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Innovation in Transport for Sustainable Cities and Regions

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Integrated parking management:

Findings of the 17th EPA Congress

Opportunities for politicians, planners, parking operators and city users



SMART PARKING STRATEGIES - BRUSSELS 19 NOVEMBER 2015

21 EPA MEMBER COUNTRIES

Austria



Belgium



Croatia



Cyprus



Finland



Finland



France



Germany



Great Britain



Hungary



Ireland



Italy



Luxemburg



Netherlands



Norway



Poland



Serbia



Slovakia



Spain



Sweden



Switzerland



Turkey



SMART PARKING STRATEGIES - BRUSSELS 19 NOVEMBER 2015

THE EPA/EU PARKING MARKET



CONGESTION

Mode	Average EU: range from – to		
Private car	24%	62,5	77%
Public transport	15%	37,5	60%
2 wheels	0%	12,5	25%
On-foot	3%	24,5	46%

cost of congestion: € 100 billion/yearly - 1% of GDP EU

The challenge : improve mobility - ensuring **accessibility** – reducing **congestion**.





“Integrated parking management is an economical instrument for determining the overall mobility demand”

INTEGRATED PARKING MANAGEMENT

THE strategic choice: Accessibility Management

Which mobility tool in adjusting the modal split to inner urban areas ?

- ☐ manage movement choices (congestion charging, road pricing, etc.)
- ☐ manage the static part of traffic (parking) and movement choices

The integrated parking policy choice is the most used and very succesful !



THE PARKING ROAD MAP – A HOLISTIC APPROACH.

Off street spaces

On street spaces

Special categories spaces

Loading & unloading bays

Parking fees

Payment systems

Discounts and season tickets

Permit distribution

Info for Mobility

Controls

Motorcars

Motorbikes and bikes

Tourist Busses

Pedestrians

Electric mobility

Soft mobility

Residents

Visitors

Long term parkers

Special Categories

Urban Logistics

Public transport

Competitive and
smart cities



INTEGRATED PARKING MANAGEMENT

Components and tools

1. Space Management

optimising public parking spaces and parking demand generated by the urban mix.

2. Time management

ensuring rotation of vehicle space occupancy - different time requirements
- different activity areas.

3. Elasticity management

catering for different parking demands during different times of day.

4. Info & data management

supplying real time data and mobility information enabling choices and contributions to smart city logistics.



INTEGRATED PARKING MANAGEMENT

Components and tools

5. Digitalization - stimulator of technological innovation

- ☐ pay by plate;
- ☐ dynamic and integrated solutions for on and off street parking;
- ☐ new parking and mobility products & management tools.

6. Sustainable environment contribution enabling:

- ☐ classification of vehicles and resulting parking fees;
- ☐ urban modal split balancing;
- ☐ reducing polluting searching traffic;
- ☐ promoting co-mobility and electrical solutions;
- ☐ important support systems for electrical mobility.



TARIFAS (BONIFICACIÓN Y PENALIZACIÓN)

Nueva ordenanza fiscal: bonificaciones y recargos

TIPO DE VEHÍCULO	BONIFICACIÓN/ RECARGO	NIVEL DE OCUPACIÓN	BONIFICACIÓN/ RECARGO
A	-20%	A	-20%
B	-10%	B	-10%
C		C	
D	10%	D	10%
E	20%	E	20%

Para más información consulte: www.madrid.es

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REGULADO
2015

INTEGRATED PARKING MANAGEMENT

Components and tools

7. Economical tool

- ☐ generating important economical resources;
- ☐ financing its activities and upgrading of the parking offer;
- ☐ creating the conditions for public private initiatives;
- ☐ improving the quality of the local urban environment

