



**WAYLEADR**  
**The State of**  
**Employee**  
**Parking**  
**2021**

# Introduction

Whole industries exist trying to answer one very simple question, how can we get fewer people to drive to work?

According to the 2016 Census in the USA, 76% of workers drove to work alone. Obviously, these figures were dramatically reduced overnight with the onset of COVID-19.

However, large questions remain as vaccinated communities begin to return to offices. Mainly, how can employers create new cultures around commuting to ensure congestion and air pollution don't become a part of everyday life again.

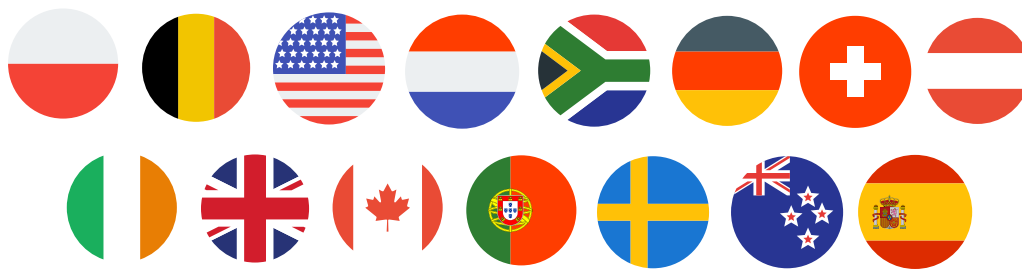
Efforts to change commuting behaviours have largely focused on encouraging and incentivising employees to travel to work in other ways.

understand something, it is very hard to change it.

For too long, employee parking has been put on the long finger. People love to complain about it but are reluctant to manage it with a long-term focus on efficiency and the environment.

Wayleadr's The State of Employee Parking 2021 is a conversation starter. It shines a light on employee parking management across the world. We hope it gives employers an insight into what is happening around the world and can stimulate companies to proactively make decisions about the future of their office car parks.

Wayleadr's The State of Employee Parking 2021 is the fruits of a comprehensive



There has been a reluctance to discuss the elephant in the room, employee parking.

Many companies have carpooling schemes, cycling infrastructure, subsidized public transport programs but they have no tangible grasp of what is happening in their car parks.

They might know uptake levels for travel programs but they have no idea how many people are in their car park at a given time.

Are they building the insights and processes needed to reduce their office car parks in a structured way over the next 10 years?

At Wayleadr, we believe if you don't

research process. 105 employee parking leaders across 15 countries all took the time out of their hectic schedules to share their insights into the current state of employee parking.

All research was conducted in September 2021.

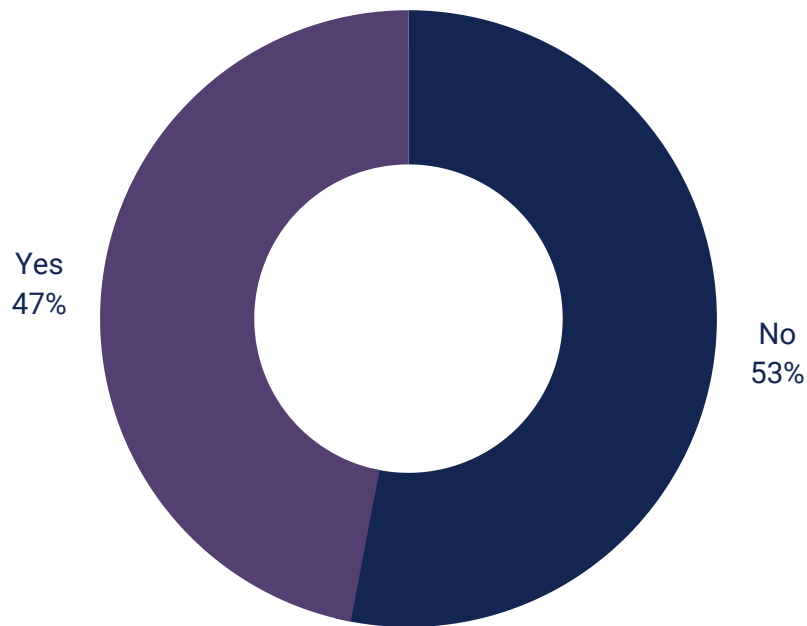
What has emerged is a fascinating picture of the state of the world's office parking.

