

Spark Update

Newsletter about parking



Speedy and easy parking in Copenhagen

Digital parking - the paperless ticketing system - provides the potential of increased revenues while improving operational efficiency. Recently Copenhagen city authorities discovered the many proven benefits of digital parking.

Cities worldwide are looking for solutions to streamline the operations and control of their parking facilities. Paper tickets and permits are being replaced - either in one fell swoop or in stages - in favour of digital parking solutions. In Copenhagen, paying for parking spaces was already possible using pay by phone options, but it was the city's wish to have all parking payments and permits digitalised by the end of 2016. Once fully operational, the new automated operations would also impact the duties of 110 parking enforcement officers employed by the city to check over 125,000 public parking spaces. Together with our Danish partner, Spark advised the city authorities in the implementation of digital parking throughout the city.

'Privacy is a major issue'

Improved user services

Digital parking has already been implemented by many cities in the Netherlands, mainly to cut back on costs and improve efficiency. The Copenhagen city authorities, however, had a different goal in mind: they were hoping that digital parking would help traffic wardens to carry out their duties even better and make their presence

more obvious. In addition, the authorities were looking to use the generated data to improve its parking policy.

Privacy is paramount

Copenhagen city authorities were particularly concerned about privacy issues. A new digitalised parking system would have to conform to all privacy-related requirements. For instance, allowing the scan vehicle to make photos of the surroundings was a no-go. The scan vehicle's sole purpose would be to enforce paid parking: only in places where cars are permitted to park. If a car should be parked in a non-authorized space, the scan vehicle is not authorised to make photos of the offending car. In fact, the city authorities required that the scan vehicle's photo equipment could be temporarily switched off on the side of the offending car. Danish law only allows the time and place of the infringement to be recorded. Furthermore, Danish law also requires that any parking fine handed out by a traffic warden is printed on location.

Geo information and open data

Copenhagen authorities opted for an open data portal containing geographical information regarding the exact location and type of parking spaces.

This data (from which all personal data has been filtered) is accessible to parties wishing to use it for developing new, innovative products or services. The open portal also contains information regarding road and building works, which makes it possible to plan efficient routing for the scan vehicles.

Digital enforcement and more

The introduction of digital parking required the authorities to purchase scan vehicles for parking enforcement. Ticketing machines were refurbished where possible and replaces only where necessary. And, last but not least, the Copenhagen authorities adapted its IT parking systems and operations. Users can now enter their licence plate number in the curb-side ticketing machines.

Most of the existing systems were connected to one, central parking database. This included the e-desk for digital parking permits and mobile parking payment operators.





● Ghent - Putting in place a sustainable parking and mobility plan

The city of Ghent in Belgium is developing a new smart logistics park on Eiland Zwijnaarde, an island located in the Scheldt River just outside the city. The business park will cover an area of 35 hectares and will be developed by a consortium of public and private parties.

Spark was asked to draw up a parking and accessibility plan for the area in collaboration with the Belgian mobility management consultants Traject.

Eiland Zwijnaarde business park will host two types of industry: firstly, knowledge intensive, high-tech companies and secondly, a mix of companies, be it mainly logistics oriented with operations in Ghent and surrounding regions.

Sustainable mobility

All parties are set on establishing a sustainable parking and mobility plan for this area. This means limiting the number of parking spaces to 2,000 in four shared car parks, and providing a full offering of mobility services including public and shared transportation, water taxis, cycle paths, bicycle parking spaces and car sharing facilities.

Shared mobility goal

Unique to this project is the willingness of all parties - with often conflicting individual interests - to achieve their shared goal for putting in place a sustainable mobility plan. In addition, they are focused on ensuring that this plan is effected in such a way that it will offer lasting accessibility and mobility solutions, while meeting sustainability goals. Even after the consortium has ceased to exist. Based on our experience with similar projects and our access to relevant data of reference projects, Spark was asked to draw up a future-proof mobility plan.

Colophon

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● EEN WERELD TE WINNEN

