

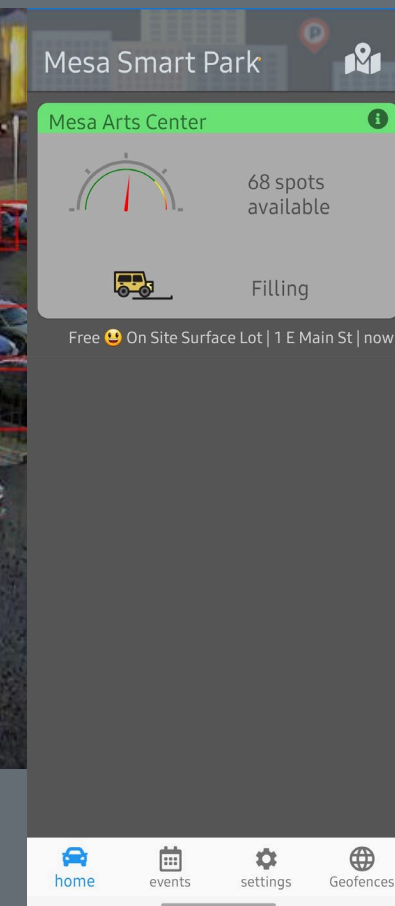
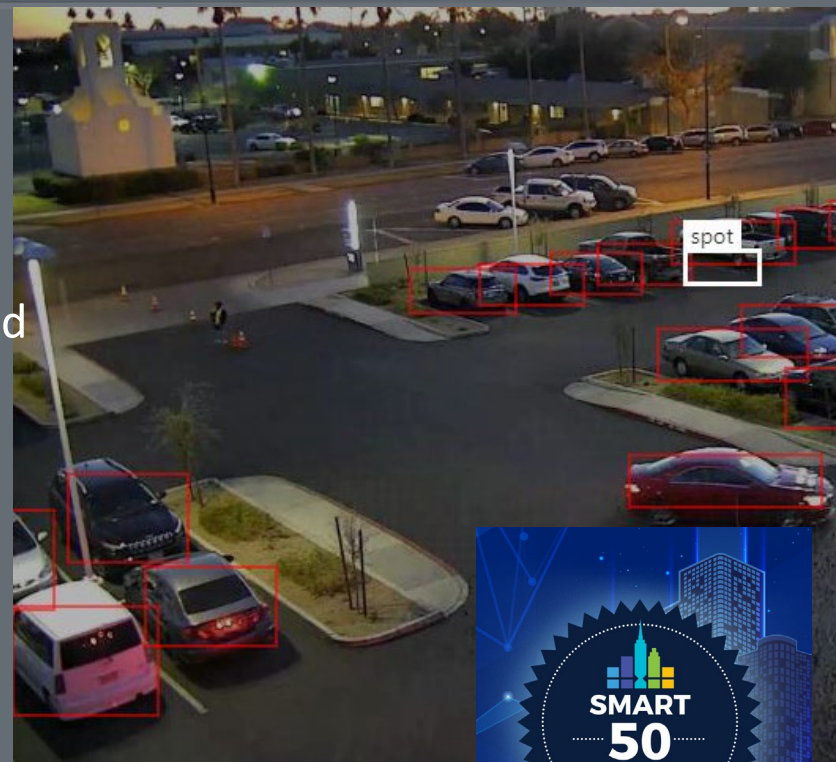
# PARKING DETECTION

March 16, 2023





- 2021 - DoIT Innovation team developed a parking detection application as a proof of concept
  - Utilized existing cameras to count cars
  - Reported status via a mobile app
  - Pepper and Sirrine Garages, MAC, Orange and Gold Lots.
  - Evaluated many vendors and DIY approaches
- Not only proved feasibility, our prototype won a Smart City Award in 2022.
- Phase 2 of the project seeks to bring it to the public
  - Cover all City owned downtown parking garages and surface lots
  - Include street parking
  - Integrate with DMA and Downtown Transformation
  - Provide insights for economic development and public safety





