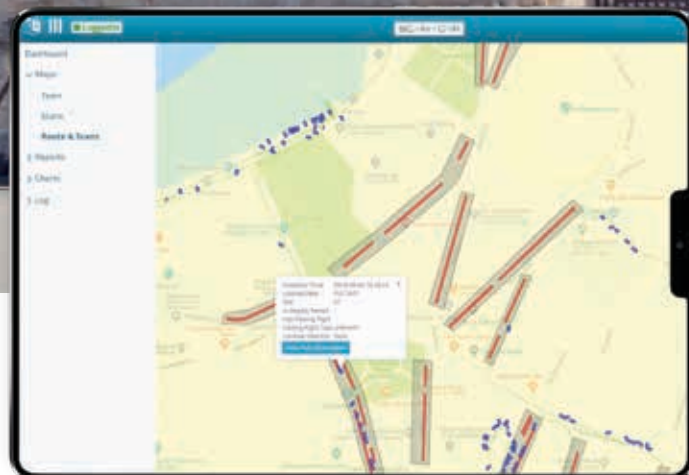
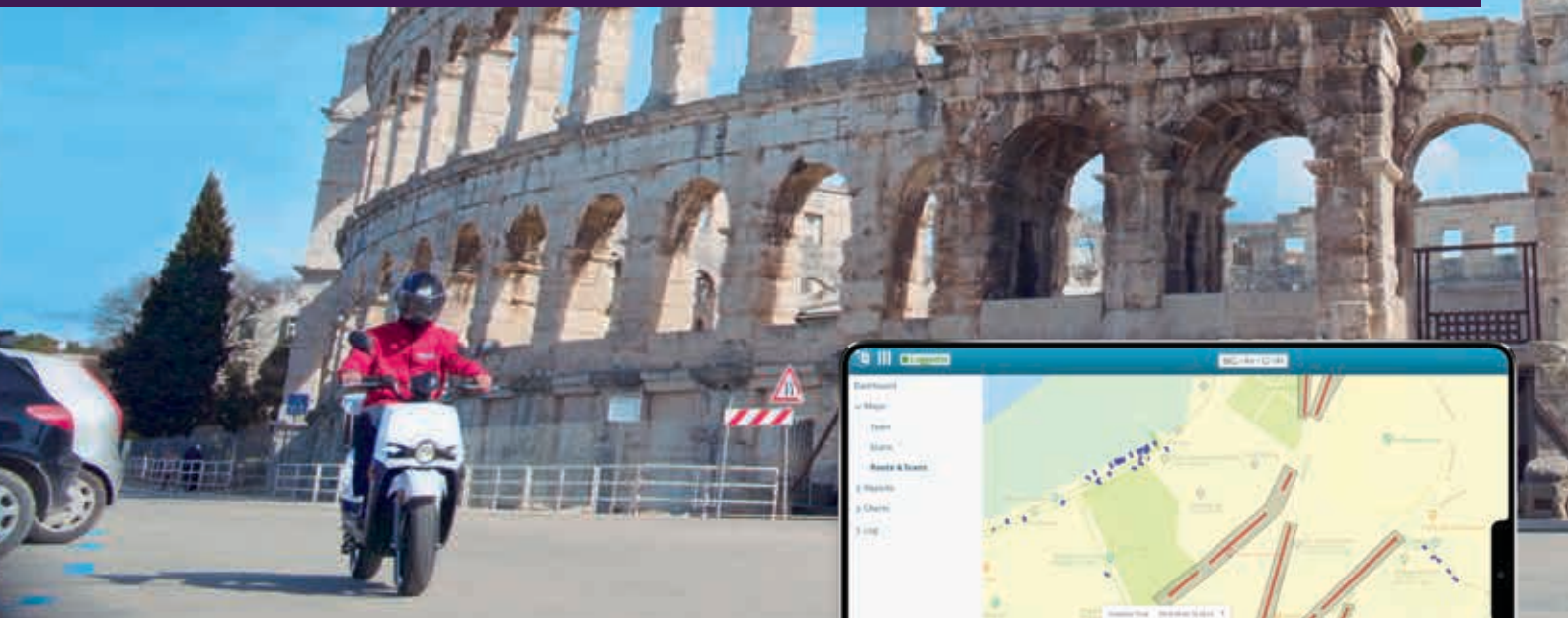


Parking - City of Pula, Croatia

Digital Parking Enforcement Integration Case Study



Overview

The utility company Pula Parking manages parking payment and enforcement in the City of Pula, a major tourist destination in Istria with one of the best preserved Roman amphitheatres and more than 2 million overnight stays registered in 2018.

