Intelligent parking solutions

Clearview
Intelligence

making journeys work

Parking solutions from Clearview Intelligence

Parking capacity is a valuable asset: even more so when it's being used efficiently. The right intelligence, gathered in the right way, informs measures that promote efficient usage of car parks – to the benefit of both drivers and operators.

We create innovative solutions that transform operator and driver behaviour, making journeys easy, efficient and safe. We work with clients and partners to provide parking solutions that improve efficiency, increase asset performance, and make parking quicker and easier.

Our parking systems illuminate usage patterns to help car park operators get the very best from their facilities. With the right data at your fingertips, you can take informed action to:

> Provide effective user guidance

> Ensure efficient capacity management

> Minimise time wasted searching for spaces

> Optimise asset performance

> Reduce congestion and emissions

Reduced congestion and quicker space-finding hold benefits for all kinds of operators, from local authorities to corporate car parks, airports and retail centres. Happier shoppers, calmer more punctual employees, and better overall use of capacity.

Parking Optimisation

Clear intelligence around a car parks usage is hugely useful for all kinds of operators and businesses

## Retail Stores / Shopping Centres

A better experience

Car park entry and exit are the first and last touch points of the shopping experience. Making this part of the journey as smooth and easy as possible is an opportunity to influence the experience – and lasting impressions – for the better. Ease of parking could affect how long someone shops for, the amount they spend and how likely they are to return. Solutions that make this experience easy and painless will not only influence the behaviour of shoppers and employees: it will also significantly benefit retailers and increase the site's value and attractiveness to owners and car park operators.

Resources in the right places

Parking intelligence highlights patterns of use and delivers significant insight about shopping habits. Usage trend analysis around peak and quiet periods can inform staffing and stock levels. It can also show you when your asset is being under-used, and when to target and incentivise customers to visit. More granular analysis can help measure the success of campaign activity for a specific target audience – looking at dwell time in parent and child bays, for example.

Growth metrics

Our powerful Insight™ software can also be used as a data resource in the planning cycle, when expanding or opening new retail stores. Thanks to its excellent reporting capabilities, you can gain a detailed insight into fluctuating traffic flows and parking requirements. Usage data around existing disabled and other bay types can be used to justify the right proportion of bays for your target audience. All crucial input for future planning.
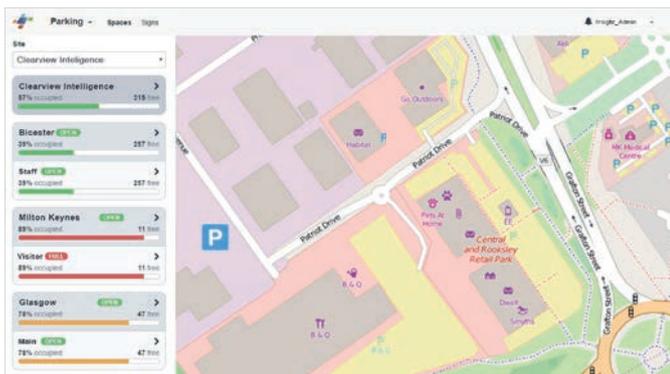
Corporate Offices / Business Parks

Providing a positive and comfortable working environment for employees should be the aim of all employers. A happy workforce is beneficial for the company and the community at large.

A good start

Most employees start their working day by driving into the company car park. If their first experience is one of frustration searching for a space, they're likely to be in a poor frame of mind when they finally get in to work. This could translate into lower productivity, poor morale, and at its most extreme, difficulty attracting and retaining the best talent. Imagine the positive difference if everyone could park easily, every day. This same experience can equally be felt by visitors coming on site for business meetings and can leave a lasting impression of your business.

Planning ahead

Access to predictions or even live-feed information about parking capacity can make a huge difference to staff. It enables them to plan alternate working arrangements, find available spaces quickly and commute to a schedule that works best for them.

Our parking solutions integrate seamlessly with variable message signs (VMS) to provide real-time information to drivers on arrival. Information on the number of spaces and where to find them can be provided electronically to employees before they even enter the company premises. Guest parking can be pre-allocated and monitored, minimising frustration, saving time and helping business relations to run as smoothly as possible.

Town & City Centres

At any one time, typically about 30% of city or town centre traffic is made up of drivers looking for a parking space. This has a significant impact on road network capacity and traffic flow at key points in the day.

Don't hang about

Local authority officers need real-time intelligence of parking availability to prevent congestion and direct drivers to spaces. The sooner drivers find spaces, the quicker they're off the road, easing congestion and reducing pollution. Clearview can further enhance the driver experience by integrating journey time monitoring, resulting in a truly intelligent parking application. Not only do drivers know where spaces are, but also the journey time to arrive – providing real time distribution of nearly a third of the traffic on the road network.

Insight, action, results

Operators of short-stay parking, such as park and ride facilities, are using our parking solutions to help them change driver behaviour. Our solutions can monitor short-stay areas like drop-off points, as well as key surface and multi-storey car parks. The systems provide very detailed insight into how charging policies and events affect parking behaviour, and help to flag up potential abuses. This guides appropriate action to be taken to reduce overstays and connect drivers with spaces quickly and efficiently, for the benefit of all users.

Solutions for all Sectors

Time spent driving around a busy car park is time that can be spent elsewhere: shopping, working, starting meetings on schedule. We know that access to clear intelligence around a car parks usage brings many benefits to operators and business owners alike. Anyone running a large parking operation can benefit from the insight and intelligence our solutions can provide. From universities and hospitals to airports and rail operators.

Innovative Products:

The building blocks of your parking solutions

Insight Data Intelligence Platform

An integrated traffic data intelligence solution designed to support accurate and timely decision-making by parking professionals. Insight simplifies the collection, processing, reporting and analysis of essential parking data. You can use this intelligence to manage use of the parking assets in real-time as well as delivering new insights into the parking trends and utilisation of the site. Insight can share this real-time information with users via VMS signs, external websites and mobile apps to inform decision-making about parking choice.

M300 Bay Occupancy System

The wireless occupancy detection system uses embedded in-ground sensors to detect the presence of vehicles parked over them. It connects to the Insight platform to provide data on occupancy levels and dwell time in spaces. With sensor options that can be used for both on- and off-street parking applications in surface and multi-storey car parks, the M300 system offers immense versatility.

M680 Vehicle Count and Classification

Designed for counting vehicle movements in and out of car parks, the M680 detects vehicles as they pass over inductive loops embedded in the road surface.

A solution that can be either mains or solar powered where no access to electricity is available, the M680 uses GPRS communications to send data to the Insight platform in real-time to update information on variable message signs so that users can be kept informed about their parking options.

M720 Vehicle Count and Classification

The M720 is designed for situations where connectivity to mains electricity and ethernet communications is desirable. Sharing the same design philosophy as the sister M680 product, the M720 passes any vehicle event information captured from inductive loops to Insight in real-time and enables Insight to drive updates to variable message signs and third party applications.

We'll find the right solution for you

Every Clearview Intelligence solution is tailored to the needs of the individual customer. For parking solutions, that often means taking these building blocks and integrating them with other technologies such as mobile apps, full colour matrix VMS signs, access/barrier control and/or ANPR technology and it's what we specialise in.

We carefully select and configure each element and its accompanying services to give you the right levels of performance, reliability and accuracy to meet the various challenges posed by local environments and your expectations.

Tell us what you need today.
Call +44 (0)1869 362800 or email us info@clearview-intelligence.com

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