

Activ8 Virtual Parking System

CLFQP Update

11/09/2012

1. VPS Overview: How it works

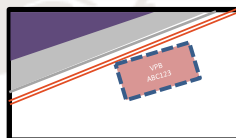
2. Booking details sent to driver



1. Driver /fleet manager books kerb-side space for specific time and location:
A Virtual Parking Bay



Red routes and double yellow lines can be used outside peak traffic hours to minimise congestion and allow loading in close proximity to the delivery point



VPB Booking Record
VRM, VPB ID &
Location,
Start time, End time

3. With the Activ8 Virtual Parking System the driver sets off in the knowledge of "where" and "when" allowing for more efficient journeys

4. The enforcing authority is notified in real time of the booking and that the vehicle will be legally parked.



5. If the vehicle is delayed or loading takes longer, the Activ8 VPS can be used to vary or extend the booking.



6. CEOs can see the VPB booking records on their Handheld Computers: Vehicle Registration, VPB ID & Location, start & end time

Virtual Parking Bay
WCC ABC123

7. The map of available Virtual Parking Bays is dynamically updated with bookings and amendments and the impact of closures and suspensions

8. The Virtual Parking Bay becomes available for other bookings when the vehicle finishes with the bay



9. CEOs can plan their routes aware of bookings and optimise where they focus their observations

Key Features

Manages kerb-space within busy inner-cities removing the risk of PCNs for illegal parking

Uses kerb-space on routes that traditionally prohibit loading and unloading – **allowing deliveries at difficult locations**

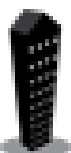
Saves money by **reducing time and mileage** spent searching for available space.

Reduces CO2 emissions and **highway impact of HGVs**. Encourages **more compliance**.

Enables **real time** management of commercial vehicle fleets speeding up the delivery process

Allows retailers and businesses to **schedule their loading and delivery workload**

Integrates with Fleet Systems and Parking Enforcement Systems to **manage effective booking information flow** 2



The council

- Helps councils to **hit their CO₂ targets** and reduce carbon footprint.
- **Reduces the cost** of administering PCNs and creates revenue certainties and amenity based savings.
- Promotes council relationship with businesses/retail premises and **parking compliance**
- Manages traffic flow at peak hours helping with the Mayoral aspiration of "**smoothing traffic flow**".



Commercial

- **Saves time and fuel** by enabling efficient delivery at pre allocated bays on routes which normally prohibit any type of stopping and loading/unloading.
- **Save costs** of managing PCNs as pre-booked kerb space becomes a 'Virtual Parking Bay'.
- Facilitates rapid loading/unloading **speeding up business operations.**



City residents

- **Reduces congestion** and driver stress on roads through improved traffic management.
- Increases availability of parking bays for residents through **efficient kerb space management.**
- **Key routes are kept clear** at peak hours resulting in improved conditions for commuting and public transport.

