

## **Dear EPA members and colleagues,**

hoping that you all have had the chance to enjoy a summer break with some time off we are now in the final stage of preparation up to the 15<sup>th</sup> EPA congress Northern Italy with less than three weeks to go. Check out page 4-8 for the scientific programme and get information about the EPA general meeting which traditionally takes place in the afternoon on the last day of the congress. In case you have not yet registered for *the* EPA event please visit [www.europeanparking.eu](http://www.europeanparking.eu) for registration and further details.

Looking forward to meeting you in Turin,  
Elisabeth Herles and Gerry Trost-Heutmekes

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## **EPA Congress 2011**

From September 14 to 16, 2011 the parking world will meet in Turin, Italy for the 15<sup>th</sup> edition of the EPA congress. "Parking - the new deal" will demonstrate how the parking industry can give an essential contribution to the development and functioning of European cities.



**Congress Hall in Lingotto centre**

The updated congress programme devised by an international expert team is attached to this newsletter. Perception, Technology, Management and Economics are the four themes: 23 speakers from 8 countries in Europe and abroad will discuss parking at the heart of urban mobility strategies. The congress language is English, simultaneous translation is provided into French, German, Spanish and Italian.

Delegates and their partners will enjoy a social programme that provides the chance to get to know the city of Turin in a city tour, a welcoming reception in the Uffici Grandi Riparazioni, a magnificently transformed industrial building and as the highlight a gala dinner with dance in an outstanding location: the Royal Palace La Venaria Reale.



**Venue of the Gala Dinner**



**Turin is known for its integrated parking management**

Register now for the 15<sup>th</sup> EPA congress and join colleagues from all over Europe for the high level scientific programme, the sold out industrial exhibition with 37 exhibitors from 11 countries and an outstanding social programme

"Parking - the new deal", Lingotto Conference Centre, Turin, Italy, September 14-16, 2011

Details for registration are on the website [www.epacongress.eu](http://www.epacongress.eu)



## EPA general meeting

The EPA annual general meeting 2011 is taking place on Friday September 16, 2011 from 14.30 pm to 16.30 pm on the final day of the EPA congress in the Madrid Hall of Lingotto Conference Centre in Turin, Italy.

### Elections

All full members of the EPA send one delegate each to the general meeting who is entitled to vote in the elections for President, Board and Policy and Strategy Committee. The deadline for nominations of candidates has now passed and all EPA members will receive the list of nominees in the next few days.

### Guests are welcome

Next to the registered delegates of the member associations guests are welcome to the general meeting, please contact the Secretariat if you wish to attend: [epa@europeanparking.eu](mailto:epa@europeanparking.eu)

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## EPA Award 2011 ceremony

“And the winner is....” The EPA Award ceremony within the congress program on Thursday September 15, 2011 at 14.45 will bring all 12 shortlisted finalists in all four categories up to the stage, where each project is shortly presented followed by the announcement of the winners. All 34 entrants have been featured in Parking Trend, the shortlisted objects were inspected by the international Award Jury, all entries demonstrate a high standard, but there is only one winner in each category...



The EPA Award bronze sculpture

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## New Associate Members

Two companies joined the EPA. Welcome to our new associate members:

### SUE DGS Moscow

SUE «DGS» is the official and sole operator of the Moscowite program to create a unique urban parking structure in the period from 2011 to 2016. This is part of the state-run program «Development of Transport System of Moscow, 2011 to 2016». In implementing this program 2.000.000 parking spaces are planned to be built.

[www.mskgarage.ru](http://www.mskgarage.ru)

### Park Turk, Istanbul

PARKTURK Otopark Yatirimlari ve Isletmeleri Insaat A.S. operates 11 parking lots in Turkey in the following cities: Istanbul, Ankara, Eskişehir, Aydın, Afyon, and Isparta.

