The fastest path to the 15-minute city

How Cologne cut parking search by 45% to minimize congestion

Thomas Hohenacker
Founder & CEO

David Parker
COO

Cleverciti

Vehicle
Miles
Traveled

➡

Vehicle
Minutes
Traveled

Cleverciti

Public Transport

Congestion Pricing

Parking Guidance

New Mobility Management

Mobility Hubs

Traffic Light Management

Accident Reduction

Impact of Parking Search

Save Time
6.8 billion hours

Wasted

Save the Planet
28 million metric tons CO_2

Emitted

Increase Asset Value
€120 billion

Lost

Eliminate Search
30% of traffic

Unnecessary

... and that's only in US, UK, and Germany!

Source: Inrix Parking Pain Study & Donald Shoup "The High Cost of Free Parking"

The Perfect Parking Experience

Accurate, Real-Time Detection

Local Digital Guidance

App Navigation

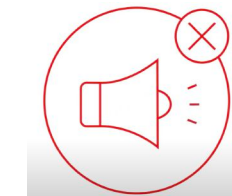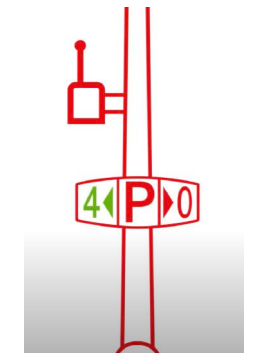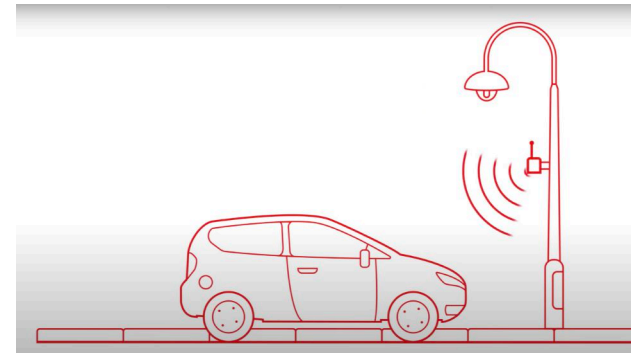**Reliable, Easy-to-Access Data**

City of Cologne

Cleverciti

Cleverciti

Goals:

- Find parking fast

- Reduce stress for the drivers

- Up to 30% less traffic

- Less emissions

- Less noise

- Increase parking revenue

- Increased quality of life for the residents
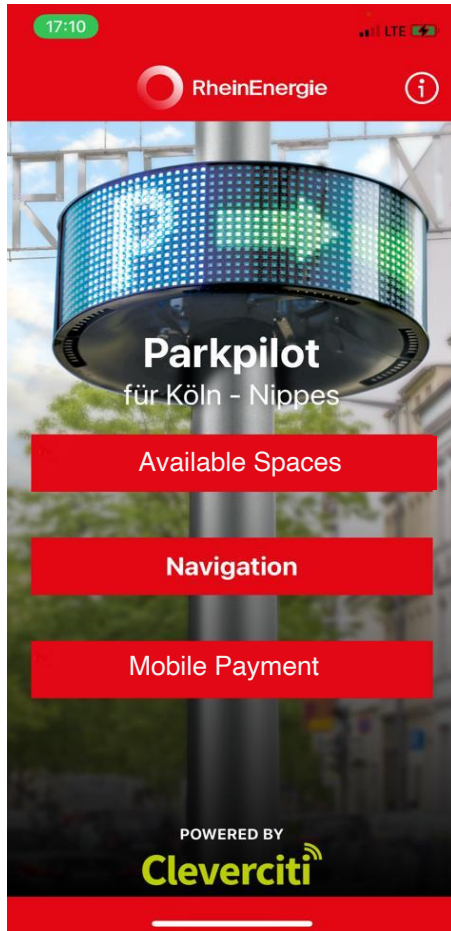
Dynamic Local Parking Guidance

