

UNDER THE AUSPICES OF

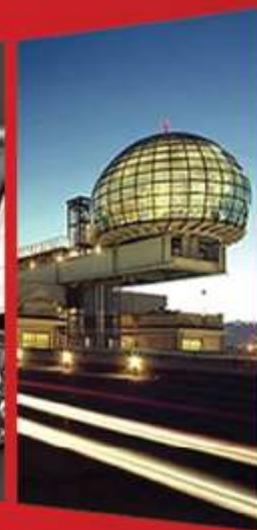


AS PART OF



15⁰ EPA CONGRESS TORINO 2011

Torino, 14th - 16th September 2011



Parking: the new deal

**l'EPA - European Parking Association,
che raggruppa le associazioni di 19 paesi europei,
rappresenta questo settore con i seguenti macro dati di riferimento:**

Vienna (2009),
Madrid, Ginevra,
Londra, Oslo,
Lisbona,
Barcellona,
Budapest, Roma,
Berlino, Nizza,
Amsterdam.

•popolazione nei 19 paesi membri EPA	450.000.000
•autoveicoli privati	225.000.000
•posti auto	350.000.000
•Addetti	350.000
•totale investimenti (€)	1.000.000.000.000
•relativo reddito annuale (€)	40.000.000.000

(fonte 2008: Icon Group, Deutsche Bank, EPA)

We aim to address detailed parking matters as well as wider issues of urban mobility: how the European cities can be accessed and used.

Furthermore, the Congress will debate integrated mobility planning, the new developments in vehicle production, necessity of parking as a tool within the urban mobility system.

We want to show that

**MANAGED PARKING IS A HUGE OPPORTUNITY,
NOT A HUGE PROBLEM**

Everybody related to E.P.A.
understands the importance of

Parking

and that it is undoubtedly
an integral part of the urban mobility system,
but many institutions and stakeholders have not yet
reached this conclusion.

The Torino Congress Organizing Committee has set up an interdisciplinary

Scientific and Technical Committee (STC)

to prepare the Scientific Programme of the Congress.



The STC is a highly qualified interdisciplinary group looking at parking from many professional viewpoints in order to **create a wider communications platform.**

The results have been very exciting: the parking industry and its important contribution for the future functioning of the European cities has been discussed.

COMPOSITION of the Scientific & Technical Committee

21 top level experts with a range of 15 different disciplines

5 universities

3 national institutions

FIAT Research Centre

motor car producers, parking operators, designers

from

**France, Germany, Italy, Spain, The
Netherlands, United Kingdom**



MEETINGS of the Scientific & Technical Committee

28th January

19th March

17th May

2nd July

10th September

1	Laurence A. Bannerman	Italy
2	Bernd Beer	Germany
3	Roberto Bertasio	Italy
4	Mario Carrara	Italy
5	Piero Craveri	Italy
6	Antonio Gennari	Italy
7	Jacques Legaigoux	France
8	Nick Lester	Great Britain
9	Giuseppe Mancini	Italy
10	Massimo Marciani	Italy
11	Peter Martens	The Netherlands
12	Marco Mauro	Italy
13	Giuliano Mingardo	The Netherlands
14	Antonio Musso	Italy
15	Angelo Patrizio	Italy
16	Francesc Robustè	Spain
17	Antoni Roig Alegre	Spain
18	Andrea Roli	Italy
19	Andrea Rosa from July replaced by:	Italy
20	Maurizio Arnone	Italy
21	Riccardo Roscelli	Italy
22	Gerhard Trost-Heutmekers	Germany

Updated Brief 10.09.2010

"How to transform a huge problem into a huge opportunity"

**(Giuliano Mingardo
28.1.2010)**

Gruppo 1 PERCEPTION	Gruppo 2 TECHNOLOGY	Gruppo 3 MANAGEMENT	Gruppo 4 ECONOMICS
PERCEPTION SURVEYS	Future Vehicles for Future Parking	Parking management towards mobility management	Opportunity Cost/value of parking spaces for society
Round table with: STAKEHOLDERS	Future Parking infrastructures and facility layout	Levels of management	Parking fees & Pricing as a tool
Policy makers, citizens, operators, retailers, parking users	Sustainable Parking Construction	The relationship between the Operators & the Local Authorities	An on and Off Street Parking Business Model
	Parking, Electrical Mobility & Electricity provider	Yield management	Sustainability & flexibility
	Integration, Remote Control & New Services	New parking products	Value pricing

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THE CONGRESS HALL

“SALA 500”



THE SCIENTIFIC PROGRAMME

WEDNESDAY 14 th September 2011	<h3>Key Note Speeches</h3>			
MODERATOR TO BE CONFIRMED				
15.00 - 15.30	PERCEPTION <i>The perceived value of parking</i>	Giuliano MINGARDO	Erasmus University Rotterdam STC Member	THE NETHERLANDS
15.30 - 16.00	TECHNOLOGY & INNOVATION <i>Future vehicles and future parking: the FIAT S.p.A. vision</i>	Stefano RE FIORENTIN	CEO Deputy Centro Ricerche Fiat Torino	ITALY
16.00 - 16.30	COFFEE BREAK IN PIAZZA ITALIA			
16.30 - 17.00	MANAGEMENT <i>Parking as an effective tool for urban mobility and accessibility management</i>	(To be confirmed)	Director Mobility Department EU Model City	
17.00 - 17.30	ECONOMICS <i>The high cost of free parking and pricing tools</i>	Donald SHOUP	Professor Department of Urban Planning UCLA - University of California	U.S.A.

