

Appendix 12 – Optimise Use of Car Parks

Promoting modes other than the single occupancy vehicle will reduce pressure on car parking spaces

Managing access to, and use of, car parking spaces will impact on the number of people choosing to drive alone to work. Some options to manage your organisation's car parking are outlined below.

What's in a Parking Space?

Where car parking spaces are leased, an organisation will know what each space costs the organisation per annum.

For organisations where parking is not leased, 'invisible' costs associated with parking can include:

- Maintenance costs
- Insurance
- Security – both personnel and lighting/ CCTV/ fencing/ barriers
- Land purchase
- Ground works/ surfacing
- Street furniture (signage/ bins)
- Administration – including personnel and software

Where expenditure that would have been directed towards car parking is used to promote other modes, an organisation can reduce costs associated with parking, while also addressing employee wellbeing by providing access to alternatives to the car for the commute.

Introduce Permit Parking

Permit parking can be a useful way to restrict access to car parking resources, particularly if priority parking is required (e.g. business requirements, late term pregnancy, carsharers' parking).

Options to consider when introducing parking permits include

- Removing 'reserved' carparking spaces, other than parking for those with mobility issues, carsharers or employees in late term pregnancy
- Allocating parking permits on a 'needs' basis with priorities defined by employees. Categories of priority might include those with mobility issues, shift workers, employees in late-term pregnancy, employees with carer's duties, carsharers, those using a car for business, or employees travelling long distances with limited access to public transport.
- Allocating permits based on job requirements
- Charging an administration fee to issue parking permits. Besides covering administration, this fee can be used to fund promotions for other modes, and to reduce the attractiveness of driving as it incurs a cost to park at the employer's site.

If your organisation already has parking permits in place, consider:

- Inviting all employees to re-apply for permits on an annual basis. This allows Facilities to remove old permits from the

system and to get a more accurate picture of who is actually accessing your organisation's car parks

- 'Buying back' parking permits from employees or exchanging permits for other perks
- Introducing a 'cash out' scheme, where a bonus is awarded to every employee at the start of the year, with deductions being applied every time the employee uses the car park.

Managing Parking

Some of the following will aid your organisation in managing use of car parking spaces.

Introduce Clamping:

For cars parked outside designated parking bays or not displaying the relevant permits.

Having to pay a release fee to remove a clamp is a very effective deterrent to informal parking.

Require a Senior Manager to Sign Off:

When employees wish to use a car for business travel and to park on site (or claim expenses for parking). Link travel costs incurred in this manner to the Department budget.

Increase Cycle Parking Provision

and ensure it is covered and well lit. Ten cyclists can park their bikes in the space needed to hold one car, so the more employees are facilitated to cycle, the more car parking spaces are freed up.



Introduce Booking Procedures for Car Parking Spaces

For example, this could be an online ‘click and park’ booking system before coming on site.

Introduce Parking Fees

Depending on location, your organisation may wish to look at introducing parking fees for staff/ visitors. Consider ring-fencing funds raised for sustainable travel e.g. cycle parking or a shuttle bus. Options for charging include:

- Administration fees for permits
- Sliding scale of fees based on employee salary
- Break-even operation of car park
- Daily parking rates
- Discounted parking
- Maximum car parking entries per year per staff member with payment required for subsequent entries
- Fees during peak hours or for use of spaces in most demand

Note that pay-as-you-go parking fees are more effective at reducing cars coming on site than annual parking charges – as those who have applied for the year for parking have less incentive to leave their car at home.

Pfizer in Kent operate a parking ‘cash out’ system. Staff are credited £2 per day when they do not bring a vehicle on to the site.

The scheme also extends to carsharers and motor bike users, and is credited to salaries at the end of the month.

Pfizer has achieved a 12% shift from single-occupancy vehicle use and 15% increase in carsharing⁹.

Identify Car-Parking as a Benefit

Where employees have access to car parking, it can be worthwhile highlighting the value of this benefit. .

“KPMG incentivise people not to take a car park space by offering them a cash alternative, this is an innovate way of getting people not to drive”

Karina Howley, Head of Corporate Social Responsibility, KPMG (2010)



Reserved car parking for Expectant Mothers in Genzyme, Waterford

Provide & publicise cycle parking for visitors online and in advance of meetings/visits.

⁹ National Business Travel Network: The Essential Guide to Travel Planning (2008)

