THE CONFERENCE CENTRE DUBLIN [CCD]

PROGRAMME of the 16th European Parking Congress

WEDNESDAY

09:00	EPA Board Meeting
10:00	Registration
10:15-12.45	GPALS Meeting - Private meeting
13:00	Opening of Exhibition - Mr. Nick Lester, EPA President

14:00   **Official Congress Opening - Leo J. Varadkar, T.D., Minister for Transport, Tourism and Sport**

           EPA President, Mr. Nick Lester   **IPA Chairman, Mr. Keith Gavin**

14.30   Coffee, Exhibition Viewing

Session 1:	Strategic Overview of the Parking Industry in 2013	
15:30	European Perspective	Mr. Vincent Leiner, European Commission, Brussels
16:00	Irish Perspective	Mr. Tom O'Mahony, Dept. of Transport, Tourism & Sport
16:30	KEYNOTE PRESENTATION - Parking & Mobility in the City of Lyon	Mr. Francois Gindre, Lyon Parc Auto
	Questions & Answers	
17:30	End of Day 1 Plenary Sessions	

18.30   Social Programme - Welcome Reception - Trinity College, hosted by the Lord Mayor of Dublin   Dress: Smart Casual

THURSDAY

Session 2:	Irish Case Studies with European Dimension s	
09:00	Dublin City - Innovative Solutions in a Georgian City	Mr. Michael Philips, Dublin City Council
09:30	Cork City & County - Co-operative Urban Mobility Strategy	Mr. Ian Winning, Cork City Council
10:00	National Strategy - Challenges and Solutions	Mr. Gerry Murphy, National Transport Authority
	Questions & Answers	
10:30	Coffee, Exhibition Viewing, Product/Technology Showcase	

Session 3:	Parking Technology in Action	
11:00	Dynamic Pricing - the San Francisco Experiment	Mr. Jay Primus, San Francisco Municipal Transportation Authority
11:30	Cashless On-street Parking - Rotterdam Case Study	Mr. Ties de Groot, Rotterdam City Council
12:00	Dynamic Parking Management at Major Airports	Mr. Craig Norton, Sydney International Airport

Questions & Answers
12:30   Lunch, Exhibition Viewing, Product/Technology Showcase

Session 4:	Formal Debate on the Motion:

14:00   Pay Parking is Killing the High Street   Mr. Guiliano Mingardo, Erasmus University, Rotterdam
                                                                        Mr. Edward Shanahan, Retail Expert

15:00   **Presentation of EPA Awards**

16:00   Coffee, Exhibition Viewing, Product/Technology Showcase

Session 5:	Diversity and Co-Operation in Europe

16:30   Sharing Vehicle & Owner Details between Jurisdictions   Mr. Simon Richardson, Department of Regional Development, Northern Ireland
17:00   Five-Minute Special Presentations from Five Different Countries   Speakers to be announced

Questions & Answers
17:30   End of Day 2 Plenary Sessions

19.00 for   Social Programme - Traditional Irish Evening at the Guinness Storehouse   Dress: Smart Casual
19.30   *Buses from CCD and event hotels depart 19.00 sharp. Buses depart the Guinness Storehouse at 23.00 -23.30.*

FRIDAY

Session 6:	Mobility Management in Large Cities

09:30   Lessons from the London Olympics 2012   Mr. Alan Bristow, Transport for London
10:00   E Payments Trends in Parking   Mr. Richard Thoma, European Parking Association

Questions & Answers
10:30   Coffee, Exhibition Viewing

Session 7:	Communications and Parking in the 21st Century

11:00   Management of Media Relations   Mr. Patrick Troy, British Parking Association
11:30   Panel Discussion
12.00   EPA Data Collection Project - Report   Mr. Antoni Roig, Barcelona Municipal Services

12:30   **Closing Ceremony   Announcement of the 17th European Parking Association Congress**
14.00   EPA Annual General Meeting
14.30   Exhibition closes

PRODUCTS AND TECHNOLOGY SHOWCASE
PROGRAMME Thursday - CCD Liffey Hall 2 (Presenters
to be announced)
 10.30-11.00   Wireless Parking Sensor Technologies
 12.30-13.00   Cashless Parking Technologies
 13.00-13.30   Online Parking Reservation System
 16.00-16.30   Electronic Payments

SPEAKERS' PROFILES & PRESENTATION SUMMARIES

Mr. Tom O'Mahony

Secretary General

Department of Transport, Tourism and Sport

Mr. O'Mahony is the senior civil servant responsible for the management of this Irish Government Department. The Department's role includes overseeing the development of an integrated, sustainable and competitive transport system and tourism industry and promoting increased participation in sport. It works closely with a range of agencies and local authorities with responsibility for the implementation of the policies to deliver that objective. Mr. O'Mahony holds Master's Degrees in Economics (UCD) and Public Sector Analysis (TCD).

