



## European Parking Association Statement of the 17th EPA Congress

The 17<sup>th</sup> EPA Congress, held in Berlin, gave us a glance of the future of parking:

- Parking is playing an increasingly important role in the strategic plans of modern city administrations, as seen at the last EPA Congress in Dublin two years ago.
- Digitalization is about to change markets, customer behaviour and the roles of the players on the market.
- Modern concepts of identification and payment are going to shake up old-fashioned structures.
- New players are entering the market with radically new concepts.
- Standards will help the European parking industry and local authorities to unveil the full potential of parking, but different legal system all over Europe are hindering some of the possible progress.
- The academic network is constantly growing, delivering new insights.
- Parking infrastructures are developing into smart mobility centers.

The congress also showed the influence of human behaviour and its analysis on the parking sector. Digitalization and the huge amount of data collected will lead to products and services that will be tailor-made to smaller customer groups, or even individuals. Customers, on the other hand, will be able to access better information in less time, putting them into a position to make smart and informed decisions.

The congress recognizes that the key messages for the next future will be the following:

- The cooperation of local city authorities and the parking industry has to be improved.
- It is evident that only a combined view on on- and off-street parking will result in successful communities.
- New digital approaches with open standards will revolutionize the market.
- The use and connection of big data will require new technologies and a responsible approach.
- As customers are getting smarter and better informed, even more emphasises has to be placed on the improvement of services and the customer journey itself.
- The parking industry has to keep the strong focus on the collaboration with the final target of their customers (like hotels, airlines, restaurants, offices and retail).
- New means of payment have to be easily accessible for the industry.
- The parking industry needs to work on better use of existing parking facilities before construction of new capacity.
- The parking industry needs to prepare for autonomous driving (shared) vehicles coming to the market.
- The parking industry has to build a sustainable platform for their customers in order to avoid other players to take over the customer relationship.

The EPA congress proved that the parking industry in Europe made giant leaps to professionalization during the past few years. It moved to a service-oriented and value-creating part of Europe's community. In fast moving times, it will be even more necessary to closely monitor the world wide developments and to build a trustful relationship with the parking sectors in the other parts of the world.

*The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it (Elbert Hubbard).*

Berlin, September 25, 2015