Script

A) Intro – Improved experience of residents & visitors to enjoy Noosa’s world class beaches, river & National Parks

B) Congestion – When the surf is up & the weather is good, which is almost daily, parking areas fill quickly & traffic into these hotspots can build up & cause frustrating delays & congestion

Current parking monitoring solutions are extremely expensive, requiring sensors to be installed in parking bays

C) Solution – To deal with this challenge, we’ve created Flow – an intelligent traffic & parking communication platform to monitor parking availability & publish useful information to those who need it when they need it

D) How it works –

* Low cost sensing solution using Machine learning that is installed at key parking entry/exit points
* These sensors communicate wirelessly with a cloud-based platform in real time with an algorithm that calculates availability
* This information is then published via multiple channels – VMS, Facebook and a mobile application

E) Improved Experience - By making the public more aware of the parking situation earlier and giving them more options of how to get to Hasting St (for example bus etc) this potentially can reduce the amount of traffic which hits Hastings St daily.

F) How this could be rolled out – VMS and other road side signage can be placed on the main entry points into noosa (i.e Eumundi Noosa rd, David low way, Sunshine Coast Motorway

G) Future potential – This traffic reducing platform can be used anywhere and everywhere as it can be fully manipulated to suit other requirements (for example interstate governments, event management etc)

H) How this connects to the challenges set – (Interview setting) What the challenge targets, how we have used the given data sets, technologies used?,

I) Ask – If we were to raise $50,000 to do a prototype launch to set up Hasting St with sensors, VMS and other signage

Shots

1. Drone shots of parking areas on beach
2. Drive by shot of VMS board
3. Shot of car driving through sensor
4. Shot of VMS board updating
5. Shot of Bus route/bus leaving station
6. Shot of app