



City of Rotterdam

Innovation in enforcement



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Parking Policy

Digital Enforcement

- **More space for pedestrians and cyclist**
- **More smart mobility**
- **Healthy and Sustainable solutions**

BUT...

- **Less parking spaces**
- **Higher demand quantity (growing city)**
- **Higher demand quality (higher expectations)**



Objectives Enforcement

Digital Enforcement

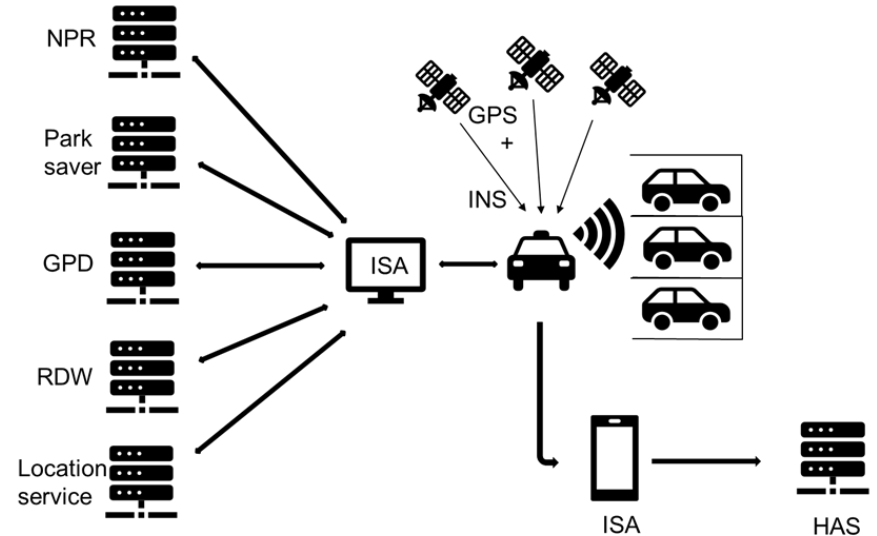


- Higher payment rate – less non-paying parkers
- Supporting parking policy
- Efficient process
- Good quality of enforcement
- With the principle of equality

Implementation

Digital Enforcement

- **1st step: Digitizing our administrative organization (BASE)**
- **2nd step: Digitizing enforcement (INNOVATION)**



Facts & Figures

Digital Enforcement

- Paid parking since 1965
- Scan cars since 2014
- From 2020 100% digital enforcement
120.000 paid parking spaces
- 3,9 million transaction visitor permit
20,3 million short term transactions



Impact & Outcome

Digital Enforcement

Pre-scan car (2013) phase versus present

	2013	2022
# of parking fines	100%	339%
Payment rate	no facts	86%
Parking meter	+/- 3000	+/- 600
% mobile/sms parking	40%	83%

Obstacles - Setbacks

Digital Enforcement

- **Maintenance databases**
- **Observe European privacy policy (GDPR)**
- **Build support amongst politicians AND community**



- **Algorithm vs. Human**
- **The combination works best**

Costs & Resources

Digital Enforcement

2013 **2021**

Cost enforcement	€ 14,5 mil.	€ 23,1 mil.
# parking fines (gross)	159.000	540.000
Cost per fine (gross)	€ 91	€ 43

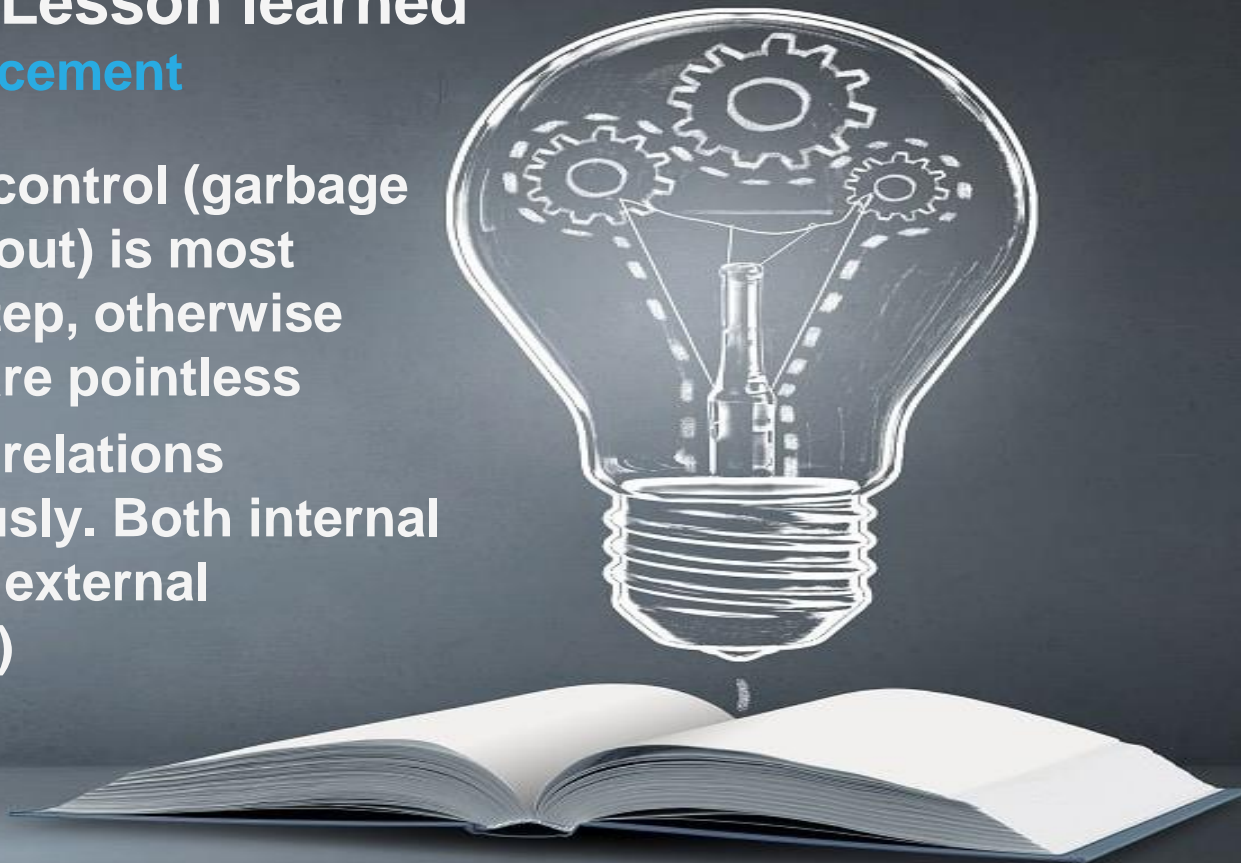
A REDUCTION OF 52% (not a direct target)



Wrap Up : Lesson learned

Digital Enforcement

- Data under control (garbage in, garbage out) is most important step, otherwise next steps are pointless
- Start public relations simultaneously. Both internal (politics) as external (community)



More info?

- <https://www.rotterdam.nl/wonen-leven/scanauto/>
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This presentation has been produced by CIVITAS ELEVATE, a CIVITAS Coordination & Support Action. The CIVITAS ELEVATE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 824228.



Thank you