

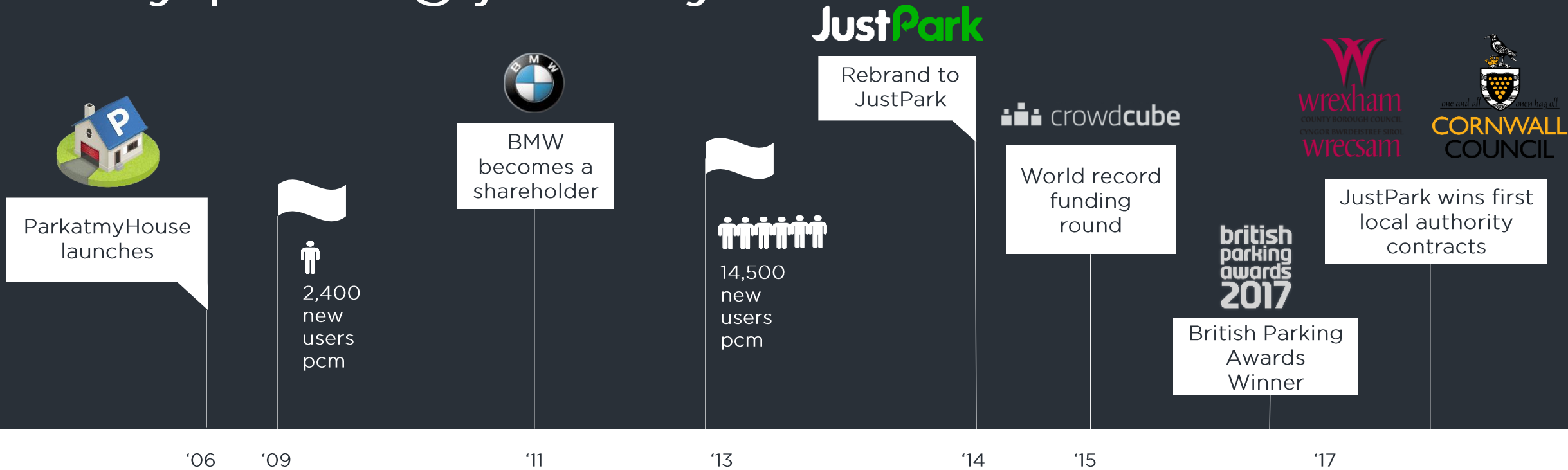


Making parking easy with  
positive parking experiences

Imperial User Group

12th October 2017

# My parking journey



	2006	2008	2010	2012	2014	2016	2017 *
<b>Employees</b>	1	1	1	3	5	25	40
<b>Driver registrations</b>	1,126	22k	90k	268k	648k	1.2m	1.6m
<b>Parking spaces</b>	370	11k	32k	83k	210k	305k	<b>3m</b>

What is a positive parking experience?









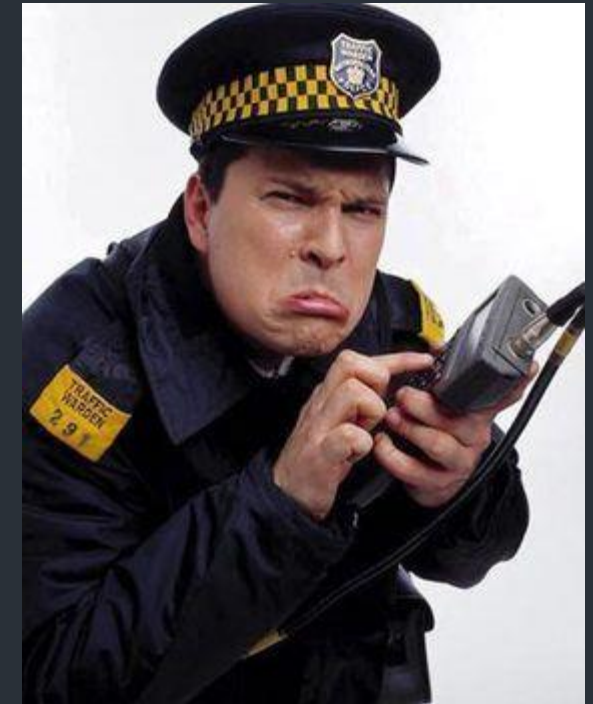


# Angry driver shoots traffic warden

AN ANGRY driver shot a traffic warden with a ball bearing gun after receiving a parking ticket.

