

**LOOKING BACK ON 2016**, it's clear the [International Parking Institute \(IPI\)](#) is leading the charge in advancing the parking profession. 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. From exceptional trainings and enhanced digital offerings to regional and international partnerships, IPI provides more opportunities than ever to connect with the tools, resources, and colleagues you need to get the job done.

### From the IPI Board of Directors

*It is hard to believe two years have passed and my time as Chair will end in May at the 2017 IPI Conference & Expo in New Orleans, La. Many thanks to the IPI Board, committee members, staff, and all of our many volunteers who continue to help make all IPI initiatives, partnerships, and programs a reality. I could not be prouder of the work IPI accomplished in 2016 and hope you enjoy our year in review.*



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

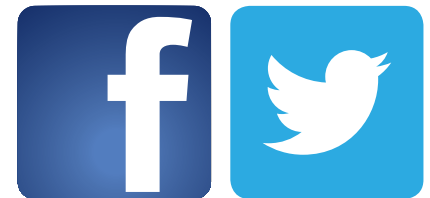
## Here are 16 highlights from 2016 that celebrate IPI and its members.

### Tech Tune-up



- ▶ Access the new [Resource Center](#)—a robust, highly searchable database featuring articles from [The Parking Professional magazine](#), [Parking Matters](#)® Blog posts, IPI and related publications and research, events, and educational and networking opportunities.
- ▶ [Pitch your article idea](#) for [The Parking Professional](#).
- ▶ Use the [Career HQ](#) page to post your resume or an opening for your organization.
- ▶ Find your next big opportunity in the [RFP Portal](#).

@IPIparking on [Facebook](#), [Twitter](#), [Pinterest](#), and [Instagram](#). You'll find the same fun and informative updates in fewer characters. Follow us there for the latest parking news and events.



### 1 [Your New Home Page](#)

IPI is proud of our new and redesigned website ([parking.org](#)). Created with parking professionals in mind, it's chock full of new features and resources, making it a go-to source for information on the parking industry. The interactive, user-friendly site enables you to:

- ▶ [Submit news releases](#) and [blog posts](#) that appear on the home page.
- ▶ Access the full [calendar](#) of conferences, meetings, events, and trainings, including face-to-face classes and webinars.
- ▶ Take an [online course](#)—available at your desk, at your pace, anytime.

### 2 [Your New Membership Center](#)

The new and improved IPI dashboard allows you and your staff to update contact information, renew subscriptions, register for classes, and view the latest issues of [The Parking Professional](#) online. Making sure your profile is correct and complete is the best way to stay in the know on IPI happenings.

### 3 [Getting A Handle on Things](#)

IPI and parking – they just go together. That's why IPI is now

### 4 [A Brighter, Smarter Inbox](#)

The [Parking Matters](#) Blog features leading voices in the parking industry ([parking.org/blog](#)). And now these daily blog posts are featured front and center on the revamped IPI home page. Used by both parking professionals and news media, the blog provides members with the latest on the industry and the trends that will shape our future. What will you contribute in 2017?



## 5 Just Published IPI Goes Spanish

IPI debuted its Spanish-language magazine, *Industria del Estacionamiento*. Published twice a year, the free electronic magazine brings news, trends, case studies, and analysis to Spanish-speaking readers with articles that are important to Latin American parking professionals.

## Big Data, Big Insights

IPI launched “[Parking Analytics: An Industry Snapshot](#),” a survey of parking organizations that collects, aggregates, and publishes data to develop meaningful Key Performance Indicators (KPIs). Add your data to the mix at [parking.org/KPIs](#) and help advance our understanding of the parking industry.

## Case Studies

IPI expanded its collection of project and program case studies, shining a light on some of the parking industry’s best work. The profiles are submitted by IPI members and explore the costs, goals, challenges, and solutions behind technology, planning, design, and other improvements. View the case studies and submit your own in the IPI Resource Center.

