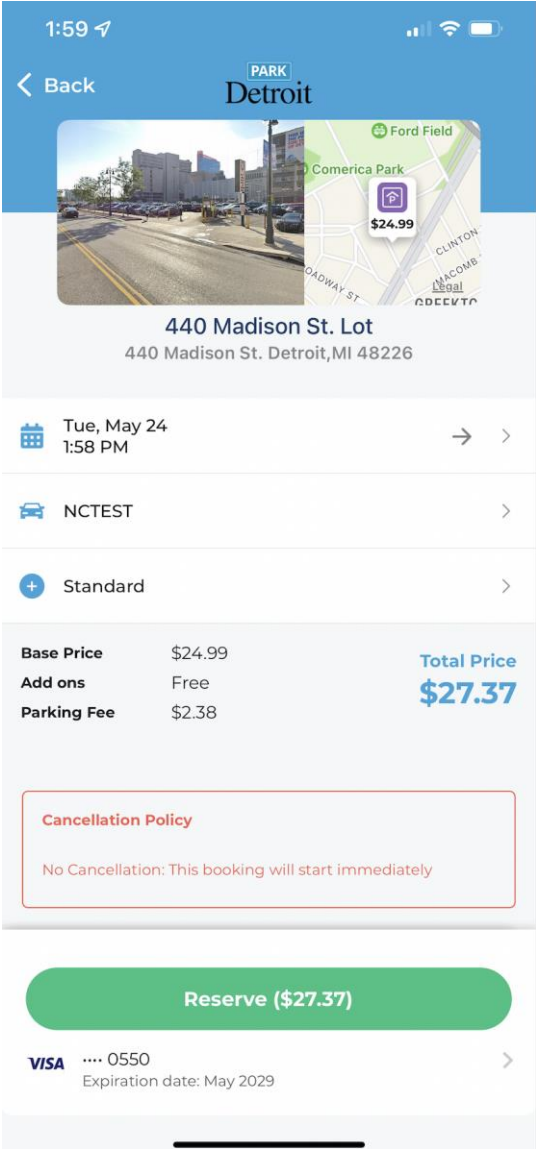
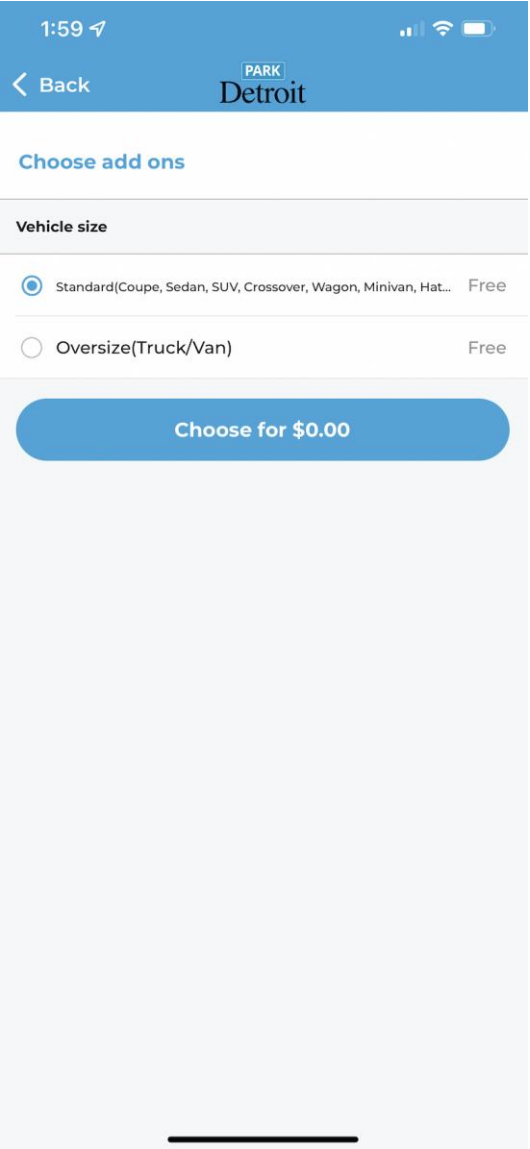
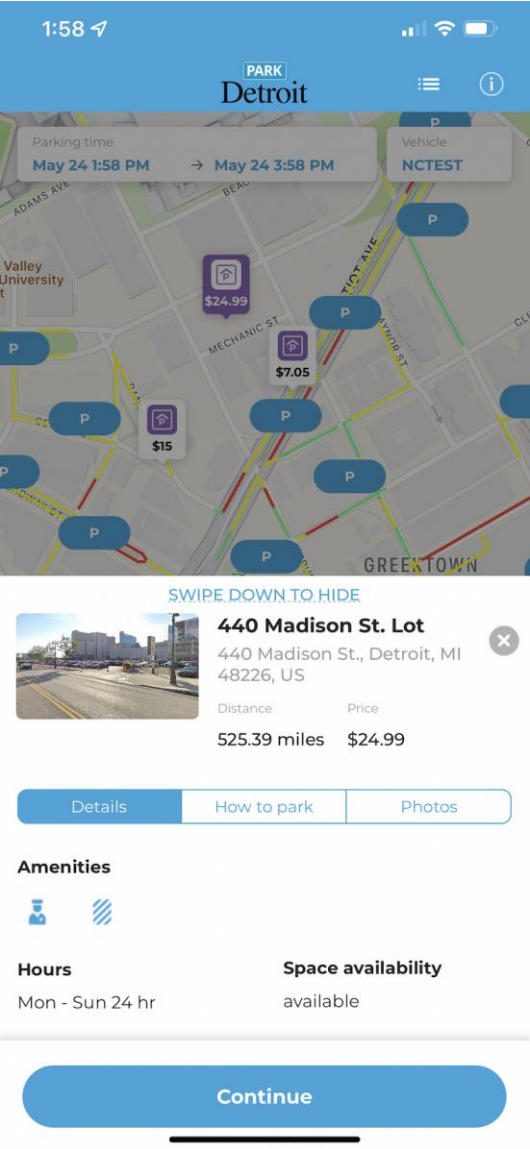
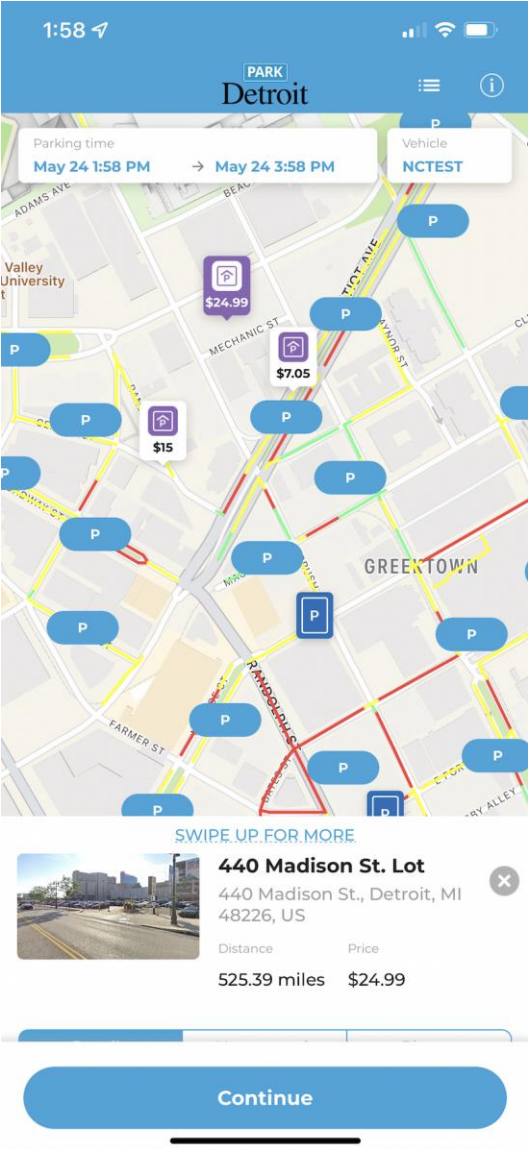
Off Street