## Angry driver prepared to risk jail for £20 parking fine after simple mistake

Tradesman Neil Clayton is seething after he was slapped with a ticket after tapping the wrong car registration into a parking machine





JustPark

When was the last time you had a positive parking experience?



# Understanding the customer journey

- Driver decides to go to a point of interest
- Driver checks the time to see when they need to leave
- Driver thinks about whether there will be congestion and if parking is likely to be a problem
- Driver looks for their car key
- Driver turns on the sat nav
- Driver turns on the radio
- Driver arrives at their destination and starts looking for parking
- Driver looks for location numbers
- Driver downloads/opens the appropriate app
- etc...



# The Key Stakeholders

## Local authorities



## The driver



## Retailers / Local economy



## Enforcement agencies



# Objectives for stakeholders

## Local authorities

- Reduce costs (increase cashless uptake)
- Reduce administrative expenses and time inefficient activities
- Build a positive brand (helps increase morale for parking team)
- Increase compliance
- Reduce congestion and emissions
- Increase revenue
- Improve overall customer experience

## Retailers / Local economy

- Increase footfall & revenue
- Provide a great customer experience and increase brand loyalty

## Enforcement agencies

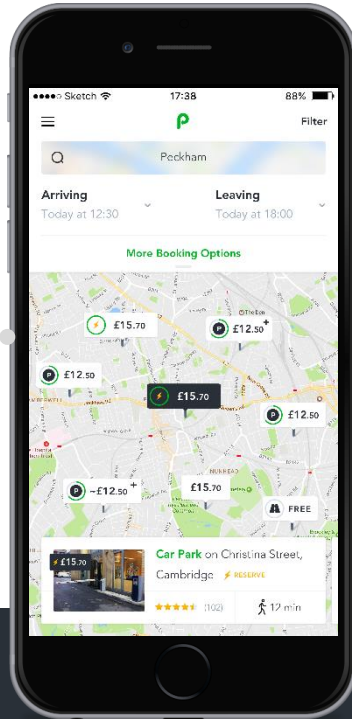
- Ensure tickets are issued fairly
- Improve relations between CEOs and public

## The driver

- Find an available & convenient spot quickly
- Reduced costs (and stress)

