

INSIDE

A round-up of 2013
International Parking Institute
news, partnerships, publications,
initiatives, and more...

Soundbites

"Parking professionals play an integral role in helping communities meet stormwater management requirements and overall sustainability goals."

— *BOMA Magazine*, Building Owners and Managers Association, March/April 2013

"From meters to sensors to apps and beyond, the parking industry has embraced a technological revolution that's changing the way customers and local officials think about where they leave their cars."

— *American City and County*, March 2013

"Parking industry tries to make your life easier: This week at the International Parking Institute's annual conference, the conversation has been about helping drivers get in and out of spaces as conveniently as possible."

— *National Public Radio*, May 2013

"Technology is going to transform how motorists hunt down available parking in crowded cities, ending the need to circle endlessly for a space, a new study says."

— *USA Today*, Drive On blog, May 2013

"The artistry of some garages reflects an increasing interest in parking aesthetics generally."

— *Planning Magazine*, May/June 2013

Quoting Casey Jones, CAPP, past chair of the International Parking Institute: "Garages used to be about parking cars, now we're a service industry."

— *New York Times*, November 28, 2013

parking.org



IPI Chair
Liliana Rambo, CAPP

Dear IPI Members,

Parking Matters®. We say it a lot, and I'm happy to report that 2013 will be remembered as the year our message made it to a record number of organizations and people inside and outside the parking industry. Thanks to the efforts of so many, IPI experienced unparalleled growth and success last year, leaving us poised to reach new heights in 2014.

I hope you'll take a few moments to read about our stellar 2013. From new partnerships and initiatives to all the ways we advanced the parking profession, it all benefited our industry and our members.

My deep gratitude to the members of IPI's Board of Directors (see box on p. 2) for their time and dedication to our association and our business. Many thanks as well to our committee chairs and members, volunteers, IPI staff, and those who put forth so much effort to bring success.

I hope you enjoy this look back at all we accomplished in 2013—our future looks brighter than ever, and we can all be proud of that.

Liliana Rambo, CAPP

Director of Parking Services, Houston Airport System
2013-15 Chair, International Parking Institute



International

The Global Parking Associations Leaders (GPALs), a group established by IPI and made up of parking association leaders from around the world, conducted its first collaborative effort—a Global Parking Survey. Garnering responses from members of 13 parking associations and translated into five languages, the survey told us about leading industry trends, concerns, and influences. Presented by an IPI leadership team at the second GPALs Summit at the EPA Congress in Dublin, the survey earned accolades from professionals who planned to put its data to use back at home. Learn

more and download the survey report at parking.org/gpals. GPALs membership has grown and exciting new projects are planned for 2014.



More than 100 professionals met in Mexico for the third IPI International Parking Conference, which spotlighted parking in that country.

IPI leaders traveled around the world again in 2013, visiting Brazil, the Netherlands, Australia, Mexico, Finland, and Canada, while several IPI reference documents were translated into other languages to help share information and spread the word that *Parking Matters*®.

Education

2013 was the year parking professionals expanded their horizons and broadened their expertise right from their own desks thanks to the launch of IPI's Online Courses & Training. Starting out with five courses (with more on the way), this new program offered in-depth learning that can be done from any internet-accessible location, any time, and even



provides certificates to students who successfully pass a quiz at the end of each course. Visit

parking.org/onlinecourses for more information.

Another milestone came in the Certified Administrator of Public Parking (CAPP) program, which saw record numbers of enrollees: 80 professionals took part in the CAPP Parking-Industry Specific Five-Day Session in May. Online ShopTalks also proved popular, and IPI's webinars drew an average audience of more than 150 participants each, covering everything from food trucks to on-street parking technology to risk management and general liability.



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International Parking Institute

PARKING MATTERS

Shining Media Attention on Positive Parking News

Thanks in large part to IPI's *Parking Matters*[®] initiative to advance the parking profession through education, awareness, and outreach, gone are the days when all media coverage of parking is negative. Now, it's more likely that parking stories will be about ways the parking industry leverages technology to improve the experience for drivers—and contributes to sustainability.

In 2013, this year-round effort generated noteworthy national media coverage in the *New York Times*, *USA Today*, cars.com, (with its 1.5 million followers), and a segment, called *Parking Industry Tries to Make Your Life Easier*, which aired on 600 National Public Radio (NPR) stations during its popular drive-time Morning Edition program.

Parking articles were featured in *American*



City and County, *BOMA Magazine*, *Planning*, *Mass Transit*, *Airport*, and many others. A media highlight: IPI was prominently featured in the Travel Channel's "Extreme Parking" television series, accessible to 94 million households in the US, with the final of three parking

segments focused on the Future of Parking. Read and review more at parking.org/parking-matters.