Take it, read it, use it and together lets help people get to work differently.

**Daithí de Buitléir**  
**ParkOffice.io**



# Employee parking still a problem child for many business



## Q: Does employee parking cause problems for your business?

In spite of much progress being made in the area of commuter transportation over the last decade. Employee parking is still proving to be a problem child for almost half of businesses.

Interestingly the digital divide is starting to emerge here as a cause of parking problems.

Of respondents who had implemented a parking management software, only 25% reported still experiencing any parking issues.

Meanwhile, companies who were managing parking manually over-indexed as having parking problems with 52% of businesses reporting issues.

Interestingly large employers tended to have

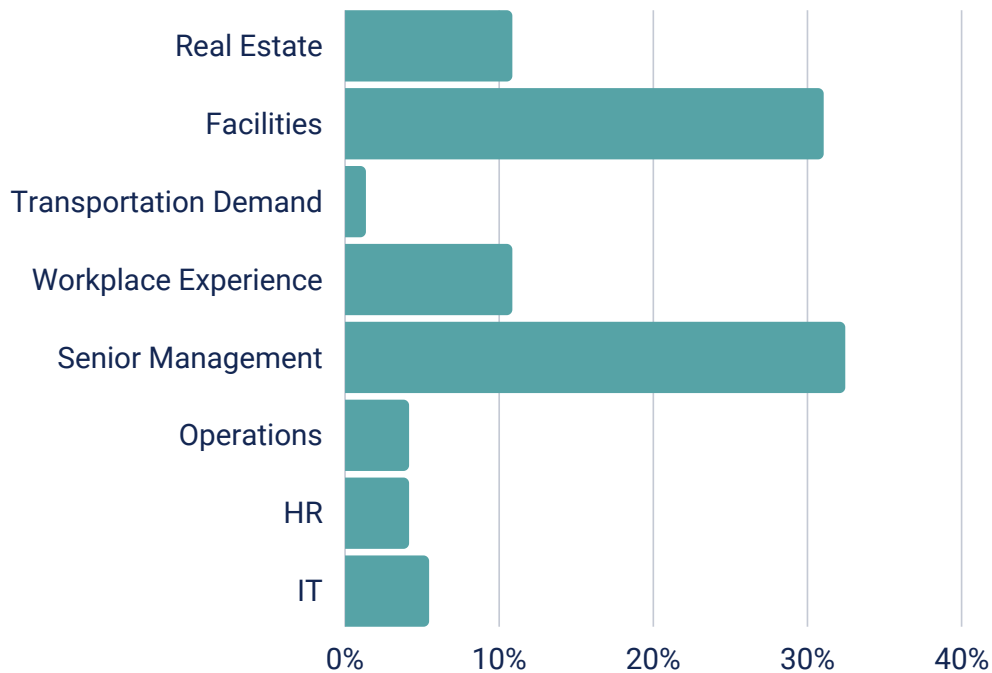
the most problems with employee parking. 62% of all business with over 1,000 employees reported having parking problems.

This dropped to a mere 41% among companies with less than 50 employees.

Assigned parking designation proved to be the most troublesome parking management policy for companies.

52% of businesses with this model reported problems. This was followed by 48% of employers who reported issues with a first-come, first-served model. With 42% of companies with mixed policy reporting issues.

# Employee parking, managed by many, mastered by few



## Q: Are you involved in decisions around employee parking management at your company?

Employee parking management can be a real pass the parcel operation for businesses. Traditionally there has been no clear function whose job it was to manage.

