**CHAPTER 10**

**WHAT’S NEXT**

* Optimizedparking – users find the best spot available, saving time, resources and effort. The parking lot fills up efficiently and space can be utilized properly by commercial and corporate entities.
* Reduced traffic – Traffic flow increases as fewer cars are required to drive around in search of an open parking space.
* Reduced pollution – Searching for parking burns around one million barrels of oil a day. An optimal parking solution will significantly decrease driving time, thus lowering the amount of daily vehicle emissions and ultimately reducing the global environmental footprint.
* Enhanced User Experience – A smart parking solution will integrate the entire user experience into a unified action. Driver’s payment, spot identification, location search and time notifications all seamlessly become part of the destination arrival process.
* New Revenue Streams – Many new revenue streams are possible with smart parking technology. For example, lot owners can enable tiered payment options dependent on parking space location. Also, reward programs can be integrated into existing models to encourage repeat users.
* Integrated Payments and POS – Returning users can replace daily, manual cash payments with account invoicing and application payments from their phone. This could also enable customer loyalty programs and valuable user feedback.
* Increased Safety – Parking lot employees and security guards contain real-time lot data that can help prevent parking violations and suspicious activity. License plate recognition cameras can gather pertinent footage. Also, decreased spot-searching traffic on the streets can reduce accidents caused by the distraction of searching for parking.
* Decreased Management Costs – More automation and less manual activity saves on labour cost and resource exhaustion.