

# A smart parking solution for the best beach city in the USA



St. Pete Beach is a Florida seaside city with white sand lapped by the warm waters of the Gulf of Mexico. In 2021, it was ranked as the best beach city in the US by TripAdvisor.

Visitors value the quality and variety of hotels and the different types of tourism: family, 18-30, adventure, sun and sand... And now they also value the possibility of checking parking space occupancy before going to the beach thanks to the mobile app designed by Conure and based on Libelium's Smart Parking nodes.

## » The challenge

Inform visitors in real-time about the availability of parking spaces around a busy beach.

## » The solution

750 Libelium Smart Parking nodes that send parking spot availability data in real-time to a web platform and a mobile app.

## Smart Parking solution for the best beach in the USA

THE CHALLENGE	THE SOLUTION
Inform visitors about real-time availability of parking spaces around a busy beach.	750 x Libelium Smart Parking nodes sending availability information to a mobile app through the Conure Cloud.



-  St. Pete Beach, Florida, US
-  Smart Parking
-  Libelium Smart Parking
-  LoRaWAN

The initiative was fueled by the city’s desire to provide better information. The solution makes the parking experience easier for visitors in the city.

Michelle Gonzales  
Community Development for the City of St. Pete Beach

### A charming and very crowded beach

The City of St. Pete Beach strives to uphold community values that encourage an environment of innovation, resilience, sustainability, and inspiration. As a result, St. Pete Beach’s Strategic Plan (Vision 2030) was yielded. The plan is structured on four categories: economy, internal operations, resilience, community, and transportation.

For this last area, the city council of St. Pete Beach counts on Conure for a very specific project: to know the availability of parking in real-time at one of its more crowded beaches, Pass-a-Grille. The beach is small but charming, in the southernmost part of the city, chosen by many to sunbathe, relax in its waters and more importantly soak up amazing sunsets. Due to this popularity, oftentimes it is arduous to find parking nearby and **the relaxing day at the beach can become a nightmare behind the wheel.**

People go to the beach to relax. Nobody wants to arrive at the shore already stressed. To enhance the experience for citizens and tourists, the managers of St. Pete Beach enlisted the help of Conure to provide real-time parking availability at Pass-a-Grille Beach and alleviate congestion, while giving drivers freedom from parking hassles. Conure is dedicated to implementing bespoke IoT solutions. To develop its parking plan, they installed 750 Libelium Smart Parking nodes on four of its most important areas: 9th Avenue, Gulf Way South, Pass-a-Grille Way and Gulf Way North.

