

### INSIDE

A round-up of 2012  
International Parking Institute  
news, partnerships, publications,  
initiatives, and more...

### Soundbites

"Top-to-bottom improvements are paving the way for a greener parking future."

— *Government Buyer Magazine*, June 2012

"Cities across the country are implementing innovative parking strategies using new technologies in an effort to improve parking experiences for citizens."

— AOL Government, March 2012

"Well-planned parking can increase use of mass transportation, reduce the number of commuters, encourage alternative travel methods, and better use parking through sharing."

— Shawn Conrad, letter to the editor,  
*The New York Times*, April 2012

"Green parking is a reality. New approaches to parking and transportation are contributing to campus sustainability."

— *College Services Magazine*, July 2012

"Parking is big business, and getting bigger."

— *New York Daily News*, June 2012

"Parking is becoming more environmentally-friendly."

— MoneyRadio, June 2012

"Industry-transforming innovations are changing the way we park."

— *Building Design and Construction*, June 2012

"Imaginative new garages are cropping up. For drivers, the normally humdrum experience of parking gets a dash of flair..."

— *Wall Street Journal*, January 2012

[parking.org](http://parking.org)

A Supplement to  
*The Parking Professional Magazine*



IPI Chair  
**Casey Jones, CAPP**

Dear IPI Members,

I'm so pleased to report to you that 2012 will go down as another year that parking really mattered. The International Parking Institute strengthened itself as the industry leader spreading the word about our profession far and wide, helping our members advance their own businesses and careers, launching new programs, and growing those already established.

This year, IPI co-founder Jim Hunnicutt, CAPP, passed away after a lifetime of dedication to our profession. He will be missed. I know Jim would have shared in our collective pride to learn, as we just did, that the White House intends to nominate IPI Board member Tim Haahs, PE, AIA, to the Board of the National Institute of Building Sciences.

Thanks and congratulations to our Board of Directors (see box on page 3) for all of their hard work. I also want to thank all of our committee chairs, volunteers, IPI staff, and those who gave back to the industry through involvement in IPI last year.

This document provides a glance of all we've accomplished during the last 12 months. I encourage you to visit [parking.org](http://parking.org) for more information on all of these programs, partnerships, initiatives, and milestones.

2012 was our 50<sup>th</sup> anniversary and a banner year for our association. Thanks to our members for all they do!

Casey Jones, CAPP  
*Chair, International Parking Institute*

**IPI** INTERNATIONAL  
PARKING  
INSTITUTE™  
50 Years Advancing The Parking Profession

### International

More than 80 attendees were on hand for the second annual **IPI Latin Parking Conference & Expo** in Puerto Rico in December, complete with educational sessions, valuable networking, and tabletop exhibits.



bringing together parking association leaders from around the world for spirited discussion on advancing the parking profession globally. The group unanimously pledged to reconvene and plans are underway for collaborative projects.



**Leadership Summit (GPALS),**

In June, IPI hosted the first **Global Parking Associations**

This year, IPI representatives traveled beyond the continental U.S. to Puerto Rico, as well as Australia, Brazil, Canada, Columbia, Italy, and Mexico.

### Initiatives

**T**he **ITS Parking Task Force** was established to look at how intelligent transportation systems (ITS) and parking affect each other, including working with other transportation networks.

The 2012 **Emerging Trends in Parking** report provided valuable information for IPI members, transportation professionals, and the greater public through media coverage, examining everything from trends related to sustainability, technology, and academic study.

IPI launched its first parking **Job Analysis Survey**, which will guide future development efforts and provide an in-depth look at what, when, and how parking professionals do their jobs.



What started as an IPI Supplier Summit evolved into the **Smart Parking Alliance**, with co-chairs appointed, and an expanded charter to launch new initiatives under the *Parking Matters*® umbrella. Drawing from the expertise of equipment, technology, and service providers, the new group will be a catalyst for educating inter-related industries.

IPI established an **Airport Peer Services Program** designed to provide IPI airport members a structured opportunity to share knowledge and experiences and offer ideas and recommendations to one another at limited expense. Throughout the year, parking professionals reaped the benefits of the IPI Technology Committee's presentation on **Parking and the Mobile App Convergence**.

