

Parked resistance

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

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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



The “W”-Questions?

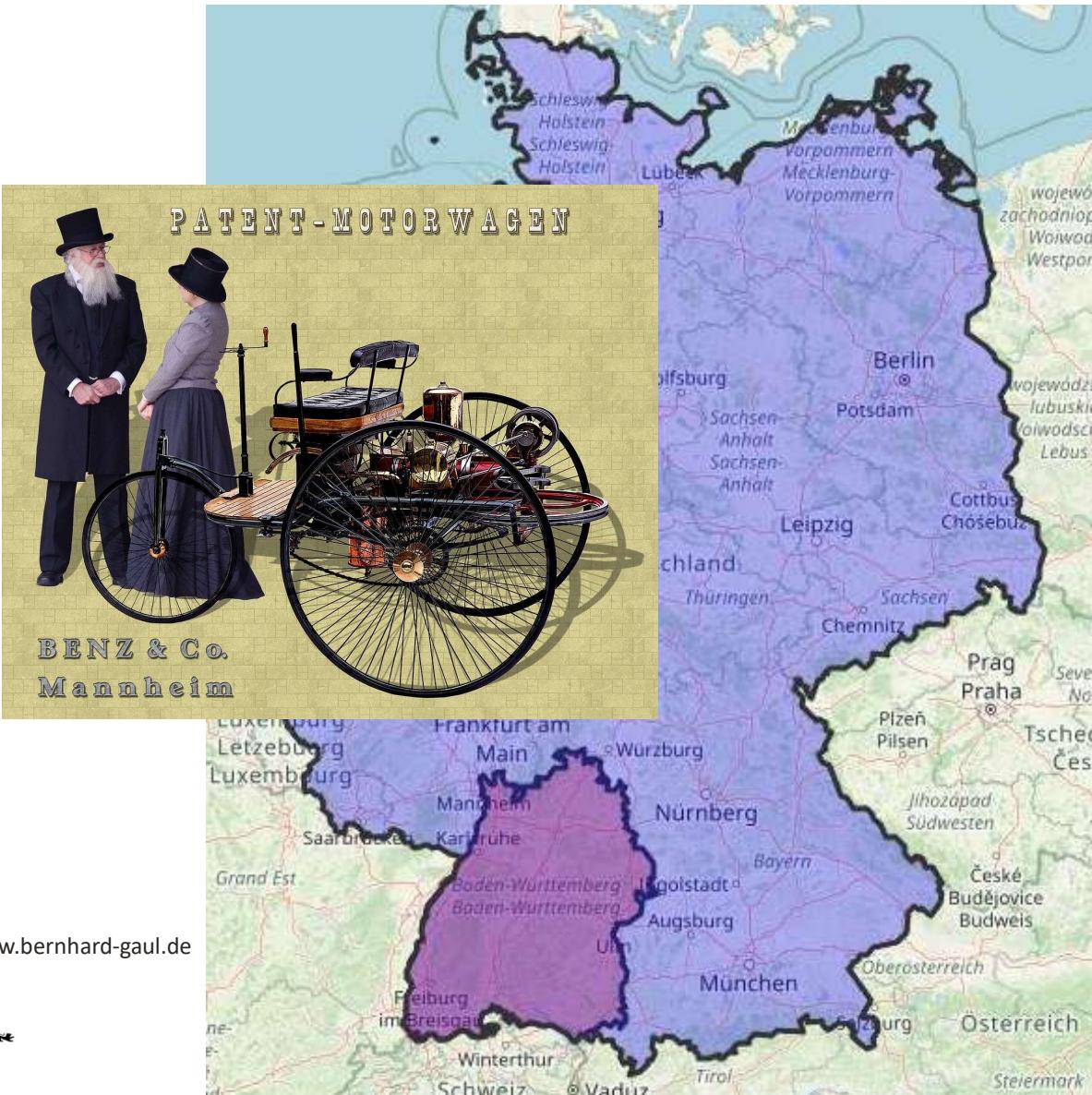
Baden-Württemberg, Germany

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

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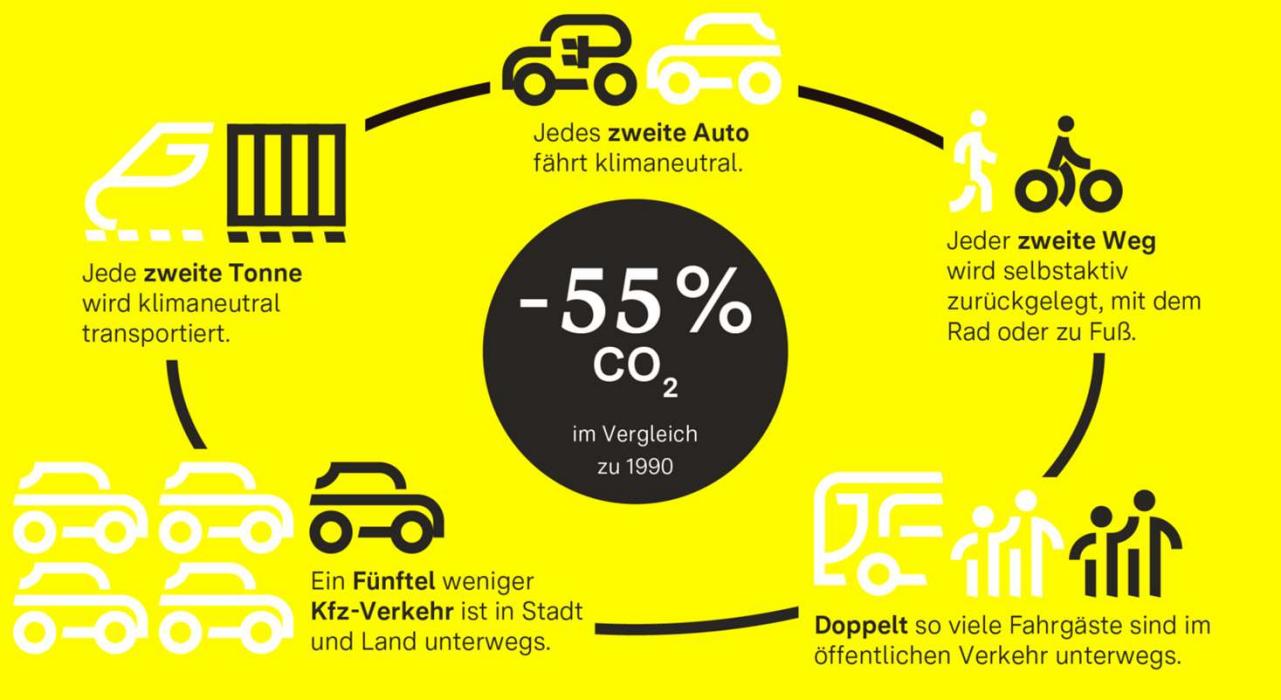
- State agency for mobility
- Advancing the mobility transition



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The “W”-Questions?