[www.parkturk.com.tr](http://www.parkturk.com.tr)

## EPA Task Groups and Projects

### Data Collection

EPA has launched this project with the purpose to obtain a better understanding about basic statistical figures of the parking sector at European level. Rather than being a task group this project is still closely allocated to the Board and the Policy & Strategy Committee. It is an ongoing task. First results were published one year ago, the work was continued, has been scientifically evaluated by the University of Barcelona and further research is currently carried out.

### Task Group: E-payments.

Chairman Richard Thoma will be a speaker at the 15<sup>th</sup> EPA congress in Turin in the section Economics on Friday September 16<sup>th</sup> at 11.15 am and discuss "Electronic Payment for the Parking Industry".

### Task Group Image

Discussions and findings of this task group will be reflected in the speech by Chairman Peter Martens on the "Image of Parking" at the EPA congress in the section Perception on Thursday September 15<sup>th</sup> at 9.20 am.

### Task Group Enforcement Standards (planned)

This task group is soon to be established, the aim is to work towards a standard that defines good enforcement practices.

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## EPA Board and Nordic Representatives meet in Oslo



**Meeting to discuss common goals: EPA Board and parking professionals from Scandinavia**

In July the EPA board met in Oslo and on this occasion came together with parking professionals from four Nordic countries. Participants of this meeting were Bo Bakke and Egil Ostvik from EPAs Norwegian member Association Norpark; Sten Ake Hakansson from the Swedish Association SVEPARK; Elly Katrin Gudmundsdottir and Kolbrun Jonatansdottir, from the city of Reykjavik, Iceland, and Anders

Möller from the city of Copenhagen in Denmark. They joined EPA President Nick Lester, EPA Vice President Micki Rudolph, Peter Martens, chairman of the EPA Policy and Strategy Committee and Elisabeth Herles from the EPA Secretariat.

One issue discussed was on-street-parking and enforcement legislation regulations which differ from country to country. EPA will look into this topic by aiming to define a standard for good enforcement practices, comparable to the ESPA which awards parking structures.

## ESPA 2011



The European Standard Parking Award demonstrates that the carpark awarded fulfils standard criteria with respect to structural aspects, safety and customer services and provides a good basic standard.

The assessment and presentation of the ESPA awards is in the responsibility of to the national parking associations. Signs with the year 2011 are at stock and can be ordered by the national association for € 95,- a piece at the EPA Secretariat. The Guidelines are available for download from [www.europeanparking.eu](http://www.europeanparking.eu)

## Parking Trend International

Issue	Editorial Meeting and Deadline	Publication
2011_3	--	29 August
2011_4	11 October 2011	22 November

Issue 3 of 2011 is currently being printed and will be delivered to in the week after August 29, 2011.

For contributions to the magazine please contact the Secretariat under [epa@europeanparking.eu](mailto:epa@europeanparking.eu) or the publisher Marko Ruh [marko.ruh@maenken.com](mailto:marko.ruh@maenken.com)



## New look for [www.europeanparking.eu](http://www.europeanparking.eu)

Visit the EPA website [www.europeanparking.eu](http://www.europeanparking.eu) It has been redesigned.

## Timetable upcoming EPA meetings

Board  
Joint meeting Board, P&S Com  
EPA Annual General Meeting

Wednesday, Sept 14, 2011 Turin, Italy  
Wednesday, Sept 14, 2011 Turin, Italy  
Friday, September 16, 2011 Turin, Italy

15<sup>th</sup> EPA congress scientific programme (1)

Wednesday 14.9.2011		Key Note Speeches		
15.00 - 15.30	<i>The High Cost of Free Parking</i>	Donald Shoup	Professor Department of Urban Planning UCLA - University of California, Los Angeles	United States of America
15.30 - 16.00	<i>Retail - Urban Revitalization and Parking: Returning to the Centre</i>	Giacomo Regaldo	CEO CONFCOMMERCIO International	Belgium
16.00 - 16.30	Coffee Break in Piazza Italia			
16.00 - 16.30	<i>Future Vehicles for Future Parking. The FIAT S.p.A. Vision</i>	Stefano Re Fiorentin	CEO Deputy Centro Ricerche Fiat Torino	Italy
17.00 - 17.30	<i>The Perceived Value of Parking</i>	Giuliano Mingardo	Erasmus University Rotterdam	The Netherlands

