



PARKING AND BEHAVIOUR

19 september 2017
CROW-EPA-Polis seminar

WELCOME BY CROW, EPA AND POLIS



PROGRAM

13.30 Welcome by EPA, CROW and Polis

13.35 Why do we discuss parking and behaviour?

14.00 Parking as a tool to change the city, Roel Stessens (Leuven (BE))

14.30 First break out session (with Lille (FR) and Soutend on Sea (UK))

15.15 Coffee break

15.30 Second break out session (with Zwolle (NL) and Den Haag (NL))

16.15 Marketing, does it work? Group discussion, with an introduction of Martje Hoofs, Q-Park

16.50 Conclusions and wrap-up

17.00 Farewell cocktail

WHY DO WE DISCUSS PARKING AND BEHAVIOUR?

Wilma Slinger, CROW



BREAK OUT SESSION 1

- Parking regulations, Olivier Asselin, Lille (FR)
- Digital Context, Paul Mathieson, Southend on Sea (UK)



praktische kennis **direct toepasbaar**



BREAK OUT SESSION 2

- There is always a parking space, Syb Tjepkema, Zwolle (NL)
- Social context, regulations and marketing: the effects of marketing and traffic management measures to influence parking behaviour for events and beach days in The Hague, Arjen Reijneveld, Den Haag (NL)

BREAKOUT SESSION
SPEAKERS

PARKING AS A TOOL TO CHANGE THE CITY

- Roel Stessens, Leuven



MARKETING, DOES IT WORK?

- Introduction Martje Hoofs, Q-park



GROUP DISCUSSION



... in jumping to
CONCLUSIONS



THANK YOU!



CONTACT



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