The State of Parking 2021 creates a fascinating picture as to who is managing parking. The real standout here is that 32.4% of car parks are being managed by senior management.

50% of the senior managers who have input in parking decisions are in companies with less than 50 people, which makes a certain amount of sense.

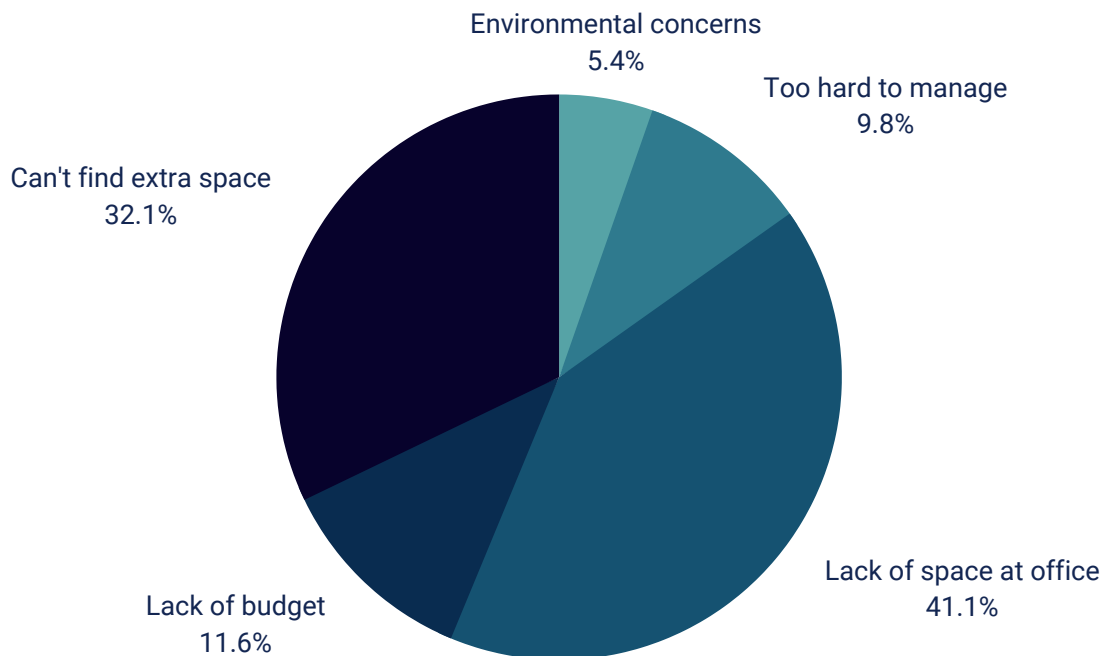
However, 29% of senior managers who are managing employee parking work for companies with in excess of 100 employees. Is this really the best use of time for a company's most valued employees?

Only 4.1% of companies reported HR having a core role. For an area with such a massive impact on employee recruitment and retention, one would expect HR professionals to have a stronger input.

The good news is the emergence of two new disciplines which long-term appear to be the natural homeplace for employee parking, 10.8% of companies reported Workplace Experience as having responsibility for parking.

While two companies reported employing full-time transportation demand teams to manage this issue.

# Lack of space is employer's most pressing parking problem



## Q: What are the main problems associated with your employee car park?

Finding places for employees to park is the primary concern for business. 41% of those surveyed reported a lack of parking spaces at the office as their biggest parking problem.

Interestingly, 32% reported an inability to source additional offsite space at their primary challenge, which means almost three-quarters of all parking issues are space related.

A lack of space is being felt most keenly by large scale employers. 89% of business with over 1,000+ employees reported space related issues.

