



## Dynamic Parking Availability & Wayfinding Signage Pilot Project

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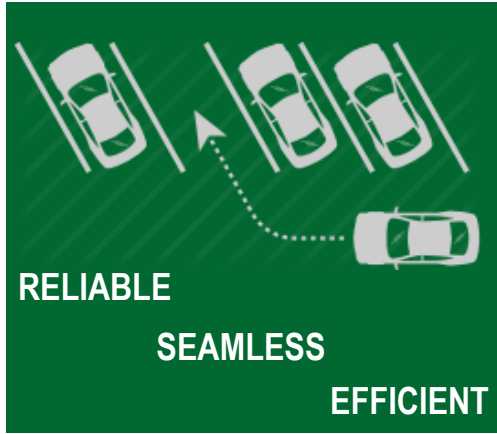
City Council Meeting

**September 3, 2019**

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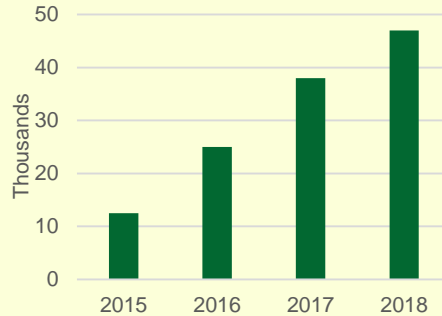
# Streetline Intro