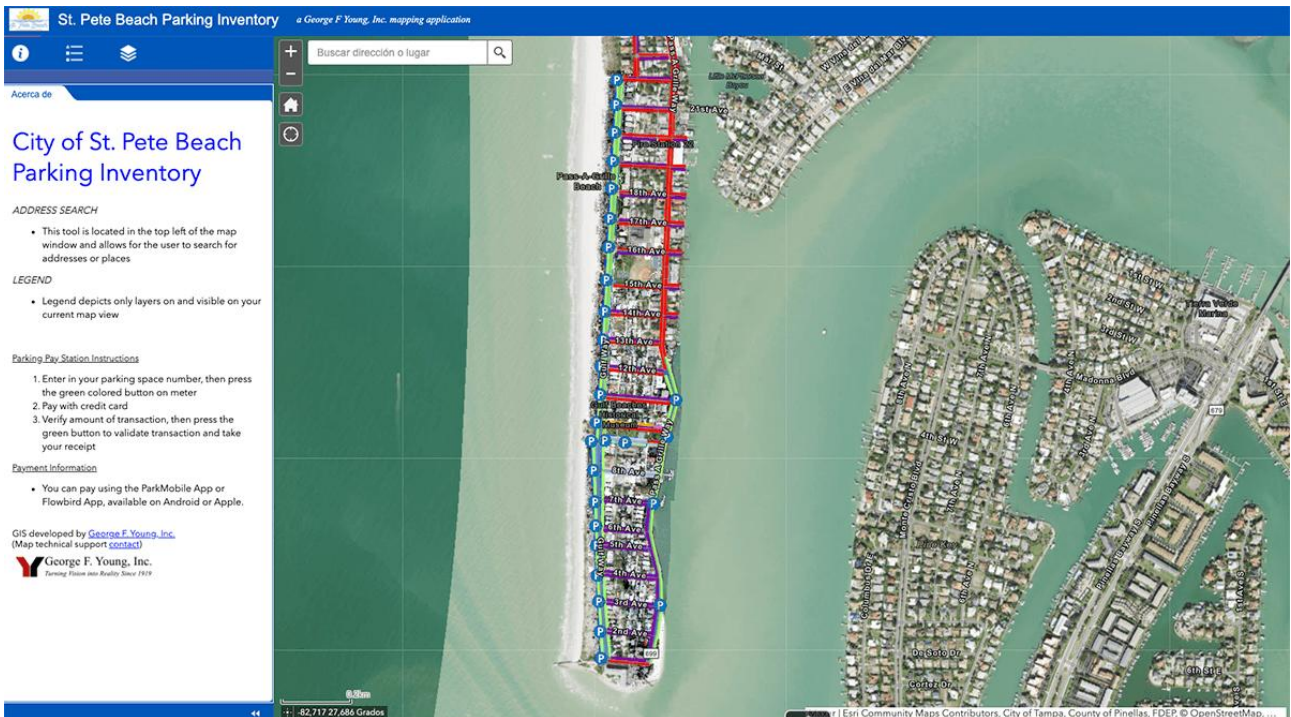
“The initiative was fueled by the city’s desire to provide better information to the public regarding parking availability within the city, and as a goal to make the parking experience easier for visitors in the city,” said Michelle Gonzales, director of Community Development for the City of St. Pete Beach.

Watch a video of the solution:



## Smart Parking technology for tourists and managers

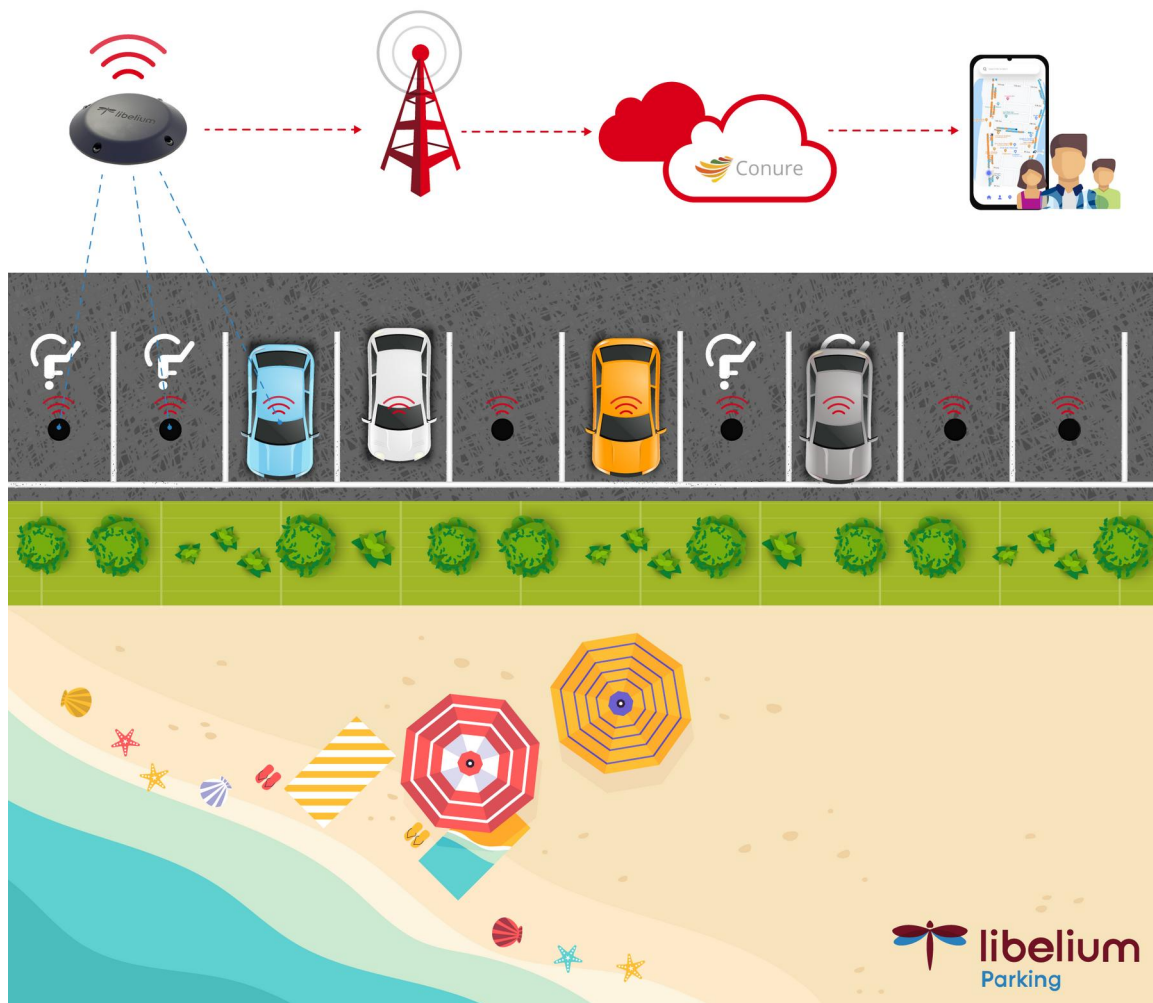
The radar technology of the Libelium parking nodes detects if there is a car on top or not, that is, if the space is occupied or free. This information is sent to the Conure cloud which sends it to the mobile app (available for both iPhone and Android) and to the St. Pete Beach website where the information is updated in real-time.





The parking space map highlights all the monitored spaces, defined as occupied (orange) or vacant (light blue). Likewise, the places available for people with disabilities are marked in dark blue.

The Smart Parking solution reduces stress for visitors when searching for available spaces. It also enables cities to monitor and manage parking spaces, improve traffic flow and increase city revenue. This information is a very helpful tool for enforcement officers. They are able to go directly to the occupied places to verify that they have paid for the parking and make sure that the places for the disabled are occupied by vehicles authorized to do so.



“Currently, we are piloting this technology for a year and will see how the technology has been working in the city prior to expanding it to other beach areas. If we do find the pilot to be successful, the next area of expansion that will be considered is Upham Beach,” Gonzales said.

Smart parking space management is one more reason for St. Pete Beach to hold onto the best beach in the US crown for many years to come.

This IoT project helps to achieve the following Sustainable Development Goals:



#### More info:

- For technical details on Plug & Sense! Smart Parking: [Smart Parking Technical Guide](#)
- Read more about Libelium sensor product lines in the [Waspote](#), [Waspote Plug & Sense! Sensor Platform](#) and [Meshlium Gateway](#) websites.
- LoRaWAN Networking Guide: [libelium.com](http://libelium.com)

#### Other Smart Parking IoT live projects:

- IoT technology to monitor parking for disabled citizens in the North of Spain: [libelium.com](http://libelium.com)
- Libelium IoT technology at the parking lot of the most emblematic hotel in Madrid: [libelium.com](http://libelium.com)
- Smart Parking project in Montpellier to relieve traffic congestion and reduce car parking search [libelium.com](http://libelium.com)
- Smart Libelium: Living IoT Lab to monitor parking, water quality, ambient and environmental conditions [libelium.com](http://libelium.com)
- Smart Parking and environmental monitoring in one of the world's largest WSN [libelium.com](http://libelium.com)

Discover the [Smart Parking kits](#) at The IoT Marketplace.