



CiViTAS
Cleaner and better transport in cities



Green parking purchase – a model for smart mobility solutions in urban development

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UMEÅ

A young city in the north

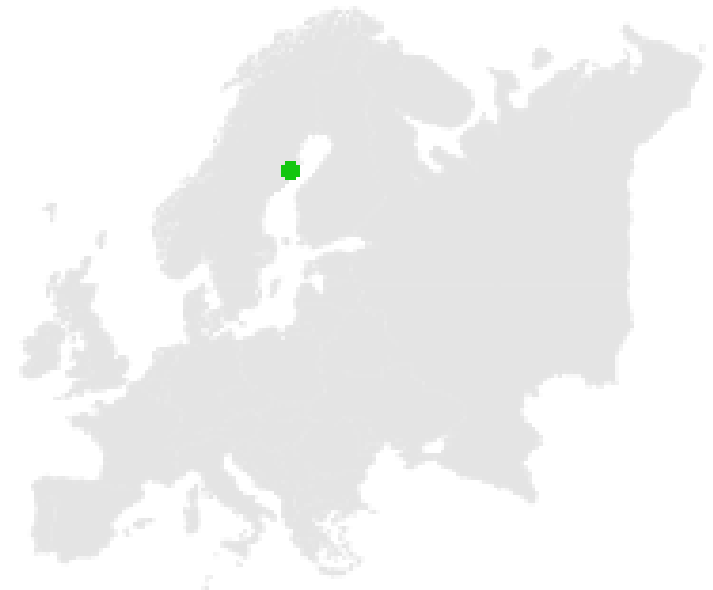
117 000 inhabitants

- 200 000 within 2050



Fast growing and growth oriented

Comprehensive plan and SUMP from 2011



A LONG TRADITION OF CONVERSATIONS,
JOINT ACTIONS AND COOPERATION IN
PLANNING THE CITY



The air quality - a common problem that requires cooperation

Livable and attractive urban spaces

a lively, safe and sustainable city attracts investors, entrepreneurs and labour force, tourists, visitors and international business

Urban development demands high responsibility



POLITICAL POSITION - PARKING STRATEGY

Reduce car traffic in peak hours

We cannot build more car parking facilities for commuters in the city centre

- alternative sites for car parking outside the city centre (max. 600 meters distance from working sites)

Political consensus



How can we make it possible for real estate owners to take responsibility for commuters transports in other ways than just offering car parking facilities?



The pilotsite "Forsete"

2012 - Balticgruppen AB signs the first contract



PARKING PURCHASE

Buying as an alternative to building

Highly efficient landuse

Parking solutions to a lower cost - Jointly sharing

No fixed parking lots - better use of the facility

Umeå has been working with parking purchase since the 70:s



THE GREEN PARKING PURCHASE

The agreement provides a reduction of parking standards for employees by 40% if the property owner undertakes :

- Public transport fund (incentives for commuters to use PT)
- Car-sharing system
- Extraordinary parking facilities for bicyclists (warm, safe with dressing room)
- Develop a green travel plan/comunication plan



ALLOCATION OF A GREEN PARKING PURCHASE

One parking purchase (16 000 EUR):

60 % Normal parking purchase (Car parking lots)

