



PARK4SUMP

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General Introduction to Parking Management

Park4SUMP Training Event

7-8 October

Zadar, Croatia

Professor Tom Rye, UIRS, Slovenia, and Molde University College, Norway

Key concepts and parking problems

Parking policy is key to manage mobility

- Virtually every car trip ends in a parking space
- Accordingly, managing parking means managing the demand for car use and congestion
- Compare to other transport policies parking policy has two main advantages:
 - It does usually not require large investments;
 - As a “push” measure, it has higher public acceptability

Parking is seen as a problem 1

Problem:

People who get the parking spaces are those who arrive first, but this may not be the most beneficial use of scarce spaces.

On-street parking causes safety and congestion problems.

Poor management of and lack of information on on-street parking availability leads to large amounts of traffic looking for spaces.



Parking is seen as a problem 2

Problem:

Parking on pedestrian areas (footways / across street corners) – problems for pedestrians.

On-street parking cheaper than off-street, causing competition for the former while the latter has empty spaces.

The fact that there is some (free) parking available in city centres encourages people to drive there.

Town and city centres are concerned about losing custom to edge of town developments with lots of parking so they respond by trying to make it easier to park.



Relationship between congestion and parking

Direct obstructions



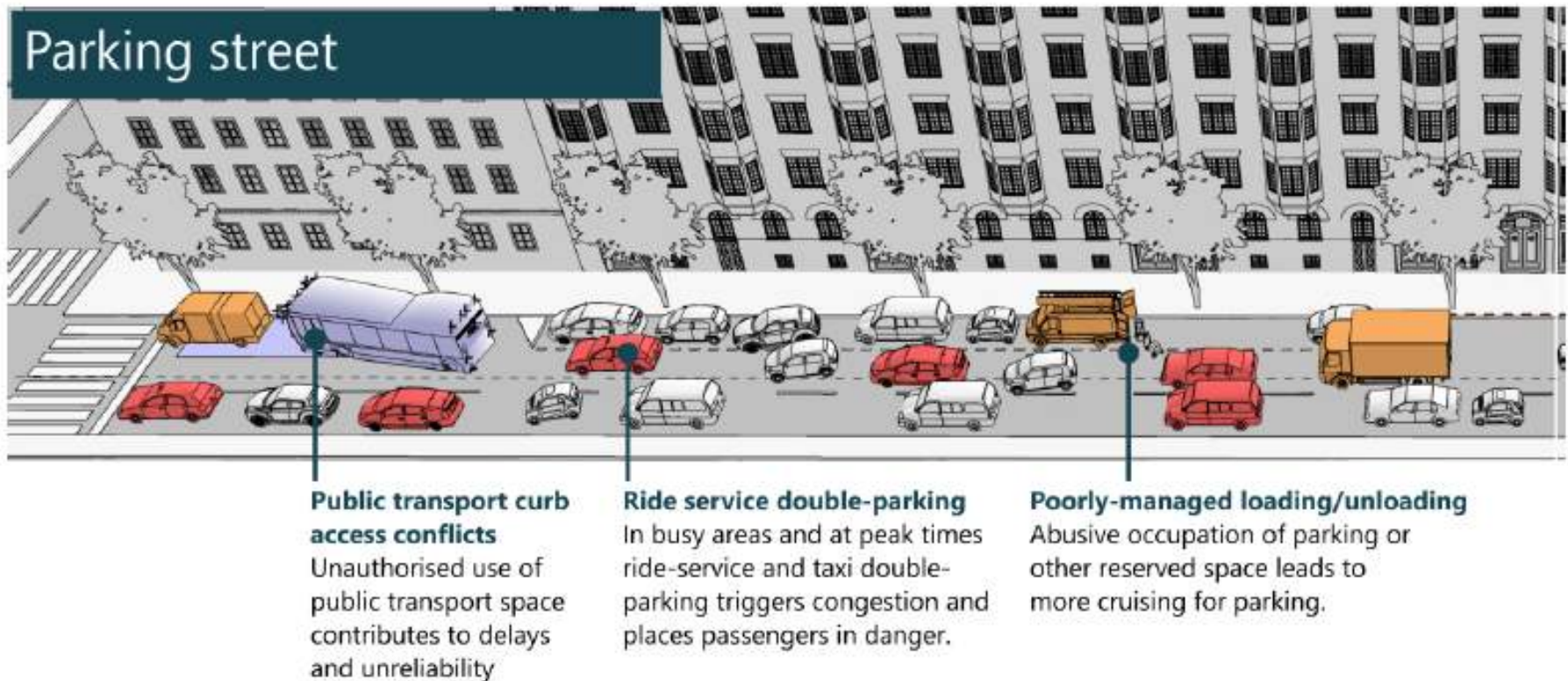
Traffic friction



Saturated parking



Some typical on-street parking problems



Source: The shared use city: managing the curb – OECD/ITF 2018

“There is not enough parking”

There is often a parking management problem instead of a parking shortage!

e.g. enough but under-used off-street parking spaces available

e.g. no efficient enforcement, so drivers park in areas that are poorly or not enforced

Management first, not supply!

Benefits of on-street parking management - general

Benefits of on-street parking management

- Helps reduce car use and car km
- Supporting the off-street parking system (incl. a perhaps unnecessary investment)
- Low cost
- Gains revenues
- Helps a more fair use of public space
- Increases safety
- Supports local economy
- Improving liveability
- Reduction of parking conflicts