### Partnerships

**I**PI teamed up with the **Association for Commuter Transportation (ACT)** to bring both organizations' resources together during the 2012 IPI Conference & Expo and state and regional association conferences, offering parking professionals around the U.S. access to even more knowledge, ideas, and networking.



**The Water Environment Federation (WEF)** reached out to IPI to help spread their resources on stormwater runoff through writing a feature for *The Parking Professional* and planning a presentation for the 2013 IPI Conference & Expo in Fort Lauderdale, Fla.



This year, a partnership was forged with the **Federal Highway Administration (FHWA)**, paying valuable dividends almost immediately through an education session at the 2012 IPI Conference & Expo, publication of *Contemporary Approaches to Parking Pricing: A*

*Primer* (available at [parking.org/fhwaprimer](http://parking.org/fhwaprimer)), and a related IPI webinar. This exciting arrangement will continue in 2013 with parking pricing workshops. Stay tuned!

Another collaboration was formed with **Airports Council International-North America (ACI-NA)**, which resulted

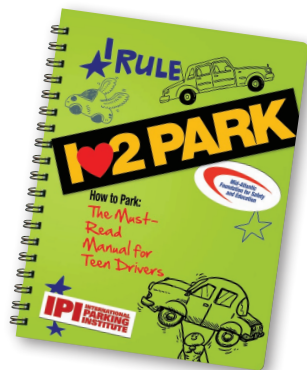
in publication of the *2012 ACI-NA/IPI Airport Parking Survey*.

Partnerships related to expanding knowledge of sustainability in parking included collaborative work with the **Green Parking Council**, the development of a book featuring case studies of parking projects focused on sustainable building, design, and operations, and outreach with the **League of American Bicyclists**.



In what was a perfect match, IPI teamed up with **AAA and the Mid-Atlantic Foundation for Safety and Education** to produce an educational guide to parking for teen drivers.

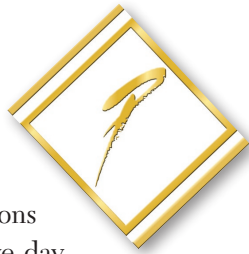
IPI joined with the **Merchants Payments Coalition** to fight unfair credit card processing fees and strengthen our voice on an issue that is critically important to our members.



IPI forged even closer ties to a dozen **state and regional parking associations** this year through an allied agreement that strengthens and protects everyone, and through participation in these organizations' annual conferences.

## Professional Development

Enrollment in IPI's **Certified Administrator of Public Parking (CAPP)** program, which marked its 20<sup>th</sup> year in 2012, was at an all-time high and for the first time required two simultaneous sessions to accommodate participants in its five-day management course. Kudos to those who invested in their careers, and many thanks to our devoted team of instructors for sharing their experience and knowledge.



Few people doubt the value of **professional development**, but not everyone can get out of

town to attend in-person events. IPI hosted more expert-led **webinars** than ever on topics chosen to help with everything from pricing to apps.

We hear a lot about the value of networking, and IPI made that possible year-round through its **Online ShopTalks**, which offered free virtual roundtable networking for members to share best practices and ideas without leaving their offices.

IPI beefed up its **CareerHQ** job board this year by adding a searchable database of tools including job searching tips, resume writing, and social profile development, along with an add-on service connection to certified career coaches and resume writers.



## Conference & Expo

The 2012 **IPI Conference & Expo** was bigger and better than ever, with more than 2,500 attendees from more than 35 countries, the biggest exhibit hall in the industry, and outstanding educational sessions, networking opportunities, and keynote addresses. Not only was the conference big, it was big news—media coverage focused on the revolution in parking technology in the *New York Times*; the *New York Daily News*; ABC, CBS, and NBC television network affiliates in Phoenix; dozens of newspapers, building, facility management, real estate, and architectural magazines; and more.

Plans for the 2013 IPI Conference & Expo in Fort Lauderdale, Fla., got off to an incredible start with 80 percent of exhibit space sold by year's end.



