

# *Parking -What the customers look like*

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# Parking: My journey so far

- For me, the journey began 23 years ago
- Before parking was decriminalised
  - 1st exhibition was Parkex – Telford
- Characters I met in my early years
- Many advances in the parking sector since then:
  - Legislative changes – 84, RTA91 and TMA
  - 2-way real-time Mobile Communications to CEO
  - GPS tracking
  - ANPR
- These changes all help to drive and improve compliance
- Parking is a business
  - Large revenues
  - Office improvements



# How big is UK Parking?



c.7000 Car Parks  
c.17000 including  
Healthcare &  
Higher Education  
(BPA, 2013)



Local Authority  
Private  
TOC's  
Retail  
Airport



c. 8-11 million  
spaces in UK  
(under-  
represents non-  
regulated)  
(BPA, 2013)



Europe North  
America worth  
c.£5 billion rise  
to c.£32 billion  
by 2025 (Frost &  
Sullivan 2014)



34.5 million  
licenced vehicles  
on the road  
(Juggins, 2013)



Most of these  
vehicles spend  
90 % of time  
parked up  
(Juggins, 2013)

2 million smart  
parking spaces  
to be installed by  
2021  
(Juniper Research,  
2016)



Saves 4.2 billion  
man hours p.a. by  
2021, ,saving a  
working day p.a.  
(Juniper Research,  
2016)



£30 billion  
funding  
earmarked in  
Smart Cities  
arena



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# 'Facts' behind finding a space

- 30% of congestion is finding a space (average from studies 1927-2001):
  - 6 Minutes 45 Seconds – increased up to 20 Minutes for major cities
  - 2546 Hours
  - 106 days of your life
- Suppose 6 minutes to find a space, one space accommodates 10 cars per day:
  - 6 minutes for parking in a space 10 times a day creates **60 vehicle-minutes** of travel per space per day
  - 60 minutes of driving at 10 miles per hour creates 6 vehicle miles travelled per space per day
- Imagine 100 spaces:
  - 6 miles a day for 100 parking spaces creates 600 extra miles travelled per day
  - 600 extra miles travelled a day for 365 days creates 219,000 **miles travelled per year!**
  - If the average car gets 30 miles per gallon, the fuel wasted driving for these 100 spaces would amount to **9,125 wasted gallons of fuel!**



# Why is Parking so Integral

Every journey ends with parking a vehicle:

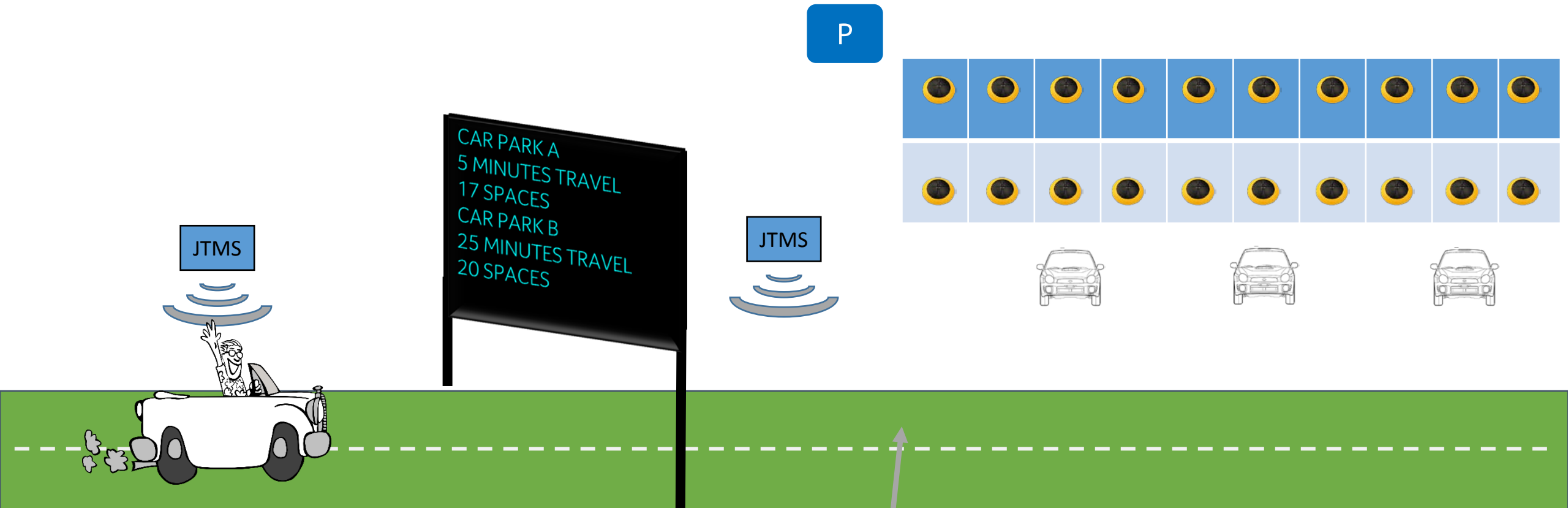
- Local Authority
- Leisure
- Retail
- Residential
- Transport
  - Rail
  - Airports
  - Ferry ports
  - Park & Ride
  - Service Areas

**All journeys are dependant on the network to park**

# How can technology make journeys better?

- Multi modal journey planning - most effective A to B
  - Car
  - Rail
  - Bus
  - Cycle
- Dependant on real-time availability
  - Otherwise car is the liability
- How can you collect space availability
  - Bay Sensor
  - Camera- computer vision
  - Loops/radar
- Present Space Availability
  - VMS – Full Matrix RGB multi purpose
  - APP
  - In Car
- Utilising Journey Time to provide an added level of intelligence
- Help reduce Co2 through technology





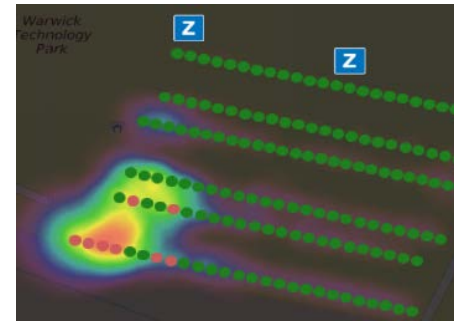
SMS



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# Supporting effective car park management

- Integrated, innovative solutions
- Combine technologies for increased accuracy
- Provide a holistic overview of the asset:
  - City/town
  - Street
  - Car park
  - Space
  - Reporting- heat mapping
- Enables the operator to provide better services
- Deliver a proactive and efficient service



- Bay Free
- Bay Occupied
- Overstay





# Latest developments and the future

- Real-time availability:
  - Book/reserve in advance
  - Connected car – pay.....the car is the sensor
  - Dynamic guidance to available spaces based on Customers preference.
- Dynamic pricing based on utilisation:
  - Autonomous car parking itself
  - Buying time, not the car
- What is clear is that the parking industry has come a very long way
- Finally, some emotions we have all experienced: initial amusement; confusion; disbelief; amazement; and (eventually!) exhausted relief to see the end!

[BAD PARKING](#)



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