



# North Bristol SusCom meeting

**21<sup>st</sup> July 2016**

**HPE**

**Get ahead. Travel smarter.**



# Agenda

**10:00 Welcome, Introduction and apologies - Chair**

10:10 WORKSHOP – Tackling congestion begins with good car park management

11:15 Hewlett Packard Enterprise HUG

**11:30 Break – Networking**

11:45 DfT Transition and Access Funding

11:55 North Bristol SusCom Update

12:15 Updates All

**12:30 Meeting close**

# WORKSHOP INTRODUCTION

## Why we need to think about parking management

- parking management is a vital part of supporting and increasing sustainable commuting
- the congestion 'crisis' is set to get worse
- a lot worse

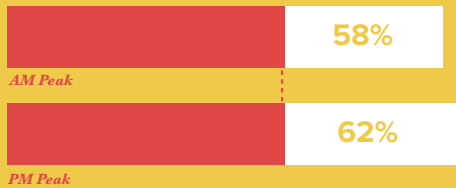


# CONGESTION: NOW & THE FUTURE

## Bristol commuters spend an extra



**sitting in traffic**  
Average extra travel time compared to free flow conditions



**Extra travel time**  
Bristol average increase in peak travel times compared to free flow



**Average peak time speeds**  
South Gloucestershire, AM peak

**£600m**

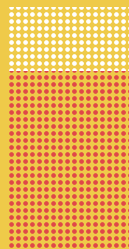
Annual cost to Bristol economy



Delayed goods    Lost productive hours    Extra fuel costs

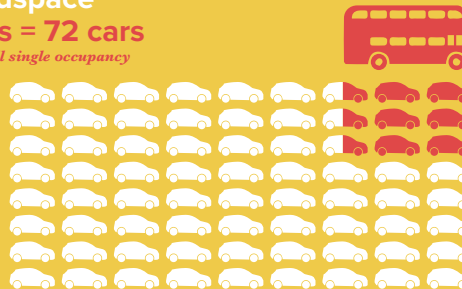
**35% over legal limit**  
Nitrogen Dioxide levels in Bristol

Air Pollution



**196**   
deaths per year  
Attributable to air pollution, Bristol

**Roadspace**  
1 bus = 72 cars  
When all single occupancy



## Future Forecast



**85,000 new homes**  
In Greater Bristol by 2036



**Increase in peak vehicle trips**  
In Greater Bristol by 2036\*



**Increase in delay**  
Across Greater Bristol by 2036\*



\* Based on a 'Do Minimum' scenario

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## Why we need to think about parking management

- previous planning practices of providing free parking for unrestricted parking demand is no longer viable



## Why we need to think about parking management

- parking management is about managing traffic demand for your site - making your site accessible for all modes





# Why we need to think about parking management

- Restricting or charging for parking provides the necessary ‘disincentive’ for solo car trips to match other positive incentives (‘pull’) for other modes.
- Research shows that travel planning delivery activities are over twice as effective when they include a ‘push’ measure such as restricted or charged-for parking.
- ‘Push’ and ‘Pull’ measures (stick and carrot) go hand-in-hand and each enables the other to work.

## PARKING MANAGEMENT: WHY & HOW?

### Why?

*Travel plans that include 'push' measures such as limited, managed parking (alongside 'pull' measures) are over twice as effective at reducing car use as those that don't.*

*Travel plans with parking management*

Travel plans without parking management

10%

Travel plans with parking management

23%

**reduction in solo car commuting miles**



**14.3**  
mph

*Average peak time speeds on A roads in Bristol*

*Staff are less satisfied with their car commute during congested peak hours*

Arrival time	Before sum	After sum
7-9am	48	63
9-11am	42	
11-12.30pm	37	
1-3pm	41	
After 3pm		68

**% satisfied with their car journey into work**

### What?

#### Purpose

- Increase incentive for staff to commute by foot, cycle, public transport, car share or motorcycle.
- Increase revenue available for alternative modes
- Increase site accessibility for all modes

↑

• Disincentivise single occupancy parking

• Reduce number of staff commuting by solo car

• Reduce overheads of staff parking provision

• Reduce congestion

↓

#### Key Considerations for successful parking management measures

- Real incentives**  
Creating persuasive incentives is vital. Most effective are financial disincentives, such as a small daily charge for parking paired with positive incentives for car sharing or not parking. This also provides a revenue source to offset parking overheads and invest in alternatives.
- Viable alternatives**  
Parking management aims to get more people out of solo cars so investing in and supporting alternatives is a vital part of any strategy. Disincentives for parking and incentives for alternatives don't work most effectively when designed and deployed together.
- Flexibility**  
No one travels in the same way every single day. Better people have a range of travel needs - all measures should be designed to promote flexibility between modes. If staff are aware they don't need to choose 'either or', they are much more likely to use alternatives when they can.

