

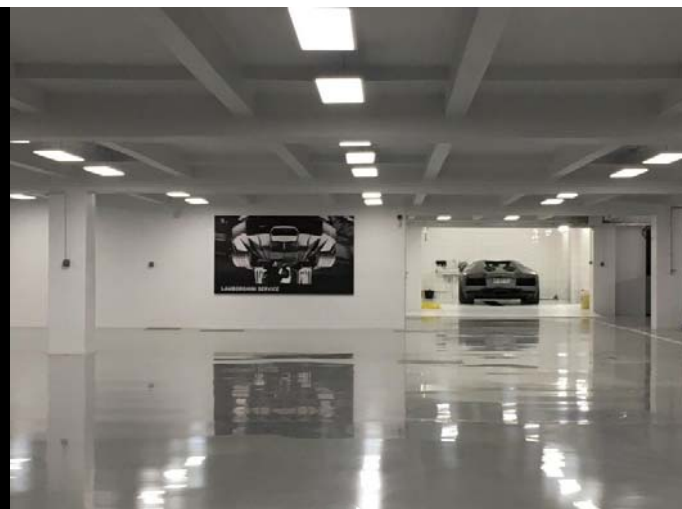


THE PARKING REVOLUTION 1.0

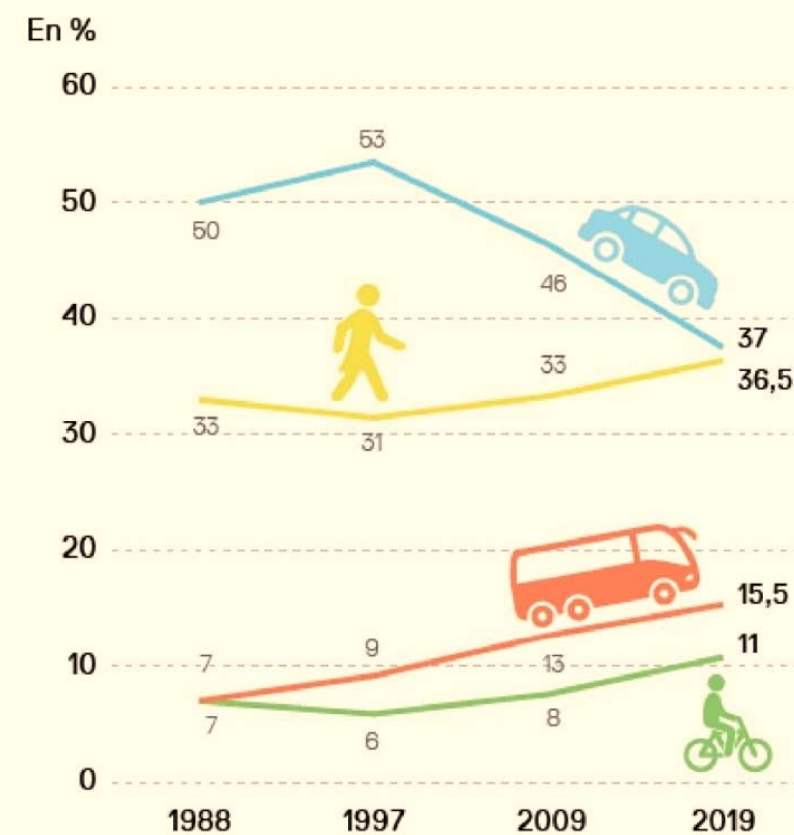
CONNECTIVITY IS THE NEW GLUE OF THE SOCIETY –
AND **DATA** IS THE NEW BLOOD.