Thursday 15.09.2011		Perception		
9.00 - 9.20	<i>European Parking U Turn</i>	Michael Kodransky	Global Research Manager Institute for Transportation & Development Policy New York	United States of America
9.20 - 9.40	<i>The Image of Parking</i>	Peter Martens	Chairman Policy & Strategy Committee European Parking Association	The Netherlands
9.40 - 10.00	<i>Challenges for the Parking Sector: the Media and Public Perception</i>	Patrick Troy	Chief Executive British Parking Association	United Kingdom
10.00 - 10.20	<i>Parking Matters</i>	Shawn Conrad	Executive Director International Parking Institute	United States of America
10.20 - 10.45	Discussion			
10.45 - 11.15	Coffee break in Piazza Italia			





**15<sup>th</sup> EPA congress scientific programme (2)**

Thursday 15.09.2011	<b>Technology &amp; Innovation</b>			
11.15 - 11.35	<i>Sustainable Construction Criteria for Parking Structures</i>	Giuseppe Mancini	Professor Department of Engineering Politecnico di Torino	Italy
11.35 - 11.55	<i>Smart Car Park Infrastructures in a Smart Grid</i>	Bernd Beer	AMP Parking GmbH	Germany
11.55 - 12.15	<i>The ENELGroup Commitment for Electric Mobility - Opportunities for Sinergy with the Parking Industry</i>	Andrea Zara	E-Mobility Project Manager ENEL	Italy
12.15 - 12.35	<i>Digitalized Parking and Control</i>	Rick Warnar	Consultant Shared Service Centre for the Dutch National Parking Register - SHPV	The Netherlands
12.35 - 13.00	<i>Car Parks as Urban Mobility Infrastructures</i>	Mario Carrara	Member of the Board SiTI - Higher Institute for Territorial Systems for Innovation - Torino	Italy
13.00 - 13.15	Discussion			
13.15 - 14.45	Lunch break in Piazza Italia			

Thursday 15.09.2011	<b>EPA AWARDS CEREMONY</b>				
		<b>Category 1 New Car Parks</b>	<b>Category 2 Renovated Car Parks</b>	<b>Category 3 On-street Parking</b>	<b>Category 4 Innovation</b>
14.45 - 15.45	<b>Presentations by the 12 Finalists and Nomination of the Winners</b>	<b>Hamburg, Germany:</b> Überseequartier, Contipark <b>Helsinki, Finland:</b> Stockmann, Q-Park <b>Lyon, France:</b> Lyon-Perrache/Archives La Confluence, Q-Park	<b>Copenhagen Denmark:</b> Norreport, Q-Park <b>Glasgow, UK:</b> Sauchiehall Street, Q-Park <b>Strasbourg, France:</b> Austerlitz car park, PARCUS	<b>Dublin, Ireland:</b> Dublin Street Parking Services, Park Rite <b>Lisbon, Portugal:</b> Integrated Parking Management, EMEL <b>Watford Herts, UK:</b> Keeping Traffic Moving, VINCI Park	<b>Cesena, Italy:</b> IV Novembre Carpark, Parcheggi S.p.A. <b>Naples, Italy:</b> Morelli Car Park, No Problem Parking S.p.A. <b>UK:</b> Promotional Discount Flyers, Q-Park
15.45 - 16.15	Coffee break in Piazza Italia				