Perhaps worryingly, environmental concerns didn't seem to be at the forefront for most businesses. A mere 5% of respondents

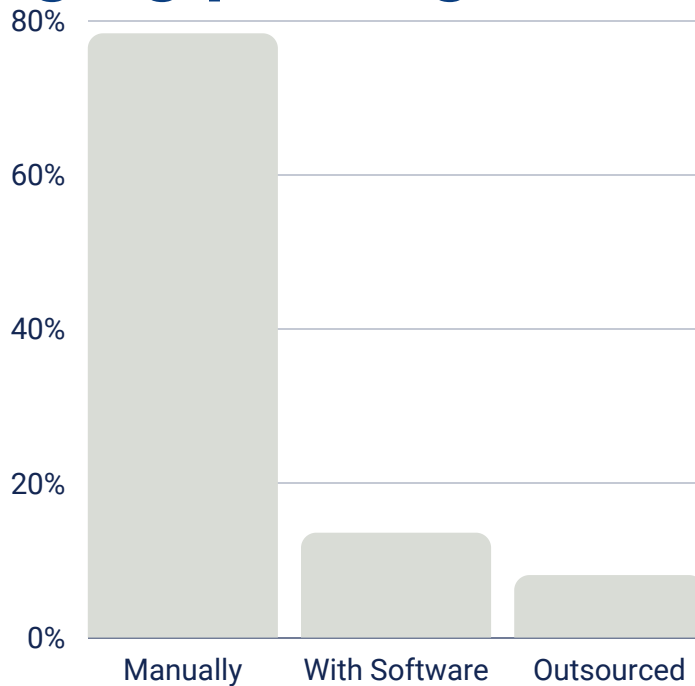
mentioned reducing the negative impact of employee car usage on the environment as their primary parking management focus.

Budget doesn't seem to be an issue when it comes to parking management. With only 11.6% of employers hinting that money was an issue when it comes to solving parking problems.

Perhaps unsurprisingly, companies with less than 50 employees heavily over-indexed in this segment. With 20% of smaller employers reporting budget as being a big issue.

The administrative burden of employee parking was noted as the primary issue for 10% of employers.

# Technology starting to make inroads but most companies still managing parking the hard way



## Q: How do you manage your employee car park?

Unsurprisingly most companies still manage employee parking the hard way - manually that is.

WhatsApp groups, shared spreadsheets and email lists are among some of the convoluted management mediums used by companies around the world. This might make sense for smaller companies.

However, when you consider that 50% of respondents who were managing parking manually had in excess of 100 employees it easy to see how companies are running into problems.

The good news is that parking management software is starting to make serious inroads. 13.5% of companies surveyed were using parking management software.

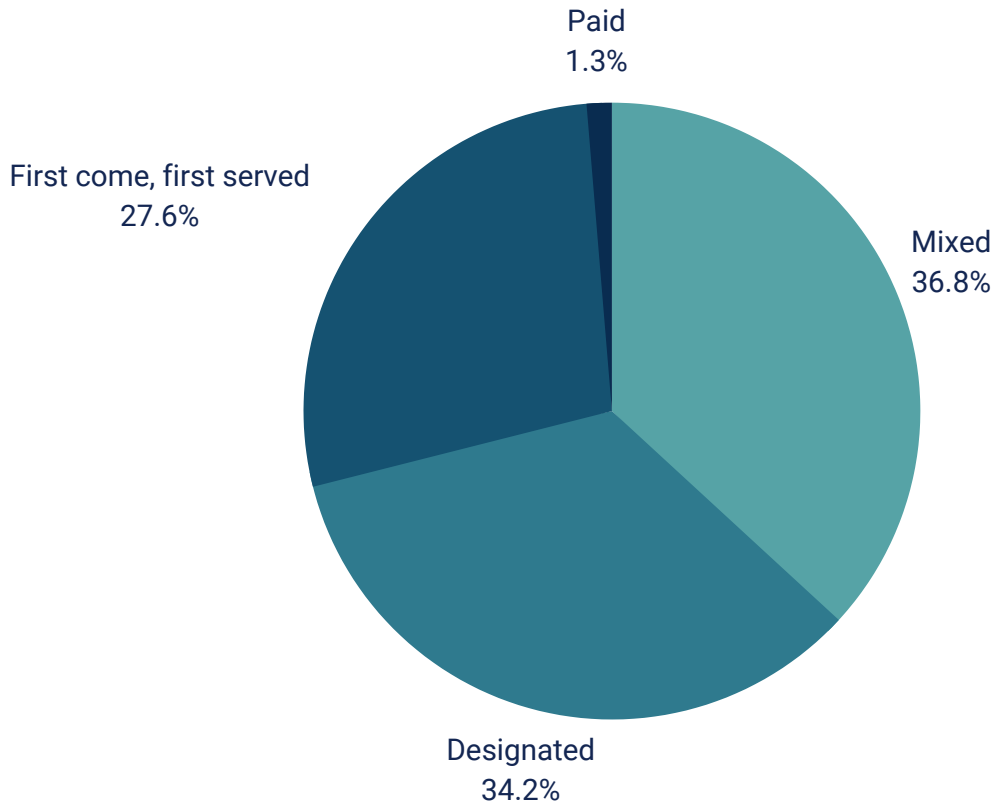
As businesses look to limit the expense and headache associated with employee parking over the next few years, you can expect this to rise considerably.