Benefits of parking management 1 – cut congestion

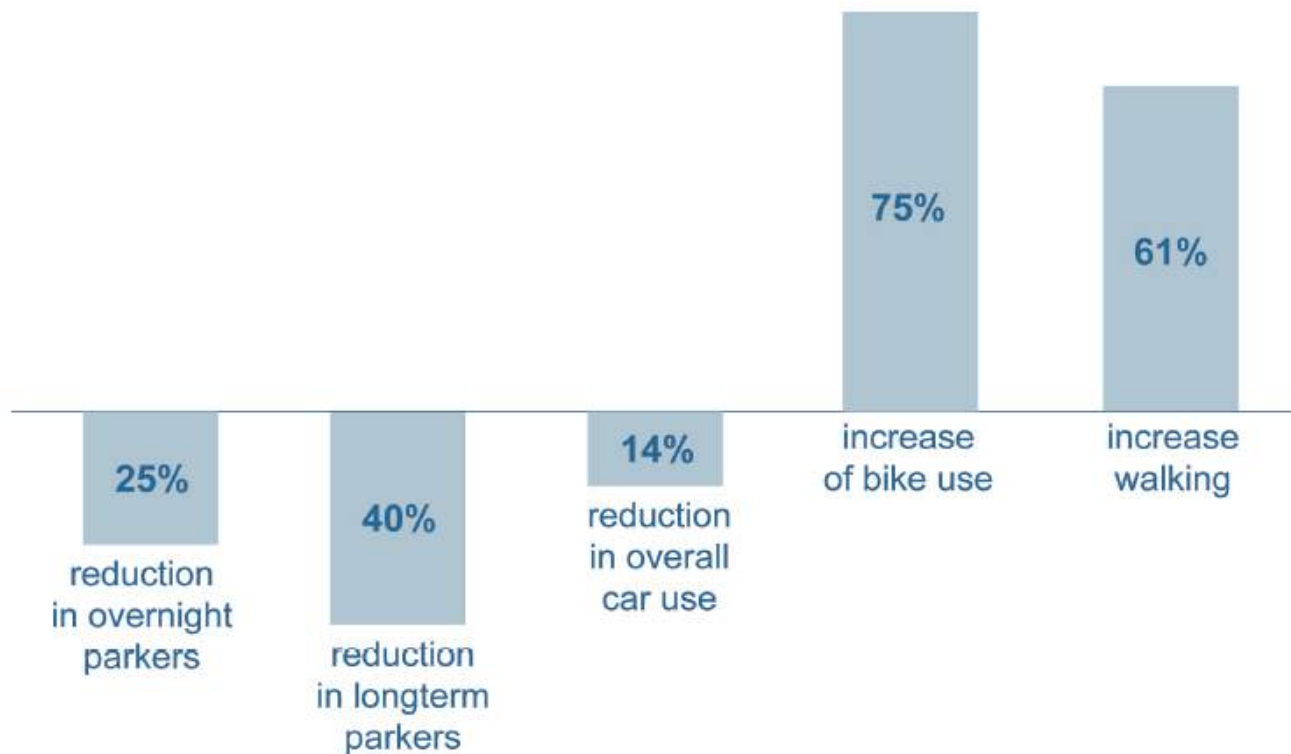
Searching for a parking space (cruising) is sometimes responsible for 30% of the entire traffic flow of cars in city centres.

Average time to find a parking space (Belgrade)

| | Did not search for a free parking space | Up to 5 minutes searching for a free parking space | Up to 10 minutes searching for a free parking space | More than 10 minutes searching for a free parking space |
|---|---|--|---|---|
| Before the parking management system was introduced | 40,41 % | 16,54 % | 13,27 % | 29,78 % |
| After introducing a parking management system | 61,52 % | 17,58 % | 8,26 % | 12,64 % |

Benefits of parking management 2 – cut traffic

Results of active parking management in Munich



Source: Kodransky and Hermann, ITDP, 2011

Benefits of parking management 3 – boost local economy

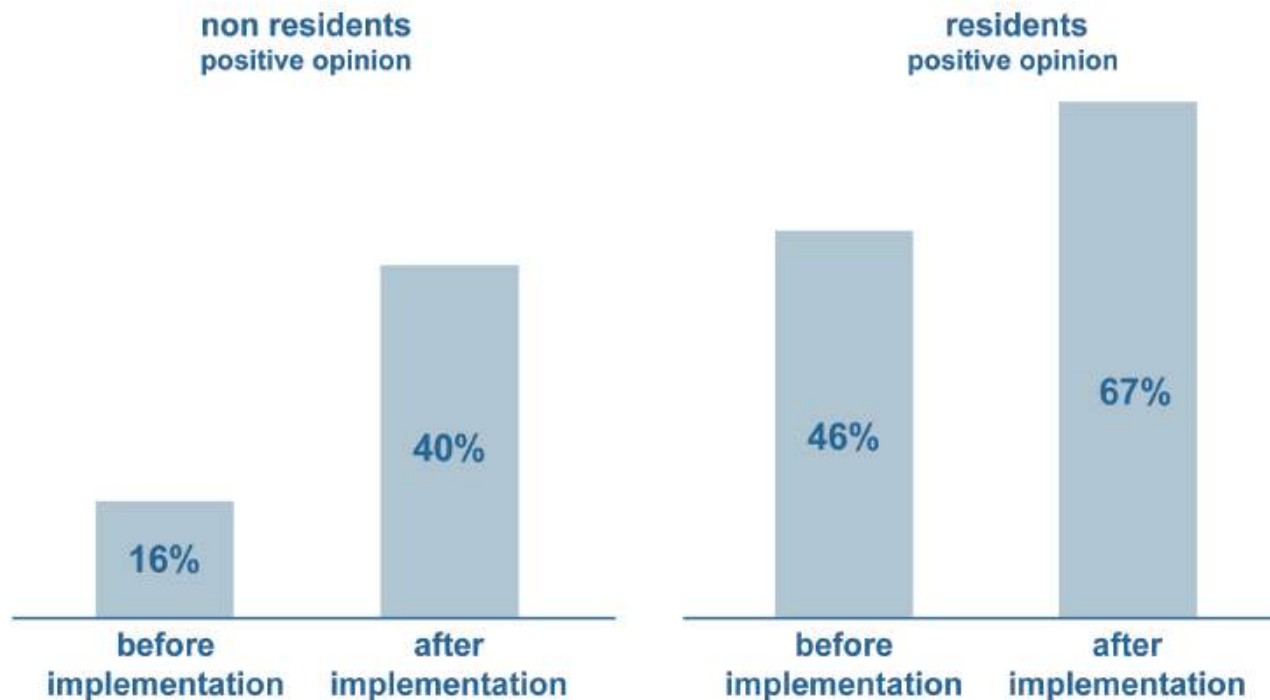
Krakow:

- Grodzka street for pedestrians!
- Significant increase in acceptance
- Shop and restaurant rents quickly increased



Benefits of parking space management 4 – happy voters

Acceptance of parking space management Vienna, district 6-9



Source: COST 342, 2005

Key elements of parking management

On-street

- Setting time limits
- Limiting access to certain groups
- Charging fees / pricing
- Marking areas where parking is prohibited / allowed
- Infrastructure (e.g. bollards)
- Reducing supply



