

Parking *trend*



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- 10 17th EPA Congress**
Parking in a world of changes
- 20 EPA Awards 2015**
And the winners are...
- 30 2nd APCOA Mobility Summit**
Digitalisation of parking

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Dear colleagues,

In firstly I wish to thank the President of the German Parking Association Dr. Karl-Ludwig Ballreich and his team for having organized the biggest EPA Congress ever, a great result confirmed by the impressive overall numbers with 546 delegates, 32 countries represented, 122 exhibitors and more than 2200 industrial visitors.

The recent 17th EPA Congress in Berlin gave us a good insight into the future of our parking sector and it is progressively clear where we are, or should be, going. We are a complex activity area that is undergoing radical changes due to environmental considerations, new urban mobility solutions and new technological developments that are bringing about a cultural revolution in both our business sector and in our clients, not forgetting that the economic crisis during the recent years has changed the habits of many city users.

Today we are in stimulating times and here are some of the challenges we will be concentrating on:

Development and growth of EPA and its member countries. EPA is made up of 22 European national country members, from the north to the south and from the west to the east. A wide range of operative realities exist in different stages of development and we will collaborate to reinforce the growth of the parking industry and the national associations.

Communication that demands that we keep abreast of the times with new messages directed to our clients (the local authorities, stakeholders and the public) working on the general awareness of the opportunities our service industry offers as part of the urban mobility chain and in contributing to urban quality of life.

Innovation can give the parking industry a leading role in the future urban landscape, but all will make sense only if integrated into an overall mobility policy. Today the exciting developments in technology, and in particular digitalization, are certainly stimulating new business models, new product opportunities, new



Laurence A. Bannerman

players, more transparency, and data that can contribute to providing info for rational parking strategies.

Standards are necessary to ensure equal conditions for all parties involved, related – for example – to the electronic payment and privacy sectors, in order to guarantee better conditions for the parking operators, the equipment suppliers and our customers.

On street management is being revolutionized in both operational and technological terms and guidelines are needed. The cities today are able to have a mobility management tool that can contribute substantially to reinforcing and consolidating the overall role of parking as a key factor in the urban mobility chain combining and optimizing both the on and off street parking offers.

Finally, I am proud, honoured, and excited to be able to represent what I have always considered a key service industry, that can and does give important contributions to the quality of life. I do count on your contributions and support, you can count on mine.

Laurence A. Bannerman
President EPA



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APCOA appoints Challis to head UK and Ireland

APCOA PARKING announced the appointment of Kim Challis to the position of Regional Managing Director for the UK and Ireland. With a strong pedigree in business development and stakeholder management, Challis' entrepreneurship and proactive-leadership approach is supposed to be a key facet to growing the UK and Ireland businesses.

Prior to joining APCOA, Challis held a number of senior executive and board positions; most recently with British multinational security services firm G4S as its Regional Managing Director for its facilities management division. Challis takes up her new senior executive position from Henk de Bruin, who will reassume business activities in his Group Director capacity, as

well as continuing in his role as Managing Director for APCOA PARKING in the Netherlands.

In response to Challis' appointment, Ralf Bender, Chief Executive Officer for APCOA PARKING Group, said: "I am delighted that Kim is able to join us and drive our UK and Ireland businesses into new key territories. Kim is a dynamic and very astute business-woman, who has a proven-track record in delivering positive-outcomes across a diverse range of commercial and public sector portfolios, which is important for our business. These are revered qualities, which have all been underpinned by strong leadership, team motivation and people development, which is what APCOA PARKING prides itself on". ■



Photo: APCOA

Kim Challis, new Regional Managing Director for the UK and Ireland



City of Cardiff Council to transform parking experience in key on-street locations across the City

According to a recent survey Cardiff drivers spend more time finding a space to park than in any other major UK city. The stress this puts on the local area in terms of congestion requires a balanced and intelligent approach to parking and traffic management. Recently the installation of 225 Smart Parking RFID-equipped SmartEye vehicle detection sensors, linked via SmartLink data transmitters, has been accomplished in some of Cardiff's central parking hotspots.

Intelligent Information about current parking spaces

Drivers will soon be able to download SmartApp, a dedicated mobile application via their iPhone or Android device to view a current picture of parking spaces near to them. They are then guided to the nearest unoccupied bay. Once parked, the application can also be configured to direct them to pay for parking via an authority's chosen remote payment solution.

SmartRep software collates and analyses live information on how parking space is used. Accurate vehicle-by-vehicle, minute-by-minute data on actual usage of the city's facilities gives the council the leading edge in day-to-day management and future planning.

Group Chief Executive Officer, Paul Gillespie said that the company was delighted to have secured the contract for the pilot of this technology with Cardiff Council. "Our SmartPark is a tried and tested solution that will make it easier for drivers in Cardiff to find a parking space. Customers are able to make better informed decisions about their parking location and able to change their behaviour and seek parking in less occupied streets close to their desired destination. Not only does this reduce the time taken looking for a parking place, and make parking in Cardiff easier and more convenient improving the customer experience, but it also indirectly helps to reduce

congestion and free up space for others. We're confident that residents, businesses and visitors to the City will have their driving and parking experience transformed in the months and years ahead."

Making parking easier in the Welsh Capital

Cllr Ramesh Patel, Cabinet Member for Transport, Planning and Sustainability at the City of Cardiff Council, said: "Although our priority is to get as many people to use public transport as possible, city centre parking is also important. I am pleased the implementation of the Smart Parking pilot has started and will be fully installed and operational by the end of July. We will work closely with Smart Parking Ltd to launch a public information campaign to get as many people to download the free smartapp on their mobile phone, to make parking in Cardiff easier for everyone. The scheme to be operational by August 2015." ■



DESIGNA

DESIGNA now with troika: Stefan Koch joins management board

Stefan Koch (49) joined the management board at DESIGNA Verkehrsleittechnik GmbH on 1st April 2015. As the CSO, he will be responsible for the German Sales and Global Distribution areas in the future.

The graduate electrical engineer and sales professional has outstanding knowledge of the industry. He has already played a decisive role within DESIGNA for quite some time, and has successfully developed the company over the past twelve years. The company, whose global activities are expanding, has gained an internationally experienced managing director for the investment goods area in Stefan Koch. Mr. Koch has already been looking after the fortunes of the DESIGNA Asytec GmbH subsidiary in Mainz since 2010 as the managing director.

His targets are oriented to intensive market processing: "We have outstanding future perspectives in Germany, but particularly on a global basis as well, because of our innovative and individual industrial solutions. In order to achieve our growth targets, we will rely more and more on our powers of innovation and consistently go in new directions. Of course, this also includes providing our custom-

ers with more opportunities to organise their businesses more successfully and grow more quickly than their competitors", says Koch. The management trio is now composed of CEO Dr. Thomas Waibel, CTO Stefan Ille and CSO Stefan Koch. ■



Photo: DESIGNA

Stefan Koch is the new CSO at DESIGNA.



REPUBLIQUE
ET CANTON
DE GENEVE

POST TENEBRAS LUX

Geneva rolls out PayByPhone across the City

Geneva has become the latest major city to roll out cashless mobile parking payments city-wide. The mobile payment service from PayByPhone, one of the global industry leaders in parking payments, is now available in all spaces across the city. Drivers can pay for their parking in a stress-free way – via the PayByPhone app on their smartphones. No longer do they have to scramble to find the right amount of cash to park, with just a few quick taps in the app, it's all done so they can get on with their day faster.

The deployment of PayByPhone across Geneva follows a successful year and a half pilot trial that saw the technology used in 500 spaces across the city. After great feedback from drivers, Fondation des Parkings, the company, which handles the parking across Geneva, rolled out the technology city-wide as of June 2015. With PayByPhone, drivers can use the location

number on the relevant machine as a reference point to pay for their parking via the PayByPhone app, or with the internet. With the convenience of mobile payments made available for drivers, the city is hoping to encourage more people to park in the city, which helps support local businesses.

In the footsteps of big cities

Geneva is the first city in Switzerland deploying mobile innovation in a traditional cash industry, and the latest in a line of global cities to use the PayByPhone service. The city follows in the footsteps of others such as London, Boston, San Francisco, Vancouver and Paris to offer seamless, stress-free mobile parking.

PayByPhone officially launches with the Apple Watch. The watch enabled app effectively personalises time through parking, as

users can use the glance feature to check the time remaining on their parking session.

Kush Parikh, President, PayByPhone Global, said: "Geneva is following in the footsteps of some of the world's biggest cities by offering stress-free, cashless parking for drivers. It's another big milestone for PayByPhone as we look to globally connect even more cities by helping them efficiently manage their parking assets."

Antoine de Raemy, President at Fondation des Parkings, which runs the parking for Geneva, said, "We want to encourage more drivers to park within our city and think PayByPhone is a great way to do that. From the pilot, we saw how much mobile parking payments can reduce hassle for drivers. Thanks to PayByPhone, we're hoping to see more people have the confidence to drive in our city, safe in the knowledge that their parking is taken care of." ■

Nedap Identification Systems opens office in Spain

Nedap Identification Systems, specialist in technology that identifies vehicles and people, opens a new office today in Madrid, Spain. The expansion of the worldwide network enables Nedap to further strengthen its market position in the Spanish and Portuguese security, traffic and parking industry.

The new office is a result of the increasing demand for systems for long-range identification, wireless vehicle detection and smart city access control in the Spanish and Portuguese markets. It brings Nedap Identification Systems closer to its local end-user and partner network to offer maximum local support and business resources.

“We have always believed in the potential of the Iberian economies and admire the highly innovative nature of projects in cities and private corporations. It is now time to show our commitment to the local market and improve the service we can provide when de-

livering smart solutions for vehicle and driver identification, smart city mobility and convenient long range access control”, says Maarten Mijwaart, General Manager of Nedap Identification Systems. “I am also very pleased that we can open this office in close collaboration with our long term distributing partner Idelcon.”

“The continued commitment of Nedap allows us to provide prestige and satisfaction in every one of the solutions implemented in the Iberian market for 15 years. Pioneering technology of high efficiency, quality and continued development defines the products and people that are part of this great family that we are proud to accompany”, says Elena Blanco, Managing Director of Nedap Identification Systems Iberia.

The new office is located at Avda. de la Vía Láctea, 4. OF. 26., 28830 - San Fernando de Henares, Madrid - Spain. ■



Fresh management talent to boost French phone parking company

Parkmobile group is delighted to announce the recruitment of two new Directors to lead the development of their French operating company. Pierre Castella and Olivier Koch are joining the phone parking group to spearhead the uptake of this efficient and motorist-friendly technology across France.

This investment in talent comes as the group passes the milestone of taking 100,000,000 cashless transactions per year. With well established operations already serving the motoring public in the towns and

cities of the UK, Netherlands, USA, Germany and Belgium, it is clear that the efficiency of paying for parking using a mobile phone or app would similarly benefit the citizens of France.

The expansion of phone parking across France will take place under the ParkNow brand. This enhanced phone parking solution has been jointly developed between the Parkmobile Group and the German car maker BMW, the latter having made a significant investment in the group towards the end of last year (2014). This anticipates the forthcoming reality of cars that can not only navigate to empty parking spaces but automatically pay for them too.

Both new Directors benefit from considerable experience in developing and bringing innovative technology to the market and have worked together before. Castella notably having founded and led the Swiss parking sensor company TinyNode, which was recently successfully brought to market and sold. Koch has a proficiency in engineering, road tolling and sensors, meaning he, too, has significant skills established within the road transport industry.