There are about **2.000 chargeable parking spaces** in Pula. The large number of tourists during the summer searching for parking results in many cars circling the city, thereby increasing traffic congestion and frustration among drivers.

Looking for a solution to reduce traffic congestion but also to reduce parking overstay, **increase parking rotation and parking payment** levels as well as **increase frequency of control** and improve parking enforcement, the City embarked on a **Digital Parking Enforcement project**. Part of the project was an Automatic Number Plate Recognition (ANPR/ALPR) system with a scanning vehicle, accompanying software and integration with existing systems for the sale of electronic parking tickets and parking enforcement.

Existing situation

Sales and payment of parking tickets in Pula is enabled via Pay & Display parking ticket machines, newsstands and travel agencies ParkPOS system, PayDo web shop and mobile app, and SMS pay-by-phone mParking, all provided by Infoart.

Aside from Pay & Display parking machines, other parking sales channels issue electronic parking tickets and are connected to the existing parking ticketing and enforcement system through the IGEUS platform.

Challenge & Solution

Considering Pula's size and environment, Pula Parking decided on a scooter-based ANPR solution and ScanScooter (part of ScanAcar product family) was a great match. The scooter with the installed ScanScooter box easily manoeuvres through heavy traffic negotiating narrow streets and detecting up to 1,000 parked vehicles per hour. Interoperability between the ANPR system and other systems is provided via a predefined API enabling the implementation of a Digital Parking Enforcement solution that uses electronic parking tickets.

The described situation was a perfect fit for IGEUS - a multichannel payment and integration platform for parking (on and off-street), e-mobility, ticketing and public transport. IGEUS enables various service providers to employ different sales and payment channels to deliver their digital products and services, easily and securely to their customers.

By incorporating different business models in its core, IGEUS offers flexible and unified billing and clearing processes to Infoart and 3rd party solutions. The reporting interface provides daily insight into the number of transaction executed through various sales channels, number of transactions per day and various analytics charts.

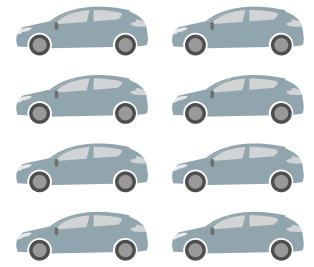
Using a comprehensive and flexible API, integration of the ANPR system with the

IGEUS platform was fast, enabling a straightforward implementation of a powerful and accurate mobile ANPR solution, interoperability with the Pula Parking enforcement system and thus the implementation of Digital Parking Enforcement in the City of Pula.

Acting as a central hub connecting multiple sales channels, the parking ticketing and enforcement system and the ANPR system into a Digital Parking Enforcement solution, IGEUS stores all parking transactions and ANPR vehicle data building a strong foundation for future integrations and enhancements to parking management in Pula.

The collected ANPR parked vehicles data opens an opportunity for further data analysis and insight into parking occupancy rates, parking overstay, parking rotation and other parking-related information enabling improvements to parking policies and overall parking management.

The smooth integration of an ANPR system, a parking ticketing and enforcement system and the IGEUS open platform that links sellers of parking tickets (electronic goods and services) with different sales channels into a single delivery, payment and DIGITAL PARKING ENFORCEMENT solution represents another significant step on the path to a smart city in the mobility field.



PARKED VEHICLES ANPR SYSTEM



ANPR SERVICE MODULE



INTEGRATION PLATFORM



„A growing number of city visitors put a high pressure on parking supply in the ancient city of Pula. In a bid to alleviate parking problems, reduce parking overstay, increase parking rotation and improve parking enforcement, Pula Parking as a forward-thinking company open to innovations and technical advances decided on a Digital Parking Enforcement project.

The project embodies a successful integration between different systems - an ANPR solution, a parking ticketing and enforcement system and a multichannel payment platform. Infoart's IGEUS platform was a cornerstone in enabling the integration of the various components of the Digital Parking Enforcement solution paving the way for Pula to a smarter city.”

Dr.sc. Branislav Bojanić, Managing Director, Pula Parking

