Parking research? Not worth the paper its written on!

Women in Parking 2010
Russell Pask and
Tim Cowen
The challenge
What do you think of parking in Islington

Residents panel

22% “satisfied with parking”

But dissatisfied with what about parking?
• Not enough space?
• Not enough information?
• Over zealous CEOs?
• “Under zealous” CEOs?

• Development funding means we can find out more.....
The solution
More research?

What’s wrong with parking?
“Not enough spaces?”

What’s wrong with the CEOs?
“Are they courteous and professional?”

What’s right with parking?
“Rules properly enforced?”

How can we do better?
“Signs and lines?”
The findings
So...how many people ARE satisfied?

22% goes to 51%

So were we asking the right questions?
How we structured the survey
LGA Reputation Project
Five rules of reputation:
• Prove value for money
• Informing residents
• Trust
• Excellent services
• Changing Lives
Research Methodology

Clarity of aims and objectives
Quantify perceptions
Qualify reasons
Focus groups
Phone surveys
The Customer Journey
The findings

Nowhere to park – 61%

Enforcement too strong – 38%

Confused about parking signs - 25%

Confusion about who does what
The findings

• Seven in ten residents think CEOs have a difficult job to do
• Residents most likely to say enforcement is about right – 45%
• Enforcement of bus lanes is about right - 55%
• Two-thirds said it was difficult for visitors to park
Practical Outcomes

• CEOs key
  “ambassadors”
Internal messages
– Parking is improving
Use all communications channels
Remove misinformation
Summary

• Information is power
• Don’t be afraid to ask the difficult questions
• Councils and their contractors can work in partnership
• If you need to improve/develop, you can do it together