Harry Clarke, Group Commercial Director for Parkmobile comments “Pierre and Olivier bring a rare combination of skills to our task of serving and growing the French market for cashless parking. They combine a natural enthusiasm for technology advancement, with the rigour, insight, knowledge and experience to deliver it.

“France is on the cusp of the same digital revolution that has swept other parts of the European parking market and now is our time to deliver it. I cannot think of anyone better than these two individuals to achieve it.” Castella agrees. “I am extremely pleased to be joining Parkmobile at this exciting time”, he says. “Cashless parking is a mainstream method of payment in so many countries and it is my privilege to lead this growth in France, with the launch of our new service ParkNow.

“With all the potential benefits of transferring payments from coins to digital, in terms of reduced cost, greater efficiency and improved satisfaction for motorists, we are certain that municipalities and private parking operators will be interested to learn more.” ■



Pierre Castella (l.) and Olivier Koch



Commend receives Lenel Factory Certification under Lenel's OpenAccess Alliance Program

Commend announced that it has joined the Lenel OpenAccess Alliance Program and received Factory Certification for the current versions of the interface between its security communication systems and the Lenel OnGuard access control solution. The Commend security and communication systems interface with the OnGuard® platform and support the following value-adding features for OnGuard system users:

- Incoming Intercom calls are indicated directly within the OnGuard "Alarm Monitoring" application
- Calls and conversations are displayed as alarm pairing, making them clearly visible while requiring little space in the Alarm Monitoring window
- A smart connection allows for the signal of multiple observation cameras to be displayed each time an Intercom call is triggered
- Permanent monitoring of the logical connection between OnGuard and the Commend servers ensures reliability
- Continuous end-to-end monitoring of the call lines support stable Intercom connections throughout

"Commend's communication functionality is a great addition to the OnGuard security platform. End users can control the entire system using only a few simple mouse clicks," says Ross McKay, Director, Product Management, Access Control Solutions, Lenel. "We are looking forward to Commend's continued involvement in the Lenel OpenAccess Alliance Program."



■ **Ross McKay, Director, Product Management, Access Control Solutions, Lenel**



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17th EPA Congress in Berlin

Parking industry in a world of changes

More than 500 participants from more than 30 countries from all over the world came to the 17th EPA Congress in Berlin. In three days the versatile and top-class congress program offered an insight into the latest developments and trends in the parking sector.

“Parking in the world of tomorrow” – that was the topic of this year’s EPA congress in Berlin, where every second year the European parking sector comes together to meet and share information. At the focus of the over 20 different presentations with about 30 speakers stood the chances and challenges of digitalization, new business models and techniques, parking politics and the customers’ behaviour.



Dr Karl-Ludwig Ballreich

To the start on the first congress day of official opening speeches of the congress were

held by Dr Karl-Ludwig Ballreich, president of the German parking association, Nick Lester-Davis, EPA, Norbert Barthle, state secretary of the Federal Ministry of Transport and Digital Infrastructure, and Christian Gaebler, Berlin’s Senat Department for Urban Development and the Environment.

“Widen our horizons”

“This congress is an opportunity to widen our horizons”, Ballreich stated in his welcoming speech and emphasized the importance of a complementation of EPA activities. State secretary Barthle complimented the congress’ topic. There are fundamental changes happening very fast, not only in the driving sector, but also in parking. Traffic is going to



Norbert Barthle

All photos: mesago, Lena Weger, Marko Rüh

Participants of the EPA Congress 2015 in Berlin listen to one of the key note speeches – translated into several languages.



Lena Weger
Editor
Parking Trend
International
Cologne, Germany



increase by 40 per cent for trucks and 15 per cent for cars in the coming years. This is why infrastructure has to be used more efficiently and changes have to be made especially in urban agglomerations. He also talked about the upcoming changes through new technologies, preferences for electric vehicles like charging infrastructures on motorways and in car pools. "It is only going to take a couple of months, until autonomous driving becomes reality", he predicted.

Berlin's politician Christian Gaebler concretised the traffic situation for the city of Berlin. 3.5 million inhabitants now are predicted to increase to a total of four million until 2030. A sustainable development of the city is therefore crucial and parking

space has to be used more efficiently. An extensive park and ride system is part of Berlin's solution.

"I'm happy so see, that this is the biggest EPA congress so far", EPA's still acting president Nick Lester-Davis, said in his opening speech. He also complimented the double-event: EPA congress and the trade fair PARKEN combined in Berlin this year. Another positive development is the academic participation in the event: until now, very little research was made in parking, this is



Claas Tatje

changing now, which will add to the quality of the parking sector and society. "Parking is most important in integrating into urban mobility", he emphasized. Especially promoting electric vehicles by making them more affordable and providing a sufficient charging network.

Key Note Presentations

Key note presentations were held by professor Dr Petra Schäfer of the Frankfurt

University of Applied Sciences and by Ralf Bender, CEO of APCOA PARKING. Claas Tatje, editor at DIE ZEIT, was the presenter for the congress and introduced speakers and presentations.

Dr Schäfer presented a comparative research project on parking policies in European cities from 2004 to 2014. "Parking is an important part of effective traffic planning", she explained. The results of her survey included data on parking fees in different European cities: in the ten-year period parking fees have increased an average of 2,50 Euro/hour to 3,50 Euro/hour. This amount is less than the amount of inflation in this period, which lead to the conclusion, that the increase is actually not sufficient. Especially the prices for on-street parking need to be adapted and be considerably higher than those for off-street parking, to push people into parking off-street.

Requirements that resulted from this research project include an evaluation and



Dr Petra Schäfer

"I'm happy to see, that this is the biggest EPA Congress so far": EPA's still acting president Nick Lester-Davis



identification of tools to arrange a planning base. A calculation of the required parking space is needed. Perceptions for the future gained from this research are that developments in society influence parking as well, that an improved communication is necessary and that new operator towards customer roles will be required, involving car park management operators.

Having the customer's view in mind

The parking operator also stood in the focus of Ralf Bender's presentation "From brick to click – challenges of the digitalization proc-

ess and the role of the parking operator", in which he focused on new technologies and what chances they bear to the parking industry. "The customer has high expectations on digital parking solutions", he explained. There is a need for solutions with high customer value: nine out of ten drivers nowadays plan with circling time to find a parking space, average time loss is ten to 30



Ralf Bender

minutes, which makes a total of several days per year that are used to searching for a space. "We need to have the customers' view in mind", Bender explained.

IT investment is required to arrange a seamless integration in future technologies. A topic Bender was especially focused on, was that the operator needs to know the customers needs. About 90 per cent of all customers are strangers to the operator. Through new technologies an integration for one valuable solution has to be accomplished. For that, the cooperation of different stakeholders is important: "Today's op-

Summary

More than 500 participants from more than 30 countries came to the 17th EPA congress in Berlin. In three days the versatile and top-class congress program offered an insight into the latest developments and trends in the parking sector. Highlights were the key note presentations, the EPA Award ceremony and a round table discussion. And not to forget: the spectacular evening events where parking professionals from all over the world joined together. Most important issues that were discussed are the

digitalization of parking, new players entering the market and open standards. As parking is playing an increasingly important role in the strategic plans of modern city administrations infrastructures are developing into smart mobility centres. All in all 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.

Zusammenfassung

Über 500 Teilnehmer aus mehr als 30 Ländern kamen zum 17. EPA Kongress nach Berlin. An drei Tagen verschaffte ein vielseitiges und hochklassiges Kongressprogramm einen genauen Überblick über die neuesten Entwicklungen und Trends der Parken Branche. Höhepunkte der Veranstaltung waren insbesondere die Beiträge der Eröffnungsredner, die Verleihung der EPA Awards und eine abschließende Podiumsdiskussion. Und nicht zu vergessen: die spektakulären Abendveranstaltungen, bei denen das internationale Branchenpublikum Gelegenheit zum persönlichen Austausch hatte. Das meistdiskutierte Thema war die Digitalisierung des Parkens, damit ver-

bundene neue Marktteilnehmer und die vielfach vorgetragene Forderung nach offenen Standards. Da Parken eine immer wichtigere Rolle in den strategischen Erwägungen von Stadtplanern spielt, entwickeln sich die Infrastrukturen zu Zentren für „smarte“ Mobilität. Alles in allem zeigte der EPA Kongress deutlich, dass die Parken Branche in Europa in den vergangenen Jahren große Schritte hin zu einer Professionalisierung gemacht hat. Sie hat sich zu einem service- und wertschöpfungs-orientierten Bestandteil des europäischen Gemeinwesens entwickelt.

Résumé

Plus de 500 participants de plus de 30 pays se sont rendus au 17ème congrès de l'EPA à Berlin. En trois jours, un programme varié et ambitieux a donné un aperçu détaillé des toutes dernières innovations et tendances du secteur de la gestion des parkings. Les temps forts de la manifestation ont été en particulier les discours d'ouverture des conférenciers, la remise des prix de l'EPA et une table ronde pour clôturer le tout. Sans oublier les spectaculaires soirées qui ont été l'occasion d'échanges personnels pour le public international de la branche. Le sujet le plus débattu a été la numérisation du stationnement, les nouveaux acteurs

du marché qui y sont liés et la demande en standards ouverts abordée à plusieurs reprises. Comme la gestion des parkings joue un rôle croissant dans les réflexions stratégiques des urbanistes, les infrastructures deviennent toujours plus des centres de la mobilité « smart ». Dans l'ensemble, le congrès de l'EPA montre clairement que le secteur de la gestion des parkings en Europe a fait de grands pas vers une professionnalisation ces dernières années. Il est devenu désormais un composant de l'économie européenne orienté sur le service et la création de valeur.

Resumen

Alrededor de 500 participantes procedentes de más de 30 países de todo el mundo acudieron a la 17ª edición del Congreso EPA celebrado en Berlín. Durante los tres días de duración, el variado programa del congreso de primera calidad logró mostrar una visión exacta de los nuevos desarrollos y tendencias en el ramo del aparcamiento. El punto álgido del evento se centró especialmente en las contribuciones durante el discurso de apertura, la entrega de los premios EPA Awards y de la mesa redonda final. No hay que olvidar los espectaculares eventos nocturnos en los que el público del ramo internacional tuvo la oportunidad de charlar entre sí relajadamente. El tema más

discutido fue la digitalización de los aparcamientos, los nuevos participantes en el mercado vinculados con ello y el fomento múltiples veces reiterado conforme a las normas abiertas. Puesto que el aparcamiento desempeña un papel cada vez más importante en la consideración estratégica de los urbanistas, comienzan a desarrollarse infraestructuras a los centros para ofrecer una movilidad «inteligente». En general, el congreso EPA mostró claramente que el ramo del aparcamiento en Europa ha dado grandes pasos hacia la profesionalización durante los últimos años, convirtiéndose en un componente orientado al servicio y al valor añadido de la economía europea.

ponents will be working together in the future”, Bender assured. “Digitalisation will disrupt the parking industry”, was his conclusion, “with a 360 degree transformation we need to build a digital eco system”.

