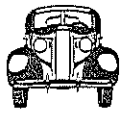


高燃油價格 是否會影響停車？



停車世界編輯，JOLYON PORTER 著

燃油價格昇高的效用之一，將會是對汽車停車場經營者之影響，而他們應該嚴肅的檢視他們的經營以留住客戶。

隨著汽油在過去 1 年多來因價格加倍、抵押貸款利率逐漸攀昇及食品價格上漲，許多家庭在收支底線上必須做出取捨，而開車上班及付費停車則為明顯有待檢討者。

在擁有電車、火車及公車的郊區，大眾運輸定然成為更受歡迎。同時，在沒有這些服務地區的居民，則會大聲呼籲他們當地的成員，要求這類的服務。

當政府開始滿足這些需求時，道路上（及在汽車停車場中）的車輛數目可能大幅降低，所以汽車停車場經營者將需要「擅於因應」以維持存活，等候到這場運輸危機回春時。

我說「到」它回春而不用「若」，因為人類的足智多謀和心思靈活，像是永遠都能找出脫離這種困境的方法——它只不過是時間和錢的問題。

你可能現在會問，「經營者如何能保住他們的客戶，及進而收入水準？」

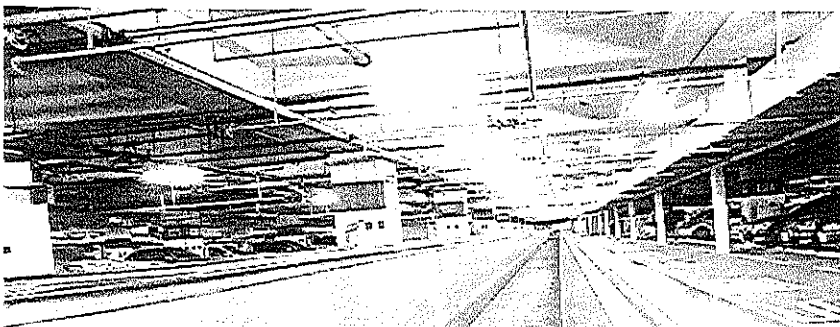
我並沒有任何「神奇子彈」的答案，但在此有些建議。而它們不僅適用於艱苦時刻，也適用於所有時候。

待你的客戶如同客戶！你在經營一項企業，而他們是那項企業最有價值的部份——所以要以那種方式來對待他們。

別讓他們在入口或出口等候得比絕對必須還久。讓他們的來訪成為有效率且無困擾的回憶。這意味著更新你的科技以供更快速的運轉——其中有很多選擇，所以現在就可以考慮調查這一點。

注意你的標價。駕駛人將開始四處尋找最便宜而方便的可用汽車停車場，所以要將此牢記於心。你可能不需要削價，但你必須確保你具有競爭力。考慮為停車常客提供「早起鳥兒」或長期租用折扣。

若你不能在價格上保持競爭，就在服務與環境上改善它。你的汽車停車場有多整潔及照明程度如何各？將層面的天花板漆上高光澤白漆會顯著改善明度水準，而不需耗費添加照明燈座。黑暗與髒污會趕走許多停車客，尤其是婦女。



建構體是否處於安全狀況，或是地表上有無大潭油跡或冷卻劑漬？在大雨期間雨水是否會灌入而積水於地板上？這些外觀狀況都不吸引的法律責任，以及你建構體的可能劣化—令人生畏的「壁癌」，其中強化鋼筋生鏽，就算沒使建構體損壞，修理也很昂貴。

你有無任何類型的保全，諸如流動人員或有人監看的保全攝影機，特別是在晚間？若是你有，考慮把這變成一行銷點—只是要注意措詞，別讓你自己因未能實現任何宣稱而陷入訴訟。

客戶要在場內辨識方向是否容易，還是在你在各樓層中經常有搞不清方向遊魂？「我們車停在那兒？我現在是在那一層？是不是有人偷了我的車？這裡是不是正確的汽車停放處？」為不同樓層與區域考慮不同的主題，它可以是不同的顏色、卡通人物或壁上藝術設計。以及別忘了將這些主題與電梯按鈕連結起來！

