



RingGo Emissions Based Parking: Driving Cleaner Air

European Parking Awards 2019
Category 3 – On Street Parking

January 2019



The Issue – Poor Air Quality



Low/Ultra Low Emission Zones (LEZ/ULEZs) are seen as the answer but they cost millions*, require substantial physical infrastructure and take years to implement

RingGo

Emissions Based Parking

Costs tens of thousands and can be set up in weeks

Improving Air Quality with Variable Parking Tariffs

37 UK zones out of 43 are failing to meet EU emission standards



RingGo Emissions Based Parking

The schemes and how they work



Four live schemes

Live in Westminster since May 2017
50% surcharge for pre 2015 diesels

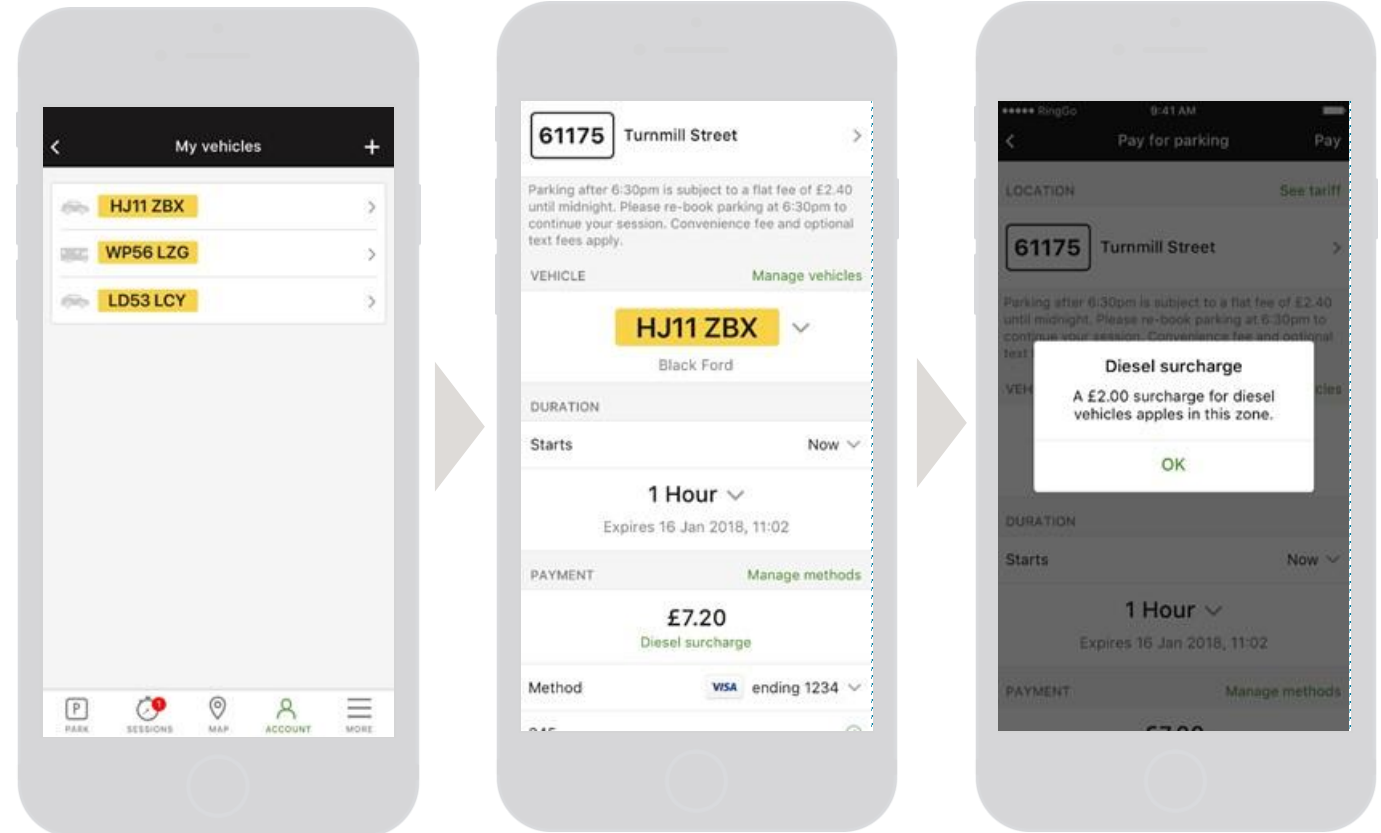
Live in Islington since January 2018
£2 per hour surcharge for diesel vehicles

