



Parking in **the digital age:** Canterbury's **journey**

Peter Davies
Canterbury City Council

Customer focused

It's always about the customer



Insight: **central** to transformation

- Understanding our customers
- Understanding our processes
- Policies can be changed
- Risks are not 'black and white'
- Test, iterate and fail fast
- Habits can be broken



Parking is about the customer



Insight: **central** to transformation

Car Parks

- Contacted nearly 2,500 customers
- Face to Face
- Online survey
- Focus group
- Incentivised
- Statistically significant sample

Permits

- Initiated as part of Gov Verify
- Telephone interviews
- Face to face
- Focus group
- Part of national pilot project
- Tested pilot with customers
- 98 customers interviewed

Insight **told us a lot!**

Parking permits

A lesson in 'failing fast'



Paperless permits: **learning to listen**

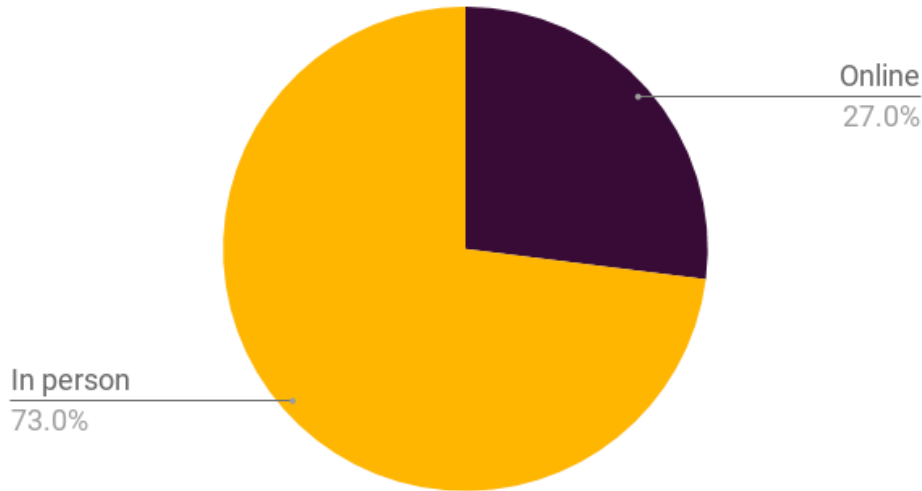
- GovVerify Pilot
- Identified our aversion to risk
- What were the 'actual' risks?
- Lots of pain points in the customer journey
- Better than most, but not better for customers
- First time we had ever spoken to customers

It's ok to fail, just fail fast



Paperless permits: **learning to listen**

Application method (old permit system)



“Couldn't apply online due to not having my council tax number available... it was taking a long time so ended up going to the offices”



Paperless permits: **learning to listen**

- Average 4 days for a visitor voucher
- 14 days for an online permit application to take effect
- PIN number lost - unable to retrieve on back end
- Proof of residence required from everyone
- Unable to pay in installments / direct debit
- Significant 'just in case' staffing resource

Customer satisfaction: very low



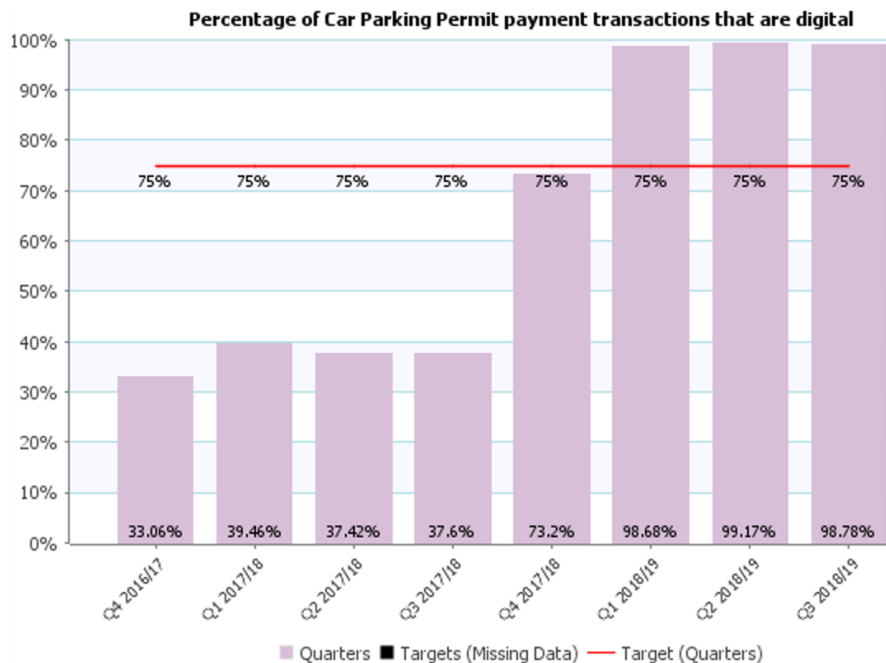
Paperless permits: **learning to listen**

