

Transforming the Urban Parking Experience

Traffic Bid: Eliminating parking search frustration to deliver smart, personalized parking options

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Current solutions fall short

- Traffic apps provide info on parking location but not on **availability**
- MaaS apps don't include parking options
- Predicting availability requires integration with actual traffic flow and user behavior data
- Inefficient allocation of available spaces: the “**downtown parking funnel**”

⇒ **Drivers are on their own when they need to find parking**

Drivers rely on luck to find parking

Current Driver Behavior:

- **Last-minute decisions:** Most drivers don't plan parking in advance
- **Users are reluctant to use a whole set of fragmented solutions:** navigation, toll payment, parking, MaaS
- **Information overload:** Abundance of data, but poorly personalized
- **Unclear convenience:** Drivers don't see the benefits of guaranteed parking spots (time and gas savings, stress avoidance, etc.)



Our Approach: AI, Toll & Parking Data



Engage drivers early

- Toll barrier system
- New toll apps
- Navigation apps
- Safety & security LPRs
- Cameras



Personalized Offer

- Driver profiling
- Destination
- Spending habits
- Heads up



Dynamic Pricing

- Integrate with existing parking reservation services
- Balance demand and availability

Traffic Bid: matching drivers to parking spots





What is the driver experience?

1

Push message on the toll app (or txt msg)

Ex.: Reserve a spot around Main St and 1st for \$5.00?

(price indicates how challenging a street parking alternative is)

2

Drive to parking lot

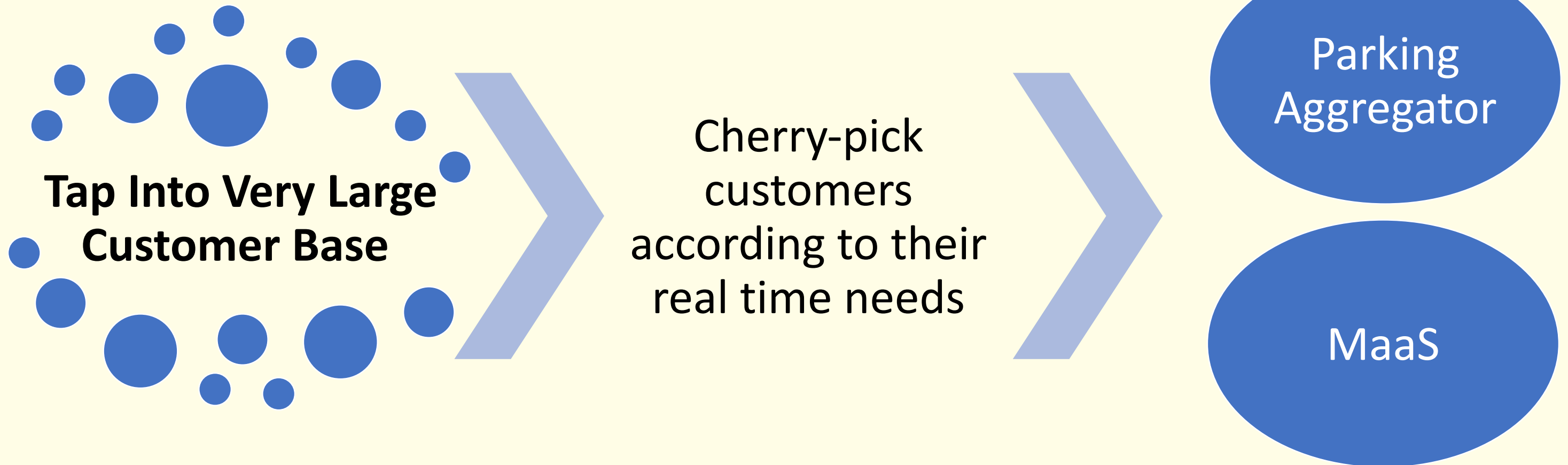
Driving instructions

3

Seamless payment

Through app: using QR code or parking lot LPR

Unique value proposition:



AI Generates Optimal Bid Pricing

Based on availability, demand, timing, traffic and customer profile & segmentation

Offer Viable Alternative to Higher Cost Ones

Customers can choose the best option for their current needs

An aerial view of a city street with cars, a bus, and digital overlays representing smart traffic management. The scene is overlaid with a blue, glowing digital interface. A large central circle contains a white car icon. Surrounding it are several smaller circles with icons: a lightbulb, a leaf, a speech bubble, a calendar, a car with a person, and a car with a person and a car. The background shows a city street with cars, a bus, and trees.

Impact



- 20% reduction in parking-related traffic
- 15% decrease in carbon emissions from idling vehicles
- 10% increase in public transportation occupancy
- Improved urban mobility and livability
- Economic benefits for cities and businesses