


Field of Action 5: Parking Management as Complementary Measure

**AF5.MS4: Use revenue from car parking fees for bicycle campaigns**

Implementation effort: 

Costs: € € €

Acceptance: 

**Description:**

Use revenue for parking management to finance measures that support sustainable means of transport.

This use of funds helps to continuously carry out support measures for bicycle traffic without having to use other company funds for it. This means that even if the company has to cut down on voluntary benefits in a certain financial year the promotion of bicycle traffic is not affected.

It is possible that the successful transition from car traffic to sustainable means of transport leads to lower revenue. That however, would be a desired effect.



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**Tips for Implementation:**

- Revenue from parking management should be used primarily for expenses arising from the funding of bicycle traffic (e.g. maintenance and service of bicycle parking facilities, provision of bicycle related information, seasonal bicycle campaign days, bicycle inspections, etc.)
- Secondly, the funds should be used for investments (parking facilities, company bicycles, etc.)
- The use of resources has to be communicated in a transparent way to ensure relevant acceptance among car drivers.