Cleverciti

Mission

We provide integrated parking intelligence solutions that minimize vehicle minutes traveled and emissions and maximize the value of parking assets.

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The Perfect Parking Experience

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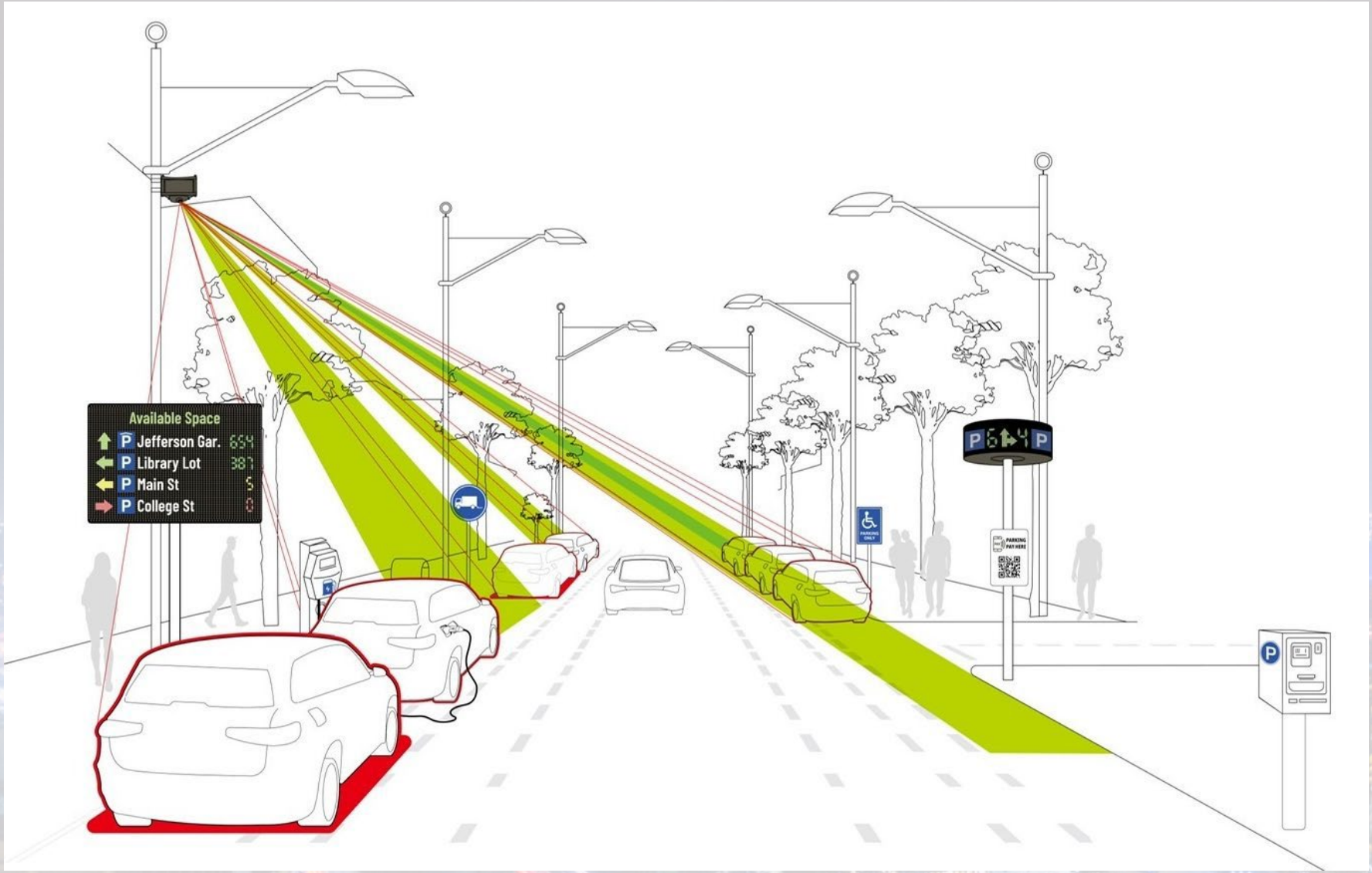

