



AIPARK Webinar 2 ciclo 2021

Sosta e dati: quando 1+1 fa 3

12 maggio 2021

Dr. Giuliano Mingardo

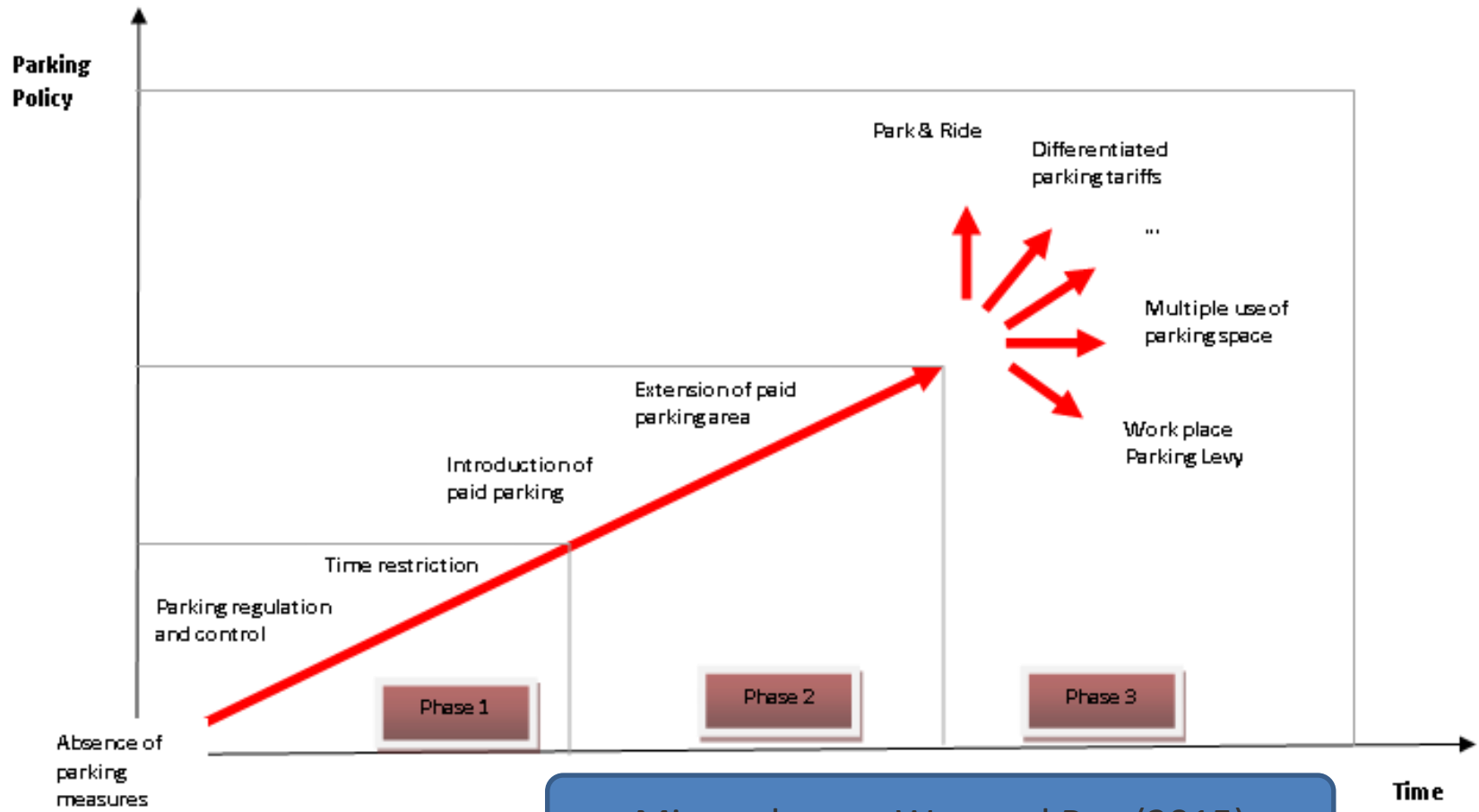
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Gestione della sosta a livello urbano

