PARSMO | Parking Policies for Shared Mobility

PARSMO NEWSLETTER #2

From exchanging ideas to shaping policies

Six months ago, we asked a simple question:
what if parking is not a problem to be managed, but a tool to be used?

Since then, PARSMO partners have met in **Ghent,** walked the streets of a city that has been reallocating its parking space for over a decade, brought **regional stakeholders** around the table in six countries, and started building the **common tools** the project needs to turn learning into policy change.



This second issue tells that story

You will find:

- what happened during our **second interregional meeting** in Belgium;
- the **parking principles** that emerged from it;
- the **good practices** partners put on the table;
- what regional stakeholders from Brindisi to Kragujevac told us when we asked them **how mobility should change** in their territory.

Parking policy is not an administrative detail. It is a strategic instrument

A MESSAGE CAME BACK FROM EVERY TABLE, IN EVERY LANGUAGE

Ghent, 10–11 March 2026: two days inside a city that changed its parking rules

On **10 and 11 March** 2026, the PARSMO partnership met in Ghent, hosted by Way To Go, for the **second interregional project meeting** and **study visit.**

TWO DAYS, ONE GUIDING QUESTION

How do parking rules decide whether shared mobility succeeds or fails?

Ghent was not chosen by chance...

Flanders is one of the European regions where **shared mobility** has moved furthest from pilot projects to everyday service, and where local authorities have been consistently **reallocating street space** for years, without waiting for new infrastructure to be built.

What happened?







1) Tour de table
Every partner presented the state of play in its own territory, the stakeholders it is working with and the next steps ahead.

2) Joint survey workshop
Partners reviewed the first draft of the common stakeholder questionnaire, discussing which questions were missing, which were not useful, and which stakeholder groups each territory needs to reach.

3) Steering committee
Reporting update, communication plan and the shared calendar of activities for the months ahead.

4) Hoppy
A shared e-scooter and e-bike operator presented its experience in both urban and rural Flanders.

5) Dott Operational Centre
Partners visited the operational hub where a shared micromobility fleet is monitored, redistributed and maintained every day.

6) Good practices session
Each partner presented its most transferable practice, followed by a collective vote.

7) Parking safari
An interactive session in the streets of Ghent, reading real parking situations as policy decisions.

8) Study visit to mobility hubs in rural Flanders
Because shared mobility is not only an urban question.











Six principles for parking that works for shared mobility

Walking through Ghent, the partnership turned observations into rules of thumb. **Six principles** emerged, simple enough to be discussed with a mayor, concrete enough to be written into a regulation.



1. Make a choice

Public space is finite. Prioritising shared mobility means, explicitly, discouraging private car ownership. There is no neutral parking policy.

2. Diversify

Different systems serve different needs, and they do not have the same impact. A car-sharing space, a bike-sharing dock and an e-scooter dropzone are not interchangeable.

3. Communicate

A dedicated space that nobody notices is a space that does not exist. Visibility is part of the policy, not a decoration added afterwards.

4. Enforce

Rules without consequences are suggestions. Retributions, taxes and towing are part of a credible framework.

5. Use shared mobility to lower parking norms

Where shared services are available and reliable, new developments do not need as many private parking spaces. This is where parking policy meets urban planning.

6. Facilitate electric car sharing

Wide and accessible spots, exemption from rotational tariffs. Small technical choices that decide whether a service is usable

Making shared vehicles visible

Ghent showed that visibility works on **three levels**:

- legal signage, both mandatory and optional;
- information panels and ground markings; and clear,
- recognisable visual design applied consistently across the city.

For bikes and e-scooters, the lesson was equally practical: **easily accessible and highly visible parking**, either docked or dockless with digital or physical zones, with **larger areas near major public transport hubs**, and **rules agreed together** with the operators.

Two European stories: regulating micromobility, scaling car sharing





Brussels: from chaos to rules

Brussels started from the worst possible situation: no regulation at all, more than seven operators and around 25,000 shared vehicles at peak, parked everywhere, blocking pavements for pedestrians, elderly people and people with disabilities.

The response came in two phases.

1) **basic rules**: mandatory parking zones, one person per e-scooter, minimum age 16, no riding on pavements.
2) **limited permits**: a maximum of two e-scooter operators and 8,000 e-scooters, a maximum of three e-bike operators and 7,500 e-bikes.

The result is the interesting part.

With **44%** fewer e-scooters on the street, users increased by **7%** and trips by **4%**. E-bikes, which received a more favourable framework, grew on every indicator: **27% more vehicles, 54% more users, 74% more trips.**

Fewer vehicles, better service. Regulation did not shrink shared mobility, it made it work



Ghent: a car-sharing city by design

Ghent set an ambitious target and stuck to it: growing from 4,000 to 20,000 car-sharing members, with a five-year vision behind it.

