



Position Paper

September 2019



POSITIVELY PROMOTING PARKING SOLUTIONS FOR SUSTAINABLE MOBILITY

Urban areas are constantly expanding due to their attractiveness for services, work, leisure, commerce and culture and creating challenges for both municipalities and citizens alike.

(Smarter) cities are looking for enhanced mobility solutions to reduce pollution, congestion, and time spent by vehicles circling and searching for parking spaces and generally improve accessibility.

While some cities are looking into fluctuating parking charges (price variations according to demand) to ensure that some spaces are always available, others are revamping parking policies and updating zoning rules to induce and encourage clean mobility-oriented developments.

Cities are looking for smart solutions to keep residents, workers, visitors and companies mobile in a fast-changing world, in line with sustainable practices. We need to maintain cities for all citizens. Now is the time to be "smart!"

The European Parking Association (EPA), founded in 1983, is the umbrella organization for 22 European national parking associations. The EPA positions the parking industry in a strategic context as part of the mobility ecosystem and due to the vast and varied management experience the parking industry is able to present key solutions for the urban mobility challenges.



The EPA aims to facilitate cooperation between the professional parking organizations of the European countries and exchange professional know-how amongst both its members and mobility related stakeholders and policy makers.

The EPA promotes and supports the parking sector within the context of broader mobility and development strategies within Europe. How is this achieved? An important part of our mission is to exchange information and best practices, influence and lobby at European and international levels, promote the important financial and technical resources available for Public Private Partnerships and the local economies, developing new standards and by delivering services to our members.

Let's promote smarter and more sophisticated integrated parking solutions for improving sustainable urban mobility together!

A handwritten signature in black ink, which appears to read 'Laurence A. Bannerman'.

President Laurence A. Bannerman
European Parking Association

CONTRIBUTING WITH KEY SOLUTIONS TO URBAN MOBILITY

Today smart parking is enabled by digitalization for:

- 3 Public and private space allocation
- 2 Sustainable mobility

4 City centre attractiveness



There can never be a sensible mobility plan that ignores the role of parking. Every car trip, whether it be traditional, shared, electric or autonomous, starts and ends in a parking place. The parking industry is going through a technological transformation and can contribute with key solutions to urban mobility.

In order to encourage car drivers to move away from valuable space in city centers, which can be a source of frustration, new technologies and services are emerging to change the way we consider parking by encouraging awareness of clean transportation and a subsequent reduction of

pollution and congestion. In addition, it facilitates a behavioural shift for car drivers, and turns parking into a more acceptable, shared and sustainable service. Local Administrations must consider the central role of parking in their Sustainable Urban Mobility Plans and the other urban planning tools.

1 Pollution and congestion reduction

Thanks to DIGITALIZATION, data driven **SMART PARKING** services increase the accessibility and efficiency of parking and opens out to integration with other parts of the mobility ecosystem:

1
SMARTER PARKING is key to the **REDUCTION OF POLLUTION AND CONGESTION** in URBAN AREAS by changing drivers' behaviour, reducing searching traffic and promoting the use of electric vehicles and "park & ride" facilities.

2
SMARTER PARKING contributes to **SUSTAINABLE MOBILITY** by facilitating the modal shift to public transport and cleaner mobility solutions (connected, automated, shared, electric), thanks to digital and physical connections through PaaS (Parking as a Service) and urban mobility hubs.

3
SMARTER PARKING contributes to a **BETTER USE OF URBAN SPACE** (public and private) by supporting CURBSIDE MANAGEMENT and offering UNDERGROUND PARKING SERVICES to manage the space occupancy by new mobility schemes and facilitate last mile delivery.

4
SMARTER PARKING contributes to the **ATTRACTIVENESS OF CITY CENTERS** by managing parking integrated in urban areas to better serve cities and citizens for increased accessibility and overall efficiency in city life.

Summary

Parking is about more than just a physical space. Smart parking services are key to creating clean urban mobility solutions and attractive city centres by improving the accessibility and quality of life for inhabitants and visitors. Smart parking tools are easily available and enable the use and integration of all the existing urban infrastructure in a more efficient way.