This creates risk and opportunity for 8% of the market who have outsourced parking management to a third party, often a security or facilities management company.

Obviously, the risk is that software can now automate the highly labour intensive and repeated nature of parking management tasks.

However, these companies also have the opportunity to broker relationships between software providers and clients. Generating a new form of management revenue whilst also driving market growth.

# No clear best practice around employee parking policies



Q: Which of the following would best describe your companies parking management approach?

One of the big challenges plaguing companies for a long time in the realm of employee parking has been the absence of a gold-standard.

Without a clearly defined best way of doing things, every company tries to figure out the best approach themselves. This has led to a very fragmented landscape with lots of different tactics in operation.

This was evident from the survey where we can see no clear best practice emerging.

34.2% of companies are operating a designated parking policy. This means certain employees are assigned fixed parking spaces.

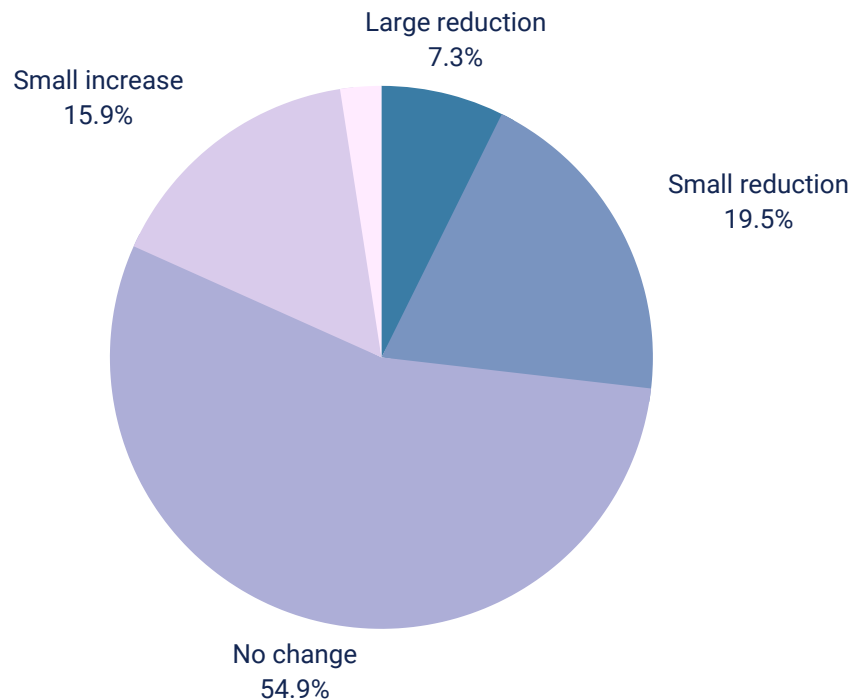
This model will be severely disrupted by the

pandemic. If the worker of the future is only in the office a few days a week, it would be massive waste to assign them a full-time parking space.