Accurate, Real-Time Detection

Local Digital Guidance

App Navigation

The Cleverciti Platform

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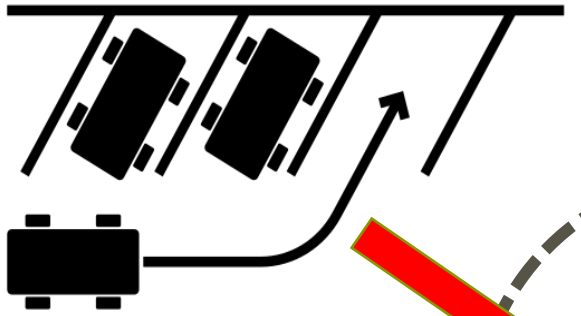
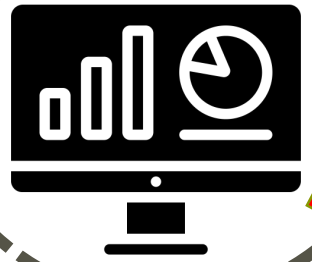
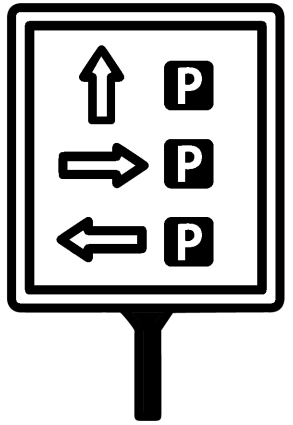
Occupancy

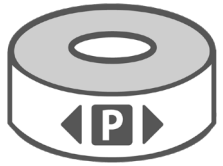


Payments

Insight







Guidance

Compliance

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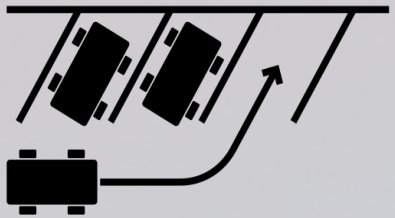
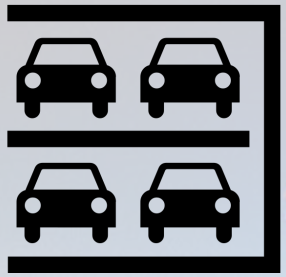
Integrated Occupancy



- Accurate, Reliable Single-Space Detection



- Integration of Indoor APGS Hardware

- Integration of PARCs Hardware

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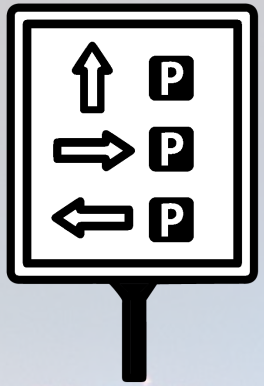
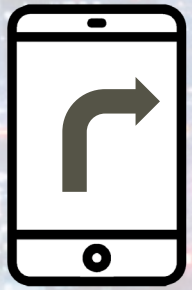
Integrated Guidance

- Circ® - Turn-by-Turn Guidance at each intersection



- Digital Sign – Eliminate Confusion at Key Decision Points



- App – Full transparency from home to parked

Guidance with real-time data:
- Builds trust with drivers
- Max reduction in congestion

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Integrated Guidance

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Circ 360 Ultra & Ultra+

Guidance with real-time data:

- Builds trust with drivers
- Max reduction in congestion

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“White Labeled” – Personalized App

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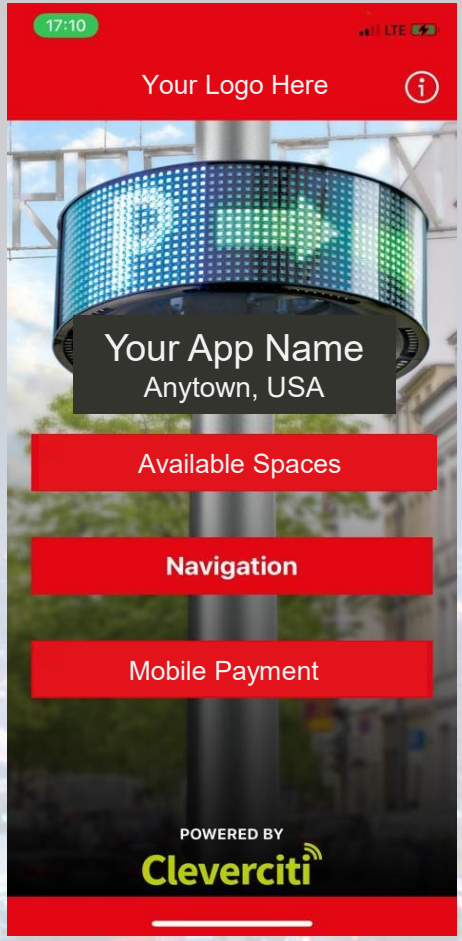
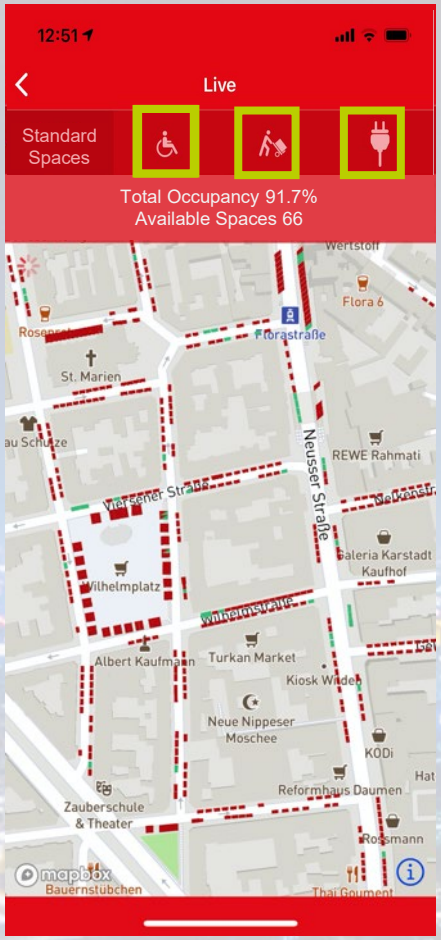
Apple & Android App

