

# SMART TRAFFIC AND PARKING MANAGEMENT

**Parking is a major concern for citizens. Improving the parking experience in city centres by steering traffic of cars, delivery vans and motorbikes is a key element of the Smart City.**

Demand for parking is high, especially in city centres. Consequently, citizens waste significant time to find a free spot. Those are hard to find, which slows traffic down and creates frustrations. The concentration of vehicles in some areas, especially during events or large construction sites, can block cities. It then becomes necessary to decongest some areas with a better distribution of parking related traffic. Regulating parking related traffic also helps fighting air pollution, noise pollution and stress caused by vehicles. Cities would benefit from a smart solution to improve the management of available parking options and efficiently steer on-street traffic in real time.

## Stakeholders



Local and public authorities



Local businesses



Urban logistics operators



Public tranquillity and video infrastructures



Citizens

## Our contribution

**Cocoparks** is a turnkey solution designed to rethink urban mobility. The solution collects and analyses data thanks to smart sensors, called Cocoslots, and through existing CCTV cameras installed on the streets and in closed car parks. Thanks to the smart vision and the digital networks, the high-efficiency sensor-based technology creates real time data that is made available via a user-friendly interface. The data that is collected and processed helps optimising on-street and off-street parking management, urban mobility, as well as enforcing local parking policies. As for the mobile app itself, it becomes a true parking companion for the motorists, the delivery drivers and for any other curb user.

## Targeted purposes



## Features

- App to find the best parking option (on and off-street parking as well as closed car-parks)
- Local analysis of video stream (no file transfer), compliant with GDPR
- Detection of vehicle type
- Easy setup on existing structures (lampposts, poles)
- Connection with the city digital display signs
- Live data (price comparison, ongoing construction sites, etc.)

## Benefits

- Better public perception on parking in the city
- Urban pollution (CO2 emissions) reduction
- Time-saving for citizens
- Cost-saving for citizens (fuel)
- Improved accessibility to local businesses
- Improved management of urban parking (forecasts, flow improvement, car park promotion)
- Statistical instruments to help city governance
- Reduced traffic congestions

## How does it works ?



1

The smart sensors identify the available and the occupied parking spots and communicate the information in real time

2

The information is displayed straight away on the dedicated media (city dynamic display signs, Cocoparks app)

3

The traffic flows in the city centre are relieved and the usage of the city parking offering is optimised

## Our strengths

- High value in the citizens eyes
- Easy to implement, turnkey solution: project management, quick and easy set up (apps, software, display signs...)
- Flexible, reliable and cost-effective solution, no maintenance required
- GDPR compliant thanks to local image treatment (no file transfer)
- Statistical tools supporting mobility governance