# Reinventing the Future of Dynamic Parking



## CONTINUOUS GROWTH

\* Spaces under contract



Accurate parking policy  
and availability solutions

40,000+ spaces

50+ cities

Patented technology

95%+ sensor accuracy

97%+ camera accuracy

Infrastructure-less innovation

Flexible – Scalable platform

Continuous machine-learning



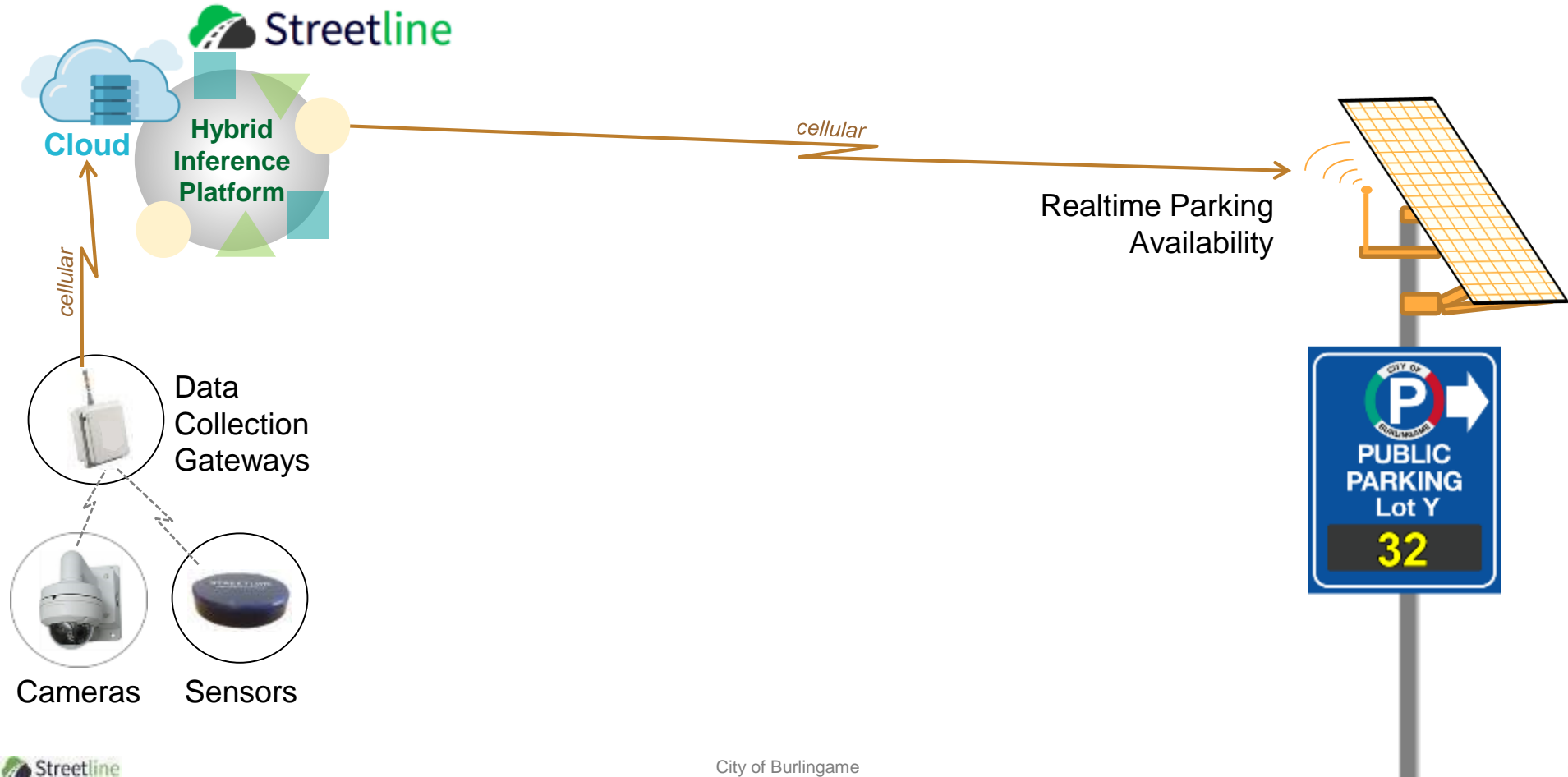
# Proposed Pilot Project

# Summary

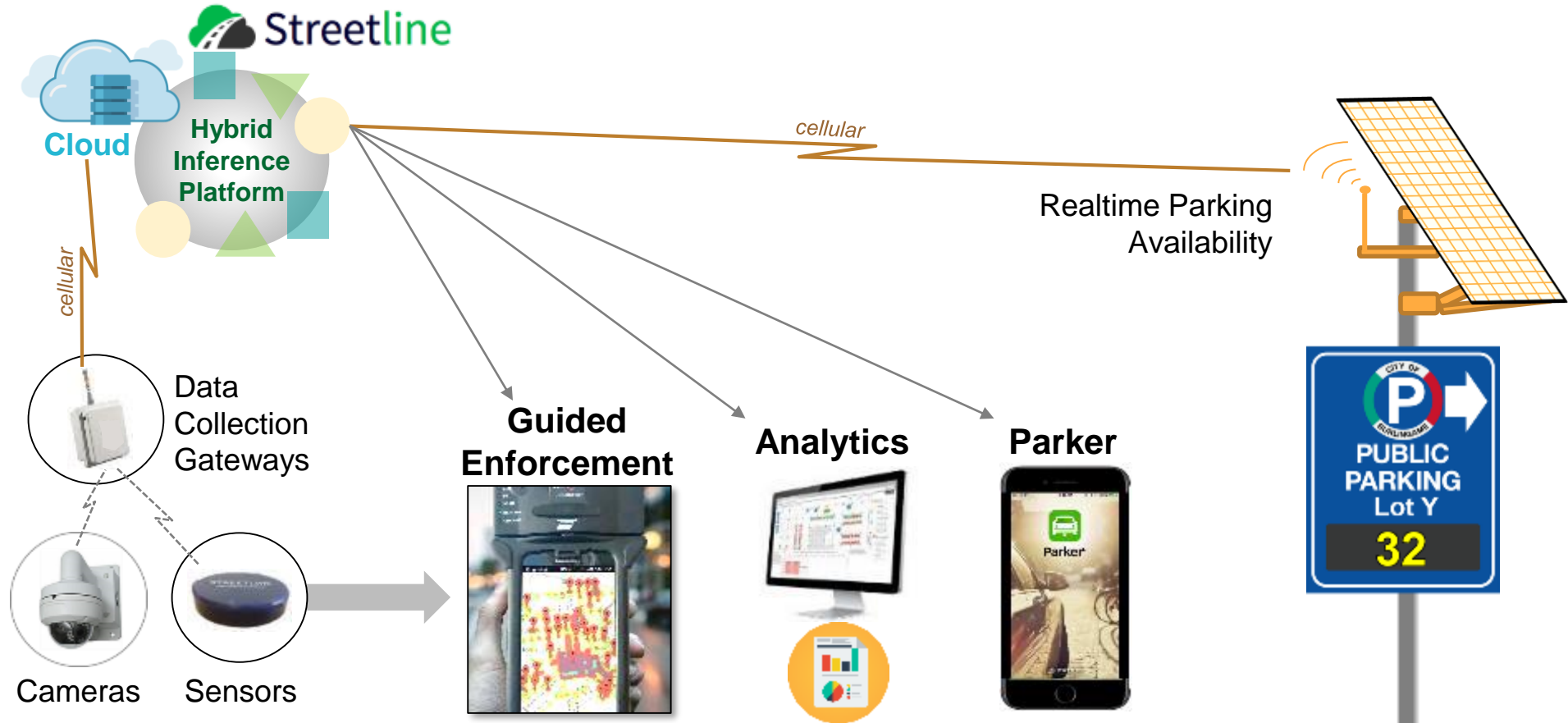


- Parking Availability Using Camera and/or Sensor Technology
- Several Candidate Off-Street Lots – 2 Different Business Areas
- 12-Month Pilot Duration
  - 1<sup>st</sup> 3-Months Set-Up, Config., & Calibration
  - 9-Months of Data Services and Performance Monitoring-Assessment
- Proposed Cost Share for Pilot
- Option for City to Continue Service and/or Expand to Other Locations Depending on Results