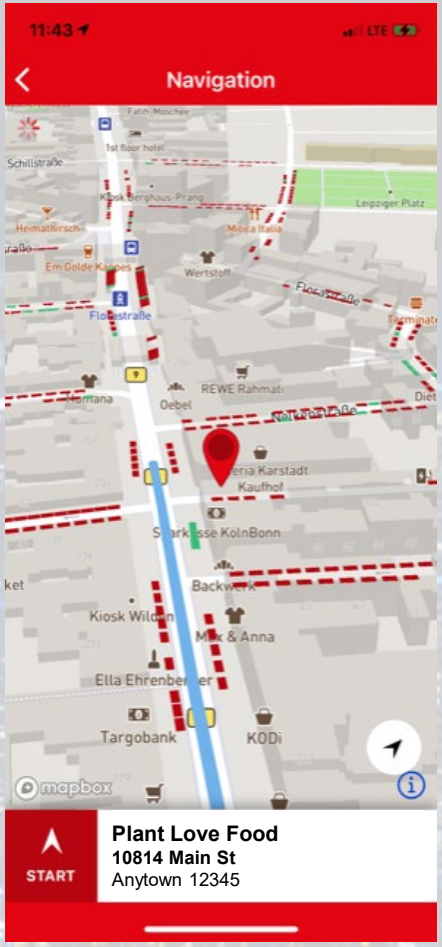


Occupancy by type

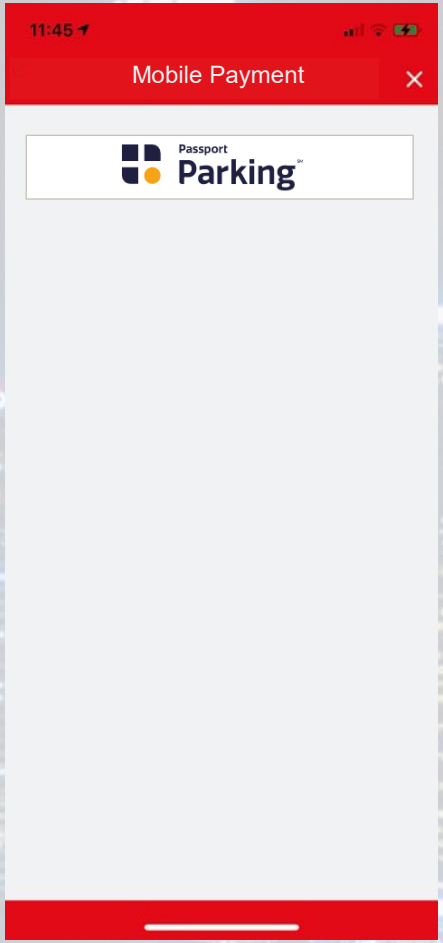


Select destination

Navigate to free space



Pay



Integrated Payments

- Real-time pairing of payment to occupancy

- Integrate with any payment provider

DOCK
paybyphone
Passport Parking
ParkMobile
T2SYSTEMS
IPS GROUP

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Integrated Compliance / Space Management