Off-street

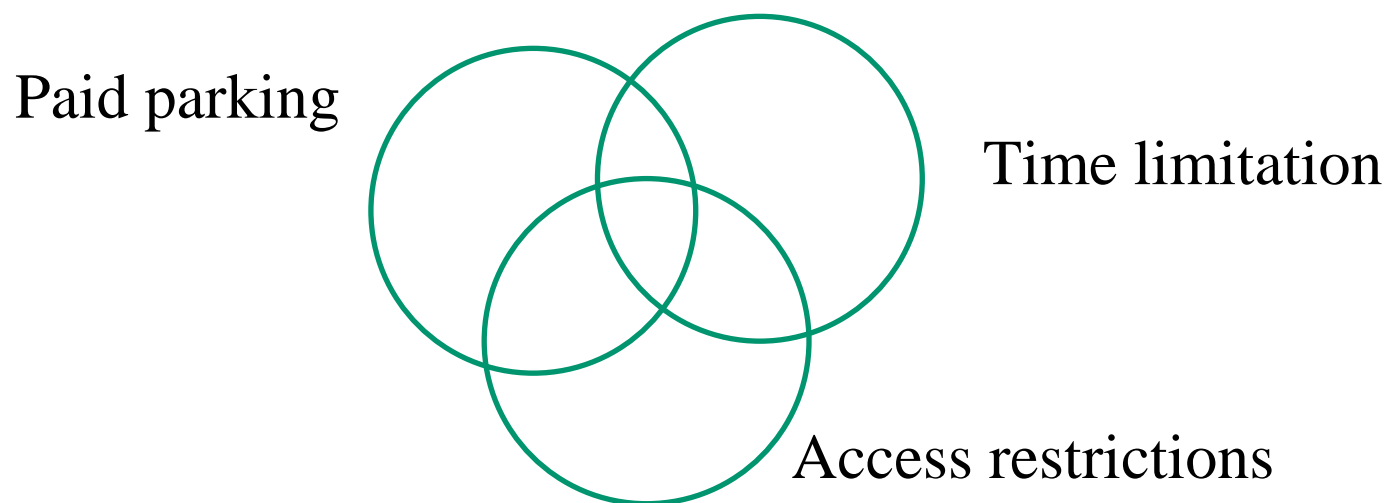
- Setting time limits, pricing
- Limiting parking built in new development
- Taxing (only in England, Australia)
- Reducing supply



Enforcement key – but more on that tomorrow



Paid parking and / or time limitation and / or access restrictions



- Time limitation might be seen more equitable than paid parking.
- Parking saturation and all negative impacts are not automatically prevented with time limitation only.
- Access restrictions work but prioritise one special group (mainly residents)

Source: On-Street Parking Management – GIZ Sustainable Urban Transport Techn. Document 14

But who controls what is important...

Parking Type and the sector controlling and/or supplying it

| Location | On-Street | | | | Off-Street | | | | |
|----------|-------------------|--------|--------|------------------|------------|---------|---------|--------|--------|
| Use | Public | | | | Private | Public | | | |
| Owned | Public | | | | Private | Private | Public | | |
| Operated | Public or Private | | | | Private | Private | Private | Public | |
| Type | Free | Priced | Permit | Duration Control | Free | Priced | Priced | Free | Priced |

Source: <http://push-pull-parking.eu/>

How drivers respond to parking management

Changing the behaviour of motorists with on-street parking management

Behavioural options

Choosing a different
On-street parking location

Switching from on-street
to off-street

Modifying the duration
of parking

Adjusting the time
of the visit

Switching to
another mode

Car pooling / ride sharing

Avoiding the area
completely

Source: On-Street Parking Management – GIZ Sustainable Urban Transport Techn. Document 14

Acceptance of parking management – (political) buy-in

On-street parking is a privilege not a right

Generally, parking is perceived as a public good and, as such, should be free.

I bought a car but the government hasn't given me a free place to park!

