

**City of La Rochelle - France
Parking Strategy
13 & 14 September 2018
Polis - Prague**



La Rochelle

La Rochelle (80,000 inhabitants) is a touristic city on the French Atlantic coast. The municipality aims to be a slow town, meaning that 80% of the streets will be limited to a speed of 30 km/h in the coming 2 years. The idea is not to struggle against the car, but to show solutions and offer people the opportunity to experience life without the car, change behaviour and perspectives and be thus able to imagine a different use of the public space.



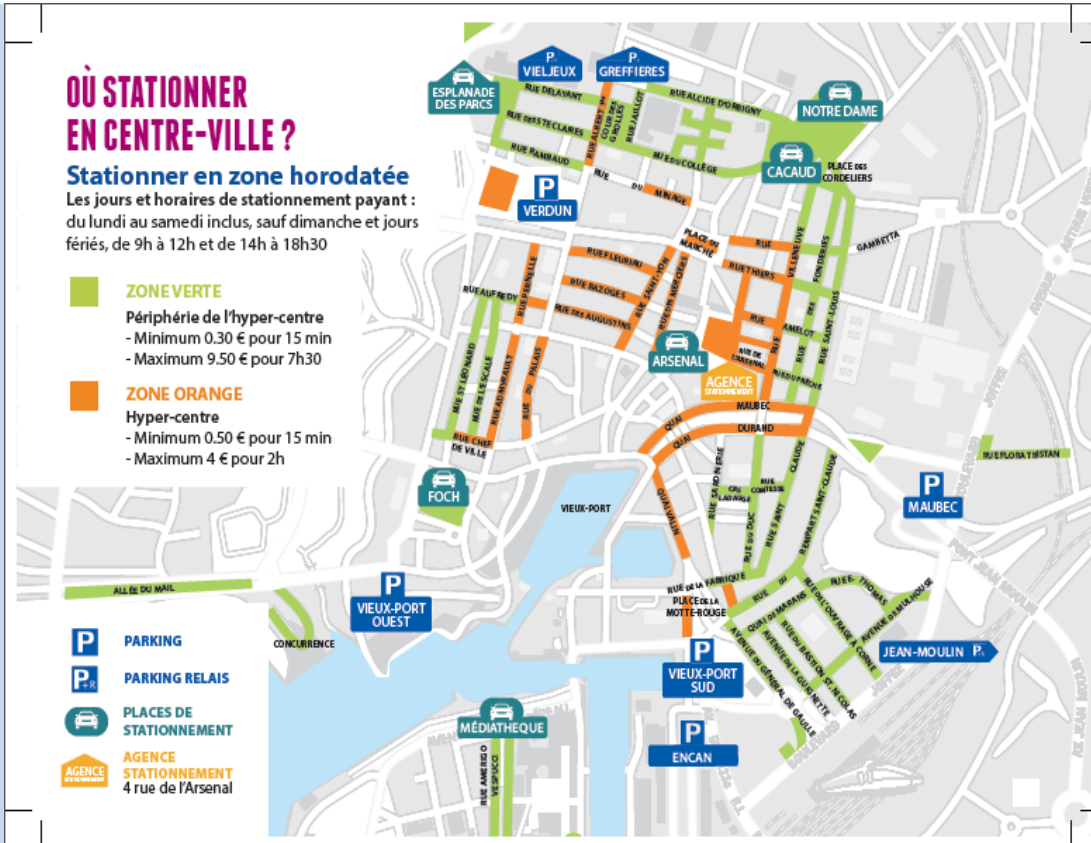
La Rochelle Parking today

Parking:

- 3 007 spaces
- 150 parking meters
- 2 parking fee areas: orange and green
- 15 Parking enforcement officers (ASVP)

5 off street parkings (2 275 spaces):

- 3 parking areas: 1 060 places
- 2 underground parking area: 1 215 places
- 15 Parking civil servants in 3x8h



Parking Policies

Service Stationnement

City policy and zoning regulations

2016: the main principles

The 1st october 2016:

- Adapt price lists practised on street according to the evolution of price lists seen again in the public parking lots (public road network more expensive than parking lots),

Propose price lists on allowing public road network of :

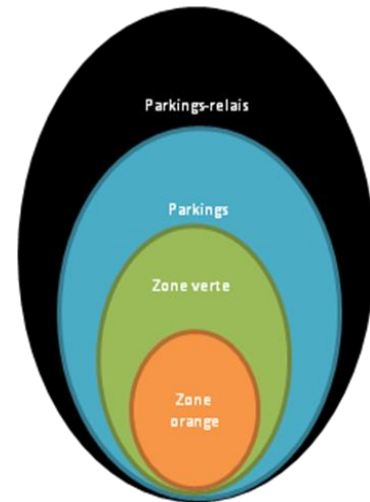
- To offer the possibility of the car park of the very short-term visitors on the public road network (price dissuading illegally parked cars),
- To incite the medium to long-term visitors, in particular the tourists for underground and surface car parks, and so decrease the traffic generated in the hypercenter by the users looking for a place,
- To incite the pendular and the tourists to use the P+R,
- To allow the residents to park near their place of residence on street,
- To propose subscriptions which are coherent and readable

