INRIX Curb Analytics

Optimize Curbspace and Parking with Data-Driven Insights

Curb Analytics empowers parking and transportation authorities to manage the curbspace more effectively, optimize parking availability and ultimately improve the quality of life for city residents.

The curb is one of the most valuable real estate assets managed by a city, and it faces increasingly high demand, especially in busy areas with limited off-street parking. As the urban landscape evolves, municipalities need to balance parking with a range of other important curb uses – from public transit and ridesharing to loading zones and EV charging stations. The primary challenge is collecting comprehensive and accurate data, and translating that information into a practical understanding of the city's curbspace.

INRIX® Curb Analytics is a turnkey curbside data analytics solution designed to help parking and transportation professionals make the right curb management decisions. The cloud-based application leverages a massive set of anonymized mobility data aggregated from multiple sources including millions of connected vehicles to provide a broad digital view into curb usage – and parking supply and demand – across the city.

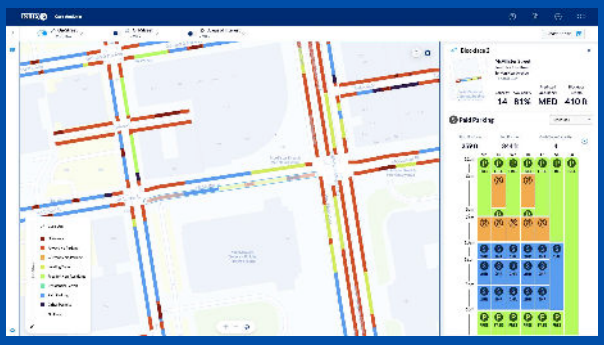
Curb Analytics harnesses the power of machine learning to deliver actionable insights, so agencies can manage their curbspace and parking more effectively and foster more livable and sustainable urban environments.

Key Benefits at a Glance

- Gain deep visibility into your curbspace – fully digitized out of the box
- Enhance urban mobility using data-driven insights
- Get parking occupancy insights citywide to better manage curbspace without any hardware
- Simplify your workflow and reduce costs with cloud-based analytics

Use Cases

- Prioritize curb improvement projects to advance the well-being of your constituents
- Establish informed municipal parking and transportation rules and policies
- Understand parking occupancy across the city to manage the curb more efficiently
- Reduce parking congestion and emissions
- Provide convenient accessibility to local businesses that depend on parking



Proactively manage your curbspace better with our new machine-learning predictive occupancy model.

NEW FEATURE:

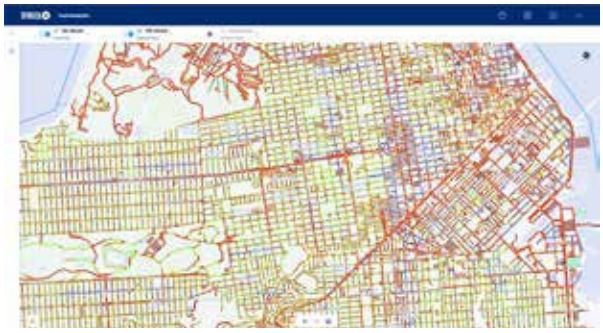
Sensor-less curb occupancy insights to better understand parking demand trends

Predictive on-street parking occupancy model uses data from connected vehicles and mobile devices to deliver accurate, citywide occupancy forecasts—empowering transportation agencies to better plan and manage curbside parking without installing expensive hardware or manual counts.

Analyze your city and regions within your city using the latest static and dynamic mobility data.

Enhance urban mobility using data-driven insights

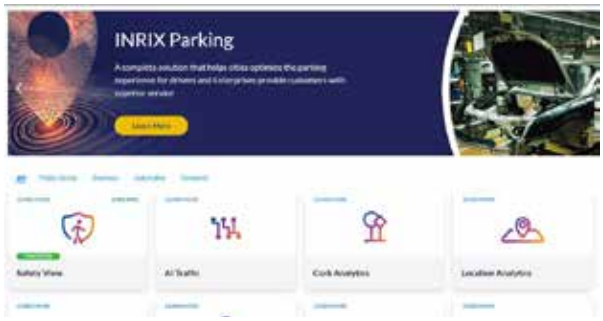
Parking occupancy has a substantial impact on any urban traffic network. With Curb Analytics, you can take a data-driven approach to parking and curbside management, rooted in ground truth. Reduce the congestion and emissions from vehicles circling the block looking for parking, and create a more dynamic and accessible city.



