

# The Smart Workplace Parking Guide

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How to reduce parking stress, improve fairness and make better use of existing spaces

*Practical strategies backed by UK commuter research.*

**Read more >>**





# About Us

From daily commutes to large-scale events, **KINTO Join** helps organisations enable smarter, cleaner, and more connected travel — reducing emissions and creating real impact.

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# The State of Workplace Parking in 2026

**Workplace parking has become much more than an operational challenge.**

Our recent survey of UK commuters revealed that parking isn't simply an inconvenience. It's affecting how people start their working day.

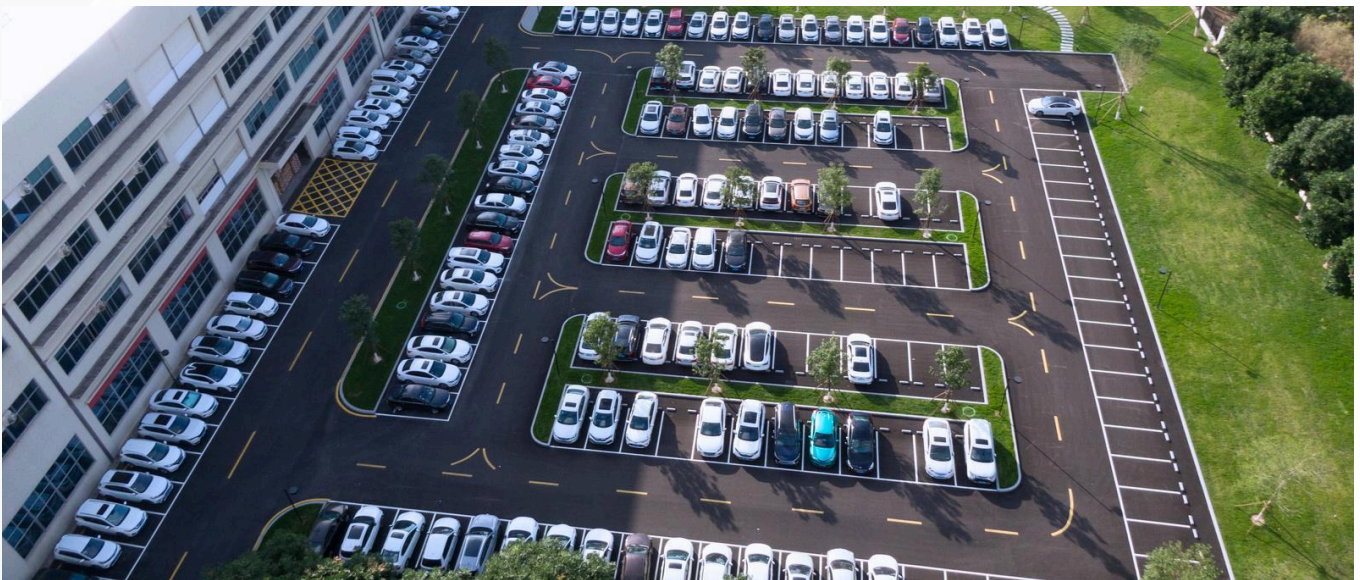


- **31%** arrive anxious about finding a parking space
- **41%** arrive earlier than necessary just to secure parking
- **27%** have been late because of parking
- **21%** have worked from home to avoid parking stress

While **93% of commuters** say parking is available at their workplace, **over a third** (36%) believe there still isn't enough parking to meet employees' needs.

The challenge isn't always capacity. It's how parking is managed.

This playbook explores practical ways organisations can make better use of existing parking while creating a fairer and less stressful employee experience.



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## EMPLOYEE COMPLAINTS AND ESG TENSION

Workplace parking directly impacts employee satisfaction and corporate responsibility. Employees often perceive parking as unfair and time-consuming, while leadership focuses on ESG goals that aim to reduce car use. Facility managers are therefore caught between providing convenience and encouraging more sustainable commuting.