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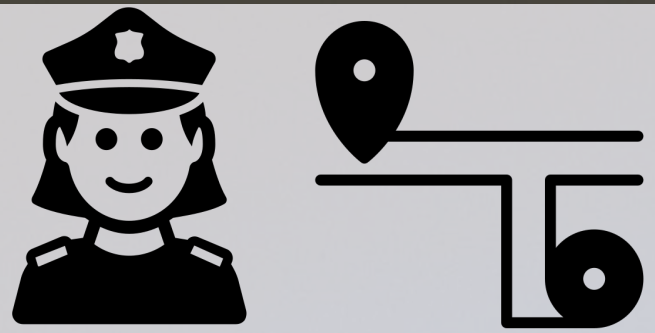
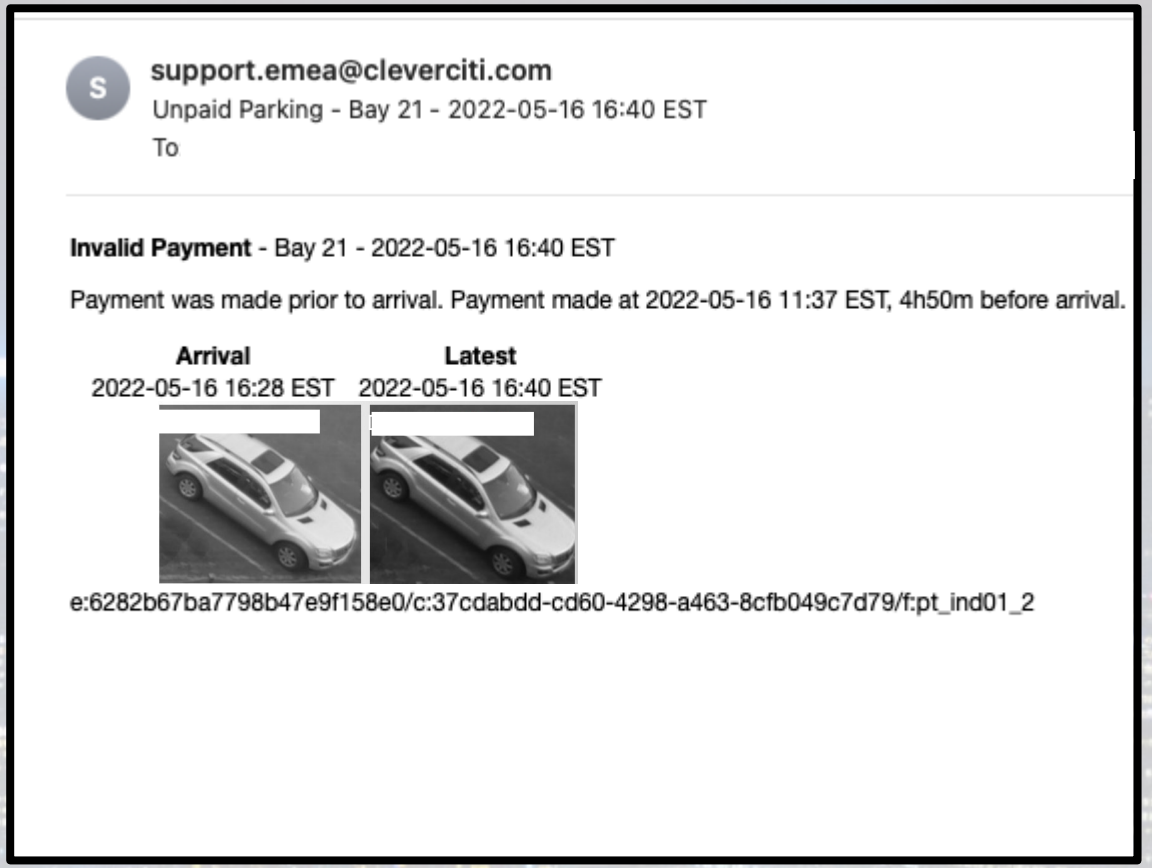