# Pilot Project - Parking Availability & Dynamic Signage



# Additional Service Offerings

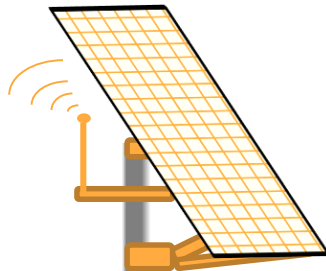


# Flexible Sign Power & Install Options

## 110V Power



## Solar Power



## Pole Mounted



## Wall Surface Mounted



# Flexible Wayfinding Sign Design Examples

3 Display



2 Display



1 Display



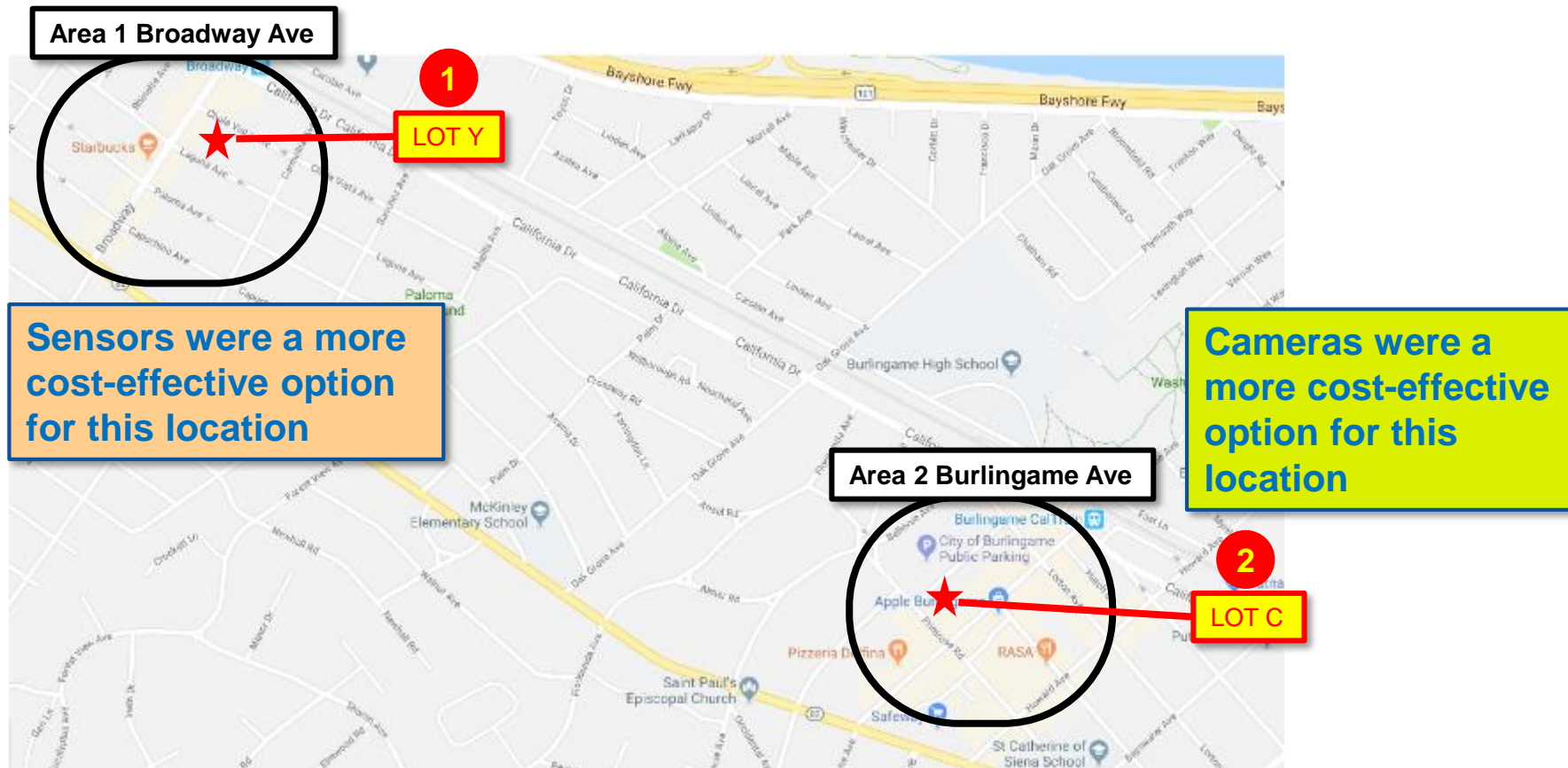
Directional