- Existing supplier - unable to deliver
- Gov Verify - sledgehammer to crack a nut
- Risk - mitigation not annihilation
- End to end digital - it's achievable
- Can't please everyone - but don't stop trying

What is the success criteria?



Paperless permits: **rebuilding** a service



Savings

- £21,000 in print and postage
- Reduction in customer service processes
- Reduction in back office processes
- SaaS solution - reduction in onsite IT costs

Happier **customers**



Paperless permits: **continuing to listen**

 **Edd Withers** Great news!
Like · Reply · 1y  2

^ Hide 13 replies

  **Ben Fitter-Harding** Got there in the end! 👍 New system looks awesome, loads of new features.
Like · Reply · 1y  1

 **Edd Withers** Permit is up for renewal on the 17th, so just in time to try it out.
Like · Reply · 1y  1

 **Edd Withers** Ben Fitter-Harding, just got my permit. Everything was very smooth! So pleased! Well done.
Like · Reply · 1y   2

  **Ben Fitter-Harding** That's fantastic news, thanks for letting us know, Edd.
Like · Reply · 1y

“Canterbury is now one of the leading and most innovative councils for providing parking services, it is our intention to continue improving them”

ANPR: off street parking

Digital car parks - the ultimate oxymoron?



ANPR: **being bold** and innovating

- Off street parking significant income stream
- ANPR not widely used in public sector
- Trialled with limited success
- Wanted a digital-, rather than hardware-focussed approach
- Cllrs were willing to be innovative and take risks

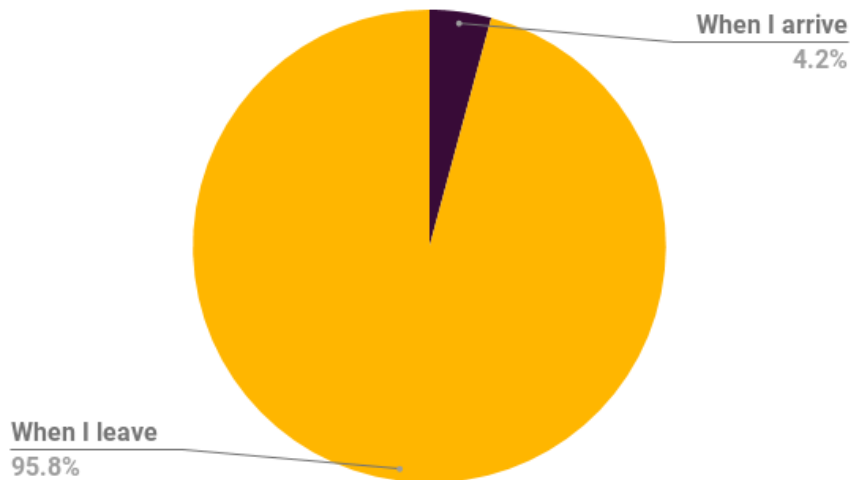
Needed to be customer-centric



ANPR: **being bold** and innovating

- Pricing not in top five issues
 - Congestion
 - Lack of spaces
 - Knowing in advance
 - Payment methods
- Want to pay for time-used
- Benefits for businesses
- Change!

