



# STREETLINE

Connecting the Real World

## ACCELERATING THE SMART CITY

A unique opportunity to invest in the future of your City. Smart parking as a cornerstone for your Smart City platform.



**SENSORS**



**NETWORK**



**APPLICATIONS**

# PARKING CHALLENGE CAUSES 30% OF TRAFFIC IN CITY



## The New York Times

15 blocks **for 1 year in Los Angeles**

950,000 miles – **excess vehicle miles driven**

47,000 gallons – **wasted gas**

730 tons – **carbon dioxide greenhouse gas**

20 Cities- **Global Parking Survey 2011**

6 of 10 drivers – **abandoned parking search at least once**

18-20 minutes – **on average spent finding parking**

- Based on 2007 UCLA Study by Prof. D. Shoup
- Based on IBM Global Parking Survey, 2011

All this driving **to get nowhere**

# RETHINKING THE PARKING EXPERIENCE



1923: Traffic light patented in the US



1935: First parking meter installed



2011–Time to ReThink Parking !

- Consumer Search – based on luck !
- Payment method - coins & inconvenient
- Parking policy – opaque & confusing
- Enforcement – Random & expensive
- Merchants – Parking woes hurt business



# PARKING- THE GREAT UNSOLVED URBAN PROBLEM



## For Cities & Universities

- Parking revenue loss
- Severe congestion (30% of traffic)
- Inefficient resource allocation
- Major environmental impact



## For Consumers

- Significant waste of time
- Economic cost
- Ineffective pricing
- Major source of frustration



## For Merchants

- Loss of business due to lack of parking
- Customer frustration
- Limited ability to influence – no data

# Streetline™ Integrated Smart Parking Platform



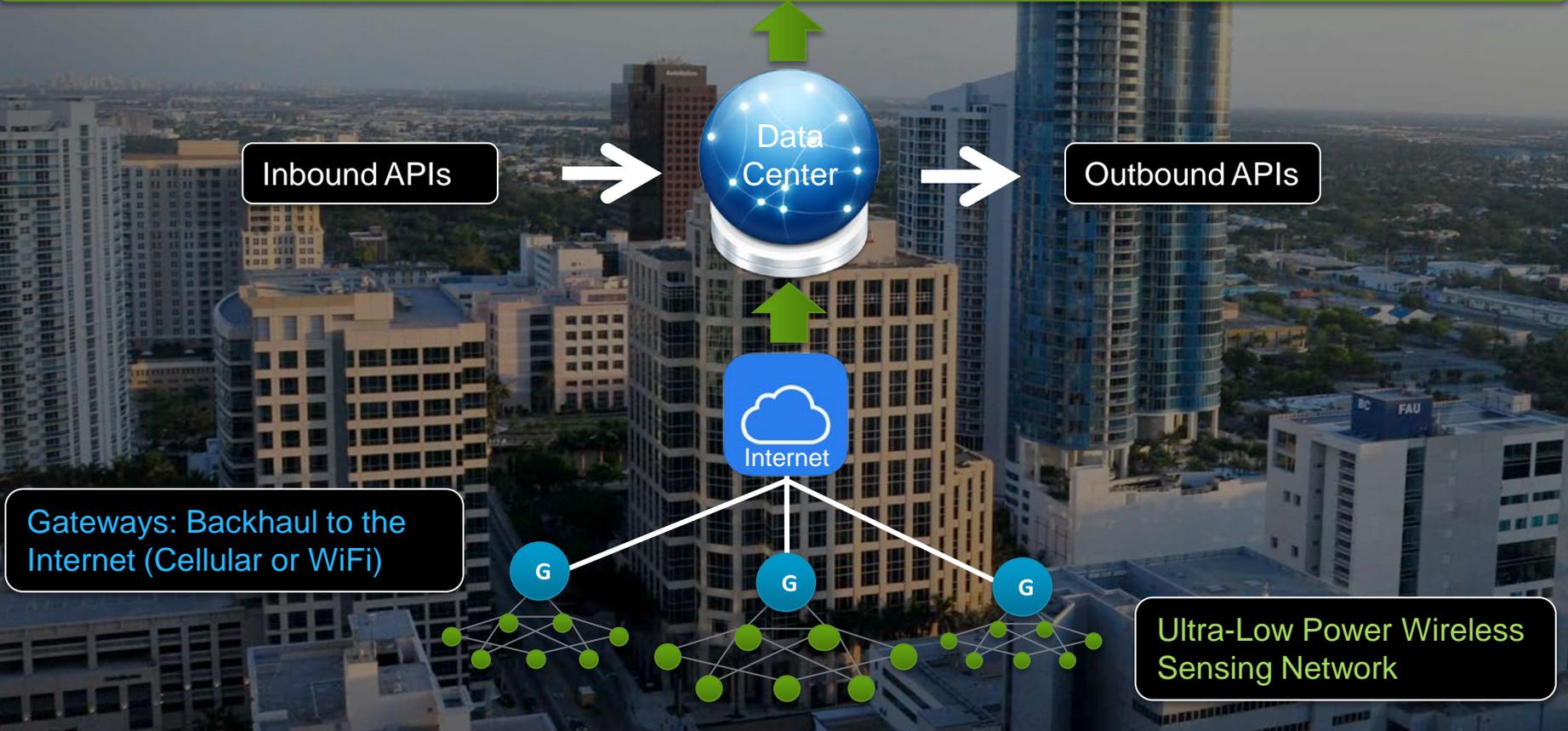
**Parker™ & ParkerMap™**  
Consumer Guidance  
Mobile and Web Apps

