



Parking as a tool to manage urban access and mobility

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Content



- Reasons behind regulated parking
- Who pays for parking? Parking & Loyalty
- Interaction in the mobility chain
- Conclusion: parking is supportive to other functions

Image of parking



People don't park just for parking



Reasons for parking



- Working & business



Reasons for parking



- Shopping



Reasons for parking



- Leisure



Parking regulation



- When demand exceeds available space
- On street in public space, off street in private domain
- Commuters cause more occupancy than visitors
- Differentiated pricing of parking



Two godfathers on parking



- Donald Shoup: „The high cost of free parking“
 - Awareness of costs (internal & external)
- Herman Knoflachner: „Virus of unsocial behaviour“
 - Ineffective use of public space



The real costs of free parking



- 50,000 m² shopping centre, 1000 spaces MSCP
- €12 million investment, €1 million annual cost
- Options to recover investment costs:
 - € 1.00 per hour for the visitors by car
 - Free parking, € 20 per m² additional rent, paid by all customers
- Which alternative fits into SUMP



Retail fight for low priced parking



- Effects of price decreases?
 - Just low priced parking doesn't attract customers
 - Package paid parking with attracting functions
 - Avoid unintended side effects
- Does retail benefit from free parking?
 - One commuter does not bring any business
 - Refreshing of parkers on a parking place generates up to EUR 200.000 retail volume per parking space



Differentiated pricing model

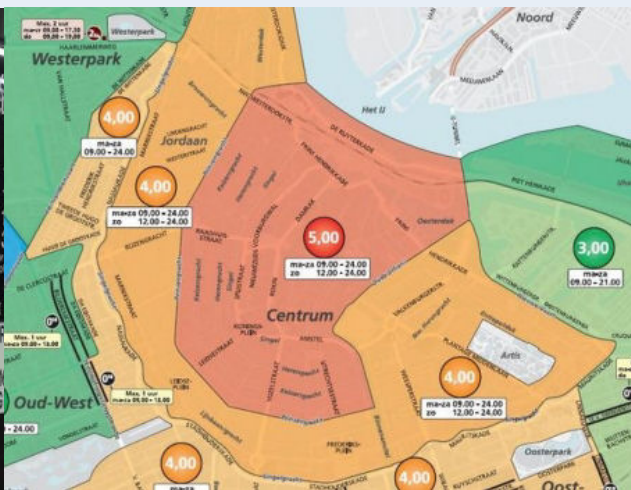


- Differentiation in time/location/duration
 - Impact on public space: highest price
 - Promoting commuters to public transport: progressive pricing
- Low priced parking alternatives
 - Remote parking at walking distance
 - Park & ride facilities with shuttle services

ENTER 7AM TO 6PM	
UP TO 1/2 HR.	10.14
UP TO 1 HR.	19.43
UP TO 2 HRS.	23.65
UP TO 3 HRS.	26.19
UP TO 12 HRS.	28.72
MAX TO CLOSE	29.57
MAX. TO 24 HRS.	31.26
SUVs & other oversize vehicles 181" or longer & 70" or higher (or 75" high regardless of length)	8.45
are subject to extra charge of	
MONTHLY RATE	464.63
LUXURY CARS	
SUVs & other oversize vehicles 181" or longer & 70" or higher (or 75" high regardless of length)	84.48
are subject to extra charge of	
18.375% NYC Parking Tax Extra	

ENTER 6PM TO CLOSE	
UP TO 1/2 HR.	8.45
UP TO 1 HR.	11.83
UP TO 2 HRS.	12.67
UP TO 3 HRS.	13.52
UP TO 12 HRS.	16.90
MAX. TO CLOSE	20.27
MAX TO 24 HRS.	31.26
NIGHT RATES	
MONDAY - FRIDAY	
ENTER 6PM TO CLOSE	
UP TO 1/2 HR.	8.45
UP TO 1 HR.	11.83
UP TO 2 HRS.	12.67
UP TO 3 HRS.	13.52
UP TO 12 HRS.	16.90
MAX. TO CLOSE	20.27
MAX TO 24 HRS.	31.26
SUNDAY	
ENTER 6PM TO CLOSE	
UP TO 1/2 HR.	8.45
UP TO 1 HR.	10.98
UP TO 2 HRS.	11.83
UP TO 3 HRS.	16.05
UP TO 12 HRS.	18.59
MAX. TO CLOSE	31.26
MAX. TO 24 HRS.	31.26
18.375% NYC PARKING TAX EXTRA	

