DB NETZE

Illegal Parking Campaign
DB BahnPark

DB BahnPark GmbH

Tauentzienstraße 9-12

D-10789 Berlin

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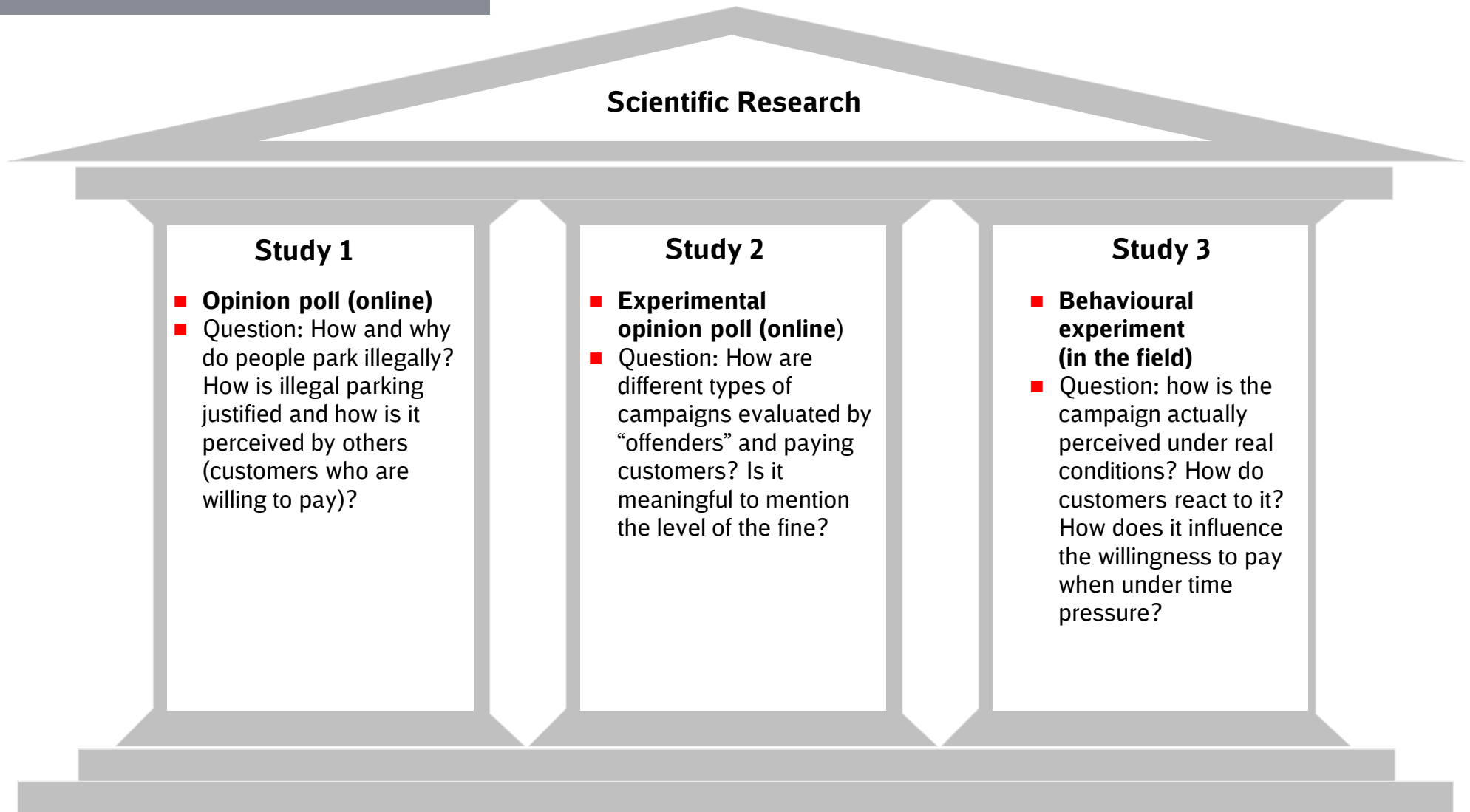**Deutsche Bahn and Contipark Company**