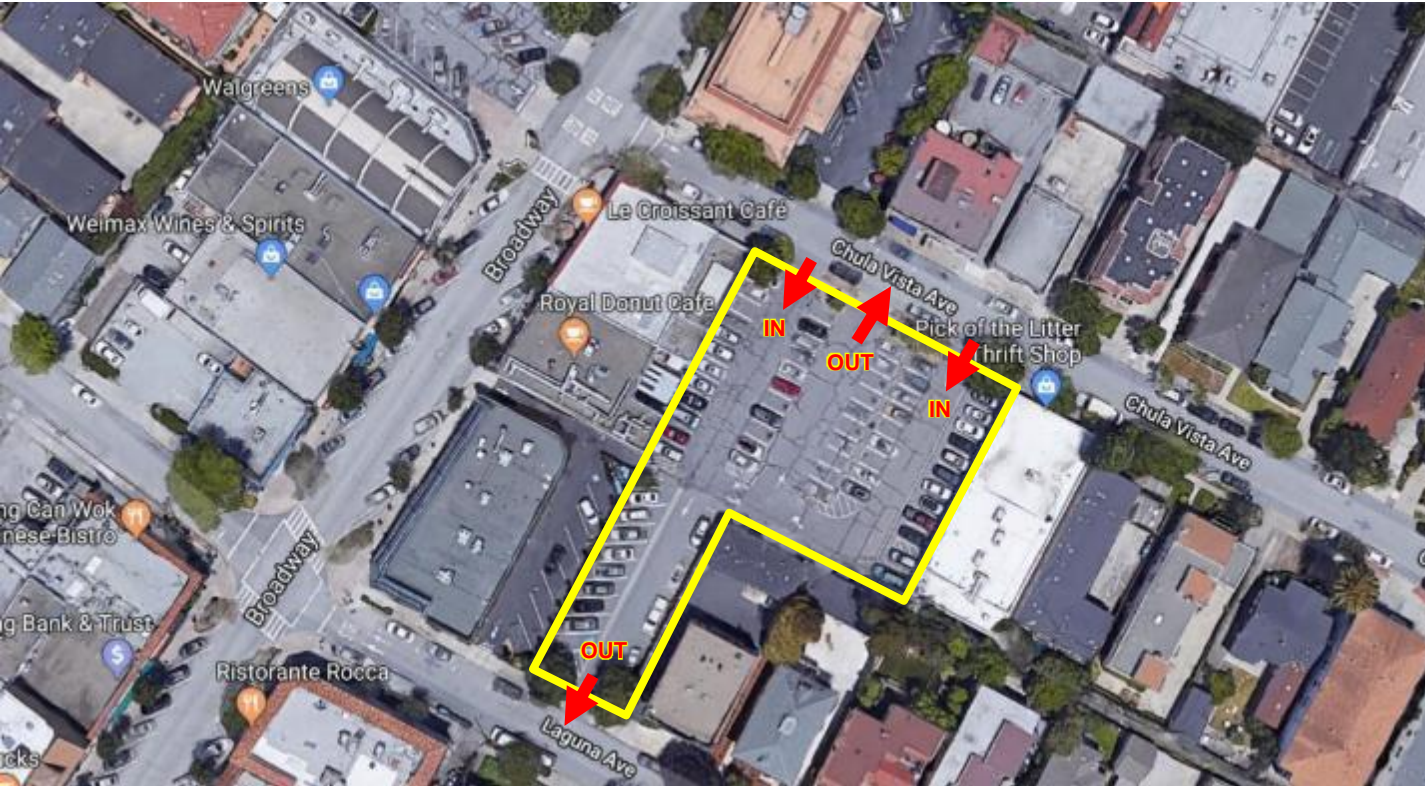
Directional



# 2 Candidate Off-Street Lots (2 Business District Areas)



# 1 Area 1 Broadway Commercial District – Lot Y

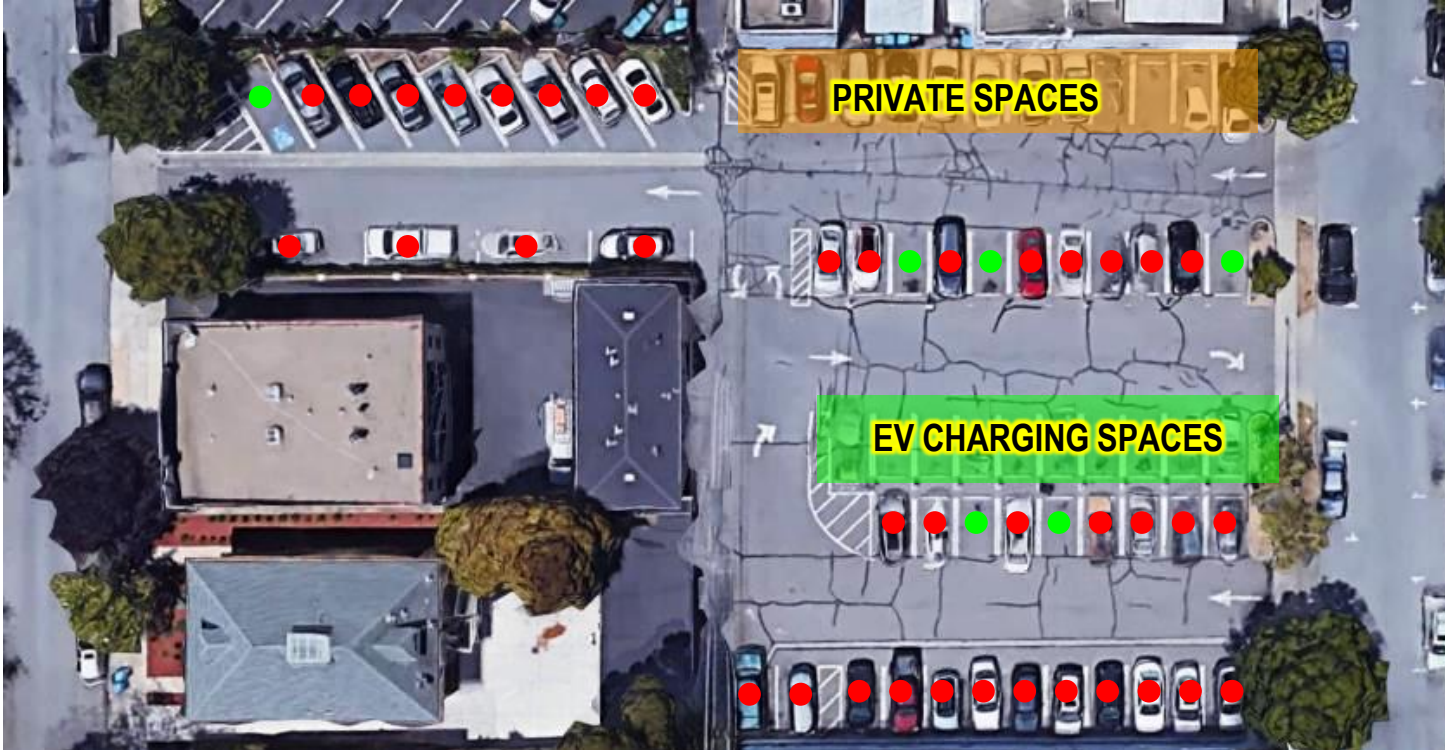


City of Burlingame

Electrical Power  
Install Equip. Support  
Sign Pole Infrastructure



# 1 Area 1 Broadway Commercial District – Lot Y



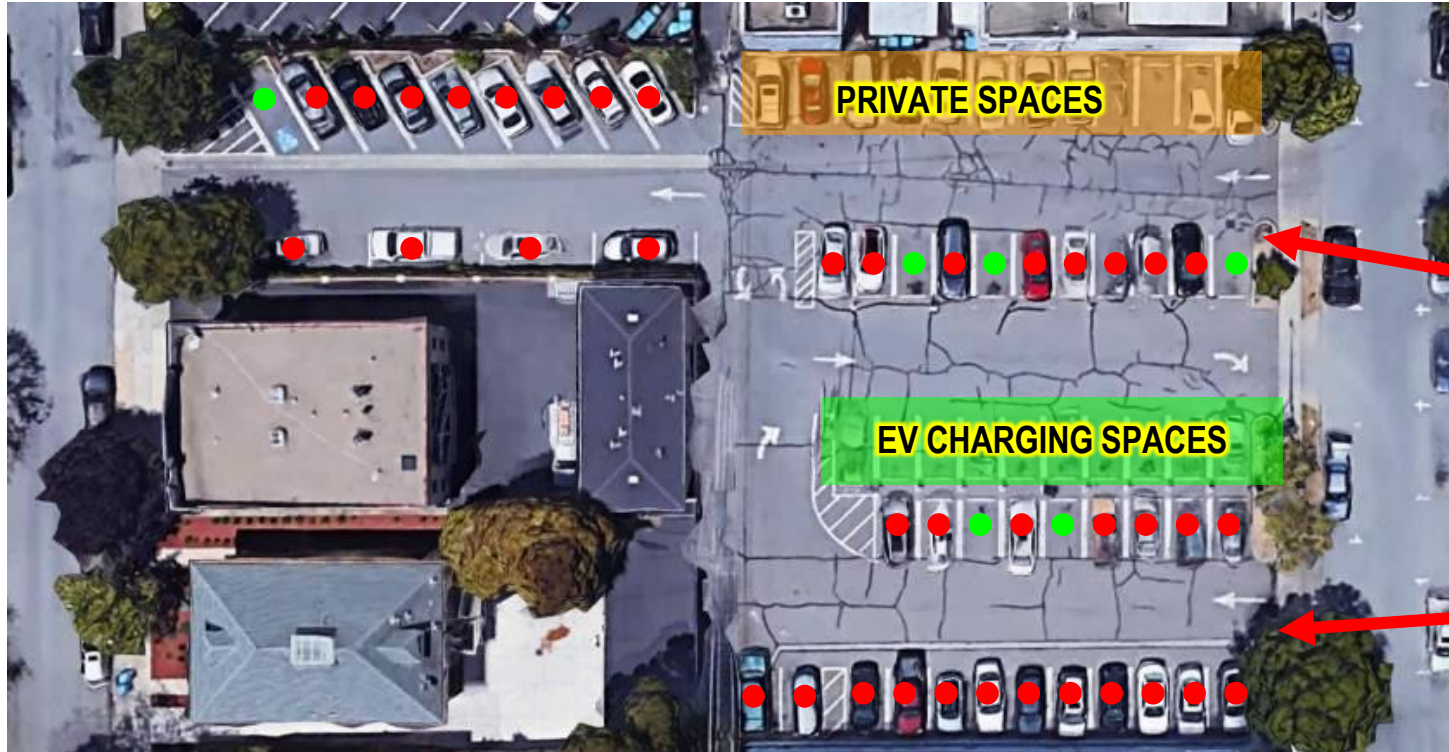
