2015 WAS A TRANSFORMATIVE YEAR for the International Parking Institute (IPI), its members, and the parking community. As the largest association of parking professionals, IPI is focused on supporting the industry’s growth and the critical role parking plays around the world. Parking professionals know their jobs are about much more than a place to leave a car—they're about community and quality of life, technology and transportation, sustainability, and mobility. Take a look back on highlights from the past year in order to look ahead.

“What a remarkable year! IPI expanded its onsite training programs, increased learning capabilities, remained vigilant on sustainability, and promoted the important connection between parking management and economic development.

“Thanks to the IPI Board of Directors, committee members, staff, and our many volunteers who continue to help make these initiatives, partnerships, and programs into reality.”

Kim Jackson, CAPP
Chair, IPI Board of Directors
Director, Transportation and Parking Services
Princeton University

Setting the Standard

ACREDITED PARKING ORGANIZATION

▸ IPI introduced the Accredited Parking Organization (APO), a landmark program that recognizes best practices in responsible parking management and operations, customer service, safety and security, and professional development. Five parking organizations achieved APO status in 2015. IPI also launched a “learn and earn” training initiative to prepare new APO Site Reviewers who will evaluate organizations pursuing accreditation.

▸ Seven parking facilities became the first in the U.S. to achieve Green Garage Certification.

From Rookie to Pro

YPIP YOUNG PROFESSIONALS IN PARKING

▸ IPI’s Young Professionals in Parking (YPIP) hit the ground running to engage and promote the next generation of parking leaders. A new series of YPIP Hot Spot events kicked off in October in Denver, Colo., and will travel across the U.S. to offer education and networking for the 40-and-younger set.

▸ As we welcome new professionals to the parking industry, this was the first year IPI formally honored career-long service and leadership. The IPI Lifetime Achievement Award recognizes seasoned parking professionals for their extraordinary contributions to parking. Five industry veterans were honored at the 2015 IPI Conference & Expo, June 29-July 2, Las Vegas.

No “CAPP” to Your Potential

CAPP
Respected worldwide as the leading credential in parking

▸ IPI introduced CAPP Connections, a dedicated LinkedIn group for current, active CAPPs to discuss news and share job postings.

▸ The association also created a searchable online CAPP Registry. The directory helps connect CAPP holders and reinforces the credential as a respected industry standard.

Customized Opportunities

▸ IPI expanded its education offerings with onsite training and development programs. Cindy Campbell, past chair of the IPI Board of Directors, joined IPI staff in May to take several new training modules into the field.

▸ Parking technology innovators vied for a chance at fame and fortune in the new IPI Park Tank™ competition. Modeled after the popular reality TV show, “Shark Tank,” the program gives entrepreneurs a platform to float their cutting-edge products and services before a panel of expert judges. Don’t miss the next competition at the 2016 IPI Conference & Expo, May 17-20, Nashville, Tenn.

New Programs and Perspectives

“The only constant is change,” the adage goes. And so goes IPI. The association is continually exploring new ways to bring awareness to the industry and help members succeed.
What Happens in Vegas...

The 2015 IPI Conference & Expo at the Mandalay Bay Convention Center in Las Vegas, June 29-July 2, was one of IPI’s best events yet. From engaging sessions to exciting networking opportunities, there was something for everyone.

2015 was a year of firsts: IPI launched Park Tank™, Accredited Parking Organization (APO), Young Professionals in Parking (YPIP), the Lifetime Achievement Award, and introduced the first Certified Green Garages. It was the first year IPI’s Expo featured a Precast Pavilion with eight specialized exhibitors, conducted online evaluations, led a Building and Construction Management education track, hosted a Parking Operations and Management Immersion Course, and offered CEUs, LUs, and PDHs at the annual Conference. IPI debuted hands-on, on-site media training that addressed best practices to prepare for and manage interviews. And the IPI Expo held its spot as the largest parking trade show, with more than 250 exhibitors representing all facets of parking products and services—all under one 170,000-square-foot roof.
IPI created and updated several publications to help members lead their parking organizations.

Everything You Need to Know

► The 2015 Emerging Trends in Parking explores where the industry stands on important issues, such as zoning minimums, ADA parking abuse, sustainability, and parking as a career. The annual survey revealed the single-biggest societal influence on parking is a desire for more livable, walkable communities.

