

# Parked resistance

Parking space management and the  
role of communication in Baden-Württemberg

**Mathias Schmid**

New Mobility Communications Unit – NVBW  
Nahverkehrsgesellschaft Baden-Württemberg



# Inner conflict of parking

“I need my car every day, so I want to park it right at my doorstep.

And I expect easy, affordable parking wherever I go.

Yet I hate how the sidewalks feel too narrow and unsafe because of all the parked cars, and how crowded and messy the street looks with so many cars.”



# Communicating Parking – the final boss

Where else am I supposed to park?

I have the right to park here!

But I need my car!



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I have always parked here!

The stores in the centre will die!

That is completely unfair!



# The “W”-Questions?

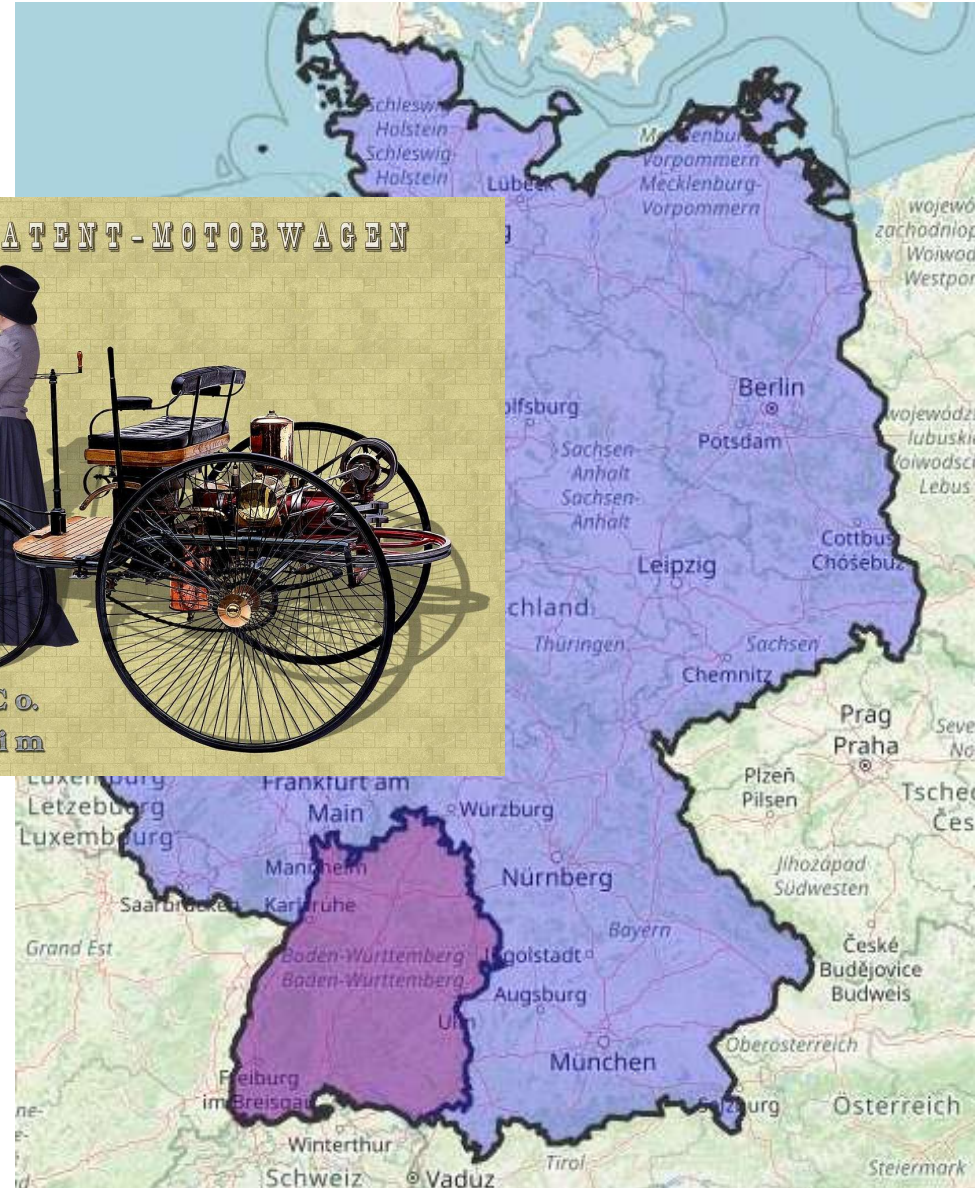
## Baden-Württemberg, Germany

- Strongly shaped by the automotive industry
- Green-lead state government & Green Minister of Transport