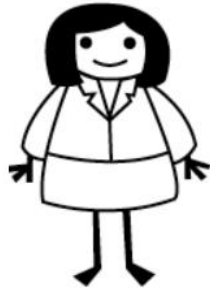
Preference of when to pay for parking





ANPR: **being bold** and innovating

The Regular



"I'd prefer that 'oyster style' payment because it's less to carry in the wallet, and you don't have to pre plan!"

The Casual Shopper



"I like the old school way - paying at the machines and getting a ticket"

The Tourists



"We've had a long drive so we chose the first car park we saw"

The Purposeful Parker



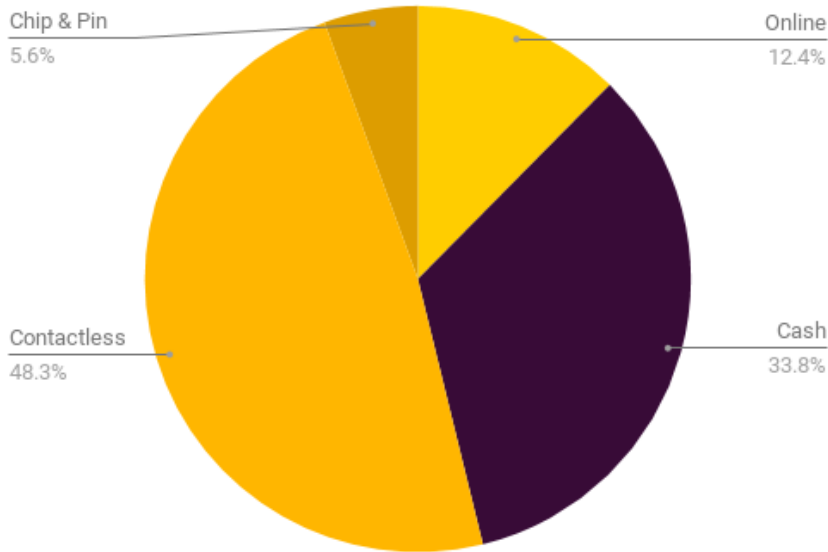
Short on time, chooses location over price, usually short stay (under an hour)

Procured as **customer-centric**



ANPR: being bold and innovating

Cumulative Total Transactions



Benefits

- Income up 28% LfL
- Increase in stay duration
- Over 15,000 online accounts
- Reduction in cash (and collection costs)
- 98% reduction in PCNs


Happier customers



ANPR: **being bold** and innovating

100%

Canterbury - Watling Street car park

172/172 




Savings

- No formal enforcement needed
- £20,000 savings in cash collections
- Reduction in PCN appeals
- Less cash = fewer thefts


Data driven parking




ANPR: better customer experience

Canterbury City Council Cheers Tim!
Like · Reply · 3w  1





John Humphreys Seems like a great system so far. Has worked every time I've used it. Have the parking charges risen at the same time, or stayed the same per hour?
Like · Reply · 3w

Canterbury City Council John Humphreys The charges haven't changed at the time of each car park joining the system, but there have been general rises over the last four years. Thanks, Rob, CCC comms
Like · Reply · 3w  1

Gordon Moore The new system seem a lot better
Like · Reply · 3w  2

Sheila Brudenell I love this new system. So easy to use, no need to have change, and you only pay for what you use.
Like · Reply · 3w  2

Carla Burgess Robert Ledwith a list of all the car parks
Like · Reply · 3w

Adrienne @mar45 · 30 Apr 18
can someone explain to me Y when I've paid in advance to rent a piece of car park tarmac, I'm not allowed to pass on the unused time I've paid for to someone else if I don't need it? No one knows exactly how long they're going to be & inevitably pay for longer to be on safe side
 2   2 

Tim Streater
@TimStreater

Replying to @mar45
Start a campaign to have your car parks converted to use ANPR. It's going that way in Canterbury, meaning I pay only for time used - and the payments are automatic so no fiddling about at payment machines.
23:23 · 30 Apr 18 · [Twitter Web Client](#)

Future opportunities

Parking - an integral part of our future strategic objectives



Opportunities: smart parking

- Smart city
 - Data-driven VMS
 - Air quality
 - Congestion management
- Variable pricing...?
- Fuel type-based pricing...?
- Responsive enforcement
- Predicting future demand



Parking: a truly digital service



5

Questions?

Contact:

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