- Smart Enforcement

- Equity

- Local Business Support



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Integrated Insight

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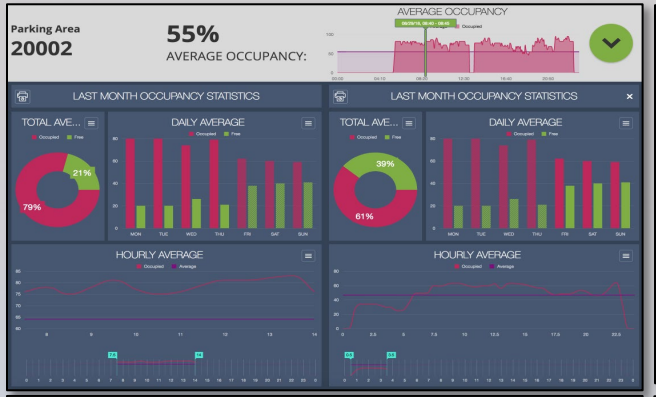
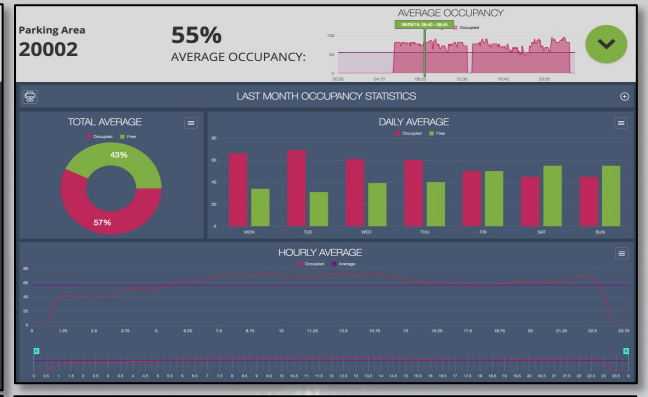
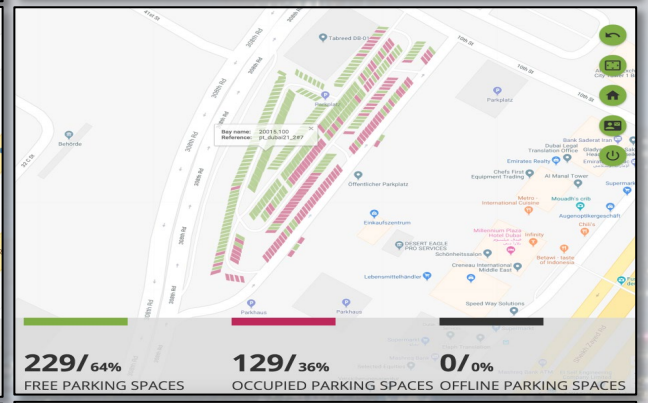
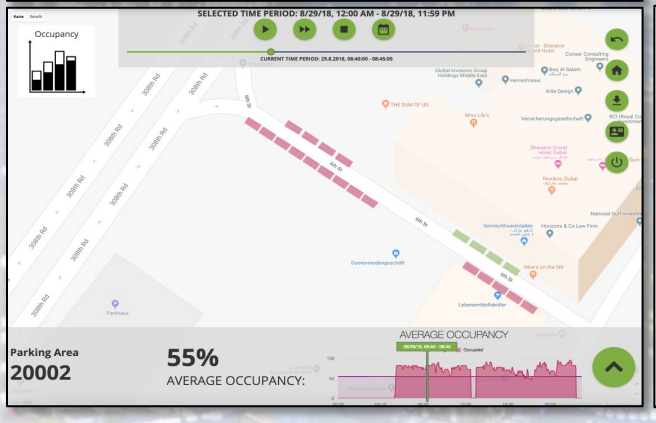
- Detailed parking analytics
- Live view enables responsive service
- Modernize operations









Integrated Insight| Cleverciti Cockpit

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Live Parking Data and Status