你的員工是否在客戶關係上受有良好訓練，還是他們看起來興味索然遊手好閒，只圖交差了事？他們是熟練整潔還是邋邋不修邊幅？他們以及你，有一套制服是否會有好處，且看起來更有企業樣？

他們對於附近景點，諸如餐廳、戲院及其他娛樂中心是否具有在地知識？手邊擁有資訊，即使只是一本電話簿，也會對你在尋找住址的客戶有幫助。

要不要將你的汽車停車場與當地企業諸如戲院、餐廳及市場連結，並為你的常客提供折扣或其他優惠？超市就藉由與加油站及其他企業，透過「購物者貼標折扣」而大發利市。

將客戶從停車場搶走的另一誘惑，是路邊免費及低價停車。地方政府必須注意此一情況，因為有些通勤者會轉向原本打算提供

給前來參訪當地企業之人士來使用的路邊停車區。

所以，要因應這種停車習慣轉移，議會將需要重新審核他們有關時限、收費及付費停車費率的停車管制。

從事「兩小時換位」車輛數目的增加會對企業，特別是那些仰賴客戶能快速容易找到停車位者，有負面的影響。多數人不會在意為停車付費，但如果太難找到空位，他們會改去其他地方而當地企業就會遭殃。

在限時停車區的免費停車位將會承受到來自工作通勤者的絕大壓力。屢見不鮮的是，常會有十幾個打工人士，每隔兩小時就從辦公大樓跑出來，並移放他們的汽車，這讓臨近店家和餐館倍感挫折。

所以，要不這些區將需要改為付費停車，或是需要制訂更短的時限。付費停車，儘管在啓用時較為昂貴，但可能在減少移車上更有效，因為通勤者還是得付費，因而阻絕了藉由利用停車場站而來成本節省。

減短時限實施起來較便宜，但它可能對諸如顧問公司、餐廳及購物中心之客戶需要較長停車時限者，有負的影響。

有些企業經營者會抗拒任何這類的改變，因為他們會有自己與其員工停車的既得自我利益。和停車執行人員談談關於他們所舉報的違犯者類別；他們將會告訴你那些最差勁的，就是企業經營者和他們的員工。這些人也很可能就是那些抱怨他們客戶停車空間不足的，然而他們自己的車卻正停在他們店前面。

儘管會偶有小小歇息，但這些燃油價格危機長期上很可能難以終止，所以經營者現在就需因應，若他們尚未著手的話。

轉載自2008年9月停車世界

網址：www.parkingworld.com

Will High Fuel Pricing Impact Parking?

BY JOLYON PORTER, PW EDITOR



ONE EFFECT OF THE ESCALATING price of fuel will be the impact on the operators of car parks, and they should be seriously reviewing their operations to maintain custom.

With petrol prices having doubled within the last 18 months, mortgage rates creeping up and food price increases, something has to give in the budget bottom line of many families, and driving to work and paying for parking are obvious ones up for review.

Public transport is definitely becoming a lot more popular in suburban areas that have trams, trains and buses. Meanwhile, residents in areas without those services are starting to bend the ears of their local members demanding such services.

As governments begin to satisfy these demands, the number of cars on the road (and in car parks) may well fall, so car park operators will need to be "on the ball" to remain viable until this crisis in transport levels out.

I say "when" it levels out, not "if", because the resourcefulness and ingenuity of the human race always seems to find a way out of sticky situations like this-it's just a matter of time and money.

Now you may ask, 'How can operators maintain their customer and, therefore, income level?'

I do not have any "magic bullet" answers, but here are some suggestions. And they don't apply

just during tough times, but at all times.