Frank Beckmann, Chief Mobility & Happiness Officer, Berlin, E: consultingforfuture@aol.com

Car parking decreases



> parking will change dramatically



Straßbourg



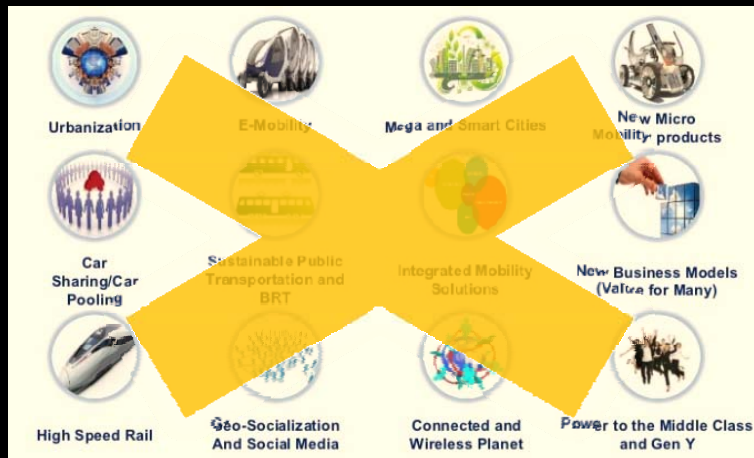
THE PARKING MANIFESTO 2020

- ❖ Stop pushing car owners to dominate the streets. The streets are available for all road users to be shared respectfully, also on-street parking spaces.
- ❖ We have an off-street parking oversupply (ave. occupation 55-60%) with a declining trend. Stop boosting new carparks (via parking minimum rules).
- ❖ Increase on-street parking tariffs as on-street parking contributes up to 30% of inner-city traffic pollution. Increase enforcement.
- ❖ Decrease on-street parking in order to reduce pollution, traffic jams and to create new lanes for micro-mobility.
- ❖ Convert carparks into mobility hubs for shared mobility integrated into the neighbourhood and public transport.
- ❖ Use parking space efficiently. Esp. share the space in a better way.
- ❖ Open private parkings to public when capacity available.
- ❖ Increase signage and routing to carparks within the City. Improve access and visibility.



NEW DIMENSIONS FOR PARKING

> parking becomes an integral part of mobility



New Parking & Mobility trends

- # Trust
- # Safety
- # Emotions
- # Re-purpose
- # Connectivity
- # Fun



NEW DIMENSIONS FOR PARKING

> parking becomes an integral part of mobility

Trust mobility & parking



The scream

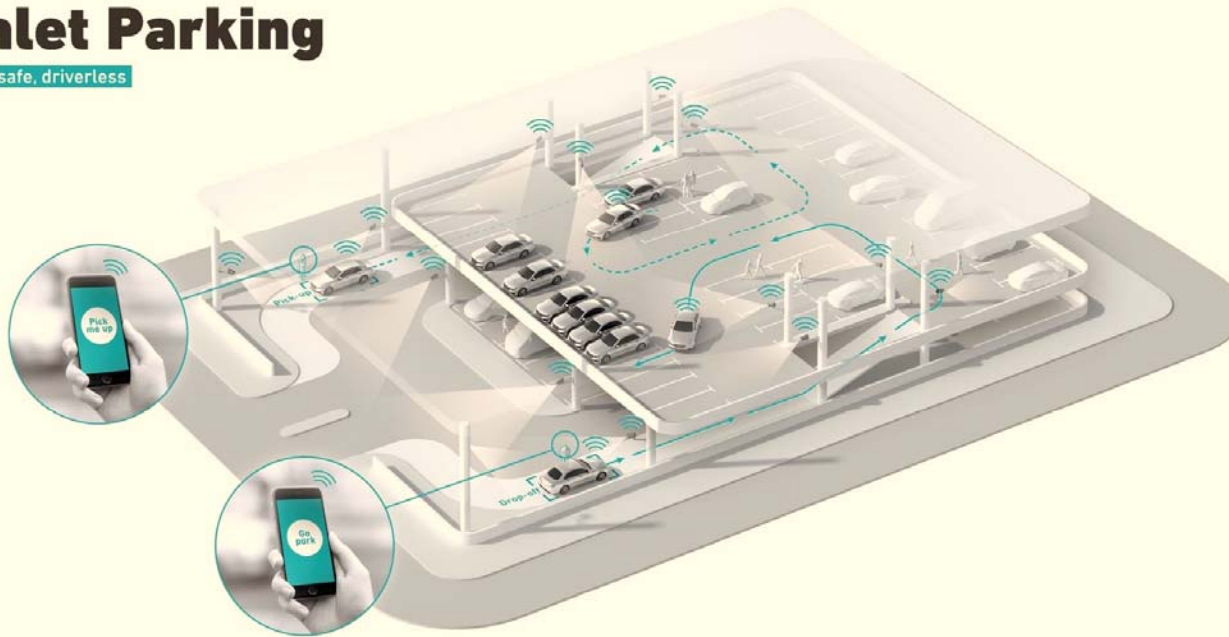
#TRUST!