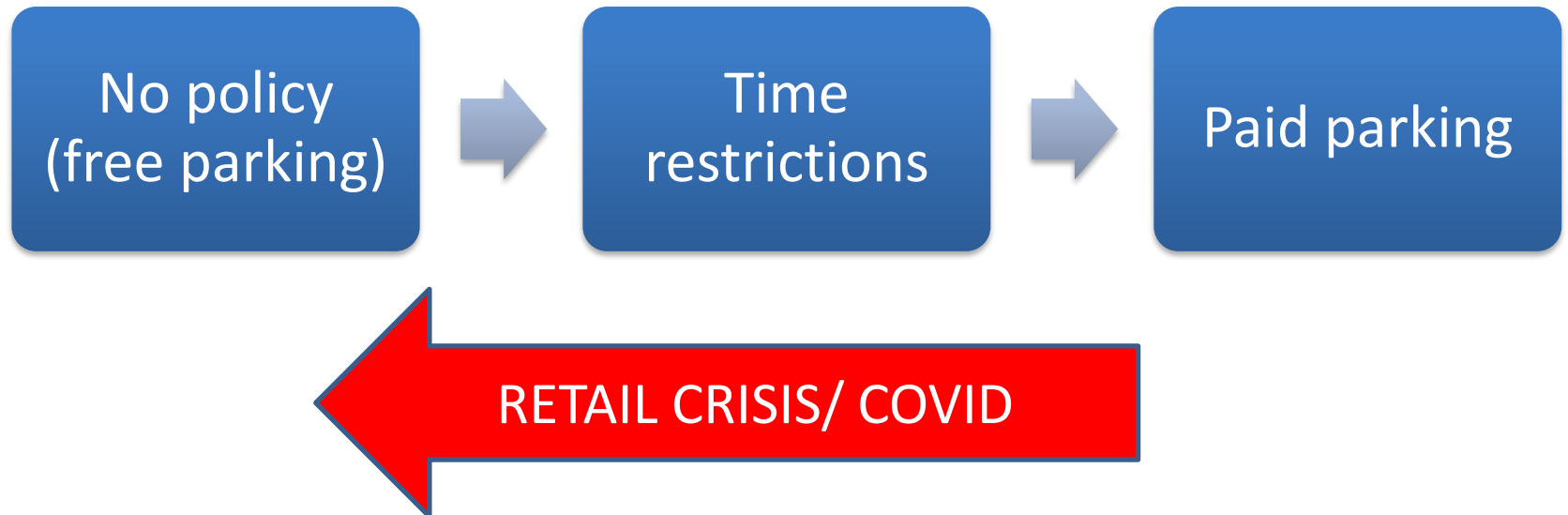


Mingardo, van Wee and Rye (2015)



Gestione della sosta a livello urbano

- Tutte le città seguono lo stesso modello di sviluppo nella gestione della sosta.





Cosa ho imparato 15 anni fa?

- Quando sono entrato in contatto con il settore della sosta c'era una regola d'oro che circolava... “quali sono i tre fattori più importanti nei parcheggi?”
 1. Location
 2. Location
 3. Location



Consiglio #1

SE QUALCUNO LA PENSA
ANCORA COSÌ, PUÒ
RASSEGNARE LE DIMISSIONI
OGGI STESSO!!!

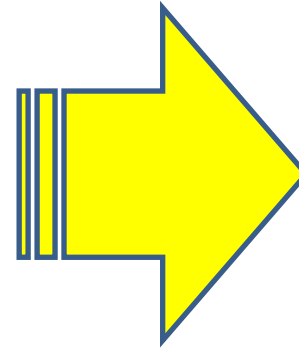


PAST

FUTURE

Success

- Location
- Location
- Location



Success

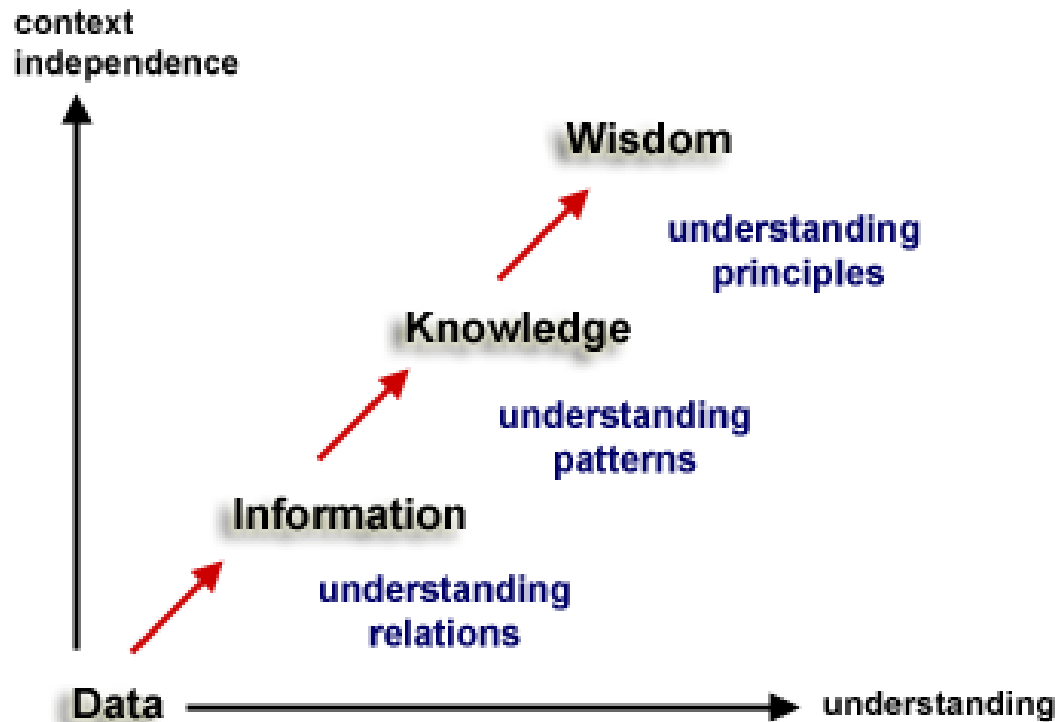
- Location
- Data
- Communication

Naturalmente la posizione è un fattore ancora importantissimo, ma non è sufficiente!!



Dati

- I dati sono considerati una delle materie prime del 21° secolo
- E il 21° secolo è iniziato 21 anni fa!!



DIKW Hierarchy of Ackoff (1988)



Dati

- I dati possono aiutarvi a prendere decisioni migliori
- I dati vi aiuteranno a prepararvi meglio per il futuro (es. Internet of Things)



Consiglio #2

SE LA VOSTRA
ORGANIZZAZIONE NON HA
ANCORA UN *CTO*, VI
CONVIENE ASSUMERNE
UNO ALLA SVELTA!!!