The Department of Transport, Tourism and Sport is committed to the promotion of sustainable transport – increasing walking, cycling and the numbers using public transport, which is reflected in capital investment programmes. This policy is not anti-car, but seeks to reduce the dominance of cars, particularly for the 400, 000 Irish people who commute by car for trips of less than 5 kms to work, school or college. Parking policy can support sustainable transport, from the provision of park and ride sites at public transport nodes up to the replacement of on-street car parking spaces with cycle lanes, bus lanes or improved pedestrian facilities.

Mr. Francois Gindre

Chief Executive , Lyon Parc Auto

Mr. Gindre is a graduate of EM Lyon Business School and has been the Managing Director of Lyon Parc Auto since 1990. He has been the founding President of the Fédération Française des Métiers du Stationnemen and member of the board of the European Parking Association. Lyon Parc Auto, a public/private company, operates 30 car parks in Lyon. These parks, built and managed in accordance with the policy of mobility of local communities, are regarded as the most beautiful in Europe.

Lyon, the second largest city of France with 1.3 million inhabitants, is often seen as a laboratory for parking and mobility. By relying on various examples, Mr Gindre, based on 35 years of professional experience, will highlight the key factors of success and the conditions of achievement. Various matters will be dealt with :
- how associating artists and architects gave birth to a new generation of parking
- the use of parking pricing policies as part of a comprehensive mobility policy
- the promotion of multimodality as an efficient way toward sustainable cities

Failures will not be neglected, as they are often highly instructive :
- P+R - part of the solution or part of the problem?
- The difficulties of coordinating large urban projects: temporal differences, lack of coordination between stakeholders ...

Relying on these experiences, he will suggest some ways for further reflection :
- Can a car park have other functions than parking?
- How to integrate new behaviours of drivers/consumers, and particularly the phenomenon of dispossession,
- How to be efficient in the process of becoming a sustainable city?
- Is it better to develop technologies or behaviours?

Mr. Michael Phillips

City Engineer, Dublin City Council

Mr. Phillips has worked on the Grand Tunnel Scheme in Dublin, civil and harbour projects in Nigeria, major new bridges in Dublin and Waterford. In 1998, he was appointed City Engineer for Dublin with responsibility for all engineering infrastructures and services, managing approximately 150 engineers. Projects included the Dublin Port Tunnel and Ringsend Wastewater Treatment Works. In addition he is Director of Traffic for Dublin with responsibility for the management of traffic and coordination of all public transport infrastructure projects.

He is a Fellow of Engineers Ireland and of the Institution of Civil Engineers (London). He is also a member of the Irish Academy of Engineering, and between 2012 and 2013, he was President of the Institution of Engineers of Ireland (24,000 members).

Dublin City region has a population of 1.2 million people with 0.5 million residing in the city. Almost 200,000 commuters travel into the city to work each day by bus, train/tram, car, bicycle or on foot. The street network in some places is more than 1,000 years old but most of the basic infrastructure and street network dates from early 1800s. This poses real challenges for the City Council. Mr. Phillips will outline some of the innovative solutions developed and promoted by Dublin City Council to help keep Dublin moving including

- Quality bus corridors
- Commercial Vehicle Controls
- Dublin Bike Scheme
- Car Sharing

He will refer to the key role played by all of the stakeholders in the success of this endeavour – traders, transport providers, utility companies and the travelling public.

Mr. Ian Winning,

Senior Engineer, Cork City Council

Mr. Winning is leading the project team on the Green eMotion EU Project promoting use of EVs and supporting the roll out of 'electromobility' infrastructure. He has responsibility for many projects and policy initiatives including Urban Traffic Control, traffic signal and public lighting maintenance, provision of ITS including 'Parking by Mobile' payments and Park & Ride management schemes in Cork. Real Time Passenger Information for bus passengers. He was closely involved in the Intelligent Transport Systems Inaugural Conference and Exhibition in 2010 to establish ITS Ireland. Mr. Winning is a Chartered Engineer.

Cork is the second largest city in Ireland. Cork City Council has for many years innovated with traffic management strategies to ensure the vibrancy and success of the city. Mr Winning will outline the larger schemes including the Park & Ride service involving close co-operation between the City Council, the Cork County Council and the public transport provider.

- Cork Area Strategic Plan (CASP) developed by key stakeholders led by City & County local authorities
- CASP developed the transport strategy for the Cork Metropolitan area which included the early implementation of Park & Ride on the southern approach to the city
- Development and renewal of the main shopping thoroughfare established as a priority to improve economic viability of the city centre
- City Centre Movement Strategy (CCMS) now in progress specified improved levels of service for walking, cycling and public transport as supported by the NTA
- Promotion of EVs to support more sustainable travel and improved efficiency of goods deliveries in the city centre

Mr. Gerry Murphy

Chief Executive, National Transport Authority, Ireland

Mr. Murphy has been CEO of the National Transport Authority since its establishment in December 2009. Previously he was CEO of the Grangegorman Development Agency, a state body responsible for development of a major health/education campus holding in Dublin city. He was Head of Public Private Partnerships at the National Roads Authority, where he delivered nine PPP schemes and network tolling on the national network. He is a chartered civil engineer.