## Sensors

36 Spaces

36 Sensors  
(1 per space)

1 Cellular Gateway  
6 Repeaters

# 1 Area 1 Broadway Commercial District – Lot Y



## Signage



# 1 Area 1 Broadway Commercial District – Lot Y

ENTRY 1

Signage





# 1 Area 1 Broadway Commercial District – Lot Y

## ENTRY 2

### Signage

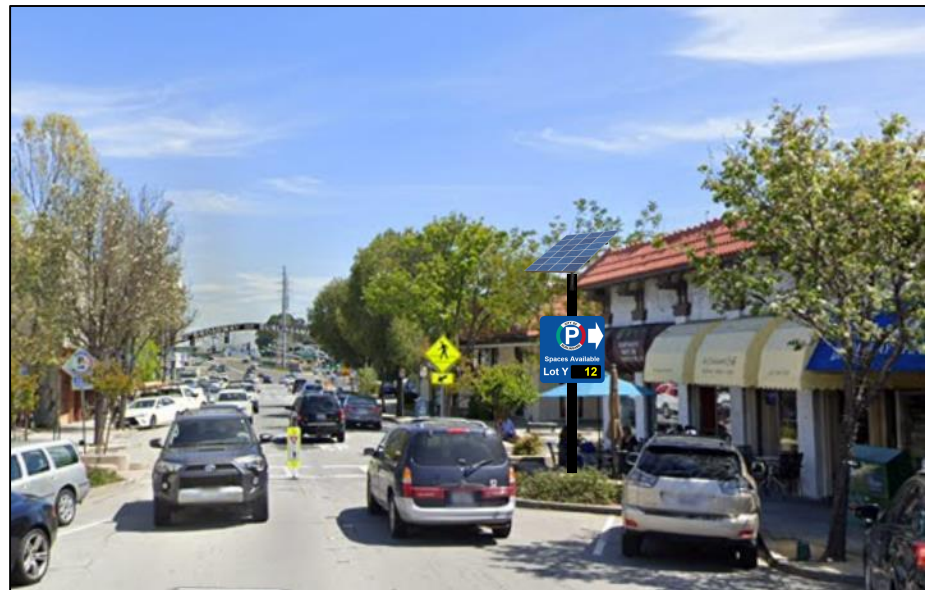


# 1 Area 1 Broadway Commercial District – Lot Y

## Dynamic Wayfinding



Heading West from  
