Deliverable Summary

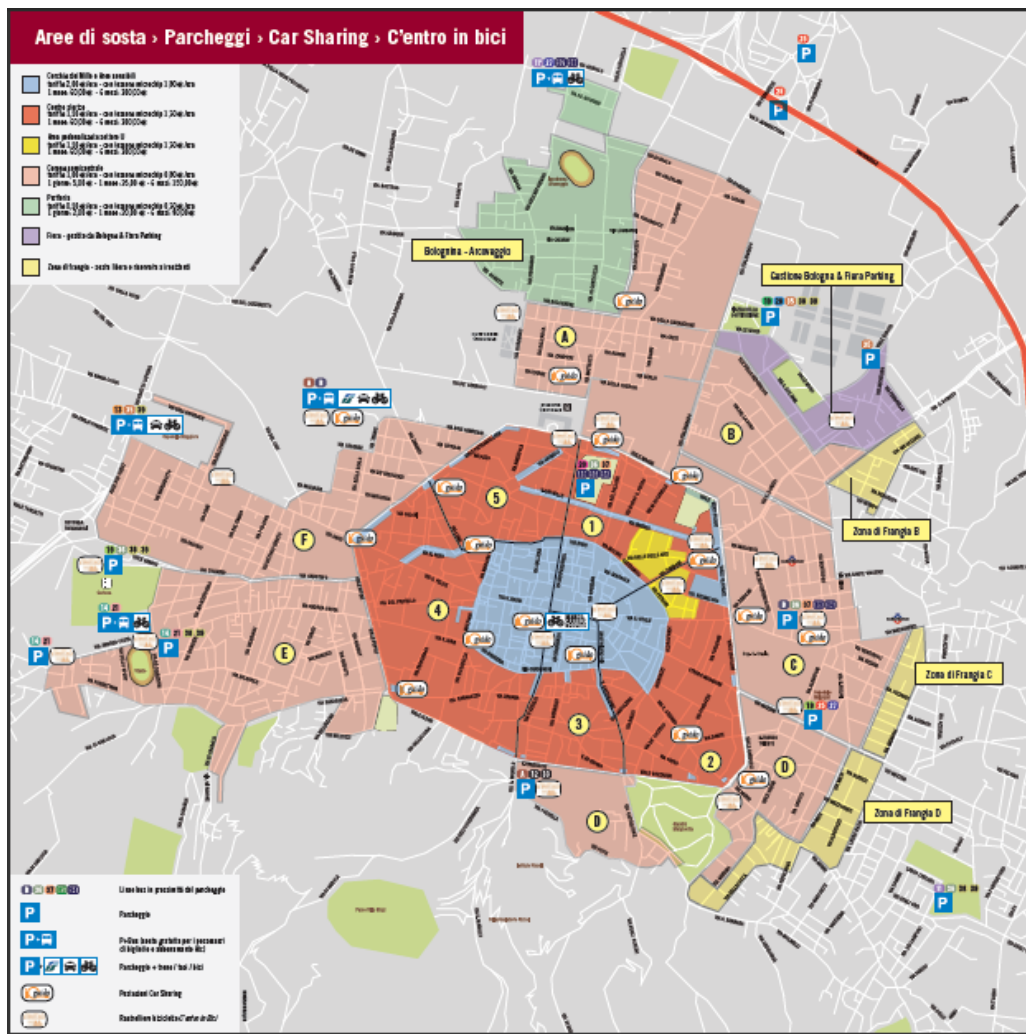| DELIVERABLE KEY INFORMATION	
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Author(s)	ATC spa – Nassisi Nicola, Tarozzi Luca, Mirco Armandi
Editor(s)	ATC spa – Daniela Cocchi
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Project Coordinator	Andrea Arcelli Via Marsala, 23 40126 Bologna - Italy +39.051.2194746 andrea.arcelli@comune.bologna.it

Context and Purpose

ATC manages the "on-street" parking and the parking areas as specified in the parking regulation plan of Bologna Municipality.

The functions of coordination and realization of the parking policy are managed by representatives of the municipality and of ATC technical offices.

The regulation of the parking as concerns fares, time of payment and reductions in fares are under the responsibility of the Municipality with the not binding advice of ATC.

The activities managed are:

1. On-street parking in Bologna in the area regulated by the parking plan.
2. Parking regulation in the parking areas
3. Issue of the permits to access the Limited Traffic Zone (LTZ) and the areas regulated by the parking plan.
4. Car sharing management
5. Installation and maintenance of variable message signs with information on mobility and directions for the parking areas
6. Cycling mobility services
7. Planning and realization of the Van sharing system
8. Bus links from the parking areas to the city centre
9. Maintenance of the automatic access control gates to the LTZ and to the reserved bus lanes
10. Mobility management activities to support the Area Mobility Manager
11. Specific activities for mobility development and participation to european project on innovation technology.

Summary Contents

Main activities realized can be summarized as follows:

- A complete revision of the parking fares. This revision required:
    - o   the complete update of all the parking meters
    - o   the update of all vertical signs
    - o   the update of the payment vouchers "scratch and park"

    An information campaign was addressed to citizens:
    - o   on ATC web site (with the complete update of the pages and the realization of an interactive map),
    - o   through local newspapers,
    - o   with the distribution of leaflets on the screen of car parked in the interested areas.
- Centralized control of the parking meters through GPS and GPRS that allows to have the on line control of breakdowns and strongboxes status. From 5/4/2011 all the parking meters (about 800) are centralized. Bologna is the first italian big city that realized the complete centralization of parking meters.

- At the same time we activated the print of the bar code on the parking meter tickets in order to allow controllers an easier check through their portable devices. The bar code control allows also to collect data on the use of parking meters. This activities will go on with the introduction of bar code on all parking tickets and also on access and parking pass.

- The software tool for parking meters management was completely redesigned in cooperation with the system supplier:

- Visualization of information on a cartographic map;
- Introduction of the alarm signal escalation if the alarm is not managed;
- Creation of the historical database;
- Sharing of operation alarms with the supplier as concerns breakdowns and "paper end";
- Optimization of operational alarms as concerns strongboxes substitutions.

- Progressive installation of new parking meters "Strada" with the possibility to use credit cards and contactless smart cards for payments with the possibility to increase the services offered (ex: renew of pass for the LTZ or payment for LTZ access)
- One year testing of the "Minipay" technology on the parking area Prati di Caprara
- Atc realized a system for the emission of the fines using controllers portable devices. The devices are equipped with cameras that allows the controller to take pictures of the parking offences.

Functional Use

The deliverable summarizes all the actions developed in cooperation with Bologna Municipality for the parking management as concerns fares, organisational and technological aspects.
The next phase of evaluation will be of great interest because we will have a real feedback on the measures implemented

Lessons learned

The activities developed allows to reduce the operational costs, to optimise the control, to collect data on the parking demand (for example verifying the average time of parking).

The parking management has to be considered as a part of the general mobility management in order to find technological and organizational synergies; only in this way we will obtain a real integration among different transport modes.

Contacts
Mirco Armandi
ATC spa
Via Saliceto n. 3
Bologna
Tel. +39.051.350502
mirco.armandi@atc.bo.it