Commuting and parking within Paris in no time

How to make unused parking lots available to the largest number of drivers?

CONTEXT

Nearly **1 million drivers** use the Paris ring road every day. They could park in **the empty spaces** available in social housing to escape the traffic jams in the city centre. Social landlords are willing to rent their **unused parking sites** because fewer tenants own a personal car. If the drivers could now park on those free spaces near transportation hubs, they would have the opportunity to finish they journey using **public transport or softer mobilities** such as cycling.

This strategy aligns with that of the City of Paris to encourage **alternative transport solutions** thus **reducing the pollution** caused by individual cars. Paris Habitat parking lots are ideally located, close to public transportation such as buses, trams or subways. This facilitates the shift between different types of transportation. Paris Habitat wishes to contribute to the environmental initiatives of the Paris City Hall while easing the difficulties faced by drivers.

THE CHALLENGE

Several transit navigation apps offer itineraries using different modes of transport, but only few take into account parking lots when suggesting journeys to their customers. Paris Habitat owns more than **500 parking lots** in the Paris region with a total of **45,000 spots**. The company partnered with the City of Paris, Total, Sopra Steria, Axway and ParkingMap to offer a more efficient and convenient mobility solution to transportation users by considering **parking lots as a key node of the transportation network**.

9,000

available parking spots in Paris owned by Paris Habitat

THE SOLUTION

ParkingMap integrated **all the available car parks of Paris Habitat** in the context of the experiment. When indicating their arrival destination and vehicle model, a user can choose between **several journeys according to their preferences**: the most ecological, the fastest, the least athletic, etc. The app suggests **all parking lots located near the arrival destination**, adapted to the user's vehicle and their personal needs (car, motorcycle, limited mobility, etc.). The number of available spaces is indicated, as well as the contact details of the caretaker to book the desired free space. Paris Habitat offers a new visibility to its car parks and offers rentals adapted to all audiences.

THE STARTUP

ParkingMap maps all available indoor and outdoor parking spaces in real time. Thanks to their sensors and open data information released by local authorities, they offer a new parking assistance service for drivers. They also help private parking operators to manage their car park.

THE TEAM

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