

Parking *trend*

12 Intertraffic 2024

Parking as integral part of the mobility ecosystem

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SCHEIDT & BACHMANN



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New event at Intertraffic Amsterdam

EPA put parking in the spotlight

The European Parking Association hosted the ‘EPA Parking Day’ as part of the summit program at the Intertraffic Amsterdam on April 17, 2024. The event included parking related sessions, a networking lunch and an ‘open’ Board Meeting.

As its first major event since moving the organization to Brussels last year, the ‘EPA Parking Day’ at Intertraffic Amsterdam on 17 April 2024 was a real success. Over 200 people attended the open sessions in the morning, which was part of the Intertraffic Summit program, and more than 100 EPA members and guests joined the “invitation only” lunch afterwards.

The excitement began the previous day with EPA’s captivating open session ‘Battle for Urban Space: How to organize the kerb in inner cities’, moderated by Theo Thuis, Chair of the EPA Scientific Committee. The session showcased the EU-funded DISCO project, in which EPA is an active partner led by President Emeritus Laurence Bannerman.



“I urge you all: join us!”

EPA President Nigel Williams

EasyPark: Balancing parking in the city

The Parking Day itself kicked off with presentations from EPA Board members EasyPark



Moderator: EPA Executive Director Tom Antonissen hosted the Parking Day program.

and Skidata, highlighting how technological developments including data driven decision management, Artificial Intelligence (AI) and Internet of Things (IoT) are already being implemented to support sustainable urban mobility and smart parking.

Johannes Mark, Head of Global Parking Insights at the EasyPark Group, used figures in his presentation to show the negative effects that too many cars on urban roads can cause: Space consumption, congestion and general costs for society. EasyPark’s vision is

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“A city without mobility would die. Off-street parking is part of the future. So, there is a symbiosis between us and cities.”

Philippe Op de Beeck, CEO APCOA

In Copenhagen, the main objective was to reduce on-street parking by 80 to 90 percent and thus create more space in the medieval city centre. This was achieved by transferring 750 on-street parking spaces to multi-storey car parks. In addition, space was rented in garages for residents' parking spaces. Johannes Mark summarised: “Data changes the way of policy making”.

Skidata: The immense opportunities of AIoT

Thomas Pühringer, Senior Director – Head of Solution Portfolio Management at Skidata, explained at the beginning of his presentation: “By combining the power of AI and IoT, we can create intelligent systems that optimize processes”. He called this combination AIoT, which “will revolutionise the way we move and park in our cities”. With smart



“We concentrate on intermodality and electrification. I don’t believe it’s possible to charge all EVs on-street.”

Roland Cracco, CEO Interparking



“There’s no one size fits all solution. My wish: less ideology, more facts, and not considering the others as enemies.”

Frank De Moor, CEO Q-Park

parking solutions, we can determine the availability of parking spaces in real time, optimise space usage and predict parking demand. With AIoT, we can also improve the user experience of parking and mobility through intuitive mobile applications, seamless payment systems and personalised travel recommendations.

Pühringer cited several practical examples of AI in the area of parking and mobility, including: Number plate cameras and AI algorithms that automate the entry and exit of car parks and facilitate automatic payment, or AI to analyse parking demand and dynamically adjust prices in order to optimise revenue and parking space utilization.

According to Pühringer, autonomous driving and parking is on the horizon in the next few years. The technology is based on the real-time evaluation of camera data and the remote control of vehicles. Smart cameras plus AI is one example of AIoT that enables so-called V2X communication. AIoT can optimise the performance of autonomous vehicles by integrating AI functions with IoT sensors and connectivity. AI algorithms can analyse real-time data from vehicle sensors, traffic cameras and infrastructure to improve navigation, decision-making and safety. This is the already existing precursor to Automated Valet Parking (AVP). AIoT systems can automate parking operations, optimise the allocation of parking spaces and enable seamless interactions between autonomous vehicles and parking facilities. Skidata’s Thomas Pühringer concluded: “Let’s embrace AIoT and work together to- ➤



VEXPAN Vice-President (and EPA Board member) Peter Dingemans spoke on behalf of the Dutch parking association.

to create a balance between parking supply and demand – with the aim of making cities more liveable. Johannes Mark used two examples to show how this can be achieved.

In order to utilise the available parking spaces in the German city of Heidelberg more efficiently, EasyPark is pursuing a data-based approach there. This makes the problem of parking pressure visible and gives the authorities the basis for the right measures to achieve an average utilisation rate of 80 percent of parking spaces throughout the city.



“We should not only think about big cities, but also about medium-sized cities. We can help them and should explain more.”

Sébastien Fraisse, CEO INDIGO Group

wards building a smarter, greener future for our cities”.

The evolution of EPA

EPA Executive Director Tom Antonissen opened the Presidents’ Session with an overview of the “new” EPA organization and activities, notably through its member-driven committees and working groups. Subsequently, EPA President Nigel Williams and VEXPAN Vice-President (and EPA Board member) Peter Dingemans both took to the stage. Their presentations highlighted the evolution of EPA – and the wider parking sector – over the past four decades. They addressed how mobility, energy and urban space concerns are coming together to define the current trends, with a particular focus on digitalisation, data sharing and electromobility. EPA President Nigel Williams concluded with the appeal: “I urge you all: join us!”



“To the real estate owners of car parks: I congratulate, you have a very valuable asset.”

Willem van Heijningen, Strategist, City of Amsterdam

Dynamic panel discussion at CEO level

The morning ended with a dynamic panel discussion among the CEOs of APCOA, Indigo, Interparking and Q-Park as well as representatives from the cities of Lille (as Chair of the POLIS Parking Working Group) and Amsterdam. The high-level speakers held an interesting exchange on the important relation between on- and off-street parking management when aiming for more sustainable urban mobility, with the emergence of so-called mobility hubs as one example where the public and private sectors can work together for the common good.

As providing networking opportunities is one of the European Parking Association’s core activities, following an intense morning with three hours of open sessions, over 100



“I think price is not such a strong factor to change behaviour. But it makes a difference if parking is free or not.”

Olivier Asselin, Métropole Européenne de Lille, POLIS Parking WG Chair

EPA members and their invited guests enjoyed a walking lunch in the privatized First Floor restaurant.

The day concluded with an “open” Board meeting to which all national parking associations and the (new) Corporate Members were invited. The participants were updated on the latest developments of several EU legislative files which EPA is closely following, notably on the Energy Performance of Buildings Directive, the European Parking Card for persons with disabilities and the Cross-Border Enforcement Directive. Updates were also given by the Chairs of two of EPA’s most active working groups (WGs), the EVs & Fire Safety WG and the brand-new Digitalisation & Data WG.

Outlook on the EPA Parking Day in 2026

According to EPA President Nigel Williams: “Intertraffic is the world’s leading business and stakeholder gathering on smart mobility, infrastructure, traffic management, road safety and parking. EPA’s Parking Day provided a focus for our members and helped raise the profile and role of the parking sector within the sphere of sustainable urban mobility. It was a great day! We plan to build on the success of this year’s event, to develop synergy with Intertraffic and make this a regular event in the EPA calendar. So, look out for an even better EPA Parking Day in 2026 – and before that, of course our flagship European Parking Congress taking place in Brussels on 17-19 September 2025!”

