Parking and behavior

Parking policy is one of the most effective ways to influence mobility behavior. There are numerous parking measures possible. However, depending on the situation, one measure is often much more effective than the other. Strikingly enough, the knowledge of parking and behavior is fragmented and limited. As a result, there is a chance that suboptimal solutions will be chosen. In this brief, attention is given to a new publication and an online tool that will improve the knowledge about the relation between parking and behavior.

Integrated approach to parking policy is necessary

Parking policy is an important aspect of the traffic and transport policy and greatly affects the livability, accessibility and vitality of our cities and towns. In an integrated approach, the user or traveler is central; Customized measures ensure that the user acts along the desired parking behavior and that the desired effect is achieved.

The parking challenges for local authorities are very varied. They range from remedying a lack of parking space in certain areas to the communication of available spaces in parking garages. Solutions require knowledge, tailor-made measures and involvement of key stakeholders. That is not easy when imagining parking is a sensitive subject for many people, where emotions and facts often coincide or contradict. Consider, for example, discussions about paid parking at shopping centers and the number of parking spaces in housing projects.

Knowledge condensed

In the CROW-KpVV report 'Parking and behavior', the knowledge of parking and behavior was first brought together systematically. This provides the report with an increasing need for knowledge about parking and mobility behavior in order to increase the effectiveness of measures.

An analysis of 500 sources and the input of experts from science and practice show that most (scientific) knowledge is gathered about the effect of parking rates on the parking behavior. This is striking because parking behavior can also be influenced in a variety of other ways. For example, behavioral change can be induced through an intervention in the infrastructure, through law and regulation, through awareness raising campaigns or by reward. A combination of measures is also possible. The specific challenge for the parking manager is to implement a measure or mix of measures that optimize the relationship between cost, effort and effect. This requires both knowledge of parking and behavior and insight into best practice experiences.

Interactive tool

The knowledge about parking and behavior is now recorded in an online tool. Figure 1 shows how this is structured. We want to use the online tool to collect and share experiences and key data in terms of parking and behavior. With this knowledge, CROW and the Ministry of Infrastructure and Environment want to stimulate cooperation between science and practice.

We cordially invite you to use the tool and share your practice experiences with colleagues.

More information

The publication Parking and behavior is available free of charge at www.crow.nl/parkeren-en-gedrag.
The Parking and Behavior Knowledge Tool has been added to the extensive online Knowledge Module Parking (www.crow.nl/KMpar).
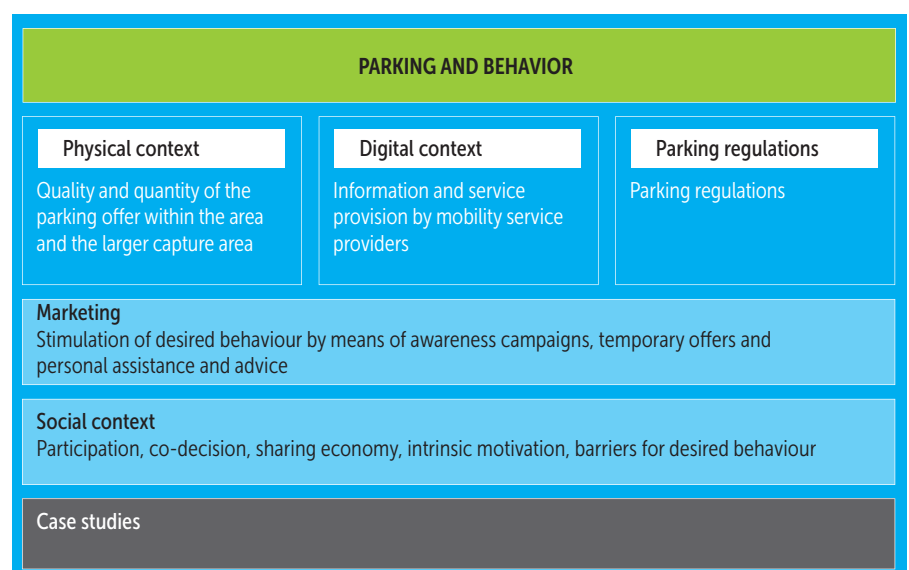
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Figure 1. Construction of the Park and Behavior tool