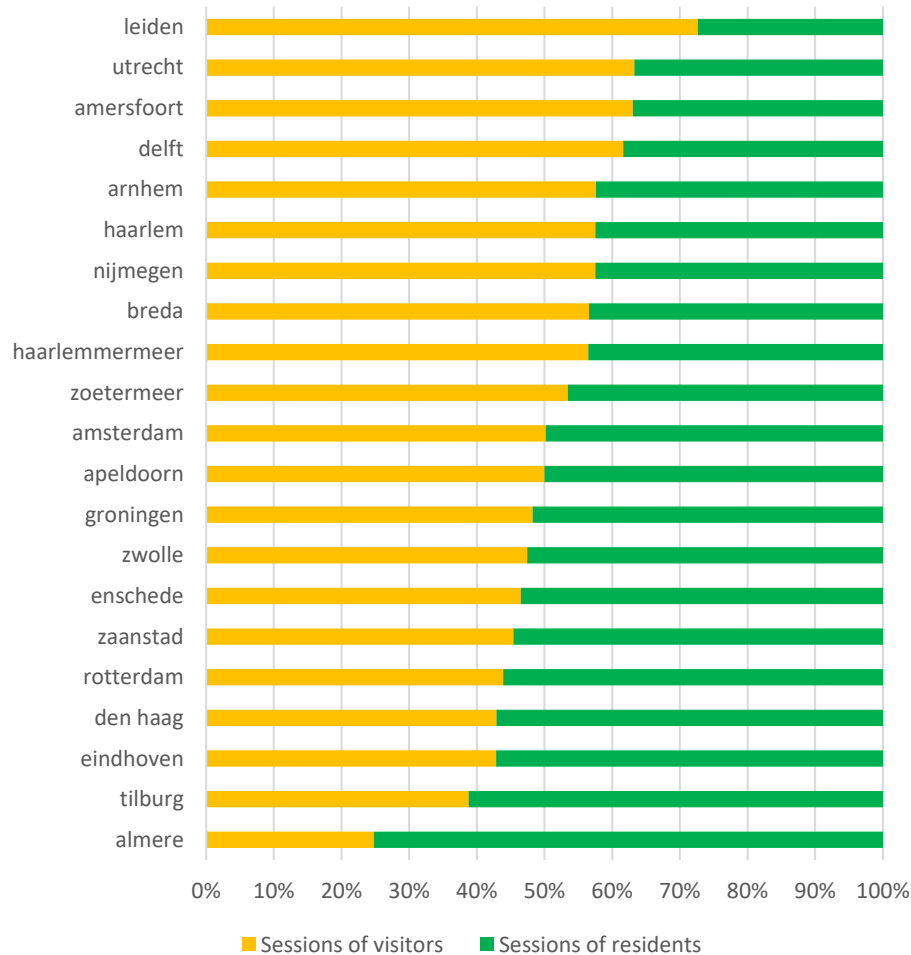
ESEMPI DI UTILIZZO DI DATI DELLA SOSTA – Città Olandesi

PARKMOBILE ✓



Chi utilizza i parcheggi di più in città: i residenti o i visitatori?