**ParkerData™**  
API for Application Developers

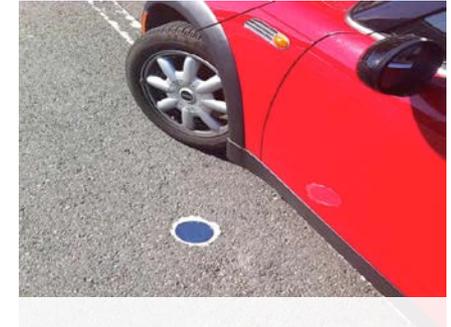
**ParkEdge™**  
Parking Facility Management  
Web App

**ParkSight™ & Guided Enforcement™**  
Parking Enforcement,  
Management and Analytics  
Web & Mobile Apps

## Streetline™ Integrated Smart Parking Platform



# CONNECTING THE REAL WORLD – STREETLINE SENSORS



## ✓ Patented, proven occupancy detection sensors

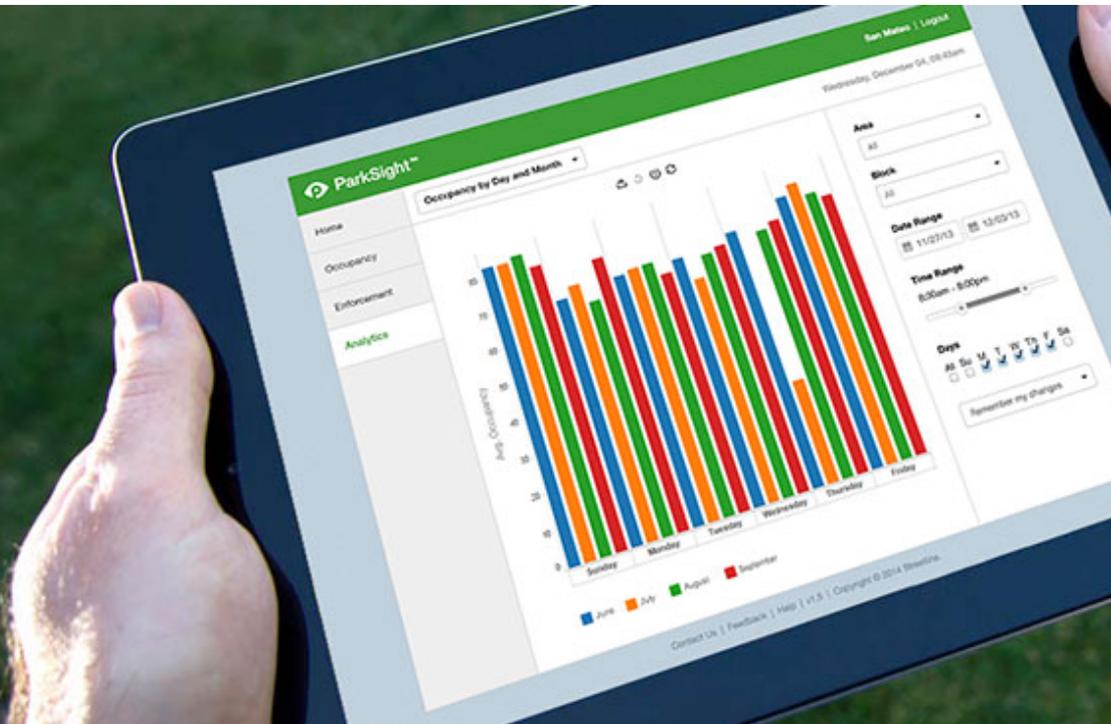
- Surface and embedded
- Proven snow deployment
- 4-5 year battery life
- dual detection – magnetometer & light
- Sensors field programmable
- Easy to deploy 400-500 day (Siemens)