Off Street Rate & Duration Selection

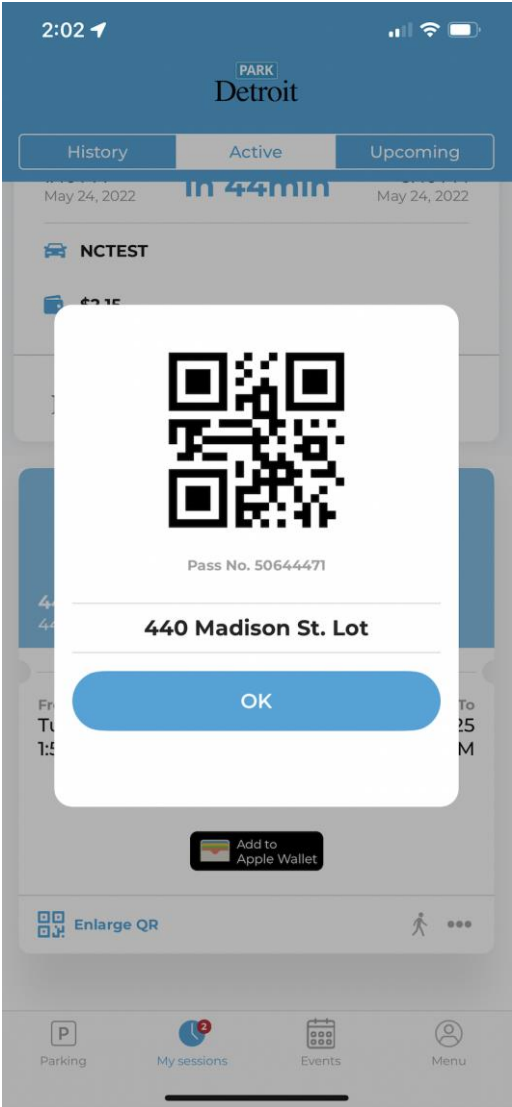
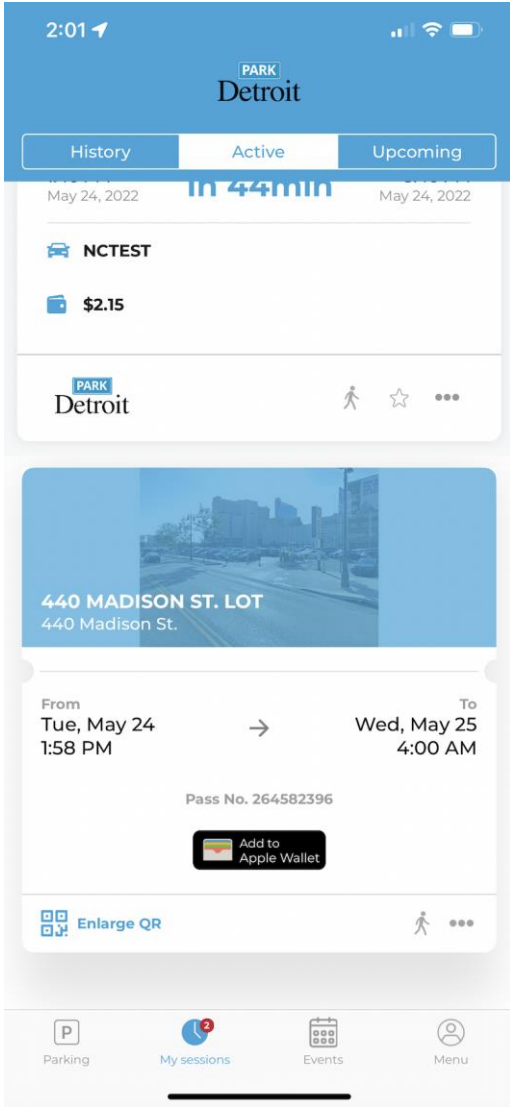
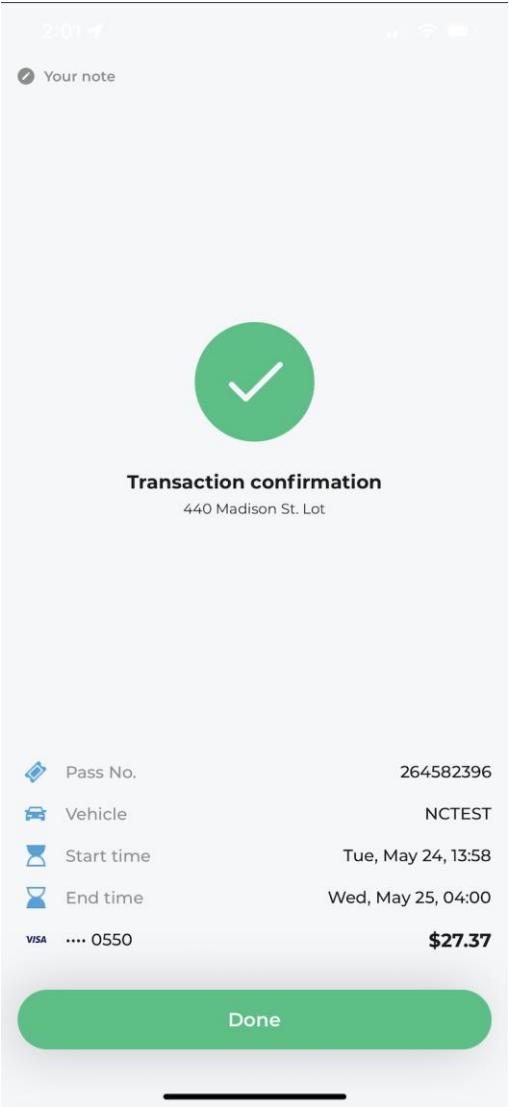


- Notes :
- On street rates will not be updated with the time selection (only applicable to off-street and off-street rules differs from on street rules) *on-street occupancy filter not activated

Off Street Site & Parking Confirmation



Off Street Transaction Confirmation and QR Code



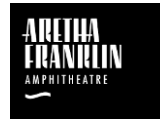
The digital parking pass is available in the ParkDetroit App and can also be saved in your Apple and Google Wallets

An aerial photograph of a city skyline at dusk. The sky is a mix of orange, yellow, and blue. The city is illuminated with various lights, and the water in the foreground reflects the city lights. The text "Events and Venues" is overlaid in the center in a large, white, sans-serif font.

