



gent: zoveel stad

Integrating innovation in parking policy

P PUSH & PULL

From demand-driven to steering mobility policy

- Mobility management has to take the lead and actively help define the face of Ghent
- More ambitious than just responding to requests & complaints
- Objective = easily accessible city where life is good, e.g. in low-traffic residential areas

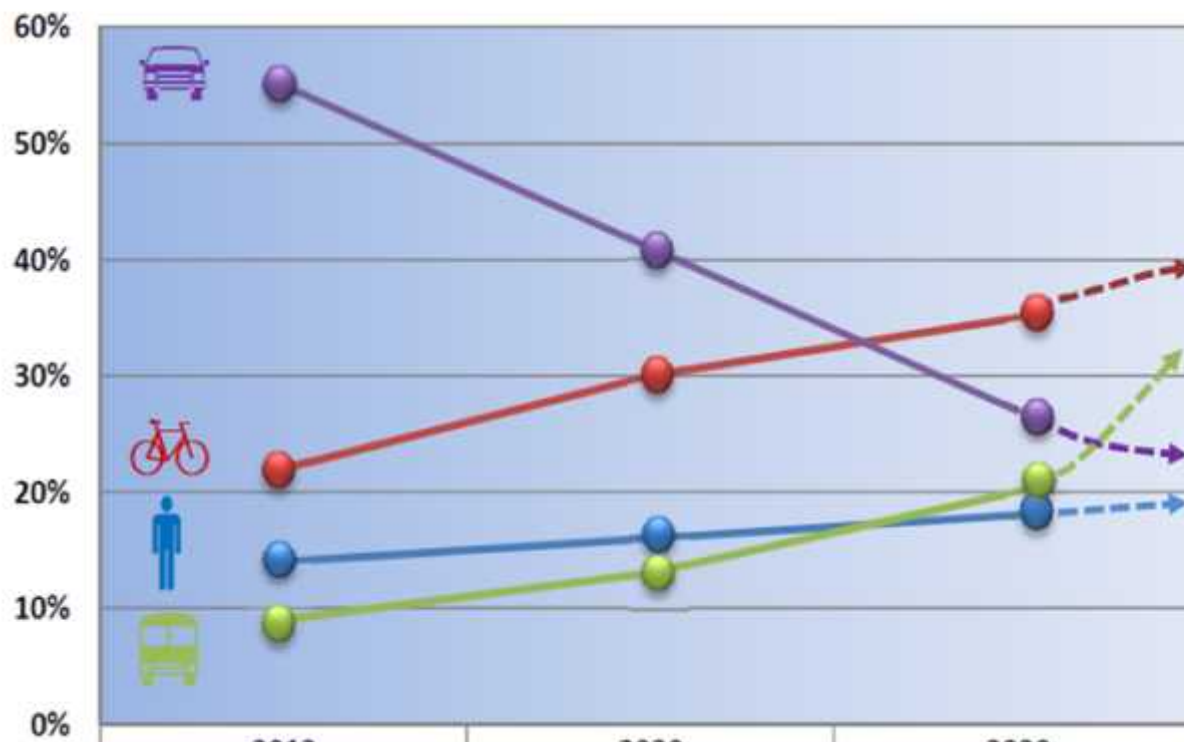


Parking plan 2020

- Steering parking management
- Not an end by itself, but a leverage for better mobility
- Reducing car traffic & parking close to city center
- Making room for the actual inhabitants