## ✓ Payment Integration

- Coin operated meter sensor
- Credit card meter API integration
- Mobile phone payment integration
- Actuation of coin meter with mobile

## ✓ Scalable Multi-Hop Network

- 2<sup>nd</sup> Generation highly reliable mesh network
- Dust/Linear Technology technology
- Redundant networks
- Constant monitoring



# PARKING DATA & ANALYTICS

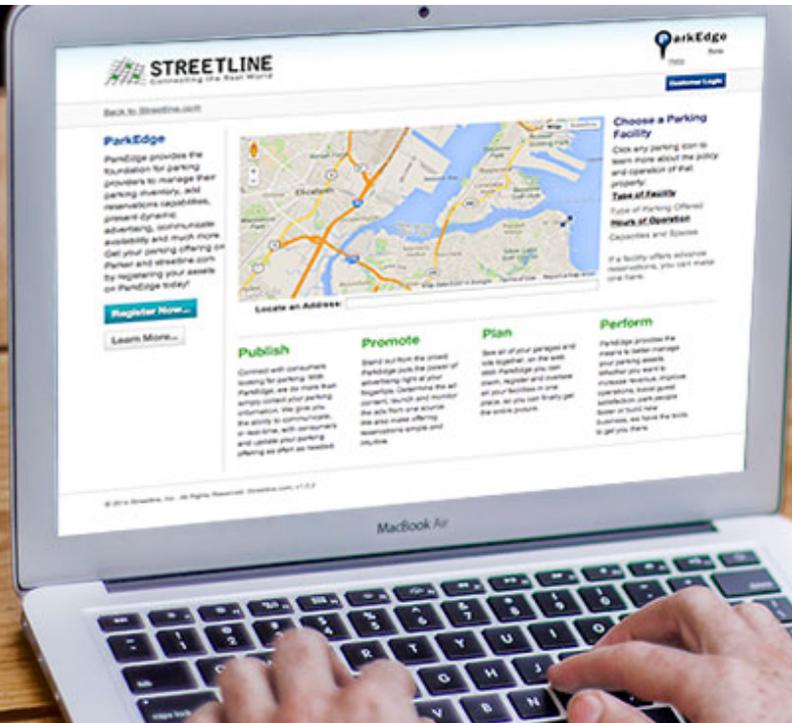
Confidently make decisions. Actionable insights help to optimize (and simplify!) parking in our communities.

## ParkSight™ (on-street parking)

- Policy management and analytics
- Reduce congestion
- Increase revenue
- Real-time data + cloud-based parking apps = Smart Parking for Cities

**“We’ve always believed technology would help us to more easily make decisions based on data. [With Streetline], we are increasing turnover on Main Street, attracting customers, helping businesses and making visiting Ellicott City easier.”**

*- Ken Ulman, County Executive  
Howard County, MD*



**PARKEDGE**  
**PUBLISH. PROMOTE. PLAN.**

An entirely new way to reach motorists, maximize occupancy, and enhance facility operations.

