

SUBJECT: LMM 23/10/18 - SMART PARKING APP SUCCESS AND EXPANSION

MOTION

That City of Newcastle:

1. Acknowledges the success of the Easy Park Pay by Phone Application (Easy Park) which has seen over 45,000 parkings and over 5,000 unique user downloads since City of Newcastle (CN) began trialling the technology in March 2018;
2. Explores options to further incentivise the uptake of Easy Park, to increase parking simplicity and convenience for ratepayers and visitors across the City of Newcastle;
3. Adds the Parking Area Code to parking zone signage, to make it more convenient for Easy Park users to identify their current Parking Area.

Background:

Commencing in March 2018, CN entered into a contract with Easy Park for the trial of a parking pay by phone solution. The purpose of the trial was to support our Smart City initiatives and to provide the City's parking customers with an alternate means of payment.

Easy Park offers a simple to use and convenient option to the traditional methods of payment.

According to 2017 Deloitte Mobile Consumer Survey, 88% of Australians own a mobile phone¹, making smart parking technology available for the overwhelming majority of Novocastrians.

Easy Park allows users to top up their meter remotely as well as having unused time refunded to their credit card.

This technology greatly reduces the likelihood of drivers receiving a parking fine.

Easy Park App forms only part of the smart parking program being developed by CN

Additional functionality is under development and coming soon to the app in the form of the find-a-park guidance capability.

This function will let users identify an area in which they would like to park, and be guided to those areas where real-time data and predictive modelling indicate will be easiest to quickly locate a park.

Easy Park Success

¹ <https://www2.deloitte.com/au/mobile-consumer-survey>

Since the introduction of Easy Park, the uptake has been growing steadily month by month.

In August alone, Easy Park transactions and revenue increased by 19% and 21% respectively when compared to July and based on the current growth rate, it is forecast that Easy Park will reach 16,000 transactions and within the next few months.

These figures show a level of satisfaction among Newcastle users that exceeds expectations.

Easy Park 'Find & Park'

The 'Find and Park' service will offer users the ability to navigate via their mobile phone to a parking area convenient to their destination.

This will take the form of a heat map and be based on probability data gathered over time.

The Easy Park digital permit solution will enable us to automate our handling of parking permits and reduce the administrative burden by streamlining billing and renewal processes.

A short video explaining the Find & Park initiative is here:

<https://www.youtube.com/watch?v=-gDdRr-ZPBI>

Smart Move Newcastle: Intelligent Mobility, Energy and Data

The Easy Park App success is one small component of the *Smart Move Newcastle: Intelligent Mobility, Energy and Data Project*, funded by CN and the Federal Government.

Smart Move Newcastle aims to deliver a city-scale transport, energy and digital infrastructure network including laser-enabled roadside poles, solar and battery powered electric vehicle charge points, smart bus stops and smart parking.

This infrastructure will be the Australian benchmark for integrated urban systems at a city scale, available to peers for replication nationally and internationally.

Smart Parking Sensors

As outlined in the Smart City Strategy 2017 – 2021, sensors in the street will detect available parking and send data to drivers.

CN is currently moving through a series of trials to establish the most cost-effective and efficient way of deploying car parking sensors throughout the city centre.

Initial trials have demonstrated the capacity of sensors to communicate effectively with centralised databases over the City's LoRaWAN network.

Current trials are being prepared to test various sensor products in small scale field trials to select the most appropriate sensor for Newcastle.

It is envisioned that CN will roll out approximately 4,000 parking sensors right across the City.

Smart Parking as part of a more intelligent mobility system

The investment in smart parking is further complemented by a range of additional smart mobility projects.

The Smart Moves Newcastle project, partly funded through a Federal Government grant via the Smart Cities and Suburbs Program, has as a key aim the integration of technology and data, city infrastructure and transport vehicles to build the intelligence of transport networks and mobility systems.

In this sense smart parking forms only a part of the intelligent transport revolution, which also encompasses forms of on-demand public and private transport, data-integrated multi-modal networks and eventually the advent of autonomous vehicles.

The evolution of smart mobility systems is reducing the role of the private vehicle as cities seek to address congestion and create healthier and more sustainable city spaces. Active travel, investment in public transport systems, and smarter data-led use of existing parking resources all combine to create a liveable city.