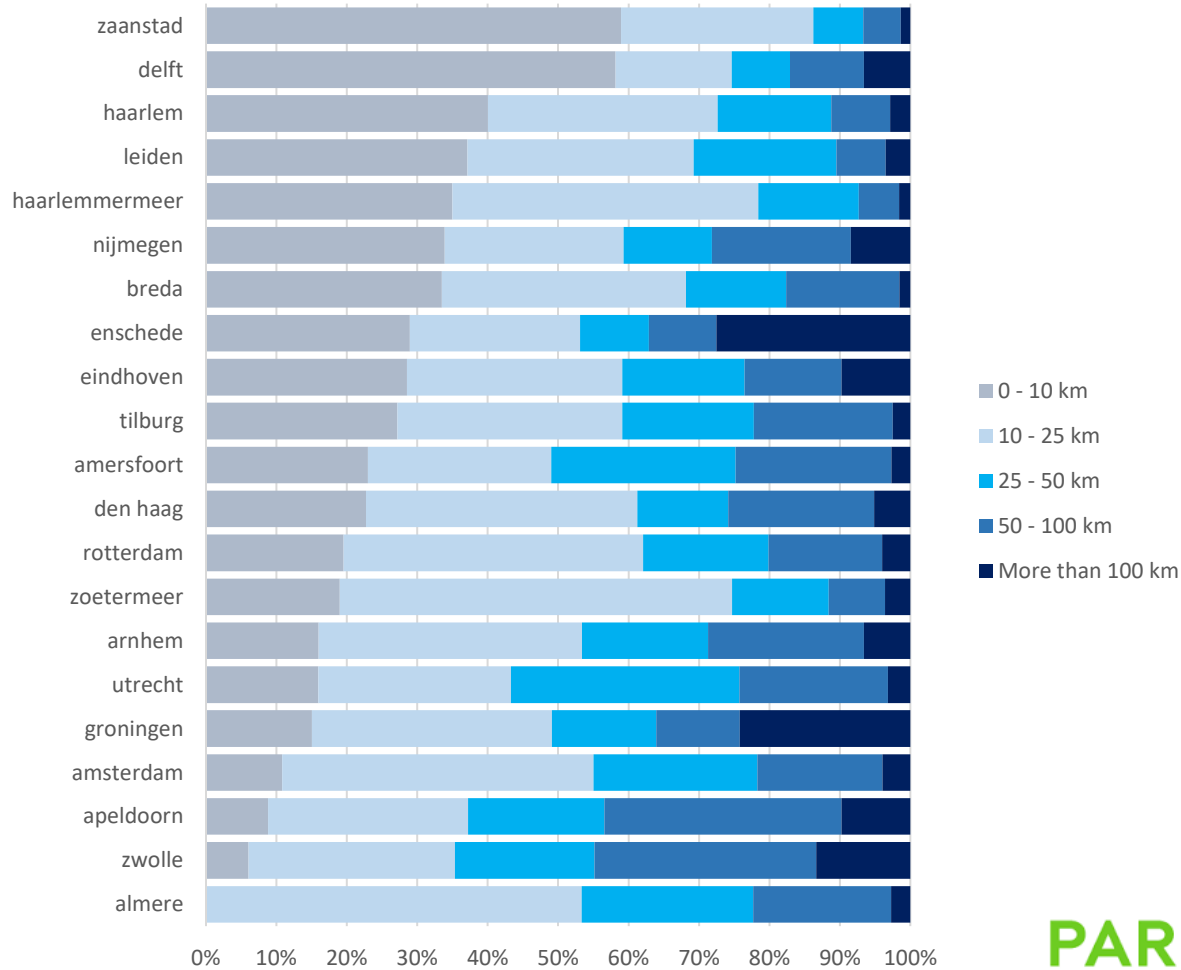
Share of visitors





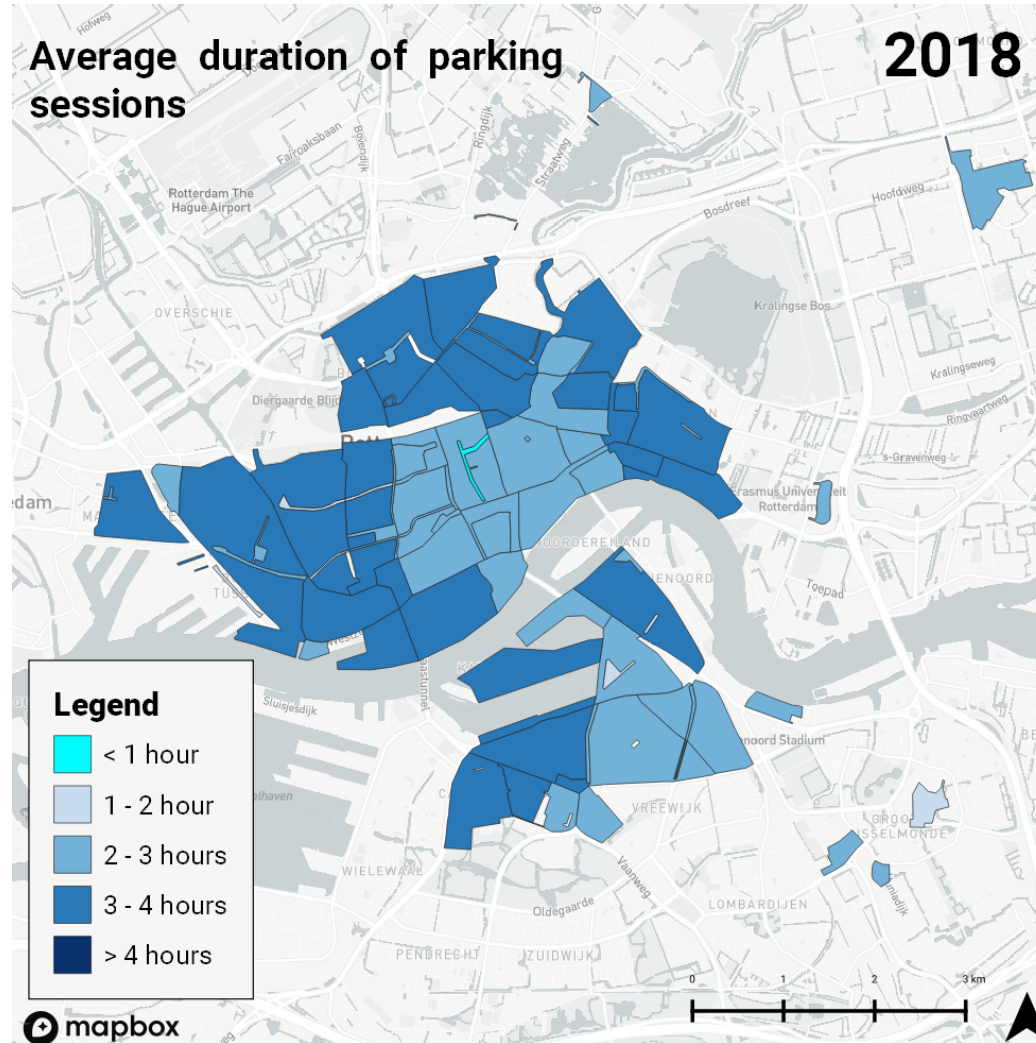
Da dove vengono gli automobilisti?

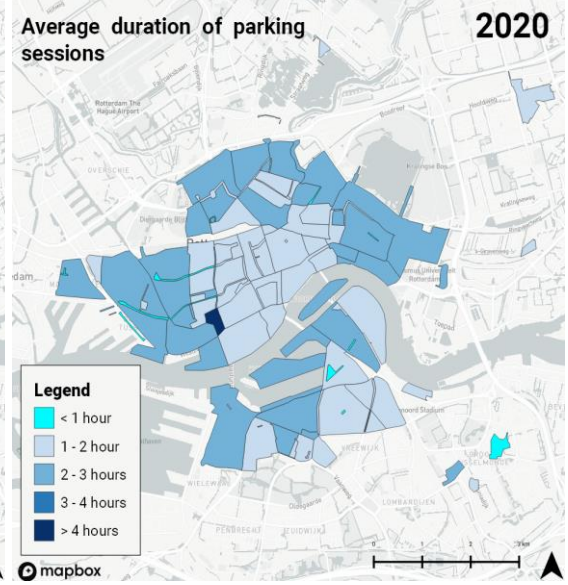
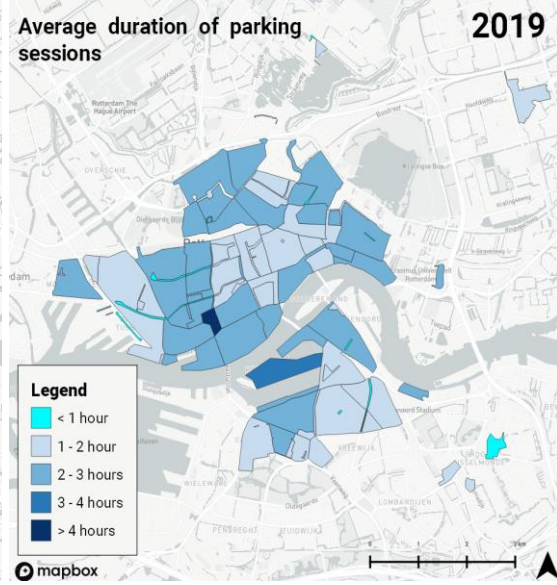
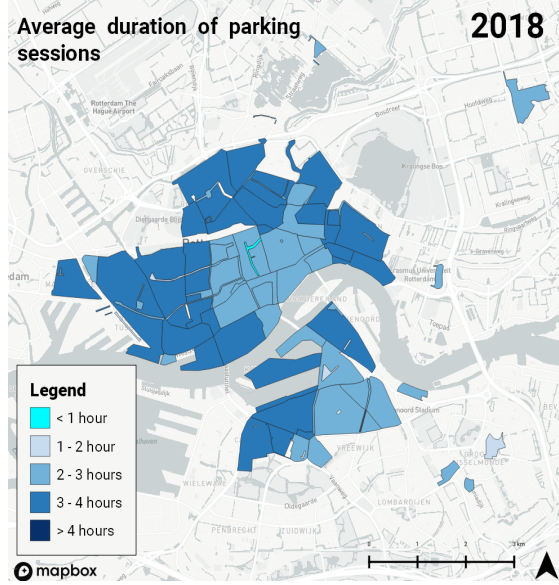
Travel distance of visitors (2019)



