Task & Finish - Car park visioning

Task 1

- Write 3 short, vivid, positive and innovative changes you would personally like to see by 3030 to the delivery of car parking
- Discuss with your neighbour and agree one
- Share with the group

Statements:

'able to find somewhere to park where and when you want at a price you chose'

- **Larger spaces (accommodate larger modern vehicles and making access/egress easier for less able drivers/passengers)**
- **Ability to locate spaces**
- **Improved system of payment (i.e. facility to pay for actual usage via smartphone)**
- Public/private transport harmonised
- Electric vehicle capability throughout
- Parking service linked to other services i.e. leisure use tech to cross-incentivise initiatives
- An initial "free" period or reduced cost parking
- Smarter technology (i.e. more apps)
- Any stay duration in any car park (no long or short)
- Coordination of all parking types i.e. on street / off street / private
- Peak time management of flow / usage
- Real time info on free spaces
- Better / easier enforcement i.e. CPE
- Pay direct from bank account

KEY EMERGENT AIMS:

= Convenience: access, location, availability, no-time pressure, use
e.g. car parks with capacity where needed in town, pay on exit not for a fixed parking term

=Easy: layout, payment options, design, location
e.g. larger spaces, payment in advance, by electronic means, improved flow and visibility

= Assisting (with technology): real-time information on availability most suitable place to park to meet your needs, payment choices
e.g. tools to advise where is free closest to your parking need and cost options with links to sat nav.

Task 2

- We are watching an LGA award ceremony, best innovative car parks
- What are the key accomplishments of the winner?

Statements:

- Cost neutral
- Self-sustaining (i.e. solar/wind power generators, electric charging)
- Multiple uses for the space
- Rapid charge facilities
- Car to determine best place to park based on journey arrival time + purpose + length of stay
- Car drop off point with car parked for you by us

KEY EMERGENT AIMS:

Sustainability: Energy neutral design including future charging needs
e.g. solar powered energy for car parks, materials used in construction and maintenance

Cost Neutrality: Surplus invested? Or No surplus?
e.g. parking account used for technology trials and investment to be innovative

Sustainability of Towns: Protect our environment and health, driving innovation and not compromising our way of life.
e.g. Minimise pollution and congestion by helping/informing where to park in advance

Task 3

- We are interviewing customers about our award winning car park provision
- What will they say?
- What is valued and what is helpful?

Statements:

- Right location every time (i.e. space location apps)
- Advance booking (online / apps)
- Reserved spaces linked to number plate recognition
- Convenient locations
- Immaculately clean
- Car parks by retail needs (i.e. items you require)
- Shopping delivered to your car
- Free parking
- Space where I want it, when I want it every time
- Value for money
- Charge points for electric vehicles
- Good service
- Easy to use payment solutions
- Pleasant place to visit (including car park appearance)
- "green" car park (e.g. eco friendly)
- Park and ride automated system
- Car park in the right place
- Car park over occupied by season ticket users
- Car park to expensive
- Congestion to high

KEY EMERGENT AIMS:

Quality: Clean, well maintained, safe

Sustainability: Energy, technology, way of life, linked to transportation issues/aims
e.g. Minimise pollution and congestion by helping/informing where to park in advance

Ease of use: location, payment, advance planning

POTENTIAL OPTIONS FOR STRATEGY AND SOLUTIONS:

- Improved and simpler end user experience:
    - car park layouts
    - features and facilities available
    - wider variety of payment options available
    - easier to find a car park & space
    - stay until ready to leave
    - value for money

- Improved infrastructure:
    - designation to support end user requirements
    - more effective enforcement
    - better information on usage