



## Success Story: San Carlos, Calif.

The City of San Carlos teamed up with Cisco and Streetline to bring parking technology to its downtown to further achieve its motto of, “The City of Good Living.”

*“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

### Highlights

- Implemented the motorist guidance app Parker™ by Streetline
- Provided real-time availability for 100 spaces in the main downtown area to support local merchants and residents
- Merchants could easily place Streetline’s ParkerMap™ directly onto their website to show where parking is nearby

### About San Carlos

Located in the Silicon Valley with roughly 28,000 residents, the City of San Carlos is one of 20 cities in San Mateo County, California. Well known as “The City of Good Living,” San Carlos continues to be a leader in the region and the state in using technology to deliver more information and better services to residents, businesses, and visitors in its dynamic community.

### The Opportunity

Downtown San Carlos, specifically Laurel Street, is home to many popular restaurants, cafés, shops, and salons, to name a few. In addition, the City hosts popular events like October’s “Art and Wine Festival” and “Hot Harvest Nights Farmer’s Market” during the summertime.

The City is continually inundated with motorists looking for a place to park. In a 2012 citywide survey, it was found that more than half (57%) of respondents agreed that there is not enough parking in downtown San Carlos. This high volume and frequency of parkers signals a healthy downtown economy, but with a limited supply, available parking is hard to come by and has the potential to stunt the growth and vibrancy of downtown.

“I truly believe if my customers can’t easily locate parking near my café, they will proceed down the street and find a different place that does have accessible parking,” said Christie Peregó, owner of Vanilla Moon. “For that reason, I want to arm potential customers with the tools necessary to get in and out quickly and painlessly.”

## The Solution

Streetline sensors were installed in 100 spaces along Laurel Street to capture the arrivals and departures of motorists and relay occupancy information to the Streetline application suite.

- **Parker:** By aggregating the sensor data as well as static garage and lot information, Parker by Streetline, a real-time motorist guidance app, provides residents with hands-free voice navigation to guide them to open parking spaces.
- **ParkerMap:** Merchants and business owners also reap benefits from the system by placing ParkerMap on their website, a free and easy-to-install map that can be placed onto any website to display the same information that is shown within Parker.

“There is no doubt that San Carlos has a parking problem. The Streetline system alleviates that with the real-time, on-street information but also by highlighting the off-street lots. Often times, spaces are available in these lots while motorists pack Laurel Street waiting for a street spot to open up.”

— Lisa Costa Sander,  
City Planner for San Carlos

Parker and ParkerMap are information sharing tools that combat the notion of “not enough parking.” Through real-time data and analytics, cities are finding that they generally don’t have a lack of available parking; drivers instead have the perception of scarcity due to a lack of information. By using Parker and ParkerMap, San Carlos boasts happier customers who avoid circling the downtown blocks in search of a parking space.



## Results

- Consumer applications Parker and ParkerMap help residents and visitors find parking
- 24x7x365 motorist behavior monitoring empowers the City to make data-based policy and infrastructure decisions
- Additional city elements can be tracked and measured easily in the future

## The Results

The City of San Carlos has successfully deployed the smart parking system on Laurel Street in order to guide motorists to available parking spaces. The City has also made ParkerMap available to all downtown merchants in order to communicate real-time parking availability on their websites.

Additionally, the City, for the first time ever, has a 24x7x365 look at their parking asset utilization and can make data-driven policy decisions to make the downtown more livable. The City sees parking as a first step on the journey to a smart city. By establishing the joint Cisco and Streetline network, San Carlos can explore other sensing types to further reduce costs, increase productivity, and improve the way people live and work.

“We see the smart parking system as just the beginning in using technology to improve city efficiency. The ‘connected’ concept can carry over into street light monitoring, wastewater monitoring, and a host of other applications,” said Lisa Costa Sander, City Planner for San Carlos.