

Izzivi in rešitve upravljanja parkiranja

DELAVNICA 2

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REPUBLIKA SLOVENIJA
MINISTRSTVO ZA INFRASTRUKTURO



SLOVENSKA PLATFORMA
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VSEBINA

- Predstavitev „Parking in small cities; and links to centre economies “
- ZAKLJUČKI DELAVNICE

push-pull-parking.eu



Parking Management Training

Parking in small cities; and links to centre economies

WORKSHOP

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Is Parking Management relevant to small as well as large places?

- Inverary, Argyll, Scotland – population 603
- Shopkeepers moaned that people couldn't park
- Free off-street car park 200m away
- Shopkeepers were parking outside shops
- Parking controls (time limits) solved problem



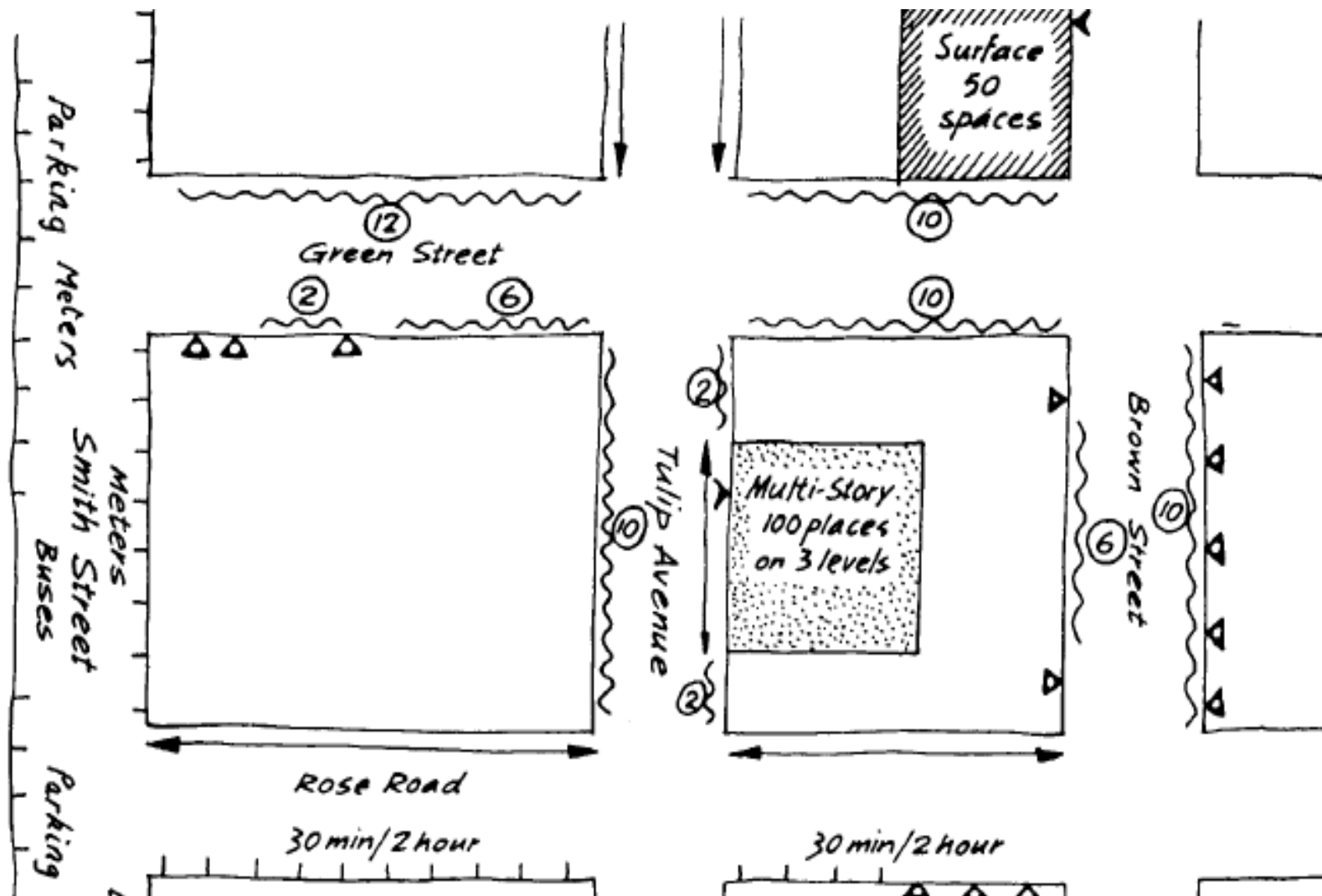
How do I know that it's time to start managing on-street parking – and that it will solve my problems?



