

Car Park Management Strategy (CPMS)

1. What is a CPMS?

A CPMS:

- aims to manage parking spaces
- is necessary in a situation where there is pressure on parking spaces
- enables a parking problem to be contained through management.

2. Why do we need one?

Demand for car parking spaces currently exceeds supply

Car parking is often seen as a right rather than a privilege. The CPMS challenge is to change staff perceptions about car parking. This involves encouraging them to understand:

- There are alternative ways of travelling other than single occupancy car travel
- The employer is committed to helping them if they want to try these alternatives

The CPMS is arguably the most important element of the Travel Plan (TP). By having a CPMS the demand for spaces will decrease. The more parking spaces there are the more likely people are to use their cars, especially if they are free – even if there is significant public transport in the area

Consider:

- Car parking spaces cost money to an organisation.
Car parking costs can be calculated by considering:
 - Land acquisition or opportunity cost
 - Rent or notional value based on construction cost
 - Maintenance and rates
 - Security (patrol/CCTV)
 - Lighting
 - Administration (permits etc.)£500 per space per year would not be unreasonable, depending on location
- Car parking can often take up more space than the building in which the employee works – it could be used for something else
- Many commuters do not move their car from the car park all day
- There is often nowhere for visitors / clients to park
- Free parking is a benefit to people with cars. People without cars cannot benefit from free parking

3. How can a CPMS work?

If the CPMS is to work there must be:

- Active management. Unless there is tight car parking management it will be difficult to influence employees' travel to work behaviour away from the car
- Enforcement rather than allowing equal access for all
- Criteria for parking based on job requirements and transport needs rather than seniority and first come, first served
- Satisfactory alternatives for travelling to and from their place of work
- Parking controls outside the site, otherwise people will just park on the roadside outside their place of work

CPMS suggestions:

- a) Reduce the number of "free" spaces by identifying priority users of the car park.
Create restricted areas conveniently near the entrance for:
 - Cycles
 - Powered 2 wheeled vehicles
 - Disabled
 - Car sharers
 - A drop off point where cars are only going to remain for a few minutes (may be deliveries)
 - Visitors

Also creates restricted areas within the car park for:

- Carers who have responsibilities on their way to and from work (such as dropping off small children) which cannot be met using public transport
 - Pool cars
 - Essential car users who:
 - Have to use their car for work during working hours
 - Live too far away and have no realistic alternatives
 - Shift workers
- b) Issue permits for those with priority needs. This must be administered fairly and consistently and the parking needs to be “policed”
- c) Introduce a charge (or higher charge) for car parking and use money raised for TP initiatives. Charges could be reimbursed or lowered for those who need their car for business (or other priorities identified above). There could be reduced rates for those who use alternative modes when possible
- d) Provide sustainable transport allowances (e.g. bus passes) for staff who surrender car parking permits or give up their car parking space
- e) Review policy on providing car parking permits for new staff

4. Where to start?

Survey:

- How many parking spaces will there be on site?
- How many parking spaces will there be off site?
- Cost of parking spaces?
- Who currently parks and why?
- Who needs to park and why?

5. Conclusion

Changes to the car parking regime may mean some people miss out on spaces they previously considered theirs by right, but if this “stick” is balanced by sufficient “carrots” which end up giving them more alternative ways of getting to work, they are more likely to accept the need to change.

A CPMS can be one of the most effective tools in a TP. It can also be one of the most controversial. You will therefore need to keep staff involved and supportive of your TP, and make sure that you have the “carrots” in place before you introduce your car parking disincentives.

Information obtained from:

- PPG13:Transport (July 2002)
- N.B. “Maximum Parking Standards for Further Education = 1 space per 2 staff + 1 space per 15 students. The standards for students relates to the total number of students attending an educational establishment, rather than full time equivalent figures.”
- TP Resource Pack for Employers (Transport Energy Best Practice)
- Travel Smart