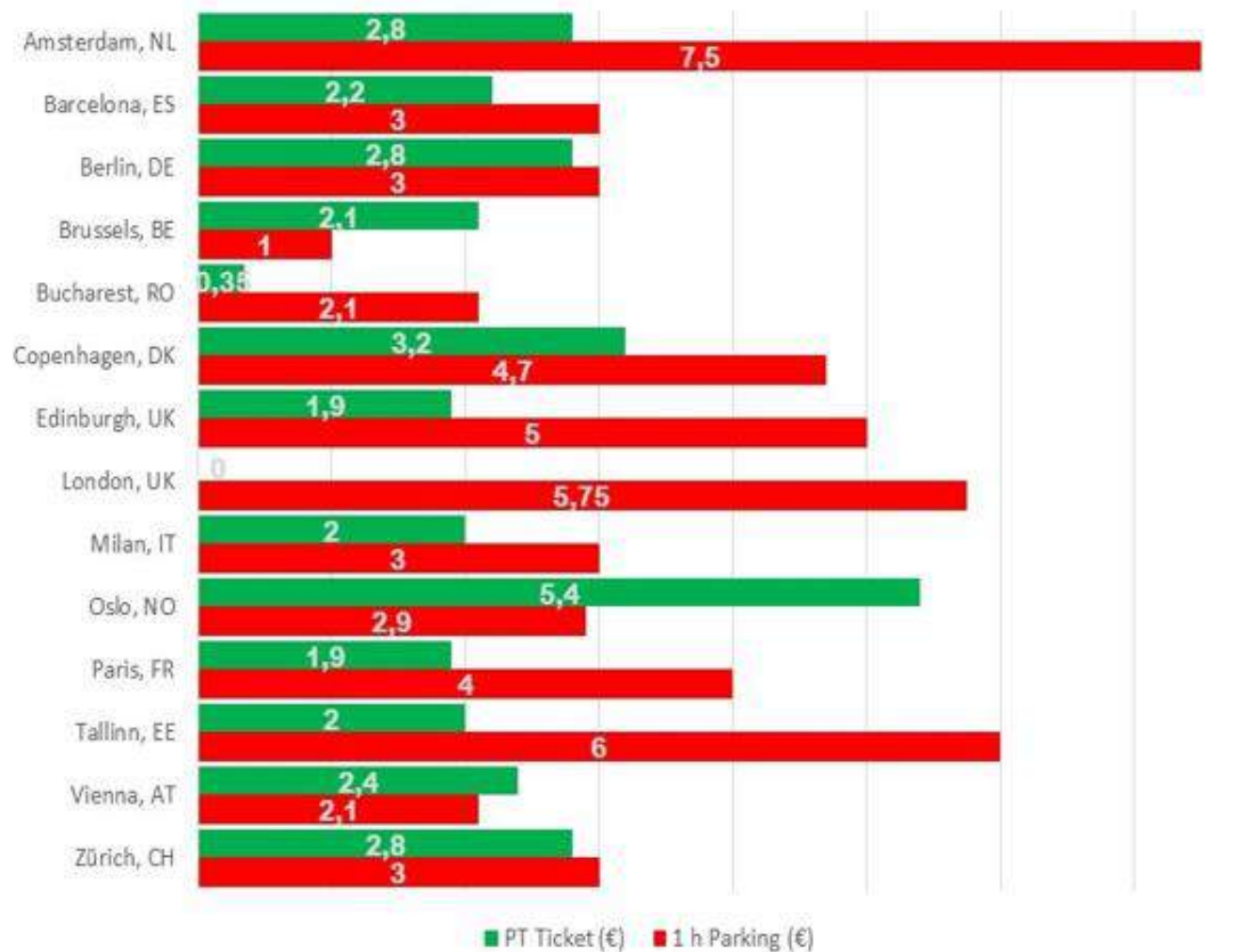


I bought an air conditioner but the government hasn't given me a free house in which to install it!



Source Illustration: IDTP Parking Guidebook for Beijing

Who ever talks about this - most expensive 1h parking with single ride PT-ticket



But – parking is very controversial with lots of sensitive stakeholders

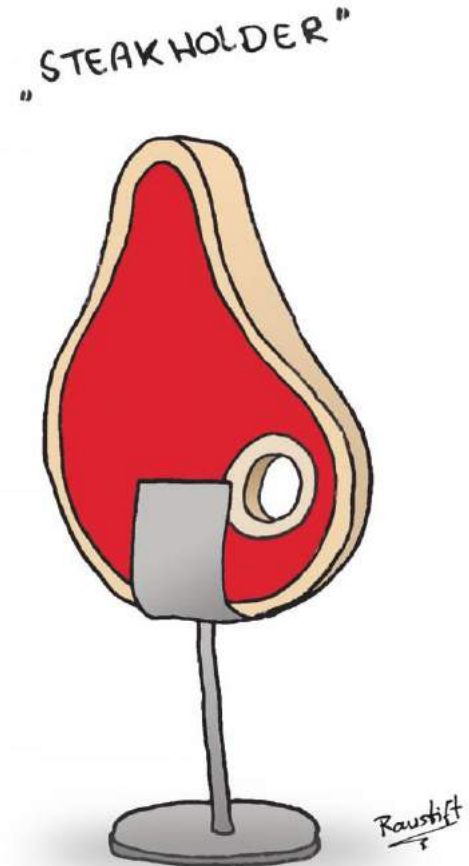
Local residents

Local retail businesses

Property owners

Large institutions under a single management

Local employees



Raising acceptance for parking management

- **Clear reason for parking management. Gaining revenues from paid parking not the primary goal.** Should be **solving problems**, and **objectives of transport policy**.
- Make system **as simple as possible**.
- The system must not open to **legal challenge**.
- **Say how you will use the money**.
- Penalties e.g. size of fine **proportionate to the offence**.
- **Communication** must be **clear** and without misunderstanding
- **Timing**: Combine new parking management implementation with improvements of sustainable modes or new supply in public transport.
 E.g. In Vitoria Gasteiz, ES the tripling of parking fees was in hand with the new PT system (incl. trams)
- **Start small**, build from there



Source: On-Street Parking Management – GIZ Sustainable Urban Transport Techn. Document 14

Strategies of winning stakeholders

- Visible complementary improvement hand in hand with parking management
- Special arrangements for key stakeholder groups such as e.g. residents
- Using revenues of paid parking for local needs (e.g. also by involving stakeholders in a co-creation / co-decision process.
 Example: Parking Benefit Districts

Photo: FGM-AMOR

Example Sofia: whenever paid parking is implemented, the pavement alongside is renovated by using the revenues of paid parking).



Source: On-Street Parking Management – GIZ Sustainable Urban Transport Techn. Document 14

Example Vienna: (Non)- acceptance of policies

Protest against cycling parking measures before implementation from the conservative party.

We wait ...who will remember after implementation



Activities in Vienna to raise acceptance

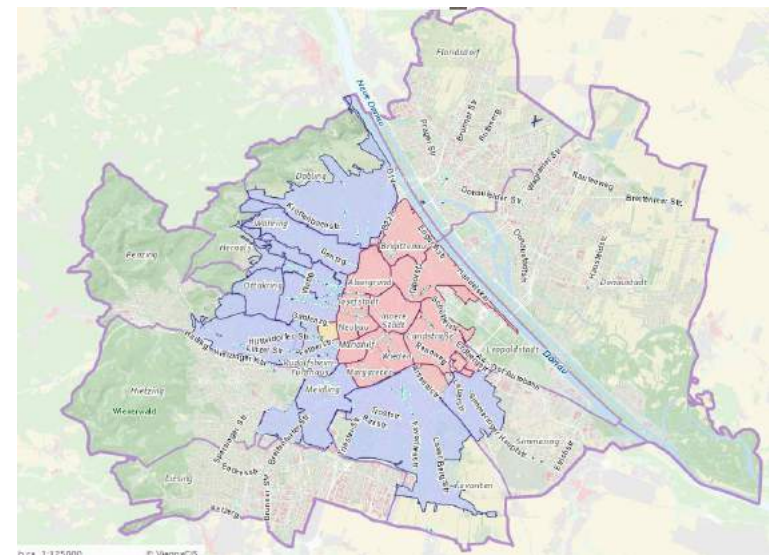


Vienna implemented first paid parking in the inner city district. In the period 2012 – 2018 the area was district-wise extended.

Elected district leaders have a key role.

