

Helmond Masterplan transforms parking policy

In 2011 the City of Helmond (NL) developed a Master Plan to revitalise the city centre. For this occasion also the – formerly rather – reactive and non-integrated (with other policy domains) parking policy changed.

Problem definition

The city of Helmond would no longer focus only on parking tariffs and parking capacity, as since 2007 the total amount of visitors and generated income was decreasing. A smarter – more integrated - solution was needed.

Objectives

Renew the parking policy in a way it contributes to the city centres economic vitality (more visitors) and liveability of Helmond (happy citizens). The new parking policy also should become more cost-beneficial.

Description

2012: adoption of Master Plan Parking including a visionary and strategic framework with focus on a user approach (differentiation of target groups) and double use of rest capacity.

2012: action plan with leverage actions : parking garages + smart phone post paid parking

2013: implementation of new regulatory framework for residential parking and accompanying parking permits policy

2014: tender procedure for outsourcing the management of off street parking (garages) and on street, including enforcement via PPP. The city remains the director.

2015: pilot of the campaign 'gepast parkeren' : stimulating post paid parking with smartphone and installation of number plate recognition access for off street parking garages in combination with reduced tariffs (compared to on-street and e.g. for shopping nights on Thursday) and incremental implementation

Shop keepers were involved in incentivising visitors (e.g. extra reductions or parking credits could be offered). The campaign and its design was developed by an external communication consultant.

Impact & outcomes

- *The negative trend (less visitors) has turned into a constantly slightly increasing evolution since the implementation, including parking revenues.*

- 15.000 people participated in the campaign, for a city of 100.000 inhabitants this is quite a high share.
- The average parking duration increased after the introduction of smart parking payment (1.38 hour). Visitors that pay cash (at paying machines) stay 1.32 hour.
- People that tried smart parking are convinced , but some barriers (extra provider cost) remain with a minority of the public.
- From the beginning political buy in was important: all city council members were informed and supported the decisions of the Parking Master Plan.
- To convince the inner city commercial partners took quite some efforts.
- The use of push & pull measures is a success factor

Barriers / constraints and how they have been overcome

- Institutional / technical : competition of network providers
- Budget/Social : extra cost for provider is barrier for a minority of people
- Polical: vision and support have to be shared, information and awareness raising

Time for planning and implementation

2011-2015

5 years period in total, but step by step (planning 2Y – implementation 3Y – constantly monitoring and evaluation)

Rough costs and resources (better in workload than in Euro)

- Numberplate recognition + pass reader + adaptation in parking garages: 100.000€
- Communication campaign : 25.000€
- Partly earned back via higher parking tariffs and increase of parking users.

Further information available at / from

- <https://www.crow.nl/kennis/bibliotheek-verkeer-en-vervoer/kennisdocumenten/parkeren-en-gedrag> (only NL)

Good Practise



Translation of the Dutch document Parkeren en gedrag - Een totaaloverzicht van alle relevante kennis op het gebied van parkeren en gedrag (CROW).

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