

## STATE & REGIONAL ASSOCIATIONS' BEST PRACTICES

State and regional parking associations were once called “the heartbeat of IPI” by State and Regional Committee Co-Chairs Bridgette Brady, CAPP, and David Onorato, CAPP, so it’s no wonder IPI’s State and Regional Association (SRA) Committee’s best practices are featured in this issue of *The Parking Professional*. These best practices showcase effective ways state and regional associations can be successful and productive, sometimes while having fun doing it! IPI is pleased to share these updates and best practices as formulated by some of the most respected professionals in the parking profession.



### Carolinas Parking Association

The Carolinas Parking Association (CPA) offers many benefits, including cost-effective IPI training sessions throughout the Carolinas for front-line employees. Training sessions are offered frequently throughout the year and focus on tactical communication, conflict resolution, and other development subjects.

Each year, CPA presents an opportunity for membership municipalities, vendors, universities, counties, and other organizations to participate in its Awards in Excellence program. This program consists of four categories modeled after IPI’s program: new facility design; parking structure renovation and rehabilitation; most innovative/efficient operation; and marketing of a parking program system.

Keep an eye out for the launch of CPA’s newsletter, which will highlight members, conference updates and news, and award winners.

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

### California Public Parking Association

The California Public Parking Association (CPPA) was founded in 1986 when two cities felt a larger group of agencies would have a better collective effect on legislation to better their organizations. CPPA advances the public parking profession in California by providing a forum for its members to interact, exchange ideas and information, and provide technical and legislative support. Offerings include regional work-



shops and meetings four times a year in various locations, training programs that consist of webinars and an online

webinar library, a monthly newsletter that includes legislation updates and consulting insights, RFP and job postings, full-time lobbyist services, and a periodic legislative digest that summarizes active legislation being tracked, supported, or opposed.

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



Cindy Campbell presenting an IPI Tactical Communication Training Session at NC State University in Raleigh, N.C.

### Mid-Atlantic Parking Association

To better serve the Mid-Atlantic Parking Association (MAPA) membership and the many other parking industry entities in the Mid-Atlantic region, MAPA has developed its own unique best practice for its annual conference. MAPA



follows a one-day conference format that’s offered at an unusually low price for both members and non-members. Registration includes a full day of meals, education, networking, and an opportunity to view the exhibits in the tradeshow. Exhibit space is also offered at a low rate and includes admission for two people to attend the full day



MAPA Conference

of conference and exhibition. The conference attracts upwards of 125 attendees and 25 exhibitors.

In October, MAPA hosted an FBI special agent from the Baltimore, Md., office to present what to do and what parking professionals need to know in an active shooter situation. This session was so well-received that it is being developed into a full day of training to be offered in spring 2017.

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

### Mid South Transportation & Parking Association

During its conference, the Mid South Transportation & Parking Association (MSTPA) facilitates the popular, informative, and engaging Municipal Shop Talk and University Shop Talk. Led by board members, expert insight is at the forefront of the discussions and attracts a good turnout. Attendees gain value through participation in the discussion and are given the chance to ask specific questions.



Municipal discussions focus on special-event parking, enforcement challenges, use of license plate recognition technology, and many other exciting topics. University discussions focus on topics such as event operations on campus and their coordination, transit on campus and its importance, and communication and marketing to students.

Surveys show these sessions are the most important part of the conference for some MSTPA members. The peer interaction and smaller groups make it easier for many to participate and feel more comfortable than in larger sessions.

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

### The New England Parking Council



The New England Parking Council (NEPC) board of directors proudly delivers multiple creative

options for its membership to network and learn about parking and transportation issues in the region and industry. They also provide ways to be involved with many projects and committees.

NEPC hosts events such as the Charity Golf Tournament in September that collected more than \$10,000 for the Flutie Foundation to benefit families of children with autism. Other events include the Mobility, Analytics, and Customer Service Municipal Forum at Union Station, where thinking outside of the box led to the repurpose of the railroad station for a gathering of more than 75 regional parking and transportation professionals. Captivating presentations reflected industry analytics and policies; topics included connected trips, dynamic pricing/smart city, and the future of parking/maximizing parking real estate and analytics for urban mobility.

This year's events include The Hospital Forum and NEPC's Annual Conference in April in Boston, Mass. Stay tuned for updates and the launch of NEPC's new interactive and mobile-friendly website.

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

### New York State Parking Association

The New York State Parking Association (NYSPA) puts on three shows each year, the second of which demonstrates a best practice for state and regional associations to consider. It is NYSPA's least formal of the three events and provides a casual environment that's geared toward enhanced networking and team building.