Goals for the transportation transition by 2030



Eine Initiative von |  **Baden-Württemberg
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 **nvbw**
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Baden-Württemberg mbH

Roadmap Climate and Mobility

Roadmap Klima und Mobilität



New Mobility Communications Unit – NVBW

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



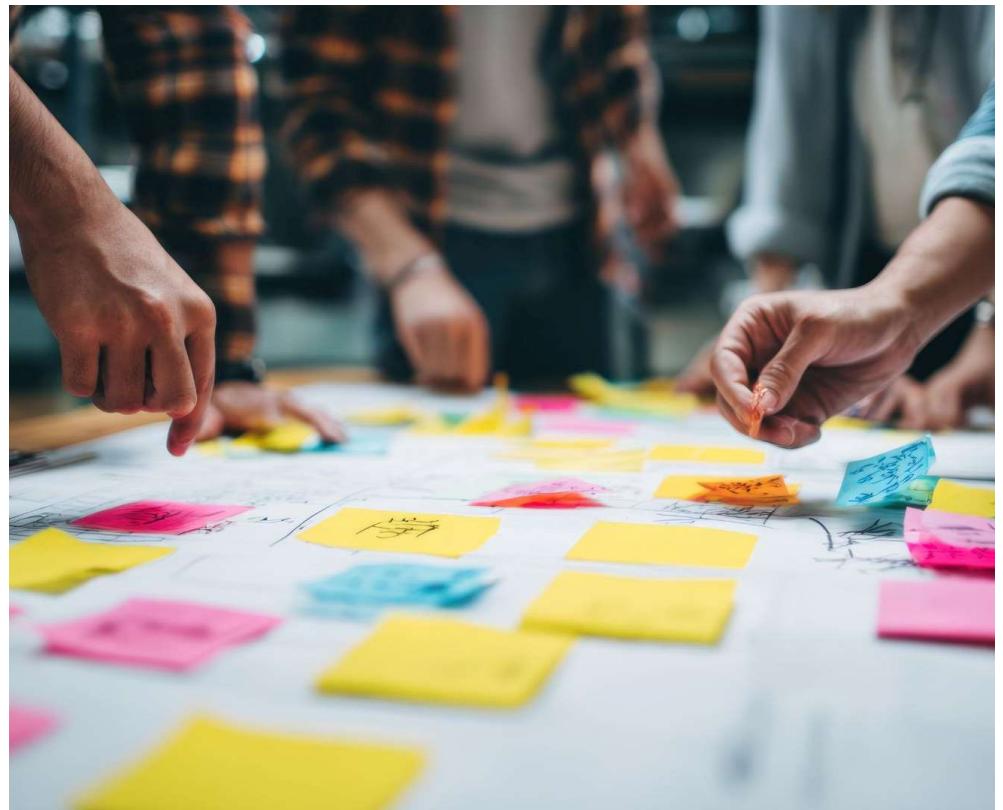
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How to communicate