1st october 2016: what has changes

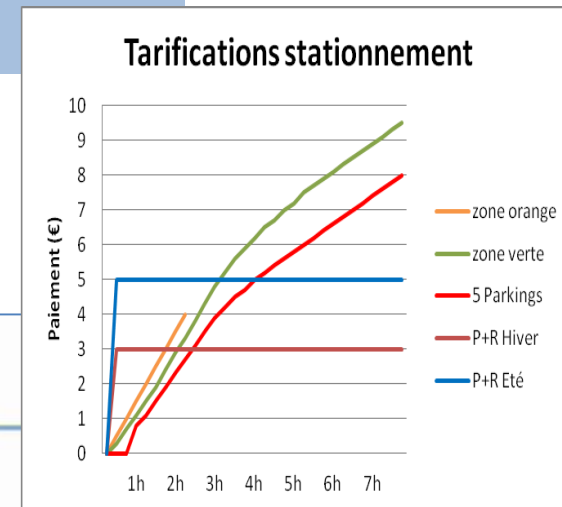
The logic of the car park is made by concentric circles going of most expensively to the hyper-center until the least expensive as we shall go away from the city heart

It can be put forward:

- ✓ The reduction in price lists parking lots,
- ✓ The reduction in parking fees lists on street for people living in center,
- ✓ A parking fee increase in coherent public road network by comparison with other municipalities, so allowing a regular staff turnover to favor the economy of the businesses of city center.



Tarifs horaires	Zone orange	Zone verte	Parkings	P+R
1h00	2 €	1.50 €	1.10 €	
2h00	4 €	3.30 €	2.70 €	
4h00		6.50 €	5.20 €	
7h30		9.50 €	8 €	5 €



Parking Payment Technology

2014: Implementation of the electronic verbalization

	2012	2013	2014	2015	2016	2017
Nombre verbalisations	35 256	40 488	48 504	56 835	50 473	52 130

	2013	2014	2015	2016	2017
Retour produit des amendes	800 000€	1 200 000€	1 500 000€	1 700 000€	1 800 000€



Rappel: Implementation the 04th july 2014

2015: Implementation of the mobile payment

PAYBYPHONE	2015	2016	2017
Janvier		9 626 €	24 288 €
Février		10 931€	23 012 €
Mars		13 716 €	24 058 €
Avril		14 887 €	23 937 €
Mai		14 593 €	23 190 €
Juin		16 270 €	23 493 €
Juillet		13 947 €	24 201 €
Août		14 277 €	26 756 €
Septembre		20 435 €	26 537 €
Octobre	218 €	23 816 €	29 359 €
Novembre	3 697 €	21 771 €	28 118 €
Décembre	7 032 €	24 304 €	33 064 €
Total	10 820 €	198 432 €	310 013 €



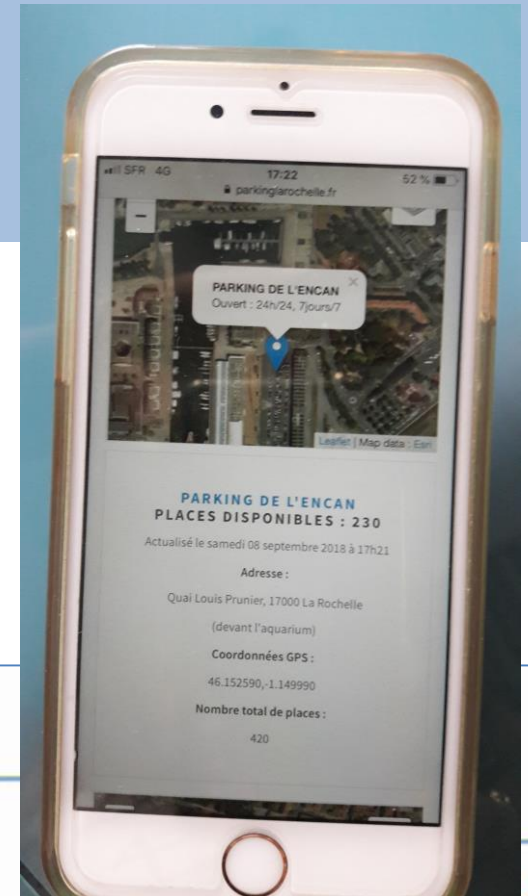
NB: Implementation of the mobile payment in La Rochelle the 26th October 2015
 Average ticket in 2.49€ instead of 1.30€ projected
 The rate of spontaneous payment increased, and thus the verbalizations lowered (-11.2 %)

