



**CiViTAS**

Cleaner and better transport in cities

**VANGUARD**

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THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION

## 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 200.000.0000
- 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 parkingmachines 700



# Goals

Wellness



Accessibility



Revenue



## Context

Increase in scarcity



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



Increasing customer need



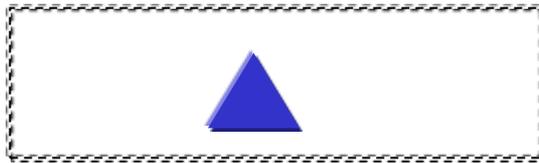
# Matching of needs



Demand



Information



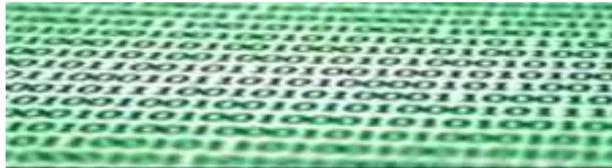
Supply  
(# places)



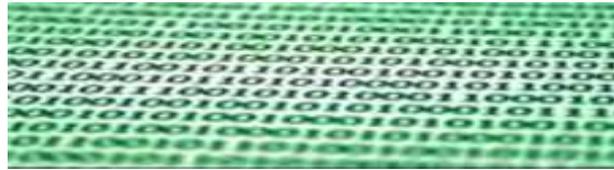
Information

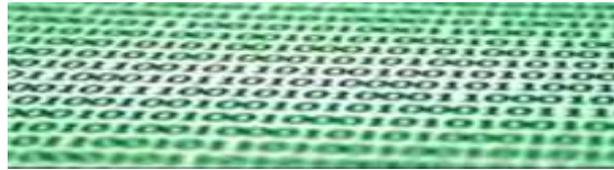
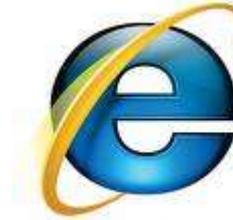


# Demand



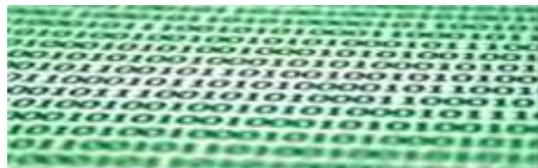
# Supply





# Result: Service

Demand



Supply  
(# places)



## Result: Management Info

Demand



Supply  
(# places)

### Management information

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



# Result: Efficient Law Enforcement

Demand



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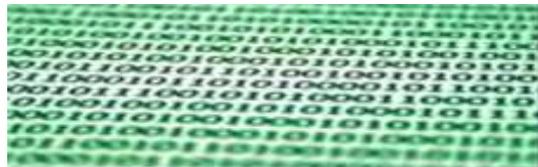


Supply  
(# places)



## Result: Differentiation

Demand



Supply  
(# places)



Differentiation

- Parking places
- Tarif



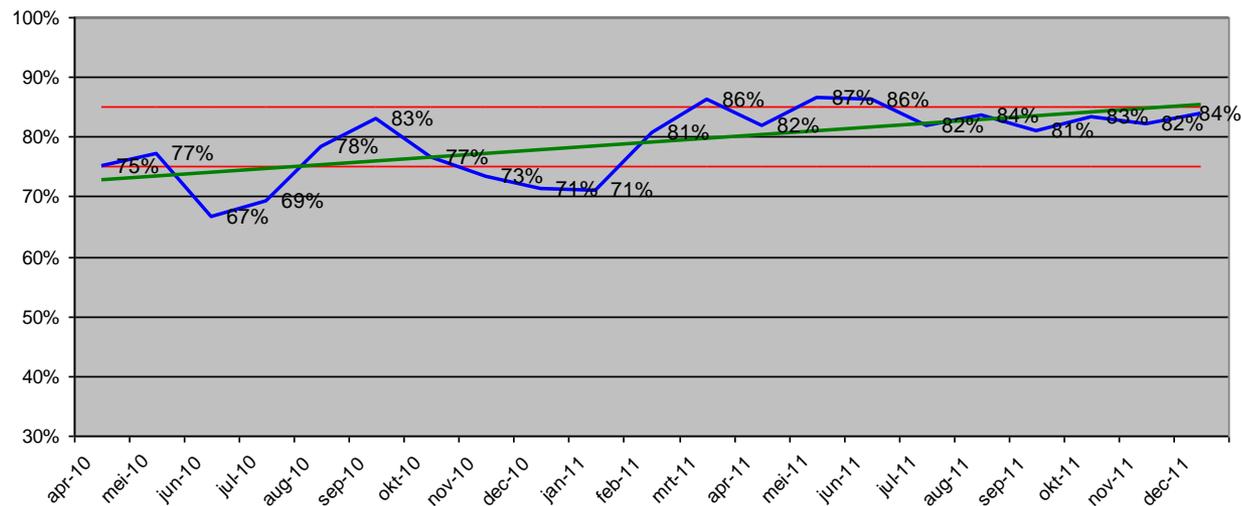
## What is made possible by Civitas?