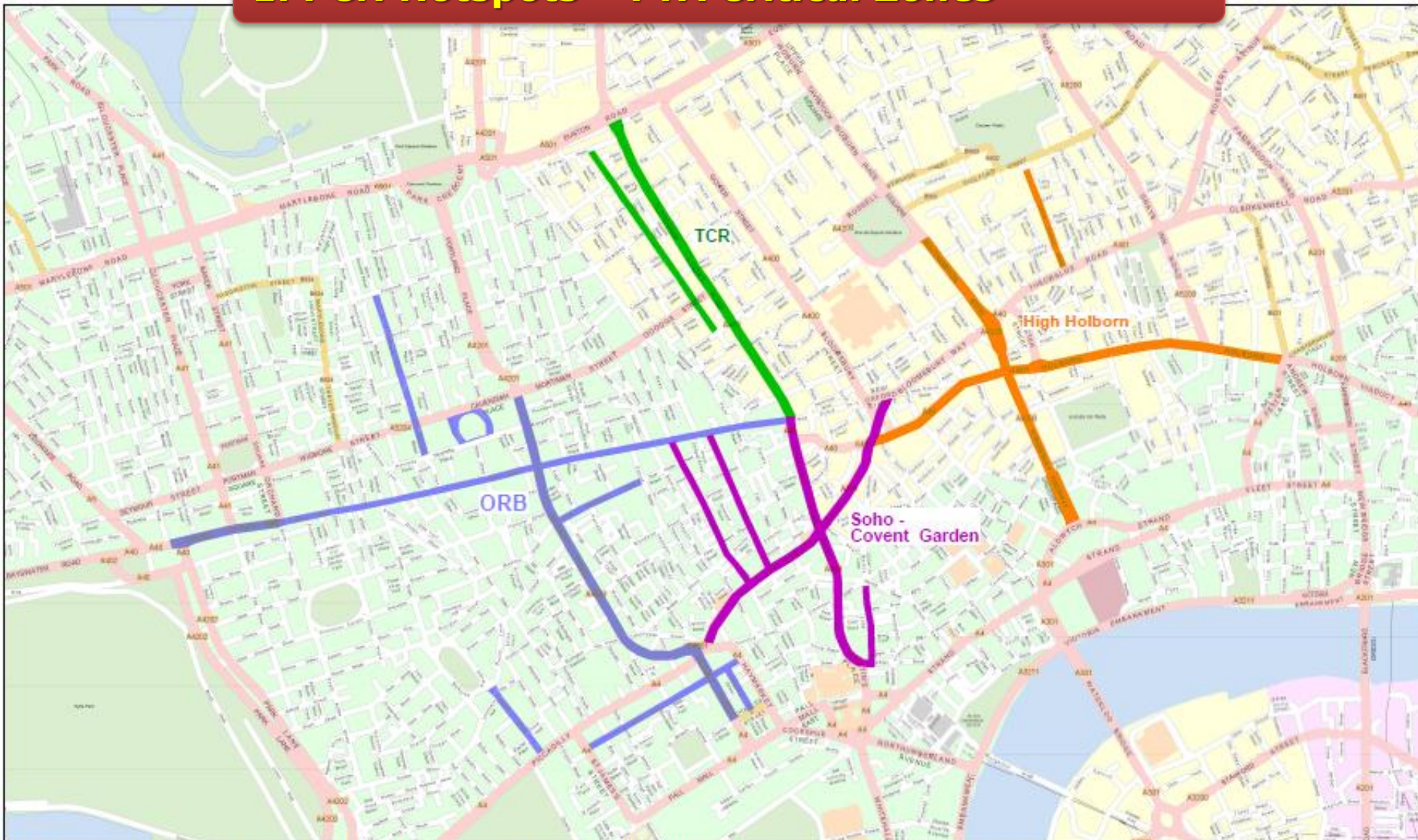


The environment

- Enables companies to **efficiently plan multiple drop-offs** reducing CO₂ emissions.
- **Reduces impact of HGVs** on congestion, urban realm and safety
- Encourages take-up of electric vehicles (EVs) by the delivery industry by providing bookable EV bays and journey analytics.
- Overall cleaner, smarter cities through intelligent traffic management.

- **Phase 1** - project will initially focus on commercial vehicle/ road haulage deliveries in central London and on red routes – could also serve coach and courier parking
 - Pre-defined Virtual Parking Bays
 - Temporarily created bays to meet operator needs – a real-time dispensation
- **Phase 2** - has the potential to support booking and variable charging for:
 - parking bays for electric vehicles
 - disabled/blue badge bays to allow flexible disabled parking
 - road-space for road works and repairs
- **Phase 3** onwards may incorporate:
 - Integration with on-board fleet systems depending on the preferred systems in place
 - GPS/geo-fencing technology where it works effectively
 - Maintaining an up to date map of the available road space (closures, suspensions etc)

Phase 1 delivers the full benefits for the council for commercial vehicle operations
Phases 2 and 3 widen the range of applications and integration with end-user operations.