Events and Venues

ParkDetroit Event Portal

- One location for all events Detroit
- Vendors update event portal



Search by Venues


2:04

PARK

Detroit


Venues

Events




Comerica Park

2100 Woodward Ave, Detroit, MI 48201, US



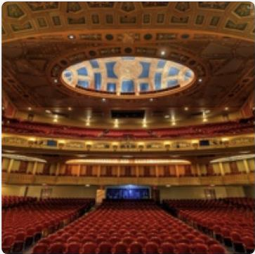
Little Caesars Arena

2645 Woodward Ave., Detroit, MI 48201, US




Ford Field


2000 Brush St., Detroit, MI 48226, US



Detroit Opera House

1526 Broadway St., Detroit, MI 48226, US





P

My sessions

Events

Menu

2:04

PARK

Detroit

Venues

Events

Show from date

May 24, 2022

Wednesday, May 25, 2022

8:00 AM

Agile and Beyond Wednesday

Huntington Place

8:00 AM

Government Fleet Expo & Conferenc...

Huntington Place

8:00 AM

Injection Molding and Design Expo 2...

Huntington Place

Thursday, May 26, 2022

7:30 AM

Saint-Georges & Mozart 39

Max M. Fisher Music Center

Thursday, May 26, 2022

8:00 AM

Government Fleet Expo & Conferenc...

Huntington Place

8:00 AM

Injection Molding and Design Expo 2...

Huntington Place

Thursday, May 26, 2022

Search event

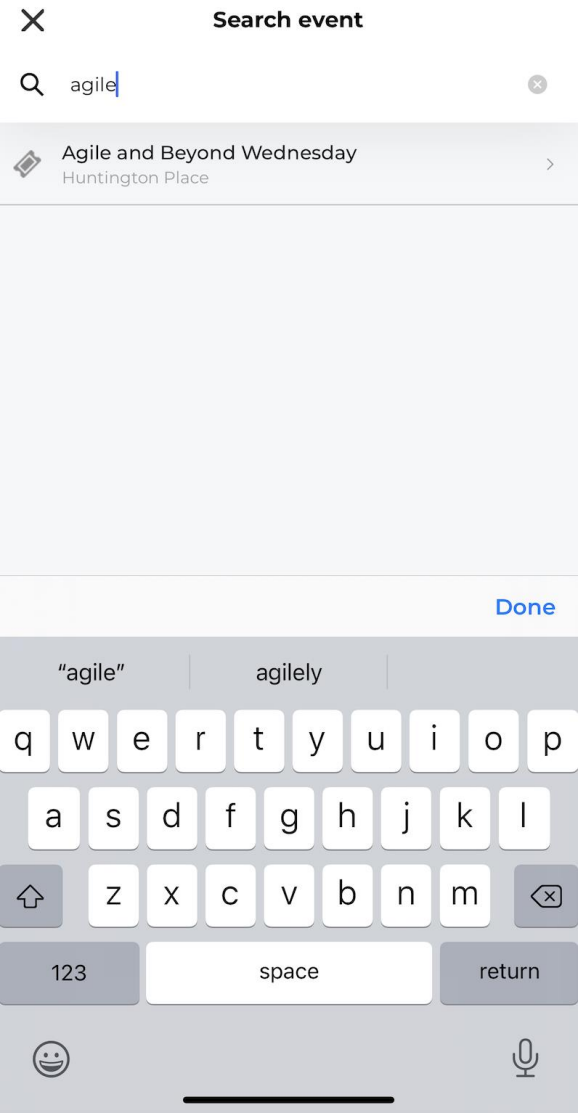
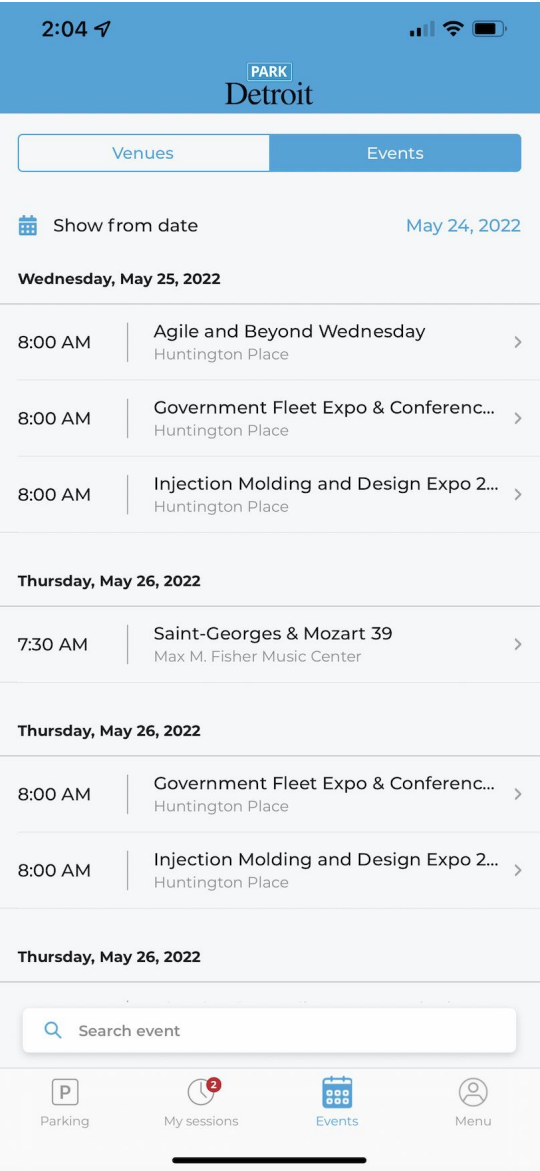
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My sessions