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- **DB BahnPark GmbH** currently operates 150 car parks, multi-storey car parks and underground car parks for Deutsche Bahn. It offers its services at the most of the important railways stations in Germany.
- A large proportion of the DB BahnPark's facilities are operated with **ticket machines**.
- Most of DB BahnPark's customers are prepared to pay the charges at its facilities. However, some customers are not: the so-called **illegal parkers**.
- For the purposes of **increased transparency** DB BahnPark wants to actively point out the consequences of illegal parking and put up corresponding information at its facilities which is clearly visible: **Illegal parking is expensive!**
- The problem with this is that such measure also addresses customers who are willing to pay and may see themselves as being threatened, which is felt to be dissuasive or hostile.
- DB BahnPark is carrying out **scientific, empirically structured research** with the aim of then being able to roll out a campaign which does not have a negative effect on the frequency with which its facilities are used. At the same time the message should be so clear that people who are not willing to pay feel sufficiently dissuaded and feel required to pay parking charges.

➡ **Fewer illegal parkers**

➡ **More customers willing to pay**

➡ **Positive image**

Illegal Parking Campaign
Set-up of the Research Project

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Scientific Research

Study 1

- **Opinion poll (online)**
- Question: How and why do people park illegally? How is illegal parking justified and how is it perceived by others (customers who are willing to pay)?

Study 2

- **Experimental opinion poll (online**)
- Question: How are different types of campaigns evaluated by "offenders" and paying customers? Is it meaningful to mention the level of the fine?

Study 3

- **Behavioural experiment (in the field)**
- Question: how is the campaign actually perceived under real conditions? How do customers react to it? How does it influence the willingness to pay when under time pressure?

Illegal Parking Campaign
Psychological Categories of the Research

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Dissuasion
Fine
"Illegal parking will cost you dearly!"

Black sheep
Point at others
"illegal parkers are black sheep!"

Insight
Appeal to people's conscience
"We ask you for your understanding..."

Which campaign motive will be successful?

Reinforcement
Create solidarity
"You are a good customer!"

Stern, but humorous
evoke sympathy
("Illegal parking – doesn't it make you mad?")

Rational choice
Appeal to reason
"A ticket is cheaper than a fine!"

■ The research will focus on:
  – General perceptions of these campaigns
  – What prospects for success will they have?
  – Which emotions will be triggered by them?

Illegal Parking Campaign
Motifs Tested

Insight

Illegal parking is like travelling without a ticket.

Illegal parking is expensive.

Dissuasive

We see everything.

Illegal parking is expensive.

Rational Choice

Those who don't pay, pay the most.

Illegal parking is not worth it.

Illegal Parking Campaign
Motifs Tested

Reinforcement

Thank you for buying a ticket!

Illegal parking is expensive.

Black Sheep

Don't be a black sheep.

Illegal parking is expensive.

Humour

My SatNav didn't know the way to the ticket machine.
Excuses don't help. Illegal parking is expensive.

Illegal Parking Campaign
Winning Motif

Results after Study 2:

- The "reinforcement" campaign has been positively evaluated with regard to all aspects of perception enquired about.
- This campaign has, for example, the highest average score with regard to the statement "this poster's message is easy to understand".
- With regard to the statement "the tone of the poster is hostile", it had the lowest average score of all of the campaigns.
- With regard to the graphic design and the overall impression it has the best scores.
- With regard to the evaluation of its prospects for success, it has the most positive image of all of the campaigns. On the one hand this campaign has been attributed with the greatest prospects for success.
- On the other hand it has been indicated that this campaign may annoy people less than all the other campaigns.

Reinforcement

Thank you for buying a ticket!

Illegal parking is expensive.