Opinion polls in some districts

- Even when the result was negative, parking management was implemented in 2 districts
- Only one district rejected the idea (after 2 negative polls)



Lesson learnt: Opinion polls like in Vienna with little prior knowledge, doubtful formulation of the question and not correct communicated - not recommended!

Vienna – dealing with media



- Media played (and still play) in Vienna an important role at each extension of parking management (paid parking).
- Portray **horror-scenarios**.
- **Result often wide rejection** – even from stakeholders like residents who benefit from parking space management.
- **Politicians** were often **attacked**.
- **After implementation and when positive results were visible - negative reactions mostly disappeared.**

Lesson learnt: Do not be discouraged. People / media often can't judge a situation that they don't know but react with rejection based upon negative future fantasy-scenarios. Give them time to make positive experience, work with a longer test phase.

Activities in Vienna to raise acceptance



Two activities were really successful and supportive:

- 1.) **Before – after surveys** on impacts with results publicised
- 2.) **Good preparation for the implementation** which included
 - Information brochures for each household in the district
 - District assemblies (on request)
 - Advice (also in local radio) to apply well in time for residential parking permits
 - Well trained staff that deals with parking permits which guaranteed clear information and little waiting times
 - Online application service for parking permits

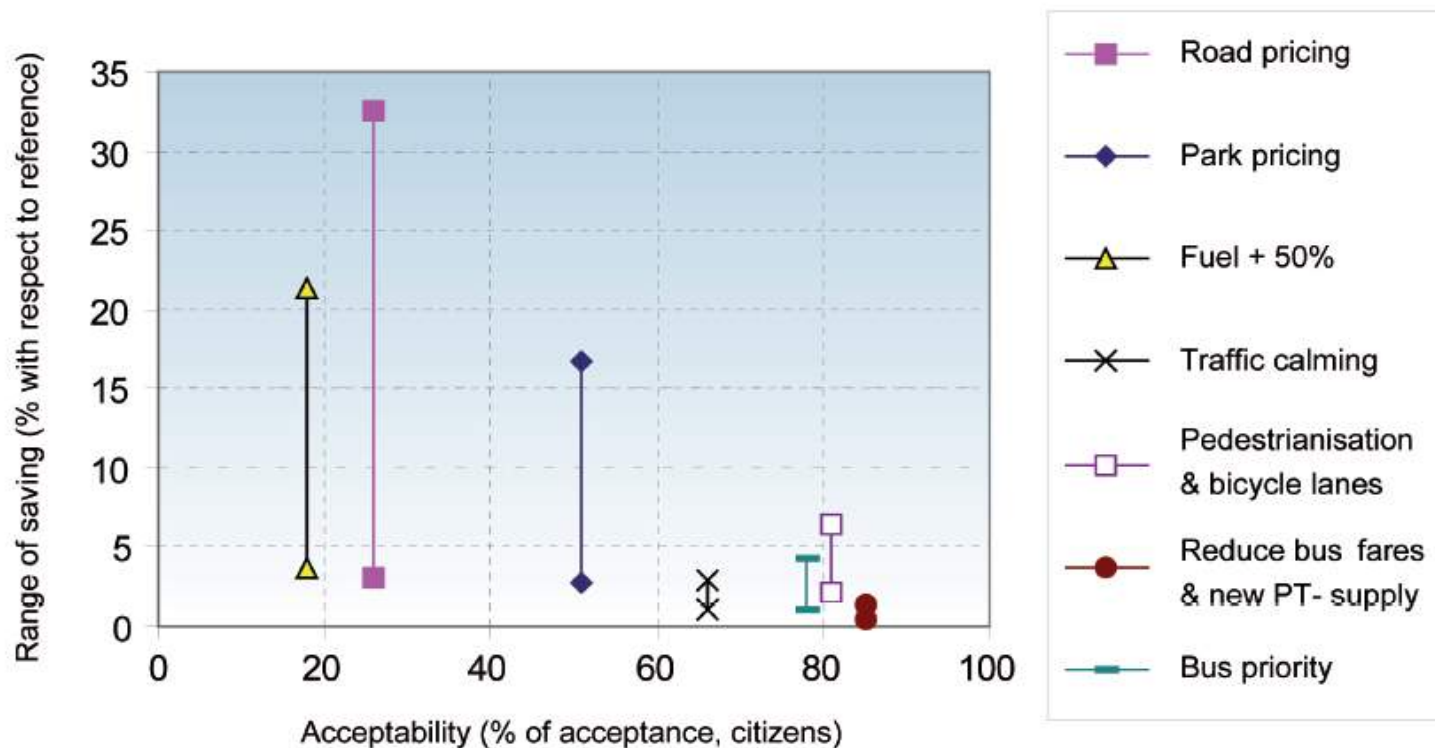
Lessons learnt for communication in parking management

- **Do a test phase with possibilities to modify!**
- **People need time to adapt to changes**
- **You can never talk enough**
- **Do it and be patient !**

Source: PROSPERITY, Gregor Stratil-Sauer

Parking management has a good impact – acceptance – ratio!