Role of parking in urban mobility

The second conference day was filled with several high-class presentations on the topics “role of parking in urban mobility” and “parking in the digital era” – two topics that are of crucial interest to today’s parking sector. With his talk about “on-street parking as a mobility management tool in Barcelona – estimation of the effects of a carsharing system” Adrià Gomila Civit of the Adjuntament de Barcelona made the start. He explained the parking situation in Barcelona and what the city is doing about it. In this high-density city, the different types of users like bicyclists, load and unload traffic, have to be regulated – and “parking is the solution”, says Gomila. By creating different regulation zones, use of space was optimized in Barcelona and a regulated income was generated. Management includes more people working on the street to control parking. By this, illegal parking could be decreased by 30 per cent and accident were decreased by twelve per cent in a few years.

The digital app “ApparkB” allows to pay for parking on-street by smartphone. It also offers the opportunity to discriminate cars



More than 500 participants from more than 30 countries joined the 17th EPA Congress.

between the different emission-classes they’re in, so that ecologically friendly cars pay less for parking. A system called “AreaDUM” manages delivery vehicles. The driver can register in this system, which then provides real-time information about occupan-



Adrià Gomila

cy. Of this intelligent data a decision can be made, of whether more spaces are needed in a certain area. “We’re making an important step to improve movement in the city”, Gomila indicates, “we believe that on-street parking regulation is a basic tool to manage mobility”.

Parking Management in Cracow

Andrzej Szarata of the Cracow University of Technology talked about the effect of parking zone extension in Cracow on inhabitants travel behaviour. Because of its age, the 800,000 inhabitants city has very narrow streets and therefore a problem with high congestion. The result is, that Cracow is under the six most polluted cities in Europe.

Even though the city invested in the public transport system, the use decreases. The aim now is to increase city accessibility; among other things through parking management. The city is divided into eight parking zones – and all have the same parking fee, which is 80 cents per hour. The government regulated by law a maximum parking fee of that amount as well as free parking on weekends. “People perceive the parking fee



Andrzej Szarata



After each presentation listeners had the opportunity to ask questions to the speaker.



Time to chat in a relaxed atmosphere



Gala dinner in the festive scenery of German Historical Museum.



Sophisticated interior design and impressive lighting: Welcome reception after the first congress day at Spindler & Klatt.



Hosts: Dr Karl-Ludwig Ballreich (l.) and Nick Lester-Davis



as an additional tax, not as a service”, Szarata explained the result of a recent survey, the city conducted. According to this survey, 60 per cent of the people would accept a rise of the parking fees to 1.20 Euro per hour. To convince to rest of the importance of better parking management, Szarata emphasized the role of local media. “It is important to raise the awareness level”, he said. With help from local media, for example the image of the operator could be improved.

E-Payment with IPIPS

Nigel Williams of the British Parking Association (BPA) and Richard Thoma of the AltanCard Ltd. followed by introducing “E-Payment for Parking IPIPS”.



Nigel Williams

This initiative has the objective of raising awareness, implementing payment standards (IPIPS) and establishing a voice for the parking sector. A study showed, that European parking makes approximately 54 billion Euro per year. “There is a clear need for standardization”,

claims Thoma. With IPIPS the parking and the payment world should be linked, for example to help making choices. “IPIPS will make it easier for operators”, Williams explained.

ParkNow

One of the most expected presentations came from Joachim Hauser of the BMW Group, who talked about their product “ParkNow: the parking process, contractual aspects and technical realisation”. In the future of parking and the mobility mix, Hauser sees a big chance for new business models. In his opinion, the digital revolution will change the rules: “Everything will be connected with everything and we have to get the global view”. The future of the BMW Group will not only be in cars, but in providing services. The interest lies in sustainable solutions, like the electric car BMW i3, which was build for urban mobility. “This car itself is an innovative statement for sustainabili-



Joachim Hauser

ty”, Hauser stated. The services ParkNow and Parkmobile are not BMW services, but an own service. “Our services are created to work in any car”, an example is also the “here” maps application.

The service DriveNow, that BMW offers, already has more than 500,000 customers in eight cities and growing. This service is attracting a group of customers that BMW never could, especially young people. With ChargeNow, 30,000 charging points for electrical vehicles were installed in 22 cities. This project has an important mission: “There is a need to reduce the customers fear, not to find a charging station”, Hauser explained. With a special app in the car, the driver is able to find a charging station in his proximity.

Important to Hauser was the fact that ParkNow is not a parking provider, but a digital logistics provider – and therefore does not pose as a competitor in the parking sector. Their focus would lie in making parking easier and less stressful for the customer. The car that parks itself is also a part of that. For parking operators Hauser gives a clear message: “You need maps of your garages”, he claims, to be able to survive in the



Laurence A. Bannerman – later elected as new EPA president – welcomes the guests to the gala dinner.



Good conversation with international colleagues.



Thumbs up for the 17th EPA Congress.

future. As for the parking associations he stated the need of educating our politicians. “They need to get a holistic view on mobility and parking – we can not pollute the world with cars”.

Digitization of parking enforcement

Joyce Zwaan was a speaker for the city of Amsterdam and talked about “Digitalisation of on-street parking enforcement” in Amsterdam. Challenges here are approximately 800,000 inhabitants and increasing, as well as old and narrow roads and lots of bicyclists. And with fraud in parking, a special problem came up. When the competition asked for more efficiency, the point was reached to do something about this problem. With more than 17 different pay zones and a very complex structure in Amsterdam, a digitalized parking was needed. With this system the city wanted to professionalize parking control and enforcement. With automated license plate recognition a new era was created: new parking machines allow paying per minute and cashless payment. In Holland the acceptance of credit card use is very high. “We entered the era of communication and information”, explains Zwaan and predicts that in the future e-payment will rise and costs will sink even



Joyce Zwaan

further. The lesson they learned: you have to push for innovation.

Concept analysis in parking data

Filling in for Guido Dedene of DENION/ KU Leuven, was Rick Warnar who talked about the topic “Discovering unknown unknowns in parking data by formal concept analysis based data mining”. With data analytics a process improvement can be achieved. By registering the vehicle and then search for valid parking, different case scenarios can be analysed and questions like “Why are somewhere more violations than elsewhere?” can be answered and potential value leaks in the process can be identified.

Ali Lattunen of Finnpark Ltd. talked about “Real time parking data management: collection, information, publication and visualization” which is an interesting field for parking operators as well as enforcement. “Data collection will give us information about how our system is working”, Lattunen explained. This data includes information about occupancy and payment but also about behaviour. A software-based solution can count occupancy by pattern recognition and “data visualization” can even make predictions about on- and off-street parking



Ali Lattunen

occupancies. “Real time data is the key to efficient parking”, Lattunen assures.

New technologies also were a part of Valentina Moises presentation about “Prebooking: choice, preferences and attitudes of the customer”. Making parking more comfortable by offering prebooking services is the main goal of ParkCloud Ltd. They aim to stop people from thinking that parking is a mere necessity. “Pre-booking services can play a high role in the decision of where to park”, Moise explains. Parking is a normal part of the travel experience and should for the customers sake be as easy as other services. The internet is the most prominent medium of our time and most travel arrangements are made online. Research shows that people are already looking to prebook parking online – now these people need to find something. “The minimum effort offers maximum profit”, Moise is sure. She explained that a parking website is needed as a marketplace and as a portal of possibilities to generate revenues and increase customers loyalty. It would give the operator the chance to understand his customer better.

iBeacons for parking

Jan Willem Doorenbos of The Frame Holding explained their project “iBeacons for parking and retail”. The iBeacon is a small device, a transmitter, that sends a signal to every smartphone in a certain distance. Doorenbos is very much convinced, that



Jan Willem Doorenbos

this new technology could change the sometimes quite negative image of parking fundamentally: “Parking could become communication to the things around it. It will no longer be the end but the start”. Through the iBeacon installed in the parking garage of a mall for example every customer could receive individual advertisements or special offers from the shops. In exchange for the loyalty to certain shops it would be possible to get free parking for the customer. This again will get people to stay in the shopping mall longer, because they do not have to think about their parking fee. This way, not only the parking operator but also the retailers would benefit. The iBeacon can also show the way back to where a person parked their car. An additional advantage: in the end an enormous amount of data about the customer is gained.

Research project on parking

One of the firsts in this years EPA congress was that a university student gave a presentation about his thesis on parking. Edgar Bijl, a student at the University of Rotterdam, explored the “Price elasticity of demand for parking” with a case study of the city of Hoorn in the Netherlands. The question he asked was “What is the effect of tariff changes in parking in Hoorn?” Very detailed and precise he named the factors he took into consideration for his research project. As a base he used the price change from 2010 to 2014 to analyze the price elasticity. Factors were the number of parkers per day as well as the duration of the transaction. Considerable was the increase of the on-street parking fee by eleven per cent. The results of his research were in line with previous research projects: Price elasticity in



Edgar Bijl

parking is rather inelastic, which means that people are very price sensitive when it comes to parking, especially in the off-street sector. His conclusion and recommendation therefore is to raise prices for on-street parking and keep them for off-street parking.

Push and Pull project

Giuliano Mingardo of the Erasmus University Rotterdam together with Robert Pressl presented the “Push and Pull project: parking management and incentives as successful and proven strategies for energy-efficient urban transport”. This EU-funded project aims to improve urban mobility with 16 partners in ten countries. Their objectives are among others to use the revenues from parking for mobility and to provide information. “It should be a baseline for the



Giuliano Mingardo



Round table with representatives of selected European cities and well known parking operators.

urban mobility plan”, Pressl explained. Push and Pull also offers different training events for policy makers in different countries. Detailed information about Push and Pull are provided in the article about the fifth Polis workshop (see page 22).

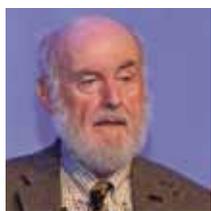
Requirements of the EPA

Peter Martens gave a summary on the current trends and how EPA is contributing. The changes in the future the EPA has to count of are immense. There are several factors that influence urban parking, like a growing percentage of elderly people who keep driving, the urbanisation, technical and political changes. “the total number of cars is still growing”, Martens explained, “so the parking problem will increase in the coming years.” In his opinion new ways of thinking are required: on accessibility as well as on land planning. A need for optimization exists concerning the capacities of the parking sector, since most of the car parks have an average occupancy of less than 20 per cent.

For the future Martens claims, that operators need to increase their online offer. Reservations should be possible for example for concerts. EPA projects include establishing a quality standard (ESPA) and in the future look into the subject of autonomous driving.

Benefits from parking revenues

Opener of the last congress day’s session was Donald Shoup, Distinguished Professor of



Donald Shoup

Urban Planning at UCLA. Shoup’s book “The High Cost of Free Parking” made the former Director of the Institute of Transportation

Studies quite popular in the parking sector. In his presentation at the EPA Congress professor Shoup suggested parking policies that could help to “change the image of the parking industry”.

Revenues from on-street parking could be used to improve urban development and public services. So the “metres will be friendly to the neighbourhood”. With examples from Miami, Pasadena, Monterey, Den-

ver, Richmond/UK and Madrid Shoup underpinned his propositions.

Peter van der Waerden from the Eindhoven University of Technology developed a parking analysis model for the prediction of effects in local areas.



Peter van der Waerden

In Berlin he gave an insight into his studies conducted over many years. “Parking behaviour is very complex”, van der Waerden stated. Price is of course a very important factor. Van der Waerden made clear that transparency of tariffs plays an important role in attracting customers. He also said that people appreciate security. “The presence of cameras make people want to pay more”.

