

A SUPER YEAR FOR ADVANCING THE PARKING PROFESSION



Dear IPI Members,

What a whirlwind year! Together, we've accomplished so much. They say a picture is worth a thousand words, so this year we're sharing snapshots of the year's highlights. What can't be shown, but is so important, is the time and talent of IPI's Board of Directors, volunteers, and staff, and the contributions they make to all of the IPI programs that are educating, connecting, enlightening, and advancing the parking profession.

To those who've watched from the sidelines, I invite you to join a committee, pick a project, raise your hand, and get involved. I promise it'll be a wonderful experience.

Liliana Rambo

Liliana Rambo, CAPP

Chair, IPI Board of Directors
Director of Parking Services
Houston Airport System



A Year of Positive Parking News

**PARKING
MATTERS®**

Through positive news, features, blog posts, and broadcasts, IPI's *Parking Matters®* program helped educate millions of people this year about the value of parking and parking professionals. In addition to features in architectural, building, real estate, airport, municipality, university, environmental, and other business publications, coverage in 2014 really hit the big time.



IPI's Parking Matters® committee co-chair Casey Jones, CAPP, prepping for satellite interview on ABC's Good Morning America.

IPI was well represented on this parking panel, part of the Washington Post national livestream "Fix My Commute" event, keynoted by VP Joe Biden.

In fact, parking was favorably featured in quite a few of the media news outlets considered among the most influential in the world, including *The Wall Street Journal*, the *Washington Post*, CNN, *Huffington Post*, and the UK-based *The Guardian*.

WSJ

CNN

THE
HUFFINGTON
POST

theguardian



INSIDE

A round-up of 2014
International Parking Institute
news, partnerships, publications,
initiatives, and more ...

IPI's *Parking Matters®* Media Outreach Soundbites

"Mobile apps transforming the future of parking."

CNN

"7 Secrets to Scoring a Plum Parking Spot."

Wall Street Journal MarketWatch

"More urban garages are incorporating ground-floor retail and architectural flourishes to make parking blend into walkable environments."

CityLab

"Can Parking Help Save Paradise?"

The Huffington Post

"Environmental Parking Efforts Gain Momentum"

Business Officer magazine

"Innovative sustainable parking designs—in pictures."

The Guardian

"LEED for Garage Parking Launched"

Environmental Leader

"New Research Reveals Local Government Officials Need to Get Up to Speed on Parking"

Government Technology

"Why Smart Parking is a Cornerstone of Smart Cities"

FutureStructure

"International Parking Institute Names Best New Parking Structures"

Building Design + Construction

A supplement to
The Parking Professional magazine
parking.org

Big Show in the Big D!

2014 proved to be another record-breaking year for the IPI Conference & Expo, which has without a doubt become the must-attend event for the parking industry. More than 3,000 parking professionals from 35 countries took over the Gaylord Texan Resort outside Dallas for nearly a week of the



biggest Expo hall in parking, more than 60 education sessions for every level of professional, and amazing speakers: John Cameron from the U.S. Mint;

Marina Leight from *Governing* magazine; Daniel S. Friedman, PhD, FAIA, College of Built Environments; and syndicated newspaper columnist Dave Lieber.

Honorees in IPI's 2014 Awards of Excellence competition included Park Place in Missoula, Montana (shown below) (Architectural Achievement), the Ajax GO Parking Garage in Toronto, Canada; the Boston Common Parking Garage; and the Santa Monica Parking Structure 6, among others.



If you needed a product, service, technology, or piece of information, it was definitely in Dallas in June, along with the social events, networking opportunities, and down-home fun that's become synonymous with the IPI Conference & Expo. As the saying goes, the show must go on—mark your calendar and book your room now for the 2015 IPI Conference & Expo, June 29-July 2, in Las Vegas!

Recognizing the Best

The Professional Recognition program was created to honor individuals and organizations that distinguish themselves with leadership, generosity, customer service, and advocacy for the profession. This year's honorees:



Joshua Kavanagh, CAPP,
University of Washington
James M. Hunnicutt, CAPP,
Parking Professional of the Year

Joseph Wlostowski, Binghamton University
Supervisor of the Year

Wendy Glenn, University of Georgia
Staff Member of the Year

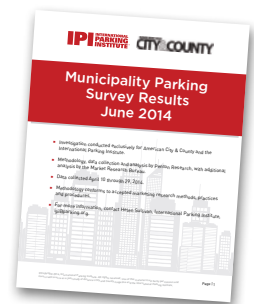
Transportation Services, University of Washington
Organization of the Year

Municipality Firsts

In partnership with *American City and County* magazine, IPI's Smart Parking Alliance™ (SPA)



conducted groundbreaking research among municipal decision-makers about parking perceptions and needs. The research was shared at IPI's first Municipality Symposium, in conjunction with the IPI Conference. Also, SPA sponsored a conference poster session and produced an infographic featuring *A Tale of Two Cities: With and Without Smart Parking*.



