

Backgroud

Public Parking is one of an essential part of our modern life nowadays. The city of Hamilton is working hard to improve and introduce more and new techniques to improve the efficiency of the public parking lots as well as increase user loyalty to public Parking.

Moving forward with introducing more technology, every user will benefit, and the public Parking will be easily accessible and more attractive for users.

Introducing many recommendations will improve the customer experience by using more advanced public Parking in the city of Hamilton.

Hypothesis

Traditional Parking is being in development. New advanced technology adds more opportunities for improving parking lots. There is pay-by-plate technology, and it is one of the improving technology sides. Use discounted parking packs for repeat customers Improving Customer journey experience with Hamilton city parking.

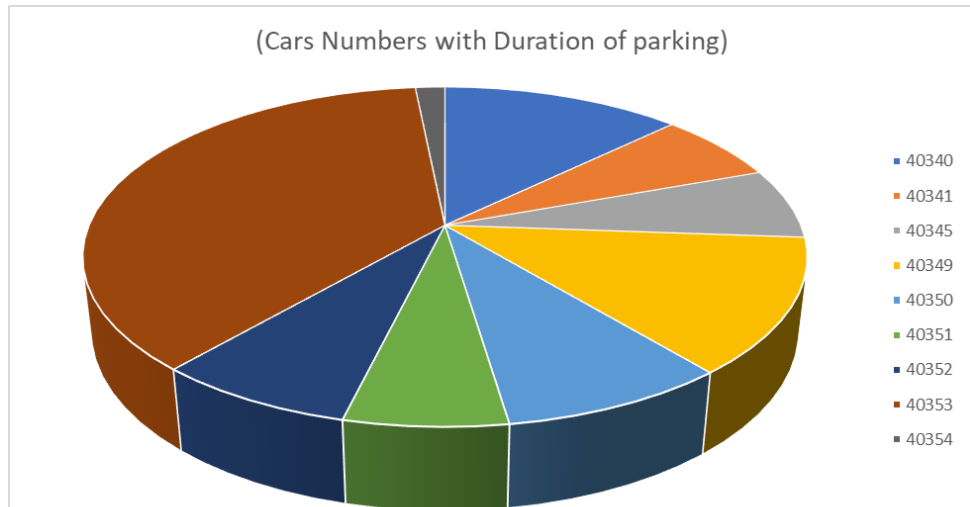
Problem

Enhance public user experience with City of Hamilton parking spaces which are now connected to technology to improve operational efficiency.

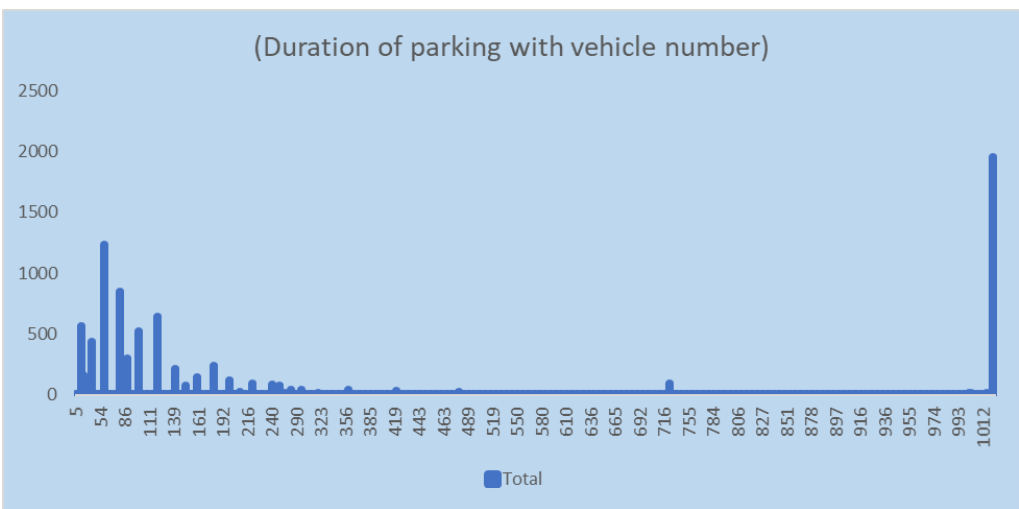


Duration of Parking

Car Number 40353 parked 3366 times from7/7/2020 to 31/12/2020 in 5 months average of 673 per month That indicates there is a regular customer for a certain parking lot but maybe different space in the parking lots, which means improving parking services and operational efficiency will keep maintaining the customer retention