## NVBW – Nahverkehrsgesellschaft

## Baden-Württemberg

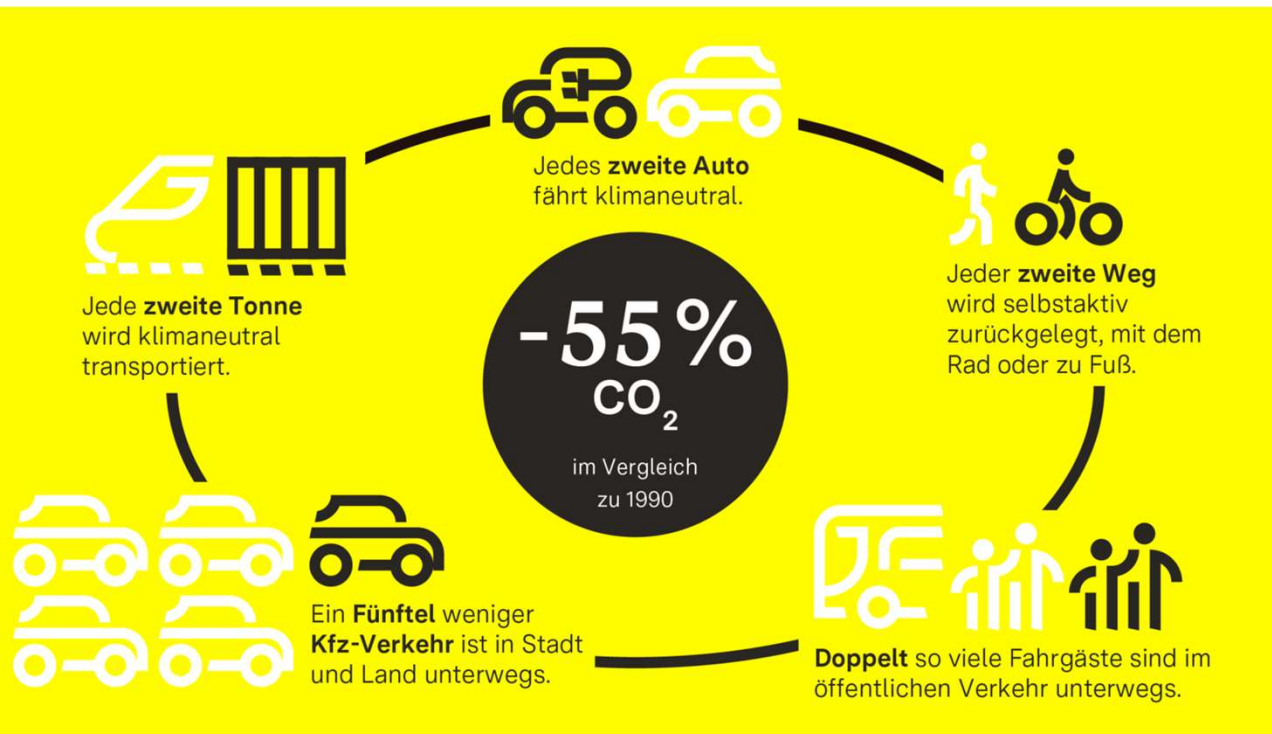
- State agency for mobility
- Advancing the mobility transition



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# The “W”-Questions?

## Goals for the transportation transition by 2030



## Roadmap Climate and Mobility

# Roadmap Klima und Mobilität





# How to communicate

## Steps of our consulting process:

- Create target group-oriented communication: different interest of administration and citizens
- Analyze values, emotions and concerns
- Identify specific local conditions
- Design messages and narratives
- Create and work with personas
- Test communication materials, e.g. in local focus groups

**We have taken first steps, and we will continue in this direction!**



# How to communicate

**First results of our consulting process –  
communication should be:**

Authentic and honest

- ✓ Mutual understanding: recognising people's needs and communicating the administration's responsibility
- ✓ A clear sense of fairness

With the right pace

- ✓ Convey security – in communication and implementation, e.g. gradual fee increase for parking



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# How to communicate

## Insights from our focus group testing:

- ✓ “Organised parking – fair rules for everyone”
- ✗ Avoid confrontational wording  
("Parking is not a fundamental right")
  
- **Clear communication,**
- **Easy-to-understand messages**
- **Social fairness**
- **Acceptance grows as soon as people see that their everyday needs are recognised and respected – and that efforts are made to provide alternatives when parking spaces are removed.**





# Communication must fit!

Each step of transformation needs a solid foundation before you take the next one.