California Ave




Heading East from  
El Camino Real






# Area 1 Broadway Commercial District

## Future Wayfinding Expansion Option



Spaces Available

Lot P	32
Lot Q	16
Lot R	13



Spaces Available

Lot P	32
Lot Q	16



Spaces Available

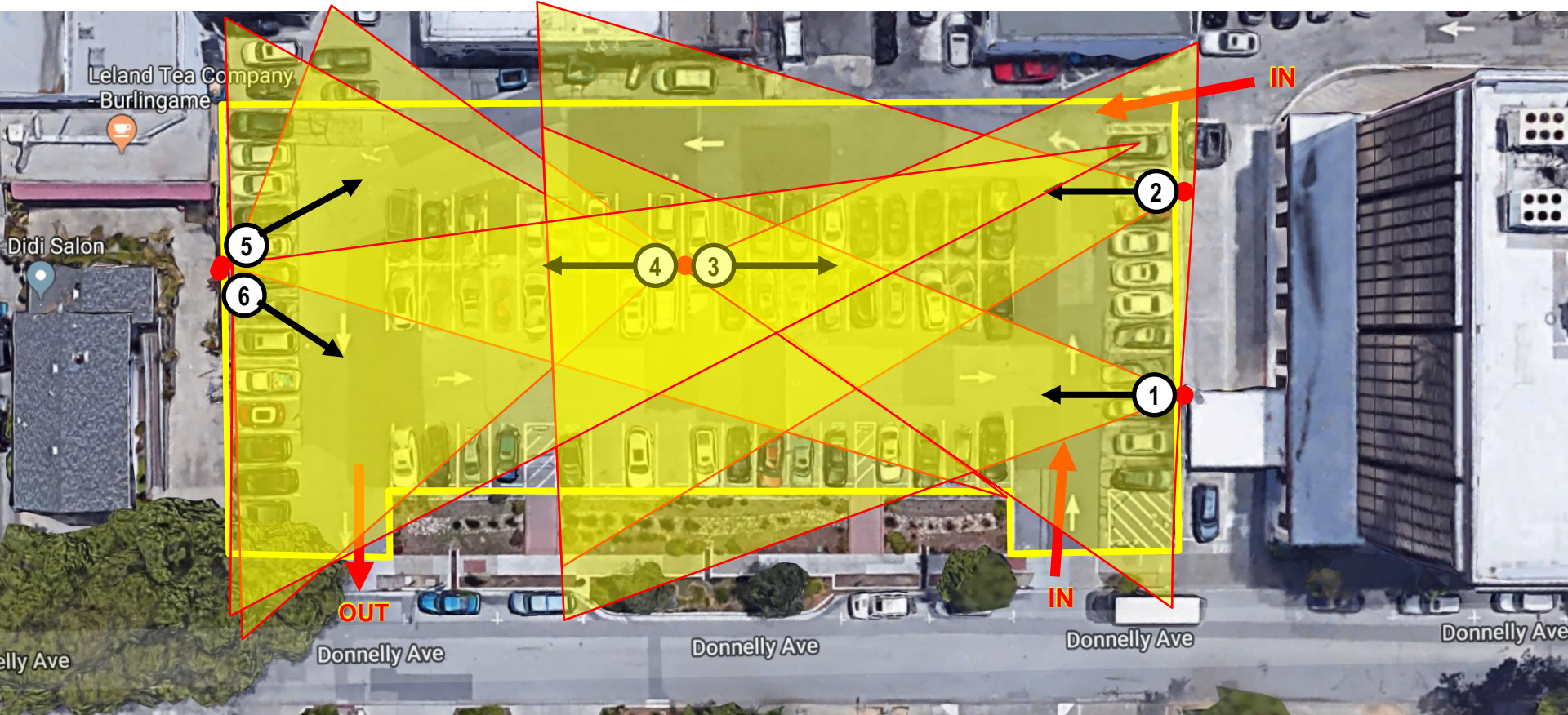
Lot Y	12
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## Area 2

