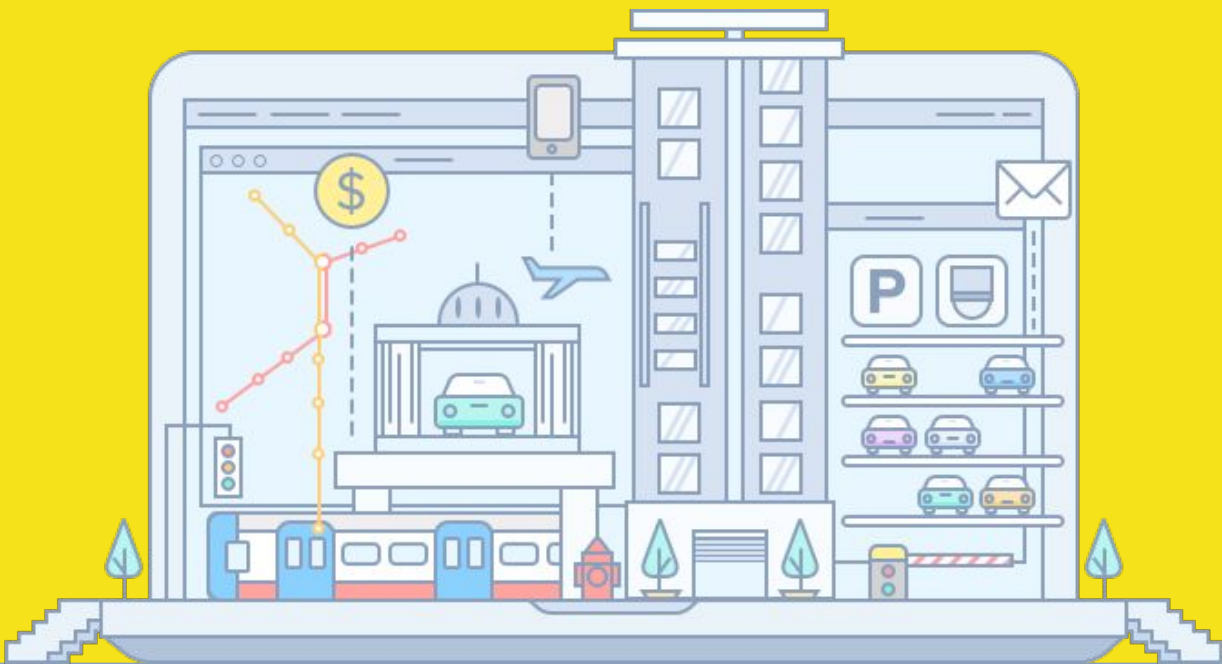




Smarking's [Integrated Parking Management](#) tool helps
The City of Grand Rapids manage high parking demand



“Smarking gives my team the ability to be **10x more productive** than they would be otherwise. From a public policy perspective, the visualizations **make my job easier** because we can use data-driven evidence to clearly represent capacity issues in our garages.”

Josh Naramore, Mobile GR & Parking Manager, City of Grand Rapids

THE CLIENT

The City of Grand Rapids, MI is the second largest city in Michigan. It boasts a vibrant downtown, with a thriving music, arts and food scene.

The City of Grand Rapids has nearly 10,000 public parking spaces within an area smaller than 1 square mile.

As shown on the portfolio view below, demand for parking is intense within this small area - **garages and metered streets routinely exceed 90% occupancy**. A robust events schedule and busy downtown add complexity to the situation.

The City of Grand Rapids decided to take active control over their inventory and worked with Smarking to optimize their parking assets around these dynamic demand drivers. Beyond daily parking management, the City wanted to integrate parking policy into a holistic multi-modal demand management program.