The Organizing Committee reserves the right to modify the programme.

Parallel sessions are in preparation and will highlight technical and operative novelties in workshop sessions.

The details of the opening and closing ceremonies will follow.

The Parking Scoop of the 15th EPA Congress

Donald Shoup will be in Torino

The universally regarded expert on parking policies, the parking prophet, the parking rockstar, the only parking expert with 79 dedicated pages on Google, the UCLA Urban Planning Professor with a PhD in Economics from Yale Dr Donald Shoup will be a key note speaker at the 15^o EPA Congress that will take place in Torino Italy from the 14th to the 16th September 2011.

According to Dr. Shoup, free parking is the root problem of many of the ills that face our biggest cities.

He sustains that reforming parking policy will lead to a better pedestrian environment, cleaner streets and air, safer downtown shopping districts, and - yes - even less headaches for drivers trying to find that ever elusive space.

PERCEPTION

There are three aims in this theme: to understand how parking is perceived by the various stakeholders; to improve the image of the parking industry amongst the stakeholders (such as operators, decision makers, users, retail associations) and to establish an agenda for the future development of parking policies.

THURSDAY 15 th September 2011	Perception			
MODERATOR TO BE CONFIRMED				
9.00 - 9.20	<i>European parking trend</i>	Michael KODRANSKY	Global Research Manager Institute for Transportation & Development Policy New York	U.S.A.
9.20 - 9.40	<i>The image of parking</i>	Peter MARTENS	Chairman Policy & Strategy Committee EPA - European Parking Association STC Member	THE NETHERLANDS
9.40 - 10.00	<i>Challenges for the parking sector: the media and public perception</i>	Patrick TROY	Chief Executive BPA - British Parking Association	UNITED KINGDOM
10.00 - 10.20	<i>Parking matters</i>	Shawn CONRAD	Executive Director IPI - International Parking Institute	U.S.A.
10.20 - 10.40	DISCUSSION			
10.45 - 11.15	COFFEE BREAK IN PIAZZA ITALIA			

TECHNOLOGY & INNOVATION

This theme is directly related to providers of parking and their activities and has a number of facets: future vehicles for future parking; sustainable parking construction and transformation; car parking and electric mobility; real time information systems; new services, energy suppliers and car designs.

THURSDAY 15 th September 2011		Technology & Innovation		
MODERATOR TO BE CONFIRMED				
11.15 – 11.35	<i>Smart car park infrastructures in a smart grid</i>	Bernd BEER	AMP Parking Gmbh STC Member	GERMANY
11.35 - 11.55	<i>Sustainable construction criteria of parking structures</i>	Giuseppe MANCINI	Professor Department of Engineering Politecnico di Torino STC Member	ITALY
11.55 - 12.15	<i>The ENEL Group commitment for electric mobility: synergy opportunities with the parking industry</i>	Andrea ZARA	E-Mobility Project Manager ENEL	ITALY
12.15 - 12.35	<i>Important operative electric mobility project</i>	(To be confirmed)		EU
12.35 – 12.55	<i>S.I.MO.NE: connecting to new information technologies</i>	Massimo COCOZZA	5T s.r.l. Tecnologie Telematiche Trasporti Traffico Torino	ITALY
12.55 - 13.15	DISCUSSION			
13.15 - 14.45	LUNCH BREAK IN PIAZZA ITALIA			
14.45 - 15.45	EPA AWARD CEREMONY			
15.45 – 16.45	COFFEE BREAK IN PIAZZA ITALIA			

MANAGEMENT

The way cities will be accessed in the future will change and the management of parking can have an important role. This theme will discuss: local authorities and the parking operators; the integration of on and off street parking; enforcement; transforming parking management into mobility management; sustainability and flexibility; innovative services for the future.

THURSDAY 15 th September 2011		Management		
MODERATOR TO BE CONFIRMED				
16.15 - 16.35	<i>Local authorities & operators: a proactive relationship in parking policies</i>	Jörn MARX	The President of Polis Network City of Dresden	GERMANY
16.35 - 16.55	<i>Parking measures: the powerful instrument of mobility policies</i>	Antoni ROIG	Director Corporate Services for Mobility BSM SA Barcelona STC Member	SPAIN
16.55 - 17.15	<i>Parking, mobility infrastructures and urban logistics: integrated management</i>	Massimo MARCIANI	President FIT Consulting s.r.l. Rome STC Member	ITALY
17.15 - 17.35	<i>New mobility trends, parking and services to the car drivers</i>	(To be confirmed)		EU
FRIDAY 16 th September 2011				
09.00 - 09.20	<i>The evolution of real time info</i>	(To be confirmed)		EU
09.20 - 09.40	DISCUSSION			

ECONOMICS

This theme considers economics at an urban scale, the cost of congestion and the contribution made by parking management. Topics to be discussed include: a parking business model for on street and off street parking to illustrate what goes into managing parking and the costs involved; new parking products and benefits; cost saving and growing markets; pricing as a tool and a comparison of parking charges with a critical look at tariffs and taxes.

