



# La Rochelle

## Put a face on parking (Parking campaign)



# Agenda

**1** City of La Rochelle - France

**3** Campaign objectives

**2** Campaign implementation

**4** Campaign results

**1**

**La Rochelle (France)**

# La Rochelle

## Medium size city

La Rochelle is a touristic city on the French Atlantic coast that aims to expand the pedestrian area in the city center.

The idea is not to struggle against the car, but to show solutions and offer people the opportunity to experience life without the car, change behaviour and perspectives and be thus able to imagine a different use of the public space.



# Rebalance public space by parking

Show that parking is  
not the negative part  
of mobility but  
an hidden potential to  
rebalance public  
space !





# Optimise existing infrastructure

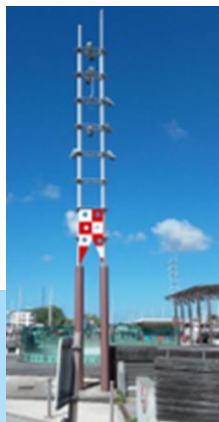
## Highlight the off-street parking offer

- ↪ Switch from on-street to off-street
- ↪ Half price compared to on street parking
- ↪ Special prices on weekend evenings
- ↪ Close to the city center
- ↪ Monitored by cameras



# Optimise existing infrastructure

## Highlight the off-street parking by Art





# Your parking can have several uses

## Decorate your parking !





# Consider Parking as Public Space

## How does my city work?

Open up the parkings for school visits !

It helps to:

- ↪ Explain parking & mobility
- ↪ Related professions
- ↪ The technical operation of the car parks
- ↪ Communicate the parking offer

**Fiche Action 6**  
Projet Européen PARK4SUMP – Septembre 2020

2020  
CIVITAS  
PARK4SUMP

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**Mesure / Action 2020**  
**Considérer le Parking Vieux Port Sud comme un espace public partagé**

**Description**  
Considérer l'espace parking comme un espace public à part entière en optimisant son usage toute en exposant les métiers techniques associés.  
Plus concrètement, il s'agit de mettre en valeur le fonctionnement technique du parking Vieux Port Sud en proposant des visites auprès des écoles élémentaires/collèges.  
Les visites des écoles permettent d'atteindre les familles par voie pédagogique et de donner un côté humain à la gestion du stationnement. Les enfants étant les meilleurs ambassadeurs auprès de leurs parents pour de bonnes pratiques.

**Objectifs**  
Augmenter la fréquentation du parking en valorisant l'offre par une communication pédagogique et positive. Faire connaître les métiers du parking, changer l'image et faire comprendre la gestion du stationnement.

**Planning**

Planification	09/2020	-	12/2020
Mise en œuvre	01/2021	-	06/2021
Evaluation	07/2021	-	10/2021

**Estimation Budgétaires (\* subventionné par le projet Européen Park4SUMP)**

<input type="checkbox"/> Personnel (Services Civiques, K Mounier, B Morin, N Chauveau) à déterminer *	
<input type="checkbox"/> Frais d'impression	2000 € *

**Services associés**  
Service: Communication, Education, Unis Cité



2020  
CIVITAS  
PARK4SUMP

1 / 1


# Consider Parking as Public Space

## How does my city work?



# Parking & People

## Give parking a human touch



**Nous sommes là pour vous 24h/24h**  
*Gaëtan, Technicien parking Vieux Port Sud - Juillet 2019*

**Pour que chacun trouve sa place  
SERVICE STATIONNEMENT**

**Final Conference • 16th of June 2022 • Sofia**

**Birgitta Morin**

We are here for you 24/7 !



**ASVP est un métier loin du cliché de la Pervenche ! Une bonne condition physique et l'esprit d'équipe, c'est essentiel !**  
*Agent de Surveillance de la Voie Publique - Octobre 2019*

**Pour que chacun trouve sa place  
SERVICE STATIONNEMENT**

Work as an Enforcer needs good physical condition and team spirit !



# Change of mind set

## 'No car, no business'



The use of the car  
can always be  
reinvented !

Pour que chacun trouve sa place  
SERVICE STATIONNEMENT



Public space is like a  
good book, share it  
and the pleasure is  
double !

Pour que chacun trouve sa place  
SERVICE STATIONNEMENT

# Results

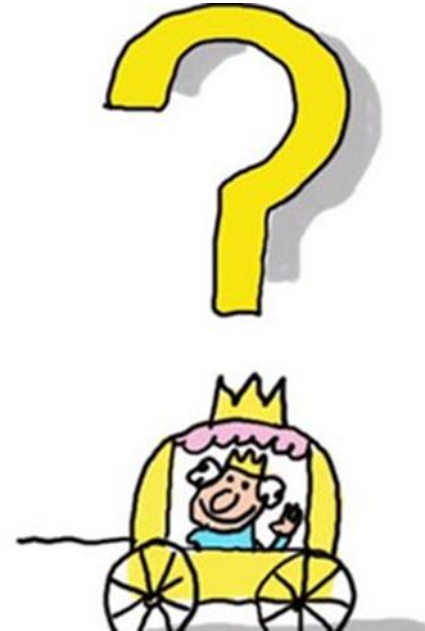
## the image of parking has improved !

↪ Despite the Covid we can see an increase in the use of off-street parking !

↪ The school visits valorize the people working in the parking department

↪ The Enforcers have better well-being at work

↪ A better acceptance for reducing on-street parking in city center



# Thank you

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