27.6% of companies use a first-come, first-served model. Famed for being troublesome, this model is also proven to be the worst for the environment as it encourages motorists to drive to work on the off chance a space is available for them.

36.8% of business are using a mixed approach. While interestingly, 1.3% of employers are charging employees to park at work. This is a segment which is due to increase massively. Employee parking charges is the most effective way to reduce the numbers of staff driving to work.

# COVID-19 is going to change employee parking for a lot of companies, just in different ways



Q: Has COVID-19 changed your company's outlook on employee parking?

COVID-19 has proved a sea-change moment for many companies in their approach to parking. In fact, 43.7% will be making some changes off the back of COVID.

Perhaps unsurprisingly, parking space reduction seems to be the order of the day for many employers. With many businesses forecasting that employees will never work five days a week in the office again, it makes sense that they would be looking to decrease their footprint.

20% of employers are looking to make small reductions. With a further 7.5% looking to make large reductions.

45.4% of companies looking to make reductions have in excess of 250 staff, which appears to be an early indicator that larger

employers are concerned that their real estate footprint is no longer fit for purpose.

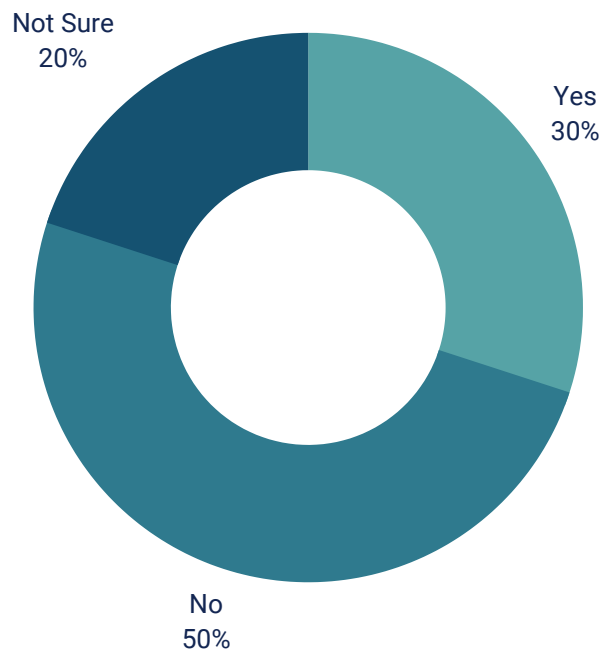
Companies with less than 100 employees are more likely to be looking to increase parking capacity. 61.5% of companies looking to boost parking space count are in this category.

This may point to SMEs feeling the work from home pinch a little stronger than their larger counterparts and hence a desire to get back to the office faster and safer.

One stand out figure is 54.9% who see no change coming down the tracks. It will be interesting to see does business as normal resume for the majority of the market as they expect.



# Are companies too slow to realise the impact of flexible working on their parking lots?



**Q: Are you worried the rise in flexible working will make employee parking harder to manage?**

One thing everyone seems certain about is that the world of work will never be the same again.

While people won't continue to work from home from here to eternity. Most experts agree that flexible working will be the way of the future. This will see employees work from home a few days a week and from the office for the remainder.

This is going to make it a lot harder to manage space in all aspects of real estate. Unless a company has the cash to burn they will be looking to adjust their footprint to suit the needs of their new reality.