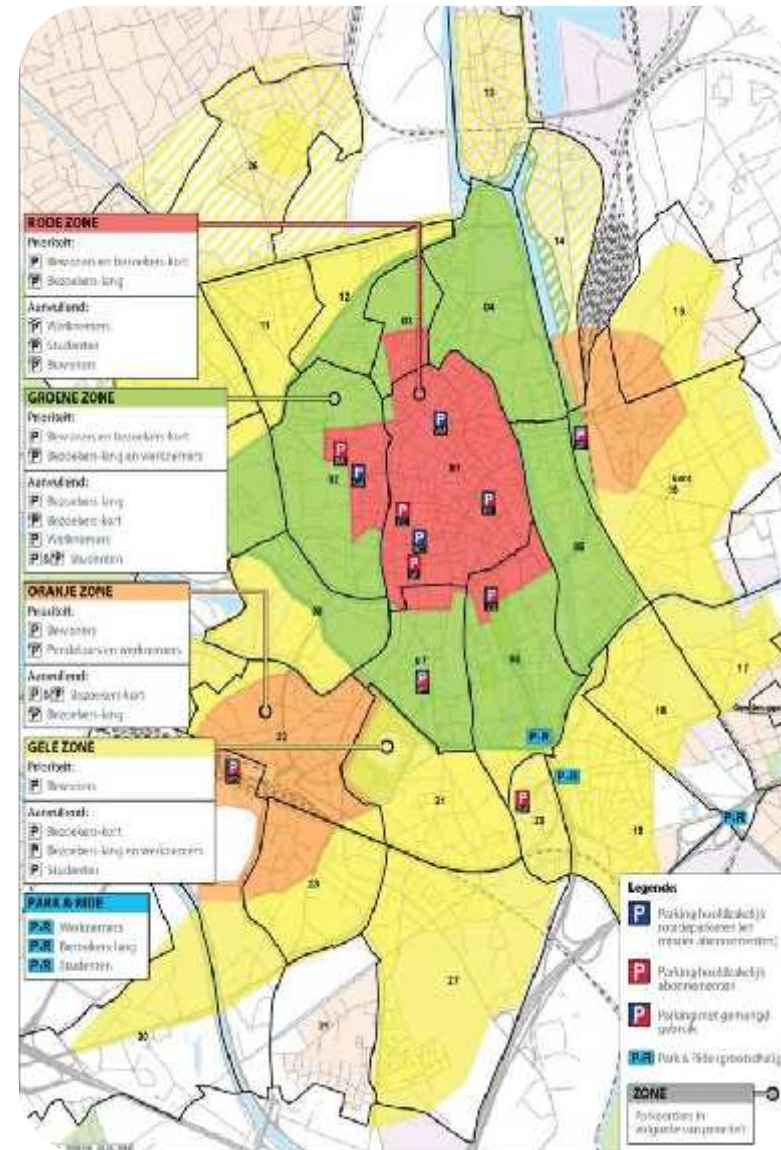
Gewenste modal shift



— Stappers	14%	16%	18%
— Trappers	22%	30%	35%
— Openbaar vervoer	9%	13%	20%
— Personenwagens	55%	41%	27%

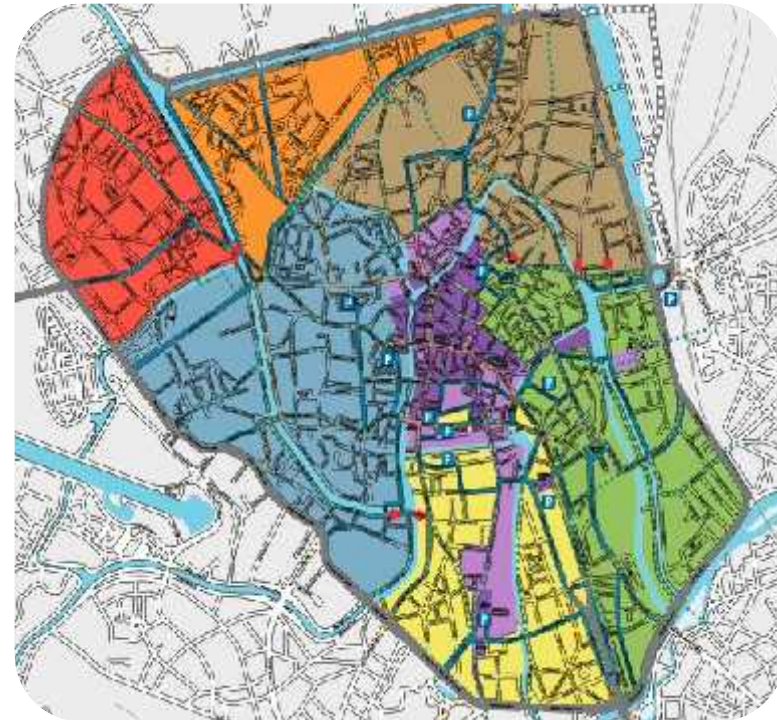
1. Parking rates

- Changing parking rates all over the city in 2016
- Exponentially more expensive close to city center
- In the city center & railway zones: max 3 hours of parking



