

PARKING MANAGEMENT: WHY & HOW?

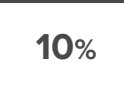
Why?

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



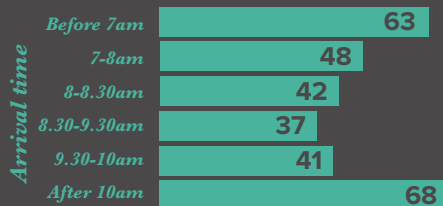
reduction in solo car commuting miles



14.3 mph

Average peak time speeds on A roads in Bristol

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



% 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 incentive

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 both work most effectively when designed and deployed together.



Flexibility

No one travels in the same way every single day. Rather 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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