FRIDAY 16 th September 2011	Economics			
MODERATOR TO BE CONFIRMED				
9.40 - 10.00	<i>The social profitability of parking: a key link in the urban mobility chain</i>	Francesc ROBUSTE'	Professor Università Politecnica de Catalunya Barcelona STC Member	SPAIN
10.00 - 10.20	<i>On & off-street parking business model</i>	(To be confirmed)		
10.20 - 10.45	<i>Retail, urban revitalization & parking: getting back to the centre</i>	(To be confirmed)		
10.45 - 11.15	COFFEE BREAK IN PIAZZA ITALIA			
11.15 - 11.35	<i>Electronic payment methods: the EMV follow up</i>	(To be confirmed)		
11.35 - 11.55	<i>CIVITAS: integrated mobility policies and new economic opportunities for parking operators</i>	Antonio MUSSO	Professor Faculty of Engineering Università degli Studi di Roma La Sapienza STC Member	ITALY
11.55 - 12.15	DISCUSSION			

RESEARCH ACTIVITIES

- The Perception of the Urban Parking Problem . A perception research that already involves The Netherlands and France, and will proceed with the U.K., Italy, etc.: Erasmus University
- Euro Parking Market: P&S Committee
- Best urban mobility cases per country
- Benchmarking of Parking Fees and application criteria

AIM OF THE CONGRESS

One of the principal aims of the 15th EPA Congress is to open the doors of the parking sector to the policy and decision makers at both a European and National level and to the players in the field of urban mobility.

Parking management is an essential instrument in the European urban mobility system.

We aim to address detailed parking matters as well as wider issues of urban mobility.

We want to show that managed parking is a huge opportunity, not a huge problem.

CONGRESS
OUTPUT

The results of the congress proceedings will be turned into a position paper that will be presented to the EU Transport Commission as a white paper on parking in European cities.

The purpose being

to envision the role of parking in the urban mobility of the future

and capture the attention of people that are into mobility but not into parking, illustrating how to use parking as a regulatory tool for sustainable mobility and accessibility solutions for people who live in city centres, reinforcing the link between town and mobility planning, urban quality & parking.

The EPA White Paper on Parking

**The role of parking integrated
into the urban mobility of the
future, business opportunities
for the whole sector**

**The Torino Congress
Statement**

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Torino,
14-16
September
2011



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14th-16th September 2011

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AND IS UNDER THE AUSPICES OF



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MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



COMMISSIONE EUROPEA
Rappresentanza in Italia



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**THE VENUE:
THE LINGOTTO
CONGRESS
&
EXHIBITION
CENTRE**

**RENOVATED BY
ARCHITECT RENZO PIANO**



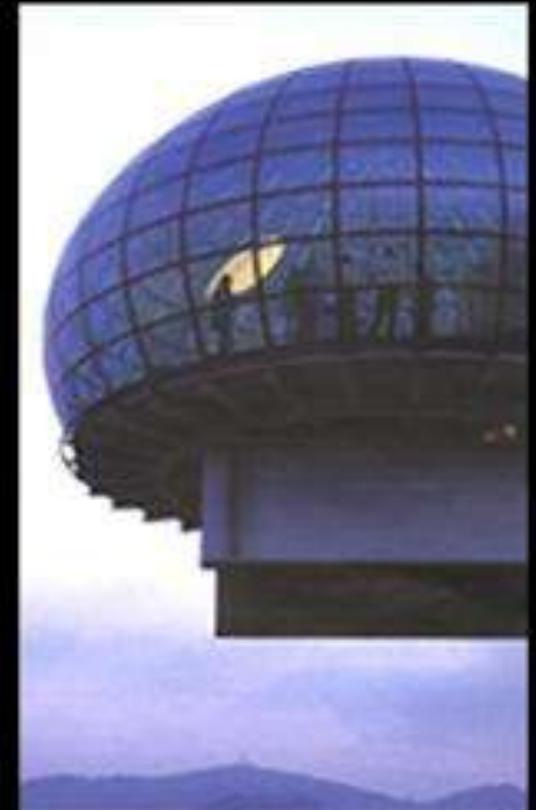
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**LA BOLLA
THE EPA BOARD
MEETING ROOM
IN TORINO**