Fuel saving vs. public acceptability of measures



Source: EU-project: PORTAL 2003

Relationship between parking and local economy

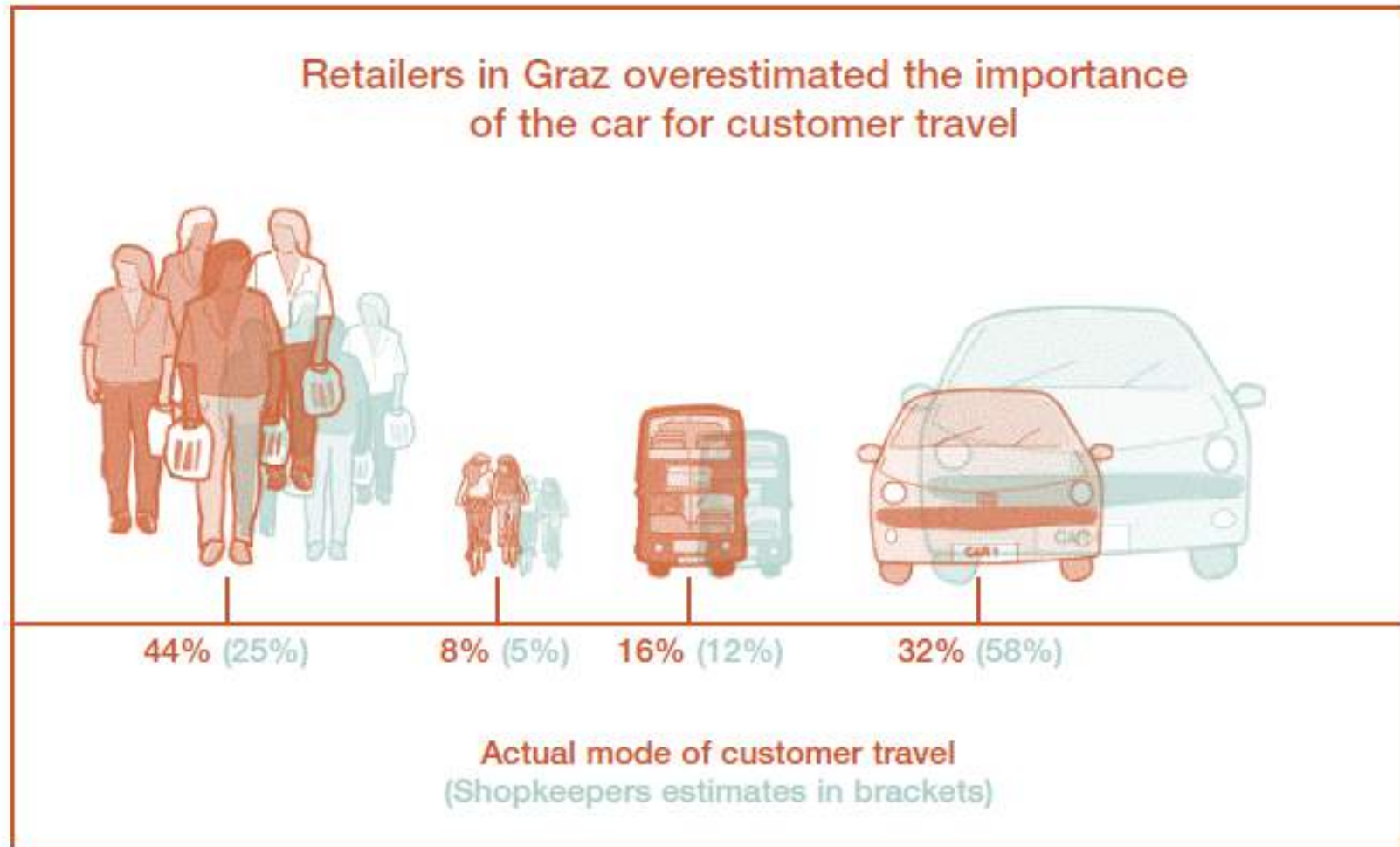
Parking management supports the local economy

- Contrary to general beliefs, parking management supports local economy
- Paid parking does not reduce the number of visitors!
- On the contrary, by managing mobility, it keeps the city center accessible
- There is **no direct relationship between** turnover of shops and the transport mode used by customers **and/or the amount or price of parking spaces**