What made it work was not a single measure but a combination: political support, enabling policies that both encouraged and discouraged, sustained communication, and a real budget. On the parking side, the city committed to **500 dedicated car-sharing spots**, with a clear and recognisable visual identity and a direct link to information for citizens.

By 2020 the 20,000-member target was reached and the city received the International Car Sharing Award. Today **96%** of residents **recognise the concept of car sharing**, and nearly half of the non-users who remember the city campaign say they are considering starting.

Also on the table in Ghent...partners shared and voted on practices from across Europe

- Micromobility regulation in Thessaloniki;
- shared mobility in private car parks in Athens;
- VAIMOO bike sharing in Bari;
- vehicle-to-grid in Bonheiden;
- shared mobility written into building regulations in Delft;
- car-sharing info totems in Hasselt, on-demand rural transport in Sweden;
- and mobility hubs in Gdynia.



Six territories, one conversation



Between March and April 2026, every PARSMO partner held its **second Regional Stakeholder Group meeting**.
What was learned in Ghent went straight to the local tables. Here is what came back.

BRINDISI (Italy) — 23 April 2026

Local stakeholders worked on congestion, car dependency and pressure on public space through an interactive "problem tree" exercise. The insights from the Ghent study visit fed directly into the discussion. The outcomes will shape the update of the city's Sustainable Urban Mobility Plan.

HASSELT (Belgium) — 26 March 2026

Municipal mobility officers, policymakers and practitioners from across Limburg discussed shared mobility in housing projects, how to talk to young people about mobility, citizen-driven neighbourhood initiatives and what makes a mobility hub attractive rather than merely functional.

KRONOBERG (Sweden) — 19 March 2026

Regional and municipal stakeholders met in Växjö to look at bus stops and the space around them. The conclusion reframed the question: mobility hubs are not only transport infrastructure, they are community spaces. Which means transport planning, spatial planning and public health have to work together.

RZESZÓW (Poland) — 30 April 2026

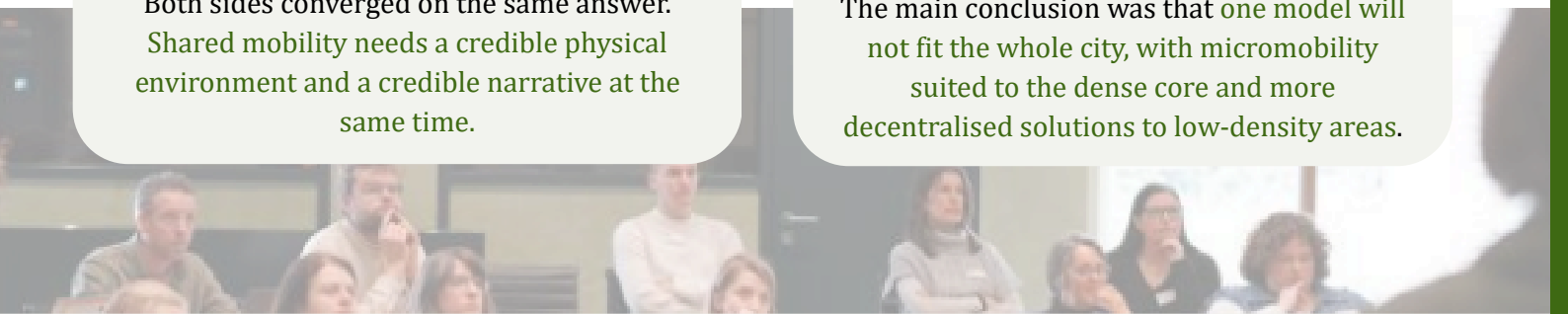
The Public Transport Authority, a local association and a rural municipality office examined the Flemish experience and asked the question that matters in Podkarpackie: how to reflect shared mobility and parking management in the future improvement of European Funds for Podkarpacie 2021–2027

PELOPONNESE (Greece) — 29 April 2026

The meeting was held online, a deliberate choice so that stakeholders based far from Tripoli could take part.
The debate split the room: does behaviour change start with awareness or with infrastructure?
Both sides converged on the same answer. Shared mobility needs a credible physical environment and a credible narrative at the same time.

KRAGUJEVAC (Serbia) — 8 April 2026

Stakeholders from the city administration, public enterprises and universities met in the Old City Hall, in a city with no shared mobility services in operation yet. That is not only a gap, it is an opportunity: the rules can be written before the first shared vehicle arrives. The main conclusion was that one model will not fit the whole city, with micromobility suited to the dense core and more decentralised solutions to low-density areas.



Different countries, different starting points, one recurring finding:
shared mobility only works if it enters spatial planning from the beginning, not after the vehicles arrive.

