

“Off-peak sharing” makes parking spaces “movable” in Shanghai

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In order to alleviate the parking difficulties in old communities, hospitals and other surrounding areas, "Shanghai Parking" App has recently launched the electronic contract signing function of "off-peak sharing" recently. With this function, users can search the service information of surrounding parking projects in real time, and independently choose service products and sign contracts based on different time periods, distances and prices by one click.

Transparent information makes sharing easier

As one of the projects for handling practical affairs for the people in Shanghai, since 2017, Shanghai Municipal Transportation Commission has led to “build a demonstrative project of sharing use of parking resources”. By the end of 2020, a total of 660 projects have been completed and about 31,300 park spaces have been shared.

According to their own needs, users can directly apply for parking space sharing services from parking enterprises. After signing a monthly parking agreement, users can pay parking fees according to the agreed amount. However, users’ feedback shows that due to the lack of supervision of third-party platforms, there are some problems between users and parking resource providers, such as asymmetric information about supply and demand, opaque price, high cost of offline communication, and difficulty in tracing.

After the trial operation of the electronic contract signing function of "off-peak sharing" was launched on “Shanghai Parking” App, it can provide information about available parking resources within a certain range according to users real-time positioning information. After users select the corresponding products and pay for them, the bound vehicles can enter and leave the parking lot freely during the contract signing period.

"Location, price, service hours and specific requirements are all clearly shown on the App." Mr. Li, a user of the App, said, "we can sign a contract by one click, and we don't need to communicate with the parking lot, which saves our time and effort." Different from the previous direct contact between users and parking resource providers, "Shanghai Parking" App changed offline communication to online contract signing with more detailed performance rules, which can significantly improve communication efficiency.

The electronic contract signing function has also brought more protection for parking lot suppliers. A person in charge said, "in the past, we didn't have a good way to penalize some users who parked their cars over time, but now if a user who has broken his or her promises more than 3 times in a month will not be eligible for reserving a parking space in the next 3 months according to the

regulations of the App. "

Liang Huajun, a fourth-level researcher of the Facility Operation Supervision Department of Shanghai Municipal Road Transport Administrative Bureau, said that the "information isolated islands" between car owners and parking lots can be broken by means of informatization means, the concept of sharing economy, the idea of demand regulation and the method of refined traffic management, so that the use of parking space resources can be maximized.

The first batch of "off-peak sharing" electronic contracted projects in trial operation mainly covered 14 districts of Shanghai including Huangpu, Jingan and Xuhui, with a total of 35 projects and 1,452 parking spaces. This project is signed every month, and is only open to minibus users at present. Venues participating in the project include shopping malls, hotels, parks, schools, etc., with prices ranging from 300 yuan to 1200 yuan.

More customized functions will be developed

After the electronic contract signing function of "off-peak sharing" was launched, "Shanghai Parking" App entrusted a third-party company to carry out user satisfaction survey and monitor the actual utilization of parking space at the back office. According to the survey, the user group shows a high level of adaptability to the new parking mode.

It is understood that "Shanghai Parking" App will further improve the electronic contract signing function of "off-peak sharing". At present, the product mainly provides monthly parking service for residents in the community. In the future, the product will include refined, diversified and differentiated needs of users and provide customized personalized services for users. For example, parking resource suppliers can charge parking fee by frequency, hour, quarter or year based on off-peak parking to achieve the efficient utilization of limited parking space and reduce the waste of parking resources.

Next, "Shanghai Parking" App will also expand its service scope. "By the end of this year, the project plans to expand 100 parking spots in Shanghai, and makes more efforts to promote the spots with greater user demand. By publicizing to, coordinating with and raising by neighborhood committees in Shanghai by means of marketization, the project will meet the actual needs of users and find shared parking spaces for them," said Liang Huajun. In addition, the Shanghai Municipal Government will implement a certain reward mechanism for parking spots participating in this project, to attract more schools, hospitals, business districts and other functional buildings to join the project of parking sharing.

For some people who don't use the App, the project will provide hotline and on-site services for them so that citizens can enjoy online and offline services at the same time.