Photos: FGM-AMOR

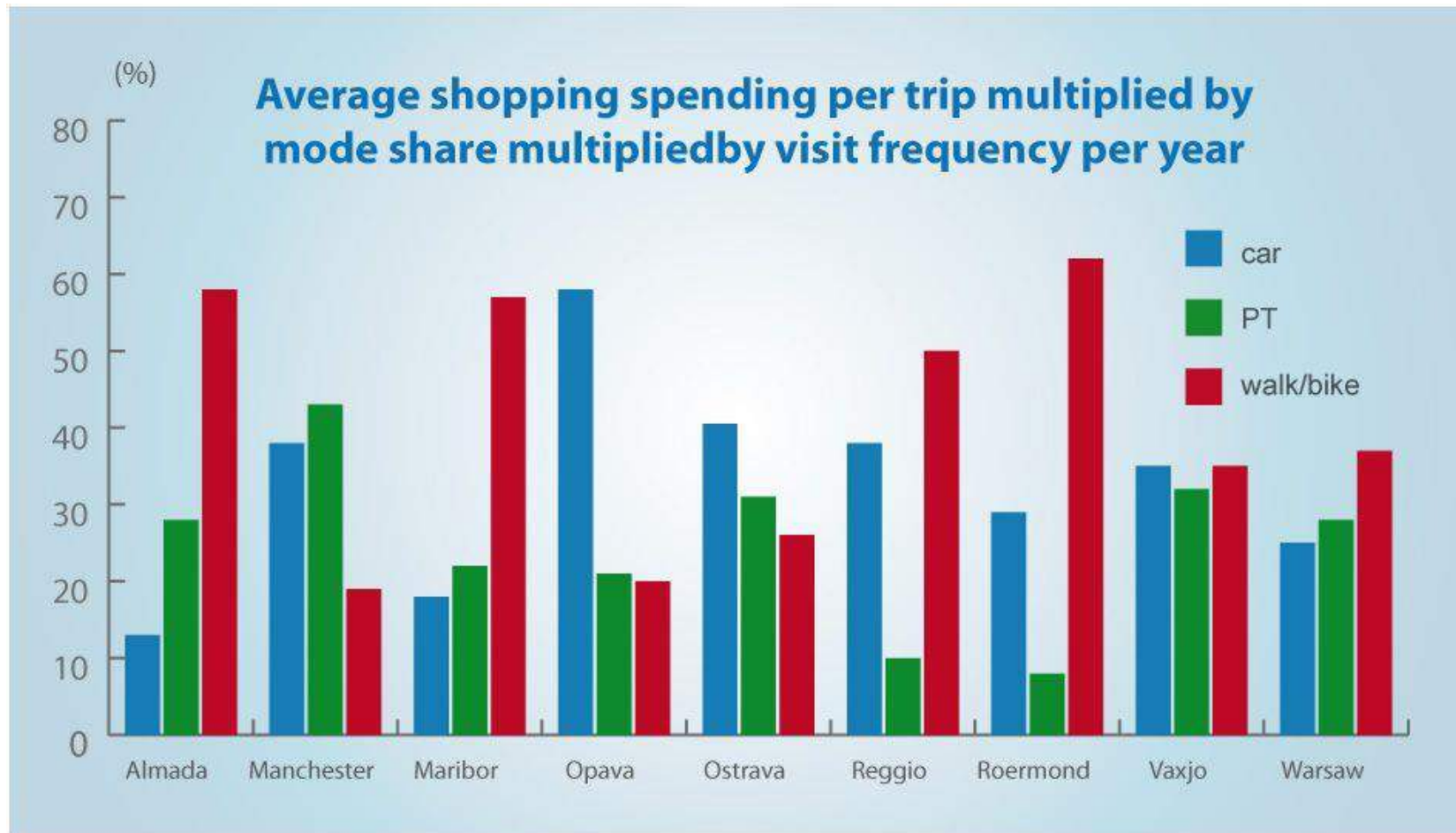


Retailers overestimate the importance of the car for customer travel



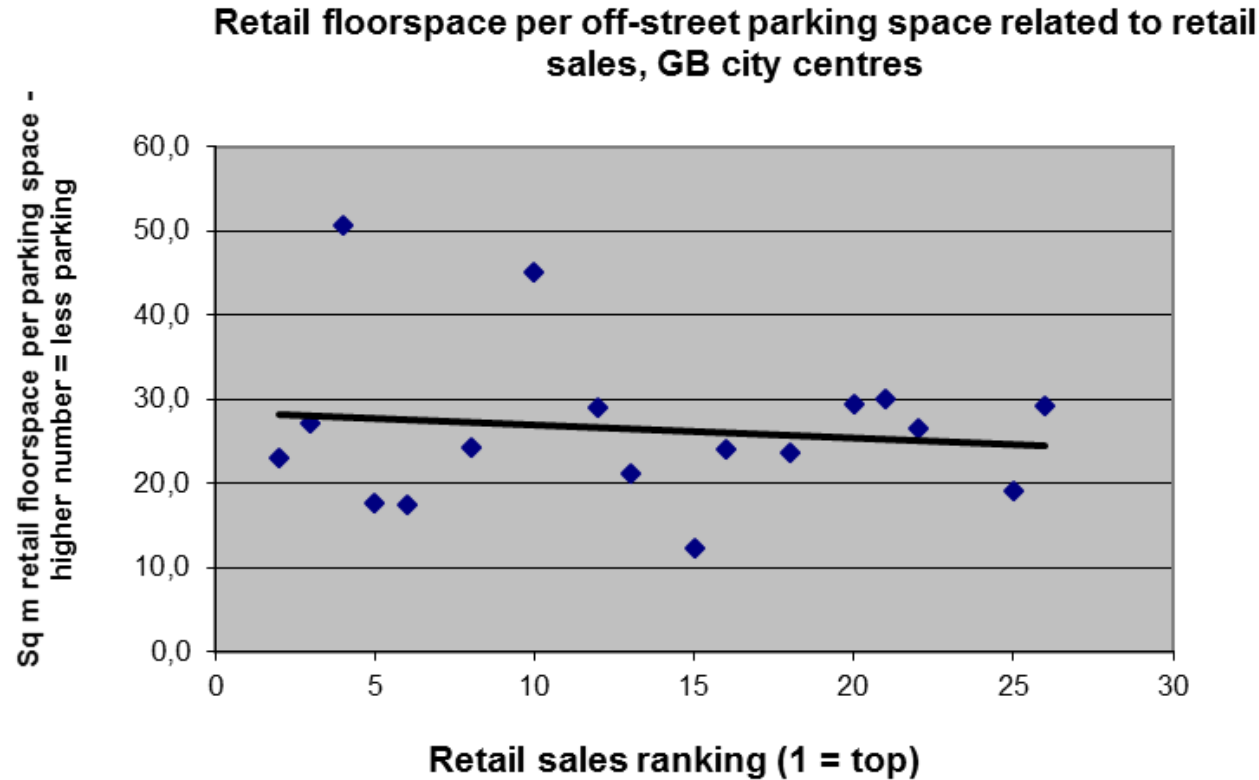
Source: Sustrans, From Traffic Restraint and Retail Vitality

Car users are NOT the best customers



Source: The RESOLVE M&E Tool – Consumers survey (2017+2018) presented by G. Mingardo

Parking capacity vs. retail sales (UK)



The amount of parking per m2 does not influence the retail sales

Parking management when most retail has moved out of town

Under-researched area

Data available show people choose where to go for leisure/shopping “experience” (so not weekly supermarket shop) based on:

- Quality of environment
- Range of shops and restaurants
- Quality of “experience”

Parking **not** major reason for choice of destination

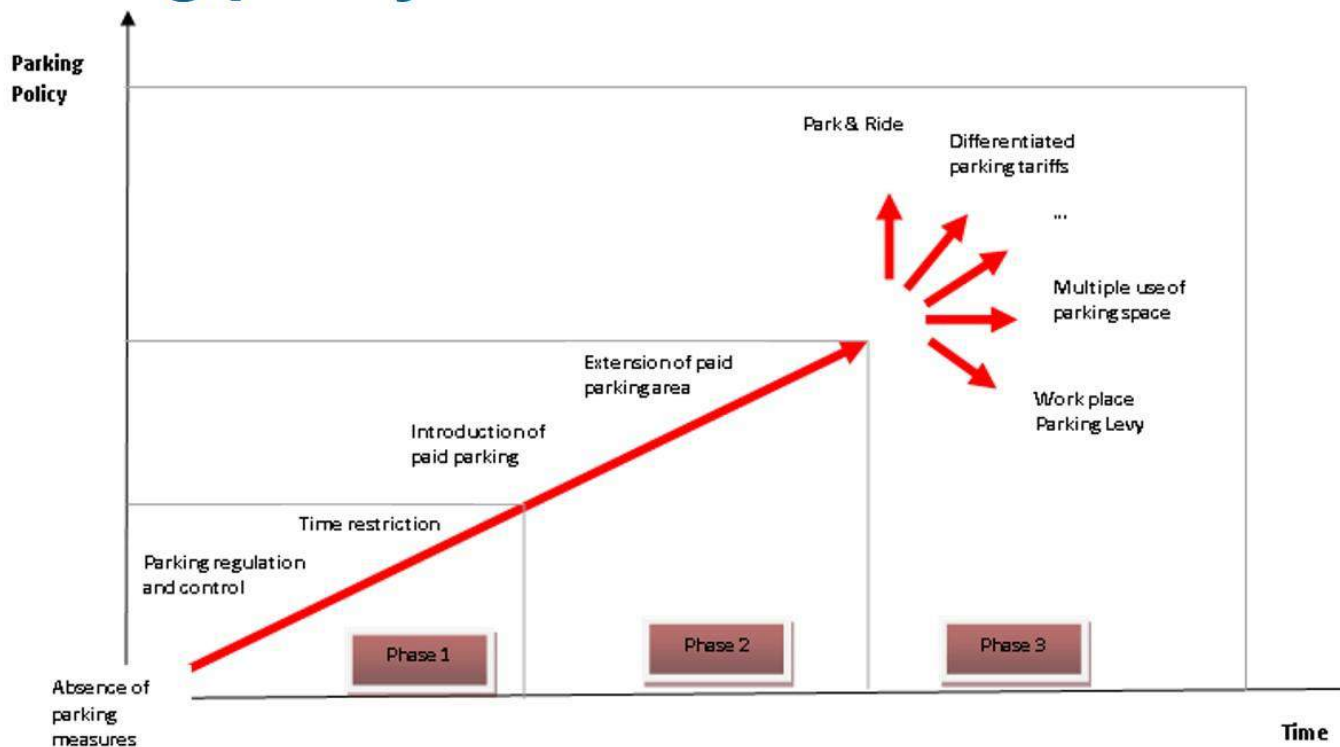
BUT Not enough knowledge about how this works in small and less touristy towns