## ParkEdge™ (off-street parking)

- Publish facility location, hours, & policies
- Provide real-time availability to motorists
- Offer advance reservations
- Run promotions and special offers
- Increase occupancy and revenue
- Improve operations

“[ParkEdge] allows MSU Parking and Transit services to communicate parking information using existing resources and infrastructure. **Within seconds, parking status is available to users via Parker and the web-based ParkerMap.**”

- Mike Harris, Director of Parking & Transit Services, Mississippi State University

# PARKING MADE EASY

Find spaces that are open right now with Parker™, Streetline's award-winning parking guidance app.



**“Best Mobile App For Smart Cities”**  
*February 2013*

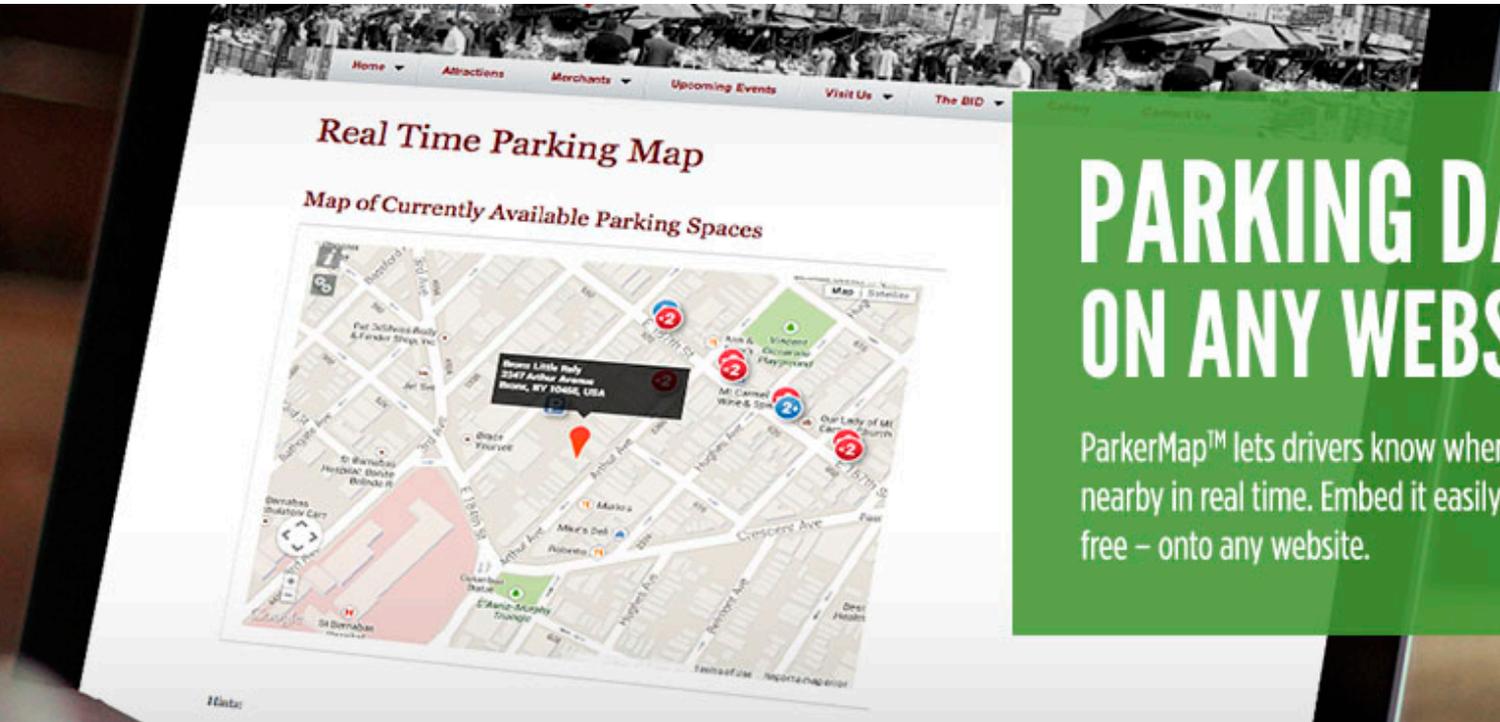


## Parker™ by Streetline

- Motorist guidance
- Hands-free functionality
- Easily find and pay\* for parking
- Reduce driving time and vehicle miles traveled