## EMV and You

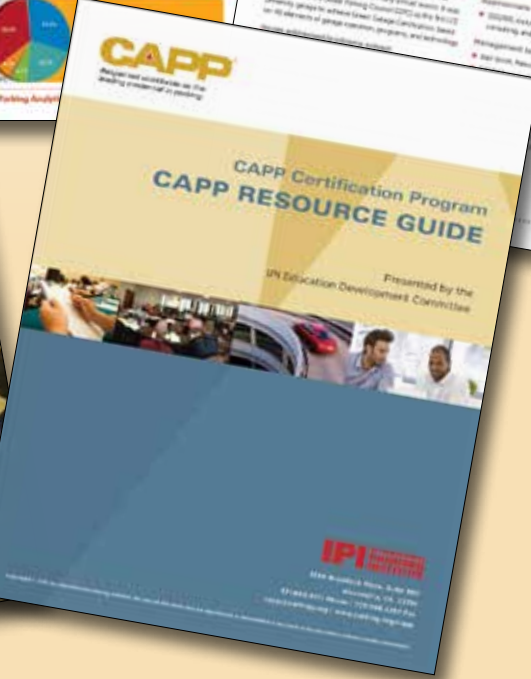
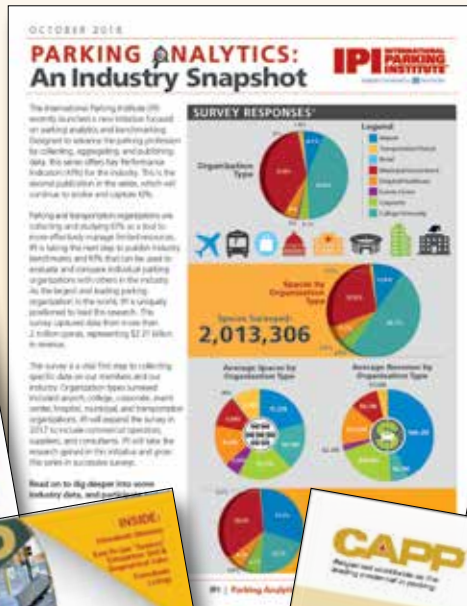
Now that the EMV fraud liability shifts are in place, IPI and the Smart Card Alliance updated the white paper, “[EMV and Parking](#),” to provide current information on the technology and refreshed scenarios.

## The Definitive Parking Index

The [2016 IPI Parking Buyers Guide and Consultants Directory](#) is the best way to keep your finger on the pulse of technology in the industry. This “yellow pages” catalog contains nearly 90 pages of products and services available to the parking profession.

## Practice Makes Perfect

For those studying for CAPP certification—respected worldwide as the leading credential in parking—IPI released a new [Online CAPP Practice Exam](#) designed to simulate and prepare you to take the CAPP examination. The [CAPP Certification Program Resource Guide \(Version 2.0\)](#) now includes a full practice exam in addition to study guidance and sample questions.



## 6 Public Service

In addition to generating positive media coverage about parking, IPI created goodwill by focusing on public service.

### Safe Parking at Every Age

IPI produced a [tipsheet](#) on safe parking for senior drivers and collaborated with the nonprofit B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) to promote teen safety driving programs.



### Heatstroke Prevention

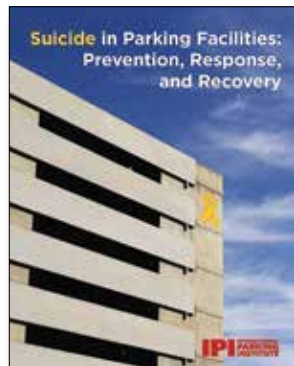
IPI enhanced its collection of public-service tools about child vehicular heatstroke. Share IPI's new 30-second video or downloadable radio PSA. For the first time, IPI created a public-service ad that addresses the dangers of leaving pets in hot parked cars. Find these and more resources at [parking.org/safety](#).



### Suicide Prevention

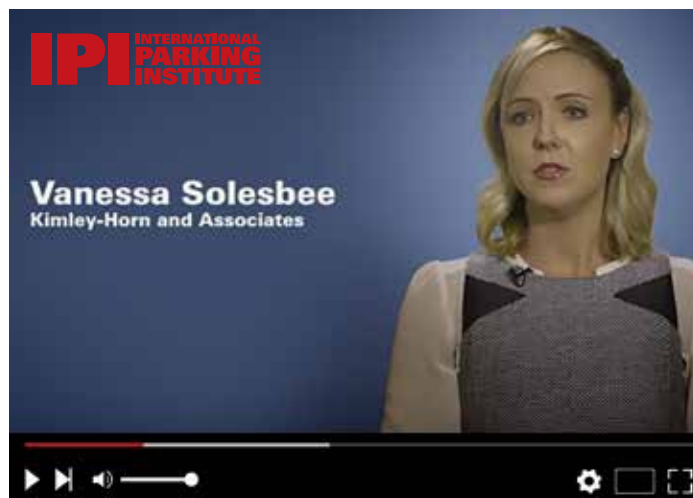
According to a 2016 survey of IPI members, half the organizations had experienced a suicide or suicide attempt at

one of their parking facilities. Developed in collaboration with leading suicide experts, "[Suicide in Parking Facilities: Prevention, Response, and Recovery](#)," was published to help organizations that design, manage, or operate parking garages address the issue of suicide.