Dr. William Clayton, University of the West of England, examined the use of bus, Park & Ride and city centre car parks in Bath, UK. He and his team interviewed nearly 1,300 persons. At least for Bath the researchers could find out some significant social features for people’s behaviour. It showed, for example that car park users are having higher incomes and are short distance drivers whereas P+R users are more female, older and having middle incomes.

Round table discussion

Last highlight of the EPA Congress 2015 was a round table with representatives of selected European cities and parking operators presented by Nick Lester-Davis from the EPA. He asked the discussants: “Is there an integrated urban mobility strategy including parking?” Answers varied quite a lot and showed the divergent approaches to this theme in European cities. Louis Pelaez from Lyon Parc Auto in France, for example, said: “There is coherence between politics in Lyon and the work of EPA”. He explained that parking policies in Lyon are part of transport policies including new tools like carsharing. Completely different is the situation in Poland, as described Andrzej Szarata. The head of the Department of Transportation Systems at the Cracow University of Technology said: “Parking fees are perceived like taxes”. In the words of Szarata there is very negative attitude towards the

regulation of parking in Polish cities. As a representative from the parking industry Ralf Bender, CEO of APCOA Parking underlined: “What works is a really integrated strategy with a tariff policy that makes sense”. He added: “If I would be a mayor I wouldn’t accept free parking.” His colleague Roland Cracco, CEO of the Interparking Group stressed that “it is important to analyze facts and figures”.

The round table widely agreed that communication is important and also that there is plenty of room for improvement in the parking business. Hermann Blümel from the administration of Berlin admitted that parking themes are hard to communicate and the German capital city. Louis Pelaez from Lyon believes that better communication can support the acceptance of people to pay for parking. This was also recommended by Alberto Forchino from the city of Turin, Italy. He argued with the people living in downtown to reach a consensus on parking fees including special tariffs for residents. “It’s always a matter of balance”, Forchino said. Pelaez agreed: “Parking policy makes only sense if everybody is taking part”.

Another subject was raised by Ties de Groot from Rotterdam, Netherlands: “Operators could have the role to improve technology with inventions”. APCOA’s Ralf Bender cut down on this request. He argued that the economic part cannot be ignored. New technology only works with cost reduction and a coherent mobility strategy. Roland Cracco from Interparking made a clear offer to all stakeholders: “We have to be extremely open”. Ties de Groot encouraged the parking industry: “Open up the systems”. Improvement of services could only be reached by that, said de Groot. “The key word is innovation”, added Louis Pelaez. As parking is a key element of any mobility strategy in his mind, Ralf Bender invited to the cities to a common dialogue. Andrzej Szarata pointed out that “also an open-minded population” is needed to achieve improvement.

Nick Lester-Davis, former president of the EPA concluded: “We have to re-double our efforts to communicate”. And the second important issue he learned from the round table discussion is openness – regarding mind, standards and systems. ■

Statement of the 17th EPA Congress



The 17th 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.
- Digitalisation 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 centres.

The congress also showed the influence of human behaviour and its analysis on the parking sector. Digitalisation 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



EPA Awards 2015 – the Winners

The EPA Awards were presented by EPA president Nick Lester-Davis and Giuliano Mingardo in a special award ceremony on the first day of the congress. All 13 shortlisted nominees gave the audience an impression of their entries. The presentations are also available on europeanparking.eu.

And the winners are...

Category 1 New parking structures

Markthal, Rotterdam
Interparking Nederland

Category 2 Renovated parking structures

Stachus car park, München
Contipark

Category 3 Public space on-street parking

areaDUM, Barcelona
Barcelona de Serveis Municipals, S.A.



Category 4 Innovative schemes

Open Data Loket
Q-Park Netherlands

Category 5 Marketing & communication

Social Customer Care
Brescia Mobilità

Special Jury Award

Pré-aux-Pêcheurs, Antibes
Q-Park France



The EPA Award is a biennial award by the European Parking Association promoting excellence in parking in

five categories. The next round of EPA Awards will be presented at the 18th EPA Congress 2017 in Rotterdam.

PARKEN 2015

Exhibitors show wide range of innovations

The parallel held PARKEN exhibition 2015 closed with a significant increase in visitor numbers by around 70 per cent. Around 2,200 visitors gathered information from 112 exhibitors and 15 specialist publishers about the current offers of the industry. In comparison to the preceding year, the total number of exhibitors has increased by 23 per cent. The number of international exhibitors gained 46 per cent. There was a positive spirit at the exhibition booths that was characterized by intense expert discussions and lots of innovations.

Said Dr Karl-Ludwig Ballreich, chairman of the Bundesverband Parken e. V., the German Parking Association: "There were capable information to the issues and trends we are discussing right now in the parking sector. For example the digitization and the risks and chances that are connected with this process". A topical theme of the exhibition was also electric mobility. This was underpinned with BMW being part of the show and main sponsor. In collaboration, software and automotive industry are developing new services around parking. These new players are now becoming part of the parking sector breaking through old barriers but also showing new business cases.



Meeting international colleagues and discussing technologies and trends.

Successful double event

Exhibitors, visitors and congress participant were very satisfied with what they saw in Berlin. Visitors were inspired on a wide range, exhibitors took chance of the possibility to show their innovative performance with new products and services. Statements from nearly all stakeholders prove that the double event EPA Congress and PARKEN exhibition in Berlin was a true success. ■



Statements of delegates and exhibitors



Tilman Kube, Head of Corporate Communications

APCOA Parking Holdings GmbH: "The PARKEN exhibition and the EPA Congress are important events of the parking industry for APCOA Parking, especially during the current phase of digitalization. Our participation has been a great success."

Antoni Roig Alegre, On & Off Street Division Director, BSM Barcelona and Vice President European Parking Association: "This 17th edition of the EPA Congress has been magnificent in various senses. A technical program that continues to improve in interest and state of the art. The exhibition attracting more and more delegates. And a delightful organization and sites. Congratulations!"

Joachim Hauser, Vice President Parking and Charging, BMW Group: "At the 17th EPA Congress and the PARKEN exhibition the analog and the digital world met. Old school and new thinking together created a space for ideas and prospects. The professional exchange was throughout on a high-profile level!"

APCOA Parking, especially during the current phase of digitalization. Our participation has been a great success."

Martin Kammler, Managing Director, Scheidt & Bachmann GmbH: "PARKEN 2015 in combination with the 17th EPA Congress was a well-organized and successful show for Scheidt & Bachmann. The product presentation in addition to the great networking possibilities at one of the leading trade shows and congresses is a big value for us. We are looking forward to our participation in 2017."

Ralf Klomp, General Manager, SKIDATA Deutschland GmbH: "The combination of PARKEN exhibition and EPA Congress offers the perfect platform to present our product portfolio and service range to the international audience."

EPA-Polis Push and Pull workshop

Smart parking – technology meets policy

This slogan summarizes the fifth EPA-Polis workshop that took place in the afternoon of the 22nd September, one day before the actual EPA Congress started in Berlin. It offered an international platform not only for diverse and eligible presentations but also for lively discussions on the future of parking management.

This year hosted by the German institute for urbanistics (DIFU) in Berlin the EPA-Polis workshop aims to create a better understanding between the different actors in parking activities, by creating a platform for discussing the interaction of urban transport and parking activities. Its been developed as a collaboration between the European Parking Association (EPA) and Polis. The DIFU took part in the development of the project Push and Pull, which for this year's event cooperated with EPA and Polis.

During the event, several speakers illustrated and explained the parking situation in their different countries, separated in two sessions: city challenges and technology solutions. The event was concluded with a lively discussion about how the challenges are met by technologies. About 30 people participated in this workshop, Session chair was Ivo Cré of the Polis Network.

The Push and Pull project

Robert Pressl of the austrian mobility research (FGM) and Martina Hertel of DIFU opened the event presenting the Push and Pull project. Push and Pull was arranged as a EU-funded three-year project, running from 2014 until 2017 and is working on two of the major problems in the cities: the increasing car use and the ongoing lack of financial resources. For these problems, Push and Pull suggests using parking management to influence consumers behaviour and

so primarily help two target groups: cities and politicians.

By introducing paid parking, increasing parking fees, reducing or restraining parking supply or implementing comparable measures, car drivers will be pushed to use more sustainable transport. At the same time, (parts of) the income generated from parking space management can be used for incentives to promote alternatives, thus pulling or attracting users towards public transport, walking, cycling and other sustainable modes. Training sessions for followers will be organised in 16 countries from November 2015 until February 2017.

As a Push and Pull reference group member, Steve Ison, Professor of Transport Policy at Loughborough University, presented "Local challenges", considering parking and new technologies, parking search traffic and residential parking. "More efficient use of parking resources can reduce traffic and emissions", he explained. Parking issues can be solved by integrated subregional parking combined with public transport. Until now, public transport is often planned without taking into consideration the parking management, thus presenting an extensive need for integration.

Guiliano Mingardo of Erasmus University stated the problems of enforcement in the parking sector. "Technology can help us accomplish a fair and efficient parking enforcement", he said, looking into the future.

Parking enforcement is essential and for increasing efficiency technology like automatic number plate recognition and parking sensors are the future. But there are some important issues in enforcement, like privacy regulations or differences in national and even local authorities. "Technology moves a hundred times faster than legislation", Mingardo explained, pointing out how modern parking enforcement is probably going to be a rather long journey. Efficient and better decision making in the future is grounded on big data. In fact, Mingardo pointed out, that today, the parameter "data" has become as important as "location".

City challenges

The first session of presentations about city challenges was opened by Hermann Blümel, city of Berlin, who showed an interesting development in Berlin. Motorised transport is going down in the german capital. The only mode of transportation that's been recently increasing is cycling – an eligible trend. One of the cities objectives is that by 2025 three quarters of all journeys should be ecologically friendly. This can be achieved for example through a flexible car-sharing system based on electrical vehicles. "There is a dynamic demand in the use of carsharing", Blümel pointed out. In the future he sees an integration of the two hemispheres of public and private ground.

A similar approach is pursued in Belgium, represented by Louis de Geest of the city of



Louis de Geest



Tomasz Zwolinski



Sergio Fernandez-Balaguer



Valentino Sevino



Sven Lackinger



Ivo Cré



Robert Pressl



Steve Ison



GUILIANO MINGARDO



Hermann Blümel

Gent. Their ambitious goal is to reduce car traffic by 40 per cent until 2030. An innovative parking structure in the city centre is an essential part of that plan. A maximum of three hours of parking is applied in the city centre, as well as exponentially higher prices near the centre. A “resident card” ensures, that residents can park near their homes in an organized way. Additionally guarded bike parking is planned and a bicycle rack within 100 metres of everyone’s doorstep. The project is supposed to be finalised by 2017.

Energy-efficient parking management in Krakow

Another project powered by the Push and Pull program is the parking space management in the city of Krakow. A high agglomeration impact is one of the major problems in this city. Thus, different parking zones have been arranged and a big parking lot in the city centre has been eliminated and turned into a place for public use. Instead, underground parking lots have been established. Public transport has been funded and separated lanes as well as new bypasses for public transport were installed. “A sig-

nificant increase of acceptance has been accomplished”, explained Tomasz Zwolinski, who represented the city of Krakow.

Technology Solutions

In the second half of the afternoon three innovative parking technology solutions were presented. Beginning with Sergio Fernandez-Balaquer of the EMT-Madrid, who introduced the Madrid Parking app. The app aims to manage parking information, offering real time information about occupancy and additionally information about lifts, electric charging facilities and a navigation connection to Google.