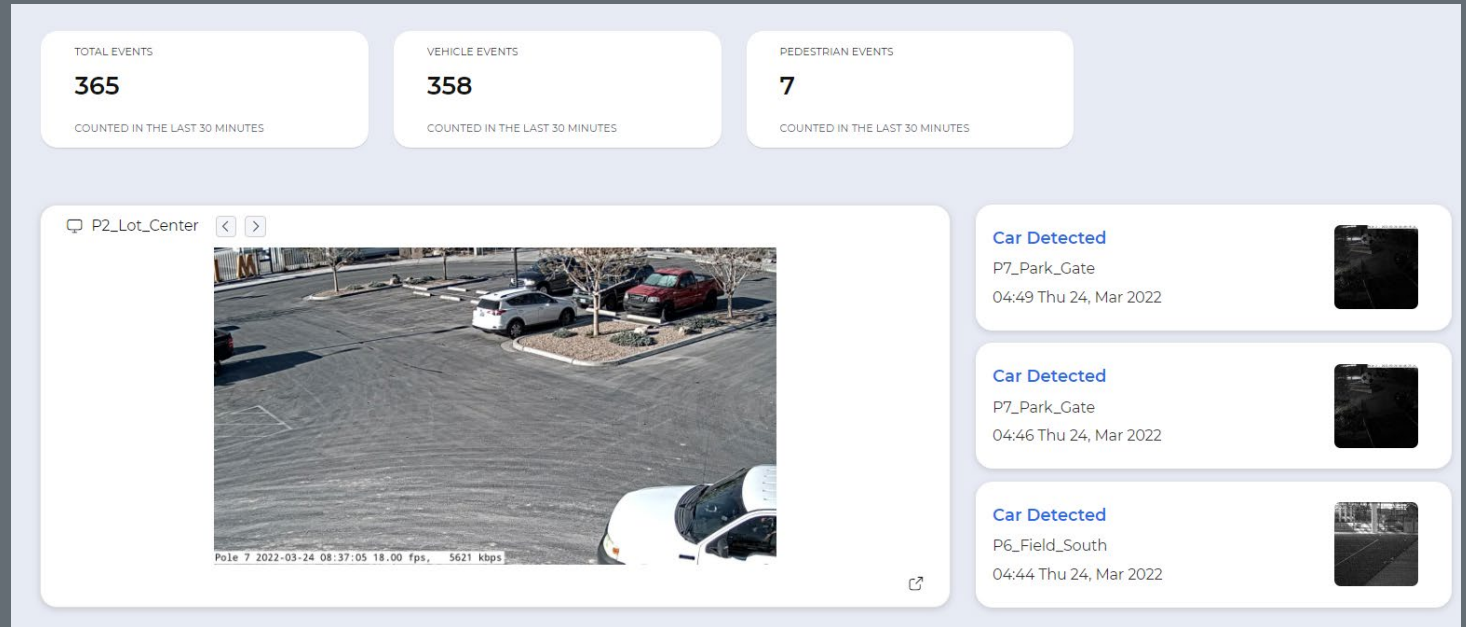
- Inform citizens about available public parking when attending events and businesses in the downtown area  
(Nudge visitors to read beyond “Permit Required”)
- Prioritize and incorporate features identified by Downtown Mesa Association and Downtown Transformation teams
- Scale up the technology and lessons learned
- Use auto dashboards  
(Android Auto & Apple CarPlay) to prevent using phones while looking for parking
- Incorporate public safety  
(Realtime Crime Center)