## 7 Why IPI? Members Say it Best

IPI produced two videos to educate those outside the industry about what the association does and why *Parking Matters*. Members share their stories in "[Why IPI?](#)" describing how the IPI community has helped them learn, solve problems, advance their parking careers, and develop lifelong friendships. Parking, transportation, and planning experts explain what



parking means to customer service, sustainability, economic development, and so much more in, "[Why Parking Matters](#)." Watch the videos for some familiar faces and good advice on speaking about the profession.

## Certification Standards



## 8 CAPP

The association elected two new members to the existing CAPP Certification Board in its first election. Irma Henderson, CAPP, and Brian Scoggins, CAPP, joined Chair Wayne Mixdorf, CAPP; Becca White, CAPP; and Melinda Alonzo, CAPP, on the Board.



## 9 APO

The Accredited Parking Organization (APO) designation continues to set the benchmark for industry excellence. IPI launched a series of APO Spotlights in which organizations reveal what it's like

to go through the APO process. Several members added APO Site Reviewer to their resumes at IPI trainings throughout the year. The next APO Site Reviewer training will take place in May at the 2017 IPI Conference & Expo in New Orleans, La.



## 10 Parksmart

The U.S. Green Building Council (USGBC) and IPI partnered to offer LEED-accredited professionals valuable continuing education credits through IPI's professional development programs. IPI also trained Parksmart Advisors to lead clients through the certification process for sustainable parking structures. Join IPI for online, instructor-led trainings throughout the year and in-person Parksmart Advisor training at the 2017 IPI Conference & Expo.

## Parking's Best Education



## 11 On-Demand and On Point

IPI added three new courses to its set of nine [online learning](#) opportunities: Technology Trends in Parking (Version 2.0), Foundations of Finance, and Greening Communities Through Parking, an online quiz utilizing our magazine. Sustainability in Parking, one of the association's most popular online learning courses, now qualifies for valuable credits to maintain a LEED credential.

**12** *Interesting and In-Person*



IPI's [on-site training program](#) is growing by leaps and bounds. Cindy Campbell, IPI's senior training and development specialist, trained thousands of professionals from the municipal, university, airport, commercial operator, hospital, vendor, supplier, and consultant sectors. Topics include conflict resolution, customer service, tactical communications, and parking industry fundamentals. Intended for everyone from frontline staff to seasoned managers, the classes are a great way to invest in your organization's most valuable asset — its employees. Contact [campbell@parking.org](mailto:campbell@parking.org) to learn more and register.

**Conference and Community**

**13** *IPI Conference & Expo*



The 2016 [IPI Conference & Expo](#) in Nashville, Tenn., proved once again that the annual show is the must-attend event in the parking industry. More than 3,000 parking professionals and 230 exhibitors convened for top education, networking,

and technology opportunities. With five education tracks and more than 40 sessions including exciting pre-Conference trainings, spirited IGNITE sessions, and TECHtalks right on the show floor, there was something for everyone. The new, more powerful Conference mobile app kept participants buzzing with activity, while the 4 million-square-foot Gaylord Opryland Resort & Convention Center kept everyone on their toes.

**14** *GPALs Summit*

Parking leaders representing 12 different countries met at the 2016 IPI Conference & Expo as part of the annual [Global Parking Association Leaders \(GPALs\)](#) Summit. The group discussed the Parksmart certification program and international efforts to promote sustainability, as well as IPI's initiative to collect Big Data on the industry.



**15** *International Parking Conference*

Participants from six countries joined IPI in São Paulo, Brazil, in October for the sixth annual [International Parking Conference & Expo](#).



**16** *Connecting with China*

IPI continued to collaborate with several different Chinese parking associations to share IPI's professional development programs and accreditations. Plans for a parking conference in China are on the horizon.



**Onward and Upward**

**The Best is Yet to Come**

You can count on IPI in 2017 for even more resources, engagement opportunities, and member benefits as we continue to support parking professionals in creating vibrant and successful communities. Look out for the IPI member survey for another opportunity to weigh in on the fast-changing parking profession.



**Jazzed Up for #IPI2017**

IPI looks forward to seeing you at the [2017 IPI Conference & Expo](#), May 21-24, New Orleans, La., for even more networking, education, exhibits, and fun. Save \$300 when you register before April 30, 2017. Visit [IPIconference.parking.org](http://IPIconference.parking.org) for details.

**Many Thanks**

IPI can't thank its members and the parking community enough for inspiring, supporting, and leading the association this year. IPI's greatest resource is truly its numerous and talented volunteers. Our next call for volunteers and Board of Director candidates will happen this spring—don't miss out on a unique opportunity to learn, network, and serve the parking community. Visit [parking.org](http://parking.org) and learn how to keep IPI's important work going.