In Milano, sensor parking has been applied – the so-called TIDE experience – presented by Valentino Sevino of AMAT-Milano. This project increased parking regulation and parking control implementation, also using a smartphone app for customers and enforcement.

Finally, Sven Lackinger of the German company evopark presented their innovative parking system. Their solution aims to simplify the parking experience using an RFID-tag as well as a smartphone app. The

small device can be put in the front shield and so send a signal so the barrier – and it will open automatically. “Digitalisation is happening and it bears a chance”, says Lackinger. For their system to be successful, they need to cooperate with both parking operators, cities and retail partners.

Final statement

A summary of this successful meeting was presented by Ivo Cré. All in all, parking management needs to answer to citizens needs to increase living environment. Some of the management goals are to realise direct impact, increase financial resources and efficiency and obtain public acceptance. Data has to be captured and used for better decision-making. Under the operational goals was linking parking to energy supply, raising revenue in a fair way, better enforcement, pushing to off-street parking and a real price differentiation.

Quote of the day: “Technologies help parking to move away from being a second best solution for transport demand management” – stated by Steve Ison. The question remains: What do we do with it? ■



About 30 people participated in the workshop hosted by the German institute for urbanistics (DIFU) in Berlin.



Announcement EPA Congress 2017

“Parking in the City Lounge” – 18th EPA Congress in Rotterdam

The Doelen congress center is located in the very heart of the city of Rotterdam.

Photo: Rotterdam Image Bank

At the last day of the highly successful EPA Congress in Berlin the city and venue of the next congress in 2017 was announced: Rotterdam with the Doelen congress center as venue.

18th EPA Congress and Exhibition



Rotterdam, 20 – 22 September 2017
Parking in the City Lounge, Powered by VEXPAN

The Doelen congress center is located in the very heart of the city of Rotterdam providing a theatre plenary room up to 700 seats and up to 6500 square meters of exhibition area. This is an excellent opportunity to bring the concept of congress & exhibition to the next level as the #1 event in Europe for the parking industry.

Continue the success of this year's congress in Berlin

The 2017 EPA Congress & Exhibition will build further on the success of the congress in Berlin, as expressed in the final statement (page 19). Key for the coming two years and the next congress as expressed by Nick Lester-Davis at the closing of this congress will be: open in the sense of mind, systems and transparency. The city of Rotterdam is very interesting as city to visit and from an urban development and parking perspective. The event will be organized very compact:

- Congress venue De Doelen at five minutes walk from the main railway station (25 minutes by train from Schiphol airport).
- Seven hotels with over 1,500 rooms in various price ranges within ten minutes walking distance
- Historical congress-dinner venue Laurenschurch (15th century) within the ten minutes walking range from the congress venue and hotels.
- Wide variety of leisure, shopping and culture facilities within the ten minutes walking range.

Once you arrived you do not need any car or bus for transportation: you will benefit from the Rotterdam urban concept called the “City Lounge”.

Exclusive location offers every opportunity

As the 18th EPA Congress & Exhibition will have exclusive use of all facilities of the Doelen congress & exhibition centre, there will be a wide variety of options for large plenary meetings and smaller parallel meetings:

- Plenty of networking opportunities and establish new contacts within the industry as well as with other stakeholders like retail or political advisors
- Exclusive international platform for demonstrating services and products to future customers
- Opportunity to meet and share with a well informed and specialized audience of planners and architects as well as public and private parking operators
- The combination of exhibition and congress offers a combination of applied science and practical examples under one roof.

Several international project groups, facilitated by EPA, will help preparing an interesting program with up-to-date subjects. This may be more or less “traditional” subjects with ongoing development like optimized use of existing (semi-private) parking facilities, quality of on-street parking services and the role of parking regulation for access of urban functions (i.e. retail).

But there will also be “disruptive” subjects to be looked after like the role of digital service providers and the effect of autonomous driving vehicles coming to the market. ■

Fourth GPALs Summit

“What is parking going to look like in 25 years?”

Every year, parking association leaders from around the world meet at GPALs, the Global Parking Association Leader Summit, to gather and share information, discuss and talk about mobility and parking, industry trends and membership challenges. This time in combination with the EPA Congress in Berlin.

About 20 of the world's most influential parking association leaders came to the meeting in the Estrel Convention Centre in the morning of Wednesday, September 23, in Berlin. In conjunction with the trade fair Parken and the EPA congress, the occasion was used to hold the fourth annual GPALs Summit.

Former EPA president Nick-Lester Davis opened the meeting, followed by a round of introductions: representatives came from all over Europe, the US and Canada. The British Parking Association, represented by Nigel Williams, presented their news in mobility and parking. “We need to learn to manage with the new players in parking and adapt”, said Williams, stating a special challenge.

Lively discussion on industry trends

Eight discussion points were on the agenda for this meeting – but only one was needed to start a lively and very interesting discussion that lasted until the time was up and the meeting was closed. The first point was the current industry trends occurring in the different countries and every member of the group took a part in the emerging conversation.

One of the key questions “What is parking going to look like in 25 years?”, was initiated by new EPA president Laurence Bannerman. Without coming to a certain answers, several scenarios were discussed and information shared. Accordingly the question raised: “What can we do as a parking association?”

Events are moving quicker than ever and the parking sector has a lot to focus on. It needs to aim to reduce car use and simultaneously look at the scenario of what happens if it increases by 50 per cent. 25 years ago the parking sector was all about infrastructure – today the key word is “mobility”, and how we need to collaborate to improve it.

A topic that everyone agreed on was new technologies. Hand in hand with the topic of this years EPA congress “Parking in the



Participants of this years GPALs Summit

world of tomorrow”, technology has to be a part of the future of parking as well as it already is in every other sector. “Technology is an enabler”, was one opinion. Everyone wants to make and have parking easier: everyone will want to manage parking on their smartphone in the future. “Paying by plate” is one of the new technologies that was brought up by Bannerman. But there is not only that bright side of technology: obviously, paying automatically over number plate is highly efficient – but it also makes the parking experience very impersonal.

Parking needs to take a step into the future

Obviously, big data is a difficult topic and so it was discussed in the group. There is so much out there, that it all becomes difficult to look at. One of the results was that nonetheless, intelligent data not only can but has to be used now to make the right decisions.

Kim Jackson, who represented the International Parking Institute (IPI) and is the Director of Transportation and Parking Services at Princeton University, was happy to report, that now even the universities began to look into parking, which is an important development. Accordingly, for the first

time, a student's work was presented at the EPA congress in Berlin, a research project about dynamic pricing of the University of Rotterdam. Parking is an important part of mobility management, so “we have to get it out of the cave”, Jackson animated, “we need to improve our image and tell our success stories”.

The role of parking associations

The opinions on the role of the parking associations in the future developments were overall uniform. “We need to be leaders, not followers”, became a common agreement. To accomplish that, it is necessary to think broad. For the system to work, parking authorities need to work together and include new players like Google, Microsoft or Apple.

The lack of standards is a common problem, the parking leaders have to work on. It is a challenge for the parking industry to define standards and so find common measurements. ■

The next GPALs Summit will be in Nashville, TN, USA on May 17, 2016 linked to the IPI conference.

 parking.org/GPALS

General assembly of the European Parking Association 2015

Laurence A. Bannerman is new EPA president

In the course of the 17th EPA Congress in Berlin delegates and representatives from the national member associations met for the yearly general assembly of the European Parking Association. Most important item on the agenda was the election of the EPA board. After six years of a successful presidency Nick Lester-Davis resigned from his position – which besides is obligatory according to the statutes of the EPA. Apart from that Lester-Davis said with a twinkle in his eye: “I have no idea to be like Sepp Blatter”.

As Nick’s successor Laurence A. Bannerman became new EPA president. Laurence has been active in the EPA for more than twenty years and recently he was Vice President and Chairman of the Scientific and Technical Committee for the EPA congress. The new president has a term of office from 2015 to 2017.

Big challenges

In his short inaugural speech Laurence A. Bannerman pointed out the “big challenges ahead of us”. He stressed the “strategic role of parking in the world of mobility systems. We have to push harder not to be thrown out of the saddle”. This is happening in a period of change towards to digitisation, said Bannerman. And therefore the role of parking operators is also subject to modifications. Laurence did not forget to emphasize the atmosphere of “a big family” within the EPA. This shouldn’t change.



The present EPA Board members after the general assembly in Berlin: (from left) Antoni Roig, David Kownator, Laurence A. Bannerman, Nigel Williams, Stefan Sadleder

New EPA Board members

The elections resulted in further personnel matters. New to the EPA Board is David Kownator, Chief Transformation Officer at Vinci Park, as well as Nigel Williams, Parking Matters. EPA Vice President Antoni Roig has been re-elected to the board. The board will continue the close collaboration with representatives from the associate members.

“Thank-You-Award” for Lester-Davis

With moving words Laurence A. Bannerman gave thanks to his predecessor Nick Lester-Davis and presented a “Thank-You-Award” also on behalf of his colleagues to him as a souvenir in the style of the famous EPA Awards.



I have no idea to be like Sepp Blatter.



■ Nick Lester-Davis with “Thank-You-Award”

Current constitution of EPA’s leading councils

EPA Board

- President: Laurence A. Bannerman, AIPARK, Italy
- Vice President: Antoni Roig, BSM, Barcelona, Spain
- Board members: Georgious Hadjigeorgiou (Vert&Blanc Car Parks, Cyprus), Tami Koivuniemi (Finnpark, Finland), David Kownator (Vinci Park Europe, France), Michael Kessler (Contipark, Germany), Stefan Sadleder (APCOA, Austria), Nigel Williams (Parking Matters Ltd., UK)

EPA Policy and Strategy Committee

Sebastian Bringmann (Germany), Joao Caetano Dias (Portugal), Ferenc Kocsis (Hungary), Edouard Lecomte (France), Jaime Lopez (Spain), Peter Martens (Netherlands), Manny Rasores de Toro (United Kingdom) were elected to the Policy and Strategy Committee. Thomas Riehmer (Austria) is co-opted member of this group. The EPA Policy and Strategy Committee manages the EPA task groups.

