

PARK NOW Group can help Councils make a positive impact in maintaining air quality

A use-case from the City of London

PARKNOW ✓



Driving Cleaner Air with Emissions Based Charging

Background

Air quality in towns and cities across the UK is a major health issue and vehicle emissions are a significant contributor.

With EU pressure to improve this, several Councils have now introduced RingGo Emissions Based Parking (EBP) to help change motorists' behaviour, reduce vehicle pollution and improve air quality. This is being achieved quickly and easily with none of the complex, time consuming and costly infrastructure required for low and zero emission zones.

How does it work

Using the vehicle registration, combined with information from the DVLA, the solution automatically varies parking tariffs, based on the emissions of the vehicle being parked.

In August 2018, the City of London launched the most sophisticated version of Emissions Based Parking yet, adjusting parking tariffs according to the emissions, fuel type and age of each vehicle. The solution mirrors the European Commission's Euro 6 standard :

- »»» Environmentally-friendly cars pay less
- »»» Newer, cleaner petrol and diesels pay a standard price, and
- »»» The most polluting vehicles are charged more.



“Reducing pollution is one of the City's top priorities and all measures are being considered. Introducing a tariff that differentiated between higher and lower polluting vehicles was one such measure.

The new tariff had to be easy to understand and technically possible and RingGo delivered this.”

– Kay English; Traffic Manager,
City of London



Constant communication

One great advantage of RingGo EBP is that it informs motorists each time they park about the impact of their vehicle, encouraging them to use alternative transport if possible. In London, 41% of car journeys are less than 2km – these are the high polluting trips EBP targets.

When they park, motorists see a pop-up in the app highlighting the variable emissions tariff and what has been charged.

Psychologists suggest these constant small nudges are most effective in creating behaviour change.

Results

Parking rarely receives positive press but RingGo EBP bucked the trend. Coverage was overwhelmingly positive with CNBC, Reuters and a host of environmental, motoring and parking titles covering the launch.

The solution has impacted usage too. Virtually overnight, parking sessions of the most polluting pre-2015 diesel vehicles reduced by 100-150 per day and sessions of pre-2005 petrol vehicles dropped by more than 20 per day.

Other factors may have influenced the year on year position, but pre-2015 diesels have dropped by a third, while electric and hybrid vehicles have increased by 57 per cent and 142 per cent respectively. Air quality appears to be improving too.

Benefits

- »» 10% cut in most polluting vehicles
- »» Positive media coverage
- »» No negative impact on Council's bottom line

"So yeah we need to keep emissions down. Keep everyone breathing properly. It's what we need to do."

"I love the app – it's so easy to use. I must use it 5,6,7 times a day. It's much better than conventionally when I used to carry £30 in pound coins."

- Motorists interviewed by Reuters parking in the City of London with RingGo EBP

The logo for PARKNOW is displayed on a dark blue rectangular background. The word "PARKNOW" is written in a bold, sans-serif font, with "PARK" in green and "NOW" in white. To the right of the text is a white checkmark icon.

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For more information about RingGo
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