**15<sup>th</sup> EPA congress scientific programme (3)**

Thursday 15.09.2011	Management			
16.15 - 16.35	<i>Parking Measures: a Powerful Tool of Mobility Prices</i>	Antoni Roig	Director Corporate Services for Mobility, BSM SA Barcelona	Spain
16.35 - 16.55	<i>Local Authorities &amp; Operators: a Proactive Relationship in Parking Policies</i>	Jörn Marx	President Polis Network City of Dresden	Germany
16.55 - 17.15	<i>Parking, Mobility Infrastructures and Urban Logistics – Integrated Management</i>	Massimo Marciani	President FIT Consulting S.r.l. Rome	Italy
17.15 - 17.35	Discussion			
Friday 16.09.2011	Management			
09.10 - 09.30	<i>The Evolution of Real Time Info</i>	Eugene Tsyrklevich	CEO Parkopedia	United Kingdom
09.30 - 09.50	<i>New Mobility Trends - Parking and Services to the Car Drivers</i>	Enrico Pagliari	ACI Automobile Club d'Italia	Italy
09.50 - 10.00	Discussion			

Friday 16.09.2011	<b>Economics</b>			
10.00 - 10.20	<i>"Urban Economics" from Congestion to Urban Performance and the Correct Value Consideration of Parking</i>	Francesc Robusté	Professor Universitat Politècnica de Catalunya Barcelona	Spain
10.20 - 10.40	<i>Alternative Financing Possibilities for the Parking Market</i>	Jouke Schneider	Manager Parking Funds Bouwfonds Real Estate Investments Management	The Netherlands
10.40 - 11.15	Coffee break in Piazza Italia			
11.15 - 11.35	<i>Electronic Payment for the Parking Industry</i>	Richard Thoma	Chairman EPA Commission for Electronic Payments in the Parking Industry	France
11.35 - 11.55	<i>Electronic Payment for the Parking Industry</i>	Yves Laliou	Business leader GP&S Debit Europe Mastercard Worldwide	Belgium
11.55 - 12.15	<i>CIVITAS Integrated Mobility Policies and New Economic Opportunities for Parking Operators</i>	Antonio Musso	Professor Faculty of Engineering Università degli Studi di Roma La Sapienza	Italy
12.15 - 12.25	Discussion			



**15<sup>th</sup> EPA congress scientific programme (4)**

**Parallel Session**

Thursday 15.09.2011	Session 1			
09.00 - 09.20	<i>Parking and Recharging Electric Vehicles</i>	Gaia Maria Corbetta	Urban Traffic Systems Siemens S.p.A.	Italy
9.20 - 09.40	<i>Choosing Resin Pavements for Parking Structures</i>	Andrea Penati	Director Research & Development IPM Italia S.r.l.	Italy
09.40 - 10.00	<i>Ropeway Systems for Parking Connections</i>	Ermergildo Zordan	Sales Manager Leitner S.p.A.	Italy
10.00 - 10.20	<i>Reducing energy costs in car parks - Extremely easy!</i>	Christian Braatz	Head Market Manager Energy Efficiency Trilux - New Light GmbH & Co. KG	Germany
10.20 - 10.35	Discussion			

10.45 - 11.15	Coffee break in Piazza Italia
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	Session 2			
11.15 - 11.35	<i>Parking on Private Land</i>	Nigel Williams	Chair Skills & Professionalism Board British Parking Association	United Kingdom
11.35 - 12.05	<i>UK Parking Sector Skills Strategy</i>	Patrick Troy	Chief Executive British Parking Association	United Kingdom
12.05 - 12.15	Discussion			
12.15 - 12.35	<i>Customer Convenience 2020, Parking beyond Barriers</i>	Thomas Dibbern	Director International Operations Scheidt & Bachmann GmbH	Germany
12.35 - 12.55	<i>Vehicle Guidance in Urban Traffic Management</i>	Julien Lehmann	Business Development Manager Parkhelp	Spain
12.55 - 13.15	Discussion			

13.15 - 16.15	Lunch break and Coffee break in Piazza Italia, Award Session in Sala 500
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	Session 3			
16.15 - 16.45	<i>Access in the Cloud</i>	Harald Raetzsch	CTO Skidata AG	Austria
16.45 - 17.15	<i>High Tech in Parking</i>	Antonio Arienti	CEO Trevi S.p.A.	Italy
17.15 - 17.35	Discussion			

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