Good Practise

I Park mobility solution

I Park consists in a system based on wireless sensors installed in paying parking lot in the city centre and some outskirt areas of Treviso (IT). The system returns data (per parking stall) on parking availability, time-rotation, and revenue collection. An App (TreviMOve) allows the driver to be informed about free slots availability and to pay parking fees. In 2019 a new app (TrevisoApp) has been made available for the drivers who can benefit of updated management of parking services.

Objectives

The objectives of the measure were to improve parking fee collection, diminishing illegal parking and travel times for the drivers finding free parking lots. After the first year of implementation (2010), revenues streams increased by 10%, up to 60% in 2016.

Description

The idea in short is to design a monitoring system that makes it easier for drivers to find free parking lots and to pay fees. To carry out such a project the Municipality of Treviso in 2009 published a call for tenders, won by Trevisosta srl which included Intercomp Spa, a company specialized in the creation of parking management software. The result was the mobility solution I Park, an application based on sensors installed underground the parking lot road surface, letting the driver informed whether a parking lot is busy or not. The service has been in operation since January 2010 to regulate vehicle parking on streets and squares within the historic city center and also in some external areas.

The main component of the new system is the induction sensors placed under the road surface. Each parking lot has one sensor that detects the presence of the parked vehicle and then transmits the data to a receiver located on the reference parking meter. From there, information ends up at a central server which, in turn, remotely dispatches the information to other devices (to the Mobility office which then processes the data, to the information panels on the road, to the mobile app, to the handhelds of the assessors, etc. .) making available to drivers and the company managing the parking status. Besides, thanks to the active participation of key stakeholders, the project is constantly evolving. In the word of the parking system manager Michela Mingardo "The information made available (occupancy rate, turnover rate and revenues generated by each parking lot), has allowed us in recent years to implement changes in parking management policies in order to meet the needs of citizens and operators living in the historic center " In 2018 the system has been updated in order to make payment by SMS available.

To implement this innovative solution the Municipality of Treviso in 2009 published an invitation to tender. Aware of the investment that would have been involved installing such an innovative system providing all these data, the tendering procedure implied a service concession for 5 years. Such a long concession was designed on purpose to allow the

company that had won the tender, and that would take over the entire system (sensors, parking meters, hardware and management software, etc.), to benefit of the necessary time to recover investment.

Impact & outcomes

Concerning the impacts, according to the words of the mobility manager Michela Mingardo, who followed the project from the beginning: "The I Park system has allowed us not only to provide a useful tool for our citizens, but also to improve the service through the implementation of new parking management, to reduce the rate of unauthorized parking and, only in the first year, to increase 10% municipal income ".

The new parking management system in recent years has contributed to change, beyond the habits of the Treviso's citizens, also the shape of the city. "Better organization of parking and mobility has allowed us to carry out urban redevelopment projects ". The town's ZTL (Zone with Limited Traffic) has been expanded and some parking lots have been converted to other functions. However, local community has accepted the changes, also because the TreviMOve app has been considered a successful application, making parking service easier.

Enforcement activities have also become more effective. When a violation occurs (such as non-payment, parking time expired, exceeding the maximum time allowed for parking) these conditions are notified to parking controllers to allow them to pass on the respective fines instantly. This procedure has increased the efficiency of the whole system.

The availability of parking lots has also increased significantly and parking lots are no longer occupied by illegal users (non-paying). Indeed, an underground parking structure for 250 cars, which was originally planned to meet estimated parking needs of the city, has proved to be no longer indispensable.

Finally, users have declared an appreciation of the new system thanks to the improved payment conditions. They do not have to return to vehicle if they wanted to add extra time, as they can simply pay with SMS or time cards at any parking meter. To this purpose an additional one has also been installed in the central pedestrian area, in order to extend parking time before it expires.

Barriers / constraints and how they have been overcome

An efficient regulatory framework and governance have been essential components for making the solution a success; in particular, ensuring a long concession to the winner of the tendering procedure.

Time for planning and implementation

Five years for the design and planning. Tendering procedure carried out in 2009 and service entered in operation in 2010.

Rough costs and resources

In the city of Treviso (85,000 inhabitants), initial investment costs were about € 900k. These costs do not include the recent service developments (2019).

Further information available at / from

https://mobilitadimarca.it/p/ipark-treviso