This map was produced by PIE Enterprises 2008

Base Mapping © Navteq 2008

Data supplied by Freight Transport Association

Caledonia House
223 Pentonville Road
London
N1 9NG

www.thepieguide.com



FREIGHT TRANSPORT ASSOCIATION

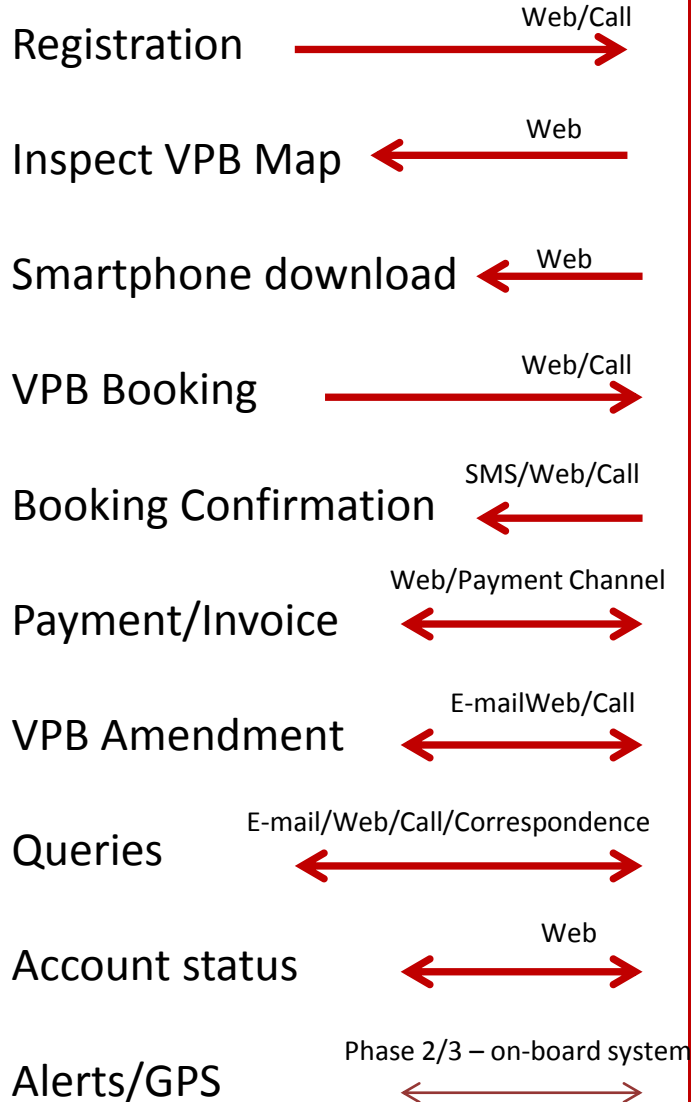


1:12,000

- Oxford Street, Regent Street, Jermyn Street, Cavendish Square, Wimpole Street, St. Athens Street, Great Marlborough Street, Berkeley Street
- Tottenham Court Road, Whitfield Street
- Wansour Street, Charing Cross Road, Shaftesbury Avenue, St Martin's Lane, Dean Street
- High Holborn, Southampton Row, Kingway, Lamba Conduit Street

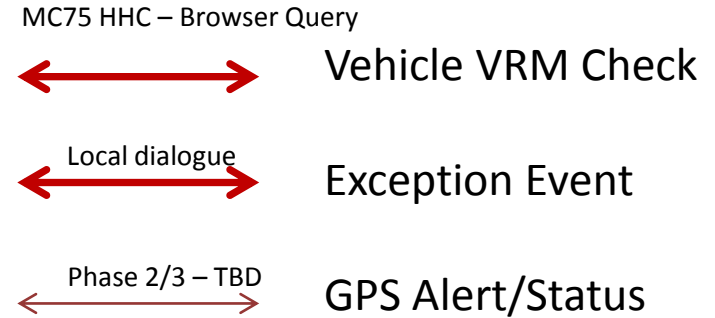
2. End-User Experience: Dialogue Examples

