

# Ville Renouvelée Mobilité



## Name

Ville Renouvelée Mobilité, a public service delegation contract for the city of Roubaix

## Scope

1,750 parking spaces on the road, monitored 2 to 3 times per day by 6 agents

## Product used

Genetec Curb Sense™

## Sector

Parking enforcement

## Headquarters

Tourcoing, Nord department (59), France

## Partner

Coppernic

## Ville Renouvelée Mobilité uses Genetec Curb Sense to better enforce on-street parking in Roubaix city center.

### Moving towards new technology to better monitor parking and cover more ground in less time

When the MAPTAM law came into effect in 2018, the city of Roubaix signed a public service delegation contract with Ville Renouvelée Mobilité to monitor and enforce parking in its city center. The regulated zone, which is divided into a red zone (the hyper center) and an orange zone (its periphery), has 1,750 on-road parking spaces. Drivers may park in these spots using a free 30-minute ticket and then pay for additional parking at the parking meters, using one of the three mobile applications available, or by subscription.

To fulfill the mandate, Ville Renouvelée Mobilité followed the advice of Coppernic, its system integrator, and initially installed the Q2C parking management solution. "The Q2C solution worked correctly, but it needed a lot of human interaction. With numerous forms to fill out by hand, each inspection was taking a huge amount of time," recalled Frédéric Pannier, Head of the Roads Unit at Ville Renouvelée Mobilité. "We needed a simpler system to share parking spaces, reduce traffic caused by people searching for parking and encourage vehicle turnover. All of this

is the goal of paid parking; because when drivers find it easy to park, all the businesses in the city center profit from it."

Around the same time, Genetec acquired Q2C, and through Coppernic, invited Frédéric Pannier to join a dedicated workgroup that would help evolve the parking solution to better suit real needs. He accepted right away.

Over the next year and a half, Genetec organized meetings with various players in parking management as part of the workgroup. Tests were carried out on the ground, notably in Roubaix, which became the pilot city. Improvements were made throughout the process until Genetec created the solution now used by Ville Renouvelée Mobilité: Genetec Curb Sense™.

### Implementing Genetec Curb Sense to centrally manage on-street parking

In June 2019, Ville Renouvelée Mobilité implemented Genetec Curb Sense, the new cloud-based platform that helps cities and private companies centrally manage on-street parking. With Curb Sense, all six agents at Ville Renouvelée Mobilité walk the streets of Roubaix city center with a PDA equipped with Genetec AutoVu™, the automatic license plate recognition (ALPR)

solution. When an agent scans a vehicle's license plate, Curb Sense sends a request to the server where all the parking payment data is held and confirms whether payment has been made at the meters, using the mobile applications, or through a subscription.

If the license plate corresponds to parking that has been paid for, the process on the agent's handheld device stops, and the agent can continue to the next vehicle. If the parking has not been paid for, a parking charge (Forfait Post Stationnement, FPS) page opens on the handheld device. Since Curb Sense has mapped out the entire area, the agent can then geotag the parking infraction in one click.

Following this, the agent just needs to enter some information and take photographs of the illegally parked vehicle to complete the file. When the agent confirms the parking charge (FPS), the information notice containing the methods of payment and dispute procedures is automatically printed. Curb Sense then asks the agent to take a final photo of the vehicle with the infraction notice on the windshield, and the file is closed.

The parking charges, including all the information recorded by the agent, are also sent to and stored on a server. This data is retained in a hub that allows Ville Renouvelée Mobilité to respond to any disputes from drivers and gives Roubaix City Council the ability to further analyze the data.

"Until that point, this whole process had been laborious. Thanks to ALPR and geolocation, our agents need to enter a lot less information. Curb Sense also provides an automatic connection to the printer, which we didn't have before. All of this helps us to reduce the agents' interaction with the interface, avoiding handling errors, and thus considerably improving our operations", explained Frédéric Pannier.

## Doubling the number of vehicle inspections helps Ville Renouvelée Mobilité achieve city goals

These improved processes have had a strong impact on the performance of Ville Renouvelée Mobilité's agents. When they used the Q2C solution, they spent several minutes handling each vehicle check. With Genetec Curb Sense, validating vehicles takes no more than 20 to 30 seconds.

"The city of Roubaix has set us rotation targets", explained Frédéric Pannier. "We had to carry out three inspections in the orange zone and four in the red zone every day, which means 12 to 18 kilometers



of walking for each of our agents. Thanks to Curb Sense, we have doubled the number of vehicles being checked in a given period so we are able to achieve this goal."

Curb Sense has also enabled Ville Renouvelée Mobilité to set up a Parking Center for the city of Roubaix. All the inspections, number plate readings, and other vehicle and geolocation data are collected, correlated, and analyzed. Managers at Ville Renouvelée Mobilité can then use real-time dashboards to review information such as agents' activities, collectively or individually, the number of inspections that have shown valid parking, parking by a person with reduced mobility, or the issue of a parking charge, and where and when the vehicle checks took place.

"We use this data internally to identify trends, to evaluate the possible need for more disabled parking spaces, or to estimate parking occupancy rates to support urban development projects. Notably, it allows us to identify the places where, and the days and the times when, drivers are the most and least present. We can thus adapt our controls", explained Frédéric Pannier.

**"Curb Sense has really taken us to the next level of parking management in the city of Roubaix. Its automated approach is nothing like the previous system, which was far too manual. We are able to cover a much wider area nowadays with the same number of agents and to achieve our goals more easily."**