



CiViTAS
Cleaner and better transport in cities

Sustainable Mobility Highlights 2002-2012

CIVITAS is a European Initiative involving more than 200 cities across Europe in the testing and sharing of new technologies and innovative concepts to achieve sustainable and integrated strategies for urban transport.

DEMAND MANAGEMENT STRATEGIES

Making parking precious

Local traffic levels can be reduced by implementing demand management strategies based upon economic incentives and regulatory measures including smart parking strategies. In the field of demand management strategies, CIVITAS cities worked on access management; road pricing; walking and cycling enhancements; and parking strategies. This highlight offers insights on the last subcategory.

Parking management involves innovations in design, communications and enforcement. Differentiated pricing schemes for parking are an effective means to reduce congestion and pollutant emissions in an urban context.

Parking is a complex and sensitive issue. Parking measures should be based on thorough analysis of parking data and facilities. Tariffs should carefully be differentiated across target areas and user groups. As all parking projects need political and legal approval, it is wise to hold working groups and stakeholder meetings to put this issue on the agenda.

CIVITAS fosters experimentation in demand management measures with a view to spreading lessons learned among cities. The CIVITAS cities realised 26 innovative measures on parking management in 22 different cities. This highlight features some of the most successful and eye-catching among these to inspire other European cities.



Better parking strategies

Many cities have introduced parking tariffs encouraging the use of public transport or Park & Ride facilities, with special conditions for different user groups such as residents or disabled drivers. Static signals and variable message signs inform drivers about car parks and/or P&R facilities.

Ghent in Belgium, limited the number of parking places in the area of the train station. The implementation of a high tariff zone and the opening of an underground commuter parking facility next to the station resulted in a reduction of parked cars in the tariff area of 11 percent.

Other inspiring cities are Aalborg (Denmark); Bologna (Italy); Bucharest (Romania); Burgos (Spain); Ljubljana (Slovenia); Monza (Italy); Nantes (France); Perugia (Italy); Preston (United Kingdom); Rotterdam (Netherlands); Toulouse (France); Venice (Italy); and Winchester (United Kingdom).





La Rochelle

Discounts for low-emission cars

The city of **Utrecht**, Netherlands, developed a new parking policy to promote the use of less polluting vehicles by differentiating tariffs according to the environmental characteristics of the vehicle. Implementation was preceded by a study on how to achieve a classification based on environmental characteristics of vehicles and how to enforce it. This measure required an amendment of municipal and national legislation. Technical barriers were overcome with the renewal of 60 percent of the parking ticket machines to allow for tariff differentiation.

Other inspiring cities are Graz (Austria); Malmö (Sweden); Norwich (United Kingdom); and Stockholm (Sweden).

Area-specific parking restrictions

A new mobility concept was implemented for the Tertre University Campus in **Nantes**, France. Large-scale parking management resulted in a modal shift towards cycling, public transportation and walking. A space previously used as a parking facility for 2,000 cars was downsized to 1,300 spaces with parking racks for 200 bicycles installed and a bus corridor with higher frequency buses established. The remaining space was transformed into a large esplanade for pedestrians, with newly planted trees and shrubs. The street running through the site was also turned into a low-speed zone.

Other inspiring cities are Pécs (Hungary) and Toulouse (France).



Nantes



Utrecht

Parking permits and rates

The city of **Cork**, Ireland, created a parking payment system that reduced paperwork, was integrated with the new park-and-ride system and was capable of discriminating in favour of eco-friendly vehicles. Subscribers to the system were able to pay their parking fees by calling the number displayed on the nearest street parking information sign. The system warns drivers when their parking time is nearly up, and issues information on the availability of parking spaces and access restrictions. Subscribers can also use the system to pay parking fines and purchase residents' parking permits. The city of **Berlin**, Germany, also introduced a mobile phone-based system to collect parking fees.

Learn more at www.civitas.eu/demand-management/parking

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