Commercial Vehicle Operator/Driver

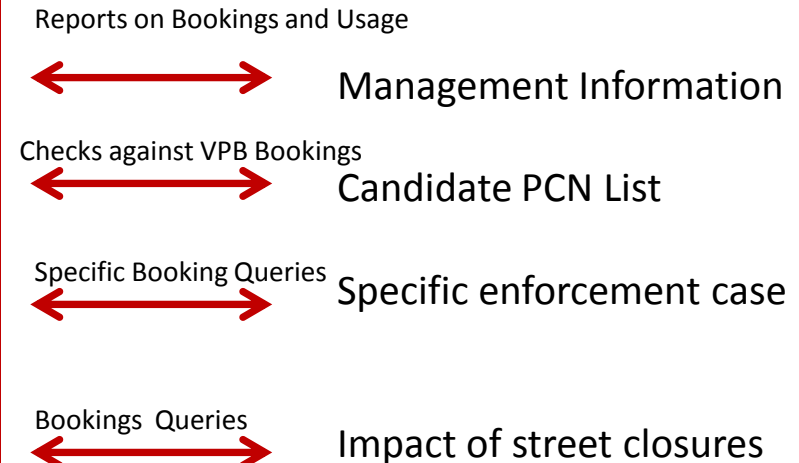


VPS

WCC Civil Enforcement Officer



WCC Parking Manager/Back-office



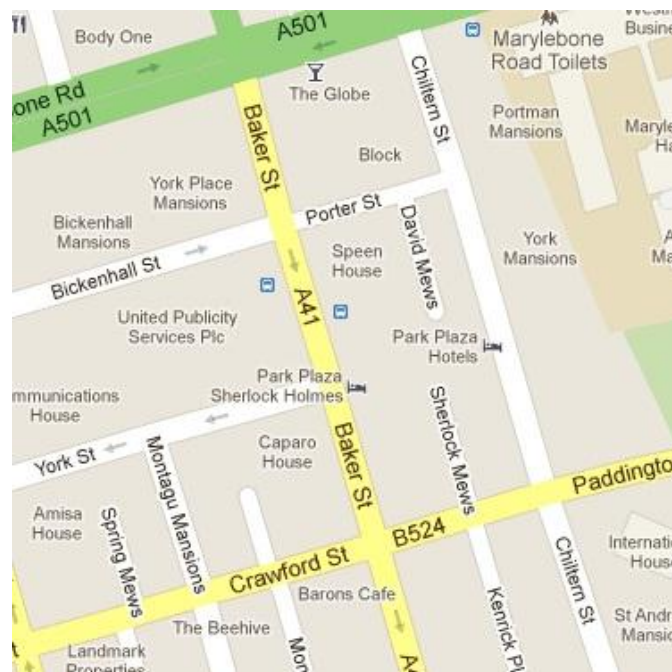
Location – [Section 1](#) – LHS heading south (BS-LHS)

This section is indicated on the map below between the junction of Marylebone Road and Crawford Street. Traffic flow is one way with a minimum of two clear lanes and parking bay provision and Bus Stop Clearways, single and double yellows with various loading prohibitions on the LHS.

There is a mix of retail establishments, predominantly national chain food outlets including Tesco Express, McDonalds, EAT, Starbucks, Costa, Pret-a-Manger, Subway, Gourmet Burger Company, Strada Italian Restaurant but also Sony Centre, 3 Store, WH Smith, Flight Centre, Park Plaza Sherlock Holmes Hotel, Boots.

Traffic flow was light with no congestion. Lot of commercial delivery and CEO activity.

Frequent bus traffic.



Ryman
the stationer

HOLLAND & BARRETT

SUBWAY

COSTA

EAT.



TESCO
Express

STRADA
ITALIAN BISTRO



WHSmith



3 Store™

FLIGHT CENTRE
Unbeatable



Enforcement

- Parking Bay unenforceable due to lack of upright plate – otherwise loading provision for one HGV
- SYL SKB 8.00am - 7.00pm – ‘instant’ PCN (Code 02)
- Bus Stop Clearway - ‘instant’ PCN (Code 47)
- SYL SKB 8.00am - 7.00pm – ‘instant’ PCN (Code 02)
- SYL SKB 7.00am – 10.00am / 4.00pm – 7pm – ‘instant’ PCN
- DYL DKM – ‘instant’ PCN (Code 02)



The main issue at this BS-S1 location is the clear lack of loading provision meaning instant PCNs (Code 02) for anyone delivering between 8.00am and 7.00pm.

