

RESERVE MY PLACE!



OPTIPARK

Enhancing Mobility through Innovative Parking Services across Europe

Reserve my Place! is a bi-annual newsletter service for the OPTIPARK project

WHAT IS OPTIPARK? *City trials and urban mobility*

OPTIPARK aims at enhancing urban mobility and optimising the usage of parking space by launching an innovative implementation of parking web services. By offering and managing a whole parking service network, the project will - besides more efficient usage of available capability - also allow integrating parking services into other business activities (i.e. of hotels, theatres or cinemas).

More information on when, where and which parking space is available can lead to better use of this often scarce resource and can contribute to the improvement of traffic flows together with additional income sources. This also allows for parking space allocations through differentiated access, more transparency and reservation based on certain end user requirements, thereby improving and increasing control over public and private space.

OPTIPARK seeks to ameliorate the parking situation in cities by launching an innovative implementation of parking web services. OPTIPARK acts as a Parking Brokerage Service or as an intermediary; being an interactive electronic market place which matches parking space demand with existing parking space resources.

OPTIPARK offers (both information and reservation) solutions for all kind of local configurations. The platform should be seen as toolbox, offering solutions to municipalities, car park operators and car drivers. It is up to the users to decide which services they want to implement.

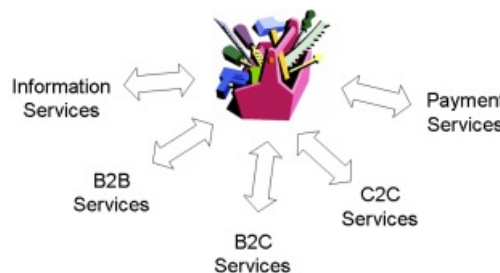
Parking Challenges for Cities

Why Cities?

Increasingly, Cities are confronted with several dilemmas related to parking. Some of the most important are car park ownership, "on" Vs. "off" street parking and public transport Vs. privately owned vehicle.

For instance with a platform such as OPTIPARK it becomes possible to package services and sell them to both users of public transport and to those using private transport.

There are many more parking challenges to a city such as making better use of scarce space, giving privileged attention to visitors, optimising traffic flow, for instance through a flexi pricing scheme. Even city access or a substitute for congestion charging can be solved through OPTIPARK applications.



The "Toolbox" approach

	Amsterdam	Baden	Bologna	Bruges	Madrid
1. Information services		✓			
2a. Reservation services (B2C)			✓		
2b. Reservation services (B2B)	✓				
3. Combined services (B2C)				✓	
4. Shared Parking Services (B2C)					✓

Detail of city trials (also available on www.optipark.eu)

OPTIPARK aims to become the European reference, information and reservation platform for the parking sector, with its services dedicated to urban mobility demand and parking management.

At present, market validation trials in five European cities (Amsterdam, Baden, Bologna, Bruges and Madrid) are ongoing, providing local authorities the possibility to provide parking information via various modes.

Thanks to the software tools developed and the many interfaces realised, OPTIPARK can be used for almost any parking optimisation challenge a city, car park operator or enterprise can encounter. It builds on what is already installed and is a highly flexible tool to meet the needs of the various actors involved.



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City Trials

Bologna

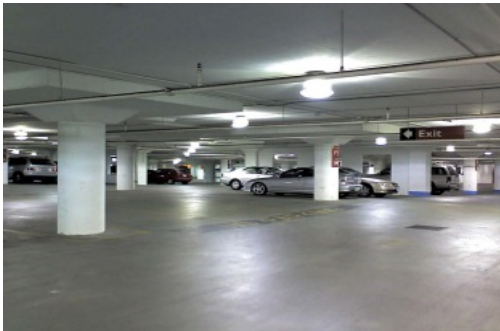
The contribution of the Municipality of Bologna to the OPTIPARK project is to test the market interest in innovative solutions for parking booking and payment that could help people to easily find a parking spot without creating traffic in the city.

Many services are already implemented in the city, like Video Message Signs for parking availability information and Park and Ride (P+R) facilities to improve the use of the car parks. The aim of this trial is therefore to create a new mental approach, more conscious of the "use of the city and the public spaces". This approach is part of the recent Urban Traffic Plan deployed by the Municipality: the increased motorization rate which occurred during the last 30

years caused a modal split strongly shifted toward private cars that the road network is now inadequate to absorb. This, in turn, has caused traffic congestion and pollution.

The solution to the problem should be a package of measures (rules, communications, new mobility offers) aimed to redirect people to more ecological means of transportation (bus, bike, car sharing/pooling) or a more optimal use of the road network (P+R). These actions are much more effective in that they contribute to create a higher awareness in citizens' with regards to the mobility issues found in their city.

The Bologna trial has been developed for precisely these reasons and it is now running at full speed, with two car parks involved offering the city's population its online parking reservation and payment services.



Brugge

Interparking is validating the Combined Parking Services offered by the OPTIPARK platform at the car park situated beneath the Concertgebouw in Brugge.

The Combined Parking Services (B2C) are intended to increase occupancy during the evening hours, offering one-stop shopping for different services and to facilitate the offer of tailor made service packages to VIP clients (theatre ticket & parking reservation). The trial limits the scope to users reserving a theatre ticket through the 'In & Uit' ticket office and the call-centre. Customers paying with credit card are offered the possibility to also reserve a parking space at the same time.

