Purpose and Methodology

The International Parking Institute (IPI), the world’s largest association representing the parking industry, conducted an online survey among parking professionals to determine emerging trends and solicit input on a range of topics.

The survey was conducted between May 8 and May 22, 2012 among members of the International Parking Institute and its parking communities. A link to the survey was distributed via email to IPI members, subscribers to the IPInsider e-newsletter and Parking Matters® Blog, and to members of IPI’s LinkedIn Group. While there was some global representation, the vast majority of respondents were parking leaders, managers and department heads, and owners and operators in the United States. Results were tabulated and analyzed by the Washington, D.C.-based Market Research Bureau. For more information about the International Parking Institute, visit www.parking.org.
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Top Emerging Trends in Parking
Q1. What trends are having the greatest effect on the parking industry or profession? 

<table>
<thead>
<tr>
<th>Trend</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need to accommodate electric car charging stations</td>
<td>20%</td>
</tr>
<tr>
<td>More public-private partnerships</td>
<td>21%</td>
</tr>
<tr>
<td>Mobile phone or PDA components</td>
<td>29%</td>
</tr>
<tr>
<td>Increased focus on customer service</td>
<td>47%</td>
</tr>
<tr>
<td>Improved access control and payment automation</td>
<td>49%</td>
</tr>
</tbody>
</table>

Public Policy

- Architecture
- Engineering
- Design and Construction

Academics: Reserve a Spot for Parking at Schools of Urban Planning
Q2. In what department would parking belong if it were a course of study at an academic institution?

- Architecture
- Engineering
- Design and Construction

Sustainability and Parking
Q3. What has the greatest potential to improve sustainability in parking?

<table>
<thead>
<tr>
<th>Sustainability Driver</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy-efficient lighting</td>
<td>48%</td>
</tr>
<tr>
<td>Innovative water/stormwater management systems</td>
<td>36%</td>
</tr>
<tr>
<td>Install innovative energy technology</td>
<td>47%</td>
</tr>
<tr>
<td>Sustainable water management systems</td>
<td>51%</td>
</tr>
</tbody>
</table>

Common Parking Problems and Mistakes
Q4. 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 used?

- Traffic congestion
- Gasoline prices

It is estimated that 30% of the traffic in any city is people in cars searching for parking. Contrary to what many outsiders believe, people in the parking industry don’t want more parking; we strive for more efficient parking that benefits transportation flow overall.

Q5. What societal changes do you believe are having the most influence on parking?

<table>
<thead>
<tr>
<th>Societal Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Migration to urban areas</td>
<td>43%</td>
</tr>
<tr>
<td>Use of bicycles for commuting</td>
<td>46%</td>
</tr>
<tr>
<td>Use of public transportation</td>
<td>50%</td>
</tr>
</tbody>
</table>

Note: 100% does not mean every respondent answered “yes.”

Sustainability and Parking
Q3. What has the greatest potential to improve sustainability in parking?

In need of parking expertise: architects, Local Government Officials and Urban Planners
Q4. What related professions would benefit most from a better understanding of the value of parking to those involved in the early planning process of any project?

<table>
<thead>
<tr>
<th>Professional Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architects</td>
<td>25%</td>
</tr>
<tr>
<td>City Planning</td>
<td>22%</td>
</tr>
<tr>
<td>Urban Designers</td>
<td>6%</td>
</tr>
</tbody>
</table>

Parking and Societal Changes
Q5. What societal changes do you believe are having the most influence on parking?

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Academics: Reserve a Spot for Parking at Schools of Urban Planning
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- Architecture
- Engineering
- Design and Construction

"The International Parking Institute is eager to work at Schools of Urban Planning.

In what department would parking belong if it were a course of study at an academic institution?

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"Survey results show a dead heat between local government officials, urban planners, and architects. Parking was traditionally overlooked by these groups, but that is rapidly changing and we’re seeing greater understanding about the benefits of working together as a team."

"It’s estimated that 30% of the traffic in any city is people in cars searching for parking. Contrary to what many outsiders believe, people in the parking industry don’t want more parking; we strive for more efficient parking that benefits transportation flow overall."