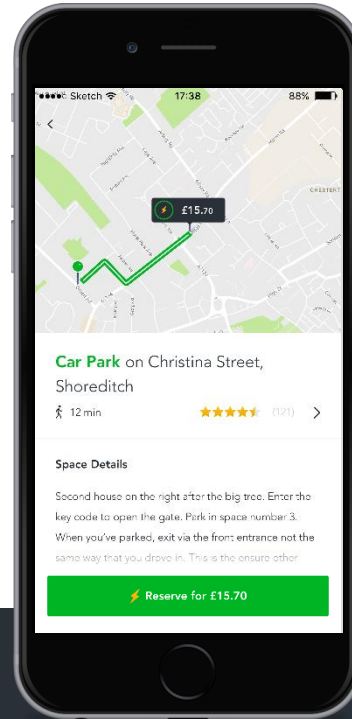


# A customer focused solution



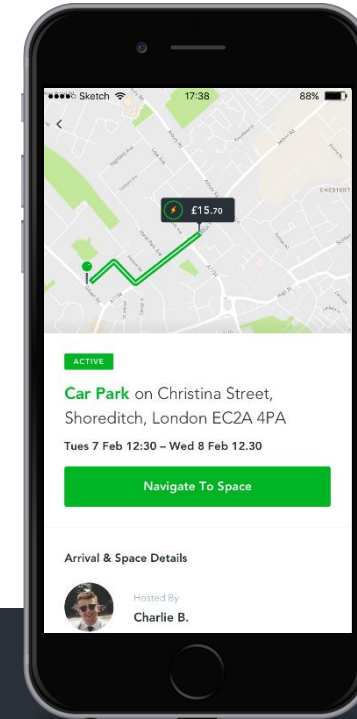
## Find parking in seconds

Choose the best space from all of the options. Helps drive additional revenue to your off-street car parks.



## Pay easily and quickly

The fastest way to pay for parking in the industry (Register and pay in ~ 30 seconds)



## Get on with your day

Navigate to your space and follow walking directions to destination and receive directions back to your parked car

# Parking discovery & predictive availability

- Using GPS, the movement of a car, payment information and historical parking data, we will be able to provide accurate real time and predictive availability for on-street parking spaces.
- Material impact on congestion and emissions and help drivers and goods move around towns and cities more efficiently.
- Over 1.5m drivers currently **choose** JustPark to help them find an available parking space.



# Objectives for stakeholders

## Local authorities

- ✓ **Reduce costs (increase cashless uptake)**
  - Reduce administrative expenses and time inefficient activities
  - Build a positive brand (helps increase morale for parking team)
  - Increase compliance
- ✓ **Reduce congestion and emissions**
  - Increase revenue
- ✓ **Improve overall customer experience**

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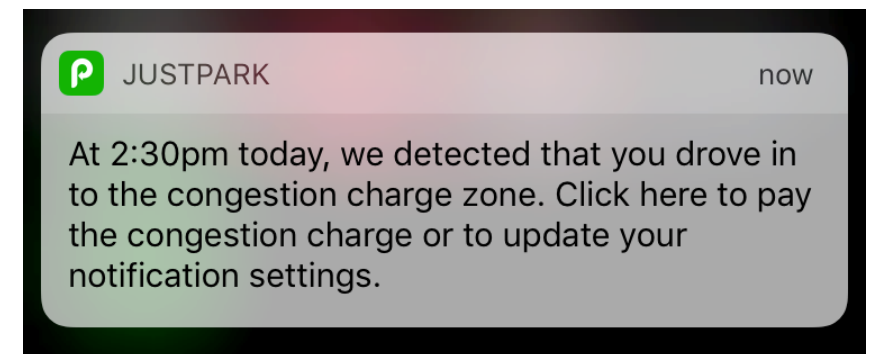
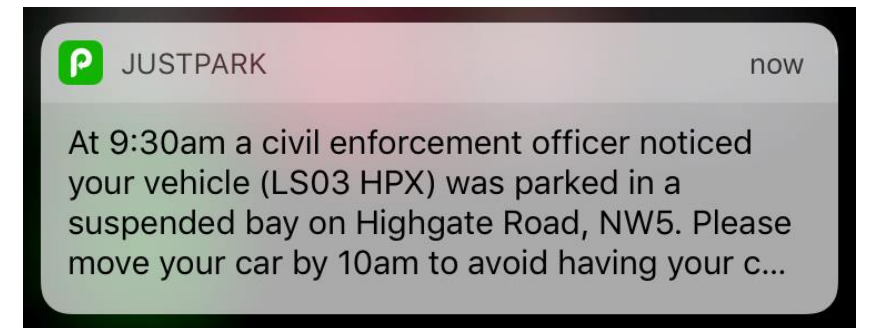
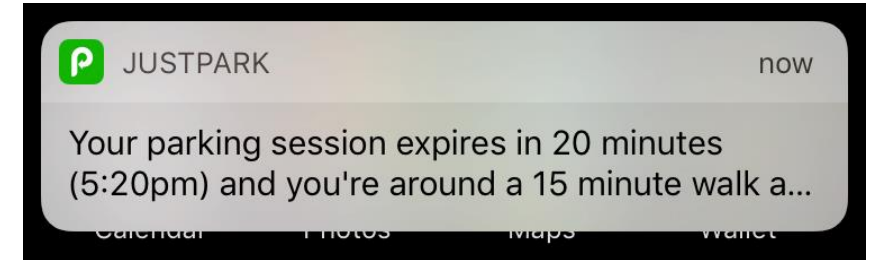
## The driver

