



Parking: Road to Recovery

A UK Perspective on Parking Management

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4th February 2011

New Partners for Smart Growth, Charlotte, North Carolina



City of Westminster Overview



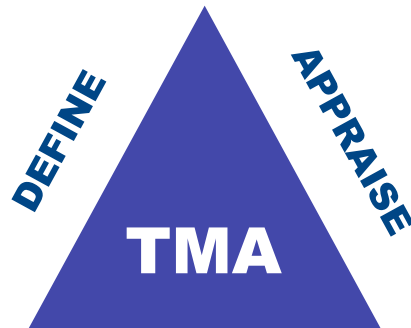
City of Westminster Overview



Objectives of Civil Enforcement



Comprehensive approach to parking & traffic management



REPORT



Increase compliance with the parking restrictions



Our 'Blueprint' for Parking Services

Clamping & Removal scrapped

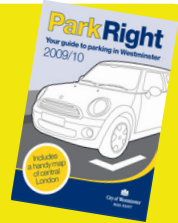
'Common Sense' Parking

Cashless Parking



Protocols published

Park Right



New CEO uniform



Mystery Shopping & Customer Focus Groups

Website re-launched



Annual Report

City of Westminster
PARK RIGHT

P Westminster City Council Parking Services

Mission Statement

Firm
Our aim is to consistently and effectively enforce against parking contraventions.

Fair
We are committed to delivering a parking service that gives motorists the best possible opportunity to comply with parking rules and regulations.

Excellent
We wish to provide the blueprint parking service to which other authorities aspire.

Progressive
A culture of continuous improvement ensures the service is constantly innovating and responding to the needs of a wide range of stakeholders.

City of Westminster
PARK RIGHT



How it used to look in Westminster



Today in Westminster



**Card ONLY
Pay & Display**



**Street scene
de-cluttered**

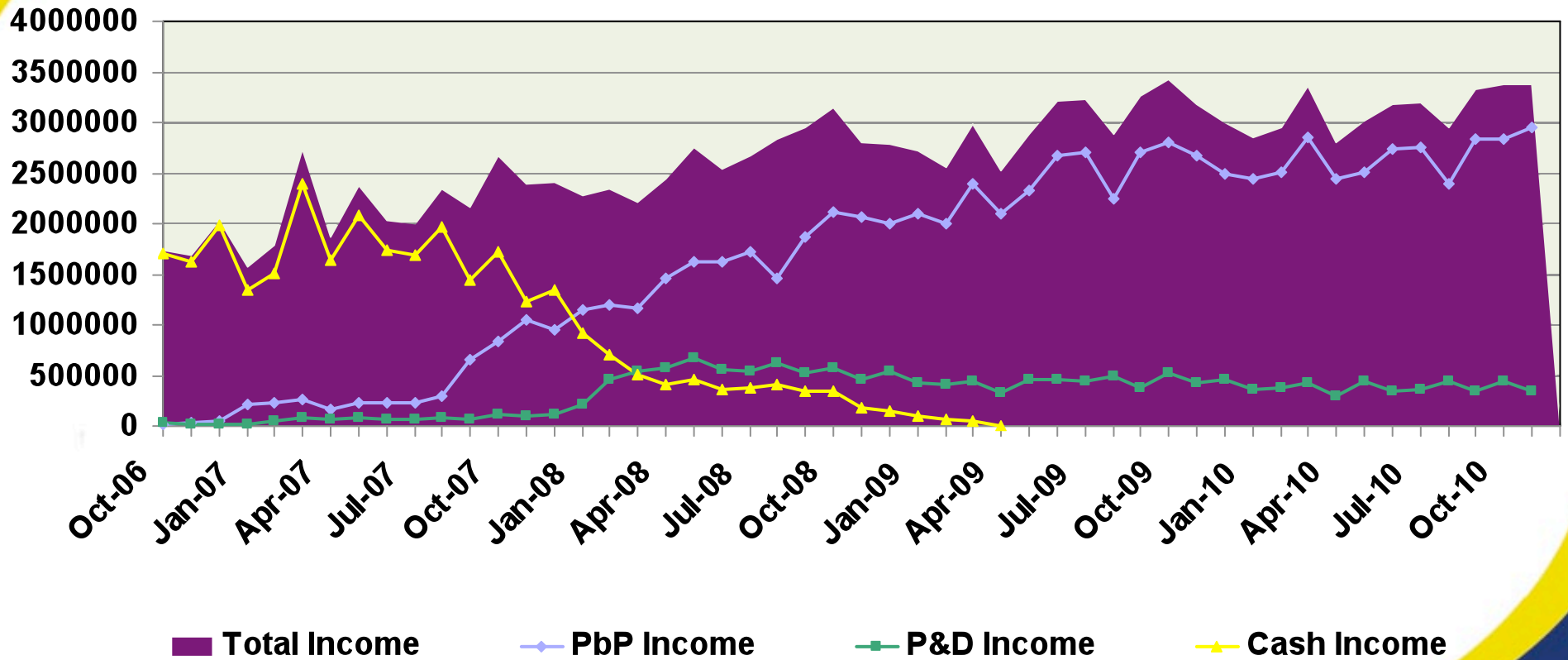
An advertisement for Pay by Phone Parking. It features a red car parked next to a mobile phone. The text reads: **SIGN UP FOR
PAY BY PHONE PARKING**. Below the text are four bullet points: ① coin free convenience, ① simple, secure payment, ① optional expiry reminders, ① easy top-up payments. At the bottom right is the City of Westminster logo and the text 'City of Westminster PARK RIGHT'.