Parking and SUMP

The traditional development of parking policy

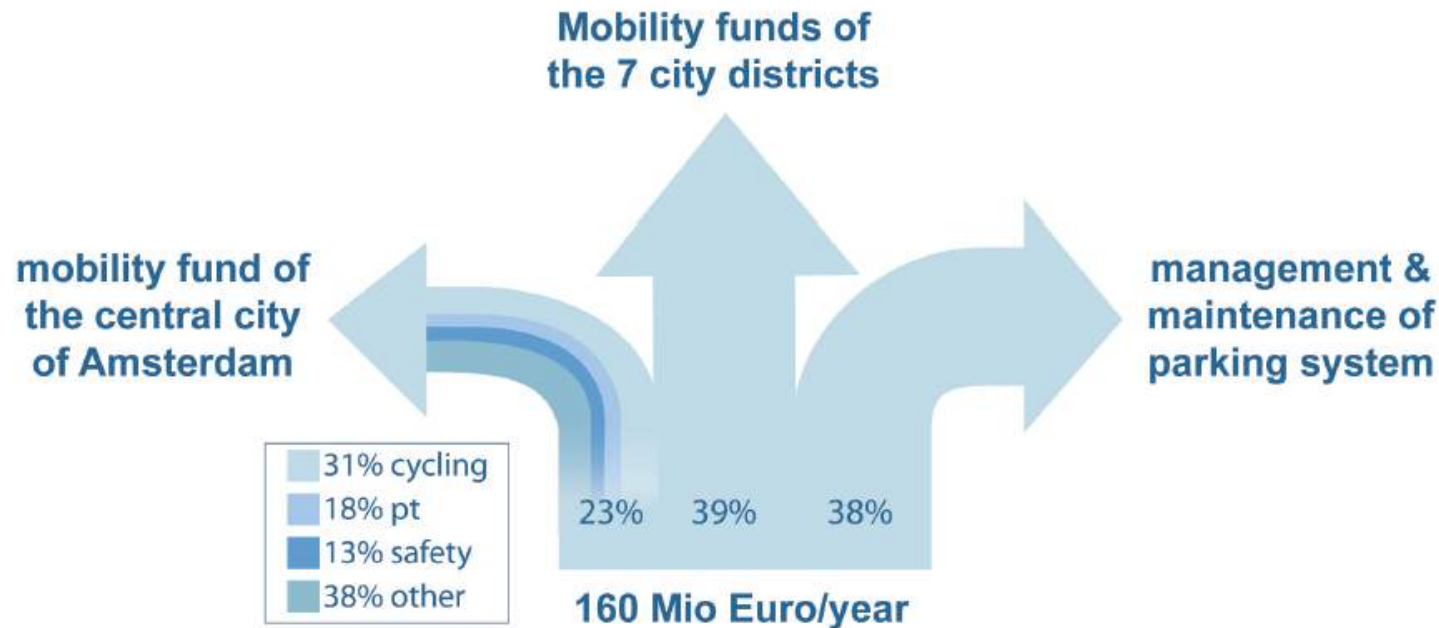
The traditional development of parking policy



Source: Mingardo, van Wee and Rye (2015)

Parking management pays for itself!

Use of parking fees in Amsterdam



Source: The Amsterdam Mobility Fund, 2014

Example: Use of revenues of paid parking by law in Krakow

New regulations (effective from 2020):

- Not less than **69%* of income** from paid parking zone fees – for PT, walking, cycling and green areas
- **100% of fines income** – for PT, walking, cycling and green areas
- Separate **bank account**

** 65% required by new national law*

Slide taken from Tomasz Zwolinski's presentation
at Civitas Forum 2019 in October 2019



Conclusions

Conclusion

Key messages you remember from this session

- Was anyone listening?
 - Not enough parking spaces
 - Bad or no management
 - Satisfaction after introduction
-
- Key element is parking management
 - Land use planning
 - Managing off street to improve onstreet
 - Managing parking in general
 - Underusage of off street parking
 - Reduced parking search time

Conclusion

Key messages you remember from this session

- Info on nr of parking available
- Transparent communication with citizens
- Car use is encouraged by shopping centres
- Parking is very controversial for residents and businesses
- The goal of parking management is not making money in the first place
- Retailers overestimate the importance of car for getting customers
- Combination of measures is crucial
- Do a test if you can
- Spend the money to improve other aspects of sustainable transport

Conclusion

Key messages you came up with

- It

My key messages

- ▶ Parking management helps to achieve transport policy objectives
- ▶ BUT it's political and sometimes it leads to policy conflicts
- ▶ It's often reactive not strategic
- ▶ It definitely influences how people travel
- ▶ It can be made acceptable
- ▶ Its effects on retailing are not well understood and not obvious
- ▶ “Not enough parking” usually means that people can't access what they need as easily as they want. Building more parking may not solve the problem

Thank you!

Tom Rye

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