Past Occupancy



Jan 01, 2016



Jul 05, 2016

Year to Date ▾

Garage	Peak Occupancy ▾ Jan 1 (Fri) - Jul 5 (Tue), 2016	Same Period Last Year Jan 1 (Thu) - Jul 5 (Sun), 2015	Change
Cherry Commerce	288 (99.0%) ⚠	296 (101.7%)	↓ -8 (-2.7%)
Monroe Center	502 (96.0%) ⚠	481 (92.0%)	↑ 21 (4.4%)
Pearl Ionia	564 (92.5%) ⚠	502 (82.3%)	↑ 62 (12.4%)
Louis Campau	493 (92.1%) ⚠	474 (88.6%)	↑ 19 (4.0%)
DeVos Place	610 (91.3%) ⚠	652 (97.6%)	↓ -42 (-6.4%)
Weston Commerce	343 (90.3%) ⚠	339 (89.2%)	↑ 4 (1.2%)
Ottawa Fulton	653 (83.5%)	510 (65.2%)	↑ 143 (28.0%)
Gallery on Fulton	189 (81.1%)	201 (86.3%)	↓ -12 (-6.0%)



THE SOLUTION

Smarking's Data Management System and Yield Management Analytics have helped the City of Grand Rapids evaluate data, optimize price points, and visually communicate to Grand Rapids legislators.

*Goals:
Streamline parking management*

Evaluate current policies and implement most efficient policies

Increase revenues

Managing Parking with Data

With the Smarking dashboard, Grand Rapids' parking management team can easily access the information they need to make decisions.

For example, the City of Grand Rapids has leveraged historical occupancy data to better prepare for events. How many permit parkers can we have in DeVos place and still have space for the LaughFest attendees? If there's a big Luke Bryan concert downtown, when can we expect entry and exits to spike?

Rather than spend weeks attempting to gather the information from different systems, **the parking management team can quickly view digestible graphs and charts to validate staffing, inventory allocation and pricing decisions.**

Planning with Data

City Planners at Grand Rapids are able to use the Smarking platform to understand when and where parking demand is at its highest. They use this information to make multi-modal transportation decisions: how can we route buses and other public transportation options to encourage alternative methods of transportation? What neighborhoods would benefit the most from a bike share program? With Smarking, these types of questions transform into opportunities to improve the downtown experience.



KEY FINDINGS

22% of parkers in the 2-hour zone are paying for more than 2 hours

40% of parkers are staying for >8 hours (for only \$4-5)

\$0.50 zone allows some 10-hour parking

Communicating with Data

With parking capacity constraints, the City needs to frequently communicate exactly how often and to what extent its parking facilities reach peak occupancy. The City of Grand Rapids is able to use Smarking's dashboard to provide clear evidence of parking behavior to developers and policy makers.

Real-Time Monitoring

Live streaming of occupancy, duration, and revenue data across 23 locations on Smarking's web based dashboard.

Data Accuracy and Reduction of Errors

By checking transaction level data against reports and other benchmarks, Smarking's data accuracy protocols provide a healthy audit of the City's operations.

Better Policy Decisions

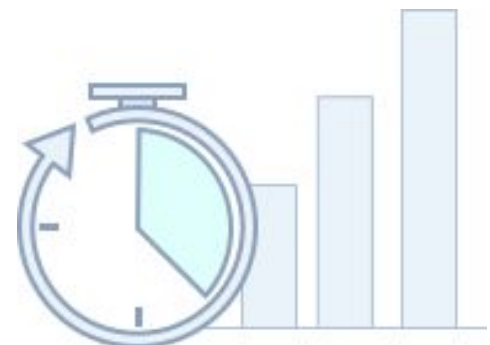
Smarking's dashboard has given The City of Grand Rapids means to track and evaluate parking behavior. The City reports this behavior to real estate developers and key policy makers.

Optimization of Price Points

Matching price with demand has led to a more efficient utilization of Grand Rapids's parking resources and increased revenues for the City.

Targeted Staffing and Enforcement

Peak entry times and exit times data from the Smarking dashboard allows The City of Grand Rapids to predict parking demand and improve staffing and enforcement regulations.



ABOUT **SMARKING INC.**



Smarking is a team of data scientists, PhDs, engineers, and business professionals who set out on a journey to bring cutting edge solutions to the parking world. Frustrated by the stagnation of data analytics and yield management technologies in parking, the Smarking team is working to make the lives of parking professionals and parkers easier by bring innovation to this \$50 billion global industry.

CONTACT **JOSH NARAMORE**



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