

# Making Parks Smarter

(by using lighting-based solutions to improve safety, operations, and sustainability)

## Parks perform vital roles, including:



Enabling **physical activity** and contributing to wellbeing

Allowing natural habitat for **plants and animals** to flourish

Providing essential **community spaces** for people to come together

## Managing today's parks brings distinct challenges:



### SAFETY ISSUES



As incidents of crime **increase**,



park visits tend to **decrease**.<sup>1</sup>



The leading causes of death in parks:



**Drownings** (33%)  
**Vehicle Collisions** (31%)  
**Serious Falls**<sup>2</sup> (17%)

**BOTH PERCEIVED DANGER** AND **ACTUAL RISKS**



### OPERATIONAL PRESSURES



More than **90%** of parks & recreation departments have **cut spending**.<sup>3</sup>

More than **50%**

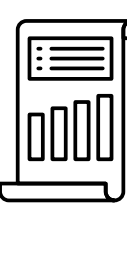
of U.S. state parks saw **increased visits** from 2019 to 2020.<sup>4</sup>



**BUDGETS ARE SHRINKING** WHILE **PARK USE IS GROWING**



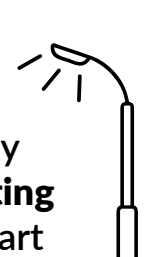
### SUSTAINABILITY GOALS



**43%** of parks and recreation agencies operate under a **formal sustainability plan**.<sup>5</sup>

**78%**

of the public strongly supports **parks shifting to LED lighting** as part of sustainability activity.<sup>6</sup>



**SUSTAINABILITY IS MANDATED** AND **BROADLY SUPPORTED**

## What can be done to help with these challenges?

## Smart park infrastructure can help make parks:



### SAFER



#### LIGHTING-MOUNTED VIDEO

Supervise playgrounds, trails, buildings and more. Foster a sense of safety and wellbeing.



#### ADVANCED LIGHTING CONTROL

Ensure parking lots, pathways, and park structures are lit appropriately at all times.



#### WIRELESS CONNECTIVITY

Wireless access ensures visitors can share information and call for help if needed.



### OPTIMIZED



#### VIDEO ANALYSIS

Analyze information collected through video streams to deploy resources more effectively and appropriately.

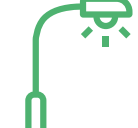


#### SMART PRIORITIZATION

Crunch data from park use monitoring to prioritize maintenance & repair efforts and develop more targeted budget requests.



### SUSTAINABLE



#### ADVANCED LIGHTING CONTROL

Advanced lighting control can reduce energy usage, delivering savings of 20-40%.



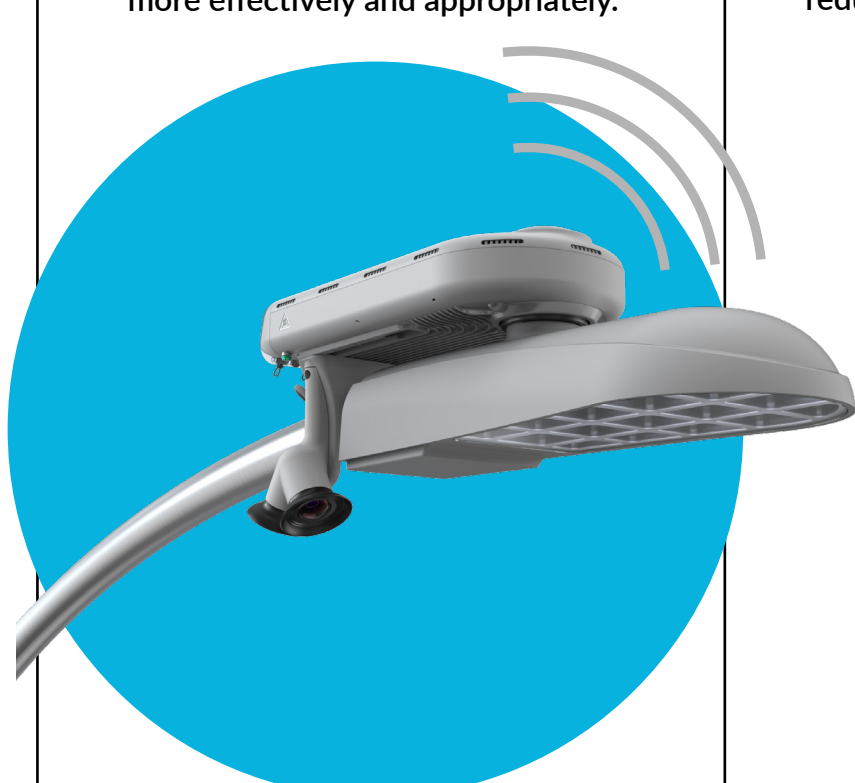
#### DARK SKIES

Use responsive dimming to maintain dark sky environments and preserve habitats.



#### AIR QUALITY

Monitor allergens, particulate matter, temperature, pressure, and humidity for a well-rounded picture of air quality in your parks.

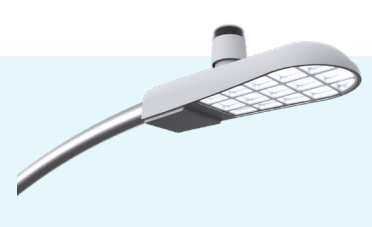


## Intelligent infrastructure from Ubicquia makes it possible.



#### UbiHub

Edge AI, Wi-Fi, microphones, cameras and lighting controls integrated in a single platform



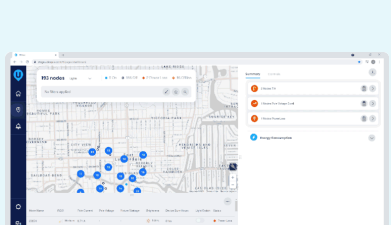
#### UbiCell

Advanced lighting control that connects via a cellular network



#### UbiSmart AQM+

Air quality and noise sensor that integrates with existing lighting infrastructure and UbiCell



#### UbiVu

Cloud-based management and analytics platform for your Ubicquia deployment

We are the only vendor today who can cover the full range of smart park needs thanks to our single, integrated platform with cloud-based management capability.

## We're your partner for smarter parks.

1.

### Easy to deploy and use

Our products are built for simplicity. They deploy in seconds using existing infrastructure and can be managed with ease in UbiVu.

2.

### Clear ROI

Our platforms are less expensive than alternatives and pay for themselves in 3-4 years through energy and operational savings.

3.

### Positive impact

Video, lighting, and environmental intelligence improve situational awareness, park safety, operations, and sustainability.

4.

### Elegant design

Our products win design awards for packing a lot of functionality into platforms that are nearly invisible to park visitors.



To learn how intelligent infrastructure can transform your parks, visit

[Ubicquia.com/smart-parks](https://Ubicquia.com/smart-parks)

1 [https://www.cdc.gov/pcdd/issues/2020/19\\_0434.htm](https://www.cdc.gov/pcdd/issues/2020/19_0434.htm)

2 <https://www.nps.gov/orgs/1336/data.htm>

3 <https://www.aspenprojectplay.org/news/2020/5/5/survey-31-of-parks-departments-already-cut-2020-21-budgets>

4 <https://www.route-fifty.com/infrastructure/2021/03/what-can-parks-do-when-demand-rises-budgets-decline/172970/>

5, 6 <https://www.nrpa.org/globalassets/research/2022-nrpa-sustainability-report.pdf>