Your curbspace fully digitized to 1m resolution, every curb zone captured. Dig into the details of a block or curb zone.

Gain deep visibility into your curbspace

Curb Analytics presents a visualization of your city's curbside and off-street parking, fully digitized out of the box. With unparalleled real-time and historical 24/7 visibility into your curb assets – and parking supply and demand – Curb Analytics enables you to allocate the curbspace to best serve your community.



Data and actionable insights ready for your organization to leverage straight out-of-the-box.

Simplify your workflow and reduce costs with cloud-based analytics

Curb Analytics is an easy-to-use cloud-based solution – pre-loaded with extensive up-to-date curbside and parking data. Get up and running in minutes. No software installation, maintenance, upgrades or updates necessary. No need for expensive equipment deployment, management and maintenance. Gain curbspace insights without time-consuming, labor-intensive and costly data collection, aggregation and integration

Key Metrics and Features

Curb Analytics provides agencies with trusted data and intelligent insights to guide productive curbside management decisions

Key Metrics

- **On-street capacity:** A comprehensive view of parking supply – both marked and unmarked spots – for individual curb zones, blockfaces and larger areas, including curb length and total number of spaces.
- **Off-street capacity:** A complete inventory of supply for individual parking facilities, neighborhoods and the entire city, including total number of spaces and hours of operation.
- **Parking availability:** Accurate predictions on which blockfaces and parking lots have open spaces right now.
- **Parking occupancy:** In-depth details on which blockfaces, lots and areas have the lowest and highest dynamic supply and demand.
- **Parking cost:** Highest and lowest rates for on-street and off-street parking, as well as median prices for an entire area, including specifics on providers, payment IDs and accepted payment methods.
- **Parking policies:** A catalog of policies and regulations governing on-street parking, including daily and weekly schedules.
- **Curb use distribution:** Allocation of curb zone classes, such as paid parking, loading zones, driveways, EV charging stations and much more.

Key Features

- **Pre-loaded Content:** Multiple curbside and parking datasets – sourced from connected vehicles, GPS, in-field surveys and the global INRIX parking database – aggregated into a single user-friendly solution.
- **Comprehensive map coverage:** High-fidelity mapping with every blockface and curb zone digitized at ±1 meter accuracy, and clickable drill-down access to all the data and insights for your target areas.
- **On-street map:** 100% geospatial and temporal curbside coverage of the urban core for most major cities in North America and Europe.
- **Off-street map:** Coverage of more than 200,000 surface lots, parking structures and underground garages worldwide, including vehicular entry points and parking area polygons.
- **Predictive machine learning model:** Advanced ML model trained on vast amounts of mobility data to provide proven, valuable and actionable insights. Predictions are continuously tested against ground truth observations.
- **Easy-To-Use:** Intuitive map-based interface to visualize and analyze your curbspace, with no need for IT specialists, data integration or data scientists.

Curb Analytics leverages over 3M curbspace observations from parking surveys conducted in the field around the world, and billions of connected vehicle events to deliver predictions on curb activity and an in-depth understanding of how curbspace is used throughout the day.

Data You Can Trust: Curb Analytics delivers reliable data, essential insights and accurate predictions on curbspace and parking utilization and performance throughout your city. The quality of INRIX data is validated by regularly collecting ground truth through random sampling of blocks and lots in the cities we cover.

Curb Analytics insights are based on:

- Parking data generated by more than a trillion connected vehicle events
- Over 3 million ground truth observations of the curbspace from field surveys around the world
- 90+ attributes for more than 300,000 parking facilities globally

INRIX enables smarter mobility by empowering cities, people, and businesses with the best data, tools, and insights to make movement smarter, safer, and faster. As a leader in mobility data and location intelligence for more than 20 years, INRIX helps world class organizations make calculated decisions about the world around them. INRIX turns 36B+ mobility data points into insights for some of the most innovative public sector agencies, automakers, and businesses so they can deliver better products and services to their customers and constituents.

INRIX is a leading Mobility & Location Based Platform Globally

- INRIX captures 120M trips per day in the US (1 out of every 7 miles driven in US)
- Insights are sourced from 145+ countries
- 36B+ real-time data points collected each day, 25M+ every minute
- 2T+ KM of vehicle trip data representing 35B+ driving hours

Learn more @ INRIX.com/curb

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