**There is no one-size-fits-all blueprint for communicating parking space management effectively!**

- The situation and needs of the people on the ground are crucial.

**Communication with three aspects:**

- A good narrative is important, but not enough.
- The sender must be seen as trustworthy and credible.
- You need the attractive measures and infrastructure to back it up.



# Communication must fit!



## Park.Raum.Dialog - Kompetenznetz Klima Mobil

- ✓ **Parking space dialogue**
- For municipalities
- Truly involving people in decisions through dialogue: **Security and trust!**



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- ✓ **Heidelberg against sidewalk parking**
- Cooperation with local multipliers
- Normative and clear wording: **It is not right!**
- **Caution:** What worked here may not work elsewhere

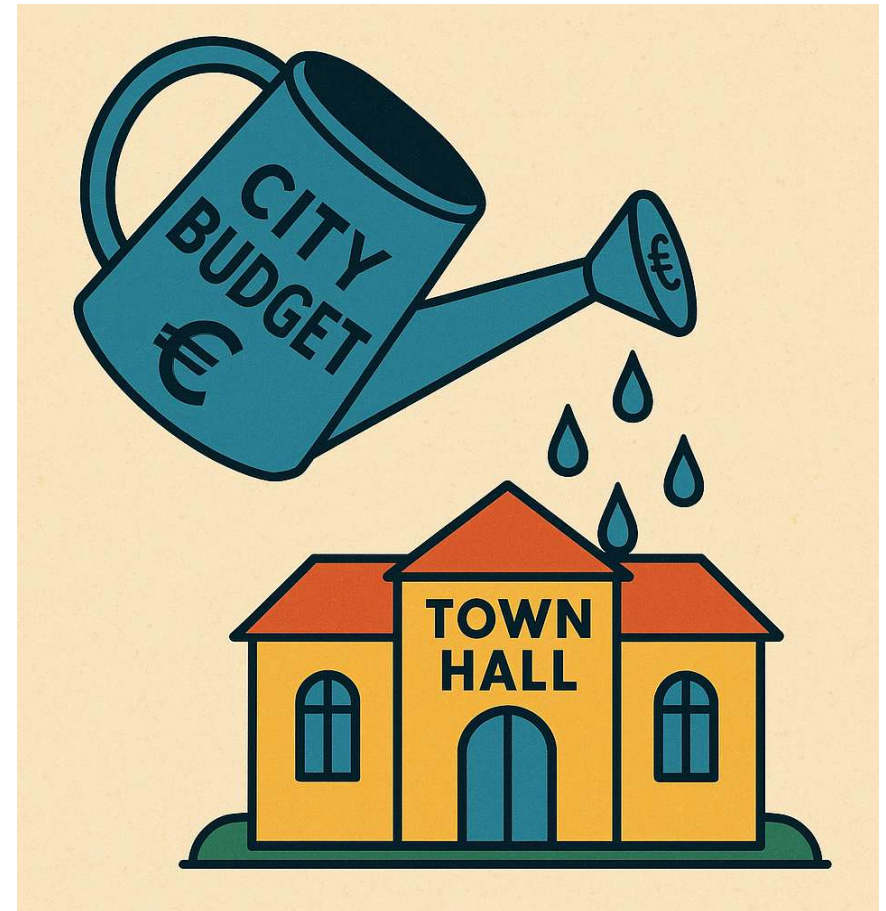
# Discussion

## Problem or opportunity?

- Economic crisis: municipal budgets are running dry.

## What does that mean for parking space management?

- Does it put the topic of parking in a whole new light?
- A new opportunity for municipalities to argue for change?





# Thank you!

## Fachstelle Kommunikation Neue Mobilität (New Mobility Communications Unit)

NVBW – Nahverkehrsgesellschaft Baden-Württemberg mbH

[kommunikation-neuemobilitaet@nvbw.de](mailto:kommunikation-neuemobilitaet@nvbw.de)

[www.neue-mobilitaet-bw.de](http://www.neue-mobilitaet-bw.de)

**Simón Garcia  
Bader**



M.Sc Social  
Sciences  
(Planning & Participation)

**Helga Kaiser**



Diploma Theologian  
& Educator, Science  
Editor, Systemic Supervisor

**Mathias Schmid**



Communication  
Studies (B.Sc.),  
Newspaper editor