Parking and behaviour: Polis-CROW-EPA Workshop

19 September 2017
13.30 – 17.00

Rotterdam

Final Programme

13.00	Welcome, coffee and tea
13.30	**Welcome addresses by EPA, CROW and Polis** **Opening address:** Why do we discuss parking and behavior? Introducing the tool, and the five measures areas: physical context, digital context, parking regulations, marketing and social context, Wilma Singer, CROW
14.00	**Parking as a tool to change the city,** Roel Stessens, Leuven (BE)
14.30	**1ˢᵗ break out session** Governance and parking regulations - Lille European Metropole: a French case, introduced by Olivier Asselin, Lille Metropole (FR) Digital context, introduced by Paul Mathieson, Southend on Sea (UK)
15.20	Coffee break
15.35	**2ⁿᵈ break out session** 'There is always a parking space' in Zwolle, Syb Tjepkema, Zwolle (NL) Social context, regulations and marketing: The effects of marketing and traffic management measures to influence parking behaviour for events and beach days in The Hague, Arjen Reijneveld, Den Haag (NL)
16.25	**Marketing, does it work?** Group discussion, with an introduction of Martje Hoofs, Q-Park
16.55	**Conclusions and wrap-up, CROW, EPA and Polis**
17.00	Farewell cocktail

Meeting venue: societyM Rotterdam, Gelderse Plein 50, 3011 WZ Rotterdam, The Netherlands
How to get there? https://nl.citizenm.com/citizenm-support/rotterdam/rotterdam-hotel/hotel-information/directions-to-hotel, lose to Metro and NS rail station Blaak, exit Maasboulevard, Oude Haven
Contact person: Wilma Slinger, CROW, wilma.slinger@crow.nl - Ivo Cré, Polis, icre@polisnetwork.eu
For registration and programme updates: http://www.polisnetwork.eu/parking-and-behaviour

praktische kennis direct toepasbaar

Speakers biographies and presentation abstracts

<u>Leuven (BE)</u>

Roel Stessens is Engineer Architect | urban planner, specialised in qualitative mobility design. He is the co-founder of BUUR, a urban planning and design agency in Leuven. Next to his role as delegated manager, he contributed as expert to mobility and infrastructure projects for over 10 years. To be able to focus more on the integration between mobility and public space, Roel decided to leave BUUR in 2015. He became project coordinator for the implementation of the new traffic circulation plan in the city of Leuven. From October 2017 onwards, he will start a new project management agency in mobility and urban space. Roel is also teaching spatial development at the department of traffic science of the University of Hasselt.

The city of Leuven brought forward two clear ambitions for the introduction of the circulation plan in 2016: improving the quality of life and accessibility. By choosing an advanced loop plan, visitors are more consistently routed and guided to the center parking lots. Through-traffic is no longer possible in the inner city. In this way, the historic center was made into a large motorized-traffic-calm zone. The parking spaces and squares that became available for other purposes are being redesigned into a living space, which makes the public space more attractive for both visitors and residents. In addition, more road space is also used for bicycle and bus transportation.

<u>European Metropole of Lille (FR)</u>

Olivier Asselin currently works on parking policy at the European Metropole of Lille (MEL). His local role is to have a global view on parking as a structural factor in mobility, urban planning, public space… He is also chairman of the Polis Parking working group, and for the AITF (French engineers association). He regularly participates in national reflections and trainings about parking issues.

His presentation will focus on governance issues in the French system, regarding MEL as a study case. The idea is to present the different competences between municipalities and metropoles, and the way those two entities can work together, regarding urban planning issues (resident and working place norms), mobility and quality of public transport (SUMP), and the coordination between on-street regulation (municipalities), and off-street management (metropole).

<u>Southend on Sea (UK)</u>

With a background of over thirty years in transportation planning and infrastructure construction, **Paul Mathieson** understands the pressures on cities to expand and develop, whilst remaining a place where people want to live, work, travel to and spend leisure time.

More recently Paul has moved into a new smart city role and is now leading on smart city and mobility services for Southend. An immediate priority is taking forward the new Sustainable Parking and Access Strategy, with a strong focus on smart parking technology to overcome some of the problems with the current systems and lack of integration. His presentation will set out how this has developed, some of the challenges and recommendations to take forward for discussion and feedback from other cities

Paul will focus in his presentation on what factors are shaping parking supply and demand in Southend. As a seaside destination, seasonal variations are important. Paul will present findings and recommendations from the Southend Parking and Access Study: What is the current parking behaviour in Southend – what has the local authority learnt? He will address technological change and how to deliver this: why do parking managers need to understand digital technology? Finally, he will focus on the role of the technology (digital) providers in parking.

Zwolle, NL

"There is always a parking space in Zwolle", Syb Tjepkema, Gemeente Zwolle (policy adviser)
Zwolle has drawn up a vision Innercity 2030, which was developed with the stake holders of the city in 2015 and 2016. The ambition is that the city center is close to car-free in 2030. The Zwolle city council has the ambition to be one of the leaders in this respect in the Netherlands. The slogan for this ambition is 'Zwolle: welcoming city'. This tagline also fits the parking plan that was finalized in October 2016. This plan focuses on an area approach, following the spatial vision for the same area. The municipality designed the plan and its ambitions in cooperation with retailers, residents and other stakeholders.

In his presentation, Syb Tjepkema gives you an impression of the parking ambitions of Zwolle. He will show practical examples to keep the historical city center accessible and livable by interacting with retailers to change (bicycle) parking behavior will be provided, such as the campaign "There is always space in Zwolle", as part of the early bird action to park free of charge before 11 o'clock on Saturday, business discounts and the use of bicycle parking coaching. The starting point for all the parking activities of the municipality is that the balance between car parking and bicycle parking has to be found. The parking policy is designed around the needs of different target groups. Together with Q-park and Erasmus University Rotterdam, a comprehensive user survey was held.. You will hear furthermore about examples of parking in residential areas – with the aim that residents adjust their parking behavior to achieve other neighbourhood-level goals like climate change and livability with the emphasis on the importance of good cooperation with all stakeholders involved to accomplish the goals.

The Hague (NL)

The effects of marketing and traffic management measures to influence parking behaviour for events and beach days in The Hague: Visitors of Scheveningen (The Hague beachside) and events in the city often drive all the way to the parking lots closest to destination. Visitors drive on autopilot to their destination and only then start looking for parking. The situation in Scheveningen is particular because there are only a limited number of routes to the parking lots. When these are full the place is a basket trap and it is hard to find alternative parking spaces.

The city of The Hague developed traffic management and marketing measures around events and beach days to advise visitors to use public transport and guide visitors by car to available parking spots. The objective of these measures is to avoid substantial traffic jams and to reduce parking search traffic. This presentation will describe the effectiveness of these measures. It will look into the tone of communication and the cost benefit analysis of investments in marketing and traffic management for events?