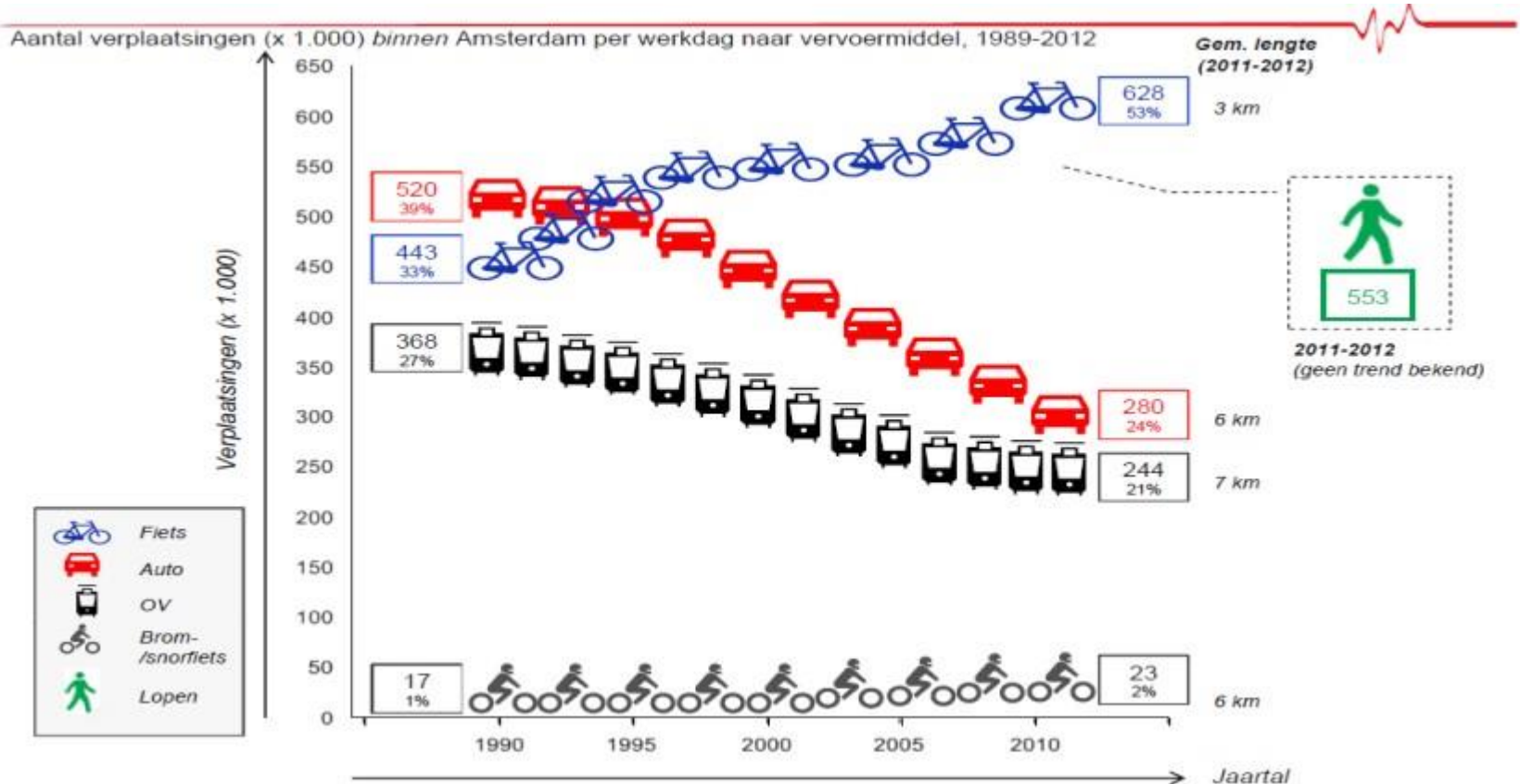
8. The parking fees and controls

- ☐ parking fees not tax - a sum for a service – use of urban space;
- ☐ fee scales vary in terms of location – demand and market logic;
- ☐ no control no parking - parking controls are essential.
- ☐ coherent and transparent.



JOYCE ZWAAN – DIGITALISATION OF ON STREET PARKING ENFORCEMENT - 24 SEPTEMBER - BERLIN

Traffic modalities



INTEGRATED PARKING MANAGEMENT

Components and tools

9. Urban marketing tool

transformation of parking infrastructures offering:

- ☐ services h 24,
- ☐ logistic support for electric mobility and soft mobility
- ☐ last mile logistic support and more ...

urban revitalisation and the contribution of parking

- ☐ more available public spaces
- ☐ accessibility contribution
- ☐ quality of urban space.



INTEGRATED PARKING MANAGEMENT

Components and tools

10. Standards – International parking industry payment standards – IPIPS

- ❑ Parking operators under pressure to offer our clients easy to use e and mobile phone payment solutions at the lowest possible cost.
- ❑ Standardise communication adopting common standards for equipment connectivity, transaction processing and tokenisation and info exchange.
- ❑ Turn over € 26 billion – 50% mobile & app payments – 2% comission
Comission cost € 264 m – 0,1% reduction of costs saves € 13,2 m for the industry.



INTEGRATED PARKING MANAGEMENT ESSENTIALS

The role of the local authority

key player in this complex and dynamic context.

- ☐ the political advantage point is ensuring availability and accessibility
- ☐ cooperation and interaction with the market and industry must be improved.
- ☐ benefits for all, especially the citizens and the economy.

www.europeanparking.eu