**“We tried out the (Parker) app  
and wish it were already  
available in every city we’ve  
ever driven!”**

**WIRED**



# PARKING DATA ON ANY WEBSITE

ParkerMap™ lets drivers know where parking is nearby in real time. Embed it easily – and for free – onto any website.

## ParkerMap™

- Easily embedded in any website
- Show visitors where to find parking
- Free for local merchants, universities...any website!

“Adding ParkerMap to our website allows us to inform guests of the parking options near our restaurant. It is a clear way to show where parking is available in relation to our location and it was simple and easy to use.”

- Basim Nimri, Owner  
 Mandaloun Restaurant

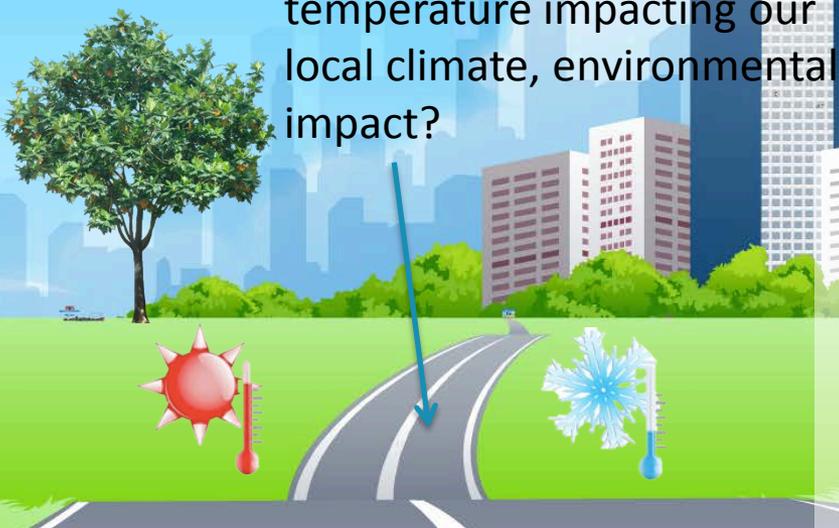
**Mandaloun**

# PARKING AS THE FOUNDATION FOR A SMART CITY

**The Streetline Platform can be expanded to include other sensing types:**

- Road surface temperature
- Noise levels

How is the road temperature impacting our local climate, environmental impact?



Where and when are noise violations happening?



## **Benefits:**

- Maximize resources and funds
- Respond in real time as issues happen
- Analyze trends, set policies based on data
- Deploy resources or implement environmental impact plans based on real, actionable data

# STREETLINE – SOLVING GLOBAL PARKING FROM CALIFORNIA



2008/2009

## San Francisco

Founded with the goal to use sensor technology to change cities. Initial focus on improving parking.



2010

## First Deployment

Hollywood becomes Streetline's first commercial deployment, and with it the first guidance app.



2011

## Los Angeles

LA becomes Streetline's largest deployment with over 7,000 sensors deployed covering the downtown area.



2012

## International

Streetline expands to Europe with its first deployment in Germany. Global headquarters in Foster City.



2013

## Expansion

Secures \$25M in financing to promote expansion. Secured over 40 municipal and university customers.

## Streetline Today:

Headquarters: Foster City, CA

Largest Customer: Los Angeles, CA

Manufacturing Site: Sunnyvale, CA

California Customers: LA, Martinez, Redwood City, San Mateo, San Carlos, 2 Silicon Valley tech companies

Employees: 40+ Californians

Over 275 million parking events sensed to date.