Mr. Murphy's presentation will examine the role of parking policy in creating sustainable residential, retail and workplace land developments. In this regard, the location of new developments relative to high capacity public transport and to town centres is vital. Controls on the amount of parking made available and its cost to the user are vital tools in promoting sustainable development, as is the contribution of park and ride for rail transport. He will also consider the vibrancy of Dublin's retail and commercial core and the roles to be played by car, cycle, bus, taxi and freight parking.

Mr. Jay Primus

San Francisco Municipal Transportation Agency

Mr. Primus works for the San Francisco Municipal Transportation Agency as the Program Manager of SFpark, San Francisco's new approach to parking management. Before the SFMTA, he worked at Nelson\Nygaard, a transportation consultancy based in San Francisco, at the SFMTA on special projects, and also as a project manager at a web design firm.

This presentation will provide an overview of the SFpark pilot project, which is a demonstration of a new approach to managing parking in San Francisco. SFpark uses various strategies to make parking easier and to improve the experience of parking, reduce circling and double parking, and achieve broad social benefits such as reduce greenhouse gas emissions and improve transit performance, safety, and economic vitality. Strategies being tested include demand-responsive pricing at both on- and off-street parking as well as better information, including real-time information about where parking is available, to help people find parking quickly.

Mr. Ties de Groot

Rotterdam City Council

Rotterdam has almost 80,000 on street and 10,000 off street parking spaces. The city plans to introduce full license plate and centralising management of off street parking. Mr. de Groot has worked for KPN and Getronics as project manager, consultant and business manager.

Mr. de Groot will share with the Congress the practical, operational and policy developments associated with the introduction and implementation of a citywide cashless on-street parking initiative by Rotterdam City Council including

- reasons/motive
- preparation: legal aspects - alternative payment options - technical aspects
- introduction: communication/PR – planning - enforcement issues
- evaluation (after 1 year) – customers - project

Mr. Antoni Roig
Corporate Director, Parking Division
BSM, Barcelona City Council

Mr. Roig is an Industrial Engineer specializing in management and organization, and he is Corporate Director of the Parking Division at BSM, a company owned by the Barcelona City Council. He has been managing mobility and parking services for the last 13 years. He previously worked in both public and private companies both as CEO and in planning and operations management. He is currently Vice President on the Board of EPA.

The presentation will approximate, for the first time, the broad numbers for the parking sector in Europe including the number of spaces on- and off-street, turnover and jobs.

Mr. Edward Shanahan
International Retail Marketing Consultant
Dublin, Ireland

Mr. Shanahan runs his own consultancy specialising in retail, branding, fashion, home wares and craft. His clients include Irish and international designers, blue chip corporations, state agencies and emerging talent. He is currently Chairperson of the Council of Irish Fashion Designers and a Director of The Leitrim Design House. He was Director of Merchandising & Marketing at Arnott's plc – Irelands leading department store based in Dublin.

Mr. Shanahan will argue that city centres are 'brands' and that services, including parking are sub-brands of the city and that it is in the interest of all the stakeholders to adopt a focused brand management strategy to all aspects of the suite of products offered to the customers to optimise the benefits to all. He will propose that parking needs to be more customer focused.

Mr. Richard Thoma
European Parking Association

Mr. Thoma has more than 40 years of senior management experience in banking, retail and professional services. He has a broad range of skills and international experience. He is Chair of the EPA e-Payments Task Force.

At the 15th Congress in Torino, Mr. Thoma proposed that EPA team up with IFSF, the organisation responsible for developing the communications and payment standards for the European petrol retailers. An agreement and partnership has now been reached between EPA and IFSF. The EPA Task Force developed sample parking cases to validate the applicability of the IFSF standards for the parking industry.

Mr. Thoma will present the conclusions of this project and outline the actions now required for the parking industry to benefit from the use of the IFSF standards including

- Reduced cost (capex and maintenance)
- Facilitate installation
- Manage the future via a clear roadmap
- Increase choice of suppliers
- Provide guidelines to rationalize supplier investments

Mr. Simon Richardson

Head of Engineering Policy and Parking Services,
Department of Regional Development
Northern Ireland

The Department for Regional Development is responsible for the management, maintenance and improvement of the public road network. This includes the provision and enforcement of all on-street parking places and restrictions, and the management of 350 off-street car parks. Mr. Richardson is a chartered civil engineer and has worked for Roads Service, in various roles, since graduating from Queens University Belfast in 1988. He headed up the project team that introduced decriminalised parking enforcement to Northern Ireland in 2006 and since then has been in charge of parking services with Roads Service. He is also responsible for a range of Roads Service policy areas including; procurement, traffic management, engineering technical approvals and health and safety.

