



European Parking Association

Statement of the 15th EPA Congress

The 15th EPA Congress demonstrated that:

- Professional Parking management is essential for urban mobility.
- Mobility must be sustainable.
- Pricing of parking should be flexible to achieve a sustainable mobility and contribute to livable and dynamic city centers throughout Europe.
- Searching traffic for parking is counter-productive for business in the city center and will create congestion, pollution and safety problems.
- New initiatives, new technology and new thinking should be introduced to achieve the goal of “Parking: The New Deal”.

The congress recognizes that all or most European countries have taken steps in the last years to make parking a central issue in city planning, addressing safety issues, enhancing mobility, creating more efficient transportation and making cities more attractive.

The congress pointed out that there is no such thing as free parking and if the users do not pay, then the costs must be paid for by tax-payers or others. This is usually unfair, inefficient and ineffective. There is also an urgent need for on-street and off-street parking to work together better and pricing policies are central to this.

The congress further pointed out the importance of getting the message out to the public, stakeholders and opinion-formers to enable the parking sector to be the catalyst for change.

The congress recognizes that key messages could be:

- On-street parking can jeopardize quality of public domain.
- Off-street and/or underground parking allow more flexibility for other functions in the city.
- Pricing of parking should be based on value.
- Searching for parking spaces represents too big a share of traffic in most city centers and has a great cost for the society.
- Managed parking is a powerful tool in mobility management, offering many opportunities.

The congress also recognizes that many new measures now are available, such as digitalized parking and other new technological innovations, easier payment and access systems. The use of these should be encouraged and requires collaboration of stakeholders involved. At the same time the industry needs new educational plans to ensure greater professionalism in the parking industry throughout Europe.

To achieve the goal of the “New Deal” in parking, the congress recognizes that as *“the case is new, so we must think anew and act anew”* (Abraham Lincoln).

Torino, Italy, 16th of September 2011