San Diego Tackles Dowtown Congestion By Simplifying the Parking Search

9 NEIGHBORHOODS
of public and private operators for a true community initiative

REDUCE THE 30% OF CONGESTION
caused by the parking search in urban areas

CONNECT
to other mobility options and solutions in future phases

"Downtown must make parking plentiful and convenient in order to attract new retail and visitors to our urban center. With this new mobile-responsive app, business owners and visitors alike can rest assured knowing parking in Downtown's eight neighborhoods just got a lot easier."

—Kris Michell
President and CEO
Downtown San Diego Partnership

CivicSD
ParkIt DTSD
San Diego, California

Civic San Diego (CivicSD) is a city-owned non-profit that is the entrepreneurial development partner for targeted urban neighborhoods. CivicSD was created by the City of San Diego to engage in public-private development projects and programs, economic development, land use and permitting services, and project management services.
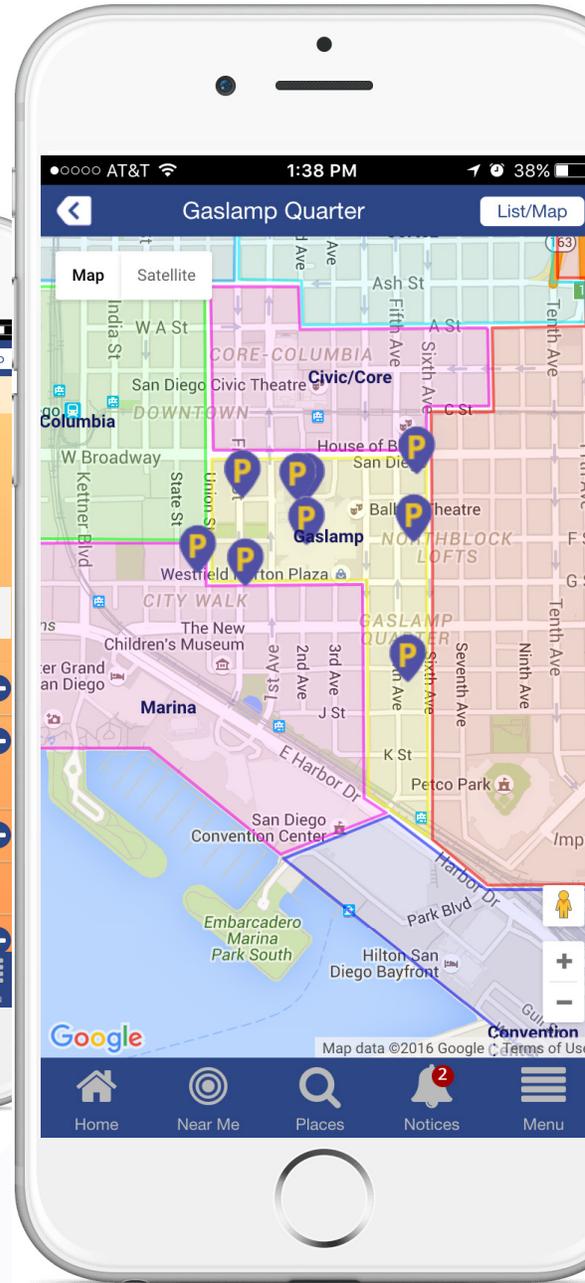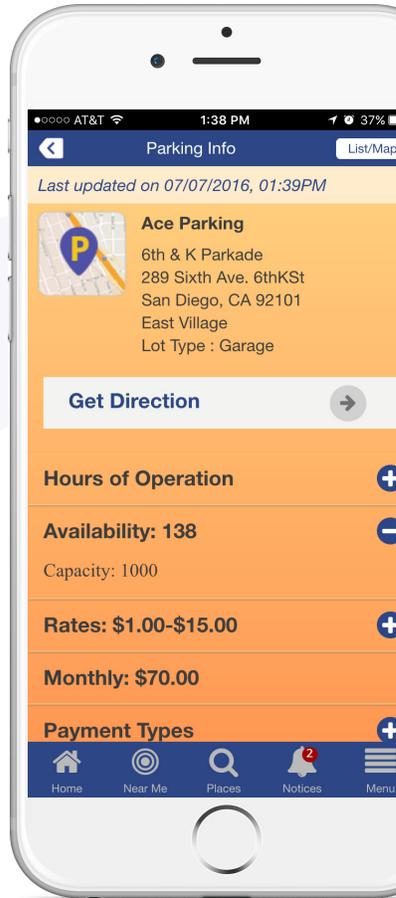
The Challenge

The search for parking is a leading cause of congestion in cities around the world. San Diego offered multiple public and private parking options, but people did not know how to access them. To promote tourism, economic development and mobility throughout Downtown San Diego, Civic San Diego found that it was necessary to provide a tool to simplify parking for residents, workers and visitors.

The CivicConnect Solution

CivicConnect was implemented specifically to ingest, manage and showcase parking assets and data. However, this was more than a standalone parking app for San Diego. The product seamlessly integrates multiple vendor parking APIs and public and private real-time parking data. This enables users to easily obtain on and off-street parking availability and general parking information in one location-based application. It also features alerts to allow Civic San Diego to communicate with users about event parking, road closures and more. Enabled by the CivicConnect® Platform, the application will integrate other urban mobility components in future phases.

The CivicConnect Impact

CivicConnect and CivicSD implemented ParkItDTSD collaboratively with Downtown organizations including the Little Italy Association, East Village Association and Gaslamp Quarter Association, and the major parking operators resulting in a true community parking initiative. Those visiting, living and working in Downtown San Diego now have a resource to find parking anytime, anywhere. The parking search is no longer a deterrent for going out and exploring new areas. San Diego has future plans with CivicConnect that include augmented reality wayfinding and tourism elements that continue to provide a valuable experience for users even after they've parked their car.

"We look forward to future enhancements and functionality... which will further improve mobility options within our Downtown."

—Kris Michell
President and CEO
Downtown San Diego Partnership

CivicConnect provides a growing suite of augmented reality-based mobile applications and other digital solutions for urban mobility built on the CivicConnect Platform. This cloud-based platform enables the rapid deployment of applications while providing cities valuable data for analysis. CivicConnect products are based on fifteen years of public sector experience.

CivicConnect®
Connected Solutions for Smarter Cities