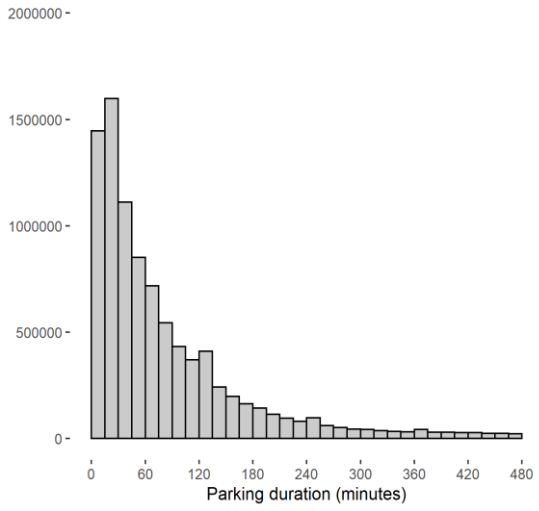


Durata media della sosta a Rotterdam (2018)

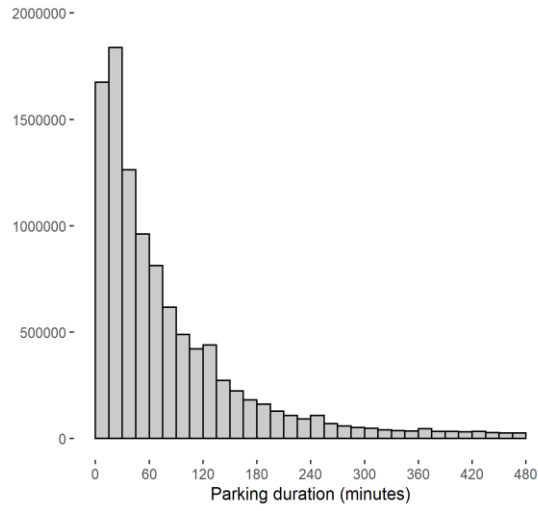




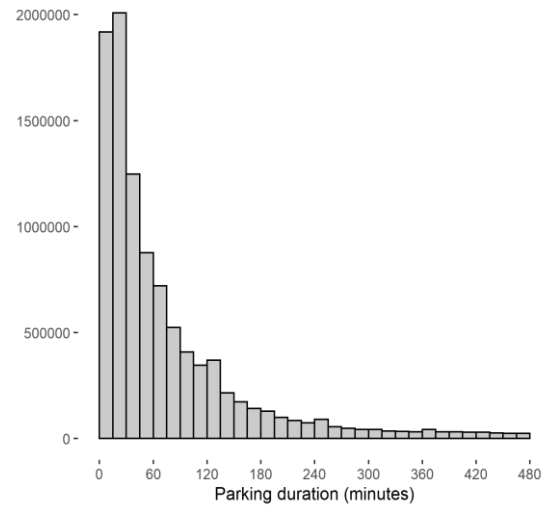
Histogram of parking duration
Rotterdam (2018)