Delivery before 8.00am in certain parts of this section is feasible but may not be possible or commercially viable for every operator.

Issues over being able to deliver in close proximity to the commercial premises with bulky palletised or caged goods.

Appealing PCNs for Code 02 and 47 likely to be unsuccessful unless there have been procedural errors

- **Traffic flow analysis**

There were no congestion issues

- **Bus routes and frequency**

Frequent services 2, 30, 74, 82, 113, 274, N74 at one Bus Stop Clearway and 13, 139, 189, N130, X90 at the adjacent one.

- **Loading Provision:**

- Loading Bay ... there appears to be one 'bay' but it is not marked with any legend and there is no upright plate indicating its use.
- Single yellow lines ... none available on Baker Street without loading prohibition (either 7.00am-10.00am/4.00pm-7.00pm or 8.00am-7.00pm)
- Double yellow lines ... none available on Baker Street without loading prohibition)

There are DYs in Porter Street but they are opposite M/C or Resident's Bays and the narrowness of the street would mean that any commercial delivery vehicles would obstruct the road.

One location in Crawford Street (SYL no kerb blips) difficult for palletised or caged deliveries as could compromise busy pedestrian flows at crossings.

Observations - (BS-S1-LHS)

- Two sections of BSC are extremely long (between Porter Street and Crawford Street) leaving no loading provision at the northern end.
- There is no legal place to deliver efficiently or expediently at this location (between Porter Street and Crawford Street northern end for Costa, McDonalds, Pret-a-Manger, EAT) unless parked up before loading prohibition 8am – 7pm to the north of Porter Street or some 30-50m down the street)
- Option to reduce size of Bus Stop Clearway to create VPS at that location OR create VPS in block to north which would require no infrastructure or TMO costs.



PCN Problems – Wincanton delivering to The Globe



Vehicle driven round the block until space became available wasting time and fuel. No certainty of bay availability. Blocked traffic whilst manoeuvring into space causing congestion.
Overhanging Red Route restriction – potential for PCN to be issued.

Proposals – Virtual Loading Bay 1 - Baker Street (WCC20)

(BS-S1-LHS-VLB1)

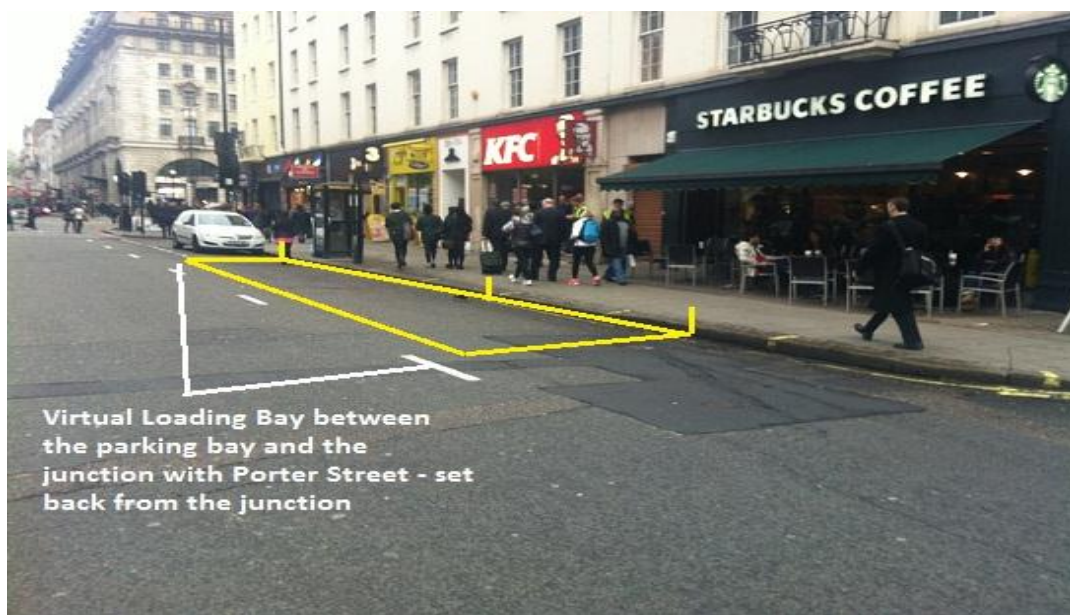
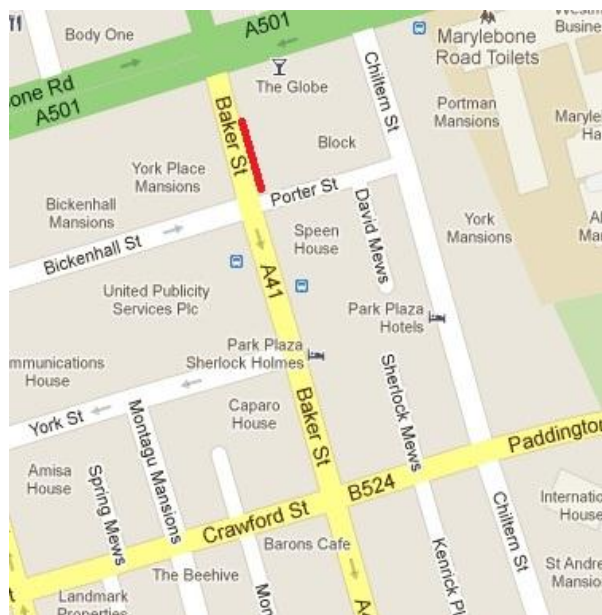