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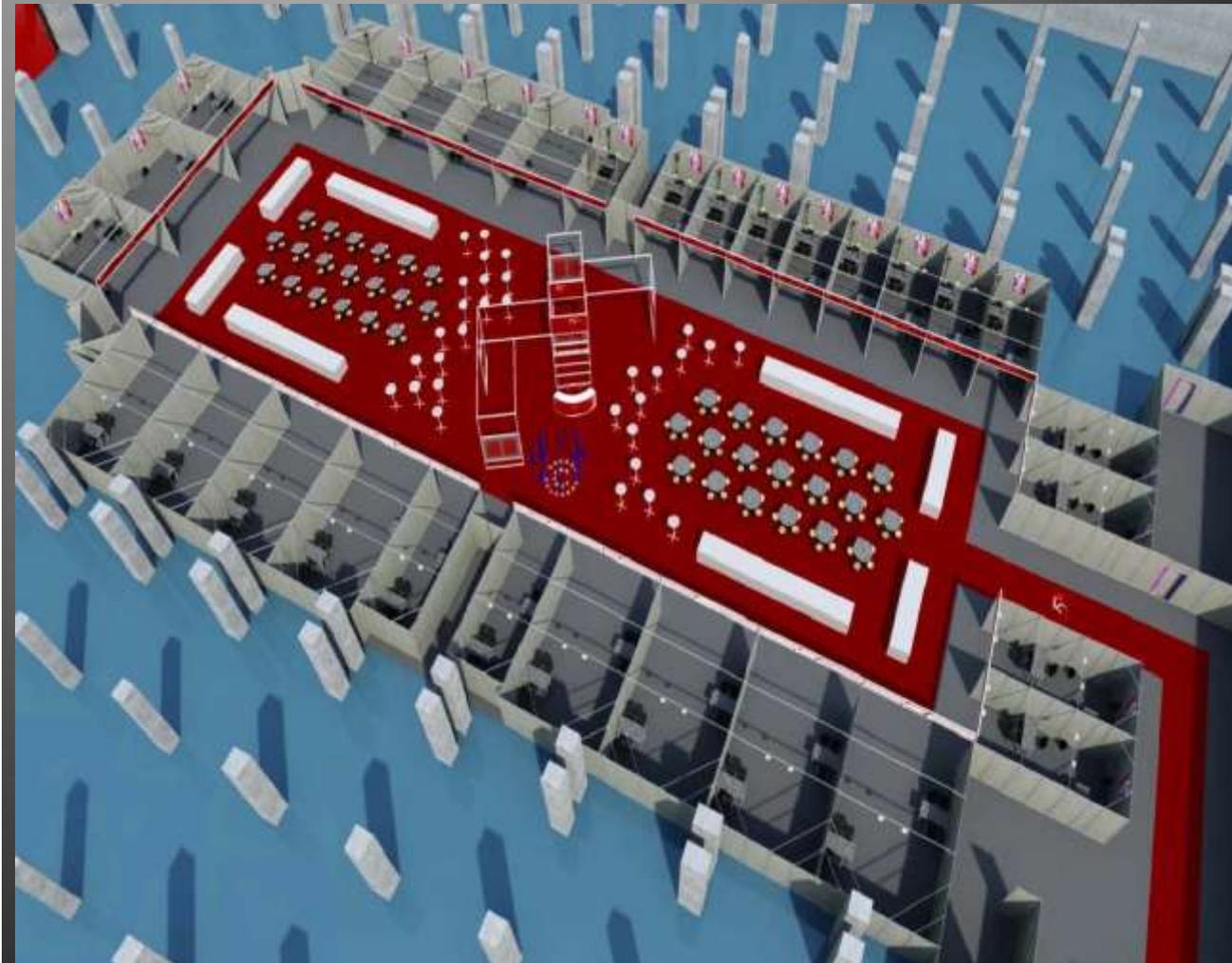