Parking Data – History, Time Lapse

Data Analytics – Compare Data

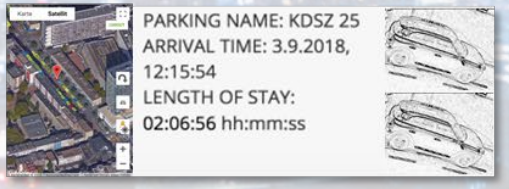
Device Management

Heat Maps

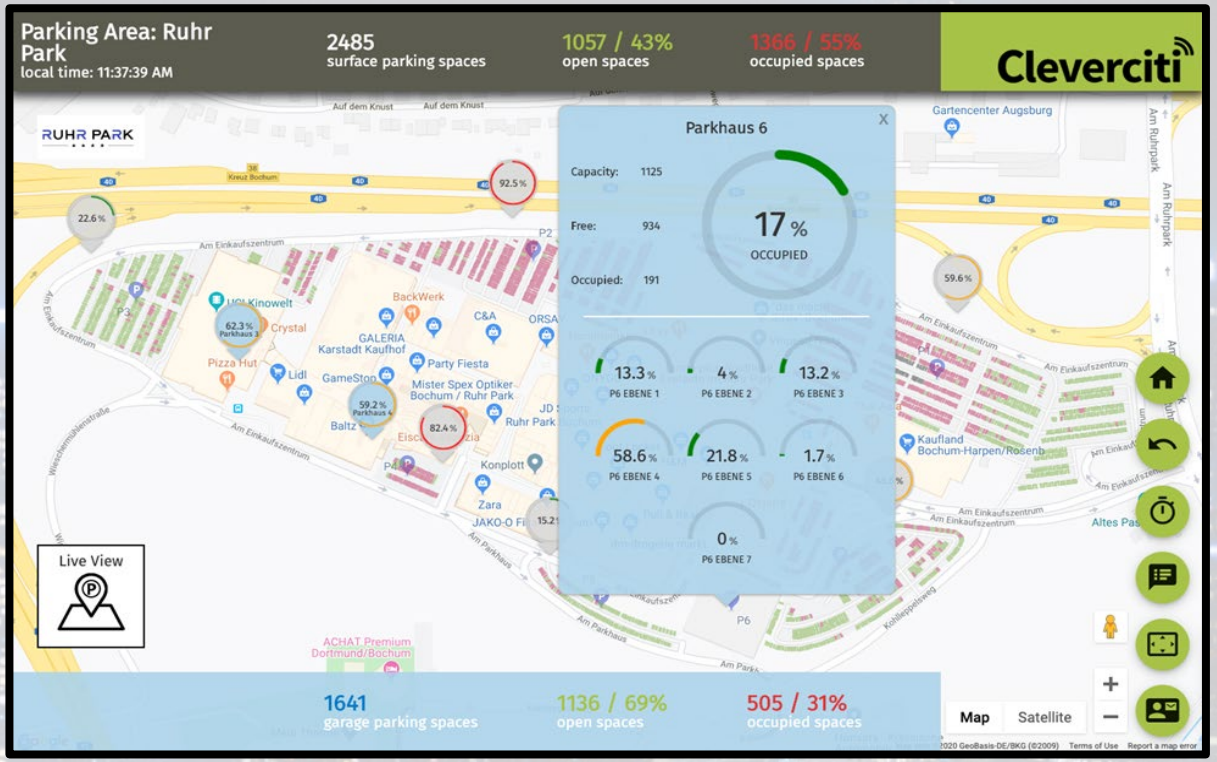
Areas of interest comparison

Length of Stay Statistics

Length of Stay/Alerts



Integrated Insight| Asset Management



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Space Utilization / Compliance / L.O.S.

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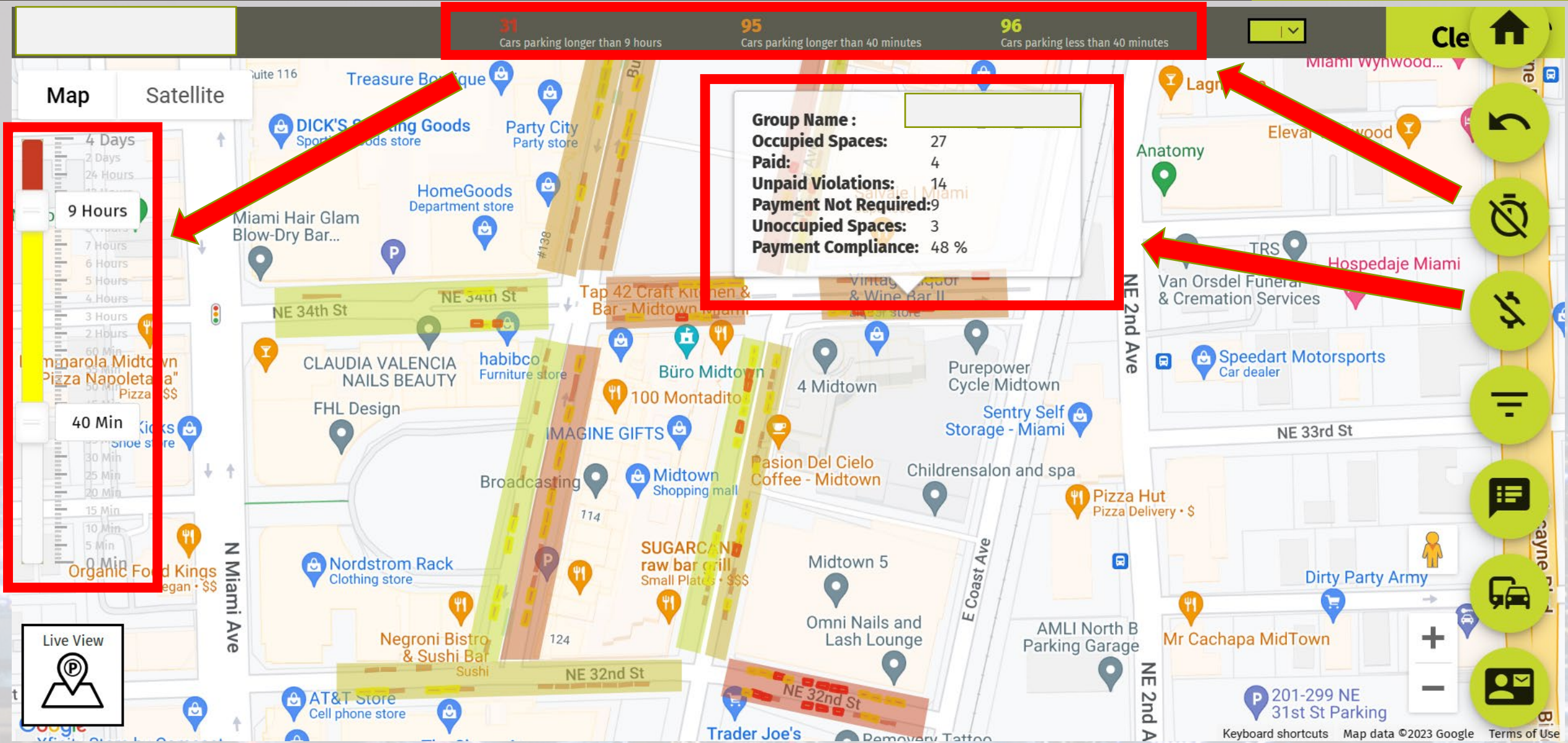