Live in Camden since July 2018
Up to 21% surcharge for all diesels

Live in City of London since August 2018
Incentives for Low Emission/Zero Emission Vehicles (LEV/ZEVs)
Diesels and older petrol vehicles pay more

Can positively impact Council's bottom line

How they work



Flat rate or % (+/-) charge based on the vehicle age/fuel type
City of London scheme reflects the Euro 6 emissions standards

Influencing Behaviour Change

Regular nudges towards best transport/journey choices

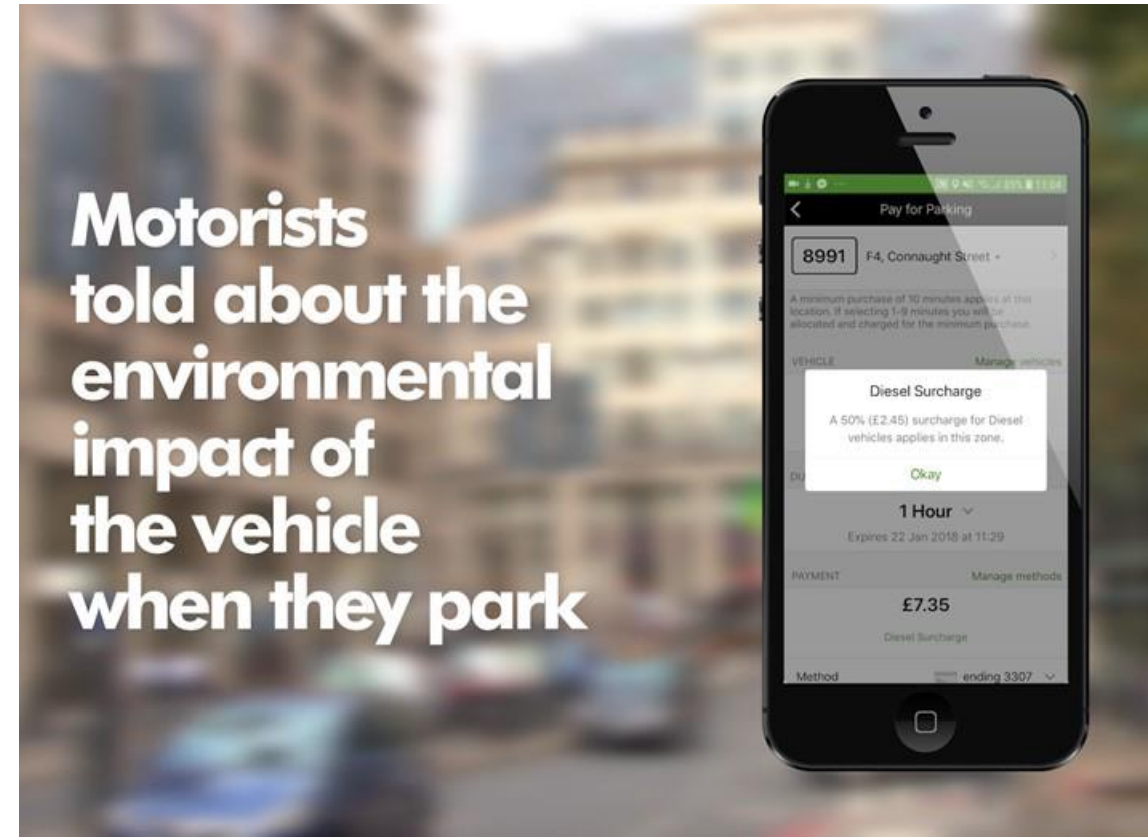


In London, 41% of car journeys are less than 2km

- These are the journeys RingGo EBP seeks to target
- Motorists see a pop up each time they park
- Highlighting the additional cost due to vehicle choice
- Encourages them to use/purchase a cleaner vehicle if possible

Low and Ultra Low Emission Zones

- Once paid, provide no disincentive to drive
- Motorists may drive as much as possible to make payment "worth it"
- London's Clean Air Zone isn't having sufficient impact*



Extremely Positive Press Reaction

International coverage and specially developed video by Reuters



London's financial district to introduce green car-parking tariff

- The City of London Corporation is the governing body of the Square Mile, London's financial and historic center.
- The aim is to incentivize drivers to make "more environmentally-friendly choices and improve air quality."