INSPIRING SOLUTIONS

EPA is supporting and promoting "best in class" parking solutions through ESPA (European Standard Parking On- and Off- Street Awards) and the prestigious biennial EPA Awards in five categories. EPA facilitates knowledge and exchange at the well-established EPA Congresses and has contributed to the EU funded initiative Push & Pull (EU initiative with the contribution of EPA).

There is no "one size fits all" solution. Smarter parking contributes in different ways depending on the characteristics of the cities and their unique challenges.

SMART PARKING

Digitalization, working in tandem with appropriate political strategies, is the pillar to improve parking efficiency and offer new parking services to better serve cities' mobility policies and/or Sustainable Urban Mobility Plans (SUMP).

Digital recognition (by licence plate number) simplifies parking access and payment compliance and more efficient control. It allows better policy acceptance by users thanks to different tariffs depending on user profiles (resident, professional, commuter, visitor, blue badge, etc.) or vehicle types (two wheels, electric car) and is supported by multichannel payment interfaces for on- and off-street parking (terminals, mobile phones, internet).

New digital parking services based on mobile applications, like PaaS (Parking as a Service), allow users to get information on parking at destinations, book spaces, be guided towards available parking space, pay on- and off-street parking and enable efficient controls.

Digitalization will enable automatic access and payment for on- and off-street parking and support the arrival of self-parking and self-driving vehicles. Digitalization enables a dynamic multi use of parking spaces to meet different needs.

REDUCING POLLUTION AND CONGESTION

As a parked vehicle is a clean one and every trip, whether it be traditional, shared, electric or autonomous, starts and ends in a parking place, managed parking services contribute to the reduction of pollution and congestion by inducing changes in drivers' behaviour, promoting the use of clean and shared vehicles and reducing circling traffic.

To promote the use of clean and shared vehicles, Smart Parking allows for specific and dynamic tariffs for parking facilities, depending on the level of pollution of the vehicle and the number of passengers. In addition, off-street parking facilities are the most obvious EV charging locations to promote the use of electric vehicles as are the on- street spaces. The electrification process and relative speed for electric vehicles adoption, differs throughout the individual European countries. EPA facilitates and stimulates the exchange of knowledge, policies and best practices between its members in order to provide our members and stakeholders the necessary information on this important topic. To reduce traffic congestion, smart parking enables introducing new policies (such as fee variations based on time of arrival or departure) to reduce peak hour demands and the related polluting effect.

To reduce parking searching time, Smart Parking allows operators to deliver information about parking availability at destinations, influence private car use, and deliver guidance to direct traffic to available areas.

Smart parking is DATA driven, based on integration of multiple services. The EPA and the parking industry are supporting international parking data standardization through APDS (Alliance for Parking Data Standards www.allianceforparkingdatastandards.org)

INSPIRING SOLUTIONS

"As Smart Parking is DATA driven and more and more connected with other services for PaaS and MaaS, curbside management and to support the arrival of self-parking and self-driving vehicles, EPA and the Parking industry is supporting the creation of international parking data standardization through APDS (Alliance for Parking Data Standard www.allianceforparkingdatastandards.org)."

SUSTAINABLE MOBILITY

Smart Parking contributes to the development of sustainable mobility in close cooperation with public transport and new mobility services. Parking space management is an enabler for drivers to change from moving in individual cars to public transportation or engage in new mobility schemes like vehicle sharing (cars, bike, scooter sharing) and connect to pedestrian walkways.

Parking spaces are also utilized by carpooling and ride hailing services for pick-up and drop-off of passengers and for loading and unloading bays.

Street spaces and car parks are being transformed into **Urban Mobility Hubs** connecting different modes of transport enabling modal shift and contribution to the urban logistics cycle.

PaaS (Parking as a Service) is an essential part for MaaS (Mobility as a Service) as the first service used by car drivers when arriving in a city is parking.

The parking industry with decades of experience in on- and off-street parking and curbside management, in "park and ride" and smart parking, is integrating with these public transport and new mobility services to offer cities an easy transition from individual cars to clean and shared mobility.

URBAN PUBLIC AND PRIVATE SPACE ALLOCATION

With the development of new clean, shared, active mobility and door to door delivery due to internet sales and the wish to improve the quality of public space, cities need to reallocate and share curbside and car parks, not only for car parking but for new mobility, pedestrian zones, bike lanes and logistic areas for last mile delivery.