Example | Redwood City, Ca

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A Holistic Approach

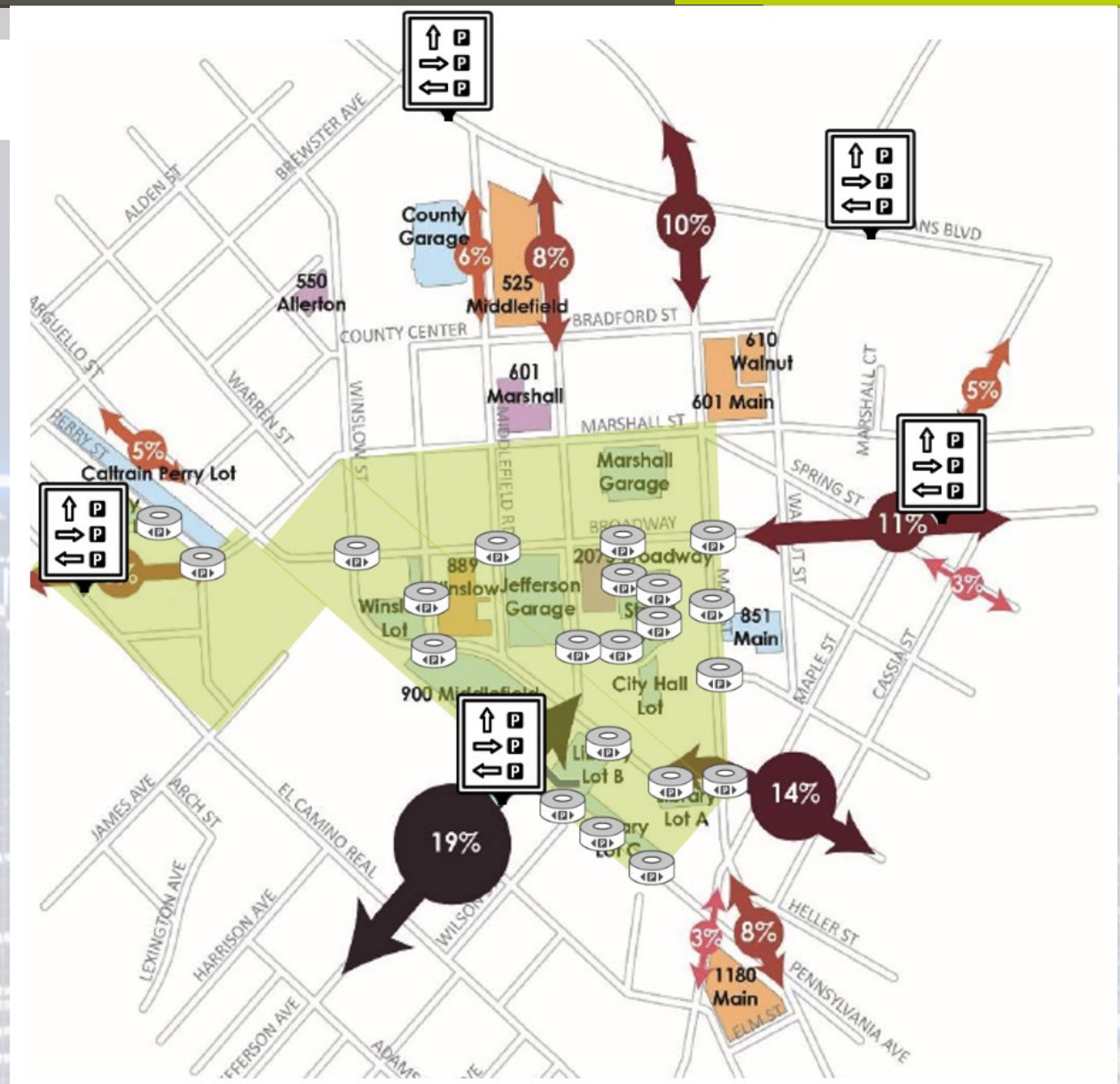
- 4,500 total spaces
- 400 on-street spaces (full downtown core – shown in green)
- 7 surface lots
- 11 garages
- 6 All-Digital Gateway Signs
- 23 All-Digital Circ® 360 Signs