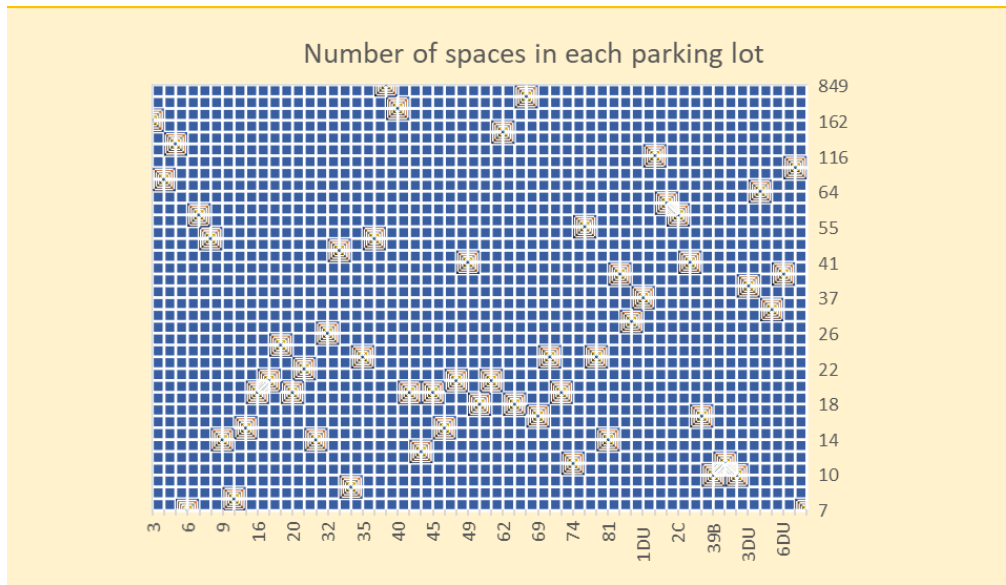
Duration and Customer?



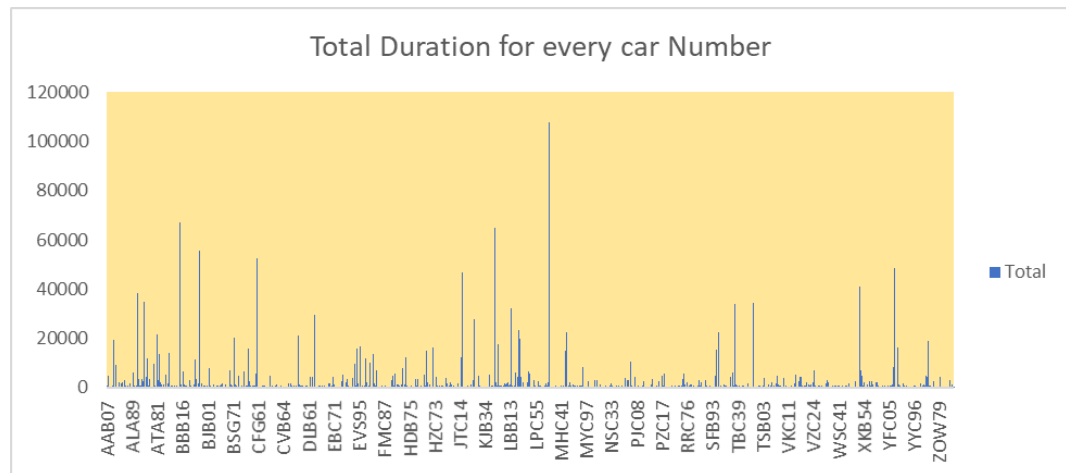
The Bar chart illustrates the duration of parking cars in minutes in terms of vehicle numbers The most common time duration is 70 minutes, almost one hour The duration between 5 minutes to 1080 minutes (18 hours) This means we have customers who can park almost the full day. We can work on that to improve the service provided for the loyal customer

Number of Spaces

The parking lot convention center Garage(Lot number 37) has 849 Spaces York Parked (lot number 68) has 813 spaces. While King Rosedale(parking lot 6) has seven spaces The number of spaces in parking lots should be proportional to how busy is the place and the need for parking for the workplace

