## **On- & Off-street parking optimizing urban environment**

#### POLIS Annual Congress - December 2016 - Rotterdam - Peter Martens



#### Q-Park: parking in 10 European countries





- Operates 6.000 parking facilities
- Total 836.000 parking spaces
- 2.200 Employees
- EUR 809 Million revenue
- Headoffice in Maastricht Netherlands
- Central customer care centre for 5 countries
  - 7\*24 support
  - 28 Seats
  - 81 Employees (FTE)

### Nobody parks just to park!





#### Attractive cities attract visitors

- High mobility pressure
- Traffic comes to a standstill
- Streets occupoied by parked cars

#### Parking management does not come with more cars in the city

- Facilitates access for visitors adding value to the city
- Differentiated parking policy in city centre and outskirts
- Employees from suburbs into the city?

#### Regulation only where necessary

Parking regulation where demand exceeds capacity without regulation

### Parking supports accessibility of urban activities





#### **Parking supports**

Vital cities

- Retail & further economic activities
- Public access & mobility policies

#### Multidisciplinary approach required

- City management: city planners, mobility planners, economic & financial
- Residents
- Retail
- Real estate owners
- City visitors (business, leisure, shopping)
- Parking operators (public & private)

### Is the customer prepared to pay for parking?





#### "Parking is always too expensive"

- Research: "Do you know the parking tariff here?"
  - One third: "I don't know"
  - One third gives a wrong answer
  - One third is about right

#### **Quality in Parking**

- Short & safe walk to destination
- Perceived security: personal and for your car
- Good light levels
- Easy movements in and out
- Easy and secure payment

#### Quality parking is less price sensitive

### Parking: on-street or off-street?





#### **Dutch Motorists Association ANWB survey 2014**

- More preference for parking in car parks vs on-street
- Postpayment is an important issue
- Safety for the car seems more important than personal safety
- On street parking seems more sentitive for tariffs than car park users
- On-street parkers are least prepared and informed
- Car park users and P+R users decide where to park before leaving

### Parking tariffs influencing parking behaviour





# What price difference would move you to a parking facility at 15 minutes walking distance?

- Starting from EUR 5 price difference for the total parking transaction
- Visitors up to 2 hours will remain parking at short distance
- From EUR 10 price difference 15 mins walk will be accepted

### Pressure on public space in central urban areas







#### Today

- Shared space for pedestrians, cyclists, public transport an cars
- Parked cars and bicycles demanding space
- Kerb space for car-sharing, bike-sharing, e-charging points,

#### **Future developments**

- Decarbonisation of traffic while maintaining access to urban activities
- Reducing on-street parking to improve public domain
- Effects of self driving vehicles: Impact analysis by BCG for Amsterdam

### Impact of self driving vehicles



fic in Amsterdam- Bikes, Scooters, Cars, Trams and W

#### BostonConsultingGroup: impact analysis of SDV's for Amsterdam

- Additional vehicle costs will reduce to EUR 3k by 2035
- Convergence of private transport and public transport => on-demand transport
- Also cyclists and public transport users will shift to SDV
- 50% prefers individual SDV, 50% to car-sharing or ride-sharing
- Urban SDV-usage increases urban car mileage by 30% 80% (car- & ride-sharing)
- More complex traffic situations (security of SDV's vs pedestrians & cyclists)
- Parking demand depends heavily on car- & ride-sharing (increase to decrease)

#### Interventions

- Separate SDV's from pedestrians/cyclists traffic lights at crossings & enforcement
- Promote car- & ride sharing vs individual SDV's (pricing for individual SDV's)
- Transfer on-street parking to SDV-lanes, access points, etc.
- Adapt off-street parking facilities for self-parking SDV's

### Drivers for behaviour change





### Physical environment for competitive quality offer

# QPARK





#### Off street capacity:

- Built car parks, multi-storey or underground
- Public accessible facilities, sharing semi-private facilities

#### **Quality aspects:**

- Visible and inviting entrance
- Spacious parking floors, easy manoeuvring
- Service area with easy payment



### Digital environment, making customers aware of alternatives





#### Parking guidance:

- Roadside and in-car
- Information on alternative options, incl. distance, pricing, open hours, etc.
- Reliable real time information on availability, integrated in navigation
  - What if, when full?

#### **Payment services:**

- Post-payment, based on actual parked time
- Electronic cashless payment options
- Payment in car parks and on-street from same account

### Legislation for on- & off-street parking





#### **On-street & off-street regimes:**

- Public owned or private owned
- Open access or barrier controlled
- Pricing rules on parking tariffs and fines
- Public enforcement only or also private, decriminalization

#### User groups:

- Privileged groups, i.e. residents
- ANPR controlled access and privacy

### **Example: Maastricht**





#### Behaviour change:

- Policy without information doesn't change anything
- Customers need to know the alternatives
- Reward customers to discover the new alternatives
  - If the new alternative proves to be attractive, it will be used after termination of the awards as well

#### Perception & acceptance:

- Knowledge about alternatives gives something to choose
- The chosen alternative will be better appreciated, also if it's the expensive one

### **Example: Maastricht**





#### Zoning from 1/1/2014: Differentiation from EUR 2,30/hour

- Zone A: Central Vrijthof EUR 1,00/17 minutes, EUR 35,00/day
- Zone B: EUR 1,00/22 minutes, EUR 25/day, on-street permits only
- Zone C: EUR 1,00/28 minutes, EUR 12/day
- Zone D: EUR 1,00/42 minutes, EUR 9/day
- Zone E: Free parking, EUR 1,00 PP for shuttlebus (last 19:00 hr)

#### Effects:

- Central Vrijthof: 8% less visitors
- Shift primarily from zones A to zone C
- Less traffic on bridges across the river Maas



# Thank you for being here so early Any questions?