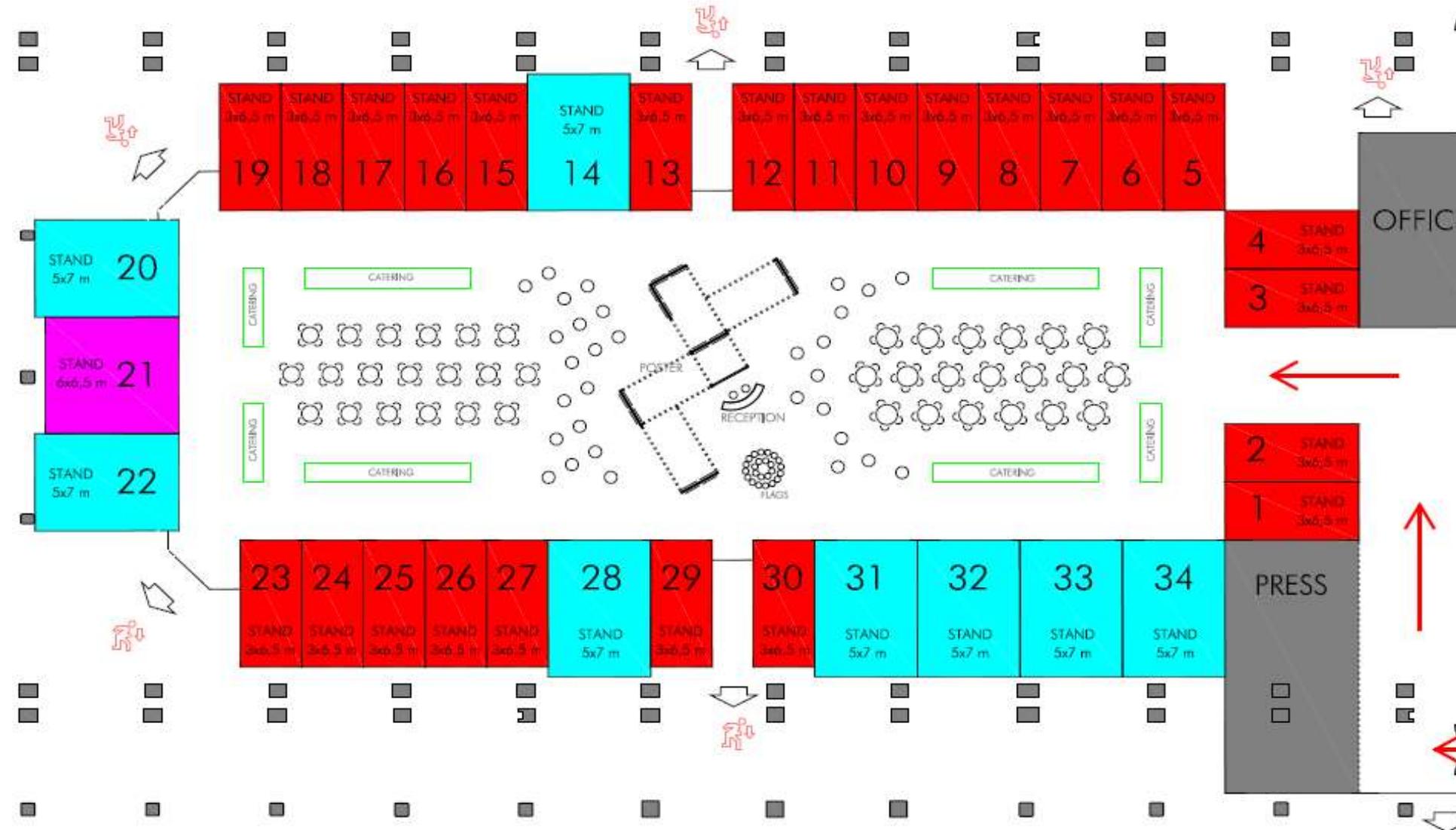
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**THE EXHIBITION
AREA**

**PIAZZA ITALIA
IN THE PAVILION 5
OF LINGOTTO FIERE**





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STANDS



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EXHIBITORS to date

**There are still a
few stands
available**

**If you are
interested**

**please contact the
event supervisor**

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RENTALITE

SCHEIDT & BACHMANN

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SMART PARKING SYSTEMS

THYSSEN KRUPP

VINCIPARK

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SOCIAL PROGRAMME

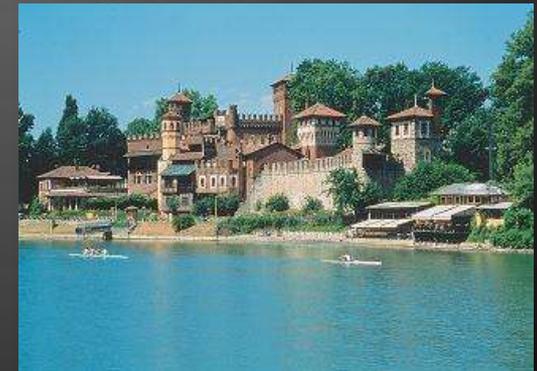
EATALY – Slow food



WELCOME COCKTAIL



CITY TOUR



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ROYAL RESIDENCES



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**GALA DINNER &
DANCE at
La Venaria Reale
World Heritage - UNESCO**



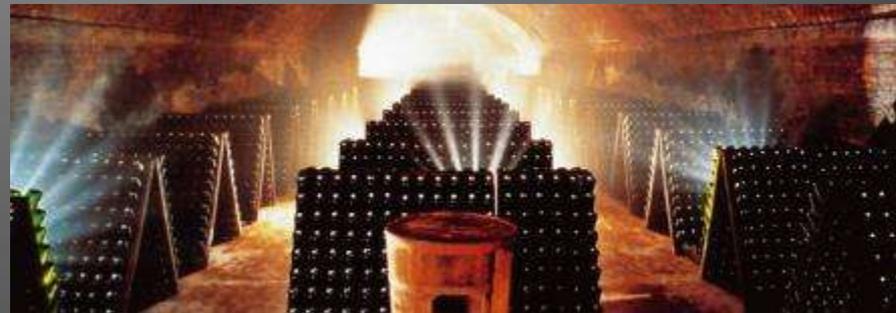
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VISIT TO THE LANGHE



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HOTELS



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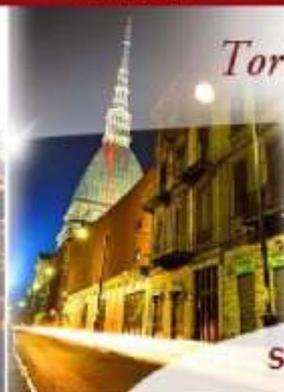
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WHERE & WHEN

PATRONS

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SCIENTIFIC PROGRAMME

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EARLY BIRD REGISTRATION BY 15th MAY

