

Running a Shared Smart Parking Service in Dense Urban Areas: Myths and Realities

The talk is focused at describing the realities of parking management in dense areas. Private vehicle drivers are known to be looking for parking thirty percent of the time they are driving in urban town centers. This would, upon first sight, make it look obvious that there is great demand for a service that would help solve the supposedly immense need. This assumption is further endorsed by the presence of a number of parking spots in both public and private domains that remain empty during a large portion of the day. Matching the demand and supply is however a tough task, despite technology that is ready and available for indicating empty spots and making the information available to motorists. This talk will describe the sage of a such an effort to solve the above described problem and the hurdles met during the exercise. A technical as well as business perspective will be elaborated upon.