



## **Session Title:** New Business Models in Parking and Mobility

### **Description:**

Over the last twenty years, urban mobility has undergone a profound transformation. Technological innovation and societal trends have had a dramatic impact on the way people move in and around our cities. Increasing environmental awareness, new forms of mobility services, e-shopping, and increasing urbanisation are among the factors that have changed our mobility behaviour. The COVID-19 pandemic has accelerated the pace of these changes in particular concerning where and when people work and how they buy things.

These changes in consumer behaviour are impacting urban mobility patterns and the business models of every organisation involved in urban mobility. The transition to electric vehicles (EVs) is changing the business model of car manufacturers, energy companies and many other related businesses. EVs have fewer mechanical parts, electricity cannot be stored easily, and existing distribution networks are not designed to cope with the sharp increase in demand generated by charging EVs. These are just a few of the factors that will force changes in existing business models.

Post COVID, the income public transport companies derive from commuter subscriptions has decreased significantly as many people continue to work from home at least some of the time. This shift in working habits will force those companies to adapt and, for example, focus more on leisure travel. Free-floating micro mobility will change from being a mostly unregulated market to being a highly regulated one.

In the parking sector, private companies and public authorities will have to adapt and change their business models. Will parking fees still be the main source of income for parking operators? How will municipalities compensate for the loss of parking income due to policies designed to restrict car-usage plus a reduction in the number of on-street parking spaces as the curbside is increasingly reserved for activities other than parking?

This session will present the changing business models of different mobility providers and will reflect on the consequences for the parking sector.