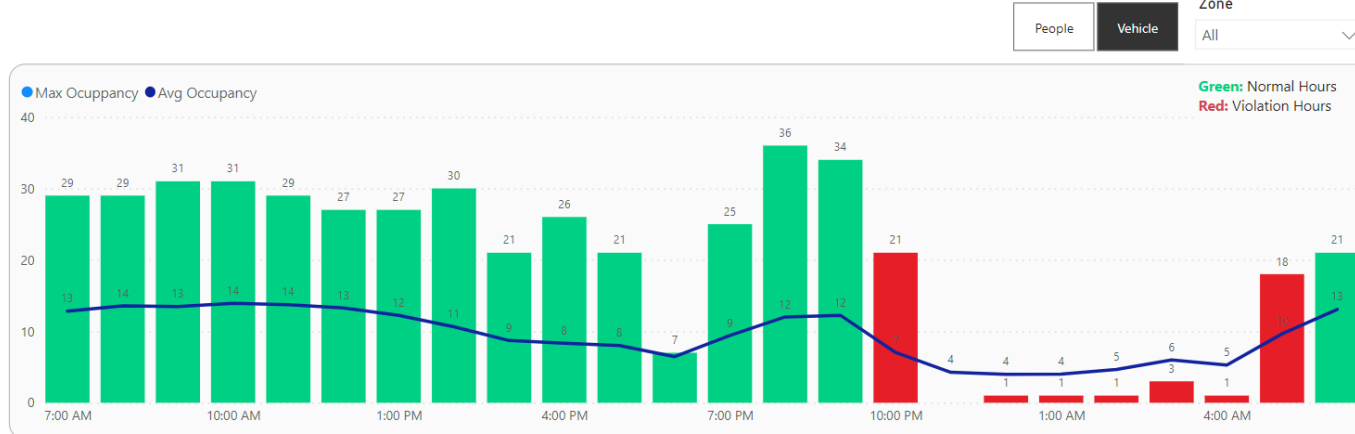




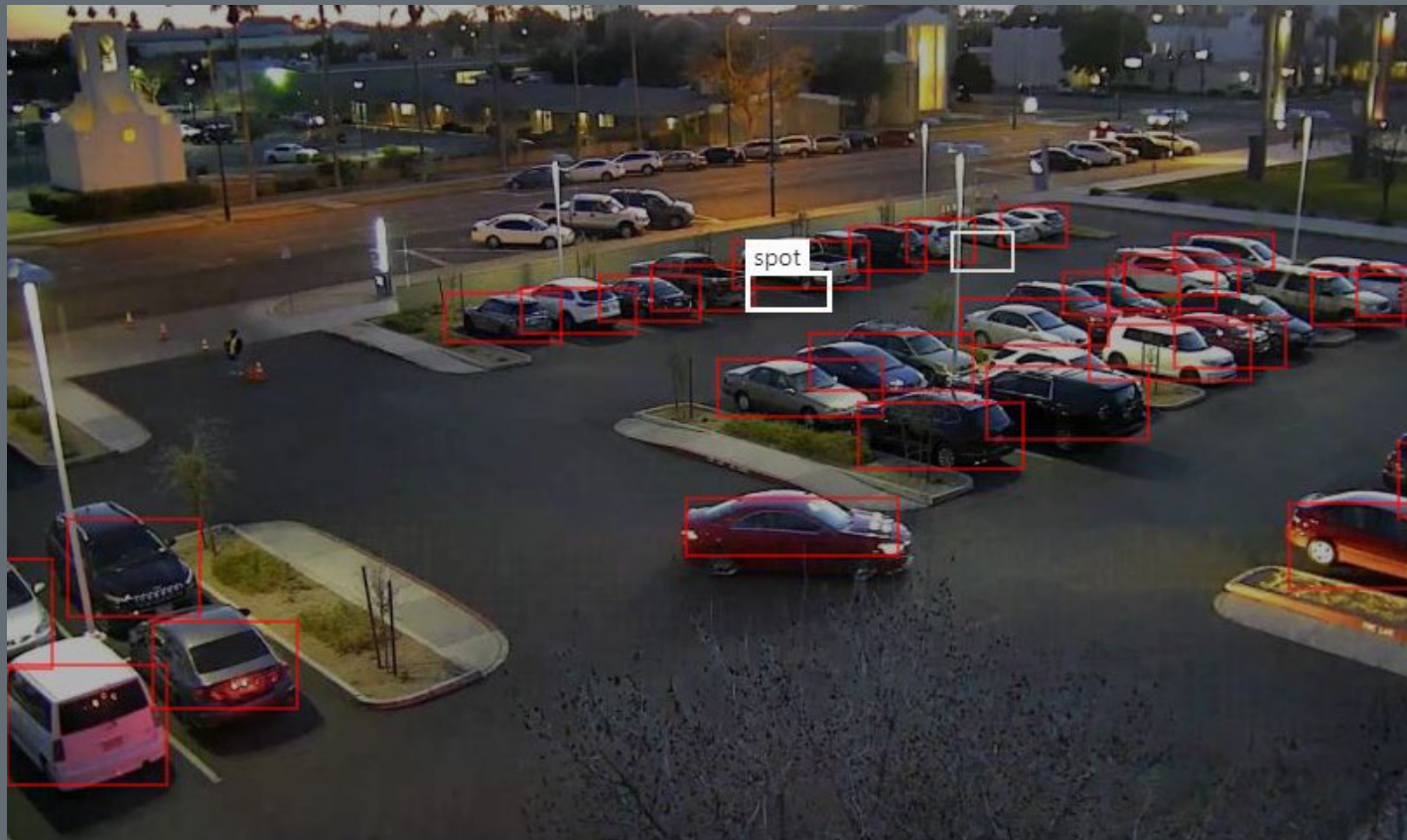
- Middle layer between City hardware and the public view
- AI detection
- Data and reporting



Baker Park  
Usage last 24 Hours



# QUESTIONS





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