### How?

#### A long-term approach

- Assess**  
Calculate how much employee parking costs your business, the possible savings and the wider benefits from reducing spaces over time.
- Commit**  
Agree that your business is committed to gradually reducing parking demand, involving a range of colleagues and management.
- Vision**  
Build a vision for your workplace. Raise awareness that parking is a valuable resource that needs managing and that the aim is a supportive, healthy environment for all.
- Communicate**  
Talk to staff throughout the process of designing and implementing. Establish concerns, perceptions and business needs. Keep communicating in future reviews.
- Target**  
Target your measures and communications at those most able to choose alternatives. Make the most of transition opportunities such as new employees joining.
- Action**  
Design a long-term, gradual approach combining disincentives for solo car parking and incentives for alternatives. Once live, monitor and review regularly.

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# Why we need to think about parking management

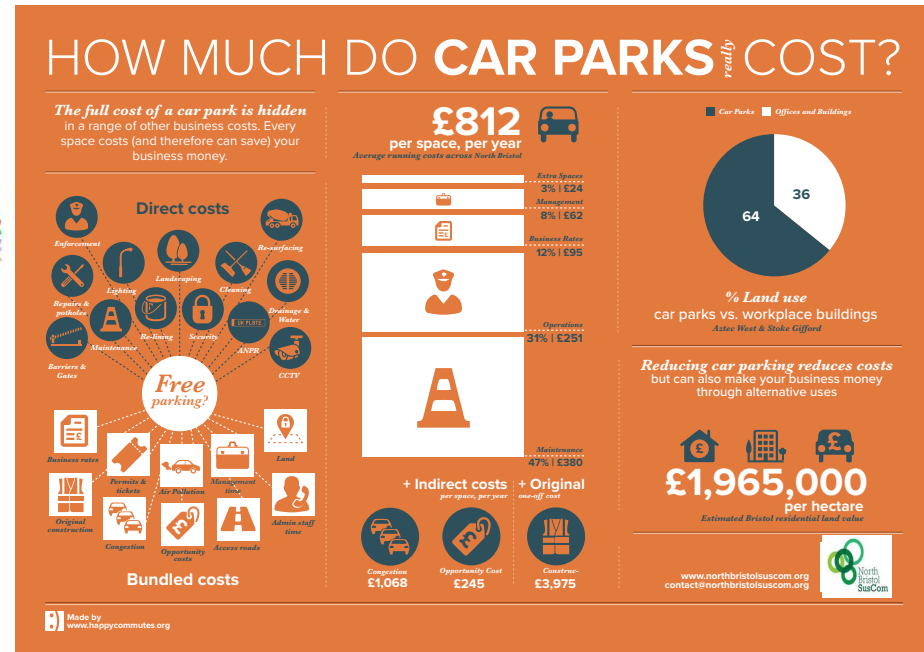
- With devolution now firmly on the table it is likely that demand management measures will be introduced in the future to help reduce congestion and also help fund infrastructure investment.





# Why we need to think about parking management

- There are many benefits to restricting, reducing or charging for parking



# Why we need to think about parking management

- Main challenge is to introduce restrictions or charging in an environment where staff are accustomed to unlimited free parking.
- We recommend you take a long-term approach to introducing parking management measures.
- We would not suggest implementing anything quickly but we do strongly recommend you start introducing the idea within your organisation and start to think about it.

# THE WORKSHOP

## Break into two groups

- **Group 1** – Airbus, Atkins, MOD, North Bristol NHS Trust, UWE (with Ann O’Driscoll and Huw Robson)
- **Group 2** – Aviva, Babcock International, BAE Systems Naval, Boeing, Cavendish Nuclear, GKN Aerospace, Hewlett Packard Enterprise, NHS Blood & Transplant, NVIDIA (with Richard Drew and David Callaghan)
- Nominate a scribe to note what comes up in the discussion
- Use the Infosheets – Congestion: Now and The Future, How Much Do Car Parks Really Cost and Parking Management : Why and How?
- Discuss the questions on your table