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Customer survey on price effects



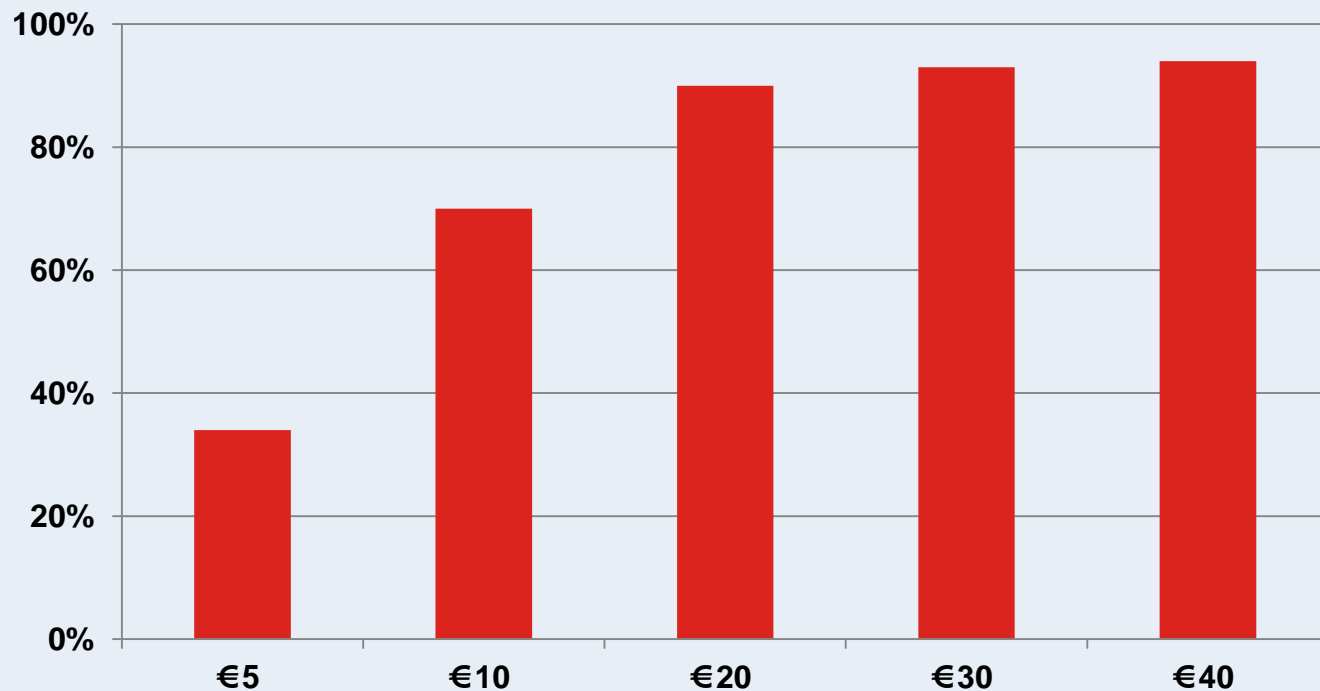
- Choice for parking at about 15 minutes walking at a price difference of:



Customer survey on price effects



- Choice for P+R with public transport if a day parking in the city centre costs more than:



Payment & loyalty



C L E R Y S
DUBLIN



yellowbrick®



Loyalty case department store



- Stockmann Finland
 - Loyalty card with Maestro payment functionality
 - Cardholders/customers get first hour for free
 - Parking operator compensated by Stockmann



Loyalty case supermarket



- Parking ticket discounted at €40 spent in the supermarket
- Parking discount at the till, perceived value parking ticket



Loyalty case hotel



- Special rates for hotel guests
 - Paid by the guest with hotel bill
- Parking ticket obtained from reception desk
 - To be used for driving in & out during hotel stay
 - Customer Pre Book on Web at special rates