2016: Implementation of the automatic reader of number plates (LAPI) Implementation of Parking lot application la Rochelle

The City of La Rochelle passed to the Automatic Reader of Number plates (LAPI) on Personal Digital Assistant (PDA) of the ASVP in March, 2016

- Speed
- Comfort
- Optimization of the verbalizations: less potential error

Thanks to the database an inhabitant of La Rochelle created an application to real time parking information (number of spaces available)



2017: Preparation for the new law of decriminalization of the car park

NB: The law of decriminalization will come into effect on January 1st, 2018

Change of 150 parking meters, with:

- ❖ The license plate number,
- ❖ Payment without contact (NFC)
- ❖ Payment of the verbalization (FPS: Post parking package) on the parking meter

Pas de monnaie pour régler votre stationnement ?

Facilitez-vous la ville :
profitez d'un
paiement
simple et
sécurisé,
les nouveaux
horodateurs
acceptent
la carte
bancaire !



REPLACEZ LE TICKET
D'HORODATEUR PAR
LA SAISIE DE VOTRE
N° D'IMMATRICULATION
DIRECTEMENT SUR L'APPAREIL !

1st january 2018: what has changes (1/2)

Implementation of the new Law MAPTAM

(decriminalization) by adapting the maximal duration of authorized car park (2h00 in orange area and 7h30 in green area) and by setting up the post parking package (FPS) as a Fee of occupation of the public domain

- ✓ Payment of the FPS in 30€, underestimated in 17€ if payment within 72:00 am
- ✓ Agents equipped with a printer in the belt to emit the FPS
- ✓ The user can pay in the parking meter, on the Web site of the city, by mobile solution or to the ticket office
- ✓ Before, it was national and the fine, fixed by the State, was 17€ and it was of the penal
- ✓ Now, the municipalities fix the amount of the FPS
- ✓ Dematerialization of tickets

RÉPUBLIQUE FRANÇAISE
Commune de LA ROCHELLE

**AVIS D'INFORMATION
FORFAIT DE POST-STATIONNEMENT (FPS)**

Une absence ou insuffisance de paiement pour le stationnement de votre véhicule immatriculé CW-936-LN a été relevée, et un Forfait de Post-Stationnement (FPS) a été émis le 12/07/2018 à 17:32.

N° du FPS :
21170300400013 18 0 193 243 026

Le montant du FPS dû est de : 28,60 euros
Si vous payez dans les 3 jours*, le montant du FPS est ramené à 15,60 euros.

* à compter du 12/07/2018, date d'apposition sur le véhicule du présent avis

Dans ce délai, vous pouvez régler le FPS en utilisant l'un des moyens de paiement suivants :

- à l'horodateur, par CB
- par internet sur le site de la Ville, par CB
- au guichet FPS, place St Michel, par CB ou numéraire
- par solution mobile

Au-delà de ce délai, vous recevrez à l'adresse figurant sur le certificat d'immatriculation du véhicule, un avis de paiement de ce forfait de post stationnement.

Un nouveau FPS peut être émis à partir de 23:59, en absence de paiement pour le stationnement de votre véhicule.



1st january 2018: what has changes (2/2)