### 2 Burlingame Ave. – Lot C

# Area 2 Burlingame Ave. – Lot C

80 Spaces; 6 cameras; 4 Gateways  
2 Digital Signs





# Area 2 Burlingame Ave. – Lot C - Wayfinding



# Area 2 Burlingame Ave. – Lot C - Wayfinding

## Lorton Ave





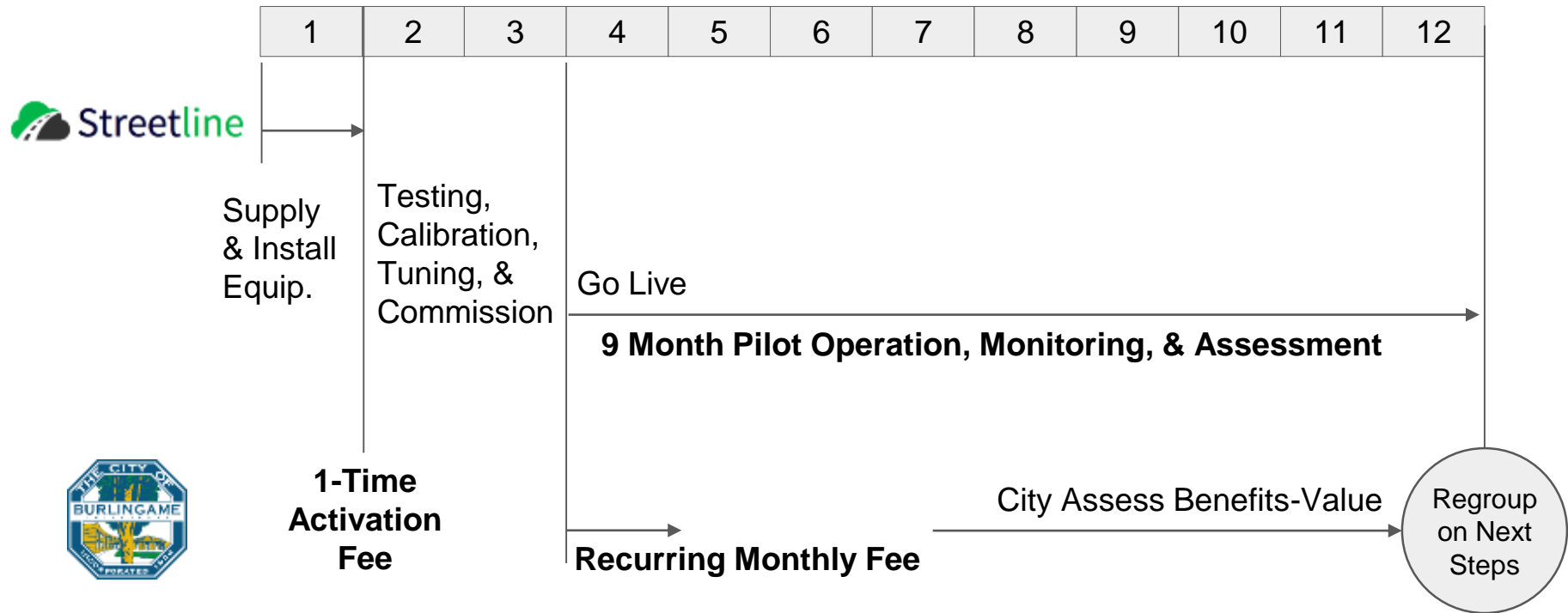
# Area 2 Burlingame Ave. – Lot C - Wayfinding

## Primrose Road



# Schedule & Cost Share

# Cam Pilot Timeline – Lots Y & C





# Shared Cost – Lot Y (Sensors Only)



36 Sensors



## Equipment & Install Services

36 Sensors	\$6,300
8 Repeaters	\$2,400
1 Gateways	\$2,000
2 Signs	\$6,000
Equipment Installation	\$2,700
Calibrate & Test	\$4,000
Maintenance	\$4,000

## One-Time Activation Fee

**\$10,800**

## Monthly Recurring Fee (9-Months)

@\$800 per Mo. x 9 Mos. = **\$7,200**

**\$27,400**

60%

**\$18,000**

40%

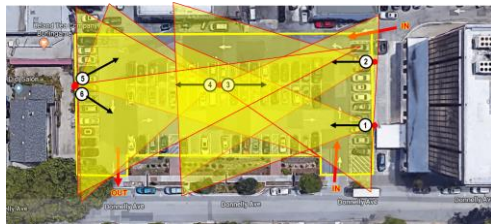
**\$45,400**

Total Cost

# Shared Cost – Lot C (Cams Only)



6 Cams  
Lot Level



## Equipment & Install Services

6 Cameras	\$3,000
4 Gateways	\$6,000
4 Signs	\$12,000
Installation Services	\$3,000
Calibration & Testing	\$2,500
Maintenance	\$2,000

## One-Time Activation Fee

**\$10,800**

## Monthly Recurring Fee (9-Months)

@\$900 per Mo. x 9 Mos. = **\$8,100**

**\$28,500**

58%

**\$18,900**

42%

**\$47,400**

Total Cost

# Thank You

## Questions & Feedback?