New EPA Full Member

Turkish Parking Association



The Turkish Association of Car Park Operators was established in 2014 with agents from the public and the private sector aiming to professionalize the parking sector in Turkey. The Turkish Parking Association is the 22nd full member association of the EPA. ■

www.otopark.org.tr

New Associate Member

Empark

Empark was founded in 1994 in Portugal and operates 80,000 spaces all over the country and more than half a million in five European countries. Empark pioneered in the introduction of major on-street technologies in Europe and has been awarded with two EPA awards. Empark is now an associate member of the EPA. ■

www.empark.pt



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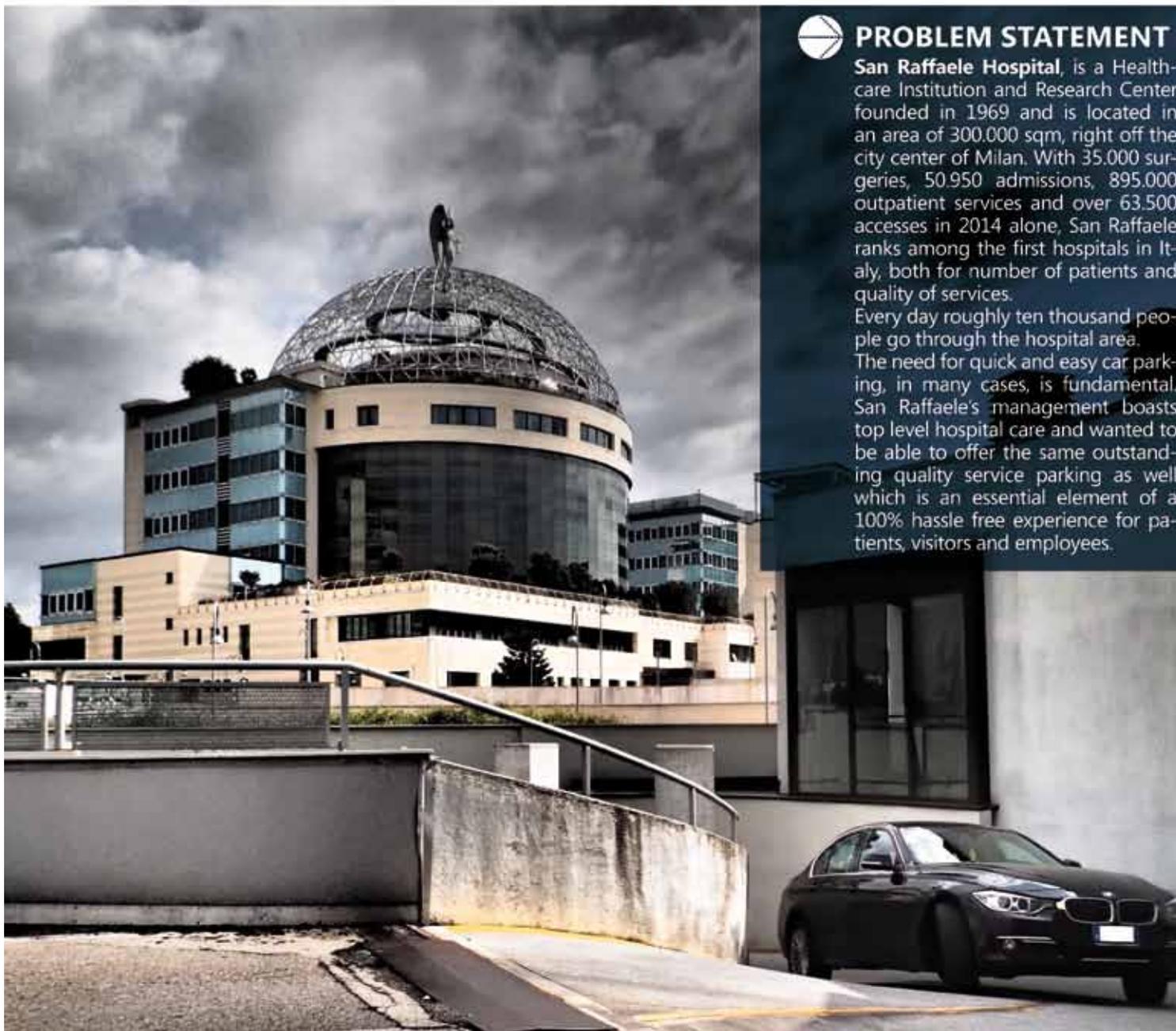
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CASEstudy HUB

MILAN
SAN RAFFAELE
Hospital



PROBLEM STATEMENT

San Raffaele Hospital, is a Health-care Institution and Research Center founded in 1969 and is located in an area of 300.000 sqm, right off the city center of Milan. With 35.000 surgeries, 50.950 admissions, 895.000 outpatient services and over 63.500 accesses in 2014 alone, San Raffaele ranks among the first hospitals in Italy, both for number of patients and quality of services.

Every day roughly ten thousand people go through the hospital area.

The need for quick and easy car parking, in many cases, is fundamental. San Raffaele's management boasts top level hospital care and wanted to be able to offer the same outstanding quality service parking as well which is an essential element of a 100% hassle free experience for patients, visitors and employees.



BACKGROUND

Each day at **San Raffaele Hospital** more than four thousands employees and five thousands patients go through the hospital and its facilities. There are three main parking areas: several public parking lots, the reserved parking area for employees and the San Raffaele Hotel subterranean parking lot.

The ongoing illegal parking in the streets close to the hospital was causing congestion, a safety hazard and nuisance to visitors, as well as

residents. Furthermore, several areas adjacent to the hospital were unused and could have been activated as a source of revenue.

The management wanted a 'high availability' Revenue Control Environment able to interface and dialogue with the Hospital' SAP resource planning system while still supplying the features, functions, and management tools required to ease up customer throughput and increase customers' and workers' satisfaction

levels. **HUB Parking Technology** was selected by the management as an accountable and trustworthy technology partner.

The project contemplated several phases of implementation to introduce new revenue and access control system solutions throughout the hospital complex to improve customer satisfaction levels for patients, employees, and operators.

CLIENT REQUIREMENTS

- Reliable, efficient and easy to manage parking system which ensures total control of the parking facilities
- More convenient parking areas compared to the ones previously available at the hospital both for guests and employees.
- Cutting-edge and intuitive management system able to integrate SAP data for automatic, complete and easy-to-pull reports and analytics.
- In-Lane LPR and AVI long range readers to further improve users' experience, car park management and users' security.
- CCTV and Intercom equipment for 24/7 customer assistance.
- Effective and highly responsive after-sales service offering prompt maintenance and onsite service to minimize the downtime of the system.
- Space Count System, VMS LED displays and guidance system for visitors and employees to easily and quickly park their car and find their spot.



RESULTS

HUB Parking Technology installed a web-based, highly scalable and flexible software solution at San Raffaele Hospital which controls the parking services and technologies installed in the area. Thanks to **HUB Parking Technology's** management system, which provides advanced analytics and real time reporting, the Hospital executives can now access anytime and anywhere the **JMS software** while easily controlling the equipment located in several lots from one centralized control room, therefore creating greater operational efficiency.

Janus Management System implementation at **San Raffaele Hospital**, is a great example of the adaptability of our parking

solutions. It simplifies the management of such an high number of parking spaces. It grants less administrative labor and increments fraud prevention by automatically syncing the revenue data coming from the management software with the SAP system of the hospital, thus relieving the parking operators from time consuming updating tasks.

Over a span of time, **HUB Parking Technology** implemented more than 50 different peripherals at San Raffaele's facilities which feature different types of technical solutions, bringing the total count of parking spaces managed to 3.500.

All entry/exit and pay stations are su-

pervised with CCTV cameras and fitted with Intercoms to grant customers 24/7 security and full support. AVI long range readers and license plate recognition systems, as well as VMS displays, have been installed in the lanes to allow seamless and stress free use and access to the parking lots. Some of the lots have a Parking Guidance System that detects vehicles presence (red: occupied / green: vacant) and shows available stalls on LED variable message signs displays to reduce the time needed to find a parking space. This improves user experience on one hand and reduces carbon monoxide emissions on the other, simplifying the search for a free stall. These features, situated in different parking lots throughout the Hospital facilities are managed, thanks to our software, from a unique and centralized control room.

The Full Maintenance Service, provided by **HUB**, empowers **San Raffaele's hospital** management to run the whole facility smoothly and continuously, maximizing the life and performance of the system and protecting the client's investment. **HUB Parking Technology** developed an easy to use and maintain total solution for the San Raffaele Hospital thanks to the accurate revenue documentation and easy information tracking that **JMS** is able to offer.

San Raffaele Hospital can now offer a high level of service even outside the hospital rooms, providing a flawless parking experience that has streamlined operations, increased revenues and raised the users' satisfaction level.





All photos: APCOA/Ingolf Pompe

Approximately 100 people came from all over the world to participate in the second APCOA mobility summit.

2nd APCOA Mobility Summit

Urban mobility and the digitalisation of parking

Our entire urban structure is changing – and with it also our parking system has to evolve. The question of how urban mobility will work in the future was discussed at the second APCOA mobility summit, hosted by APCOA PARKING, this year at the Villa Kennedy Hotel in Frankfurt.

Numerous well-respected speakers were invited to talk about their views and opinions on the topic of future urban mobility. Ralf Bender, CEO of APCOA PARKING, one of the leading car park managers in Europe, made the start. In his speech he talked about the fact how looking for a parking space is

one of the biggest “pain factors” for a driver. The parking business is one of the only areas in which still exists a crucial lack of online opportunities, “we need to change that”, Bender enhances. “Car park management needs to be revolutionized”, he states and also suggests how it can be accomplished: Parking needs to be adapted to the customers needs, for that it is necessary to get to know customers better – and soon, customer relations will be much easier to handle. Until now, 90 per cent of all customers are anonymous; they come and go almost unnoticed. But with the opportunities of online parking and registration systems, real customer relations are made possible. On the other hand, getting along with the data protection policies is going to be a challenge.

well-known distinguished professor of urban planning at the University of California in Los Angeles. His lively and contemporary speech under the title “The high cost of free parking” dealt with the chances and risks of dynamic pricing. A demonstrative example was a short video about the mod-



After his presentation Donald Shoup answered the audiences questions.

How Donald Shoup inspired the audience

One of the highlights of the event was the presentation of professor Donald Shoup,



Ralf Bender, CEO of APCOA PARKING, has the customers needs in mind.



Till Kreiler, Enterprise Geospatial Account Manager at Google



Alex Osterloh, Solution Engineer Google Cloud Platform



Dr. Michael Denkel of AS&P, Albert Speer & Partner

ern parking system of SFpark in San Francisco that is currently tested. The system includes a structure that provides at least one open parking space per block at all times. This is achieved through dynamic pricing, with the cost for a space rising at times where lots of people are looking to find a space (up to six US dollars per hour) and lowering again when there is less traffic (down to as little as 25 cents per hour). The goal is an average occupancy rate of 85 per cent. An interesting fact about this experiment is, that the average parking metre price different than one might expect, actually declined by four per cent in total. The secret behind the system is, according to Shoup, that people are sensitive to prices. Another benefit is the fact that daily cruising per metre declined by 30 per cent, thus preventing air pollution and global warming. After his presentation, Donald Shoup privied answers to the questions asked by the audience.

The future how Google sees it

Google was represented by two speakers, Till Kreiler, Enterprise Geospatial Account Manager, and Alex Osterloh, Solution Engineer Google Cloud Platform. They discussed the meaning of Big Data for new mobility concepts. “Big Data increases, as consumer connectivity increases”, explained Kreiler in his presentation. He emphasised the importance of providing information and using it well to interact with customers. As a conclusion he summarised, that the re-

quired technology already exists – we would just need to learn to use it.

Dr. Michael Denkel of AS&P, Albert Speer & Partner, a well-respected urban planning agency, explained what the city of the future will look like. To make a forecast he primarily suggested looking at the past. His claim: Look at the city 20 years ago and you can get a clue about the development in the future. According to Denkel, 80 per cent of the future city of 2035 already exists. “The city is an image of society”, says Denkel. The so-called Generation Y will get away from owning and instead share and use more. Apart from that society will go back to nature and care more about sustainability. The city of the future for him is a “smart city”, as well as an “easy city”, thus efficiency, quality and safety will increase. Concerning the parking industry he predicts that cars will no longer be parked on the road, but in car parks off the street, making the streets greener. Traffic will be slower, calmer, safer and more efficient.