Most of these valuable urban spaces are used for parking and delivery, managed by parking operators who are already developing the transition toward an urban mobility hub logic. On- and off-street parking areas are key locations, and welcome new mobility services like vehicle sharing and city logistics hubs as car parks can be ideal logistic facilities to organize clean last mile delivery and collections.

Smart Parking services managing the use of parking space (variable parking tariffs depending on location ensuring access, user profile, vehicle type, controls) and can easily be adapted to manage the use of these spaces for new mobility scheme requirements.

Some cities are already issuing space occupancy fees (paid and controlled like parking fees) for car sharing schemes, for bike or scooter sharing schemes in dedicated areas and for EV in spaces equipped with charging stations. In order to ensure continuity in the parking and mobility policies it is essential to guarantee a stable regulatory and tariff structure avoiding unjustified revisions of the concessions or management contracts.



INSPIRING SOLUTIONS

CITY CENTRE ATTRACTIVENESS

Availability and quality of parking spaces is key for city centre attractiveness. In some small and medium-sized cities, public transport and shared mobility solutions are not present or adequate, so private cars remain the top choice to attract people to live, work, and shop in the city centre.

Smarter Parking allows cities to optimize parking resources and change citizen's behaviour in coherence with their sustainable urban mobility policies. The EU Push & Pull project is a guideline for implementing the opportunities generated by earmarking parking revenues.

With Smarter Parking, cities can promote public transport and new clean and shared mobility (park & ride, urban mobility hub) and reduce peak periods by influencing drivers' behaviour.

With Smarter Parking, cities can set up different parking tariffs and access rules, and offer digital services with PaaS (Parking as a Service on terminals or with mobile applications) depending on areas (resident or shopping areas), on user profile (resident, professional, commuter, visitor), on vehicle type (level of pollution) and manage inclusivity (people with disability and blue badge holders).

With Smarter Parking, cities can promote shopping in city centres using validations, coupons or discounts to promote parking usage during off peak periods and the forced time rotation of vehicles in commercial areas.

With more efficient parking management strategies integrated into urban mobility, spaces previously used for parking can be reallocated for enhanced real estate utilization and new opportunities to better serve cities and their citizens.



ABOUT EPA

European Parking Association

Positively promoting parking solutions for sustainable mobility

Mission: promoting and supporting the parking sector in Europe, within the context of broader mobility and development strategies; developing the sector by means of exchange of information and best practice; influencing and lobbying at a European and international level; delivering services to the members.

The European Parking Association (EPA), founded in 1983, is the umbrella organization for European parking associations. The national member associations represent the parking industry which consists of private companies and public bodies that are operating and managing on- and off-street parking services. Our members are actively involved in the development, implementation and operation of the different elements and policies around the mobility eco-system and all parking related aspects.

Today, the EPA represents the national associations of 22 countries and their 40 million on- and off-street parking spaces, almost 500.000 professionals and an estimated annual revenue of € 23 billion.

To create a better understanding between the different actors in parking activities, the European Parking Association (EPA) and the city network Polis have established a partnership to discuss the interaction of urban transport and parking activities. POLIS is a network of European cities and regions working together to deploy innovative solutions for a more sustainable mobility.

The main activities of the EPA are:

- Co-founder and operational partner of the International Alliance for Parking Data Standards together with the British Parking Association and the International Parking and Mobility Institute (USA);
- Participating in European Commission Mobility and Parking Projects – “Push & Pull” being the most recent;
- International Parking Congress every two years – this year the 19th Edition in Malaga;
- Elaborating and producing European parking data surveys;
- Conference and workshop events together with the Polis Network.

Contact us:

European Parking Association
Phone: +49 221 2571018
E-mail: epa@europeanparking.eu
Web: www.europeanparking.eu



European Parking Association e.V.
Richartzstraße 10
D- 50667 Köln
Phone:+ 49 221 / 2571018
Telefax:+ 49 221 / 2571019
E-Mail: [epa\(at\)europeanparking.eu](mailto:epa(at)europeanparking.eu)

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