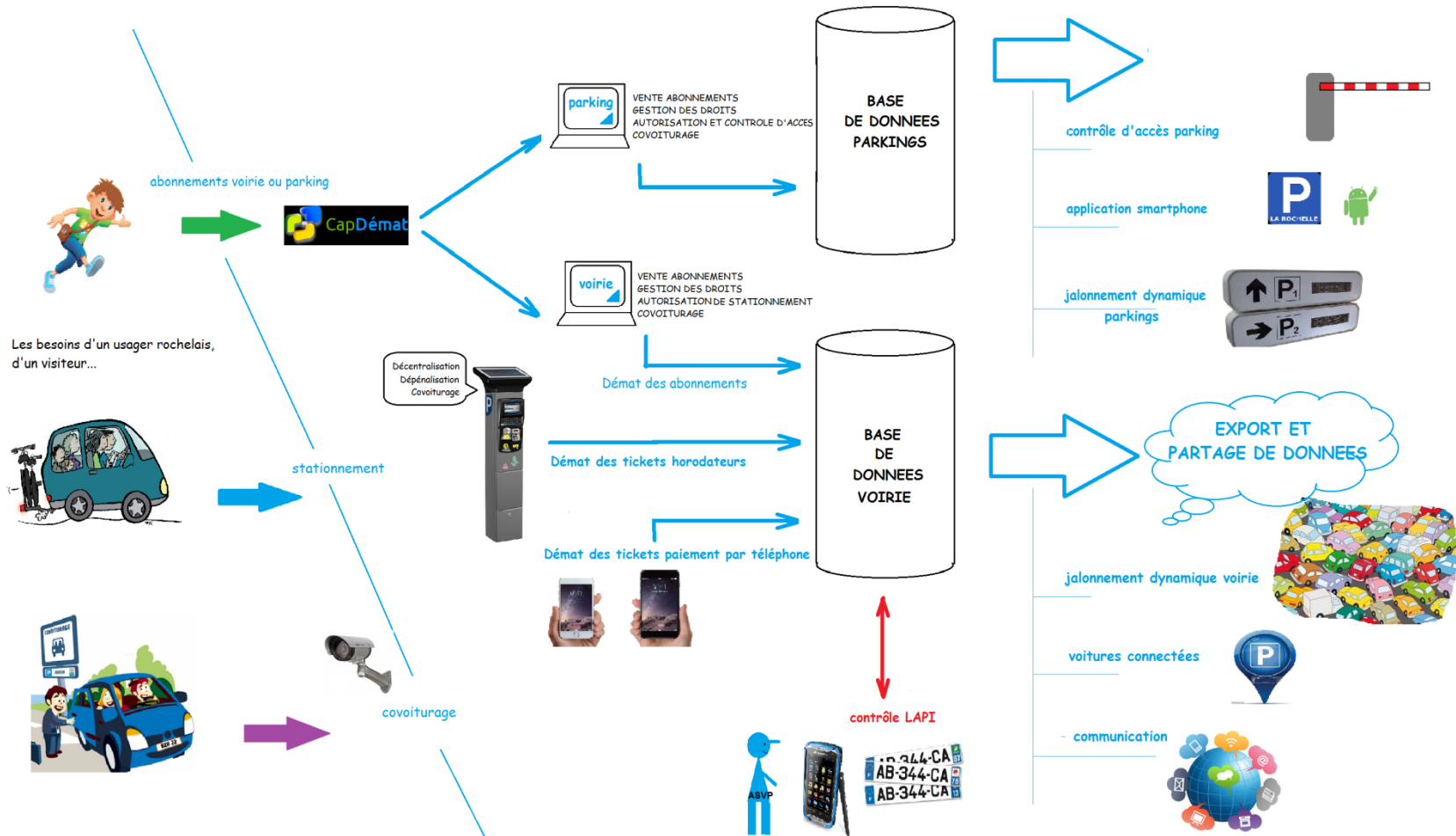
In the same time, change of a software of management of the subscribers for parking lots and for public road network.

A software in connection with the control of parking lots and parking meters to dematerialize all the subscriptions and the payments

For the subscribers of parking lots, only the reading of license plate allows to enter and to go out

Nevertheless the parking civil servants are present 24 hours a day and 7 days a week

2018 and 2019: now and projects



2019: projects



- Optimize street parking places in public road network (dynamic appli to provide wayfinding and real time free parking information, transports connected)
- Implementation of a parking fees for car share in parking meters:
 - ✓ Declaration on an application with photo (Blablacar) of the number of persons present in the car
 - ✓ Recording of the license plate
 - ✓ Authorization to use bus lanes reserved and checked by cameras

Some Key facts

Service Stationnement

The results of an forward-looking policy 2012/2017

	2012	2013	2014	2015	2016	2017
VOIRIE	2 018 437 €	2 151 575 €	2 390 004 €	2 527 724 €	2 663 900 €	3 244 019 €
PARKING (HT)	2 063 057 €	2 112 335 €	2 312 985 €	2 724 444 €	3 061 928 €	3 222 377 €
TOTAL	4 081 494€	4 263 910€	4 702 989€	5 252 168 €	5 725 828 €	6 466 396 €

	2015	2016	2017	Evolution 2016/2017
	Nombre de tickets (y compris PaybyPhone en voirie)	Nombre de tickets (y compris PaybyPhone en voirie)	Nombre de tickets (y compris PaybyPhone en voirie)	
Voirie	1 644 659	1 653 651	1 519 688	-8%
Parkings	1 355 942	1 435 562	1 615 596	12%

Up coming projects ...

Service Stationnement

2020/2021: Optimization of the car park and the high technology

- Facilitation of the transactions
- Dematerialization of the controls
- Increase of recipes cities
- Improvement of the working conditions and the valuation of the ASVP
- Valuation Data of mobility and of the public place



TURBO NOUVEAUX RADARS : haute technologie pour une extrême surveillance

Thank you!

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