

**Submission
No 55**

COMMUTER CAR PARKING IN NEW SOUTH WALES

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Liftango

Executive Summary

Technology is enabling new ways to travel to work and Uber has greatly popularised the use of mobile phones to book transport. Liftango offers 2 technology driven transport solutions via a mobile app that can improve both the customer experience and congestion problems for commuters.

Carpooling is one solution and Liftango provides rewards to those commuters who choose to carpool. Guaranteed car parking tickets via our mobile app and e-gift vouchers are some rewards we offer to incentivise commuters to share trips.

On-demand buses is another solution and we have partnered with 3 transport organisations who have a large number of underutilised 8-12 seater buses for offering this service in certain areas of NSW.

Terms of reference

- a. The effectiveness of current state government policies and programs covering commuter car parking;

The current level of solutions are to supply and build more car parking to support more cars travelling to train stations or office precincts. This solution helps solve the problem for a time, however it is a costly and timely solution. Liftango is proposing to use existing car park space better by using technology to promote car pooling and therefore getting more than one person into the car park bays.

The Liftango solution utilises the latest in geospatial technology on a mobile device to ensure car pooling occurs and allows us to confidently reward those users that are car pooling and helping improve the environment, congestion, etc.

There are use cases in California with a similar company to Liftango who has partnered with a transport body to provide guaranteed car pool parking at train stations - <http://www.eastbaytimes.com/2017/01/17/bart-to-offer-guaranteed-parking-for-carpoolers-thanks-to-scoop-partnership/>

- b. Processes for selecting the location of commuter car parks;

In the past I have seen NRMA successfully lobby the government for more car parking at specific train station sites. My assumption is this is based on feedback from their members. I believe we could go a step further and make it a completely democratic process by using technology – local governments have successfully used this tool to capture feedback from the general public - <https://www.socialpinpoint.com/> . Not just a subset of NRMA members.

- c. The potential for restricted access or user pays commuter car parks;

Liftango's technology can ensure that payment is taken automatically for parking in carpool bays at train station or other commuter car park sites. Additionally, we can facilitate the sharing of the costs between passenger and driver to make parking there even cheaper for both driver and passenger. With our other clients (corporate, University and hospitals) we have found that the incentive of a guaranteed car parking bay is an extremely strong driver to carpool. In addition, to properly manage the carpool bays Liftango provides a secure webapp (mobile, PDA, iPad or laptop compatible) that security personal can use to see who is ridesharing and properly police the car pool bays after the fact.

- d. Consideration of alternative modes of first mile/last mile travel, including point to point transport, active transport and on demand buses; and

Car pooling with the lure of a guaranteed car park at the end of it can improve the experience for the first mile/last mile for a specific group of users who match and happy to carpool. An on-demand bus that operates within a specific radius of a train station, or along specific travel channels is something that can further assist commuters in getting from train station to home and vice versa. 8-12 seater vans are an optimal size to reduce congestion but also provide a good travel experience.

- e. Any other related matters.

The above solutions all come with the added bonus of data, essentially capturing travel behaviours of specific commuter parking sites. This data will be valuable to ensure future decisions are data-driven, for example increasing car pool bays based on demand or adding on more on-demand bus services during times of peak demand. Should you want to discuss anything included in this document please contact me on [REDACTED].