Commuter Parking on Hypermarket Car Parks and Target Group Marketing

Heljä Aarnikko & Sanna Ovaska, City of Tampere
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Greetings from Tampere!
Mobility habits need to change

Photos: Tramway Alliance
Tampere carbon-neutral by 2030: Modal Share Target 2030

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<thead>
<tr>
<th></th>
<th>2016</th>
<th></th>
<th>2030</th>
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</thead>
<tbody>
<tr>
<td>WALKING</td>
<td>31%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>CYCLING</td>
<td>13%</td>
<td>15%</td>
<td></td>
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<tr>
<td>CAR</td>
<td>46%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>PT</td>
<td>1%</td>
<td>1%</td>
<td></td>
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<tr>
<td>OTHER</td>
<td></td>
<td>1%</td>
<td>19%</td>
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</tbody>
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working day September
e-questionnaire about commuter parking

• 481 people answered, 781 location suggestions for commuter parking
• Wishes for commuter parking:
  56% no parking fees
  44% enough parking space
  36% information on PT timetables
  35% lightning
  16% food store, pick-up for food
E-questionnaire 2017 about commuter parking
Opening park and ride areas

- pilots with stores
- P&R areas locating on market’s parking area
- good experiences from Niihama P&R
- e-questionnairry for residents
Concept for commuter parking with retailers

- location: busy commuter traffic + good public transport, easy access and good signs
- direct marketing, not to replace bikes or PT
- efficient, shared land-use
- developing hand in hand with parking policy
- parking norms in land-use planning
- services for users?
- Is there a win-win?
Direct marketing to target groups
Thank you!

City of Tampere

Traffic Engineer Heljä Aarnikko
helja.aarnikko@tampere.fi

Project Manager Sanna Ovaska
sanna.ovaska@tampere.fi