

2011 Emerging Trends in Parking:

*Report on a survey conducted
by the International Parking Institute*

The International Parking Institute, the world's largest association representing parking professionals and the parking industry, surveyed its members to determine emerging trends in parking. This report crystallizes the views of a cross-section of these parking professionals. For more information about the International Parking Institute, visit www.parking.org.

A supplement to *The Parking Professional*

An online survey was conducted among members of the International Parking Institute in January 2011. Results were tabulated and analyzed by Opinion Works, an independent research firm based in Annapolis, Maryland.

Q: What are the Top 10 Trends in Parking?

It's a reflection of the economic times that parking professionals cited increased demand for finding ways to increase parking revenues as the top trend impacting the parking industry. Cash-strapped cities and states are demanding that parking revenues—which traditionally were re-invested in parking and transportation related maintenance and services—are now being diverted to fund other non-parking related services.

Demand for green and sustainable parking solutions is the second leading trend, cited by more than one-third (36%) of respondents. In a related concern, 19% specifically identify the need to accommodate electric cars and provide charging stations in the near future.

The survey identifies a very strong trend toward technological solutions. Large numbers of professionals see increased demand for cashless or electronic payment (32%). More than one-quarter anticipate increased use of cell phones to find, reserve, or pay for parking (27%). A similar number see a move toward innovative technologies to improve access control (24%).

Typical operational issues such as customer service and security appear prominently on the list. Different models such as public-private partnerships and alternative uses of the facility during off-peak hours also emerge as trends.

"Parking professionals are feeling the squeeze from having to do more with less. There's no doubt this has been a source of frustration for our profession, but the counterpoint to that is an explosion of new technologies, a focus on sustainability and a wider acceptance of parking as integral to transportation that is fueling a positive paradigm shift for our industry." *Cindy Campbell, 2009-2011 Chair, International Parking Institute*

Trends with the Most Impact on the Parking Industry

International Parking Institute members were asked: "Focusing on emerging trends in parking, please select a maximum of three trends (your Top 3) which you believe will have the most impact on the parking industry or profession in 2011."



Q: What is the Next Big Thing in Parking?

Technology is the next big thing in parking. Professionals offer many specific visions of the coming technology, whether it is smart phone apps, cashless parking, automatic vehicle identification, or simply a continued push to integrate and expand technology to make both operations and traffic flow more efficient. When you add it all up, **nearly half of all respondents mention one of these technological solutions as the next big thing in parking.**

Sustainability and green initiatives are the next big thing according to one in five parking professionals. They foresee parking facilities that are more energy-efficient, plug-ins for electric vehicles, and accommodations for alternative fuel vehicles.

Nearly one-fifth mention revenue-producing measures, new pricing models, or alternatives like public-private partnerships. Parking professionals are also paying significant attention to changes in parking demand, whether brought about through transportation demand management to relieve stress on facility capacity, or through consumers' shifting to alternatives such as mass transit.

"Integrated technologies and greener, more sustainable parking facilities are the 'next big things'—but we're advancing so rapidly on both these fronts, that the next big things are already here. There is a revolution going on in the parking industry. It's exciting and it's positive."
Shawn Conrad, CAE, Executive Director, International Parking Institute

The Next Big Thing in Parking

International Parking Institute members were asked: "What do you believe is 'the next big thing' in parking?" Leading responses:

Integrated technology/increased automation for better efficiency	23%
Greener/more sustainable facilities	10%
Automatic/cashless parking options	9%
Smart phone parking apps for customers	9%
Ways to enhance revenue/reduce costs/sharing of resources	9%
Charging stations for electric cars/ alternate fuel vehicle accommodations	8%
Automatic vehicle identification	6%
Link with transit stations/parking	4%
Public/private partnerships	4%
Reduced demand/transportation demand management	4%
Alternate pricing models	2%
More energy efficiency/use of alternate sources of energy	2%
Multiple uses/added services for parking facilities	2%

Q: What Are the Most Common Parking Problems?

The survey asked parking professionals to identify the most common parking operations, design or management problem or mistake they encounter that could have been avoided.

The leading observations all relate to poor planning and design – whether traffic flow and wayfinding, anticipation of parking needs, project planning and funding, automation and technology, rate structure, equipment selection and placement, or anticipation of maintenance and capital replacement needs. **Taken together, the top concerns all relate to poor planning and account for three-quarters of the criticisms levied by parking professionals.**

The remaining comments relate to non-compliance with regulatory and reporting requirements like the American Disabilities Act (ADA), and operational issues such as loss of space during construction or customer service.

“Parking is at the crossroads of so many disciplines—transportation, sustainable mobility, development. When parking expertise is utilized early in the planning process, many problems can be avoided.”
Casey Jones, CAPP, 2011–13
Chair, International Parking Institute

Most Common Parking Problems

International Parking Institute members were asked: “What is the most common parking operations, design or management problem or mistake you’ve encountered that you feel could have been avoided had competent parking expertise been utilized?” Leading responses:

