



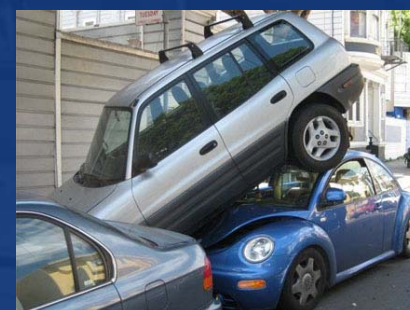
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Acceptable pricing and efficient use of parking infrastructure

Contribution to EPA - Polis Parking Workshop,

Stuttgart, May 17 th, 2011

by Bram van Luipen KpVV



Samen weten we meer

Two issues

1. A fair parking tariff
2. A fair use of revenues generated by paid parking

TABLE	4 WHEELERS	2 WHEELERS
0-2 Hrs	Rs. 20.00	Rs. 10.00
2-3 Hrs	Rs. 30.00	Rs. 15.00
3-4 Hrs	Rs. 40.00	Rs. 20.00
4-5 Hrs	Rs. 50.00	Rs. 25.00
5-6 Hrs	Rs. 60.00	Rs. 30.00
Above 6 Hrs	Rs. 60.00 + ADDITIONAL Rs. 10.00 Per. Hr	Rs. 30.00 + ADDITIONAL Rs. 5.00 Per. Hr

TERMS & CONDITIONS
The Management shall not be responsible or liable for any loss



About opinions on parking tariffs



Citizens & shop owners:

Parking tariffs are too high, municipalities and private parking companies profits are exorbitant

An official enquiry on Public Spending:

Parking costs are higher than the financial benefits

Opinion of professionals and municipalities:

Parking tariffs are considered from different points of view



About the practice of setting a parking tariff

“We do not want to be more expensive than our neighbour municipality”

“It has to cover costs – neutral result”

“It has to deliver a reasonable degree of occupancy”

“It has to contribute to our mobility fund”

“It has to contribute to the accessibility of our city”

“It has to contribute to a sustainable city”

“It has to contribute to our general resources”

“It is just the result of our annual political discussion”



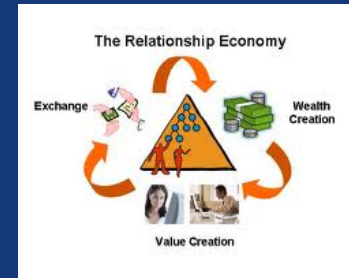
Interesting economic starting point: “It has to deliver a reasonable occupancy rate’

Pro: it is intuitive logical:

- For an attractive spot you want to pay more.
- By less occupancy you pay less or nothing!
- Easy to explain and to account!

Remarks:

- How do you know if there are enough parking lots?
- How do you know or PT / cycling aren't a better alternative?
- Is a balance of demand and supply accountable from a societal point of view?



Points of views in a economic approach

Tariffs with an “optimal societal profit”

Getting the right people on the right parking place

Prices should reflect the value of the place



An optimised P-tariff of an area is derived by the following formula

$$T_{\text{area}} = \alpha * B * K (1+A) * i_t$$

$\alpha = 0.23$ constant factor deducted from “average shopping street” (Meent, Rotterdam)

B = degree of occupancy

K = time cost of people

A = attractiveness of an area

i_t = inflation correction



Theoretical parking tariffs

Attraction derived from rental price of shops

City	shopping street	mean	Attraction	Tariff
Amsterdam	Kalverstraat	€2.100	4,0	€ 6,03
Amsterdam	Heiligeweg	€1.350	2,6	€ 4,31
Den Haag	Spuistraat	€1.250	2,4	€ 4,08
Amsterdam	Leidsestraat	€1.225	2,3	€ 4,02
Utrecht	Lange Elisabethstraat	€1.225	2,3	€ 4,02
Utrecht	HC Radboudtraverse	€1.150	2,2	€ 3,85
Utrecht	Bakkerstraat	€1.100	2,1	€ 3,73
Rotterdam	Lijnbaan	€1.075	2,0	€ 3,68
Utrecht	Oudegracht	€1.075	2,0	€ 3,68
Utrecht	Steenweg	€1.075	2,0	€ 3,68
Den Haag	Venestraat	€1.075	2,0	€ 3,68
Amsterdam	PC Hooft	€1.050	2,0	€ 3,62
Utrecht	Vredenburg	€1.050	2,0	€ 3,62
Rotterdam	Kort Lijnbaan	€ 975	1,9	€ 3,45
Utrecht	Lange Viestraat	€ 950	1,8	€ 3,39
Amsterdam	Nieuwedijk	€ 925	1,8	€ 3,33

