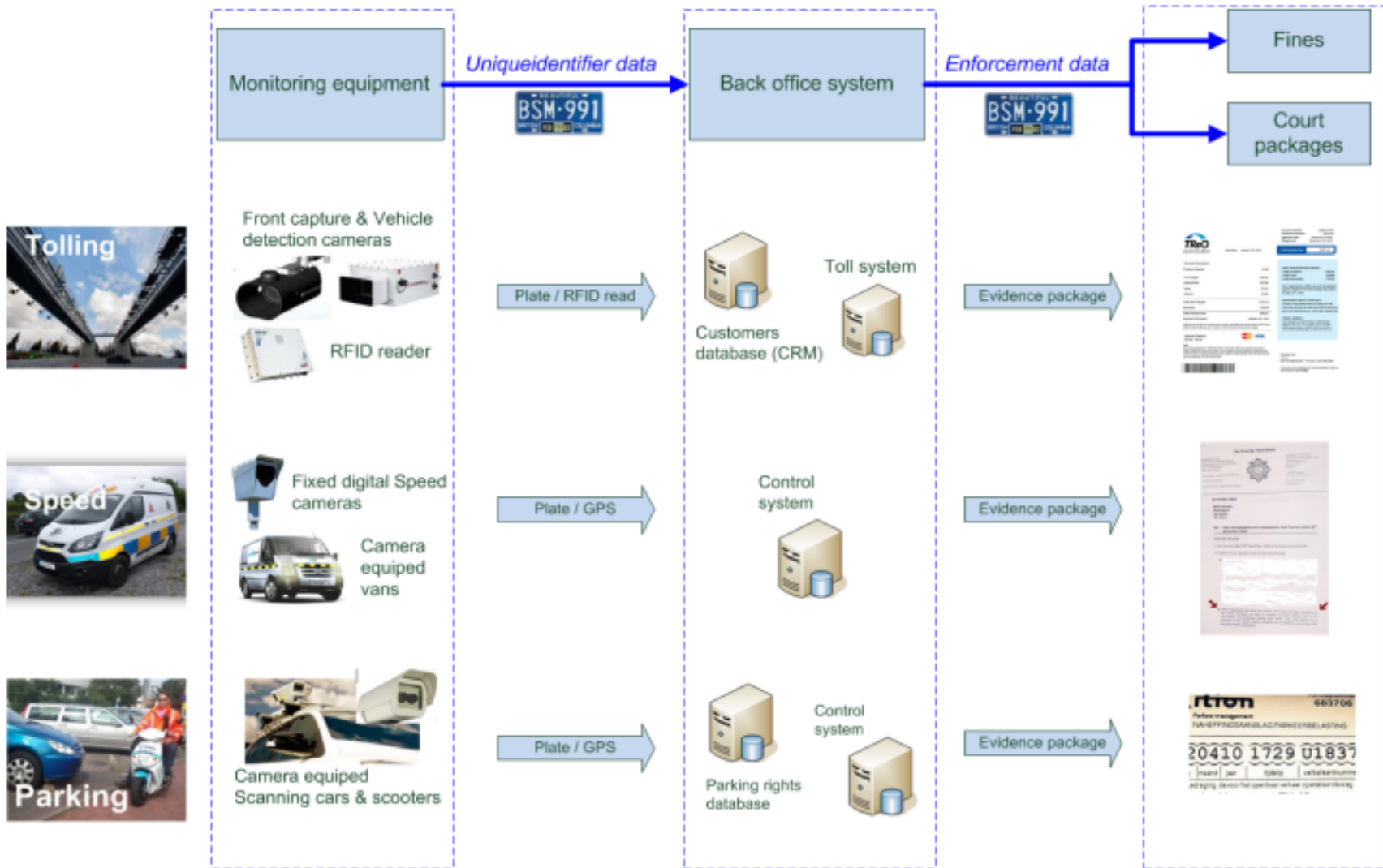


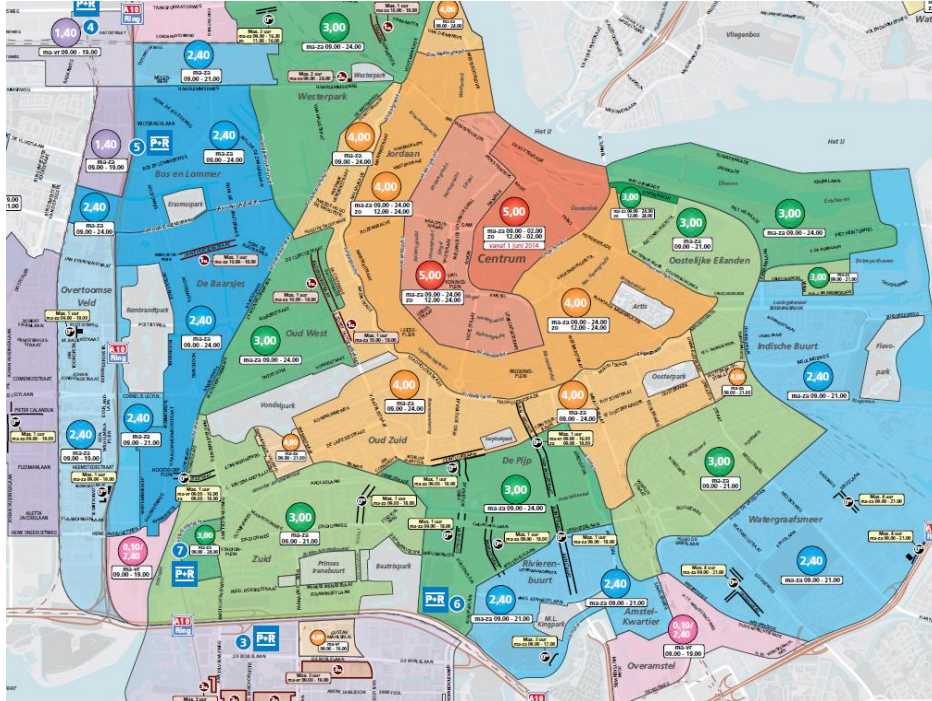
A MODEL FOR DIGITALIZING ON-STREET PARKING FOR LONDON – AMSTERDAM BUSINESS CASE



EGIS ENFORCEMENT SOLUTIONS



AMSTERDAM ON-STREET OUTLINE



150,000 parking spaces

Fares:

- *Between 0.1 to 5 € an hour*
- *PCN: 47.5 €*

160,000 permit owners

- *56 different permit areas*
- *26 different types of permits*

30 types of **exemption rights**, e.g:

- *Disabled persons*
- *Social workers*
- *Sport clubs*

2400 park meters

100% Digitalised

EGIS PARKING SERVICES

Payment collection and **enforcement** subcontracted to **Egis**

€200m+ annual parking revenue for the Municipality

- *70% parking fees*
- *21% permit fees*
- *9% PCN*



600,000 Fines imposed per year (10% leads to an appeal)

2 million scans per month

Customer contact (payment, enforcement, claim mgmt):

- *120,000 calls*
- *300,000 letters to permit holders*
- *900,000 visitors on website*

Maintenance of **park meters**

MUNICIPALITY OBJECTIVES



Improve service to residents

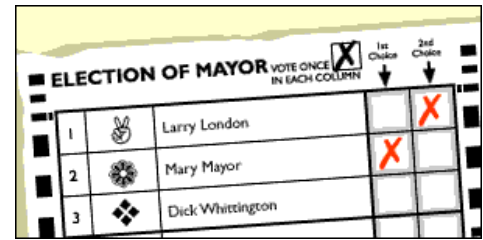
Make parking payment more social

- *Adjusting fares policy to the different people*

Increase collect efficiency to finance other municipal programs

- *Increase parking revenue*
- *Reduce operation cost*
- *Keep parking city employment*

OBJ. #1: BETTER SERVE RESIDENTS



Make resident **permit application easier**

- *On-line (internet)*
- *District town hall*

Stop vandalism by removing paper permits (dematerialised permits)

Gain residents support explaining the benefits of the new parking policy:

- *Low cost of resident permits*
- *Increase city center attractiveness*
- *Enforce the payment for car park*

OBJECTIVE #2: BE SOCIAL



Adjusting exemption rights and fares to people

Categories of people:

Residents (from different areas)

Disabled drivers

Disabled passengers

Local companies

Shop-keepers

Deliverymen

Urban gardener

Parking cleaner

Social and Sport clubs

Social workers

VIP (senior officials,

MPs...)

Taxis and cabs

Frequent visitors (prepaid cards, flat-rate subscription)

(Low-emission and electrical vehicles)

Special events

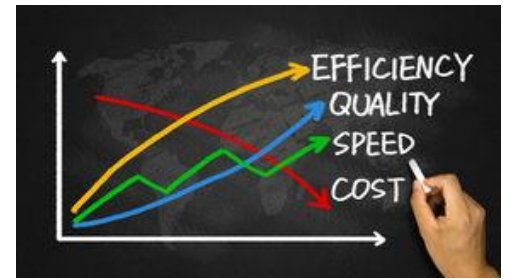
Street markets

Town fete

Cultural events

Sport events

OBJECTIVE #3: BE PERFORMANT



Setting up a **performance service contract**

Payment collect rate

- *KPI: 80% payment rate for visitors (92% in 4 years)*

Accuracy of enforcement

- *KPI: <10% Appeals/PCNs ratio (7% in 4 years)*
- *KPI: <50% Granted objections/Total obj. (35% in 4 years)*

Achievements:

- **Revenue increase** from €99m to €200m+ in 2016
- **Operation costs dropped** by 28% in 5 years

AMSTERDAM VS LONDON

AMSTERDAM	LONDON
<p><u>Resident policy</u></p> <ul style="list-style-type: none"> - Residents get their e-permit on-line or through the city hall. No more paper permits. - ANPR enforcement 	<p>Same as in some London boroughs</p>
<p><u>Social parking</u></p> <ul style="list-style-type: none"> - Adjusting fares to 56 areas and 26 types of people/events - ANPR enforcement 	<p>UK law allows it</p>
<p><u>Operational efficiency</u></p> <ul style="list-style-type: none"> - Improve payment rate for visitors - Get <10% appeals / PCN issued - Get lower operation cost - In return, require all visitors to register their number plates by phone, park meters or online to be checked by ANPR - Get the lowest operational cost - Send PCNs by mail 	<p>Matter of political will and public relations</p> <p>UK law must be changed</p>



DARE TO CHANGE?



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