- Complaints – normal starting point – often focused on 1 or 2 streets
- Back these up with **parking beat** surveys:
 - Estimate theoretical capacity (one space = 4-5m kerb space); take into account existing restrictions
 - Walk same route around streets in area every hour from e.g. 0700-2000
 - Note occupancy – when and where above 85%?
 - Note number plates
 - Time of arrival and departure – indicates type of trip, and so type of user
- Where occupancy > 85% - parking management will improve things



Diagram of parking beat



Source – TRL Overseas Road Note 11 (1993)

Options for managing parking on-street



Start simple!

Time limits in certain locations:

- Full time, peak hour only, limited stay
- Loading/unloading only with no parking

Target certain users:

- Residents, shoppers, loading, hotel visitors

Price:

- Cheap or free for residents with no time limit
- Higher cost for others, time limited
- How to set price:
 - Theoretically - equalise supply and demand.
 - In practice – political. **Start cheap.** Same price as in similar local cities?



Will managing parking kill my city



What do drivers want from parking?



The top 10 factors for customers when selecting a car park to use are ranked as follows:

Ranking	Car Park Users
1	Location
2	Personal safety
3	Safe environment
4	Tariffs
5	Ease of access
6	No/little queuing
7	Number of spaces
8	Effective surveillance
9	Size of parking space
10	Appropriate lighting

UK data, source British Parking Association 2011



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1. I guess that in your town/city there are one or two streets where everyone wants to park. As a result, people say "there's not enough parking in town". Some go elsewhere to shop or socialise.
2. Divide into 4 groups. Each group has 15 minutes to discuss and prepare 3 minute report back.
3. Groups 1 and 3: what could your town(s) do, *except building new parking*, to improve the "parking experience" so that people (especially shoppers and residents) feel that they can easily find a parking space if they want one, and that the price if any is fair?
4. Groups 2 and 4: what measures, *other than parking management*, could be put in place to make more people want to come to the town centre more often?
5. Once you've reported back I'll put forward some ideas from UK experience

Improving the “parking experience”

- Know Your Customers
- Minimise Traffic in the Core
- Intelligent and Flexible Tariffs
- Modern Payment Methods
- Intelligent Transportation Systems
- Better space utilisation
- Wayfinding
- Communication and Transparency
- Safety and Security



Know your customers



Colchester, England – analysed its market

Commuters

- And set these price structures:
- Work (special offer for all day parking if you arrive before 8am);

Shoppers

- Shop (special offer for 4 hours parking, arriving after 10am);

Lifestyle/leisure

- Play (special offer for 4 hours parking, arriving after 3pm);

Tourists/visitors

- Relax (weekend ticket valid at multiple car parks).



- Pay at end not beforehand for what you use
- Clear about how much to pay
- Attractive pricing structure
- Clever payment options

A		B	
Up to 1 hour	50p	Up to 40 mins.	30p
1-2 hours	£1.00	40 mins	£1.50
2-3 hours	£2.00	-3 hrs	£1.50
3-4 hours	£3.00	3-4 hrs	£3.00



