Real Business of Innovation
Demand Management for On-Street Parking

Xerox Research Centre Europe, Grenoble
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New Solutions for Traffic Congestion: Demand Management

Demand management: 
**Increased efficiency** instead of **extension** of supply

Road access, Parking, and Public Transport.
Demand Management for Public Utilities

From 1954

To 2012
Large scale, sensor based, smart pricing projects:
- SFPark in San Francisco
- LA ExpressPark in Los Angeles

Research contributions
- Pricing engine
- Dashboard and analytics tools
- Communication to users

Challenges
- First-of-its-kind
- Very large scale
- User acceptance not a given
To target ~85% parking occupancy through pricing
1. Prices close to market rates ensure most efficient use of the limited resource.
2. “Cruising” for parking (congestion and pollution) is reduced.
3. Extra revenue can support expansion of transit network and other initiatives.
First changes went into effect June 4th

Of all blockfaces in pilot area:
- Decreased rates: 39%
- Increased rates: 14%

Data driven updates
All changes supported by data using easy visualizations.

All expensive locations have a cheaper alternative nearby.
Results after four months

We will report on the impact of the project jointly with the customer LA DOT

- All reactions to rate changes have been consistent: reduced use where rates increased, increased use where rates decreased.
- We have seen no overshoots (from congested to underutilized, or vice versa).
- Significant effects:
  - For congested areas, where the engine suggested to increase the rate, at peak times, we have seen a decrease of average occupancy by 15%.
  - For underutilized areas, where the engine suggested to decrease the rate, at peak times, we have seen an increase of average occupancy by 10%.