**Pay by Phone
Parking**



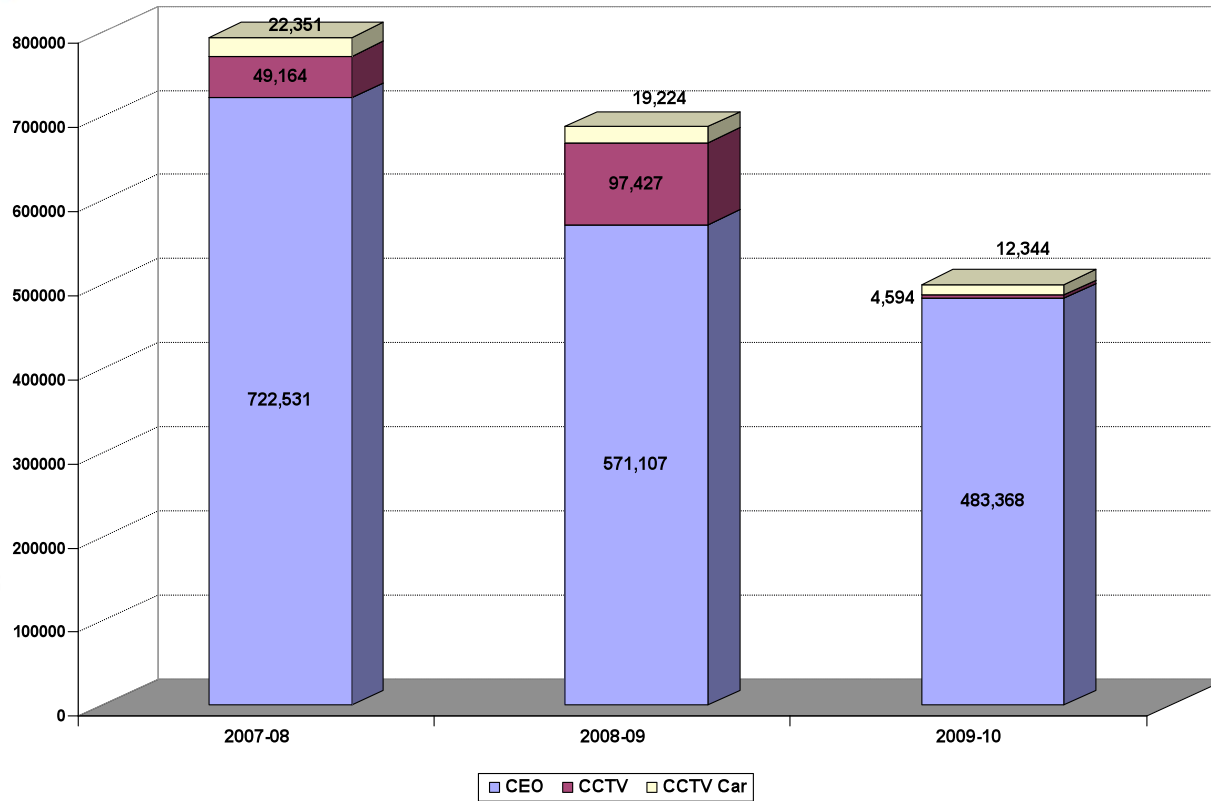
How payment patterns changed ...