- ❖ TRUST NEEDS PERFECTION IN MOBILITY
 - ❖ TRUST AUTONOMOUS DRIVING
 - ❖ TRUST AUTONOMOUS PARKING

Automated valet parking

Automated Valet Parking

Fast, safe, driverless



SAFETY

❖ AVP IS COMING – ARE YOU PREPARED ?



Free-flow



BARRIER-FREE
TICKET-FREE

- Lower cost, environmental friendly, digital
- *Safety? - Data protection*



EMOTIONS



„LOVE“ as major
USP



Feeling good?



Interactive
communication

CAN A CAR **OR EVEN A CARPARK** BUILD
EMPATHY TOWARDS A HUMAN BEING?

Be inventive & efficient



Parking as smart
infrastructure



Making new markets



Re-invent



Utilize space



RE-PURPOSE

#CONNECTIVITY

- Smart assistants for convenience
can turn into a annoyance
- Connect from everything to everyone and
vice versa (IoT is ultimate)



FUN

FUN

FUN

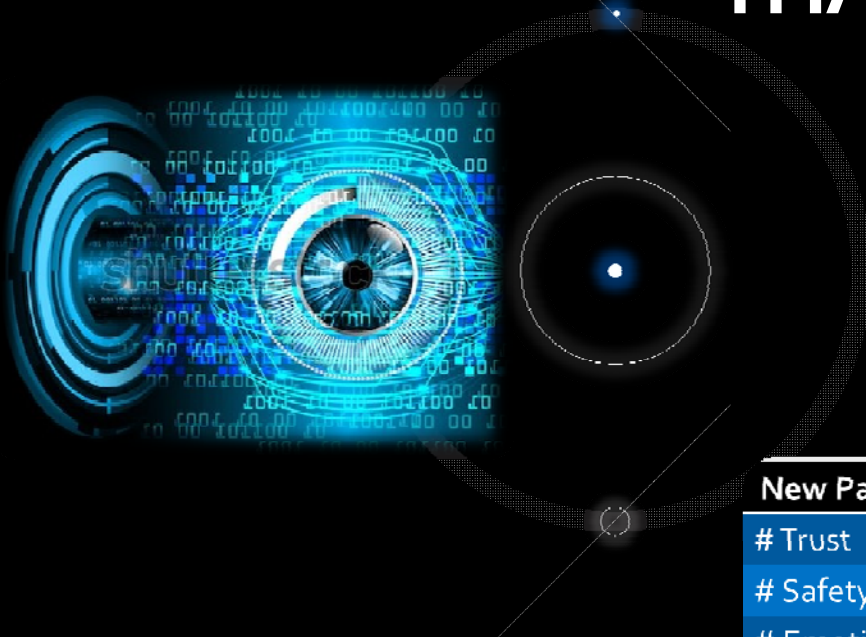
FUN

FUN

Mobility is more than a car –always go beyond !



THE REVOLUTION IS COMING FASTER THAN WE THINK!




New Parking & Mobility trends


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- # Safety
- # Emotions
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- # Fun



THANK YOU

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