2. Better organized parking space for residents

- Seven 'resident zones' linked to traffic circulation
- Re-evaluating spaces reserved for 'resident card' holders
- Introduction of neighbourhood-parkings



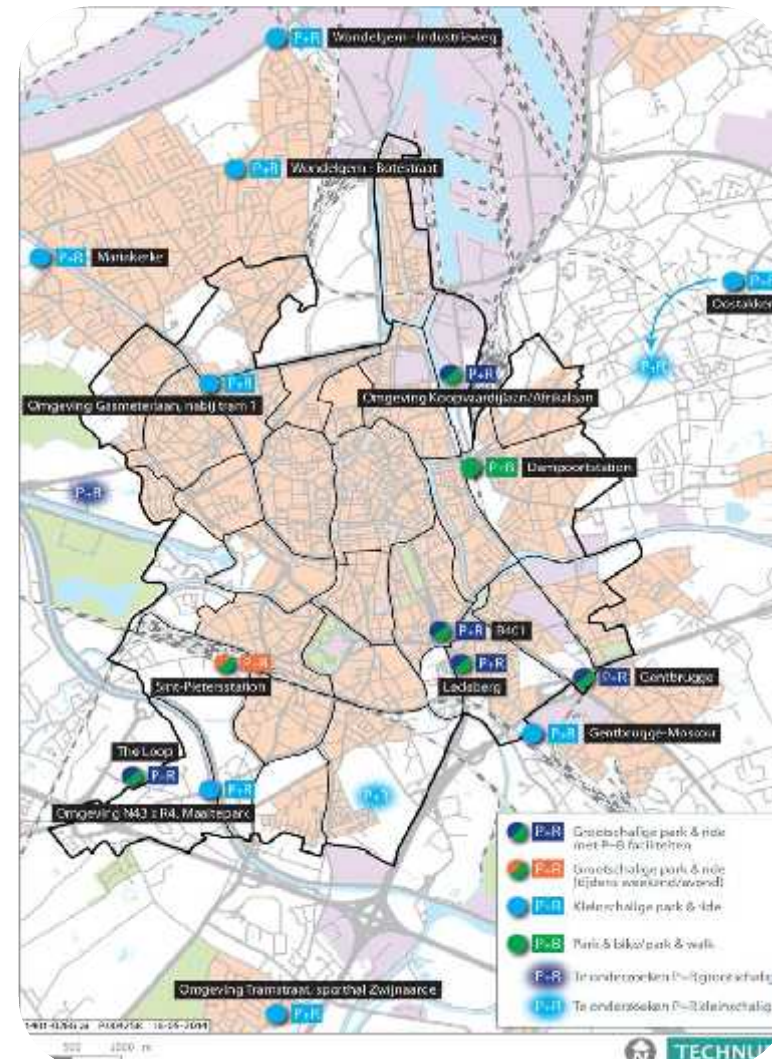
3. Different use of parking garages

- Parking garages divided into two groups: 'long-term parkings' & 'rotation parkings'
- Long-term parkings: aimed at regular parkers with subscription
- Rotation parkings: aimed at short-term visitors of the city
- Prices differ accordingly



4. Park & rides

- Parking outside of the city + use of public transport / bike or walking
- Necessary alternative for parking close to city center
- Good connection to public transport is essential



5. Restricting parking space at new building projects

- New urban developments have to solve parking needs on own territory
- Parking guidelines determine how many bicycle and car parking spaces have to be provided
- Creating a minimum and maximum directive for car parking spaces



6. Parking mediator

- Brings demand for and supply of private parking spaces together (bicycle and car)
- Creation of neighbourhood parkings



7. Bicycle racks

- Used to be placed on demand
- Since 2015: structural approach, per district
- Every inhabitant should have a bicycle rack within 100 m from his doorstep

