**From:** Justin Bean
**To:** Schaaf, Libby
**Subject:** Infographic: Parking - the Good, the Bad, the Brilliant
**Date:** Thursday, February 20, 2014 10:46:34 AM

Parker™ by Streetline - the on-street parking guidance app, reduces environmental, traffic, and economic impacts of parking.

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# INFOGRAPHIC: Parking - the Good, the Bad, the Brilliant

Hi Libby,

Parker™, Streetline's award-winning parking guidance app has been shown to reduce time spent and distance traveled looking for parking, and even helps drivers find less expensive spaces!

Click here to see the results and infographic.

In a test in several US metro areas, drivers looked for parking near the same destination, some using Parker and some without guidance. Here are the results by the numbers:

- 43% - reduction in time spent looking for parking
- 21% - reduction in vehicle miles traveled
- 22% - reduction in price of spaces found

If 100,000 users used Parker 3 times per week, this would reduce:

- 712,956 vehicle hours on our roads
- 3,021,964 miles driven on our roads
- 177,763 gallons of fuel spent looking for parking
- 3,142,843 pounds of $CO_2$ from vehicle emissions

This underscores the potential impact of parking

INFORGRAPHIC: Parking - the Good, the Bad, the Brilliant

guidance apps like Parker on our environment and city ecosystems. Parking congestion even has an impact on local economies, as 30% of city traffic is estimated to be motorists looking for parking. Even a 10% reduction in traffic congestion can result in:

- A 2% increase GDP (IBM Study)
- 132,000 jobs created (Southern California Association of Governments)

Let's talk about how Parker can help your city achieve its traffic, emissions, operations, and parking service goals. Shoot me an email, and I'll set up an assessment of how smart parking technology can help you.

Best,

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