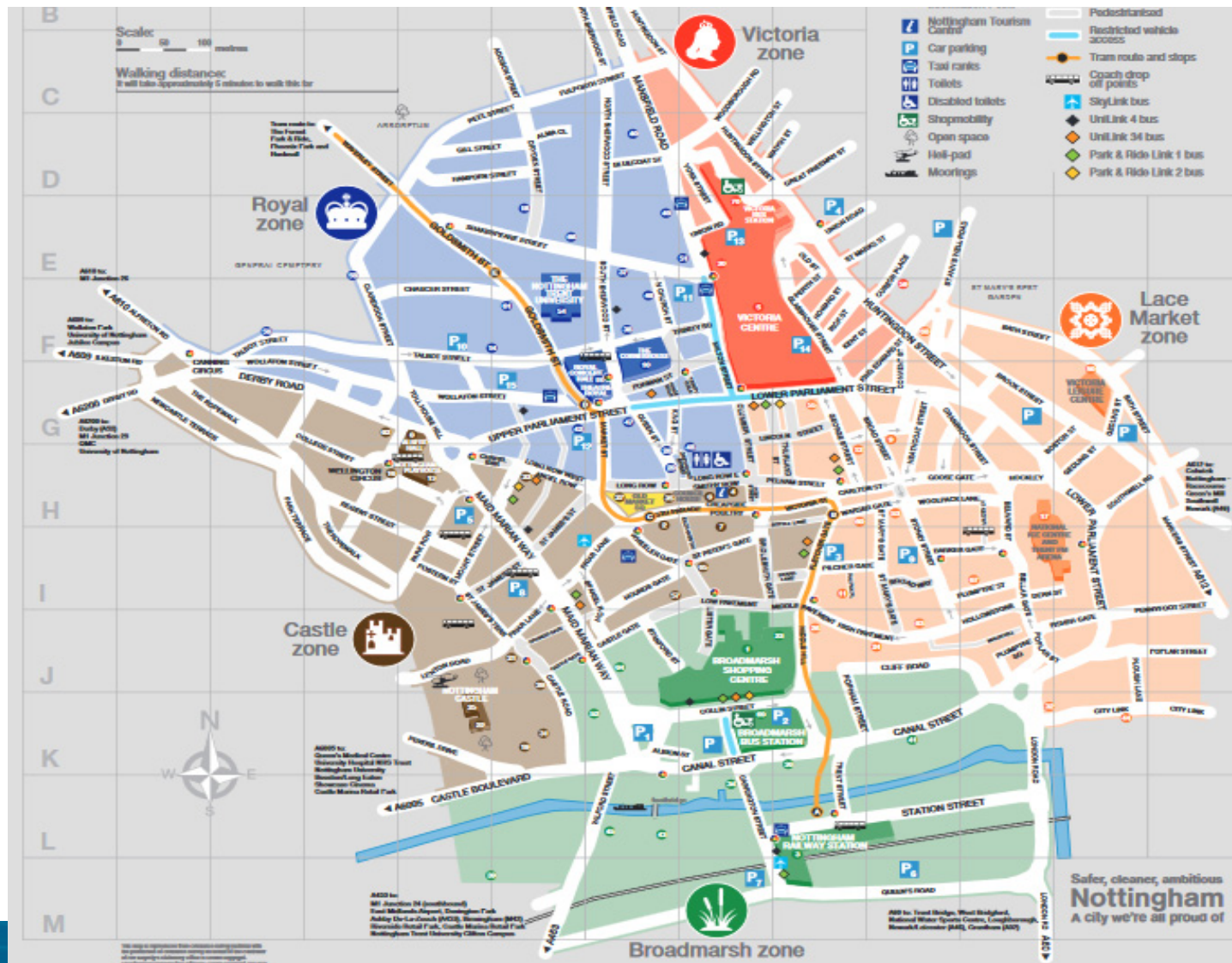
- Cut prices in under-used car parks?
- Make a short time in these car parks free
- Middlesbrough, England did this with success



