

EPA AWARD 2017
CATEGORY 4 / INNOVATIVE SCHEMES IN PARKING

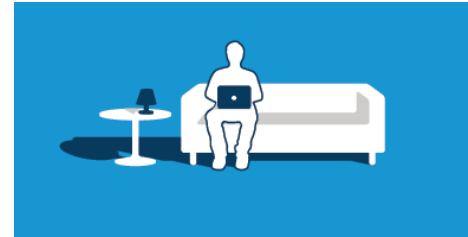
PARK & GO AT GLOBEN, SWEDEN



PARK & GO at globen eases the parking process and provides a more customer-friendly solution that leads to higher occupancy and income for the landlord. Park & Go ...



...OFFERS **SEAMLESS ENTRY/EXIT.**



...**LOWERS MAINTENANCE AND CONTROL NEEDS.**

...**SIMPLIFIES THE CUSTOMER JOURNEY OF PARKING**



PARK & GO

...**PROVIDES VARIOUS PAYMENT OPTIONS.**



...**LED TO AN IMMENSE DECREASE IN COMPLAINTS**



...**GENERATES USEFUL CUSTOMER DATA**

Project Objectives: Make parking at Globen easier for its customers

LANDLORD CHALLENGE



- **Large site with complex surrounding area:** Shopping area, events, concerts, sports arena
- **Heavy congestions in peak hours:** Barriers hindered free flow
- **Employee rogue parking:** 2-hour free parking misused by employees driving inefficient usage

APCOA
PARKING



PARK & GO

Ett enklare sätt att parkera



PROJECT OBJECTIVES



- **Satisfy the different demands of customer groups:** define target groups
- **Find a new solution to ease the entrance and exit flow:** use innovative solutions
- **Simplify the payment process:** offer various and comfortable payment methods

ANPR by entrance & exit



- Barrier-free car park entry and exit via ANPR technology
- Camera reads license plate and transmits registration number directly to central database
- Database contains whitelist of registered users that receive free / discounted parking

1

No parking times to suit



- Payment only for the actual time that has been used for parking at Globen
- Registration at entrance and exit makes it possible to calculate how long the consumer parked and what the cost of parking is
- No more hurrying back to the car before ticket expires (timeframe after payment at ticket machine)

2

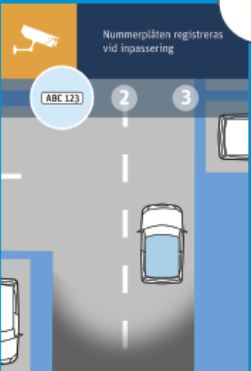
Choice of payment methods



- Pay by phone or at the nearest pay station
- Pay in advance or later on betala.apcoa.se
- Pay later within 72 hours on betala.apcoa.se
- Pay by invoice (will be generated automatically if payment is not made within 72 hours)

3

How to park with Park & GO



1

Nummerplåten registreras vid inpassering

ABC 123

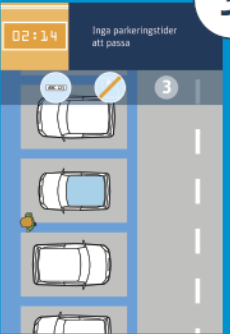
The number plate is registered at the entrance of the car park.



2

Ingen parkeringsbiljett - Bara parkera och gå!

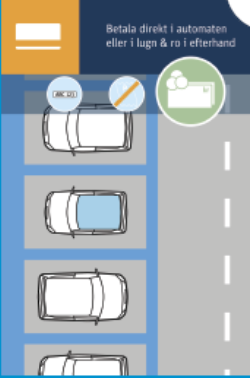
The customer just parks.



3

02:14 Inga parkeringstider att passa


No hurrying back to the car after paying payment at the ticket machine.



4

Betala direkt i automaten eller i lugn & ro i efterhand

A choice of payment options for the customer (ticket machine, mobile, web)



5

Registreringsnumret läses av igen vid utpassering och raderas helt efter betalning

When leaving the number plate is read again and erased after completed payment.

A simplified customer journey with Park & GO leads to a high customer satisfaction

ENTER



Smooth and barrier-free entering into the car park through ANPR technology that dispenses complicated and sensitive barrier systems.

PARK

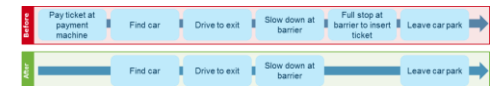


Easy location of free parking spaces thanks to parking space lamps that indicate in red or green whether the space is free or not.

LEAVE



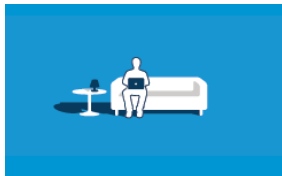
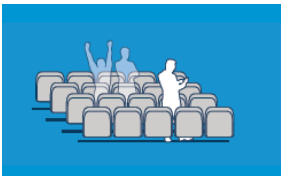
Way to ticket machine eliminated due to additional payment options. Smooth and barrier-free leaving.



Up to **50%** of wasted time in the car park can be compensated through the Park & Go solution.

FOR THE CUSTOMER

- **Better traffic flow:** Maximum throughput due to less queues at barriers
- **Customer experience:** no need to display parking licenses behind windshield, simpler payment
- **Individuality:** various payment methods to choose



FOR THE LANDLORD

- **Minimal administration:** Large parking space operated with minimal costs
- **Different parking rights:** Ability to distinguish parking rights between different user groups (e.g. visitors at the arena, shoppers at the mall)
- **Innovativeness:** Reputational boost from investing in an innovative solution
- **Customer intelligence:** Better understanding of who your parkers are
- **Customer data** (for non-cash payment options): Access to customer data
- Higher site revenue due to higher realized frequencies

Project results: Lowered costs and improved flow at Globen through ANPR and new payment options

PROJECT OBJECTIVES



- **Satisfy the different demands of the car park:** define target groups
- **Find a new solution to ease the entrance and exit flow:** use innovative solutions
- **Simplify the payment process:** offer various and comfortable payment methods

APCOA SOLUTION

Implement APCOA's proprietary Park & Go ANPR system

- ANPR cameras at all entries and exits
- Automatic detection of all cars coming into the parking area
- Limits re-entry and automatically detects rogues parkers

Strengthened parking guidance

- Floor signage with directions
- Parking space lamps to indicate whether space is free or not
- Quick entry and new circulation design

Additional payment options

- Various payment options suitable to the customer individuality
- Mobile, text messages, credit card, invoice or pay by web

EFFECTS OF INNOVATION



Drastic reduction in customer complaints...

- 98%

From ~200 to 5 calls per day

...lower maintenance and control needs...

- 86%

From 14 hours to 2 hours per day

...very limited rogue parking

+1.5%

Error margin on ANPR cameras

...and Like-for-Like growth

+5.6%

During Apr-Dec 2016 & 2015



Thank you for your attention

