



La Rochelle

Put a face on parking

(Parking campaign)



Agenda

1 City of La Rochelle - France

2 Campaign implementation

3 Campaign objectives

4 Campaign results

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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

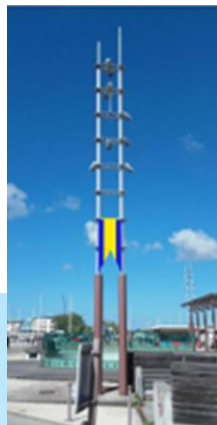
Highlight the off-street parking offer

- ↪ 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
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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)

- Personnel (Services Civiques, K Mounier, B Morin, N Chauveau) à déterminer *
- Frais d'impression 2000 € *

Services associés
Service: Communication, Education, Unis Cité

2020
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Consider Parking as Public Space

How does my city work?



Parking & People

Give parking a human touch



We are here for you 24/7 !

Pour que chacun trouve sa place
SERVICE STATIONNEMENT



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

Pour que chacun trouve sa place
SERVICE STATIONNEMENT

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



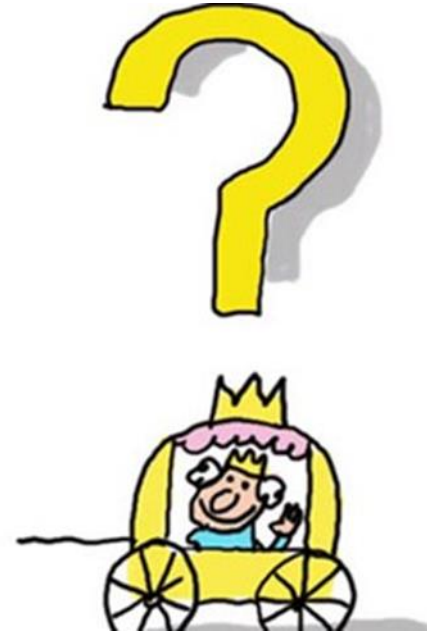
Public space is like a good book, share it and the pleasure is double !

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



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