The OPTIPARK toolbox allows external parties like the call-centre or the ticket shop to interact with OPTIPARK and to perform the booking in real-time on the

connected car parks. The web services allow integration on the front-end (call-centre) and on the back-end (car park) in an easy and standardised way.

The user reserving a space with his credit card is recognised at the entrance of the car park by reading the card itself. When leaving the car park, the user again inserts his card in the exit reader and a parking fee is hence calculated. This amount is booked on the credit card and charged on the users account. This allows the user to leave the car park without having to worry about payment, overtime issues or even passing at the payment machines.

Theatre visitors are discovering an easy and fast way to park their car without having to worry about searching for an available spot or about having the correct change or queuing at the payment machines.





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Amsterdam

The OPTIPARK project has an essential role in demonstrating the potential of innovative parking tools in managing inner-city car parks and the traffic process. To achieve this, **OPTIPARK B2B services** have been implemented in Amsterdam.

To test and validate the integration of a reservation, entrance and payment system offered in car parks, a concept based on serving Park-Line customers has been developed: *"Parking Space Management by using internet and GSM services"*.

This concept is based upon the use of GSM-messages to confirm entry inside the car park and to enable automatic invoicing after leaving the car park, without the need to pay at the ticket machine.

The services associated with this concept allow members of Park-Line to:

- 1) Make reservations via the personal page on the website of Park-line;
- 2) Enter the car park as a regular customer and activate their reservation/parking by calling Park-Line via GSM (the ticket will then automatically be identified and given free for leaving);
- 3) Leave the car park and pay for the reservation and the actual parking at the end of the month.

The Amsterdam trial is aimed at creating a **balance of interest** between commercial interest and the policy of the local municipality, focusing on reducing the environmental impacts of car driving and guiding traffic flows.



Madrid



The Madrid OPTIPARK trial validates the Shared Parking Services provided by the platform. The validation focuses on optimising the use of parking resources where conflict of usage does not exist during office-hours but also during the night and weekends.

Many car parks are strictly used by residents (owners or renters), with a resulting surplus capacity during office hours. Often there are no facilities to enable shared use of the parking spaces: OPTIPARK seeks to offer a solution to this problem.

Local municipalities can benefit from improved accessibility during office hours and revenues derived from existing, but up to now unused, parking capacity.

The OPTIPARK "toolbox" enables residents owning parking spaces to lend them to visitors through controlled reservations. Drivers can get access to those parking spaces via the OPTIPARK framework.

Both people offering parking space and those seeking it are able to register on the system through web forms published specifically for these purposes. Additionally, a basic contract has been elaborated to give some basic legal support to the relation between operators and customers.

Residents using OPTIPARK are discovering an easy way to manage their parking space. SICE, as provider of the service, acts as a general customer service department for all car park operators and consumers.

OPTIPARK project partners: Allmobile, ECORYS, European Union Road Federation (ERF), Interparking, Park-Line, Polis, SICE and University of Zurich.



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Baden



Universität Zürich

allmobile.com

Only big cities can usually afford a full-fledged parking guidance system which normally costs several million Euro to establish and can be costly in maintenance. The Baden OPTIPARK trial, on the other hand, seeks to establish whether it is possible and viable (especially economically) to have a parking guidance system in a city with 17.000 inhabitants.

OPTIPARK is realising the Baden pilot in order to learn more about questions like:

What are cost and hurdles, as compared to building a physical panel board-based parking guidance system?; What are the benefits, as compared to the hardware solution?; Can the virtual PGS serve as a first step, needed anyway?; How can information be transmitted into the cars, onto smart-phones etc.?; How big is the market?; What can a City expect from improved parking information?

The OPTIPARK trial is currently focussed on 3 public parkings and 4 privately owned ones, with information on where one can park the car available *statically* on the Internet in various ways, including registries and satellite navigation tools.

The Baden OPTIPARK trial proves that a Virtual Parking Guidance System can be done at low cost, thus opening the chance for smaller towns to appear in navigation systems throughout Europe.

Vilnius

With a very fast growing motorization rate, the city of Vilnius is presently experiencing heavy congestion problems during peak hours which result in it frequently exceeding the legal environmental requirements.

One of the main objectives of the Vilnius Strategic plan is to decrease transport flows in the central part of the city and to implement a subsequent strategy of urban development limiting the overall demand for transport.

Participation to the OPTIPARK project enables Vilnius municipality to use partners' experience in managing, planning and assessing parking resources, to take early action before growing car ownership worsens traffic congestion.

Participants to the Vilnius Trial register to OPTIPARK through an online web application form where they can request information about the availability of free parking spaces and can also book a space at the Tilto Street car park (located in the city centre). Users who are registered through the Internet pay before leaving the car park at the normal payment machines.

The aim of the pilot scheme is to test the internet reservation system and, in parallel, to offer an important added-value service to users.



What can you do?

Keep an eye for further developments on www.optipark.eu and subscribe to the e-mail newsletters or **come on 18 April to our 2nd Workshop @ Parkex 2007.**

OPTIPARK is always keen to enlarge its scope to other organizations and in particular would like to hear from all interested parties, please feel free to contact us at the following email addresses:

Mlocatelli@interparking.com
Mail@allmobile.com

How to participate closer in the development of OPTIPARK?

The OPTIPARK project is validating all service aspects in order to support and ensure a successful and optimal initial market deployment in 2007. For additional information please contact the **European Union Road Federation, the Brussels Programme Centre of the International Road Federation (IRF)** at info@erf.be or visit the website www.irfnet.eu.



Brussels Programme Centre