London's Square Mile debuts green parking tariff



City of London Corporation will from Monday start charging different rates for parking in the Square Mile based on the environmental performance of your car

BusinessGreen

Aug 15, 2018

City of London charging parking fees based on emissions

CITY OF LONDON CORPORATION CITYAIR EMISSIONS LONDON
RINGGO UK



The City of London Corporation that controls the centre of the British capital is introducing emissions based charges for parking in the Square Mile. Drivers of electric or hybrid vehicles will pay less as emissions are

detected automatically through the RingGo app.

electrive.com
industry service for electric mobility

Efficiency & Environment, Finance & Markets, Top Stories

City of London introduces emissions-based car parking charges

The new tariffs, aimed at tackling air pollution in the Square Mile, will come into effect from 20th August 2018



City of London to introduce emissions-based parking charges

Deniz Huseyin

15 August 2018



New on-street parking charges based on a vehicle's emissions levels are to be introduced in the City of London.

From Monday 20 August more polluting vehicles will pay a higher charge while low/zero emission capable vehicles will pay less.

The initiative is designed to improve air quality and reduce nitrogen oxides and particulates by encouraging motorists to consider using cleaner vehicles.

The on-street parking tariff in the Square Mile is currently £1.20 for every 15 minutes. Drivers of electric and hybrid vehicles will see their tariff fall to £1 for every 15 minutes. The tariff for petrol vehicles registered from 2005 onwards and diesel vehicles registered from 2015 onwards will increase to £1.30 for every 15 minutes while it will rise to £1.70 for other vehicles.