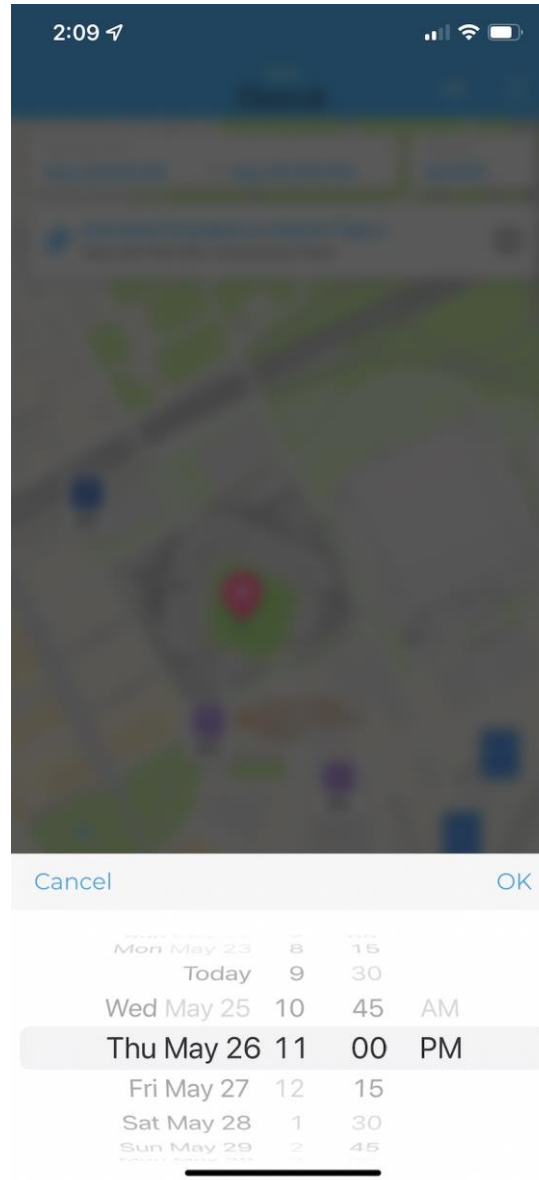
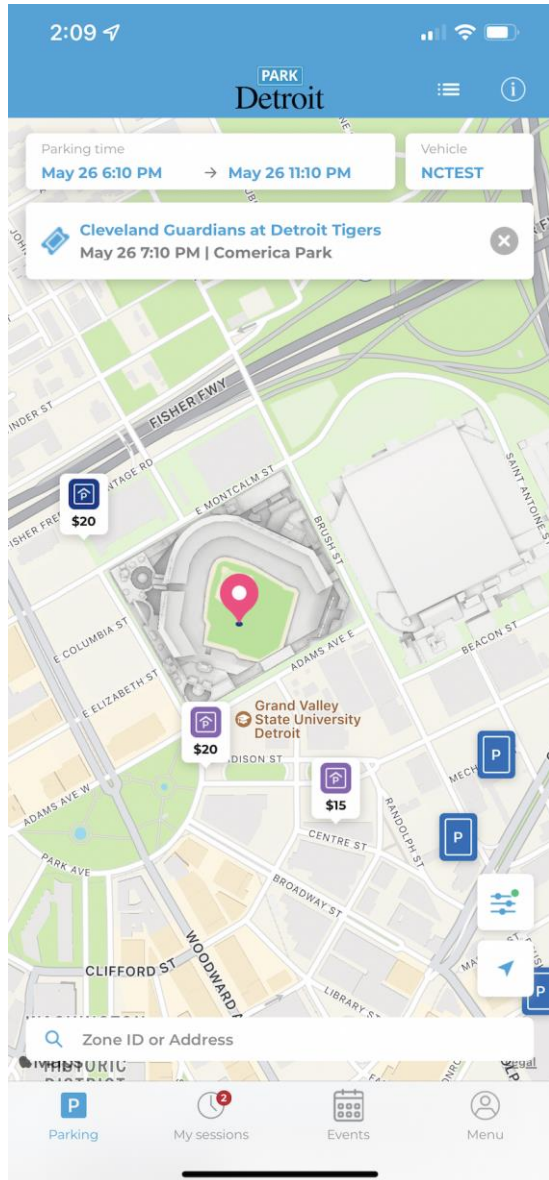
Events