A VLB (30m long – double the current provision) at this location to facilitate deliveries for this block (KFC, Starbucks, Sony Centre and the 3 Store north of Porter Street and for Costa, Pret and McDonalds compromised by the location of the Bus Stop Clearways to the south of Porter Street.

No apparent impact on traffic flows or safety given its location.

Time slots – could therefore be flexible for the period depending on consultation responses from businesses concerned.

No PCN issues before 8.00am at this location.



PCN Problems – P&H Delivering to Tesco



Delivery being made to a Tesco Express received an 'instant' PCN. Large caged delivery being made through front of store.

Proposals – Virtual Loading Bay 2 - Baker Street – WCC21

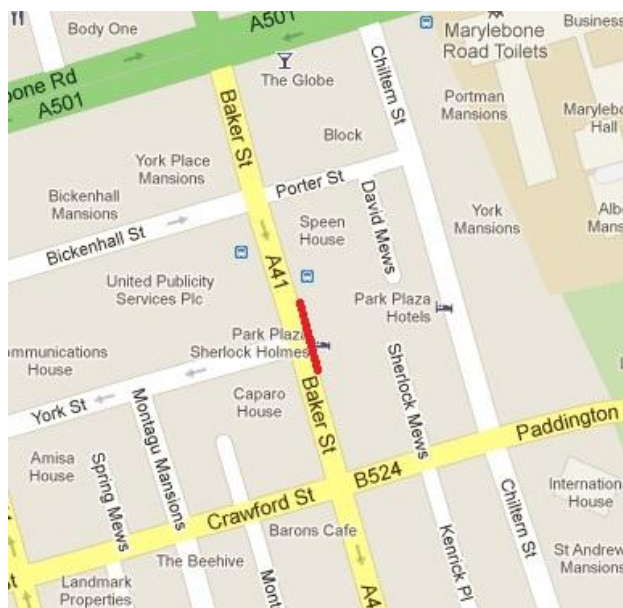
(BS-S1-LHS-VLB2)



A VLB 20m long would extend the loading provision at this location to facilitate deliveries for this block (Tesco, Rymans, Sherlock Holmes Hotel, Gourmet Burger Kitchen, Strada) compromised by the location of the Bus Stop Clearways to the south of Porter Street.

No apparent impact on traffic flows or safety given its location.

Time slots – could extend the current provision (restricted 7am-10am / 4pm-7pm). No PCN issues before 7.00am at this location but business may not have capacity at these times.



PCN Problems – Bidvest delivering to Strada



Delivering to Strada restaurant just after 8am and receiving an 'instant' PCN. Could have attempted an earlier delivery but restaurant staff required to check the order.