TransportXtra

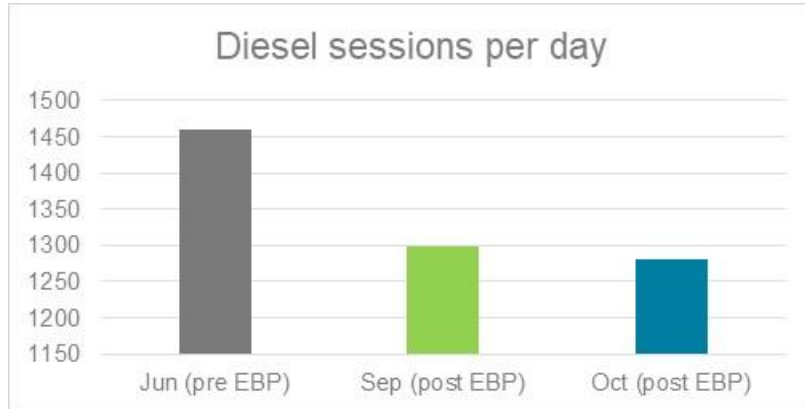


REUTERS

90 sec video

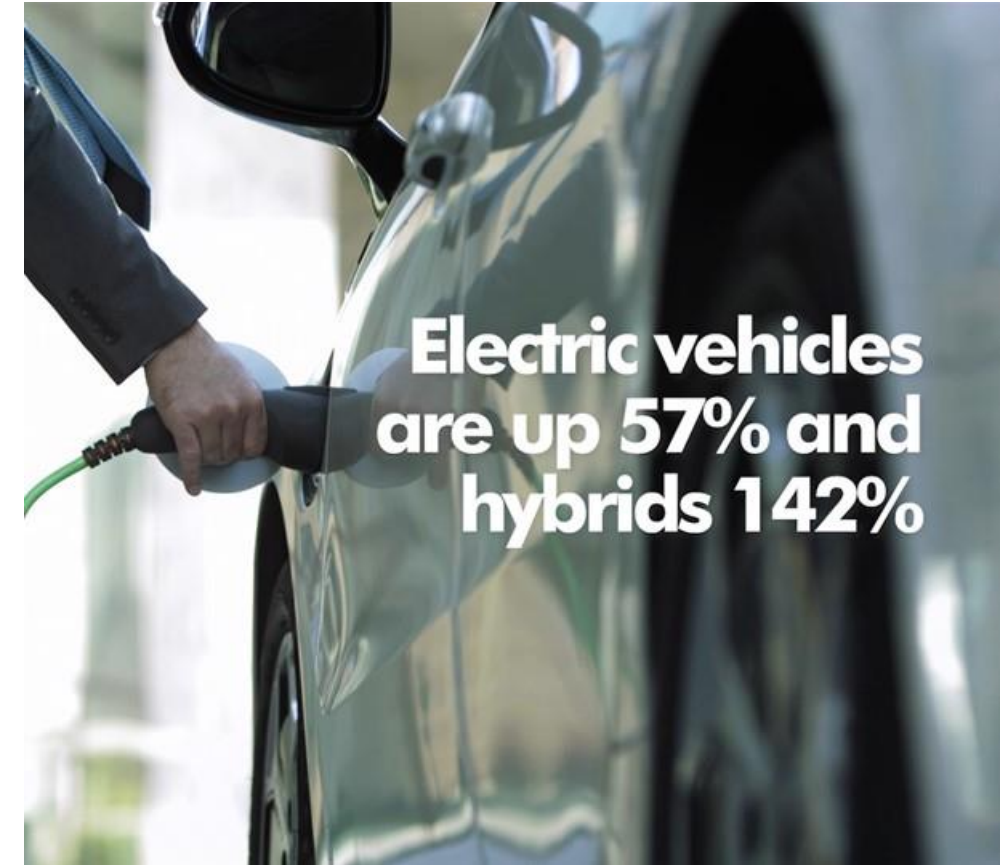
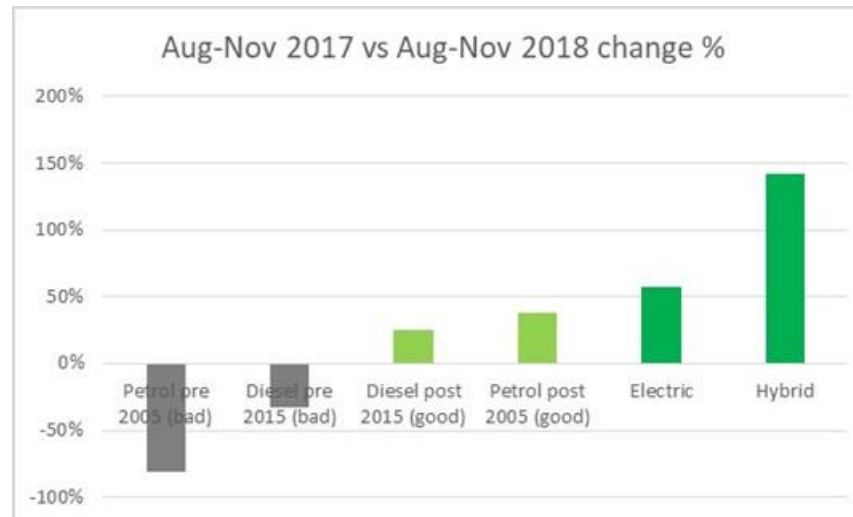
Impact of the scheme