Menu

Search by Events



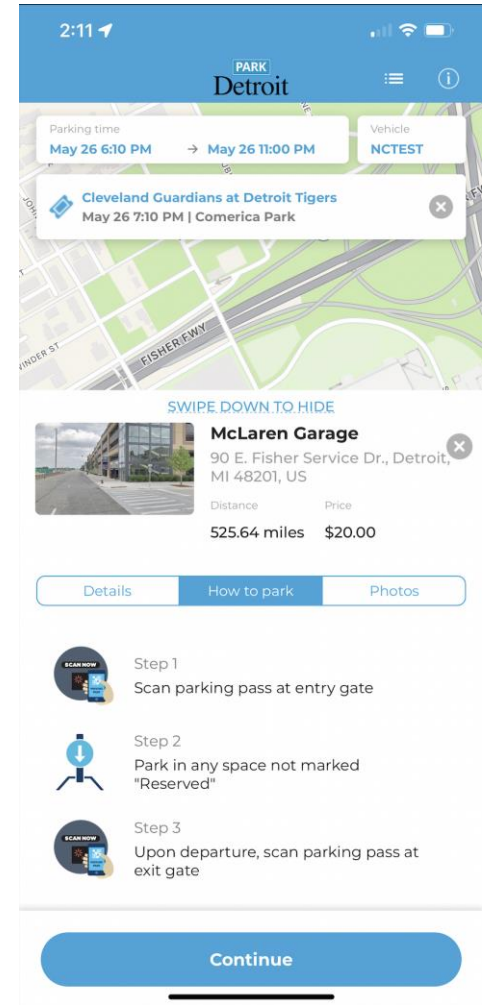
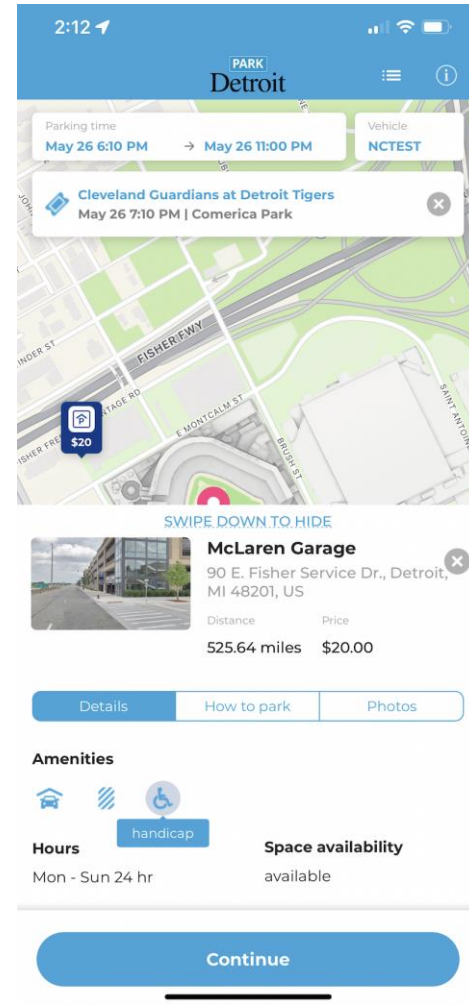
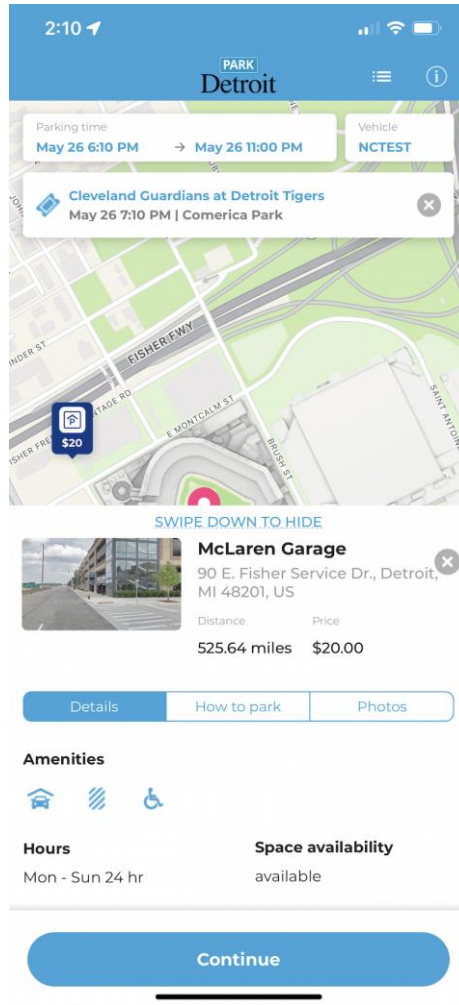
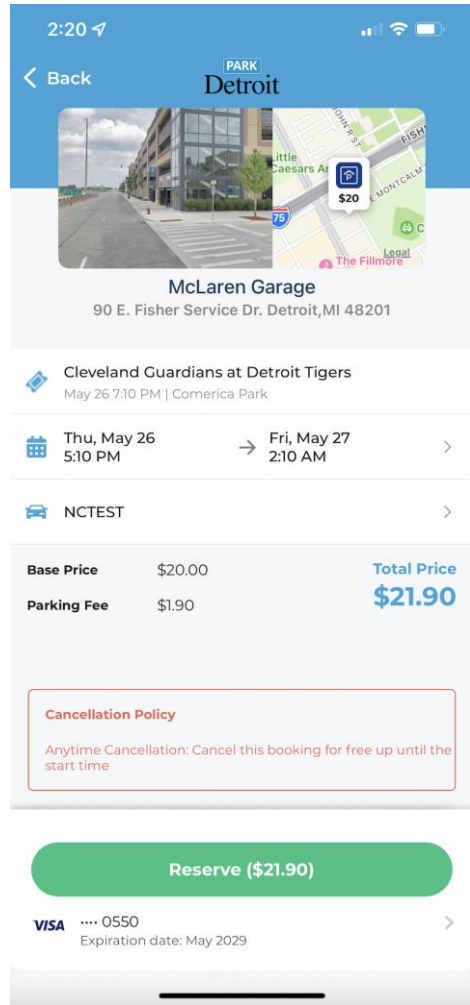
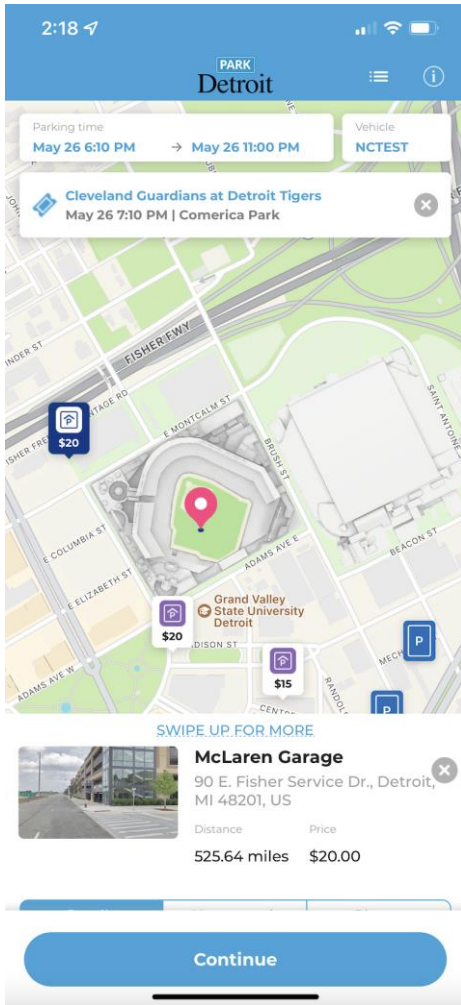
Venues and Events: Map Display



Notes:

- On street rates will not be updated with the time selection (only applicable to off street and off street rules differs from on street rules)

Venues and Events: Select garage details



Venues and Events: Add-Ons and Confirmation

2:24

Back

PARK
Detroit

Choose add ons

Vehicle size

☒

Standard(Coupe, Sedan, Crossover, Wagon, Minivan, Hatchba...Free


☐Oversize(SUV, Truck/Van)Free

Choose for \$0.00

2:24

Back

PARK
Detroit



707 E. Lafayette St. Lot
707 E. Lafayette St. Detroit, MI 48226

Thu, May 26
5:10 PM

→

Fri, May 27
1:10 AM

>

Car icon

NCTEST>

+

Choose add ons>

Base Price

\$15.99

Total Price

Parking Fee

\$1.52

\$17.51

Cancellation Policy

Anytime Cancellation: Cancel this booking for free up until the start time

Reserve (\$17.51)

VISA

.... 0550

Expiration date: May 2029

2:24

Your note

✓

Transaction confirmation

707 E. Lafayette St. Lot

Pass No.