### WHY EXPANDING PARKING ISN'T THE SOLUTION?

- High construction costs per parking space
- Loss of green spaces and ESG conflicts
- Increased environmental impact

### WORKPLACE PARKING IS A PERFECT STORM OF



**HIGH DEMAND**



**EMPLOYEE STRESS**



**LIMITED SUPPLY**



**SUSTAINABILITY PRESSURES**

You can't simply "build your way out" of this problem without causing new ones.

# Increasing Parking Capacity Without New Construction

Adding asphalt isn't the only way to solve parking pain. In fact, the most cost-effective, sustainable parking space is the one you don't need to build. Forward-thinking organisations are adopting **strategies to reduce parking demand** so that existing facilities suffice:



## PROMOTE ALTERNATIVE COMMUTING

Encourage carpooling, public transport, cycling, or walking through incentives like preferred parking for carpools or cyclists. Flexible schedules and work-from-home days also help reduce peak parking pressure.



## USE PARKING PRICING OR "CASH-OUT" INCENTIVES

Free parking encourages driving by default. Modest fees or cash-out programs reward employees who don't drive, freeing up spaces and reducing unnecessary car trips. Redirecting fees to sustainability initiatives helps frame this as a positive change.



## ENHANCE REMOTE & FLEXIBLE WORK OPTIONS

Hybrid work directly lowers daily parking demand. Coordinating staggered on-site schedules with HR prevents peak-day congestion and makes better use of existing parking.



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**30%** reduced daily parking demand

**\$\$\$** saved in construction costs

The **right mix of commuting incentives** can eliminate the need for new parking facilities. When alternatives to driving are easy and rewarded, demand drops naturally.



### Survey Insight

One in five commuters (21%) say they've chosen to work from home simply to avoid parking stress.

Smarter parking policies and flexible mobility options can reduce unnecessary commuting friction while supporting hybrid work.



# Improving Fairness in Parking Allocation

When parking is scarce, “**first come, first served**” often feels unfair.



## Survey Insight

45% believe parking should prioritise employees who cannot use public transport

**Early arrivals** consistently secure spaces, while employees with later shifts or family obligations are penalised. This competition can create frustration, tension, and even harm workplace culture.

## A FAIR PARKING POLICY FOCUSES ON



**EQUITABLE ACCESS**



**TRANSPARENCY**



**SO NO ONE FEELS THE SYSTEM IS RIGGED**



## STRATEGIES TO IMPROVE FAIRNESS

### ✓ **CLEAR ELIGIBILITY CRITERIA**

Define who qualifies for parking and why. Reserve spaces for employees with specific needs (e.g. disabilities, health conditions, job requirements) and communicate criteria openly to avoid resentment.

### ✓ **ROTATIONS AND LOTTERIES**

When demand exceeds supply, rotating access or lottery-based permits ensure everyone gets a fair chance over time — instead of the same people always winning.

### ✓ **LEVERAGE TECHNOLOGY FOR FAIR BOOKING**

Parking management tools allow employees to reserve spaces only when needed, apply usage limits, and prioritize those who haven't parked recently. This replaces the daily "race for spaces" with a transparent system.

### ✓ **COMMUNICATE AND ENFORCE POLICY**

Clearly publish rules around reservations, no-shows, and release times. Transparency builds trust and acceptance, even when spaces are limited.



### **WHY FAIRNESS MATTERS?**

When employees trust the system, stress and conflict decrease. Fair allocation also encourages alternatives like carpooling or transit — while free-for-all systems push everyone to drive "just in case." With clarity and fairness, parking becomes predictable and calm instead of competitive.



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# Increasing Utilisation of Existing Spaces

Although **93% of UK commuters have workplace parking, 36% say there isn't enough parking available.**

This suggests many organisations don't necessarily need more parking — they need to make better use of existing spaces.

## WAYS TO INCREASE PARKING UTILISATION

### 1. DYNAMIC SPACE REALLOCATION

When an employee is away, their reserved space shouldn't sit empty. Dynamic systems allow unused spaces to be shared temporarily, especially in hybrid work environments where attendance varies by day.

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### 2. REAL-TIME OCCUPANCY TRACKING

Sensors or digital maps show which spaces are available, reducing time spent circling. Usage data also helps identify true peak hours, enabling smarter policies for visitors or overflow parking.