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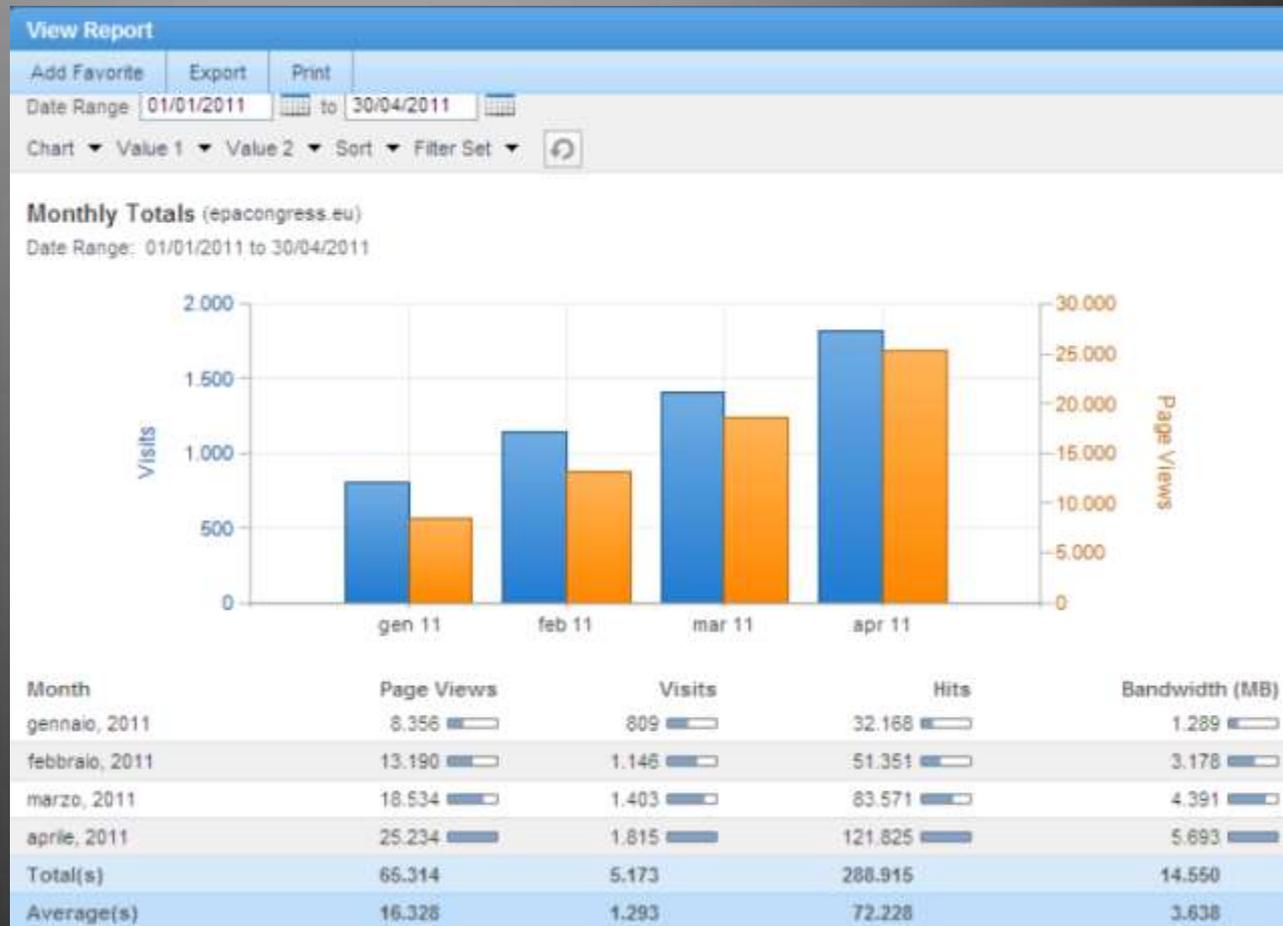


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Monthly totals January-April 2011

