Wilco van de Vosse, Commune of Utrecht
Parking market in the Netherlands

- Number of public parking places about 9,000,000
- Number of regulated public parking places about 2,000,000
- Number of paid parking places 500,000
- Total revenue for local government €380,000,000,- per year
- Estimation of transactions 200,000,000
- Increase in scarcity
Parking market in Utrecht

- Number of public parking places 28,000
- Number of permits 51,000
- Total revenue € 15,000,000,- per year
- Total revenue short stay parking € 13,000,000,- per year
- Number of transactions 2,800,000
- Number of parking machines 700
Goals

Wellness

Accessibility

Revenue
Context

Increase in scarcity

Price per hour is increasing
(€4,20/hr)

Increasing customer need
Matching of needs

Demand

Supply (# places)

Information

Information
Demand
Supply
Result: Service

Demand

Supply (# places)
Result: Management Info

- Parking pressure
- Willingness to pay
- Market share per product

Demand

Management information

Supply (# places)
Result: Efficient Law Enforcement

Demand

Supply
(# places)
Result: Differentiation

- Parking places
- Tarif
What is made possible by Civitas?

- Innovative parking strategy implemented
- With Civitas there is:
  - More management information available (Demand&Supply)
  - Fewer visitors at the information desk
  - New parking products (mobile parking, flexible permits)
  - Efficient Law Enforcement
Figures

Betalingsgraad

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- 86%
- 82%
- 84%
- 82%
- 86%
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- 84%
Figures

Visitors Front Office

- 2009
- 2010
- 2011
Figures: parking pressure
Figures

![Graph showing Usage visitor permit with transactions and Revenue over time](image)

- **Usage visitor permit**
  - Transactions
  - Revenue

**Axes:**
- **x-axis:** mnd
- **y-axis:** 0 to 140000

**Legend:**
- Transactions (diamonds)
- Revenue (squares)

24 april 2012 ● Athens ● Wilco van de Vosse
Lessons learned

• Ongoing consultation with the local politicians and the political agenda
• Proper evaluation in the plan from the start
• Modern techniques move forward faster than the political reality and the public opinion
• The reaction of the public to the new digital parking options has been very positive
• Introduction of the scan car was a financial success
Questions ?