On Street Paid for Parking Income




Impact on parking fines ...

Penalty Charge Notices Issued - 3 yr trend



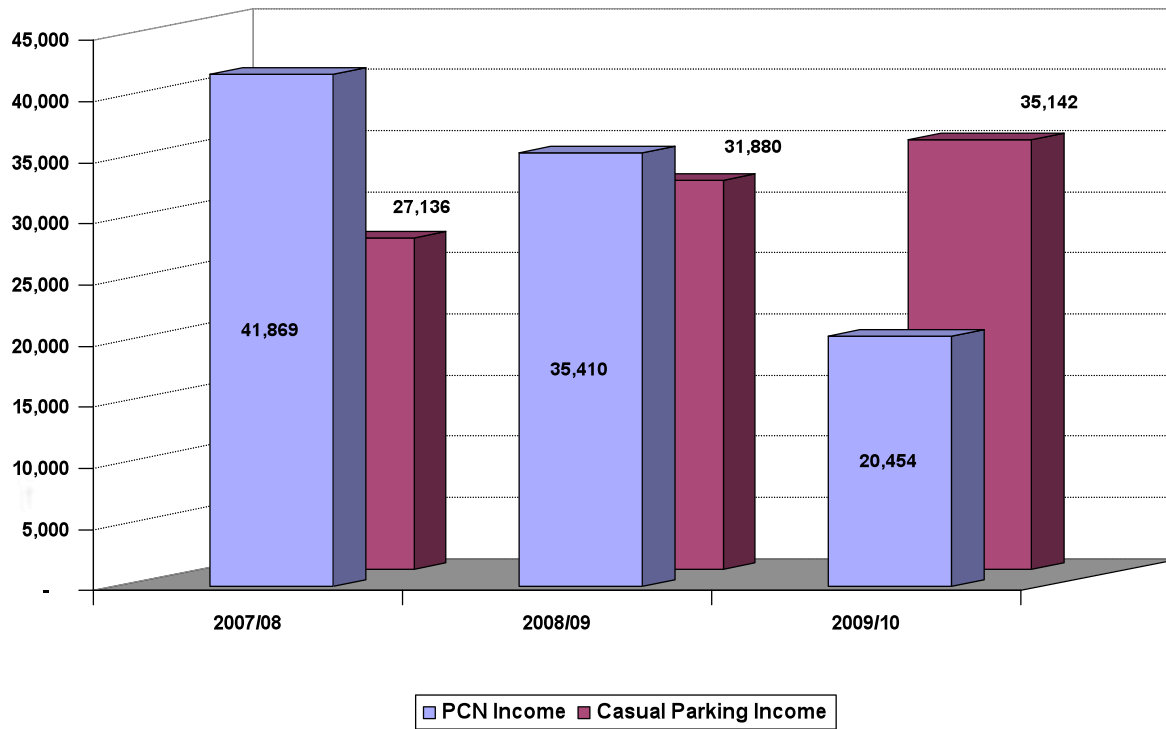
 **Overall PCNs**
37%


 **Productivity**
34%
0.8 PCNs p/hr



Impact on overall parking revenue ...

Parking Income (£'000)



 **PCN Income**
51%

 **Casual Income**
30%



Looking forward ...

Intelligence led deployment



Joint working & shared services