Illegal Parking Campaign
Outlook

Study 3:

- Verification of the motif in a field experiment.
- Recruitment of test subjects through newspaper advertising / notices.
- Agree to meet at a particular time in place X (city centre).
- Test subjects are to drive from X to the railway station with their own car and to park it in the intended car park.
- At the car parks campaign posters are put up.
- Cover story: "everyday orientation behaviour". The test subjects do not know that they are actually supposed to evaluate the campaign poster. They will receive a task, such as:
- Test alternatives:
    - Time pressure: they must pick someone up on time.
    - No time pressure: they get advice in the travel centre.
- At the railway station the test subject will be asked questions ("have you seen this poster at the car park?", "have you bought a car park ticket?" etc.)

Reinforcement

Thank you for buying a ticket!

Illegal parking is expensive.
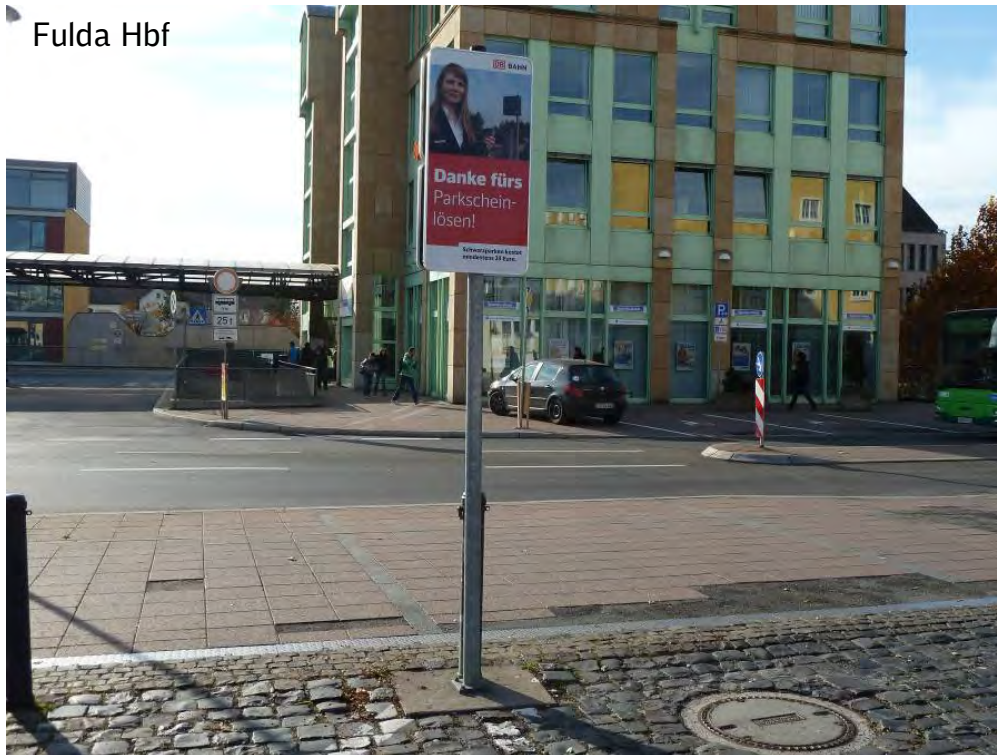
Illegal Parking Campaign Rollout

Rollout launched in 2012

- 117 train stations
    - 192 parking places
        - 351 installations points

- Ca. 570 signs in different sizes
- More than 100 new foundations and masts

Illegal Parking Campaign
Rollout examples

Fulda Hbf

Magdeburg Hbf

Deutsche Bahn and Contipark Company

Illegal Parking Campaign
Rollout examples

Düsseldorf Hbf

Hannover Hbf

Illegal Parking Campaign
Rollout examples

Passau Hbf

Köln Hbf

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Illegal Parking Campaign
Rollout examples

Duisburg Hbf

Contact

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