

COLIN BUCHANAN

Introduction to Parking Management

National Transport Authority
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Transport Planning

Contents

- Our experience
- Exploring different strategies
- Strengthening the business case
- Mode shift benefits
- Links with the travel plan
- Questions

Our experience

- Independent strategic travel and parking advice
- Business case development through to implementation
- Parking management and enforcement
- Negotiation with Unions

Who have we worked with?

- Universities
- NHS Trusts
- Councils
- Finance
- Retail
- Developers



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Parking is about rationing...

- Scarce space
- Expensive to maintain
- Ration by
 - allocation or
 - price
- Combination of the above



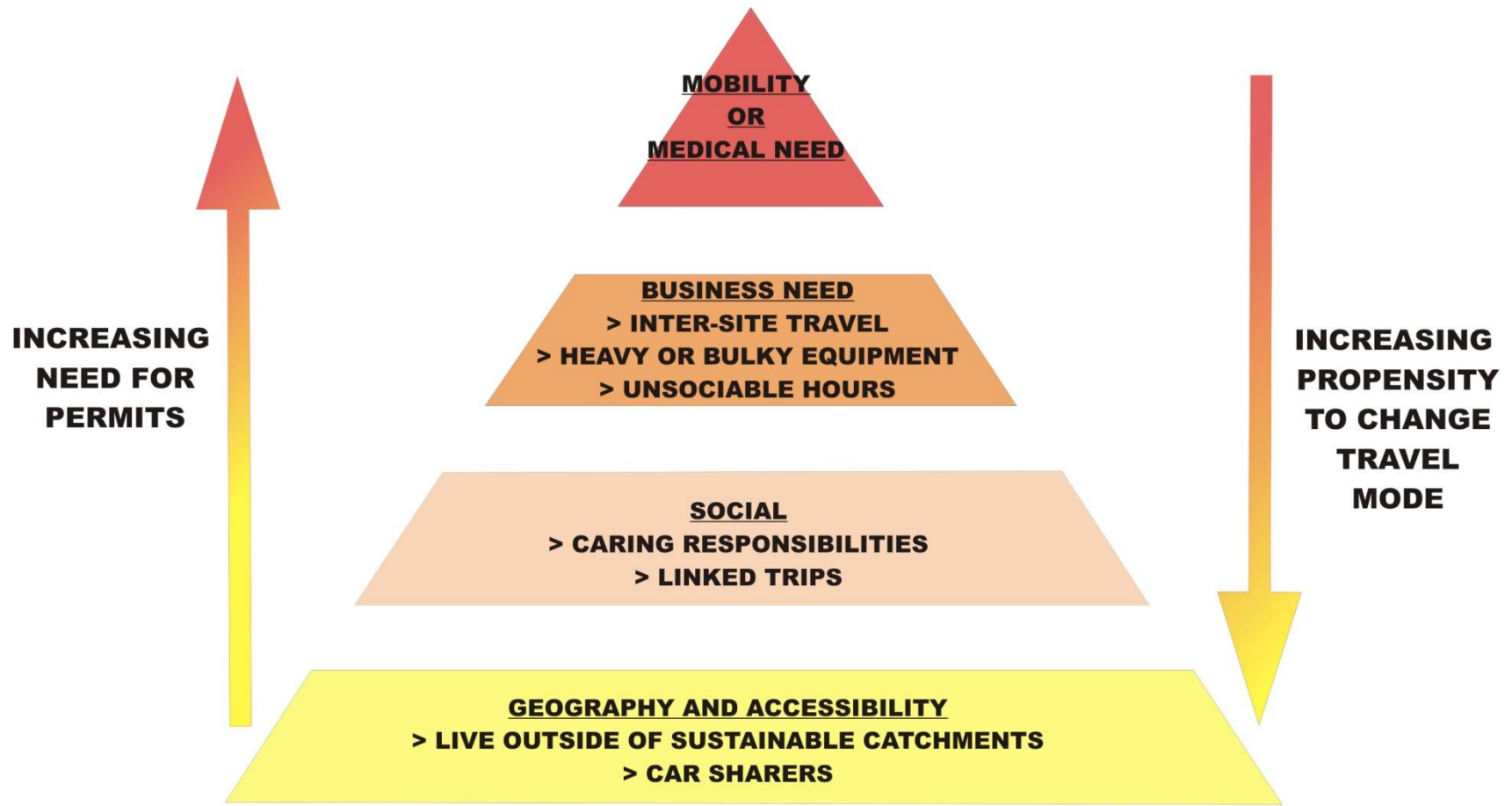
Staff v customers?

- Retailers prioritise customers, offices staff
- Universities tend to prioritise staff
- Health trusts should prioritise patients but not always the case
- Should some users be given preferential parking?