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### 3. SPACE SHARING AND POOLING

Treat parking as a shared resource rather than a fixed entitlement. Pool-based systems and easy space release can increase effective parking capacity by 20–40%, allowing the same car park to serve significantly more employees.

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### 4. PEAK DEMAND MANAGEMENT

Use data to identify high-demand days or seasons and apply targeted measures — such as encouraging remote work — to prevent congestion during crunch times.

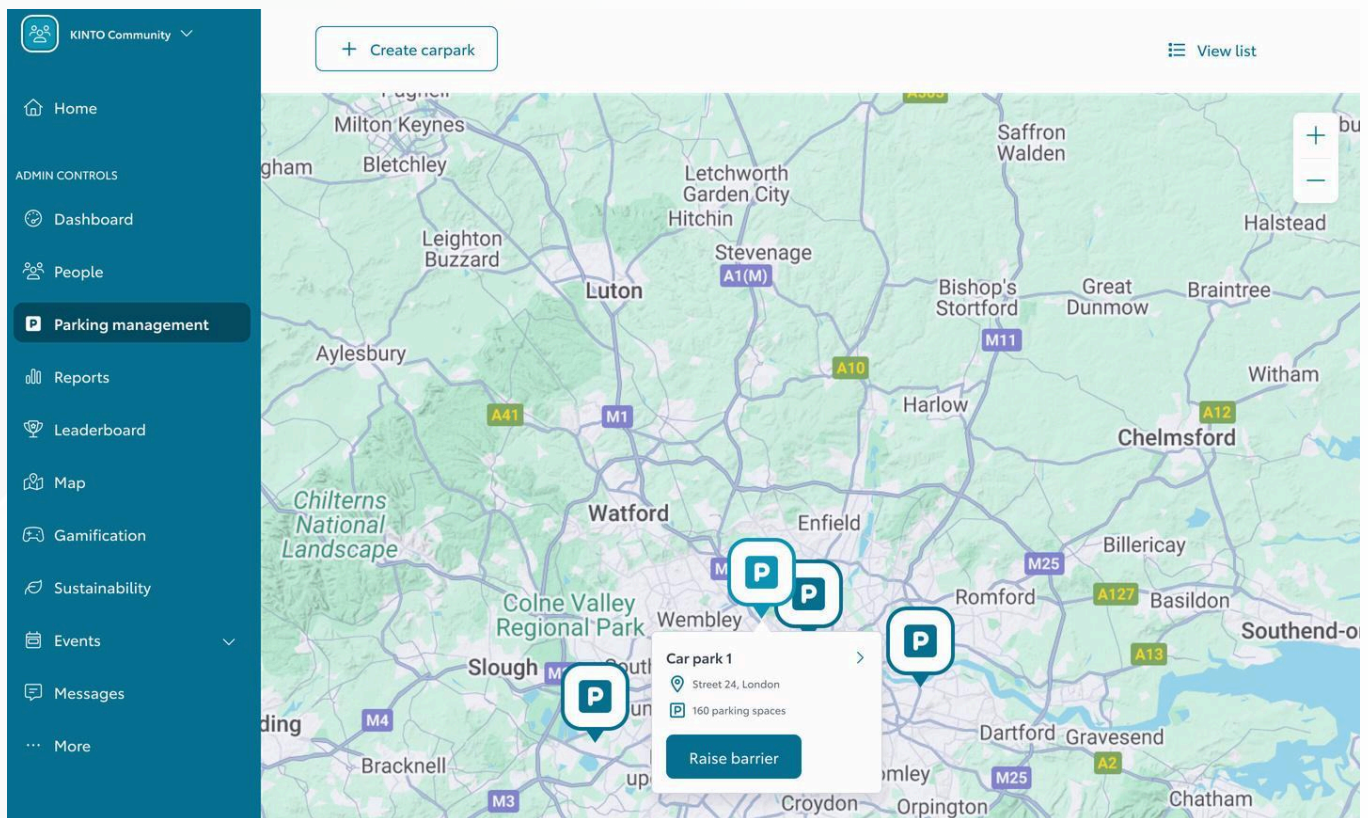
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## WHY UTILISATION MATTERS?