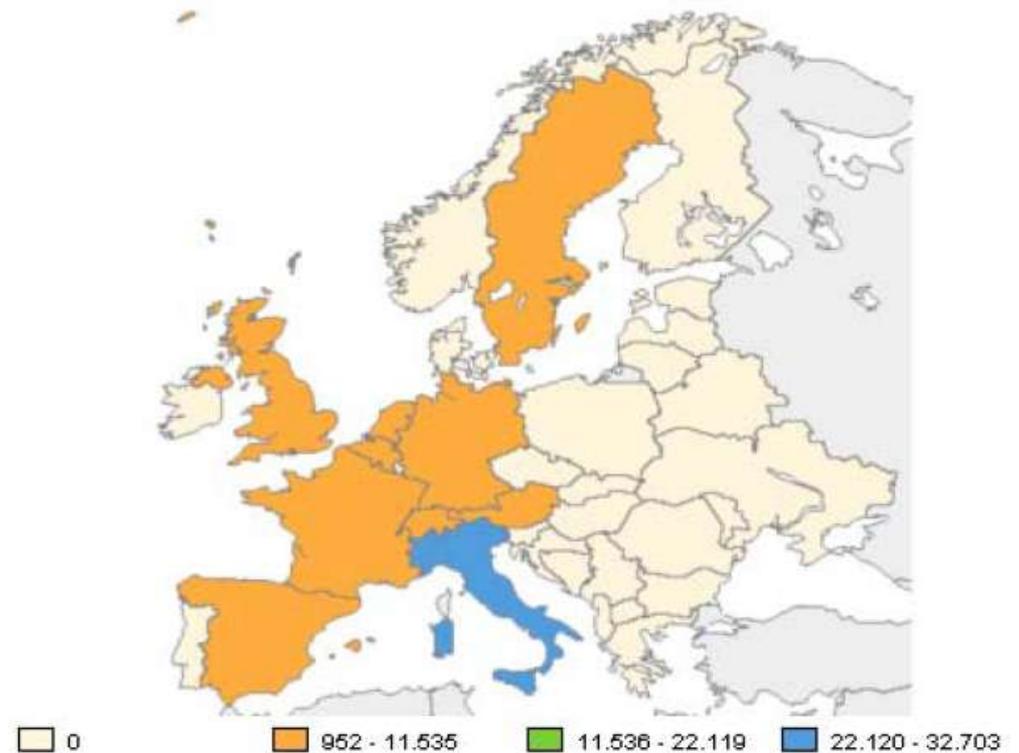


**WEBSITE
STATISTICS**

**European Countries
January-April 2011**

European Countries (epacongress.eu)

Date Range: 01/01/2011 to 30/04/2011

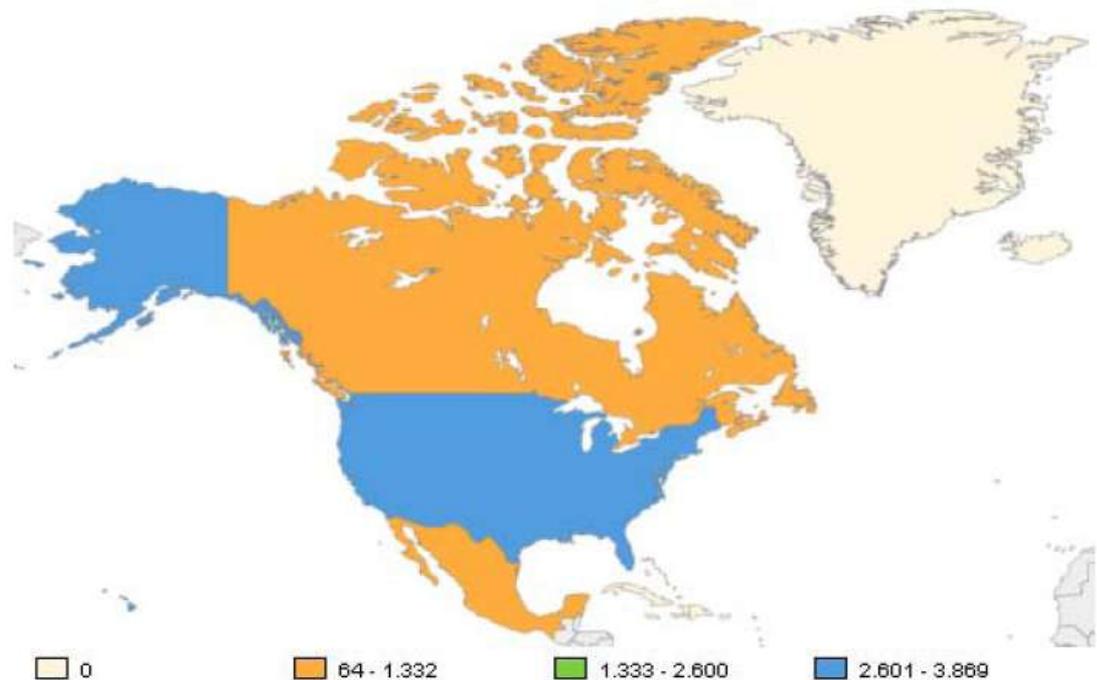


WEBSITE STATISTICS

North American Countries (epacongress.eu)

Date Range: 01/01/2011 to 30/04/2011

North American
Countries
January-April 2011



WEBSITE STATISTICS

South American
Countries
January-April 2011

South American Countries (epacongress.eu)