Innovation in Westminster City

Kieran Fitsall, Head of Service Improvement and Transformation for City Management and Communities, represented the Westminster City Council in London. He introduced the innovative on-street parking system in Westminster City. In this small inner city area, the biggest challenge was, that there is a huge amount of people living and working in a small area – thus there was usually a high congestion.

By installing new parking metres, which accept only credit cards, the problem of theft of coins in the metres could be solved. They also introduced a technology that enables to find a parking spot via phone. This is achieved by installing sensors on the street. The small device, put into the parking bay, costs 200 Pounds apiece. Via the app “ParkRight”, it sends information about open spaces to the smartphone. Another 7,000 of these sensors are going to be installed in Westminster because of the positive feedback so far.

Customer centricity

Dr. Dietmar Geppert, Director Marketing and Sales at APCOA Parking explained in his presentation how the digital transforma-



Kieran Fitsall represented the Westminster City Council in London

tion can be used as a promoter for customer centricity. “Parking is more than gate up – gate down”, he pointed out recommending a more customized parking. The customers’ habits are changing, and so needs the parking industry. As only a means to an end parking has to be less stressful for the user to eliminate his pain points. A car park can no longer be just a car park: One attached to a hospital for example needs to fulfil other requirements than an airport car park. As a convenience, additional services should be offered to the customer – like car wash during the parking time or inspection. Another option is a bonus system where the customer can get bonuses and so become attached

to a special car park. “Digital Disruption”, was one of Geppert’s key phrases, describing how parking also needs to evolve with the world into the digital age.

Shared mobility is the future

Christian Freese, General Manager, who talked about the development of shared mobility, represented the relatively new company “UBER”. UBER offers to connect drivers with users, comparable to a private, shared taxi. The ridesharing provider had to deal with critical views concerning its competition with the local taxi companies and the fact that for a while anybody could transport people over the UBER app.

Freese explained that a change in the mentality of society enables new mobility concepts and business models. Nowadays people no longer need to own a car, or be the only one to use it. This fact does not have to be a threat to the parking industry but rather a chance it has to take. For the future, ridesharing means, that there will no longer be cars with only one person in it, which is a real benefit for the environment. But also cars will drive a lot more than today and thus have a bigger abrasion as well as more needs for parking spaces.

have changed in ten years. The results were fairly consistent: Parking will become much easier through new technologies. For example finding a parking space and getting information about pricing in advance will become easier and the whole city will become smarter. Another big change in the future will be environmentally friendly behaviour, as in electric or hybrid cars, driving more slowly and thus preventing congestion. The parking industry is in a place, where it is important to recognize the chances of new media and technologies and adapt and evolve to the future. ■



Dr. Dietmar Geppert, Director Marketing and Sales at APCOA Parking



Christian Freese, General Manager at the ridesharing company UBER

What will a city look like in 2035?

At the end of the conference, every speaker drew a conclusion about how the city will

 **Summary**

Our entire urban structure is changing – and with it also our parking system has to evolve. The question of how urban mobility will work in the future was discussed at the second APCOA mobility summit, hosted by APCOA PARKING, this year at the Villa Kennedy Hotel in Frankfurt. Approximately 100 people came from all over the world to participate in the event. Some of the lessons learned: mobility becomes smarter, parking will be even more convenient and customer-oriented. And this will be achieved by digitization.

 **Zusammenfassung**

Die Struktur unserer Städte verändert sich zunehmend und fundamental – und das stellt auch an die Parken Branche neue Anforderungen. Die Frage nach der urbanen Mobilität der Zukunft wurde beim zweiten APCOA Mobility Summit thematisiert, dieses Jahr im Villa Kennedy Hotel in Frankfurt. Rund 100 Teilnehmer aus der ganzen Welt nahmen an der Veranstaltung teil. Einige der Erkenntnisse: Mobilität wird smarter, das Parken noch komfortabler und kundenorientierter – ermöglicht wird das durch die Digitalisierung.

 **Résumé**

La structure de nos villes connaît une mutation croissante et fondamentale – ce qui confronte aussi le secteur de la gestion des parkings à de nouveaux défis. La question de la mobilité urbaine d’avenir a été le thème du deuxième sommet sur la mobilité de l’APCOA qui se tient cette année au Villa Kennedy Hotel à Francfort. 100 participants venus du monde entier ont participé à la rencontre. Parmi les résultats : la mobilité intelligente, le stationnement encore plus confortable et orienté vers la clientèle – tout cela permis par la numérisation.

 **Resumen**

La estructura de nuestras ciudades cambia cada vez más y de un modo fundamental, lo cual también plantea nuevos desafíos en el ramo de los aparcamientos. La cuestión de la movilidad urbana en el futuro se tematizó durante el segundo APCOA Mobility Summit, celebrado este año en el hotel Villa Kennedy en Fráncfort. Unos 100 visitantes procedentes de todo el mundo participaron en el evento. Algunos extractos: la movilidad será cada vez más inteligente y el aparcamiento más cómodo y orientado a los clientes, algo que será posible gracias a la digitalización.



Photos: Siemens

First pilot project in public area

Siemens starts pilot project in Berlin to test radar-based parking space detection

Siemens and partners have launched one of the world's first projects in Berlin aimed at simplifying the search for a parking space. The company has installed for test and demonstration purposes radar sensors on street lamps that provide information on parking space occupancy.

The network of sensors scans from above an area of up to 30 meters, the equivalent of five to eight parking spaces. "Thanks to our system, the nerve-wracking search for a place to park can be made considerably easier as the information on available parking spaces can be transmitted to the car drivers before they set off", says Jochen Eickholt, Head of the Siemens Mobility Division. The test results should be available in 2016 and should prove that by reducing parking search traffic the system is suitable for cutting CO₂ emissions.

As part of the City2.e 2.0 research project, Siemens is demonstrating a faster way to find curbside parking in the Bundesallee in Berlin in cooperation with the Senate Department for Urban Development and the Environment in Berlin (SenStadtUm), the VMZ Berlin Betreibergesellschaft mbH, the Institute for Climate Protection, Energy and Mobility (IKEM), and the Robotics Innovation Center of the German Research Center for Artificial Intelligence (DFKI). Therefore, street lamps on a 200-meter-long section of road between Walther-Schreiber-Platz and Friedrich-Wilhelm-Platz in Berlin Friede-

nau have been fitted with radar sensors that continuously monitor urban parking areas and report free parking spaces and the number of occupied e-parking spots to parking space management software.

Finding a parking space with the smartphone

The data collected by the system can either be used by the traffic information center for its own information services or forwarded through a data interface, such as to app operators, so that drivers can always find free parking spaces simply by using their smartphone, a navigation device or the parking guidance signs. The key aspect here is, that the software application developed by the Robotics Innovation Center uses intelligent learning methods. Data from parking space sensors helps the system to recognize typical parking space situations. This learning feature enables the system to predict in advance where and when the best chances exist for finding a free parking space.

The system is also coupled with a multimodal route planner. So if no parking spaces are available, the route planner provides

real-time information on possible options for switching to public transportation services. The project is funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB). By doing so, the Federal Ministry is pursuing one essential goal: the reduction of the carbon dioxide, pollutant and noise emissions due to road traffic. ■



A craftsman is installing a sensor on a street lamp.

Quercus launches new product

New SmartLPR® Access with motorized lens: smarter than ever

Quercus announces the launch of the new license plate recognition unit SmartLPR Access with motorized lens and all the necessary equipment for license plate acquisition and processing in an All-in-one

Photo: Quercus



solution.

SmartLPR Access is one

of the few products on the market with a stand-alone architecture that apart from the remote control lens includes in the same device digital camera with motorized lens, OCR processor, lighting, Wiegand output interface, I/O and Ethernet.

According to Quercus, the motorized lens provides straightforward and fast adjustments, along with remote control of the zoom and the focus of the unit. The user is supposed to be able to make the most of the motorized lens to accurately establish these settings so that license plate could be correctly read. All the optical readjustments can be done remotely.

The internal web-server has been designed to enable the simultaneous setup of different units, as the settings of one unit can be replicated to all the LPR units in the car park. The results of the settings can be verified by means of the web based tool, allowing for on-the-spot check and maintenance.

“The parking and security integrators will always prefer products that integrated in their projects are undemanding, allow for time-saving setup and maintenance, and do

not involve loads of cables nor other exterior equipments”, says Carles Trupita, Quercus’s Technical Support Director. “SmartLPR Access is meant precisely to address this need, providing an All-in-One reliable solution with an effortless installation, that allows for remote and accurate setup of several units at the same time, reducing time and costs”, he adds.

SmartLPR Access would offer a technological product suitable for both parking and security applications. For access control applications, the unit would integrate a Wiegand output interface and allow for internal white lists. No external modules would be necessary; the conversion to Wiegand format would be done automatically. The internal white list could be used to make it operate as a stand-alone unit or as a back-up mechanism to open the barrier in case that access control management system fails. ■

Smart Parking

TINYNODE presents wireless vehicle detection systems

Tinynode SA, the Swiss company specialized in wireless vehicle detection systems established in 2012 and recently integrated in Paradox Engineering’s ecosystem, showcased its smart parking solutions at Parkopolis 2015, the international event about parking and urban mobility that took place in Paris, Porte de Versailles.

Independent studies highlighted that people spend up to 60 per cent of their driving time randomly looking for a parking space. Tinynode claims that its technologies help cities and people stop wasting time, life quality, and resources by implementing efficient vehicle detection systems and parking solutions. A4 and B4 sensors should provide a simple, cost-effective and reliable way to detect if a parking lot is free or occupied by a car, offering data reliability exceeding 98 per cent.

Installed above or flush with the ground, Tinynode’s sensors rely on a patented, lowest-power, multi-hop, self-configuring radio communication protocol enabling a number of applications for street level parking, multi-storey car parks, time-limited parking lots, elec-



Photo: Tinynode

A4 and B4 sensors provide a cost-effective way to detect if a parking lot is free or occupied.

tric vehicle recharge stations, and so on. Citizens’ and tourists’ experience can be further improved by smoothly integrating Tinynode’s solutions with panels and displays, mobile apps, and mobile payment systems. Already deployed in successful smart parking projects across Europe, Tinynode’s sensors are supposed to be easy to install and maintain, with batteries lasting up to ten years.

As Tinynode is now part of Paradox Engineering’s ecosystem, the company will continue to provide superior smart technologies and offer customers the opportunity to take advantage of Paradox Engineering’s enhanced solution portfolio, with unparalleled products and services to manage any kind of urban service, from parking and mobility to public lighting, solid waste collection, and many more.

Paradox Engineering and Tinynode share the same DNA, based on wireless technologies for urban environments, and have a common vision: to provide machine to machine communications enabling smart environments in the Internet of Things age. ■

New Stringo 3 by Famek

Vehicle mover reduces physical strain on staff

Stringo S3, the latest generation of vehicle mover, has been developed to focus on the operator and the handling technique. They claim improved ergonomics and greater safety for both the operator and the vehicle.

One of the fundamental advantages of all Stringo models, according to INS, is their ergonomics. The company claims that just one person can easily and efficiently move a car indoors with the ignition off, without putting their body under a lot of strain, therefore reducing the risk of employees getting strain injuries. And with the Stringo S3, the company has taken further steps in that direction by improving the working position for the operator. When vehicles are transported indoors the space available is often limited; Stringo S3 gives the operator a good overview and a setup for smoothly and safely manoeuvring the vehicle over to its new location. Contributing factors here are the minimal turning angle when using a ride-on platform, a new control handle and a control lever that can be adjusted for every

operator. The new way of steering the vehicle contributes to a more relaxed handling technique, leading to more focus on the move itself. All the regular service points are in one place to facilitate servicing and maintenance.