Before building new parking, ensure existing spaces are fully used. Smarter utilisation reduces employee frustration, supports hybrid work, and delivers better returns on existing property.

**20–40%** More capacity without new construction

Ultimately, boosting utilisation is about ***working smarter, not harder***. This often requires the right tools and a shift in mindset – **from fixed personal parking spaces to a more flexible, on-demand approach**. The payoff is significant: improved utilisation means fewer frustrated employees searching in vain, and a better return on the property you already have.



# Carpooling & EV Prioritisation: Driving Sustainability

Workplace parking strategy isn't just about managing parking — it's a powerful way to encourage more sustainable commuting. Our commuter survey shows employees are ready to embrace carpooling and EVs when supported by the right workplace parking policies.

## CARPOOLING

Our survey found that **47% of commuters would carpool** if guaranteed a parking space, while **46% would do so more often if it were easier to coordinate**.

To encourage participation, many companies offer incentives such as **reserved carpool-only parking spaces** or **discounted parking rates**. These signals make shared commuting visible and valued. Beyond parking, employees benefit from **lower fuel costs**, **less stress**, and a **more social commute**, while organisations **reduce traffic congestion** and **emissions** — directly supporting ESG goals. In some regions, employers are even required to cut single-occupancy commutes.





## EV PRIORITISATION

Our survey found that 32% of commuters would switch to an EV if workplace charging were available. Leading organisations such as **Google**, **Bank of America**, and **Cisco** have introduced EV charging at their offices, while others start by offering **dedicated parking for EVs and hybrids** in priority locations.

Supporting EV drivers helps lower commute-related emissions — every electric vehicle replaces a petrol-powered one. Increased EV adoption can significantly reduce an organisation's transportation carbon footprint and sends a clear signal that sustainable choices are encouraged.



## EVs Park FREE



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**47%** would carpool if guaranteed parking

**32%** would switch to an EV with workplace charging

Our research shows employees are ready to adopt more sustainable commuting when the right workplace support is in place..

For instance, fewer cars and more EVs can help **earn sustainability certifications** or **meet corporate carbon reduction targets**. And importantly, employees take pride in working for a company that actively supports green commuting.

It creates a **virtuous cycle**: the easier it is for staff to make eco-friendly choices, the more they will do so, which in turn further reduces parking demand and emissions.



# Checklist: Is Your Workplace Parking Policy Fit for the Future?

Our commuter survey shows that workplace parking affects employee wellbeing, productivity and sustainability. Use the checklist below to assess whether your parking strategy is ready for the future.

## ☐ DEMAND VS. CAPACITY

Do you know how often your car park reaches capacity? Are there certain days or times it overflows, and others when spaces sit idle? **Tracking usage data** is key – a future-fit policy is based on real demand patterns, not guesswork.

## ☐ TECHNOLOGY & MANAGEMENT

Are you leveraging tools to manage parking efficiently? This could include an app or platform for reservations, real-time occupancy displays, or digital permit management. Manually managing a complex car park can work for only so long – **scalable solutions are usually tech-enabled**.

## ☐ ALTERNATIVE COMMUTE SUPPORT

Does your workplace actively encourage alternatives to driving? For example, do you offer any incentives for carpooling, public transport, cycling, or walking (such as reserved spaces, transit subsidies, bike storage, or showers)? A **resilient parking policy** integrates with broader commute options rather than assuming everyone drives alone.

## ☐ FAIR ACCESS

Do employees generally feel the parking system is fair? (Be honest – are complaints common?) If certain groups of employees are consistently disadvantaged by the current setup, it's a sign you need to **revise allocation rules** or introduce a fairer booking system.



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## ☐ **ELECTRIC VEHICLE READINESS**

As EV ownership grows, have you planned for it? Consider: do you have any EV charging points or at least designated EV parking spaces? If not, how will you accommodate the likely increase in employees driving electric in the next few years? A **forward-looking policy** anticipates this shift.

## ☐ **FLEXIBILITY FOR HYBRID WORK**

Is your parking policy keeping up with hybrid work trends? Rigid assigned spaces made sense when everyone came in daily. Now, with flexible schedules, have you adjusted to allow sharing or reallocation of spaces on days when people work remotely? Parking management needs to **mirror the flexibility of modern workplaces**.