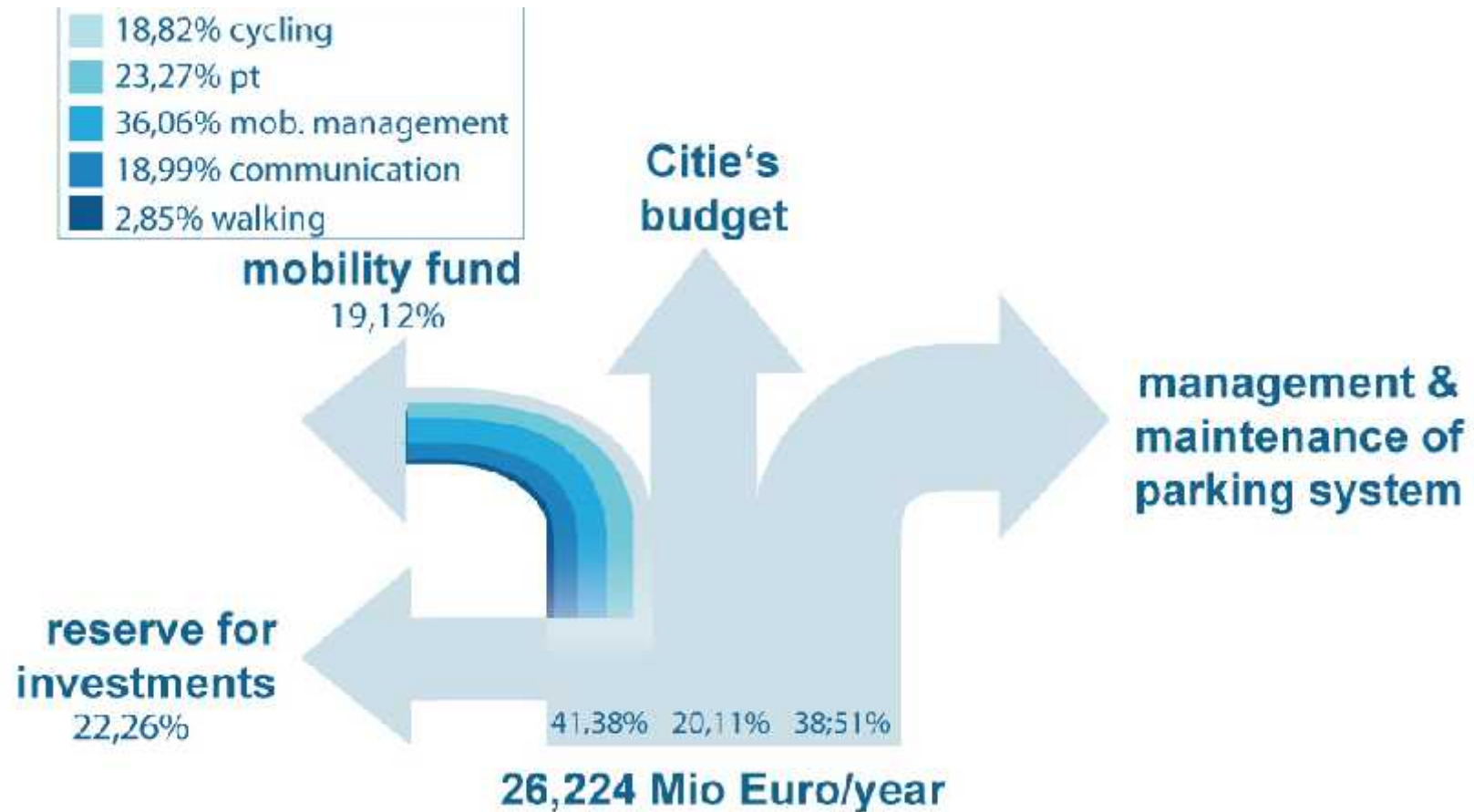


8. Guarded bike parkings

- Always in consideration at new big building projects
- At every station & in the city center
- Free to use



9. Use of parking revenue in Ghent



Source: Municipal Mobility Company of the City of Ghent

Further questions?

- **Louis De Geest – Mobility Manager**
louis.degeest@stad.gent

Website Push & Pull: www.push-pull-parking.eu