EPA Polis workshop
Helsinki, Sept 20 2012
• Introduction to Gent
• A brief history of Mobility Planning
• Structure of the Mobility Company
  – R&D
  – Transport management
  – Traffic management
  – On street parking
  – Off street parking
  – Communication/Mobility management
  – The Loop
• Why a mobility company?
Gent in Europe
246,000 inhabitants
15.643 ha surface
650 cafés
300 schools
more than 130,000 pupils & students
More Gent

- Port of Gent:
  - 3,174 ships
  - 20,145,823 ton import
  - 4,951,929 ton export

- Employment: 158,000 people
29.000 parking places - 10 parkings
1000 km roads – 380 km cycles paths
Transport work or school in the civitas corridor (The Loop – Gent-Sint-Pieters – Korenmarkt)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car driver</td>
<td>33 %</td>
</tr>
<tr>
<td>Car passenger</td>
<td>1,2 %</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0,3 %</td>
</tr>
<tr>
<td>moped</td>
<td>1,8 %</td>
</tr>
<tr>
<td>Bike</td>
<td>29,4 %</td>
</tr>
<tr>
<td>Tram/bus</td>
<td>6,5 %</td>
</tr>
<tr>
<td>Train</td>
<td>22,1 %</td>
</tr>
<tr>
<td>On foot</td>
<td>5,7 %</td>
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## Shopping mobility in the civitas corridor

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A brief history

• 1982
  – First underground parking
  – Independant City Company

• Nineties
  – Bicycle plan
  – Mobility plan
  – Mobility department

• 2012:
  – Mobility company – Internal Independant Company
R&D (I)

- Mobility planning
  - Strategic level
  - Integration with
    - land use planning
    - Environmental planning
    - Transition
  - Parking plan 2030
R&D (II):

- European projects - Networking
- Evaluation
- Traffic modelling & GIS
Transport management (I)

- Planning infrastructure: cycle lanes, safety measures, concepts of road design,...
Transport management (II)

- Advising land use projects (Main train station, exhibition area, redevelopment of old industrial/harbour sites, ...)
- Follow local mobility problems in several quarters
- Advising building permits
Traffic management (I)

- Development traffic control centre for the Gent region
- Parking/Traffic guidance system
- Ramp metering system (public transport corridor)
- Smart mobility solutions
  - App parking guidance
  - ...
Traffic management (II)

- Policy and enforcement permits pedestrian area
- ANPR – pedestrian area
Parking management – on street (I)

- Bicycle parking policy
- Bicycle depot
  - Wrecks
  - Unattended bikes
- Bike renting for students (over 6,000 bikes)
Parking management – on street (II)

- Developing parking policy (// R&D)
- Management on street parking:
  - 950 paying machines
  - Signaling, new forms of payment,…
- Enforcement: from levy to bailiff!
Parking management – off street(I)

- Developing parking policy (// R&D)
- New: exploitation of bicycle parkings
  - City Centre: 3 locations, 900 places (2013)
  - Main train station: 10,000 bicycles!
Parking management – off street (II)

- Developing policy for neighbourhood parkings and P+R
- 7 underground parkings: +/- 3,400 p-pl, 2/3 of city centre capacity
- Smart parking solutions: parking detection system, parking app, smart payment,…
Communication/mobility management (I)

- Communication of measures planned/installed by other divisions (website, leaflets, maps, ...)
- Organising mobility events (eg. Car Free Day)
- Sensitisation campaigns
Communication/mobility management (II)

- Hearings, sounding boards, treatment of complaints
- Company/school mobility plans
- Event management
The Loop - +/- 500,000m²

- Study Mobility effects report + Study on parking management
- Mobility manager for The Loop
- Developing + implementing Central Parking management
- Construction/exploitation of underground parking (3,630 places)
- P+R
Conclusion: Why a Mobility Company?

- Integrated mobility planning
- Land use planning - PPP
  - Investment in Parking The Loop: +/- 50.000.000€
- Investing in mobility:
  - On street: profit +/- 7.500.000€/year
  - Bicycle parkings: +/- 8.000.000€
  - Underground parkings: break even globally
- Personnel costs
- Return of profits to City budget: 1.600.000€/year