197655747

Vehicle

NCTEST

Start time

Thu, May 26, 17:10

End time

Fri, May 27, 01:10

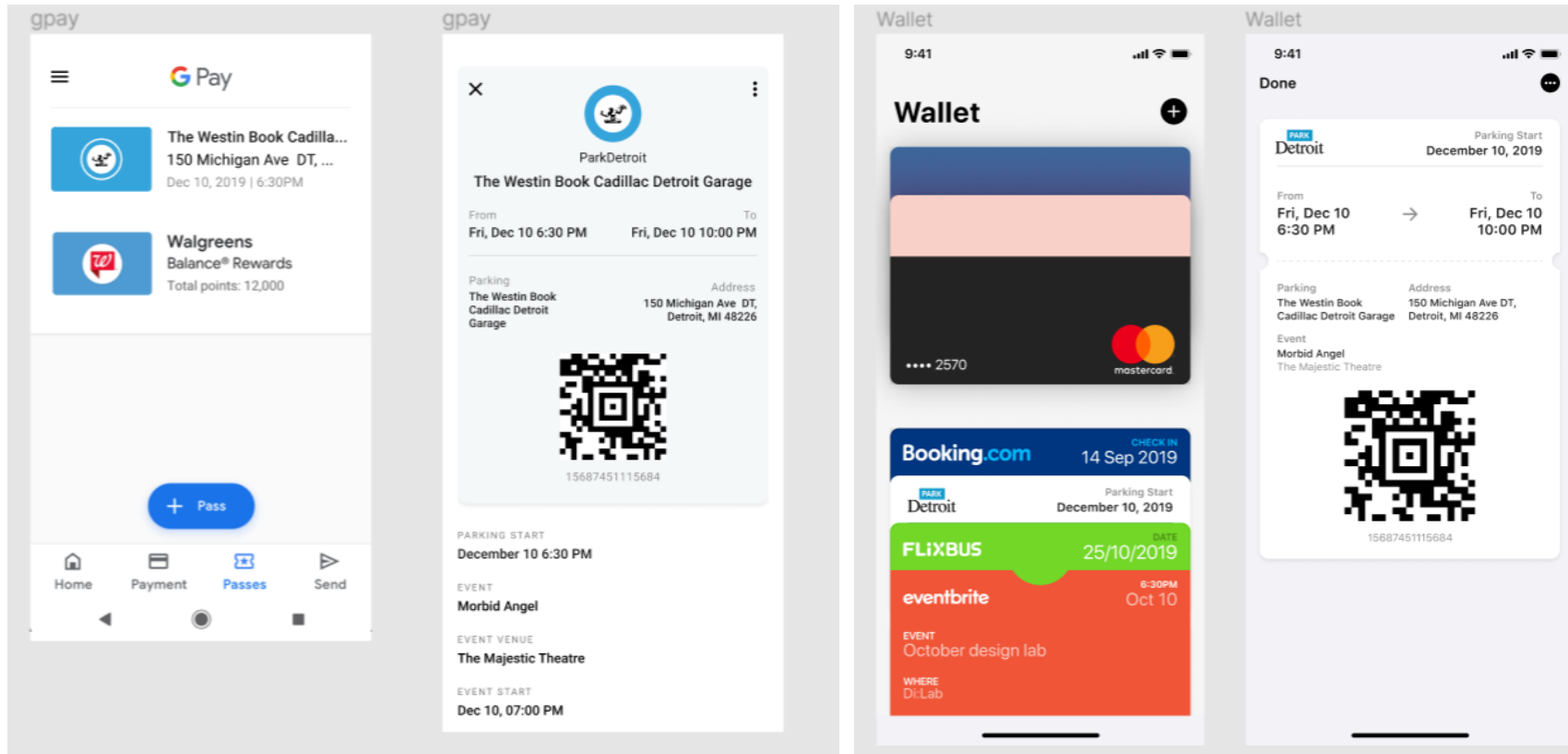
VISA

.... 0550

\$17.51

Done

Venues and Events: Reservation and QR Code



Google Wallet and Apple Wallet will be used to store the info in the limitation of the features provided by both wallets

An aerial photograph of a city skyline at dusk. The sky is a mix of orange, yellow, and blue. The city is illuminated with various lights, and the water in the foreground reflects the city lights. The word "Mobility" is overlaid in the center in a large, white, sans-serif font.

Mobility

Purchase Transportation with Parking

- Allow for parking further away at lower price
- Facilitates greater parking usage
- Longer time spent downtown



Public Transit



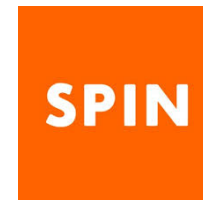
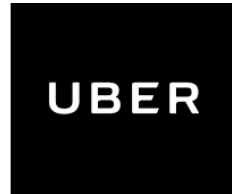
Ride Share



Scooter Share



Bike Share



Multi-Modal Mobility Interface



List multiple mobility options to event, venue or business center



Provide estimated time of travel



Capability to pay for transportation



Gives the customer all the information necessary to choose an alternative parking location



PARK

Detroit

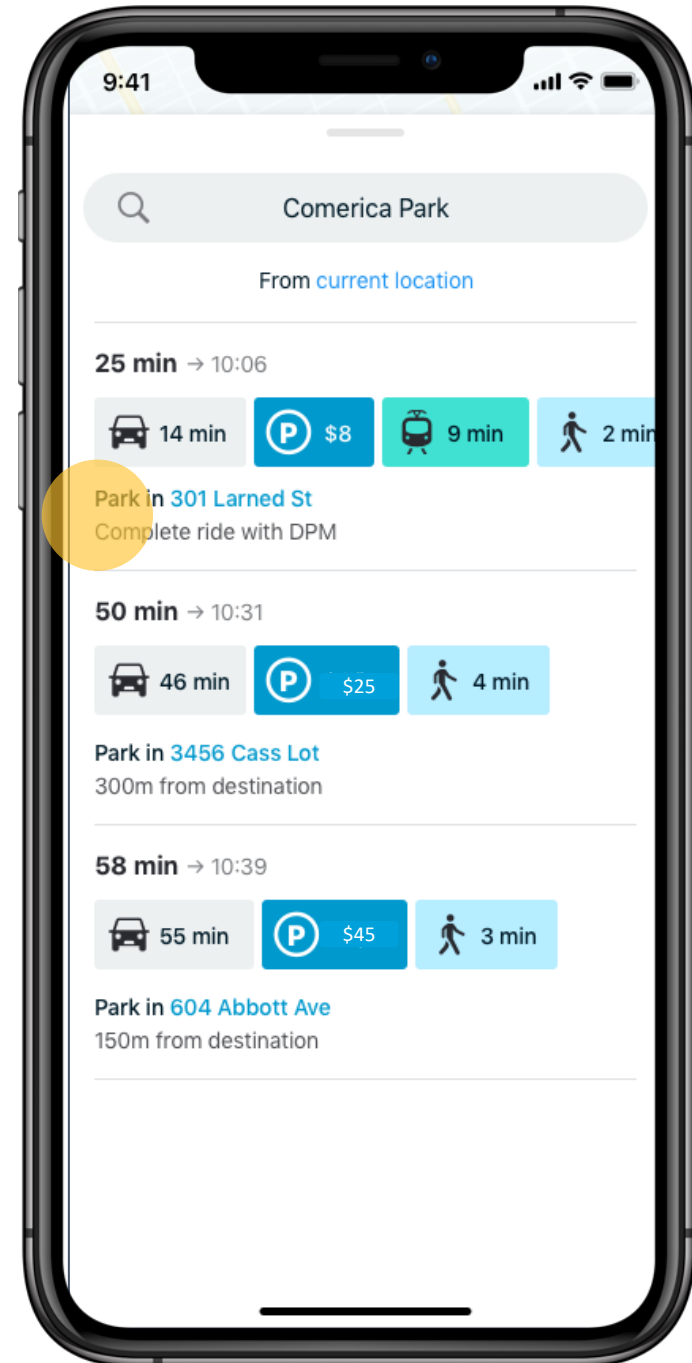
Suggested Parking Options

App suggests few options.