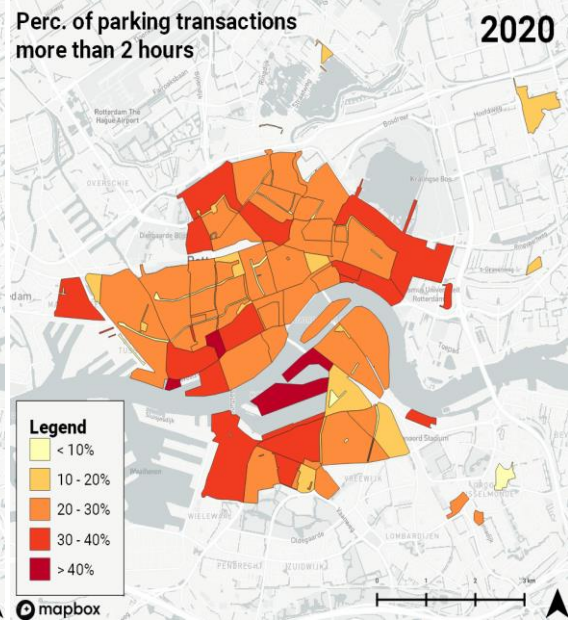
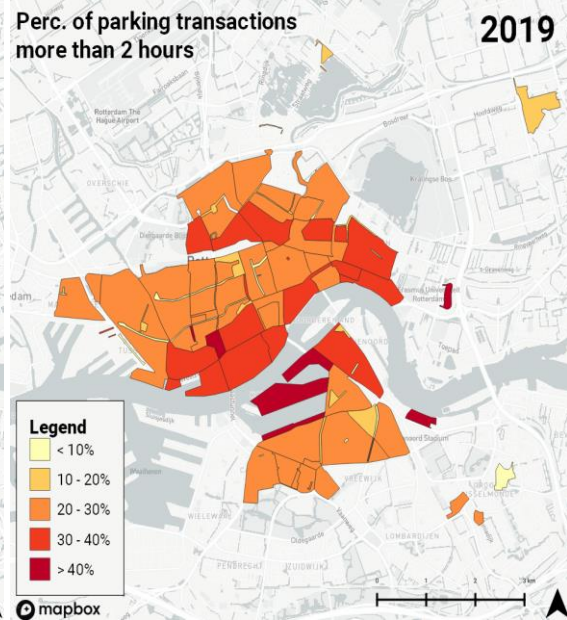
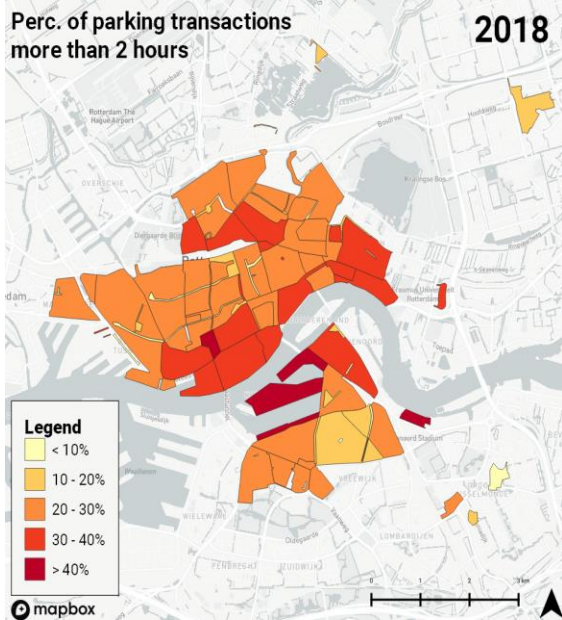
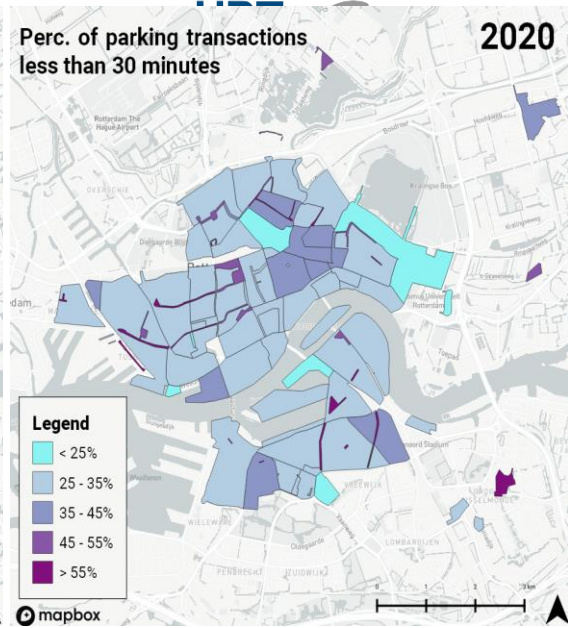
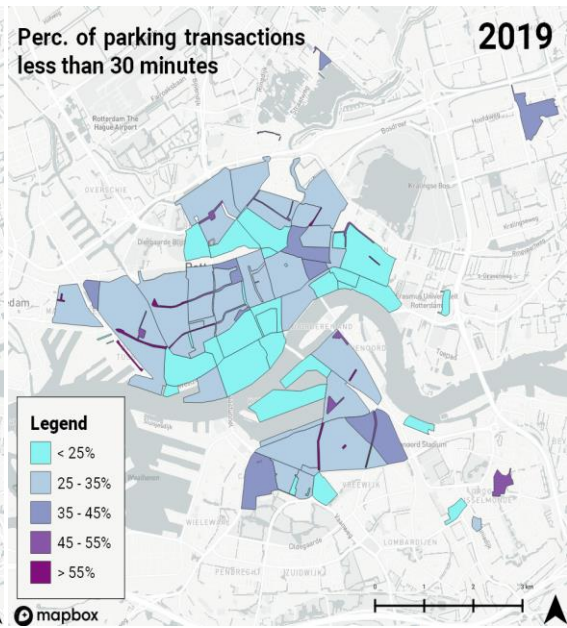
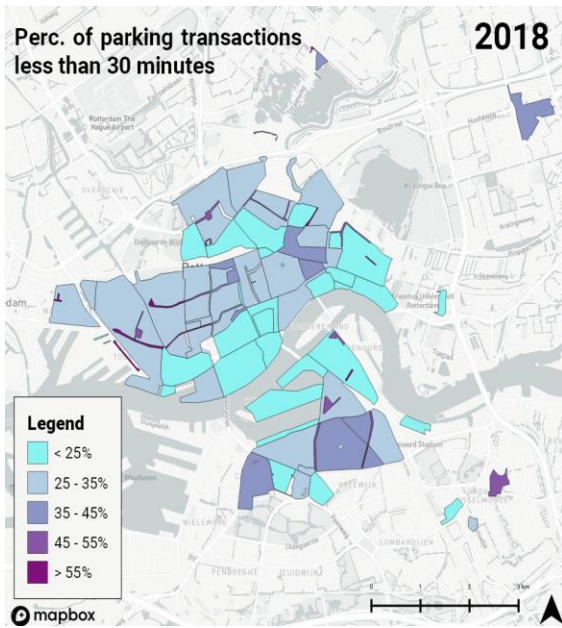


Histogram of parking duration
Rotterdam (2019)



Histogram of parking duration
Rotterdam (2020)

