



## Success Story: San Mateo, Calif.

To help motorists find parking and improve the business climate, the City of San Mateo teamed up with Streetline and Cisco.

*"[Streetline and Cisco's smart parking platform] is consistent with San Mateo's strong technology industry and is an example of the City's commitment to efficiently managing parking to support our downtown."*

— Larry Patterson, San Mateo Director of Public Works

### Highlights

- Parker™ by Streetline, a motorist guidance app, was chosen to help drivers find open parking spaces
- Implemented real-time availability for 135 spaces in the heart of downtown
- Streetline's ParkerMap™ became the official parking guide on Downtown San Mateo Association's website

### About San Mateo

The City of San Mateo is centrally located within the Bay Area Peninsula between San Francisco and just outside of Silicon Valley. With a city population of nearly 100,000 people, the downtown area offers locals and visitors an array of shops, restaurants, and seasonal events that attract many San Mateo and the greater Bay Area residents.

### The Opportunity

San Mateo consists of a lively downtown area that includes a central park, a 12- screen movie theatre, and a train station located among the small and big business shops and vast mixture of restaurants. With a community of over 600 businesses, Downtown San Mateo is a destination for families and individuals to shop, dine out, and have fun. However, with all that downtown has to offer, San Mateo has had to manage its parking with closer attention.

In the past, San Mateo has made an effort to relieve its parking congestion with a combination of parking garages and lots in addition to single- and multi-space meters located throughout downtown. However, in order to improve parking and help merchants gain more customers, the Downtown San Mateo Association (DSMA) and the City have looked to technology as an alternative means to manage parking inventory.

“Parking is the first thing and the last thing a consumer experiences when visiting our downtown. Showing them where to find adequate parking is essential to a thriving downtown. The ParkerMap helps our businesses inform visitors where they can park, how much it costs, and the availability of on-street parking in real time for key blocks in the heart of downtown.”

— Jessica Evans,  
Executive Director,  
Downtown San Mateo Association

## Results

- Launched real-time consumer-facing parking applications
- San Mateo is simultaneously conducting their own parking study to explore the potential of smart parking expansion throughout downtown
- With Cisco’s WiFi network in place, the City can decide to implement more sensing devices to improve efficiencies and quality of life

## The Solution

San Mateo is using Cisco’s intelligent networking technology platform to connect the City to WiFi alongside Streetline’s smart parking system which includes patent-pending sensor technology. San Mateo now has access to a suite of parking applications, as well as in-depth biweekly reports and calls with Streetline’s client services team.

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 drivers to open parking spaces.

Merchants and business owners also reap benefits from the system by placing ParkerMap™ on their website, a free easy-to-install map that can be inserted in any website to display the same information in Parker. Parker and ParkerMap enable happier customers who avoided circling the downtown blocks in search of a parking space, as well as more foot traffic for merchants.



## The Results

Since adopting the Cisco and Streetline smart parking solution, San Mateo has been able to provide motorists in their city real-time availability for on-street locations and static information for its off-street facilities through various consumer-facing applications. San Mateo is also conducting their own parking study to explore the possibility of expansion of more smart parking services in the remainder of its downtown.

With the initial network laid down from smart parking, San Mateo also has the ability to further become a smart city with additional sensing types via Cisco’s intelligent network to increase efficiency, reduce costs, and improve the way people live and work.