Change is immediate



In City of London diesel parking sessions dropped by 100-150/day

Year on year the worst petrol vehicles dropped by 81% and “bad” diesels by 33%



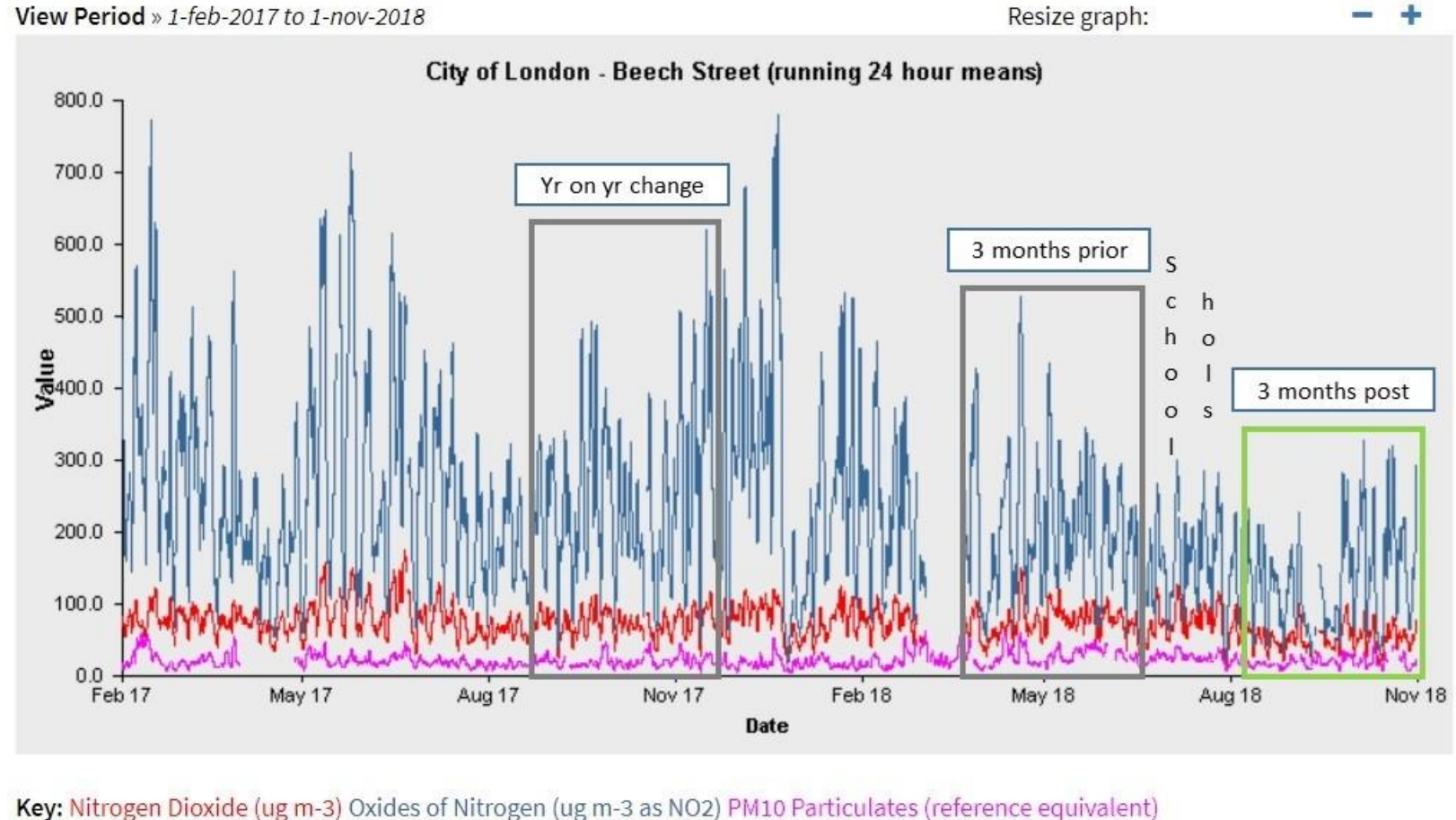
Electric vehicles are up 57% and hybrids 142%

Air Quality is also improving



Data from Kings College London show that Oxides of Nitrogen, Nitrogen Dioxide and particulates within the City have dropped significantly since introduction in August 2018

When the City of Westminster rolls out fully, air quality will improve even more (270,000 fewer journeys each year)



“Reducing pollution is one of the City’s top priorities and all measures are being considered. Introducing a tariff that differentiated between higher and lower polluting vehicles was one such measure. The new tariff had to be easy to understand and technically possible and RingGo delivered this.”

Kay English, Traffic Manager for the City of London

“I love the app – it’s so easy to use. I must use it 5,6,7 times a day. It’s much better than conventionally when I used to carry £30 in my pocket in coins.”

“So yeah we need to keep emissions down. Keep everyone breathing properly. It’s what we need to do.”

Motorists interviewed by Reuters, parking in the City with RingGo EBP

The British Parking Association has also been extremely supportive calling it “a great advancement” and providing opportunities for coverage at BPA events and Regional Meetings.

Potential

Further rollouts with the UK's leading provider



RingGo is the UK's number 1 cashless parking solution

- 14 million registered motorists
- Over 400 towns and cities across the UK
- 138 local authorities plus numerous private parking operators (3 times the nearest solution)
- Many have already expressed an interest in rolling out RingGo Emissions Based Parking
- Our supporting video [here](#) is used to spread news about the scheme to others