► The 2015 IPI Parking Buyers Guide and Consultants Directory is the “Yellow Pages” for the industry. The directory—available in print, PDF, and online—includes more than 90 pages of products and services available to the parking profession.


Resource Guide is the definitive guide for anyone pursuing or considering pursuing CAPP certification. It includes study guidance and practice questions.

► Merchants of all kinds were fully immersed in the process of migrating to EMV chip-based payments. IPI and the Smart Card Alliance partnered to prepare guidance and recommendations specifically for the parking industry in the white paper, EMV and Parking.

► Hundreds of newspapers carried IPI’s public service safety message, Eight Ways You Can Prevent A Summer Tragedy, about saving children from dying of heatstroke in hot parked cars. IPI offers fact sheets and flyers that can be customized for offices, businesses, or homes.

Proactive Tools

► Parking and transportation professionals typically stand front and center when emergencies arise, whether a vehicle fire in an underground garage, an act of Mother Nature, or criminal activity. IPI’s Emergency Preparedness Manual is a free tool that offers guidance for developing an emergency response plan.

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IPI in the News

IPI brings the parking industry together to advance the profession in many ways, including positive and informative news media coverage. Through IPI’s Parking Matters® program this year, IPI members provided dozens of interviews and expert analyses to consumer and trade publications.

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Highlights of 2015 Media Coverage:

1. How to Win Black Friday, U.S. News & World Report
3. 7 Garages Become First in U.S to Achieve Certification, Bloomberg Business
4. What’s Trending: Green Garages on Campus, University Business
5. The Greening of the Parking Industry, Green Building Journal
6. Seven Parking Garages You and Your Car Will Love, Livability.com
7. Everyday Items That Refuse to Die, Kiplinger
8. Your Parking Space is About to Get a Lot Smarter, Las Vegas Review Journal
10. Seven Super Cool Parking Facilities, Public Works

With new technology comes new terms and definitions—and questions about those terms. What’s What in Parking Technology: A Glossary of Parking Technology Terms explains nearly 100 terms, from Access Control to Waiting List. IPI also developed an online interactive version to help ensure members are never at a loss for the right word.

A Library Catered to You

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All Over the Map

The first word in IPI is “international,” and this year the association once again made good on its mission to advance the parking profession around the globe.

► Global Parking Association Leaders (GPALs), established by IPI as a group of international parking leaders from 21 countries, met in Berlin, Germany in 2015. GPALs provides a forum for parking associations to share information with their international counterparts.

► IPI’s ambassadors crossed the globe, talking about why Parking Matters® in the United Kingdom, Italy, Norway, Finland, Netherlands, Mexico, Chile, Brazil, United Arab Emirates, and Canada.

► Participants from five countries joined IPI in Santiago, Chile, in October for the fifth annual International Parking Conference & Expo. Stay tuned for details about the 2016 International Conference.

► IPI introduced Mexico’s new parking association—and IPI affiliate—Asociación Mexicana de Estacionamiento (AMDE) to the parking community. Membership in AMDE includes dual membership in IPI. Plans are underway for a 2016 AMDE Conference in Mexico City.

What’s Next?

2016 promises to be another productive year for IPI and its members.

► IPI is excited to launch the new, improved, and more user-friendly IPI website later this year. The redesign will make it easier than ever to find resources and opportunities for member engagement.

► IPI’s Spanish-language magazine premieres January 2016. Industria del Estacionamiento brings news, trends, and analysis to Spanish-speaking parking professionals with articles that are important to Latin American parking professionals.

► IPI will add two new courses—Finance and Technology Trends—to its Online Course Library, raising the number of IPI on-demand offerings to eight.

► IPI will continue its efforts to support public safety. Together with AAA Mid-Atlantic, IPI plans to produce a Senior Drivers Safety piece. Part of IPI’s new Suicide Prevention, Response, and Recovery project includes a white paper, webinar, and more resources to help parking professionals address this sensitive subject.

► We look forward to seeing you in Nashville for the 2016 IPI Conference & Expo. As the largest parking event in the world, the annual Conference is four days of immersion into prime networking, invaluable training, emerging products and solutions, innovative ideas, and more.

► The evolution of IPI and the parking profession continues. Join us—become a member or renew your membership, get involved, and have a role in advancing the industry.