Solution Deployment

- One of the most modern, comprehensive parking guidance systems

- >770 on-street spaces (unmarked/floating) in the busy city center

- Turn-by-turn guidance using existing lampposts
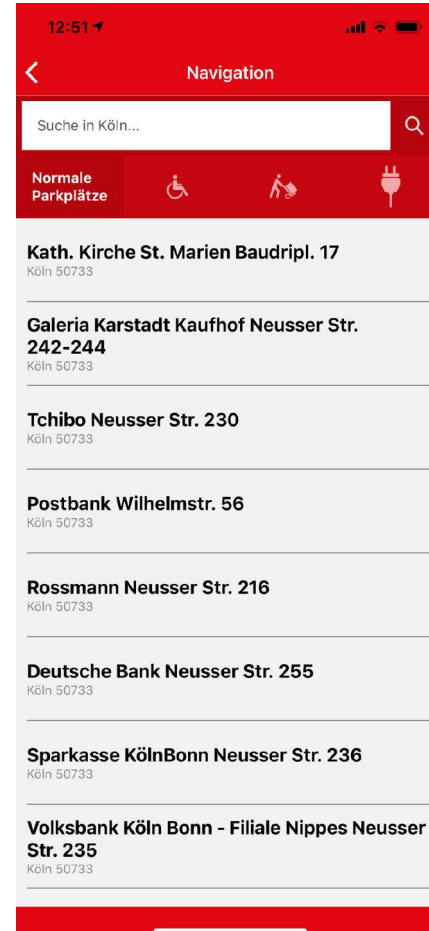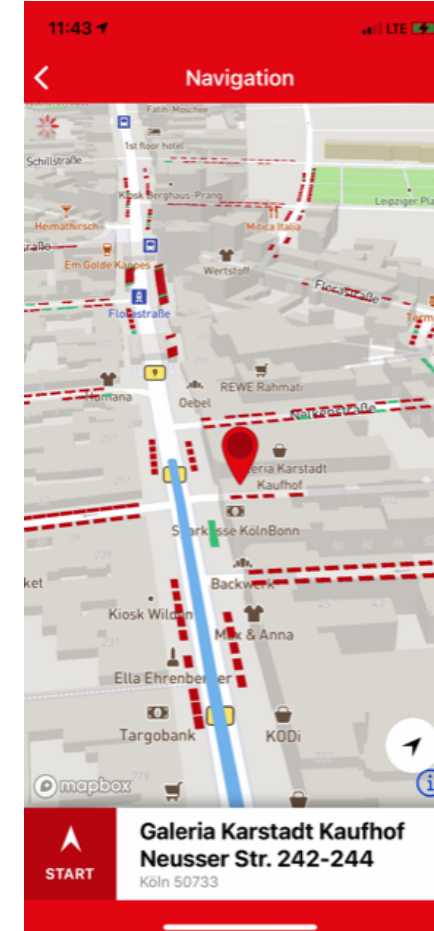
Digital Parking Guidance

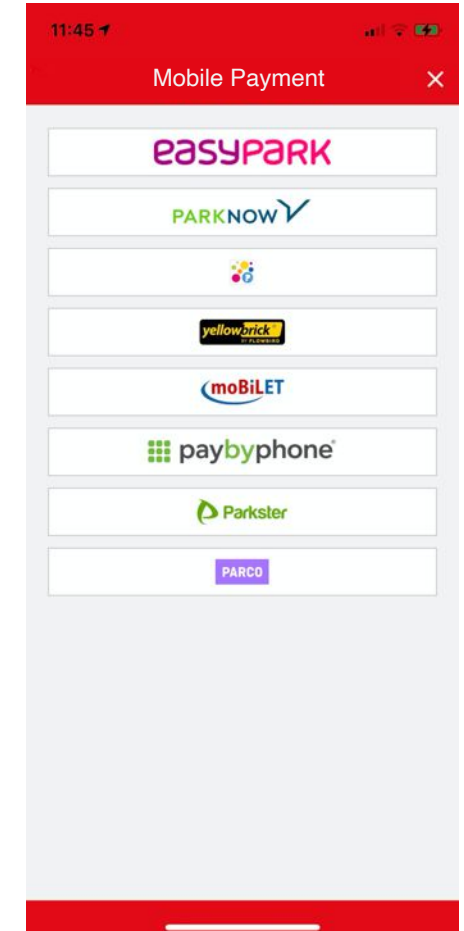**Cleverciti**

Apple & Android App	Occupancy by type	Select destination	Navigate to free space	Pay

Cologne Outcomes

45 %   Reduction in parking search time

66 %   Of previously unused spaces now filled

"We have worked closely with Cleverciti to design a smart parking solution that is <u>proven to reduce emissions and ease traffic</u> throughout the area."

Dr. Andreas Cerbe, CTO of RheinEnergie AG (Cologne's Utility)

Sample Potential in an Urban Center

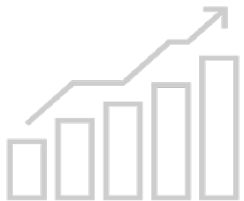|	
3,000	spaces
15	minutes average search time
€1,350,000	annual parking revenue
1,314,000	hours wasted annually searching
791	times driven around the world!
247,258	trees required to offset emissions
€98,550,000	potential revenue to local businesses
€2,244,000	potential additional parking revenue

Cleverciti

- Parking guidance is the <u>fastest way</u> to reduce vehicle minutes traveled
  - Cover all public parking – garages, surface lots, <u>and</u> on-street
  - Local guidance – not just an app

- Local retailers will benefit greatly: involve them as stakeholders

- Provide <u>service</u> to the residents
  - Reduction of noise, pollution, traffic

- Increase parking revenues: higher turnover, service, and monitoring
  - <u>Positive ROI</u> serves as the funding source for positive impact to traffic, climate, life

Cleverciti

Thomas Hohenacker | CEO | thomas.hohenacker@cleverciti.com

David Parker | COO | david.parker@cleverciti.com

www.cleverciti.com