Proposals – Virtual Loading Bay 3 - Baker Street – WCC22

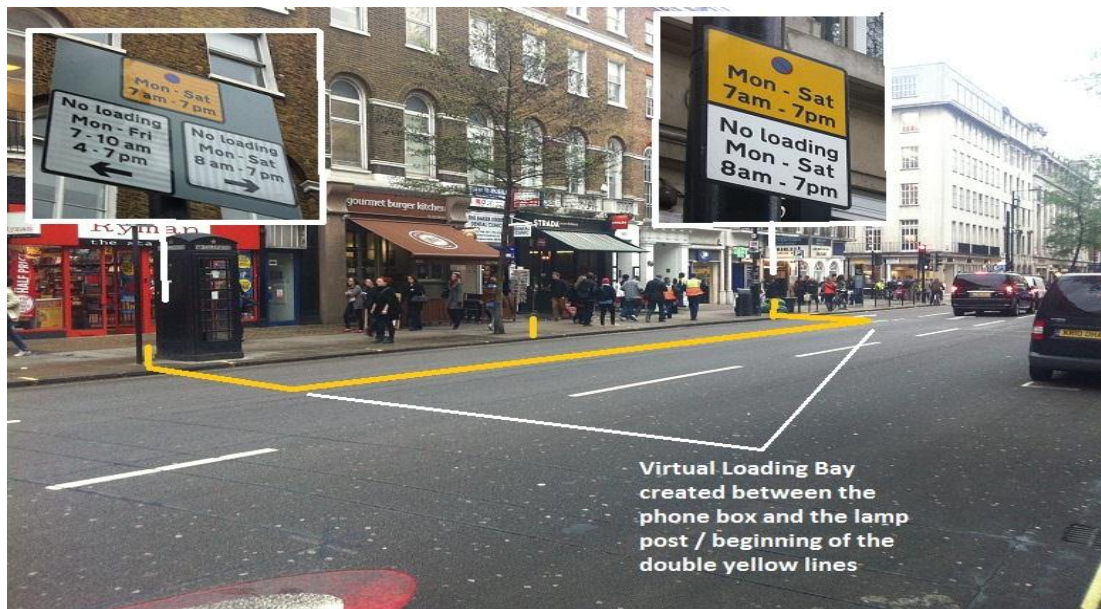
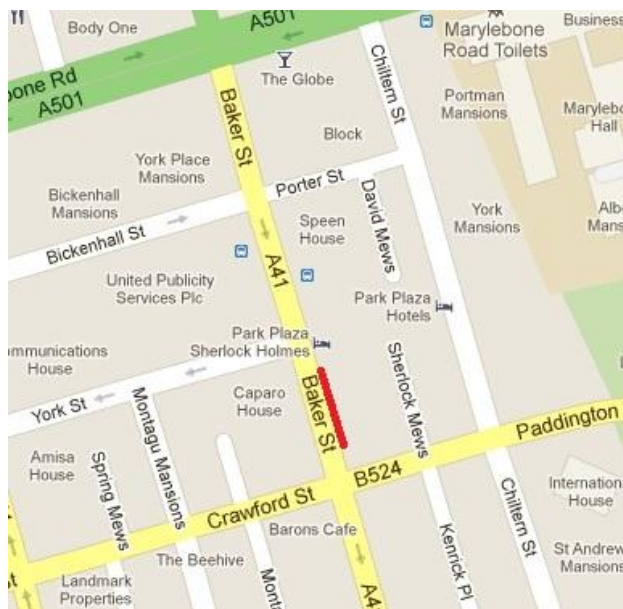
(BS-S1-LHS-VLB3)



A VLB 20m long would extend the loading provision at this location to facilitate deliveries for this block (Strada, Rymans, Sherlock Holmes Hotel, Gourmet Burger Kitchen, Subway) compromised by the location of the DYs and DKBs at junction with Crawford Street.

No apparent impact on traffic flows or safety given its location.

Time slots – could extend the current provision (restricted 8am-7pm). No PCN issues before 8.00am at this location but business may not have capacity at these times..



Questions

Contact details:
Neil Herron (Mob. 07776 202045)
Animation and Product Overview
www.activ8vps.com