

Public and private organisations promoting parkand-ride together

Henriika Weiste, WayStep



TAMPEREEN
KAUPUNKISEUTU

 TAMPEREEN KAUPUNKI


PIRKANMAA

Objectives

- This presentation concerns the use of existing built facilities for park-and-ride purposes.
- One objective was to create clear operating models and conceptualise simple procedural guidelines for collaboration between public and private entities in order to develop park-and-ride arrangements.
- A further aim is to promote activity among municipalities and parties such as commercial operators when expanding the use of park-and-ride arrangements.
- The operating model was created on assignment for the Council of Tampere Region and the City of Tampere, and the project received funding from the Ministry of the Environment's Municipal Climate Projects programme.
- Implementation by WayStep Consulting Ltd and Linea Consultants Ltd.

Background

- From the perspective of the efficiency of the transport system, it is important to make effective use of locations that are suitable for park-and-ride facilities.
- Using existing car parks is a quick and inexpensive solution, but it is often difficult to get negotiations started.
- The demand for park-and-ride facilities is highest in the grounds of shops, service stations or similar places located close to transport nodes.
- These sites are often located on private property.

Operating model for public and private entities in the promotion of park-and-ride arrangements

1. Preparation phase

2. Planning phase

3. Realisation phase

4. Use

Operating model for public and private entities in the promotion of park-and-ride arrangements



1. a) Identifying potential park-and-ride sites

The municipality is responsible for investigation in the initial phase. The initiative to arrange park-and-ride facilities may be made by a municipality, private landowner, public transport operator, or another entity or resident.

Investigating the suitability of the area as a park-and-ride site. The principles are high demand for travel (lots of commuters), easy accessibility to the site in terms of transport, and an adequate public transport offering. It is essential to investigate whether the landowner is interested in developing the area into a park-and-ride facility.

Important objectives are **to offer a sufficient number of parking spaces, locate the car park close to the place of departure, ensuring a convenient connection from the car park, and provide sufficient public transport.**

The municipal building supervision department must be contacted. The department should be informed that the area is being studied for park-and-ride use. Check the town planning status and any obstacles to implementing a park-and-ride facility.

Operating model: collaboration or land purchases

Challenges identified on pilot sites

1. Estimating demand in advance

If park-and-ride facilities are entirely new concepts for the municipality, demand is difficult to estimate. Park-and-ride facilities can be started by experimenting and studying demand in practice. It is critical for commercial operators to have enough parking spaces for their own customers.

2. Encouraging commercial operators to get involved

It is important for commercial operators to encourage the users of park-and-ride facilities to shop at their stores. Commercial operators would like information about where the financial and collaborative benefits ultimately come from.

3. Questions related to the division of responsibilities

How are responsibilities divided? What are the roles of each party in the preparatory stage?

4. Agreements

How does the municipality make agreements concerning operating on another party's land?

Content of agreements – checklist

2. Planning stage
example of the content

Matter to be agreed	Comments on the content
Term of lease or agreement	Option to discontinue the park-and-ride service if demand or operations do not meet expectations.
Amount of compensation	In principle, this is compensation under an access agreement. Sum and payment schedule.
Action taken in the park-and-ride area	Specify the action that the municipality can take in the park-and-ride area (such as installing signage and lighting).
Intended use of the park-and-ride spaces, terms and conditions on alternating parking	The area is leased for the purpose of park-and-ride activities. Specify the time when the parking spaces are used for park-and-ride (10–12 hours each weekday or similar).
Damages	Who is responsible in the event of a problem?
Marketing and communication	The marketing and communication responsibilities can be divided between the municipality, public transport operator and commercial operator. Agreements may include using a common brand and access rights.
Maintenance responsibilities, quality of maintenance	The agreement should include precise terms and conditions on the maintenance of the parking area: the party responsible and the quality of maintenance. In the case of alternating parking, a commercial operator is, in principle, responsible for the maintenance of the park-and-ride spaces as a part of the maintenance of the car park as a whole.
Disturbances and monitoring	Agree on how parking is monitored.
Method for terminating the agreement	Notice period and form of notice.

The draft agreement should be reviewed with the parties responsible for road-building and maintenance.

26 October 2020

Benefits of park and ride

Benefits to private operators

- Potential to gain new customers from a wider area, such as neighbouring municipalities.
- Fostering an image of social responsibility.
- This could be a competitive advantage over nearby stores.

Social benefits

- Promoting sustainable mobility and low-carbon travel chains.
- The use of public transport increases, profitability improves, and the need for social support decreases.
- The volume of car traffic decreases, and there is less need to invest in parking infrastructure.
- The social benefits accrue to the residential municipality as well as the municipality where people work.

Thank you!

<https://pirkanmaa.mediafiles.fi/catalog/Pirkanmaa/r/1799/viewmode=previewview>



waystep 
consulting

henriika.weiste@waystep.fi



PIRKANMAA