Parking Matters® Debuts Marketing & Communications Awards



2014 was the year of the first *Parking Matters®* Marketing & Communications Awards, which honored 12 organizations for excellence in reaching out to the media and community about parking.



Education Milestones

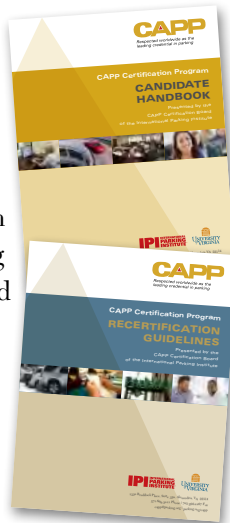
CAPP

Respected worldwide as the leading credential in parking

This year marked the debut of an updated CAPP program which was introduced with new pathways to earn the credential, along with a new application process, testing, and recertification protocols.

Biggest CAPP Graduating Class

The 20th anniversary of the first CAPP graduating class featured the largest ever, with 42 graduates.



Education on the Go

Thanks to a slew of new online and onsite courses from IPI, it has never been easier to beef up your or your staff's professional knowledge. IPI education was offered in-person at state and regional parking association meetings, at member facilities around the country, and everywhere else through Online Courses & Training, which introduced a subscription option and two new titles: Intro to Parking and Sustainability in Parking.



We weren't the only ones to call our education programs top-notch: 2014 saw IPI receive accreditation from the American National Standards Institute (ANSI)/International Association of Continuing Education and Training (IACET), which means parking professionals and those in related industries, including architects, urban planners, and others, can receive continuing education units (CEUs) for participating in many of IPI's education programs.



On the International Front



IPI formed the first Mexican Parking Association (Asociación Mexicana de Estacionamiento), our newest affiliate, and co-hosted the Congreso Latino De Estacionamientos with Abrapark (the Brazilian Parking Association) and Expo Parking. Cali, Colombia, was the host city for IPI's fourth annual International



Parking Conference. Representatives from around the world attended the third Global Parking Association Leaders (GPALS) Summit at the 2014 IPI Conference & Expo in Dallas. The group, established by IPI, provides a global forum for parking industry leaders.



IPI extended its reach to the Middle East by participating in the Gulf Traffic conference in Dubai. And leaders from IPI and the Japan Parking Association met in Washington, D.C., for a delightful exchange of ideas.

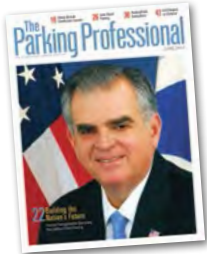


Collaboration

New partnerships abounded this year. IPI assumed management of the Association for Commuter Transportation (ACT), an international trade association and leading advocate for commuter transportation. This is an important opportunity to grow both associations and further align their goals, which are often parallel.



Publications



The Parking Professional monthly magazine won a coveted Silver Excel award for feature writing from Association Media and Publishing.

Among the year's top cover stories: Interviews with former U.S.

Secretary of Transportation Ray LaHood, and urban planning expert Todd Litman.



“Why Parking Matters”



A new white paper, “Why Parking Matters,” explained to non-industry members the value of parking and the importance of a carefully-planned parking system. The plain-English, easy-to-read paper was distributed on paper and as a free download to help spread the good word about parking.

Advancing (and Greening) the Industry

IPI took the sustainable parking movement to new heights this year, which saw the first publication of its kind – the groundbreaking *Sustainable Parking Design and Management: A Practitioner's Handbook*. It was a major milestone, and we continue to green the entire industry, supporting the Green Parking Council, an IPI affiliate, in the formal launch of the Certified Green Garage Standard. This outreach includes new certification workshops offered at state and regional associations for education and CAPP credit, too.

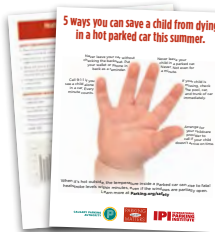


BREAKING NEWS - joining forces and transforming the industry

IPI and the Green Parking Council signed a Memorandum of Understanding (MOU) with GBCI, the certification body for the U.S. Green Building Council's global LEED® green building rating system.

The new collaboration recognizes not only the critical importance of sustainability in the parking industry, but also how essential the parking and transportation professions are to creating long term sustainable solutions for people, planet, and profit.

Parking Safety Matters



The *Parking Safety Matters* program launched an awareness campaign about the dangers of children dying of heatstroke when left in hot parked cars. More public service initiatives are planned for 2015.



Here Comes 2015 ...

There's no doubt about it: 2014 will go down in IPI history as one of the most productive years ever, with new initiatives, partnerships, and projects all designed and implemented to advance the parking profession farther than ever before. And the momentum continues: there are even more great things ahead in 2015! It's an exciting time to be a parking professional and an even more exciting time to be part of IPI, the world's largest association for the parking industry. Stay tuned for more news soon!

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