### Customer Quotes:

*"The reports we are getting from the Client Services team at Streetline are invaluable. We get to see what's happening in our city in terms of parking, in real-time, and compare that to historical data. That is the way informed and educated decisions are made to improve the city."*

— Lisa Costa Sanders, City Planner for City of San Carlos

*"Parking is the first thing and the last thing a consumer experiences when visiting our downtown. Showing them where to find adequate parking is essential to a thriving downtown. ParkerMap helps our businesses inform visitors where they can park, how much it costs, and the availability of on-street parking in real time for key blocks in the heart of downtown."*

— Jessica Evans, Executive Director, Downtown San Mateo Association

# CCTA – LEADING CALIFORNIA IN INNOVATION



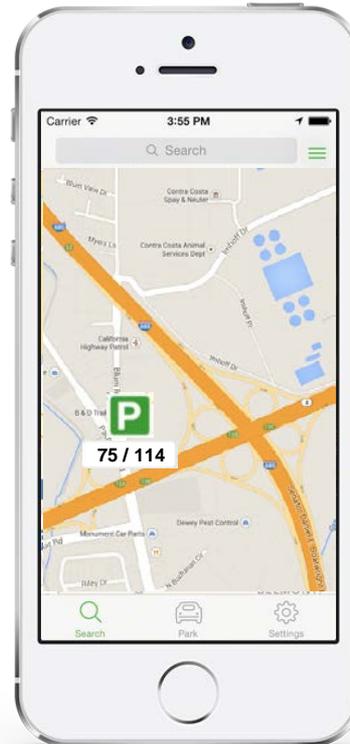
**Randell Iwasaki**  
 Executive Director, CCTA



*The Contra Costa Transportation Authority is a leader in transportation innovation in California. The Pacheco Transit Hub will provide parking availability on Parker, Streetline's mobile app, and later on a message sign that will inform drivers of the availability of parking for access to alternative transit options.*



## Phase 1 - Parker



## Phase 2 – Dynamic Message Sign

**HEAVY TRAFFIC ON HWY 4**

**USE PACHECO TRANSIT HUB**

**75** PARKING SPACES  
 AVAILABLE



## Pacheco Transit Hub

Located off of highway 4, near the 680 interchange, the hub is available for:

- Carpooling
- Bus transit

*Real-time availability information will make multi-modal and alternative transit options more convenient and predictable for commuters.*

# SIGNIFICANT ECOSYSTEM OF PARTNERS

Active Partners	
Resellers	         
Auto OEMs	  
Technology	  
Carriers	  
Meters / Counting	      
Financial/Mobile Pmt.	  

# SIGNIFICANT MEDIA AND PRESS MOMENTUM

## The Washington Post

“City-management issues, from parking to water use, are going high-tech as cities seek to **use analytics and information to improve their operations.**”



“A silver bullet for urban traffic problems....”

## Mashable

“Streetline’s system helps drivers locate parking spots, **lowering emissions and improving traffic flow.**”



“**If you want a smarter city, start with parking.**”



“If you live and drive in the city, you’ve probably suffered at least one of the many perils of parking. But **the tech world is approaching the perennial parking problem full force.**”

## THE HUFFINGTON POST

TOP NEWS AND OPINION

“The Internet of Things creates a connected city that can talk...**We’re only just beginning to see the impacts of the connected city.**”



“It’s a good way to use technology to help the public. **How can I find a parking space faster?**”

## Bloomberg

“**Trillions of sensors will change life as apps have.**”

## Entrepreneur

“...there's nothing worse than circling the block hoping to find a parking space. **Parker solves that problem by delivering parking options in real-time.**”

# STREETLINE LEADERSHIP TEAM AND INVESTORS

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**ROCKPORT**  
CAPITAL

**citi**

**FONTINALIS**  
PARTNERS

**QUALCOMM**  
VENTURES

SUTTER HILL VENTURES

**true ventures**



**Bill Ford, Executive Chairman Ford & Founding Partner Fontinalis**

“We’re excited to announce our partnership with the Streetline team. Streetline’s pioneering real-time smart parking technology will be instrumental in improving personal mobility across the globe.”



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