Wayfinding



- Nottingham ParkSmart zones and signage



Ways to attract people to town centre



- Get a group together of all organisations with interest in town centre
- Develop User Journey
- Make Public Space Adaptable
- Occupancy Plan
- Occupancy Mix
- Events and Festivals
- Loyalty Programmes
- Accessibility and Transport
- Digital High Street
- Markets
- Town Centre 'skills' programme
- Promote Centres as Business Locations
- Not my area of expertise – these ideas from Association of Town Centre Managers *Helping people make great places*



Thank you

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

Izzivi in rešitve upravljanja parkiranja

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Zaključki delavnice Izzivi in rešitve upravljanja parkiranja

Delavnica je bila razdeljena na dva dela, na kratko predstavitev o uvajanju parkirne politike in na razpravo o vplivu uvedbe parkirnine na poslovno privlačnost središča mesta oziroma naselja. V uvodu je vsak udeleženec na kratko predstavil parkirni režim v naselju, iz katerega prihaja, kar je omogočilo tudi bolj usmerjeno delo in razpravo o konkretnih primerih.

Povzetki oziroma poudarki razprave so bili naslednji (1/3):

- analiza parkiranja - uporabnikov parkirišč in njihovih parkirnih navad je pri uvedbi parkirnine ključna;
- namen uvedbe parkirne politike je zagotavljanje stalne razpoložljivosti določenega deleža prostih parkirnih mest;
- parkirno politiko je smiselno začeti uvajati, ko je zasedenih 85 % razpoložljivih parkirnih mest;



Zaključki delavnice Izzivi in rešitve upravljanja parkiranja

Povzetki oziroma poudarki razprave so bili naslednji (2/3):

- parkirna politika ima tri stopnje:
 - 1) Uvajanje le kratkotrajnega parkiranja (npr. modre cone),
 - 2) Zaračunavanje parkirnine,
 - 3) Uvedba dopolnilnih ukrepov: primerna infrastruktura za trajnostne potovalne načine, visoka kakovost javnega potniškega prevoza, uvedba parkirišč P+R, ipd.
- načini zagotavljanja prijetne »parkirne izkušnje« brez gradnje dodatnih kapacitet (dopolnitev predlogov, predstavljenih v uvodu):
 - usmerjanje voznikov k prostim parkirnim mestom – »wayfinding«;
 - tarifna politika: na parkiriščih z visokim povpraševanjem omejen čas parkiranja, dlje stran možno celodnevno parkiranje;
 - lastniki dovolilnic imajo ugodnejšo dovolilnico, če parkirajo na manj zasedenih ulicah;
 - progresivna rast cene ure parkiranja;
 - omogočanje plačevanja parkirnine ob odhodu in ne ob prihodu;
 - programi zvestobe: zastonj parkiranje (oz. s popusti) ob nakupu v bližnji trgovini;

Zaključki delavnice Izzivi in rešitve upravljanja parkiranja

Povzetki oziroma poudarki razprave so bili naslednji (3/3):

- za poslovno privlačnost središč mest oziroma naselij so pomembni tudi drugi ukrepi:
 - ponudba vsebin: zunanji dogodki (prireditve, dogodki za otroke, sejmi, ..) in institucije (npr. knjižnica, kulturni dom);
 - zagotavljanje možnosti prijetnega dostopa do centra na druge načine (peš, s kolesom, z JPP);
 - upravljanje mesta (»town management«) - vključitev vseh deležnikov, to je lastnikov lokalov, prebivalcev, obiskovalcev;
 - ukrepi za zapolnitev prostih prostorov (npr. subvencioniranje najemnin);
- potrebna je komunikacija parkirne politike z vsemi deležniki;
- transparentnost porabe sredstev iz parkirnin pripomore k sprejetju njihove uvedbe
- v projektu PUSH&PULL je bila izdelana brošura »16 dobrih razlogov za upravljanje parkiranja«, ki je v slovenščini dostopna tukaj:
http://push-pull-parking.eu/docs/file/20150608_push_pull_a4_si_web.pdf ;
- druga gradiva istega projekta o upravljanju parkiranja so v angleščini in dostopna tukaj:
<http://push-pull-parking.eu/index.php?id=15>