BEHIND THE MEETINGS

PARSMO has been building the instruments that will make policy change measurable

Building the toolbox



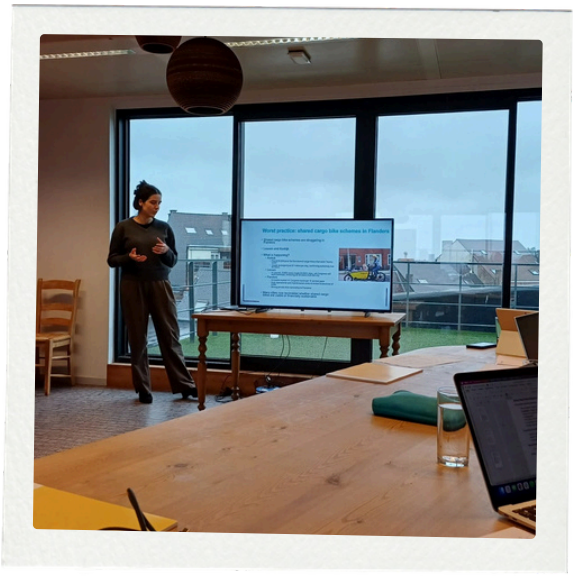
The parking policy framework

A shared European reference on how parking regulation can support shared mobility: from dedicated spaces and dropzones to mobility hubs, parking norms in new developments and incentive schemes. The first draft was discussed by partners in spring 2026 and will be completed and presented during the current semester

The indicators

How do you prove that a policy has actually changed something? Partners are defining a common set of indicators organised in clusters: policy, space, implementation and impact. The aim is a system that is demanding enough to be credible and simple enough to be used by cities and regions with limited technical capacity.



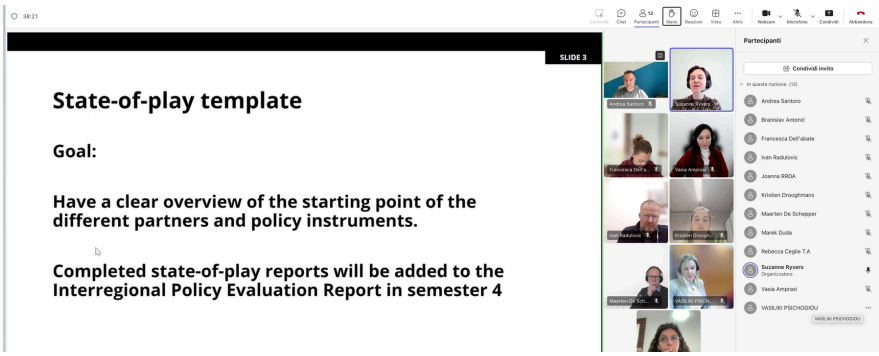


The Joint Survey

A common questionnaire for stakeholders across all partner territories, developed with Way To Go and the University of West Attica. It covers shared mobility services, barriers and opportunities, parking issues, integration with public transport, data management, communication and the link between housing and shared mobility. Brindisi contributed two additions that were taken up: a section on direct citizen involvement in planning processes, and specific questions on the creation and optimisation of intermodal hubs.

The State fo Play

Each partner is now mapping its own territory using a common template: what services exist, how parking is regulated today, and where the gaps are. These reports will be the shared evidence base for everything that follows.



The PARSMO project video is online

Cities are changing. Are our policies keeping up?

In April 2026 we published the **official PARSMO video**, bringing together the voices of all project partners: what the project aims to achieve, what challenges each territory is facing, and what solutions are on the table.

WATCH HERE



What's next?

- The **third interregional project meeting**, with a dedicated seminar for regional and local authorities, hosted in Greece
- Completion and presentation of the **parking policy framework, the indicators and the joint survey**
- State-of-play reports from all partner territories
- The first draft of the **Interregional Policy Evaluation Report**
- **New good practices** submitted to the Interreg Europe good practice database
- **Internal capacity-building workshops** in each partner organisation







Why it matters

Parking is the most visible way a city decides who its public space belongs to. **Every space is a choice**: a parked private car, a shared vehicle, a bike rack, a tree, a bench, a pavement wide enough for a wheelchair.

PARSMO exists to make that choice deliberate, evidence-based and shared with the people it affects.



Stay connected!

Follow PARSMO through:

- The Interreg Europe project page
- Local partner communication channels
- Upcoming stakeholder meetings

If your organisation is involved in mobility planning, urban development, public transport or parking management, we invite you to connect with your regional partner and join the discussion.

PARTNERS:

Municipality of Brindisi

THE SHARED MOBILITY NAVIGATOR

HASSELT HEEFT HET.

RZESZOWSKA AGENCJA ROZWOJU REGIONALNEGO

ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ ΠΕΡΙΦΕΡΕΙΑ ΠΕΛΟΠΟΝΝΗΣΟΥ

ΠΑΝΕΠΙΣΤΗΜΙΟ ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ UNIVERSITY OF WEST ATTICA

REGION KRONOBERG

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Specific Objective: Zero-carbon urban mobility
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PARSMO includes a 36-month core phase dedicated to interregional learning and improvement, followed by a 12-month monitoring phase to ensure that changes are effectively embedded.

https://www.interregeurope.eu/parsmo

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