Encompassing the Complete Ecosystem

- MyRWC App Integration
- PayByPhone App Integration
- IPS Multi-Space Meter Integration

Bottom Line:

- Turn-by-Turn Navigation to any space
- 100% guidance adoption with digital signage throughout the city



Why Solve Parking Search

Revenue Growth
2-Year ROI

Increase Payment Compliance

15% Increase in Payment Compliance, without additional enforcement

Reduce Traffic Congestion

40-55% reduction in parking space search time = significantly fewer cars circling

Increase Asset Utilization

8% increase in occupancy by filling hard-to-find spaces

Support Local Businesses

77% of shoppers say the smooth parking experience highly influences their shopping experience

Sources:
Data from Cleverciti client deployments, including Cologne, Train Company Verkehrsverbund Rhein-Ruhr, and Unibail Shopping Center

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Lessons Learned / Best Practices

- Parking Guidance is the Fastest Way to Reduce Vehicle Minutes Traveled

- Local Retailers Benefit Greatly - Involve them as Stakeholders

- Citizens Love the Service

- Increased Parking Revenues: Higher turnover, Service, and Monitoring

- Integrated Data is Key to a Comprehensive Approach

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www.cleverciti.com

Atlanta | Munich

Branding/Marketing/Positioning

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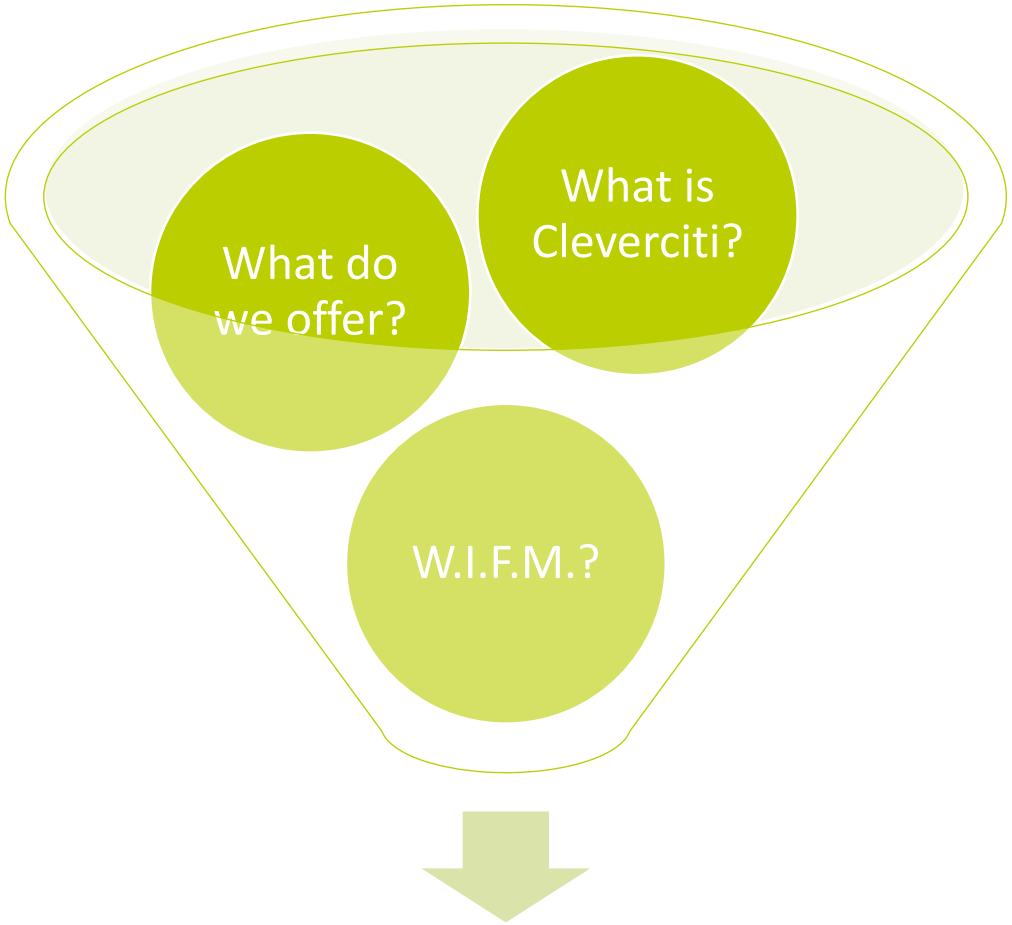

Magic Message!

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