Emitting any hazardous substances

“Every single aspect is important to us,” says Nina Thelin, CEO of Famek, the company that manufactures Stringo. She continues: “Every thought, every customer and every transport play their part in a product that transports vehicles indoors efficiently and powerfully without emitting any hazardous substances. We move seven million cars each year without spending a single penny on fuel. As well as being kind on the environment, this also benefits the staff because

the risk of strain injuries is significantly reduced due to the vehicle mover taking on the heavy load. The new Stringo S3 demonstrates that we never leave anything to chance when it comes to development.” For two decades now, Famek has invested a great deal of time and effort into moving cars as efficiently, easily and safely as possible. “Every day we work on our products in close consultation with our customers all over the world. Watching, listening to and learning from the market is our way of keeping the development of the vehicle mover of the future going”, explains Nina Thelin. “And that commitment was the starting point for coming up with our new model, the Stringo S3. The development focus centres on ergonomics, safety and making servicing flexible and easy to do.” ■



Photo: INS/ Stringo

With the new Stringo S3 one person can move a car indoors with the ignition off, without putting their body under a lot of strain.

ICES in Winchester

King Alfred remains at the cutting edge of enforcement

As the first local authority outside of the capital to adopt decriminalised parking enforcement, Winchester City Council is not afraid to lead from the front. And, working in close partnership with Imperial Civil Enforcement Solutions (ICES), it has continued to encourage and support innovation in all areas of civil enforcement.

“The Parking Services team at the Council have played a very active role in our User Group for nearly 20 years”, says ICES Sales Team Manager, Mandy Watson. “In particular, the insight and contribution of the Council’s Assistant Parking Services Manager – Scott MacBrayne – was invaluable in the development of our dedicated enforcement software for handhelds and now smartphones. And we’re now working with Scott and his colleagues on an exciting new development in intelligent camera technology.”

Winchester City Council was one of the first authorities to adopt back office processing software in the early 1990s. The ICES 3sixty system has continued to develop over the intervening years in terms of functionality and to reflect new generation technologies and new legislative developments. However, despite the adoption of cutting edge technologies, the Council’s Head of Parking and CCTV, Richard Hein, is quick to emphasise that the authority is absolutely committed to fair enforcement and encouraging both on and off-street compliance.

“Although, the Council’s boundaries extend far beyond the city itself, it serves the

interests of around 120,000 residents”, says Hein. However, the local economy is dependent not just on business but also on day-trippers and visitors as the heritage and history of the area attracts well over 5.5 million visitors to the city a year. This puts a great strain on our transport infrastructure, so it’s essential every effort is made to keep narrow city streets flowing and maintain accessibility to parking facilities at all times in order to meet the disparate needs of residents and visitors alike.

“Welcome host” training for all CEOs

“Heavy-handed enforcement would be completely inappropriate. As a result, all 18 of our CEOs have attended ‘Welcome Host’ training and are a source of information for tourists as well as being responsible for encouraging motorists to comply with all relevant parking regulations.”

Winchester City Council has already equipped its CEOs with a smartphone supported with the ICES Rialto enforcement software. Combining the intuitive nature and efficiency of the software and the ease of use of smartphones has proved very popular with the CEOs. But Richard Hein is also keen to highlight the advantages of real-time communications and the flexibility of smartphone technology.

“We’re determined to capitalise on every opportunity to improve the quality of our service for customers which is why we include QR codes on our tickets, have made full use of pay-by-phone payment options and have now replaced our previous handheld units,” says Hein. “As well as simplifying the process of enforcement, the new smartphone technology and supporting software provides us with a real-time link with our CEOs. This has helped us to address elusive debtors, enabled us to relay important information to a CEO while they are on patrol and ensured any queries are



Mandy Watson, Sales Team Manager at ICES with (l-r) Winchester City Council’s Head of Parking, Richard Hein and Assistant Parking Services Manager, Scott MacBrayne.

resolved immediately. The CEOs can also act as the eyes and ears of the Council during their patrols as they can relay instant reports on any highway defects, graffiti and fly-tipping to the relevant Council team using the ‘Your Winchester’ app. We’re now looking at the potential for adopting additional apps which offer customer service advantages and reinforce the role of our CEOs as a source of local information.”

Exciting new development

The Council is also working closely with ICES as the company prepares to launch a further enhancement to its Rialto software solution. This is expected to be launched later in the summer and will provide users with an innovative intelligent camera option to transform enforcement efficiencies. “This is an exciting new development and represents the next generation of intelligent handheld technologies,” continues ICES Mandy Watson “Working closely with progressive authorities like Winchester City Council and experienced officers like Richard and Scott helps to ensure our ongoing commitment to innovation delivers proven and reliable new product developments and system upgrades for the benefit of all of our clients.” ■



Winchester City Council Civil Enforcement Officer Ann Carroll assisting pedestrians in the city centre.

North East Lincolnshire

Progressive parking strategy is key to area's regeneration

Securing substantial inward investment for Grimsby and Cleethorpes is at the heart of North East Lincolnshire's Strategic Plan and the ten year strategic partnership between Cofely and North East Lincolnshire Council (NELC). A progressive approach to parking management has been taken and is one of a number of initiatives supporting the authority's far-reaching plans for economic regeneration.

"Like all local authorities, we're having to find ways of doing things faster, better and more efficiently than ever before and this is why the partnership with Cofely is advantageous to our success," explains Angela Blake, Director of Economy and Growth at NELC. "But, that's just part of the challenge here in North East Lincolnshire. We're also totally committed to delivering versatile and future-proof services that provide positive support and encouragement for local residents and local businesses as economic rejuvenation is realised. Parking Services is one such area. Here, we've made considerable savings in operational costs, resisted the pressure to increase parking charges and taken steps to maximise the quality of service we provide for residents and visitors to the area."

"Working with an experienced and trusted partner the Council has achieved its goals – cost savings on the one hand and service improvements to support schemes like the proposed 20 million pound retail and leisure expansion in Grimsby town centre on the other. Our work with Imperial Civil Enforcement Solutions (ICES) has transformed our operational efficiencies, helped us to adopt new working practices and is enabling us to embrace more advanced solutions using real-time communications. As a result, the quality of service we're providing to citizens is better than ever and the parking operation is able to make a direct contribution to the council's savings target."

Using new technologies

All 15 of the Council's Civil Enforcement Officers (CEOs) now have new uniforms with CCTV monitoring cameras and use smartphones equipped with the ICES' dedicated enforcement software, Rialto. The ICES 360 back office processing system is used for collating, managing and processing all enforcement activities, with all data downloaded from the smartphones in real-time. Significantly, special messages can also be conveyed in real-time to CEOs while they are on patrol.

Such functionality has proved to be particularly effective in helping the parking team to respond to issues arising during major public events in the area. It has also supported the Council's moves towards more integrated working practices, as it is much easier for CEOs to advise relevant security and highways maintenance colleagues of defects or issues with signage and Council property that they identify while on patrol. In addition, the process of identifying and recording contraventions is also much simpler and quicker than before and there is less chance of data entry errors and confrontation during patrols.

"It's now much easier for us to issue special one-off permits at short notice to residents and businesses as well as those colleagues hosting potential inward investors and other VIPs," explains Stacey Chaplin, Parking Strategy Manager, Cofely. "And, it's so much easier for CEOs to respond to queries from members of the public as they can now use their smartphones to access the internet or contact the back office team for any additional information."

Cost savings with service improvements

"We're absolutely delighted to have matched cost savings with significant service improvements. We're now taking steps to build on such progress and move forward with the next phase of our plans for all 26 of our Pay and Display car parks so we can be even more responsive to local needs and aspirations. The focus of our parking strategy remains clear – to provide the best possible experience for all members of the local community and the huge number of visitors to the area during the holiday season."

The partnership between Cofely and North East Lincolnshire Council (NELC) began in July 2010 and saw various services outsourced to Cofely. Over the past five years Cofely has delivered a number of improvements on behalf of the Council. As Angela Blake emphasises, however, the parking strategy is not something that has been developed in isolation.

"Our progressive approach reflects our broader economic regeneration objectives. It also recognises that the effective introduction of new technologies is absolutely essential if we are to deliver a sustainable and agile solution for parking management and civil enforcement."



Stacey Chaplin, Cofely's Parking Strategy Manager with ICES' Doug Woodhouse.

2015

November 10–12

11th SPA Parking Conference

Host: Slovak Parking Association
High Tatras, Slovakia

www.spa-parking.sk

November 16–17

The 8th International and Technical Conference

Krakow, Poland

www.sitk.org.pl/parking-policy-in-cities-2015/

November 19–20

2015 Annual Polis Conference

Brussels, Belgium

www.polisnetwork.eu/2015conference



2016

April 5–8

Intertraffic Amsterdam 2016

Amsterdam, Netherlands

www.intertraffic.com/amsterdam/

Further events at: www.parking-net.com

8th Conference, 16–17 November 2015 in Krakow

Parking Policy in the Cities

Functional, legal, economic and organisational issues related to parking systems are discussed at the 8th International and Technical Conference PARKING POLICY IN CITIES. From November 16 till 17 professionals can exchange their knowledge and experience.

Topics will be: modern parking management systems, Parking guidance and information systems, the Technical aspects of car

parks, Multilevel car parks, Methods of car parks trip generation estimation, Parking standards, Legal considerations of parking systems, Evaluation of paid parking zones, Effectiveness and organisation of parking charge collection, National and international experiences with Park & Ride systems.

The chairman of the scientific committee of the conference is Andrzej Szarata from the Crocow University of Technology.

7th APNE, 23–24 November 2015 in Stockholm

Discussing about airport parking

At the end of every year decision makers in the parking industry and airport parking managers from all over the world follow the invitation from Parking Network and come together for the Airport Parking Network Event. This year, from November 23th to November 24th, the event takes place at the Arlanda Airport in Stockholm, Sweden.

In workshops, open discussions and during networking lunches airport-parking-profes-

sionals can exchange information with one another.

The workshops deal with topics like the marketing of airport parking, camera based parking guidance or online booking.

This 7th edition of the event is co-hosted by Swedavia Swedish Airports. The venue will be he Clarion Hotel Arlanda Airport.

Further events at: apne.parkingevent.com

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Publisher

Dr. Wieland Mänken
Phone +49(0) 22 03/35 84-0

Publication Manager

Wolfgang Locker

Editorial Team

Marko Ruh (Editor)
Phone +49(0) 22 03/35 84-114
marko.ruh@maenken.com

Lena Weger
Phone +49(0) 22 03/35 84-181
lena.weger@maenken.com

Gerhard Trost-Heutmekers
Phone +49(0) 2 21/2 57 10 18
epa@europeanparking.eu

Elisabeth Herles
Phone +49(0) 2 21/2 57 10 18
epa@europeanparking.eu

EPA Editorial Team

Laurence A. Bannerman,
Igor Dula, Liam Keilthy,
Peter Martens

Advertising Team

Wolfgang Locker
Phone +49(0) 22 03/35 84-182
wolfgang.locker@maenken.com

Etienne Lazzaro
Phone +49(0) 22 03/35 84-121
etienne.lazzaro@maenken.com

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