Alternative use: City Beach Club



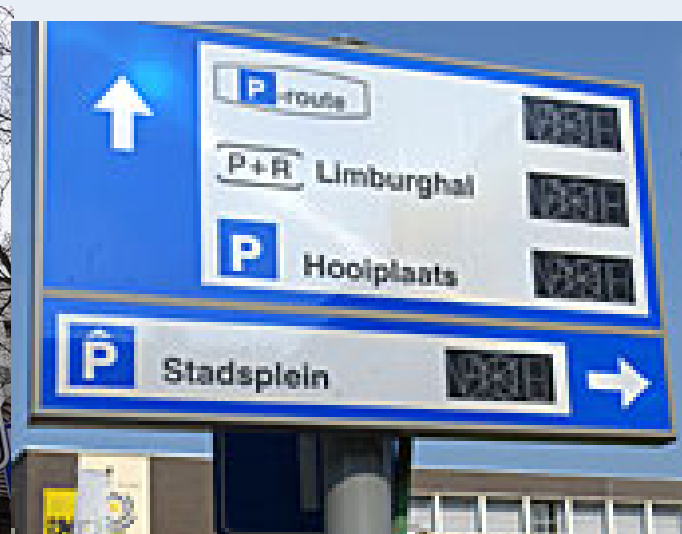
- Top floor of Galeria Kaufhof car park Düsseldorf
 - Magnificent view from many parking top decks
 - July & August three years on a row
 - 2500 m² Beach Club
 - Catered by department store



Interaction in the mobility chain



- Guidance directly to available spaces
- Reduce search traffic & emissions in urban areas
 - Surveys claim up to 30% search traffic



Interaction in the mobility chain



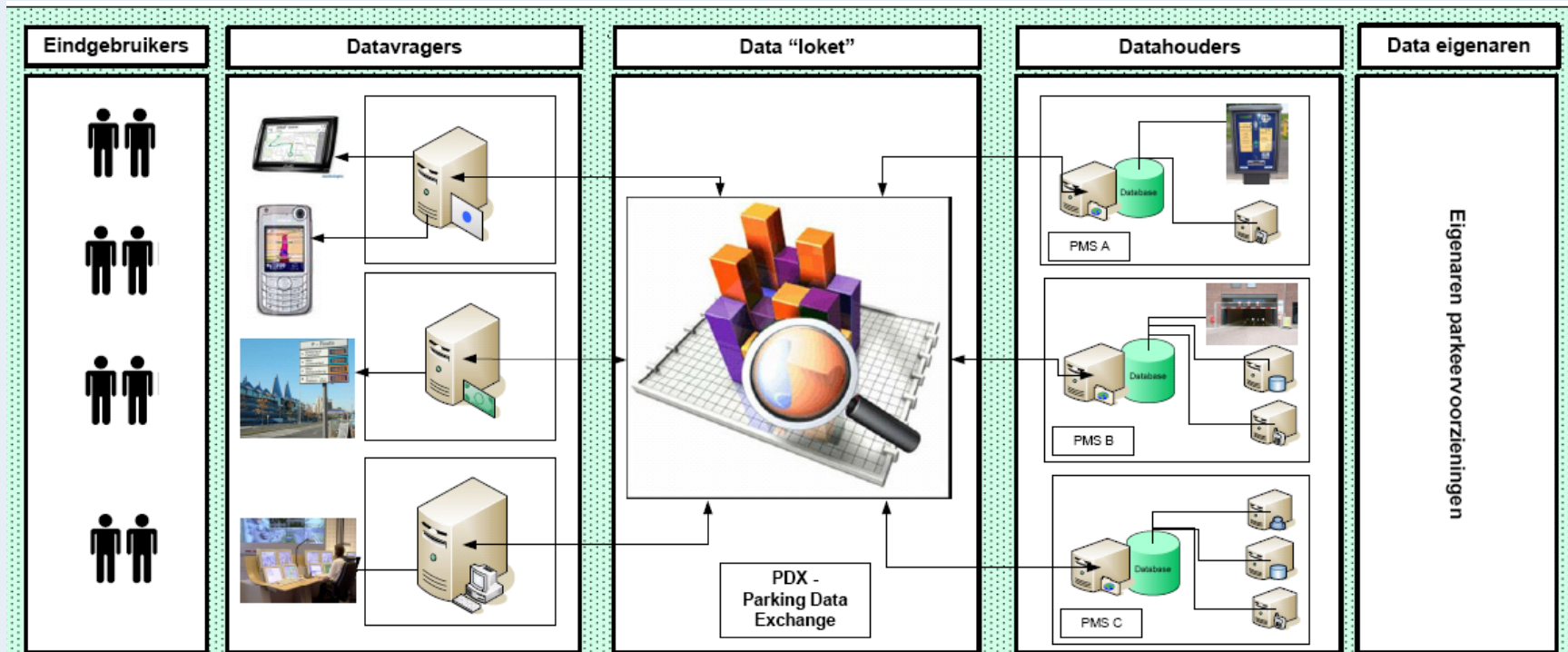
- Multimode travel information
 - Public transport schedules
 - Parking availability
- P+R Railway stations
 - Discounted parking for railway travellers
 - Payment at railway ticket dispensers or by public transport payment card
- P+R at city edge
 - Combined tickets for parking and local public transport