- ✓ **Find an available & convenient spot quickly**
- ✓ **Reduced costs (and stress)**



# Smart notifications and friendly enforcement

- A helpful utility that makes parking easy and improves the overall driving experience.
- Smart notifications can help reduce the likelihood of drivers receiving unexpected fines.
- Rather than drivers paying £0.10 - £0.30 to receive an SMS reminder, we send smart (and free) push notifications at an appropriate time to remind drivers when their parking session is ending.
- A communication tool between the local authority, enforcement provider and the driver.



# Objectives for stakeholders

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- ✓ **Reduce administrative expenses and time inefficient activities**
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## Retailers / Local economy

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## Enforcement agencies

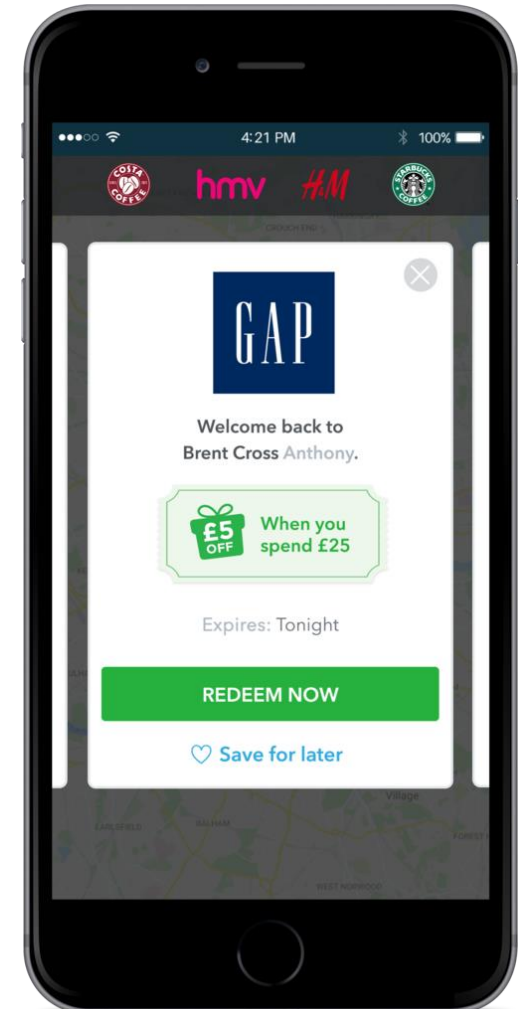
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- ✓ **Improve relations between CEOs and public**

## The driver

- Find an available & convenient spot quickly
- Reduced costs (and stress)

# Intelligent retail validations and promotions

- High street retailers can validate parking in a similar way to retail parks ensuring that those contributing to the local economy are encouraged and subsidised to park by those who benefit.
- Retailers who opt-in can promote goods and services to customers who park within a short distance of their location in an unobtrusive way.





# Objectives for stakeholders

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- ✓ **Increase revenue**
- ✓ **Improve overall customer experience**

## Retailers / Local economy

- ✓ **Increase footfall & revenue**
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## Enforcement agencies

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## The driver

- Find an available & convenient spot quickly
- ✓ **Reduced costs (and stress)**



“We aim to make parking **so easy** that JustPark becomes the **parking app** used by **every driver.**”

# Thank you

**Anthony Eskinazi**

Founder & CEO

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