Treat your customers like customers! You are running a business, and they are the most valuable part of that business-so treat them that way.

Don't let them wait in entrance or exit queues for any longer than absolutely necessary. Make their visit an efficient and hasslefree memory. This may mean updating your technology for faster turnaround- there is plenty to choose from, so consider investigating this now.

Monitor your pricing. Drivers will start to look around for the cheapest convenient car park available, so keep this in mind. You may not have to cut your price, but you must ensure you are competitive. Consider offering "early bird" or long-term-lease discounts for regular parkers.

If you cannot match your competition in price, better it in service and environment. How clean is your car park and what is the lighting like? Painting the ceiling of each level in high-gloss white will make a significant improvement to the lux level without the expense of adding extra lighting





fixtures. Dark and dirty will turn off a lot of parkers, particularly women.

Is the structure in safe condition, or are there large pools of oil and coolant on surfaces? Does water enter and pool on the floor during rain storms? Neither situation looks attractive. Each also is a legal liability for your business, and potential for degradation of your structure — the dreaded "concrete cancer", where rusting of re-enforcing rods can be very expensive to repair, if not fatal to the structure.

Do you have any sort of security such as roving personnel or monitored security cameras, particularly in the evenings? If you do, consider making this a point in marketing — just beware how this is worded so that you do not leave yourself open to litigation by failing to fulfil any claims.

Is it easy for the customers to find their way around, or do you regularly have lost souls wandering the different levels? "Where did we park? Which floor was I on? Has someone nicked



my car? Is this the right car Park?" Consider themes for the different levels and areas; it might be different colours, cartoon characters or artsy designs on the walls. And don't forget to link these themes with the elevator buttons!

Are your staff well-trained in customer relations, or do they come across as disinterested jobs doing the bare minimum to get the job done? Are they neat and tidy, or sloppy and unkempt? Would they, and therefore you, benefit from having a uniform to give a more business-like impression?

Do they have local knowledge of nearby attractions such as restaurants, theatres and other entertainment centres? Having information at hand, even just a phonebook, could be helpful to your customers looking for an address.

What about linking your car park with other local businesses such as theatres, restaurants and markets to provide a discount or other benefit to your regular customers? Supermarkets are doing a roaring trade by linking with petrol stations and other businesses via "shopper docket discounts"

Another lure away from car parks will be free and cheap onstreet parking. Local governments will have to keep tabs on this

situation, because a number of commuters will turn to parking on the street in zones which are better used by people visiting local businesses.

So, to counter this shift in parking habits, councils will have to re-evaluate their parking controls regarding time limits, free and pay-to-park rates.

Increased numbers of vehicles doing the "two-hour shuffle" can have a negative effect on businesses, particularly those who rely on customers being able to find a car park quickly and easily. Most won't mind paying for the parking, but if it's too hard to find a vacant space, they will go elsewhere and local businesses will suffer.

Free parking spaces in time limit zones are the ones that will come under the most pressure from work commuters. It's not uncommon to see anything up to a dozen workers stream out of an office building every two hours and shuffle their cars, much to the frustration of nearby shops and cafes.

So, these zones either will have to be changed to pay-to-park, or have shorter time limits in place. Pay-to-park, whilst it is initially more expensive to install, is probably more effective in reducing the shuffle as the commuters still have to pay up, thus negating any costs savings made by not utilising a parking station.

Reducing the time limits is cheaper to instigate, but it can have a negative effect on businesses such as consulting rooms, restaurants and shopping centres whose customers require a longer parking time.

Some business operators will balk at either change, as they have a self-interest in parking for themselves and their staff. Talk to any parking enforcement officer about the type of offenders they report, and they will tell you some of the worst are business

operators and their staff. These are usually the same ones who will complain about the lack of parking for their customers, whilst their own car is right out the front of their store.

While there may be the odd short lull, this fuel-price crisis is not likely to end in the long term, so operators need to react now, if they haven't already done so.