Parking data in navigation systems

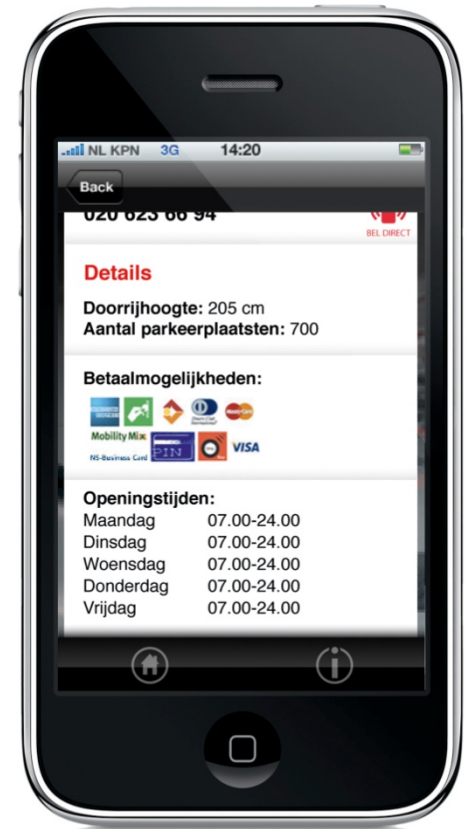
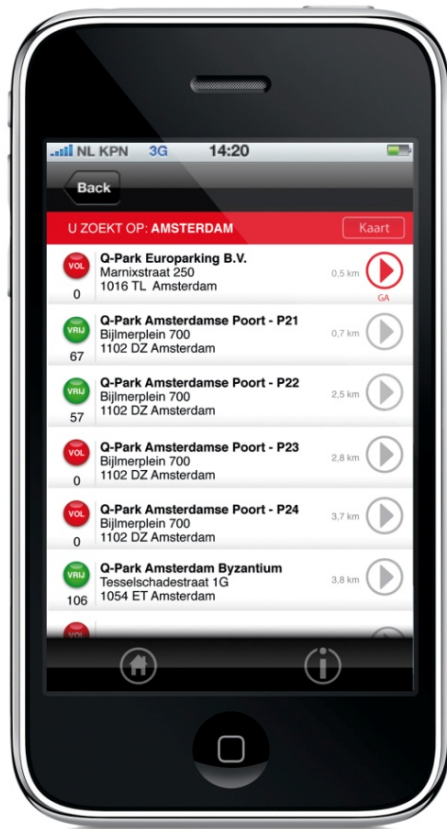


- Dutch co-operative project in progress
 - Public & private parking operators
 - One service counter for all providers



Parking availability by smartphone

- Available from one operator



Take aways:



- Parking regulation can influence mobility in urban areas
- We need innovative business models to achieve goals
- Joint efforts from parking operator and surrounding attractions
- Technology supports the city and the people, not a goal in itself



European Parking Association



Thank you very much!

www.europeanparking.eu