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!



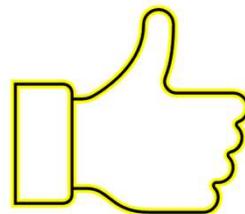
Park.Raum.Dialog - Kompetenznetz Klima Mobil

Eine
Initiative
von



Baden-Württemberg
Ministerium für Verkehr

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



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



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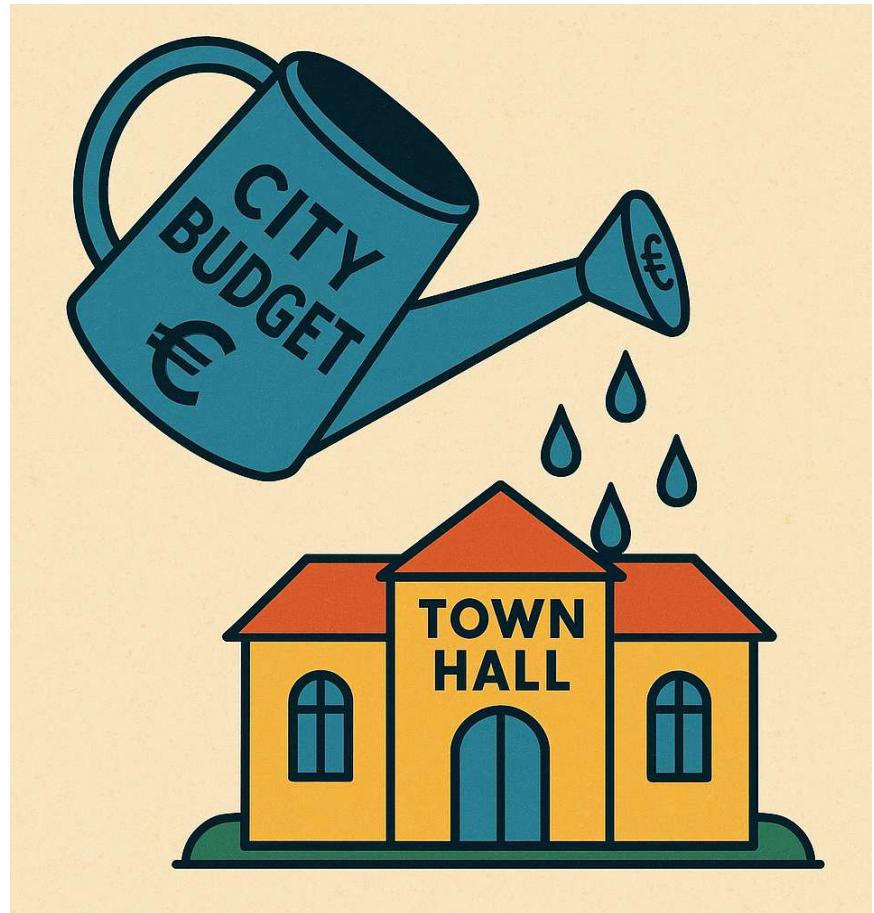
Discussion

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!

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