In March 2010 the vehicle licensing authorities on both sides of the Irish border entered into a data sharing agreement to assist the road authorities, North and South, in relation to the enforcement of parking penalties and the non-payment of electronic tolls.

The scheme has been operating for more than three years and has resulted in compliance levels and payments rates increasing significantly in both jurisdictions. In this presentation, Mr. Richardson will outline the need for the scheme, how it was implemented and will detail the benefits it has had for both road authorities. He will also discuss the future of the project and the potential for further improvements.

Mr. Alan Bristow

Director Traffic, Transport for London

After 25 years in a variety of logistical and transport related appointments, Alan joined Transport for London (TfL) as Head of Real Time Operations in 2006. He was appointed Director of Traffic in 2007, giving him responsibility for the efficient management and operation of London's strategic road network. His most recent challenge has been to ensure that this road network was prepared to support the London 2012 Games, and to oversee its effective operation at Games time.

Transport for London is a statutory body created by the Greater London Authority Act 1999. TfL is required to provide or secure the provision of public passenger transport services, to, from, or within Greater London. It also has certain other powers and duties including acting as a highway and traffic authority for GLA roads.

Mr Bristow will share with the Congress the experience of the London Olympics 2012 which was widely recognised as one of the greatest Olympic and Paralympic Games in history, with transport a major contributor to its success.

A dedicated Olympic and Paralympic Route Network (ORN/PRN) consisted of extensive junction layout changes, specially designated Games Lanes, targeted enforcement and an innovative traffic signal strategy in order to meet ambitious journey time targets for Games Family vehicles. The ORN/PRN represented the biggest single scheme that the central London road network had ever faced, and despite the significant challenges in its design, build and operation, TfL met the ambitious journey time targets of the Games Family whilst keeping London moving.

Mr Craig Norton
General Manager
Parking & Ground Transport
Sydney Airport Corporation Limited

Mr. Norton joined Sydney Airport in 2011 and has a strong corporate career in marketing, corporate sales, customer service and operational management. He is a graduate of the University of Technology, Sydney. He worked for Vodafone Australia and NEC Australia. Mr. Norton has a deep understanding of technology and customer service as market differentiators which he has used to reposition and grow the parking and ground transport business at Sydney Airport especially through the successful implementation and marketing of pre-paid online parking.

Sydney Airport is located only 8 km from the CBD, so the 37 million passengers per year have a myriad of viable and cost effective options to get to and from the airport. When Craig Norton started at Sydney Airport two and half years ago, pricing was on a 'one-size-fits-all' basis with no flexibility to cater for the needs of different customer segments and a consequential high level of complaints driven by a poor reputation and experience. It is a substantially different situation now. Hear how the implementation of a flexible prepaid online parking system, combined with focussed marketing campaigns has resulted in increased revenues, increased customer satisfaction and increased usage of parking at Sydney Airport.

Mr. Guliano Mingardo
Department of Regional, Port and Transport Economics (RHV) at Erasmus University Rotterdam

Mr. Mingardo has worked in academia since 2000 working on national and European research projects mainly in the fields of urban transport. He is lecturer in transport economics both at Bachelor and Master level. He is specialized in parking policy and mobility management and regularly advises local governments and large companies on these issues.

Mr. Mingardo will focus on the results of research and practical examples of the real rather than imagined impacts of parking controls on shopping footfalls in city centres. He will show that the focus on parking as a key factor in the success or underperformance of the high street is often misplaced.

Mr. Patrick Troy
Chief Executive Officer, British Parking Association

Mr. Troy has overseen the development of legislation for the private parking sector, placed the consumer at the heart of decision making within the BPA and established clear accountabilities for the decision-making structure within the Association.

Prior to joining the BPA, he was Head of Traffic Enforcement for Transport for London (TfL) from 2001 where he pioneered bus lane and moving vehicle enforcement on London's red routes using camera technology. He also decriminalised parking on the red routes setting up a unique partnership with the Police to deliver the enforcement on TfL's behalf. As part of a career extending over 30 years in the public sector, Mr Troy was Head of Parking Services at the London Borough of Sutton for eight years and set up the decriminalised parking enforcement regime in Sutton in 1994.

Mr. Troy will be setting out how the BPA manages its media profile, proactively creates media stories and how it can turn around a bad news story into good news.
He will set out how media is changing, with the next generation embracing social media, and how important it is for the parking industry all to use and understand new methods of communication.
He will be emphasising that it's important to have some substance behind your media messages to demonstrate to the media critics that actions sometimes speak louder than words.

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