

15 September 2014

## **Parking Convention Learns from San Francisco's Pioneering Approach to Parking**

The 14th Parking Australia Convention and Exhibition (PACE) kicked off today with a case study in San Francisco's pioneering approach to parking management from keynote speaker Jay Primus, Program Manager of SFpark. SFpark is San Francisco's federally funded pilot program that uses a combination of better information, new technologies, an emphasis on customer service, and demand-responsive pricing to make parking easier and more convenient.

SFpark is testing its new parking management system at 7,000 of San Francisco's 28,800 metered spaces and 12,250 spaces in 15 of the 20 city-owned parking garages. San Francisco's Municipal Transportation Agency established SFpark to improve parking and reduce traffic congestion in San Francisco. Real-time data and demand-responsive pricing have been combined to readjust parking patterns in the city, so that parking is easier to find. A March 2014 study found that SFpark met its 60-80% occupancy goal and that cruising for parking had reduced by 50%.

Parking Australia, the national body representing the interests of the parking industry in Australia, are owners and operators of the biennial Parking Australia Convention and Exhibition.

Parking Australia CEO, Lorraine Duffy, says that the convention theme of 'driving change' is supported by an exhibition of future technologies in parking as well as keynote speakers who are experts in the field of parking management and smart cities:

"Jay Primus is a leader in his field and the delegates at the convention this morning heard how parking management really works and supports the economic competitiveness of a city. Managing parking does not amount to an anti-car outlook or policy, but looking towards technology and multi-modal transportation options that can facilitate vibrant urban cities."

The Parking Australia Convention and Exhibition is the only convention of its type in Australia and will feature over 50 exhibitors, including both suppliers and operators from the parking community, in addition to a series of national and international speakers over two days from 14 September until COB on 16 September. Highlights include sessions with Keith Pereira and Scott Reid from Cisco Systems, Richard Suhr from Google Enterprise Asia Pacific and Christine Nixon, Former Chief Commissioner of Victoria Police and former Chair of the Victorian Reconstruction and Recovery Authority. TMA are platinum sponsor at the event.

For more information on the Parking Australia Convention and Exhibition and its speakers, visit [www.parkingconvention.com.au](http://www.parkingconvention.com.au).

### **For media enquiries:**

Lorraine Duffy  
Chief Executive  
Parking Australia  
P: 0401 410 242  
E: [lduffy@parking.asn.au](mailto:lduffy@parking.asn.au)

**p** 1300 787 233

**f** 02 9700 9618

**e** [paa@parking.asn.au](mailto:paa@parking.asn.au)

PO Box 47 Douglas Park NSW 2569