Many companies are going to introduce a host of hot-desking and car park sharing

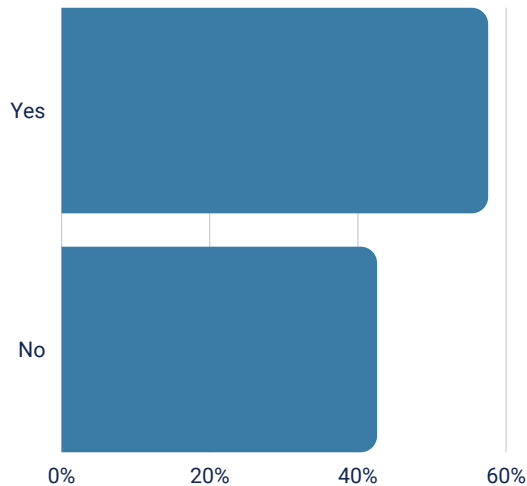
software to ensure they are maximising the use of space.

What is interesting is it appears a lot of companies don't appear too worried about this challenge. Only 30% reported being worried that flexible working is going to make employee parking harder to manage.

Maybe the digital revolution which has occurred during COVID has made the prospect of sourcing and implementing solutions a little less daunting.

Or perhaps companies haven't got around to thinking about what their car park looks like in a POST-COVID world. It will be interesting to see how this evolves moving forward.

# People are waking up to employee parking's environmental impact...



Q: Is the negative impact of employee parking on the environment a bigger concern for you now than 5 years ago?

As mentioned earlier the negative environmental impact of employee parking is only a major driver of change for 5.4% of employers. This paints a relatively bleak picture for the future of responsible commuting.

The good news is that attitudes are changing. When asked if they were more concerned about the negative environmental impact of employee parking than 5 years ago, 57.5% of respondents answered in the affirmative.

Interestingly larger employers are considerably more concerned about the environmental impact. 80.4% of businesses with over 100 employees reported a growing sense of environmental consciousness.

Better news again is the attitudes of the largest employers. 96.4% of companies with 1,000+ employees reported an increased level

of environmental concern.

Some countries are a lot more advanced when it comes to legislation and supports to encourage businesses to diversify commuter methods.

Take the USA for example. They are slightly over-indexing with 60% of businesses more concerned about the environment. This is probably due in no small part to the legislative approach of many leading US cities which encourage transport quotas for employers.

In contrast, mainland EU countries who would have less sophistication in their legislative frameworks in relation to commuting would under-index with only 55.5% of companies growing more concerned about the environmental factors associated with employee parking.

# WAYLEADR

Powering last-mile automation at your office

## About Wayleadr?

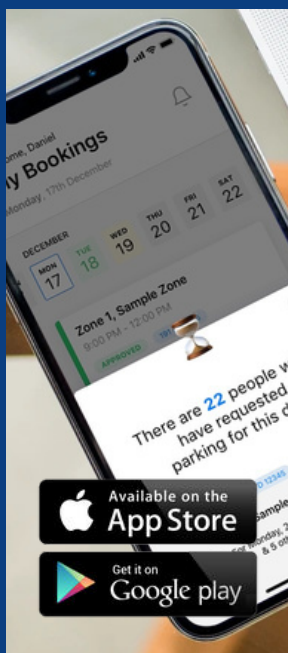
Wayleadr powers last-mile automation for smart offices. Trusted by Fortune 500s & SMEs around the world to optimize employee parking.

Trusted by:



## Key Wayleadr Benefits

- Supports phased & safe transition of employees back to the office
- Reduces operational expenses by increasing car park efficiency and reducing admin
- Provides data & insights to make strategic decisions around the future of parking facilities



## Wayleadr's Key Features

- Employee parking inventory
- Real-time data & reporting
- Reservation management powered through iOS and Android apps
- Prompts to encourage people to take alternative transport
- Flexible allocation which prioritizes most important groups & behaviours
- Full violation management
- Automated parking communications
- Double parking notifications
- Multi-site functionality
- Seamless SSO onboarding

[Schedule your free demo at wayleadr.com](https://wayleadr.com)