

# Parking Lot Management

**Problem:** Managing parking lots can be very difficult. Payment management for parking lots may be expensive for large lots but it becomes downright infeasible for very small lots. It is difficult to adjust pricing as demand varies and to gauge the supply of parking spaces that are needed. As a consequence, most parking lots are free and excessively large to cope with peak demands.



**Solution:** Skymeter's GPS technology means that parking operators can charge for use of their lots without having to install any expensive infrastructure. Parking can be better managed since demand is easily measured and rates can vary by duration and time of day.

**Benefits:** Private operators can manage their spaces so they are used more effectively generating more revenue with less effort. Parking management costs are dramatically lowered by Skymeter – so much so that smaller lots become financially viable parking inventory. This means that the motorists can now find legal, available parking more easily, reducing cruising for legal parking, as well as tickets and towing.