Each options shows duration and estimated ETA to destination

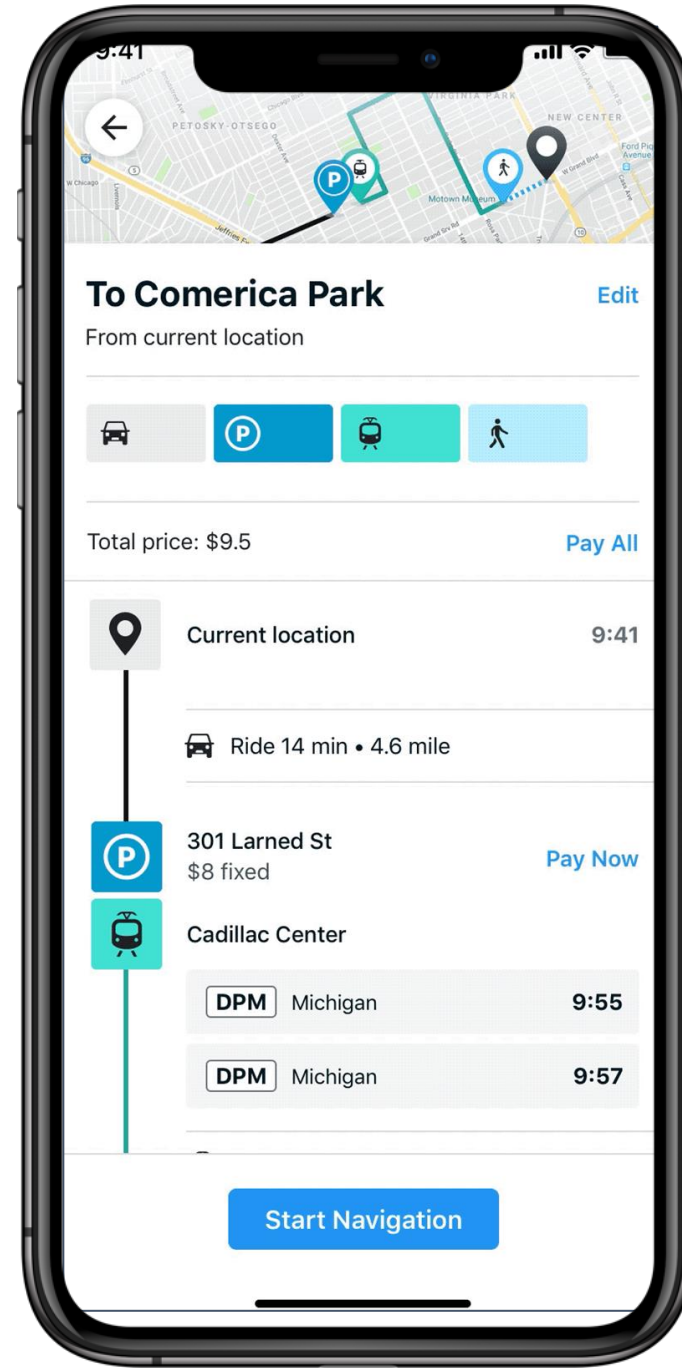
Different options suggested to user:

- Drive and park closed venue
- Multimodal - Drive, park and ride to venue

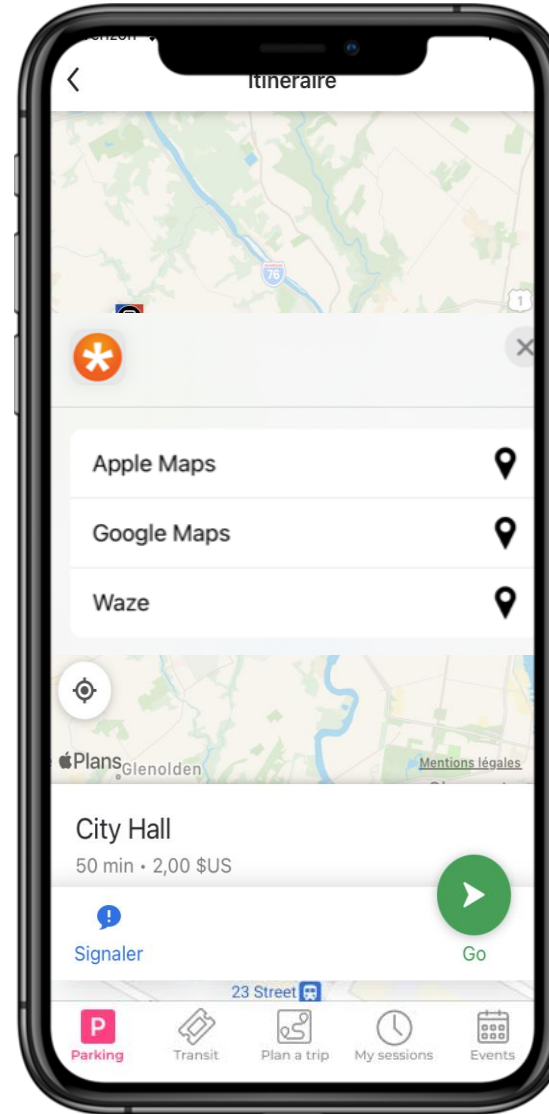
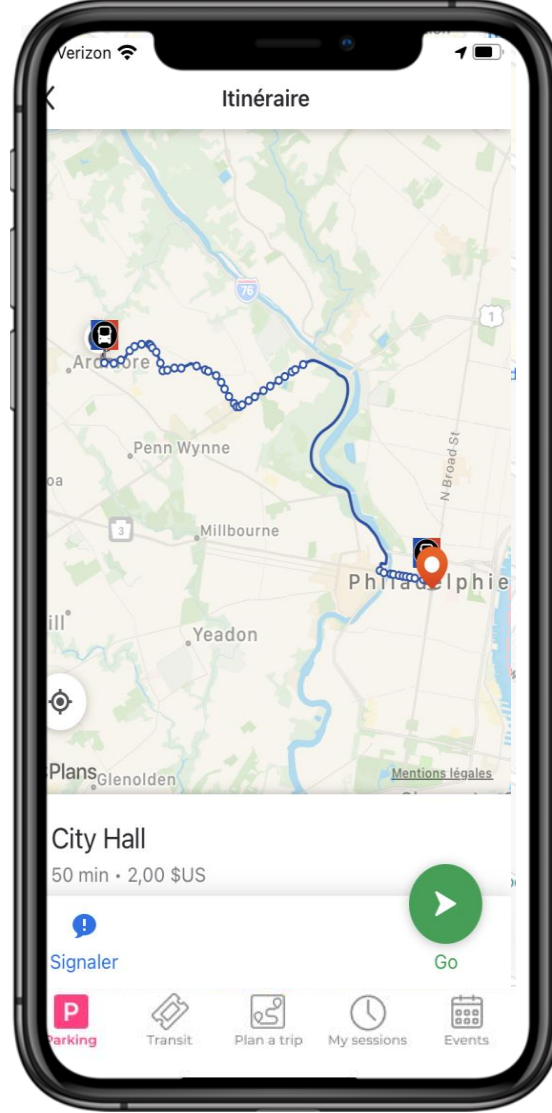
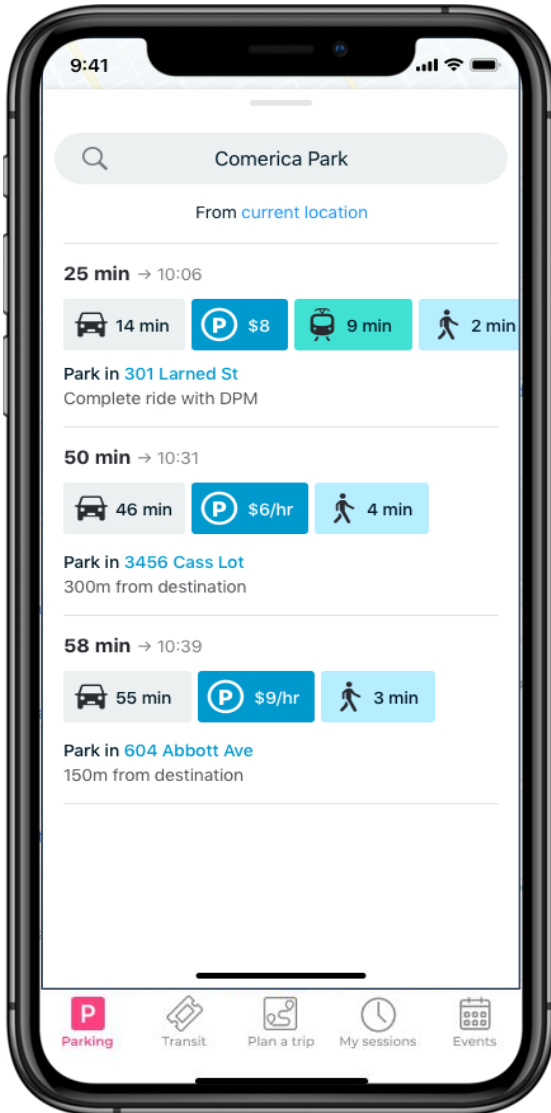