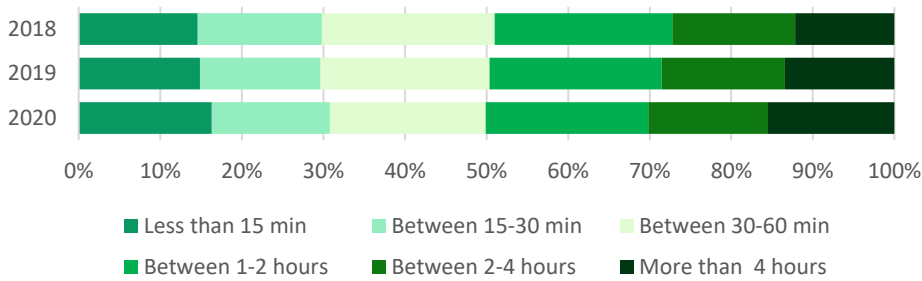




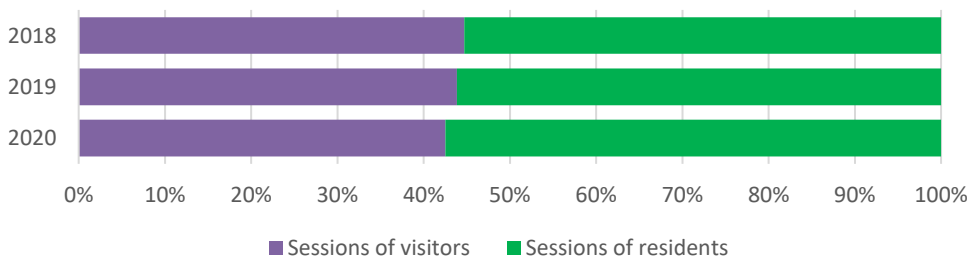


Rotterdam: focus sulla zona 230

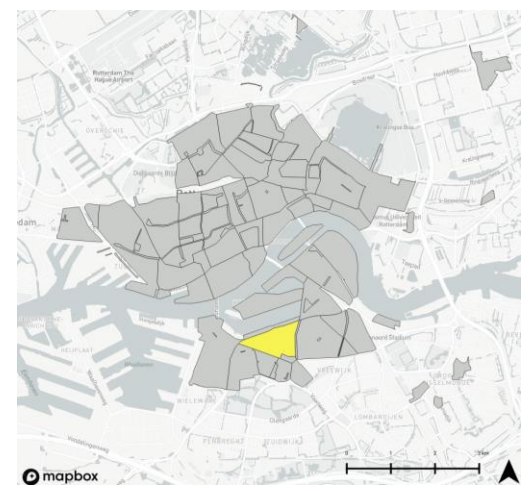
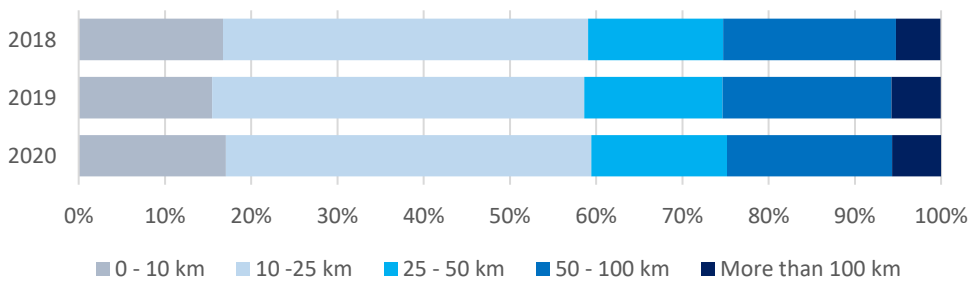
Distribution of parking duration