Recognizing Excellence

Outstanding parking projects, organizations, and people were recognized through IPI's Awards of Excellence and Professional Recognition Program awards, both of which took place at the 2013 IPI Conference & Expo in Fort Lauderdale in May. Highlights included Awards of Excellence winners focused on aesthetics, design, and



sustainability. See IPI's website for a photo gallery of winners. The first winner of the re-named James M. Hunnicutt, CAPP, Parking Professional of the Year

Award was Roamy Valera, CAPP. The Parking Organization of the Year honoree was the City of Perth Parking, Australia.

Among 2013 IPI Awards of Excellence winners: Parking facility at the U.S. Department of Energy's National Renewable Energy Laboratory (NREL) in Golden, Co.



Coming Together

The 2013 IPI Conference & Expo drew the largest attendance ever with more than 2,700 parking professionals on-site, and celebrated its largest Expo ever too! This was also the year that saw our first Smart Parking AllianceSM Parking Project Poster Session, with nearly 50 participants displaying innovative ideas and projects. The conference keynote focused on



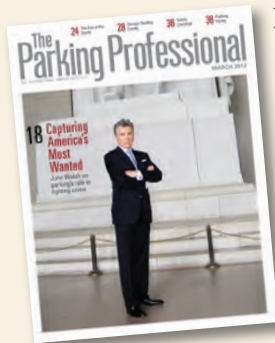
Solar Roadways and attendees were treated to a preview of a segment of the Travel Channel's "Extreme Parking" Series featuring outgoing chair Casey Jones. Other highlights included tours of IPI's first Greening

the Lot demonstration project, as well as the city of Fort Lauderdale and nearby universities, IGNITE sessions, and off-site activities including a reception at a science museum and go-kart racing! Registration is open for the 2014 Conference and Expo in Dallas, Texas, June 1-4.



Spreading the Word

It was a banner year for IPI's monthly magazine, *The Parking Professional*, which garnered an EXCEL award for an outstanding feature article from Association Media & Publishing from a pool of thousands of association magazines (the winning story was "America's Parking Lot," from the September 2012 issue). Other highlights from the year included the magazine's first photo contest and an interview with crime expert and television host John Walsh.



The 2013 *Emerging Trends in Parking Survey* offered up new top parking cities in 2013 and garnered a host of positive media mentions. A technology



glossary for the industry was also published and became an instant reference for IPI members. And a big highlight was the publication of the *How to Park: A Must-read Manual for Teens*, produced in partnership with AAA Mid-Atlantic and the Mid-Atlantic

Foundation for Safety and Education, featured in AAA *World* magazine, and distributed nationwide. Finally, the *Parking Matters*[®] Blog celebrated its first anniversary, posting news and views from industry leaders several times per week.

PARKING MATTERS[®] THE BLOG

Initiatives and Partnerships

Big news in 2013 as the Green Parking Council (GPC) became an affiliate of IPI, joining together the two organizations to promote green parking in a unified new relationship that will pave the way for Green Garage Certification and other programs.



IPI was named a founding ambassador in the U.S. Department of Energy's Workplace Charging Challenge, a new initiative of the EV

Everywhere Grand Challenge to increase the number of American employers to offer workplace charging tenfold in five years.

Hand-in-hand with that is a project of IPI's Consultants Committee to create an Electric Vehicle Standards Guideline to help parking professionals design and operate garages and parking areas to promote charging.

IPI's Smart Parking AllianceSM is sporting a new logo and laying the foundation for research and an awareness campaign targeted at municipalities.



During 2013, IPI was actively involved with the Transportation Research Board (TRB), spearheading parking research projects that will be shared at the 2014 Conference & Expo in Dallas. Parking also made



waves in Cleveland this year with

the first Parking CARES Symposium, which brought together experts from the Cleveland Clinic with others to showcase the hospital's outstanding parking and customer service model.

State and Regional Associations

Volunteer leaders from more than a dozen state and regional parking associations took part in a workshop at the 2013 IPI Conference & Expo to help them understand their responsibilities and set strategic goals and directions for their groups. Later, IPI debuted its new web portal for allied state and regional associations to help share items of common interest and value; it contains links to association websites, the IPI Calendar of Events, and a resource library of shared documents.

IPI staff, leadership, and committee volunteers traveled to more than a dozen IPI allied state and regional association meetings from coast to coast in 2013, offering keynote speeches, educational presentations, resource materials, and giveaways while sharing in the excitement whenever and wherever parking professionals gather.

Moving Forward

It was a big year for IPI—moving the industry in positive new directions. 2014 started with a big move in the most literal sense, as the IPI offices relocated to new headquarters in Alexandria, Va., minutes from our nation's capital. The new offices are easily accessible to three major airports, and a metro stop, and boast the fourth-largest concentration of professional associations in the nation. Please plan a visit this year. Visitors are always welcome and we can't wait to show off our new digs!



Name ► New IPI Headquarters

Address ► 1330 Braddock Place, Suite 350
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Phone ► 571.699.3011

Update your address book!