"Lack of understanding of the need to use parking expertise"

A sampling of responses:

- "From the planning side of the equation, we continue to see out-of-date methods being used to determine how much parking is needed, often resulting in an overabundance of parking that sits unused or which hampers the growth and economic potential of our communities."
- "Decision makers need knowledgeable about new parking technologies."
- "Focus on thinking about parking in the planning stages."
- "Eating, 2.0 cars through one exit."
- "Overbuilding supply."
- "Slow exits."
- "Inefficient layout and poor aesthetics."
- "Parking policies have not been set up."
- "Lack of parking education in facility design."
- "Policies change."
- "Inadequate stormwater management, runoff."
The single most important trend in parking today is the technological revolution that is driving the industry. Three of the top five trends identified in this study focus on innovative technologies to improve access control and payment automation, or mobile phone or PDA components.

The study also detected a shift in two important areas compared to last year. The first is a significantly higher ranking for “an increase in collaboration between parking, transportation, and planning decision makers.” Second is an increased focus on customer service.

The study reflects an important and very positive shift in our industry. The scope of parking has transformed to become an integral part of the transportation equation that includes automobiles, bikes, and shuttles. The ultimate goal is making the whole travel experience better, faster, easier.” — Casey Jones, CAPP, Chair, Urban and Transportation Planning Services, Boise State University

In need of parking expertise: Architects, Local Government Officials and Urban Planners

Q1. What trends are having the greatest effect on the parking industry or profession?

1. Demand for electric or alternative payment
2. In-depth innovative technology improvements
3. Expanded service and payment automation
4. Increasing emphasis on sustainability
5. Parking decision makers from other industries

G2. What in the value of parking expertise in the early planning process of any project?

Survey results show a dead heat between local government officials, urban planners, and architects. Parking was traditionally overlooked by these groups, but that is rapidly changing and we’re seeing greater understanding about the benefits of working together as a team.” — Linda Ramos, CAPP, Director of Parking, Houston Airport System

Common Parking Problems and Mistakes

Q6. 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 used?

The question was open-ended and nearly all the parking professionals responded. A common thread was frustration with how avoidable many of the parking problems they see are; they cited poor planning, poor design, lack of foresight, and failure to consult with parking expertise and experience as major reasons for the problems they encounter.

Top results for parking problems or mistakes that could have been avoided largely fell into these categories:

- Design issues including poor planning, design of physical spaces, and ingress/egress
- Planning issues such as not locating facility for best efficient outcome
- Lack of understanding of the need to use parking expertise

A sampling of responses:

“From the planning side of the equation, we continue to see outdated methods being used to determine how much parking is needed, often resulting in an oversupply of parking that is unused or which hampers the growth and economic potential of our communities.”

“Decision makers need to understand the importance and complexity of parking.”

“What is the most common parking operations, design, or management problem or mistake you’ve encountered? Lack of coordination between on-street and off-street parking assets.”
Responses below 20% not included.

The first is a significantly higher ranking for "an increase in collaboration between
increased real-time communication of pricing and availability via mobile phone or
innovative technologies to improve access control and payment automation, or

Q1. Top Emerging Trends in Parking

10. Use of wireless sensing devices for traffic management
9. Need for improved customer service
8. Demand for cashless or electronic payment

Q2. What trends are having the greatest effect on the parking industry

1. Use of wireless sensing devices for traffic management
2. Need for improved customer service
3. Demand for cashless or electronic payment

Q3. What has the greatest potential to improve sustainability in parking?

1. Energy-efficient lighting
2. Guidance systems to find parking faster
3. Encouraging alternative travel

Sustainability and Parking

Q4. What related professions would benefit most from a better understanding
of the value of parking expertise in the early planning process of any project?

1. Architects
2. Urban Planning
3. Engineering Architecture

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"Decision makers need to understand parking issues and planning stages."

"Failing to think about parking in the planning stages."

"Wrong assumptions about cars, bikes, mass transit, intermodal transportation equation that includes bikes, cars, mass transit, intermodal, and walking."

"There are many problems in existing garages or lots that would never have occurred if one person had consulted a parking expert in the design and planning process."

"Wrong assumptions about cars, bikes, mass transit, intermodal transportation equation that includes bikes, cars, mass transit, intermodal, and walking."

"Lack of parking guidance systems to find open spots."

"No connectivity between parking and urban centers."

"Not planning for such time."

"Delinquent maintenance."

"Poorsly designed lane widths go wrong."

"Parking is needed for retail."
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