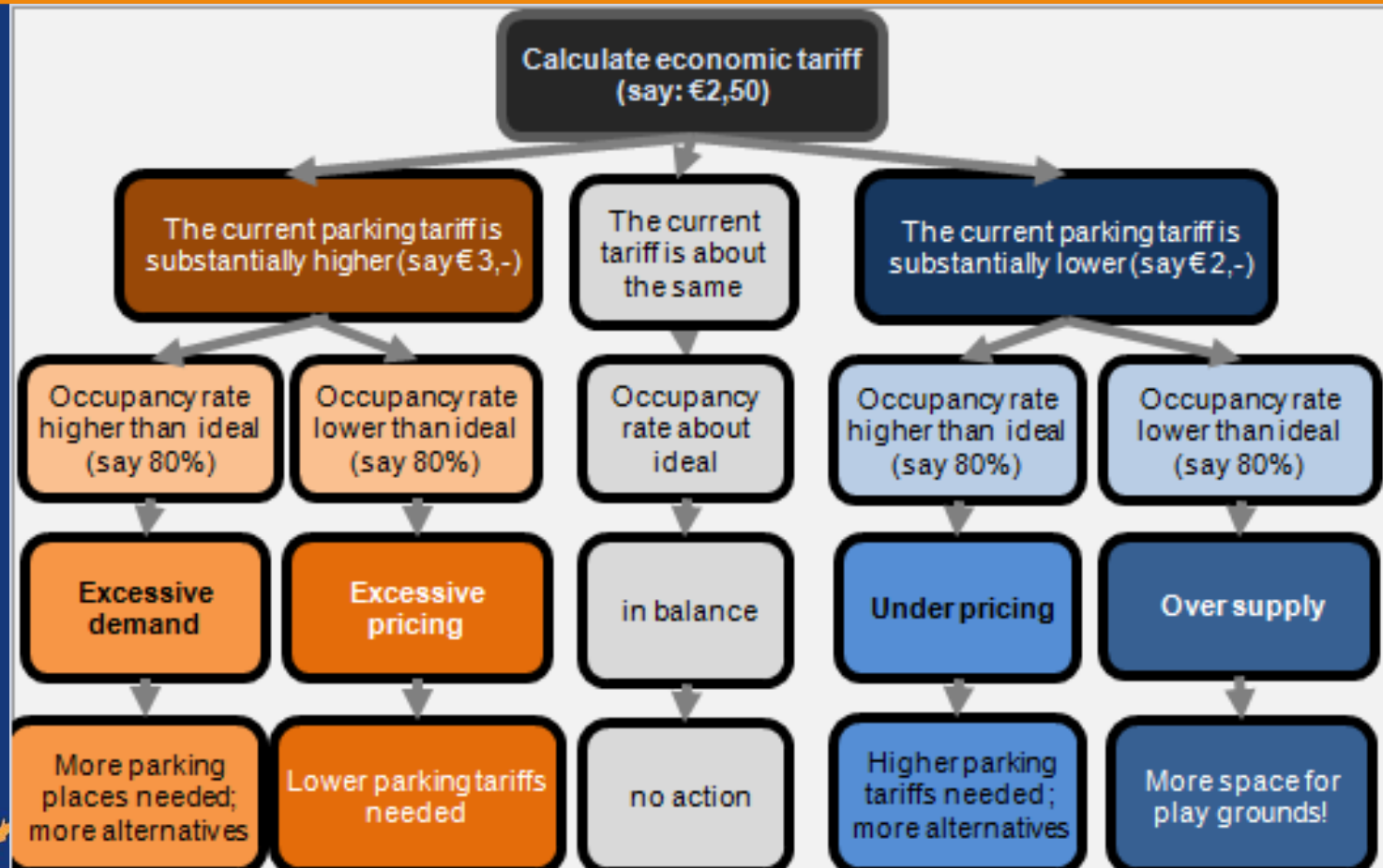


Very close to existing tariffs

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Decision tree for an integral approach



The result of this approach

- Wide interest, does not exist yet
- Links parking with the economic functioning of areas
- It is not the sole basis for price setting in parking, alternatives:
 - **exploitation based price**
 - **societal price**
 - **market price**
 - **mobility based price**



From theory to a better future



Main conclusions from the Dutch partners:

- The economic approach has perspective (sharpens the discussion on parking tariffs)
- Rental prices of shops/buildings can be used as input
- Pilots held in five Dutch cities: approach delivers a new reference and opens our eyes!

International challenge?!

With thanks to Marco Martens, Ecorys Amsterdam



Fair use of revenues generated by parking

Survey under Dutch professionals

by

Giuliano Mingardo, Erasmus University Rotterdam
In cooperation with KpVV

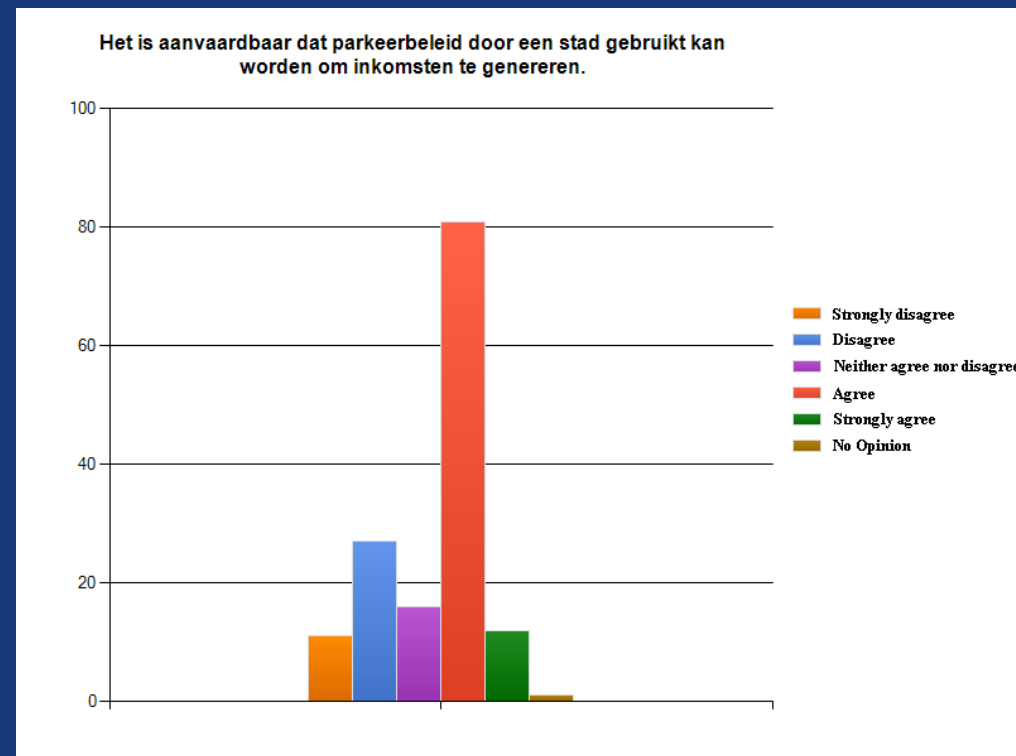


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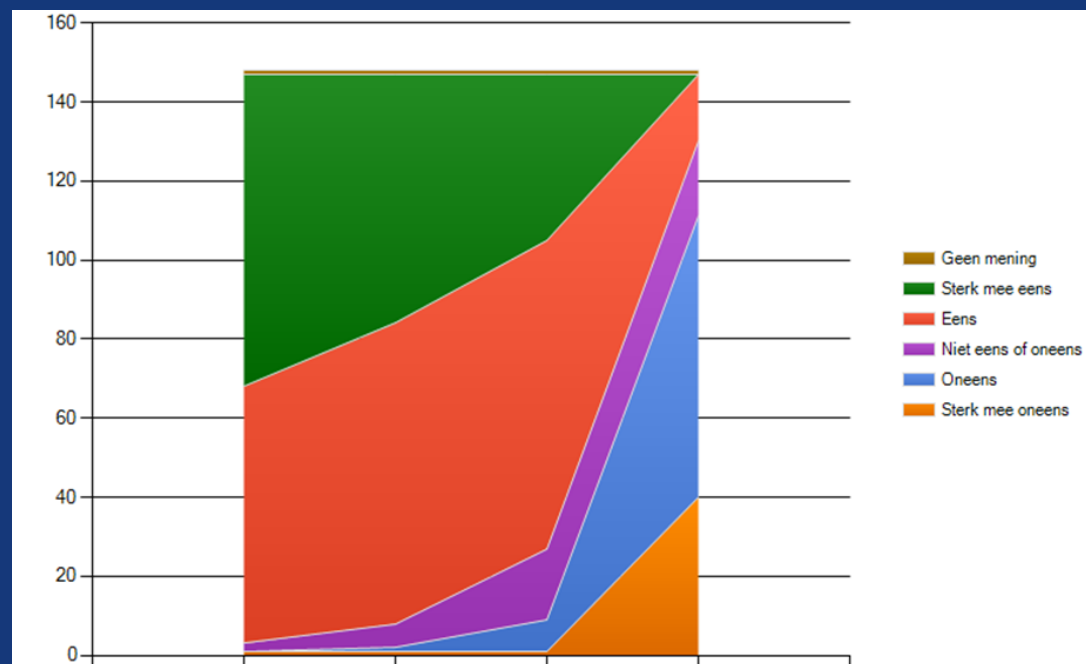
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These: It's fair that by parking policy can be used to generate money for the urban authorities

Opinion Dutch parking professionals



These: It's fair that revenues from parking policy will be used for ...



parking
system

quality of life
of the city

accessibility
of the city

general budget
of the city



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Herzlichen Dank für Ihre Aufmerksamkeit!

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