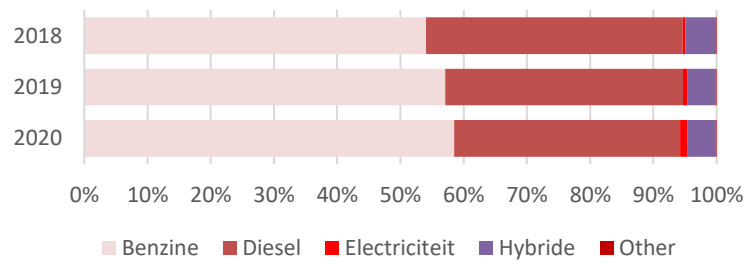
Share of visitors



Travel distance of visitors



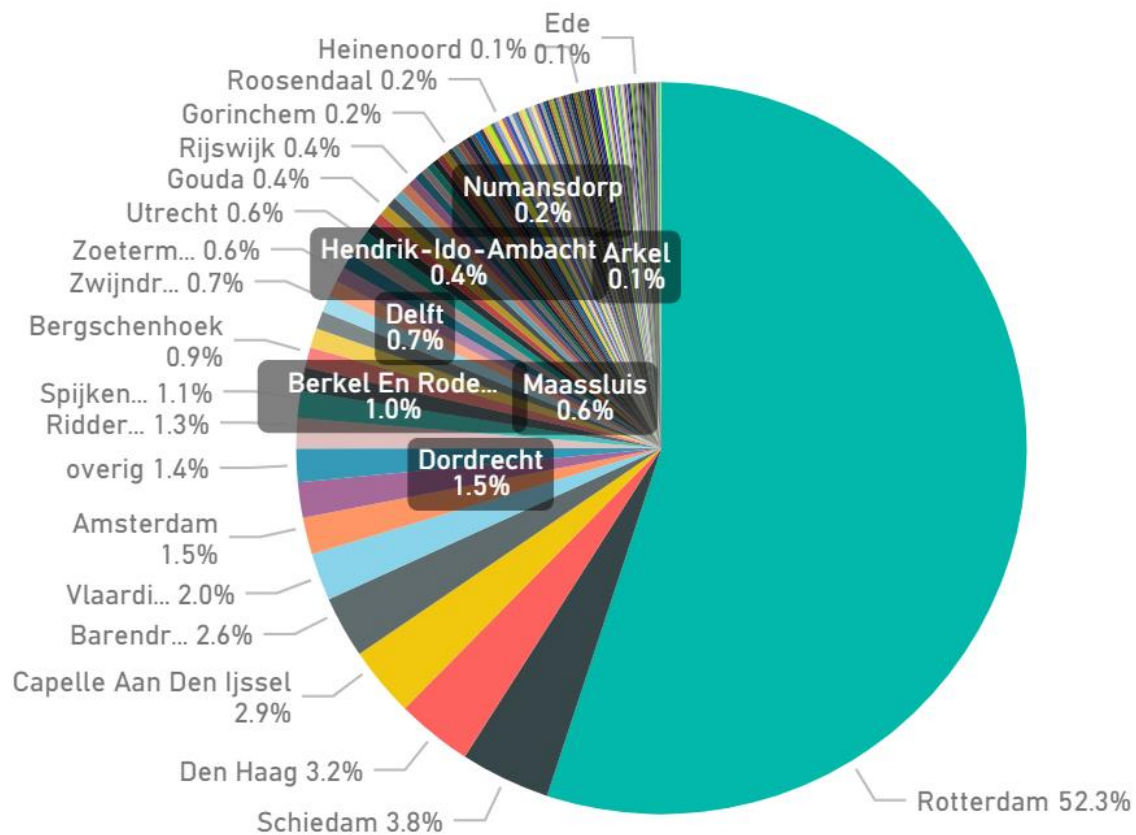
Fuel distribution





Origine visitatori Rotterdam (2018)

Parkeer sessies - gebruiker herkomst



Bron: gebruikers app Parkmobile en Park-Line. Jaar: 2018

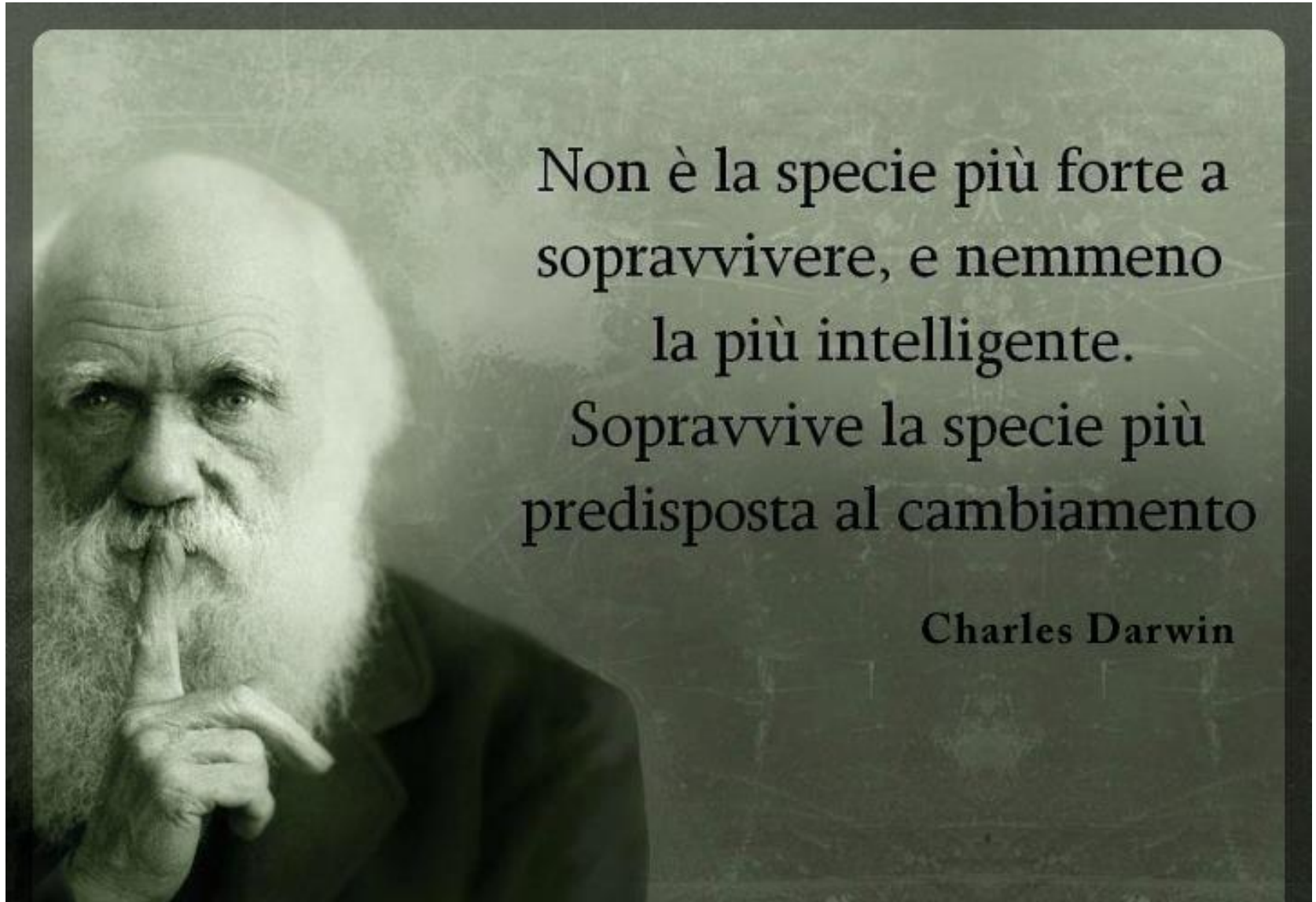


I dati sulla sosta possono essere utili anche per altri soggetti



Dettaglianti, residenti,
consiglieri comunali, etc..

Operatori della sosta /
Comuni





Grazie

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