Date Range: 01/01/2011 to 30/04/2011



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1 - 71

72 - 142

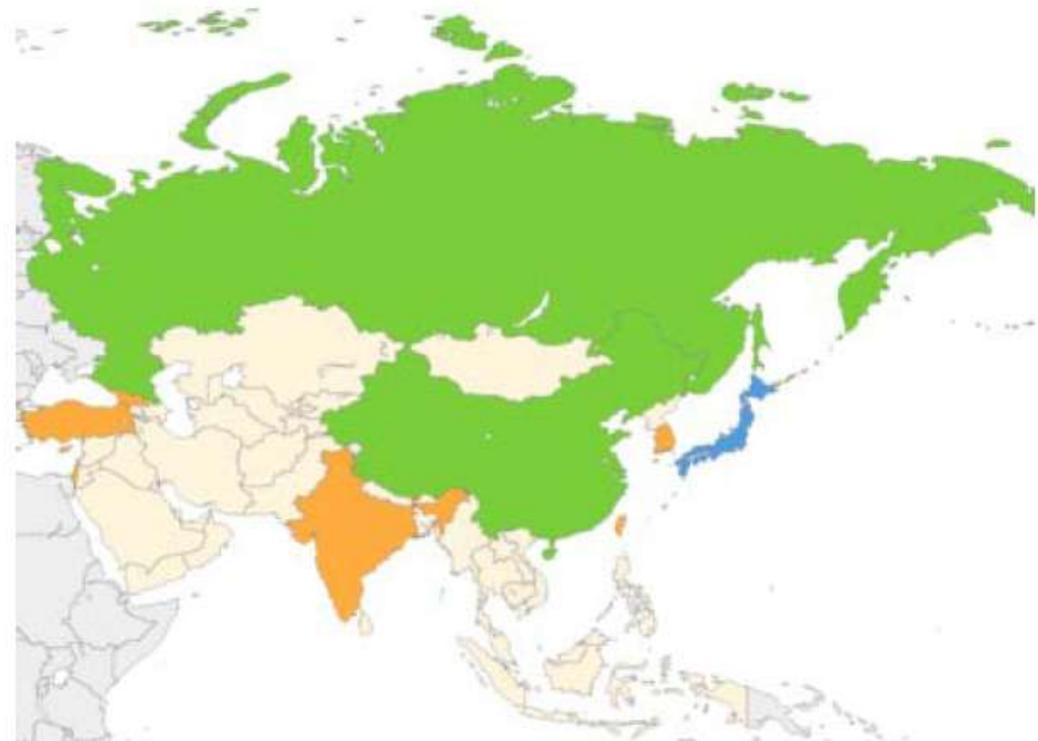
143 - 213

WEBSITE STATISTICS

Asian Countries
January-April 2011

Asian Countries (epacongress.eu)

Date Range: 01/01/2011 to 30/04/2011



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173 - 324

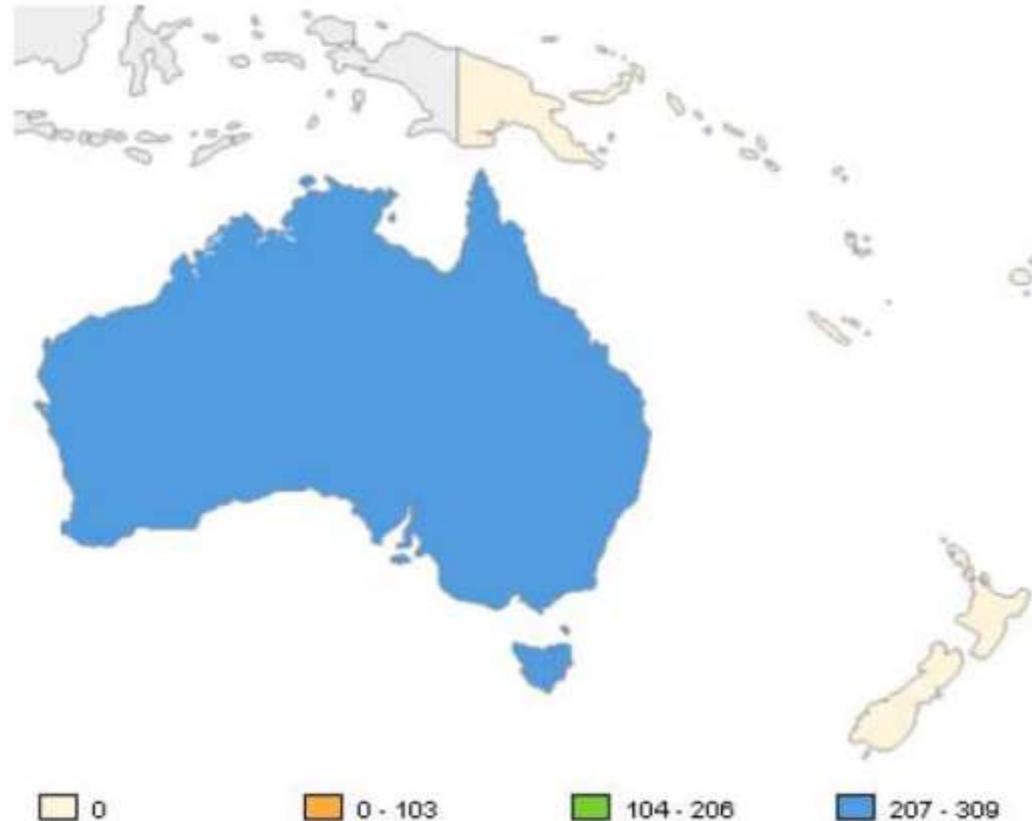
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Oceanic Countries January-April 2011

Oceanic Countries (epacongress.eu)

Date Range: 01/01/2011 to 30/04/2011



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*A beautiful city,
a challenging scientific programme,
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Looking forward to seeing you in TORINO !