- 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



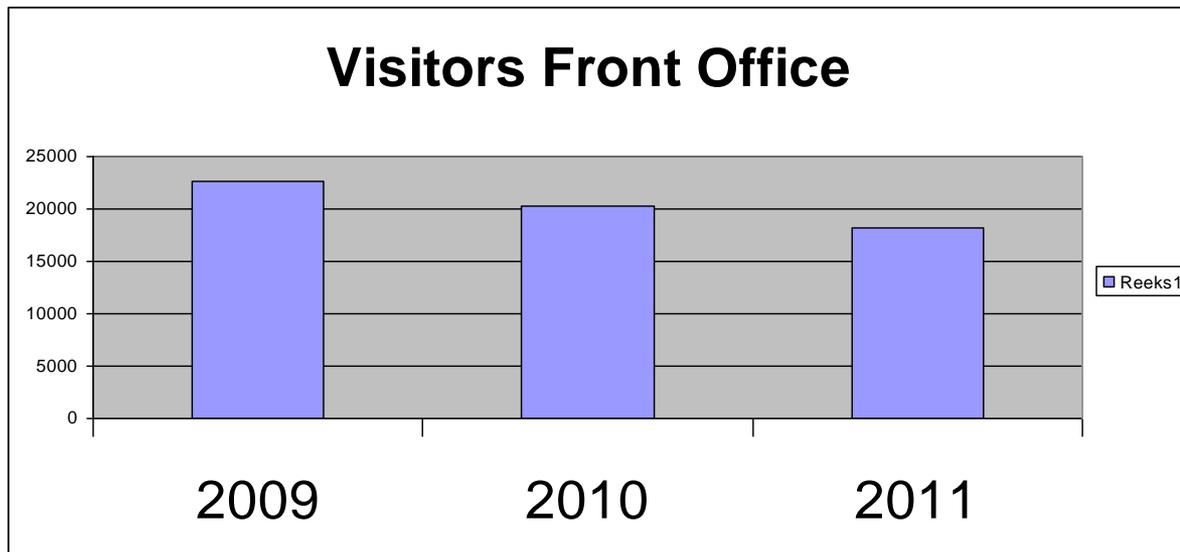
# Figures

Betalingsgraad



	apr-2010	mei-2010	jun-2010	jul-2010	aug-2010	sep-2010	okt-2010	nov-2010	dec-2010	jan-2011	feb-2011	mrt-2011	apr-2011	mei-2011	jun-2011	jul-2011	aug-2011	sep-2011	okt-2011	nov-2011	dec-2011
— Norm CROW	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
— Norm CROW	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
— Betalingsgraad	75%	77%	67%	69%	78%	83%	77%	73%	71%	71%	81%	86%	82%	87%	86%	82%	84%	81%	83%	82%	84%

## Figures

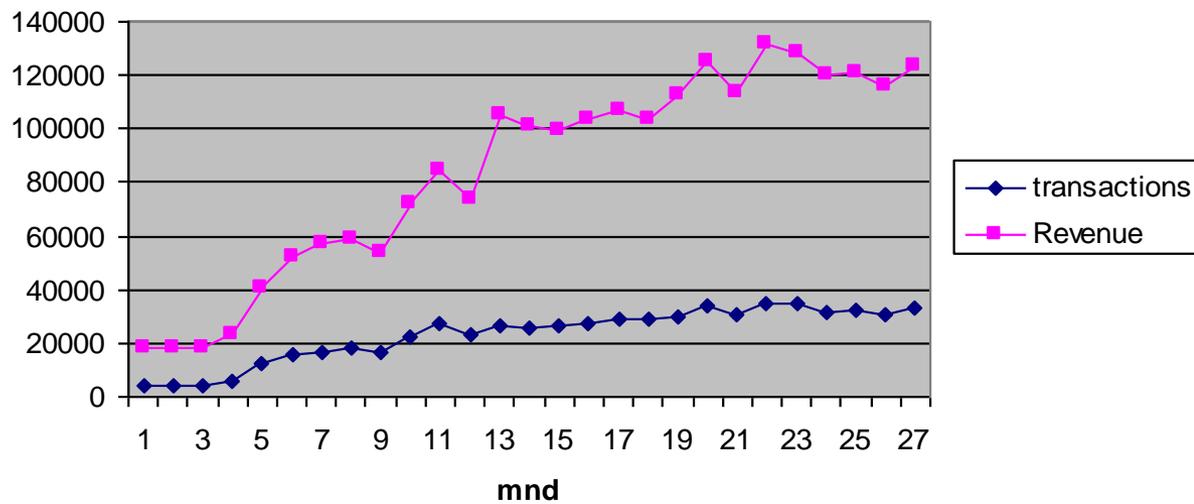


## Figures: parking pressure



# Figures

Usage visitor permit



## 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 ?

