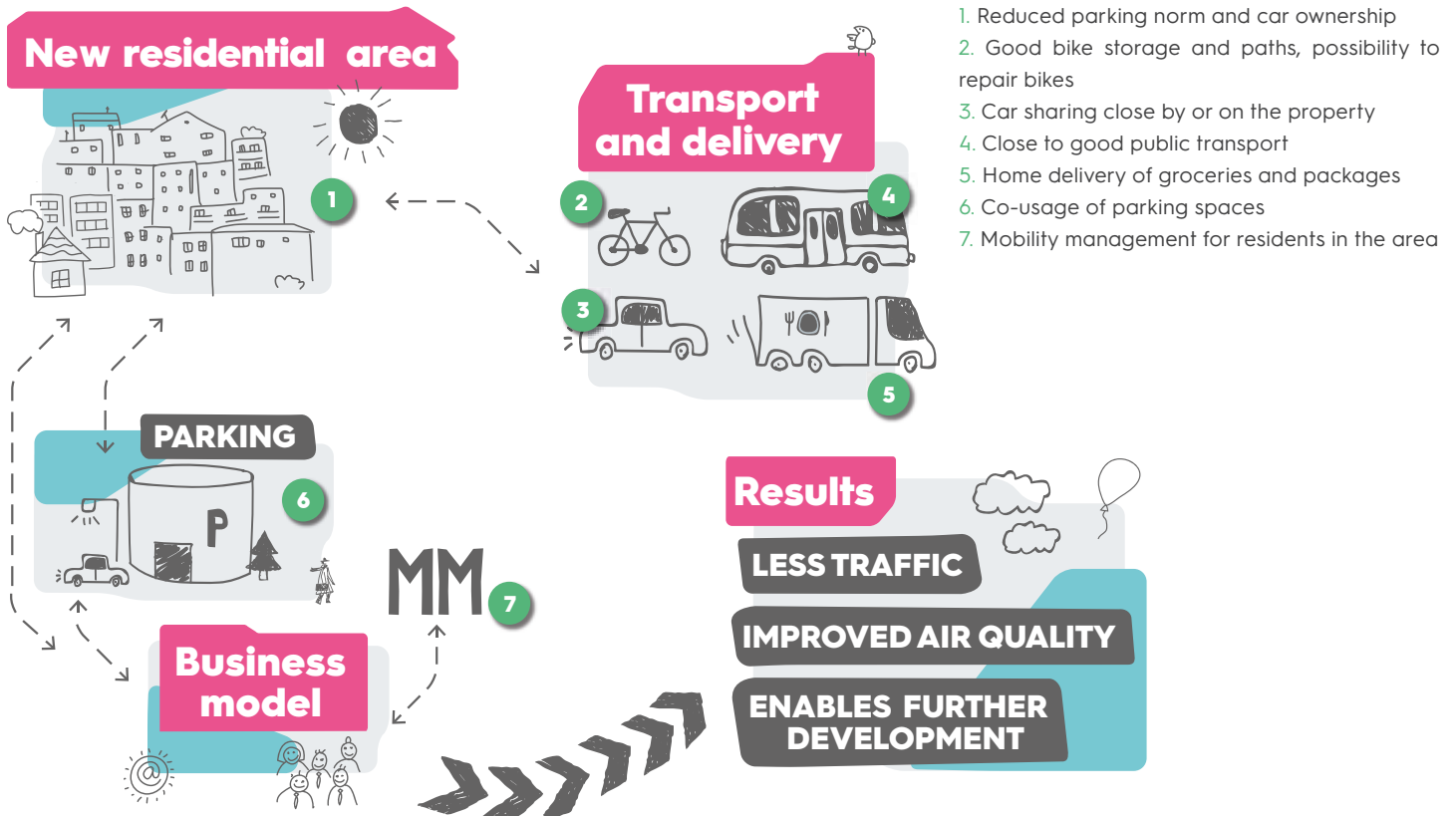


Flexible green parking pay off

Umeå

Smart electricity grid & e-mobility



This solution is a business model whose purpose is to reduce the need for car parking spaces in a specific residential area. With this model we can reduce the amount of parking, gather the majority of parking spaces in co-usage parking facilities and at the same time get financing for 'Mobility Management' for residents in the area. This solution will create behaviour changes that reduce the need for owning a car and instead use other types of mobility in daily life.

Main partners involved:






FACTSHEET U7

Flexible green parking pay off



How does it work?

When a landowner builds property on his/her land, the municipality requires that the need for parking be catered for within the property. With the help of this business model, the property owner buys him/herself out of the requirement to build the parking, and Upab, the municipal parking company, takes over responsibility to accommodate the parking space in the area.

With this business model, the property owner will receive a 40% reduction of the applicable parking standard in return for taking measures on the property that will make it easier for residents to travel without a car. This may be car pool solutions in the area, delivery cabinet(s) for food products, and so forth. This model also includes a financial sum, to be payed from the property owners' pay to a so-called "Mobility Management Fund". These funds have been running for 25 years and are used to encourage behavioral change among residents in the area.

In order for an area to sign up to this type of agreement, certain basic criteria must be met. These criteria are set to identify areas where a reduction of parking spaces combined with mobility management work would be effective, and where fewer people would own a car. If the area is too far from services such as businesses, schools and healthcare centres, the everyday need for car transport will be difficult to influence.

Estimated impacts

The goal with this solution is to reduce the amount of cars owned in a residential area by 40% compared with the ordinary car parking standard. Instead, inhabitants in the area can use other services in their day-to-day lives.

Replication potential

This business model has a large potential for upscaling within the Lighthouse city of Umeå. The model can be used in all residential developments with adequate location.

Replication of this solution may require changes in municipality parking norms.

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