Rationing for staff

Price	Allocation
Fixed rate	Medical / mobility
Daily charge	Business need
Zone	Social (e.g. caring)
Salary	Geography
Emissions	Car sharers
Free parking days	

Allocation



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Can you afford not to charge?

“We believe NHS money should be spent on treating patients. If we didn't charge for parking, money intended for patient care would have to be used to provide and maintain parking facilities on the site.”

Cambridge University Hospitals NHS Foundation Trust, 2010

Conversely...

- At Berkeley in the USA, only Nobel Laureates are eligible for the campus's highest status symbol—a named parking space



Changing times?

- Tide is turning on recouping parking purchasing and maintenance costs
- Parking subsidies for staff can be 20+ times higher than revenue
- Need to fund more sustainable travel measures
- More equitable policies needed across staff groups

Using charging

Price	Rank (£ Revenue, 1 = highest)	Propensity to influence staff behaviour
Fixed rate	1	Low
Daily charge	3	High
Zone	2	Low
Salary	6	Low
Emissions	4	High
Free parking days	5	Medium

Cost effectiveness

- Best value from emissions based charging for annual permits combined with occasional user permits
- Should expect mode shift between 5-15% away from the car
- Salary related charge also popular with Staff Unions
- Revenue and costs need to stack up!!!
 - 50/50 split between enforcement and spending on the travel plan

Some common arguments against policy changes

Another tax on staff	Parking is a choice. We are only reducing the parking subsidy and making travel investment equitable across staff groups.
Emissions charging targets the poorer paid staff	Conversely, research shows that poorer paid staff do not actually have higher emissions for their vehicles
Staff will leave	Good luck! Everyone else is already changing their policies
Why is money being made from staff?	We are only reducing the losses associated with parking. If we do not recoup parking costs, salaries and jobs will be affected.

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Health sector

Trust	Mode shift (reduction in car use for staff)	Time period
Lewisham Hospital	11%	2 years
North Bristol NHS Trust	12%	8 years
Ealing Hospital	10%	2 years

Universities

Trust	Mode shift (reduction in car use for staff)	Time period
Bournemouth	23%	4 years
Northumbria	13%	2 years
Central Lancashire	9%	4 years

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Parking is a part of the transport solution...

- Parking problems are a **symptom** not a cause
- **Travel is the cause**, and there are multi-modal solutions
- Travel plans help to ensure a variety of solutions
- Travel plans and parking are **inextricably** linked

Travel Plans and parking

- Complementary ‘carrot’ to CP ‘stick’
- Parking can pay for travel plan
- Reduce reliance on single-occupancy vehicle use
- Reduce carbon footprint of travel and more accurate reporting
- Increase overall accessibility of the campus

Car sharing

- The ideal parking solution?



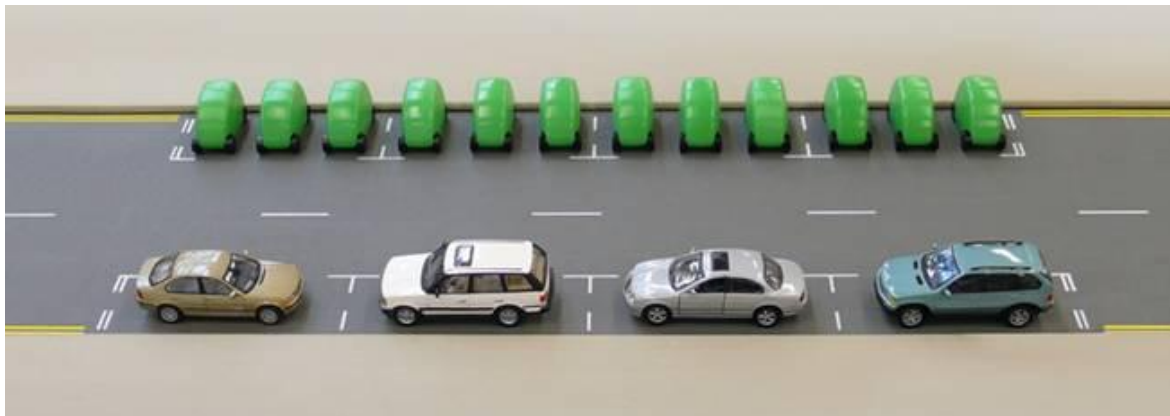
Car sharing in reality

- Enable users:
 - Car share database
 - Guaranteed ride home
- Need to have incentives in place:
 - Financial
 - Parking priority
- Enforcement mechanisms:
 - Barriers
 - Patrols
 - Self-policing



Summary

- Travel plans and parking are inextricably linked
- Focus on mode shift, carbon and financial viability
- Travel subsidies should be even across staff groups
- Start making plans for low carbon vehicles



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