## ☐ **SAFETY & ACCESSIBILITY**

Do you provide adequate accessible parking for employees or visitors with disabilities? Are there safety measures (like lighting, cameras, emergency call boxes) in the parking area? While not the focus of this playbook, no parking strategy is complete if it overlooks **safety and ADA compliance** – these are baseline requirements for the present and future.

## ☐ **ALIGNMENT WITH ESG GOALS**

Lastly, does your parking approach align with your organisation's environmental and social responsibility goals? If your company has **carbon-reduction targets or wellness initiatives**, parking policy should not be an afterthought – it can either support or hinder those aims. For example, a company striving for carbon neutrality by 2030 will likely need to reduce single-occupancy commutes; is your parking policy ready to assist in that transition?

## IF THE MAJORITY ARE NOT CHECKED OR YOU ANSWERED “NO” OR “NOT SURE” TO SEVERAL OF THESE QUESTIONS...

If your organisation recognises several of these challenges, you're not alone. Our survey found that **over a third (36%) of commuters believe their workplace doesn't have enough parking**, while **31% experience anxiety about finding a space**.

### SIGNS YOUR PARKING POLICY MAY NOT BE FUTURE-FIT

- Demand varies, but capacity stays fixed
- Fair access is questioned by employees
- Alternatives to driving are under-supported
- Parking is managed manually
- EV readiness is limited or unclear
- Hybrid work is not reflected in parking rules
- ESG goals and parking policy are misaligned



# From Parking Pain to Smart Solution: Next Steps

By now, we've covered a range of practical strategies – from cutting demand, to allocating fairly, to embracing greener commutes – all aimed at making your workplace parking fairer, greener, and more efficient. The next challenge is **implementation**.

Changing parking systems can feel daunting, but you don't have to do it alone. This is where a **smart parking platform** can be a game-changer.

One such solution is **KINTO Join**, a corporate commuting platform designed to help businesses tackle exactly these issues. Rather than piecemeal fixes, KINTO Join provides an integrated approach to commuter management and parking optimisation:







### CARPOOL MATCHING AND INCENTIVES

KINTO Join matches employees with similar routes and verifies sustainable commutes in real time. This allows companies to reward actual behavior — such as priority parking or incentives — without manual tracking.



### REDUCED PARKING DEMAND AND EMISSIONS

By increasing ridesharing and alternative commuting, organisations reduce on-site parking pressure while making measurable progress toward sustainability goals. Built-in reporting makes the impact visible.



### FAIR, FLEXIBLE PARKING MANAGEMENT

Digital parking reservations, shared spaces, and transparent rules replace first-come-first-served chaos. Parking becomes predictable, efficient, and fair — enforced by software, not guesswork.



### EMPLOYEE ENGAGEMENT AND SUPPORT

KINTO Join supports rollout and adoption with engagement materials and expert guidance. As commutes become easier and less stressful, employee satisfaction and retention improve.

Crucially, adopting a platform like this isn't just about technology – it's about sending a message to your workforce that you **understand their reality** and are **investing in solutions to help**.

Instead of employees feeling the company simply cut parking or imposed rules, **they see a helpful system** that makes their commute easier and greener. That builds trust and buy-in.

# Ready to Take Charge?

The final piece of this playbook is turning insight into **action**. A great next step is to evaluate your current parking situation with expert eyes.

We invite you to **book a free demo or even a personalised workplace parking audit** with our team. We will:

- help you assess your needs
- show you how KINTO Join works in action
- provide tailored recommendations for improving your parking management

With the right strategies and tools, you can transform parking from a source of frustration into a showcase of efficiency, fairness, and sustainability.

Empathy and expertise are the heart of the **Smart Workplace Parking Playbook**. We know the challenges you face – we've seen them, and we've solved them.

Now, armed with these strategies, you can lead the charge in making your workplace parking work better for everyone.

**Here's to fewer hassles, happier employees, and a greener future for everyone's commute!**

**SCHEDULE A DEMO**



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