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PUSH & PULL - Parking management and incentives as successful and proven strategies for energy-efficient urban transport

PUSH & PULL

The project builds on a combination of rewards and disincentives to induce a change in mobility behavior, using parking space management in combination with mobility management measures. By introducing paid parking, increasing parking fees, reducing or restraining parking supply or implementing comparable measures, car drivers will be pushed to use more sustainable transport. At the same time, the income generated from parking space management can be used to promote alternatives, thus pulling or attracting users towards public transport, walking, cycling and other sustainable modes, thus generating a funding stream for mobility management measures. Pull & Push seeks to:



- Save energy through a modal shift from car to other more sustainable modes
- Help local economies by encouraging a more rational and managed approach to the provision of parking and helping cities to save money by avoiding the costs of construction of additional parking;
- Build the capacity for followers who want to implement a similar system with the knowledge required to help to alleviate parking problems, and build political arguments to support them.

The project works with 8 cities to set up a funding mechanism that uses money gained from parking management to finance mobility management measures.

Results

The following results are expected to be achieved in the course of the project:

- Energy savings in the implementation cities by reducing car travel (modal shift from car to other more sustainable modes): Predicted energy saved (toe) during the project of between 28,115 and 68,916 (i.e. CO2 reduction of between 95,123 and 233,166 tonnes toe) and after the project to 2020 of between 93,356 and 228,892 toe (i.e. between 323,780 and 794,000 tonnes).
- Identify new financing sources and raise additional money from parking for mobility management measures, and institutionalize this;
- Create new green jobs, in average 3 per city, in parking and mobility management;
- Increase spending in partner cities on mobility management, funded from parking management, by 20% or 20,000 Euros per year (whichever is the larger) and ensure that by the end of the project 7 partners have committed to long term funding of mobility management from parking management revenues.
- Building capacity of project partners and followers to implement measures to manage parking

and increase the political acceptability of parking management.

Lesson learned

- The implementation of a funding mechanism that reserves a share of parking revenues to finance sustainable mobility measures is very complex and difficult due to very different legal planning and organisational conditions in different European countries. A one-fits-all procedure does not exist.
- Parking management is a very current topic among European cities. However, there are differences in awareness and also in knowledge regarding parking management across Europe. In some cities parking management is already well accepted, while in other parts the idea to pay for using a public space as parking area is unfamiliar. Similarly, the need to view enforcement as an integrated part of parking management is not equally recognised. However, there is a high demand for information, know-how transfer and capacity building.

Partners and coordinator

Austrian Mobility Research / Forschungsgesellschaft Mobilitaet Gemeinnützige GmbH [1]	Austria
Stad Gent [2]	Belgium
Lund University [3]	Sweden
The Association for Urban Transition [4]	Romania
Urban Planning Institute of the Republic of Slovenia [5]	
Municipality of Krakow [6]	Poland
German Institute of Urban Affairs [7]	Germany
RHW Erasmus University Rotterdam [8]	Netherlands
Nottingham City Council [9]	United Kingdom
European Platform on Mobility Management [10]	Belgium
City of Örebro [11]	Sweden
Iasi Metropolitan Area Association [12]	Romania
Municipality of Bacau [13]	Romania
European Parking Association [14]	Germany

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Budget

Overall budget: 1.839.840,00 € (EU contribution: 75,00 %)

Key documents

- [Push & Pull - Introductory presentation](#) [15]
PPT 964.5 KB 

In brief

Sector: Energy-efficient transport

Duration: *01/03/2014 to 28/02/2017*

Contract number: IEE-13-535

Website: <http://www.push-pull-parking.eu>

Tags:

marketing

Sustainable Urban Mobility Plan

transport

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