## Recognition

IPI recognized the best and brightest in the industry by bestowing its **Awards of Excellence** and **Professional Recognition Awards** on a handful of parking properties, ideas, companies, and professionals in 2012. Last fall, the Parking Professional of the Year award was renamed the **James Hunnicutt Parking Professional of the Year** to honor IPI's late co-founder. Thanks to our committee members for their hard work on these awards.

## IPI Board of Directors

### Casey Jones, CAPP

*Chair*  
Boise State University

### Liliana Rambo, CAPP

*Chair-Elect*  
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### Michael E. Swartz

*Treasurer*  
Standard Parking Corporation

### Cindy Campbell

*Immediate Past Chair*  
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Duncan Solutions, Inc.

### Larry J. Cohen, CAPP

Lancaster Parking Authority

### Allen Corry, CAPP

Town of Greenwich

### Rick Decker, CAPP

Metropolitan Airports Commission  
Minneapolis/St. Paul International Airport

### Laurens Eckelboom

Parkmobile USA, Inc.

### Timothy H. Haahs, PE AIA

Timothy Haahs & Associates, Inc.

### Kim E. Jackson, CAPP

Princeton University

### Michael T. Klein, CAPP

Albany Parking Authority

### Dan Kupferman, CAPP

Walker Parking Consultants

### Chuck Reedstrom, CAPP

Kimley-Horn & Associates, Inc.

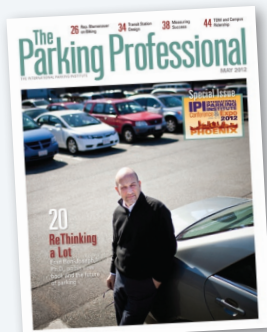
### Andy Troth, CAPP

### Shawn D. Conrad, CAE

*Executive Director*  
International Parking Institute

### Publications

IPI's award-winning magazine, **The Parking Professional**, enjoyed a banner year, with cover stories featuring former Secretary of State Gen. Colin Powell and MIT professor and *Re-Thinking a Lot* author Eran Ben-Joseph, new columns, and a host of articles that kept



the industry informed on news and trends. The number of subscribers to the bi-weekly **IPI Insider** e-newsletter increased by nearly 20 percent this year. Additionally, the **Parking Matters® Blog** made its debut in March, bringing

together contributing industry experts to post their thoughts several times each week. And **Parking NewsLink** let suppliers, parking professionals, and consultants share links to their organization's news releases on the IPI website.



### Membership

IPI's new **membership structure** fully kicked in this year, with member organizations able to convey membership benefits to their entire staffs, nearly doubling the IPI community of parking professionals and expanding the number who can take advantage of networking, free learning opportunities, discounts on programming, and more. In addition, IPI transitioned to a state-of-the-art association management software program which will streamline services and make customized benefits possible. In 2012, a two-minute **Introduction to IPI** video that provides an overview about our mission, messages, and membership was produced and is viewable at [parking.org](http://parking.org).

### Parking Matters®

IPI's industry-wide marketing and public relations program continues to build momentum by building alliances, creating a vision for the profession, and changing perceptions about parking through education, awareness, and positive media coverage. Favorable publicity about parking appeared in newspapers, business magazines, radio, and on the internet and network-affiliated TV news broadcasts throughout the year. See sample excerpts on front page, and read more in the **Parking Matters®** section of the IPI website at [parking.org](http://parking.org). News for consumers on avoiding tickets and on holiday parking tips captured the attention of newspapers and television stations from coast to coast. A tipsheet of talking points called **How to Speak Parking Matters®** was published to enable members to share positive messages about parking.



### Socialize

IPI's social media presence has grown dramatically via LinkedIn, Facebook, Twitter, YouTube, and the **Parking Matters® Blog**, with thousands of participants staying connected to IPI through these social channels.



### Volunteers Make it Happen!

Throughout every activity, every new feature, every honor, and every accomplishment, there is a cadre of busy volunteers who take time away from their other responsibilities to keep IPI moving ahead to the benefit of the industry. Credit and thanks go to them for everything you've read about here, along with the day-to-day advances that didn't fit into this *Year in Review* and those to come in 2013. For your time, your commitment, your ideas, and your dedication, **thank you!**