10 % contribution to Public transport fund

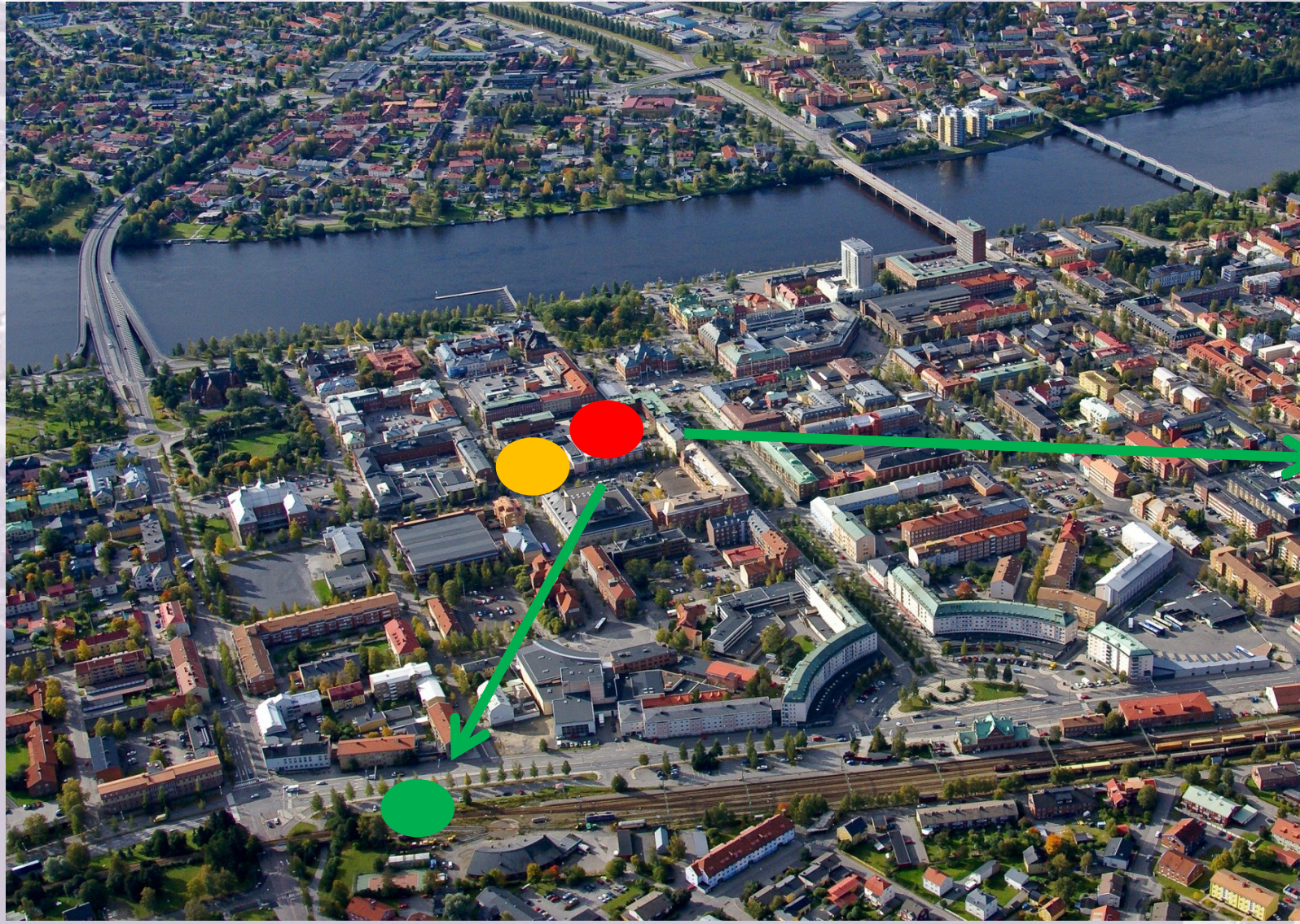
*15-20 % Car-share, bicycle parking facilities,
communication plan*

Giving the property owner a possible

10-15 % Saving / Incentive



● The pilotsite "Forsete" ● Buss, bike and car share alternatives ● Car parking facilities by purchase



A WIN-WIN SITUATION

Benefits for the city?

- Sustainable growth makes room for the high dense city
- Support and facilitate investments
- A modal split towards our objectives

Benefits for the real estate owner?

- Incentives for sustainable transport solutions
- A modern trademark
- Driving urban sustainable development



CHALLENGES

- It takes time and commitment, we need to find a manageable model
- Taxation of benefits
- Development of the modal split
- Are commuters using visitors parking facilities and to which extent?





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