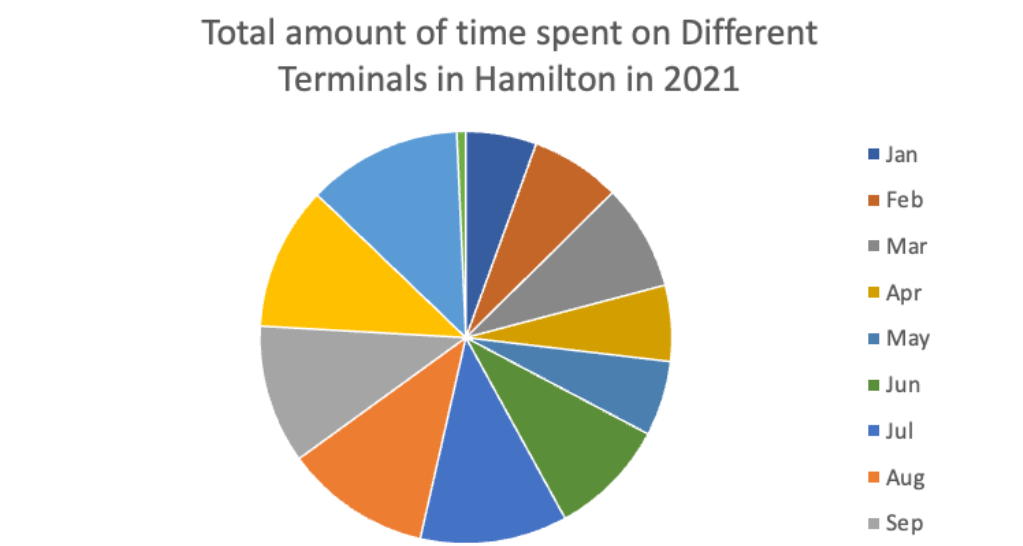
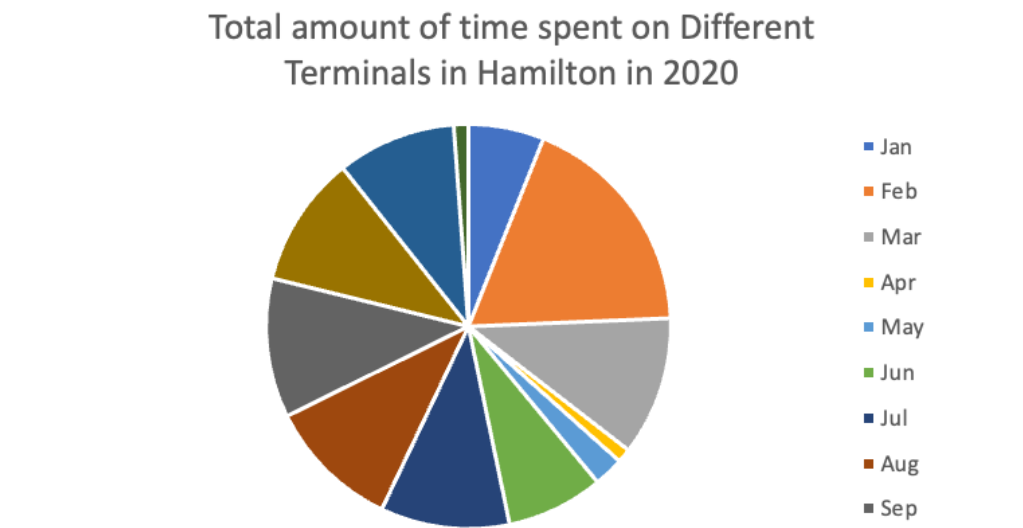


How many minutes for each car?



Car numberMBA47 reach 100000 minutes equal to 1667 Hours in one year (12 months) Car NumberBBC77 reach 70000 minutes equal to 1167 Hours in one year (12 months) This means the range of parking in the year between 1167 and 1667.

Time Spent on Terminals in Hamilton



The above pie charts show the comparisons of the Time spent by the people of Hamilton at different terminals, There is a significant difference seen between them with 2020 in the lead. This decrease has led to less revenue generation from these parking lots. .

Recommendations

Improve the visibility of parking lots by using the most advanced technological signs. Use more advanced applications that direct the user to the nearest available parking lot and the number of available spots. (AI/ Smart parking) Using public announcement for technological improvement plan for parking lots of city of Hamilton. Automate parking lot access either for paying or its extension. Multilevel car parking. Providing discounts for loyal users.

References

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