Multimodal Itinerary:

- Drive 14 mins to remote parking lot
- Park and pay \$8
- Ride with DPM for 9 minutes
- Walk for additional 2 minutes



Trip Planning sequence – Guidance with car



A list of potential trips is offered. User can then select:

- Select their preferred option to go there
- See their trip on the map
- If the user selects his car, Guidance App selection is proposed

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is filled with illuminated skyscrapers and buildings. In the foreground, there is a body of water reflecting the city lights. The text "Consumer Loyalty Rewards" is overlaid in the center in a large, white, sans-serif font.

Consumer Loyalty Rewards

Merchant and consumer loyalty rewards

Prompt

... a second economic transaction from the initial transaction

Promote

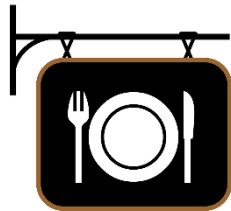
... consumer loyalty

Produce

... cross category revenue beyond parking and transportation



Pay for parking



Get free appetizer

OR



Shop at store

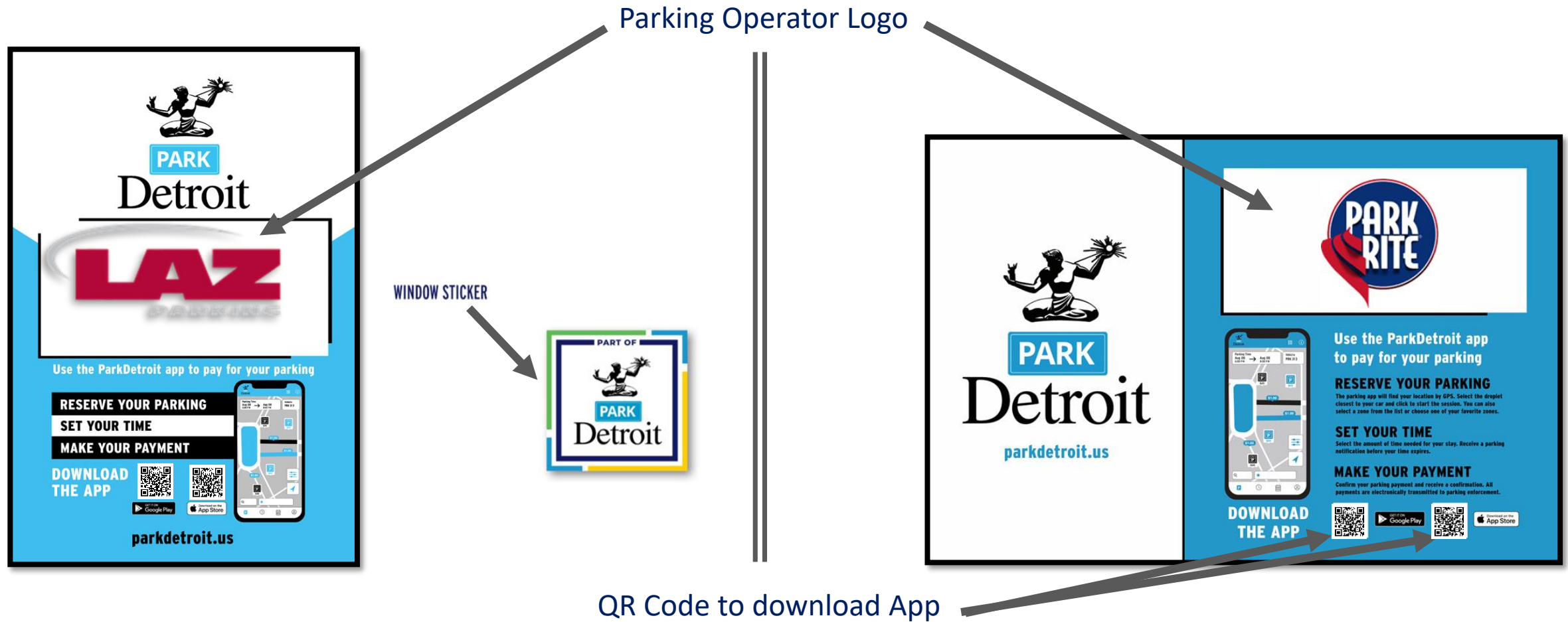


Get free parking

An aerial photograph of the Detroit skyline at sunset. The sky is a mix of orange, yellow, and blue. The city lights are on, reflecting on the water. The text "ParkDetroit Re-Branding" is overlaid in the center.

ParkDetroit Re-Branding

Rebranding of ParkDetroit – Evolving from just meters to a complete trusted regional parking choices



Events Video Tutorial: via ParkDetroit.us



QUESTIONS?

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313-221-2596

[http:ParkDetroit.us](http://ParkDetroit.us)