This year, NYSPA will host its 10th Summer Retreat at historic Hinerwadel's in central New York. Ties,



NYSPA

slacks, and fancy blouses are traded in for shorts, capris and polo shirts. Plated lunches are replaced with items straight from the grill!

The Meeting of the Minds session provides an education component and consists of short presentations followed by Q&A. Speakers subsequently facilitate picnic table conversations for those interested in expanding on the subject matter. A team building facilitator brings fresh ideas and activities to engage and connect more than 120 attendees.

Attendees include a mix of frontline customer service reps, enforcement officers, and booth attendants, along with seasoned professionals. Some



organizations register up to 10 members of their teams, allowing for a dynamic that engages professionals at all levels within the industry and creates opportunity for organizations to meet, learn, and grow.

[nyspa.net](http://nyspa.net)

### Pennsylvania Parking Association

The Pennsylvania Parking Association's (PPA's) response to the challenges faced in 2016 has placed it on firm ground to continue to progress in the new year. PPA's reach spans the state as participants from Pittsburgh, Philadelphia, Erie, Lancaster, Easton, and State College actively represent municipalities, universities, vendors, and operators in these locations. The year's expansion was matched by unprecedented levels of member involvement. Led by a rise in membership, 2016 produced increases in conference and spring training attendance, as well as increased participation by vendors.



Recognizing that the preparation and direct involvement in these activities are performed by PPA volunteers, the organization has found success in opportunities to enhance the growth and sustainability of state and regional associations. Board members acting in cooperation with staff member Dawn Marti have capitalized on several of these opportunities by marketing PPA events on [parking.org](http://parking.org) and through blogging, email marketing, and participating in events such as Thirty Minutes of Education.

Member enthusiasm for the opportunity to network was demonstrated by attendance at the recent Howl at the Moon event and the Cheese Steak Challenge in Philadelphia. While tasting and ranking cheese steaks from different vendors, attendees learned the value of properly ordering a Philly cheesesteak as not to cause havoc in the line.

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

### Texas Parking & Transportation Association

Inspiring, educating, and leading parking professionals is the mission of the Texas Parking & Transportation Association (TPTA), which works to accomplish this through quarterly roundtables held in different cities and surrounding states. Roundtables are free, day-long education sessions open to anyone. The goal is to be a resource to TPTA members, and the benefit is the introduction of the association to non-members.





Florida Parking Association

### Florida Parking Association



The Florida Parking Association (FPA) develops a theme for its annual conference and trade show, held

the week after Thanksgiving each year. The Association forms a conference volunteer committee that is passionate about the association and has a creative personality. Committee calls begin early in the year to get the creative juices flowing to help develop the theme for the year. Themes are developed by looking at what the area of the venue offers in relation to some aspect of parking. The committee continues its calls every six weeks to work on the theme, along with conference logo materials, ambassador shirts, door prizes, networking, and staffing an FPA fun booth. Members design an ambassador card that is placed in the conference bags and introduces committee members and what they do during the conference.

This year, the theme was the “Magical World of Parking;” as the conference was held in Orlando. All materials, advertisement, and references to the conference were designed to incorporate magic, complete with nightly magicians and a magical introduction to opening of the vendor hall.

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

### Parking Association of the Virginias

One of the Parking Association of the Virginia’s (PAV’s) favorite practices for its semi-annual conferences includes customer-service training for frontline personnel, who are prone to high rates of employee turnover. The conferences and training are held in various locations across the state, allowing training access at a reasonable cost to all PAV membership organizations. Because travel distances are reduced or eliminated, PAV experiences high turnouts for this training. It is a useful tool for our organizations to build a sustainable, high-functioning customer service program and retain a positive image and overall parking experience with their customer base and communities.



[bit.ly/PAVparking](http://bit.ly/PAVparking)

Visit [parking.org](http://parking.org) to stay informed about SRA Committee members, events, and updates. Refer to the calendar regularly for regional conferences, Thirty Minutes of Education sessions, and other SRA Committee happenings.

Be sure to visit the events calendar at [parking.org](http://parking.org) or at the back of this issue for a snapshot of what’s coming up.

Roundtable sessions cover hot topics in the industry, including technology, customer service, and sustainability. There is no shortage of expert speakers in the ranks of the TPTA. Some roundtables include IPT’s well-received customer service training for frontline staff; they also include a network mixer the night before that gives colleagues a chance to catch up with old friends and an opportunity to make new connections.

While the Annual Conference & Tradeshow is a vital event that draws from across the state, the TPTA board recognizes that not all staff members from member organizations can attend every conference. The roundtable is an effort to bring the TPTA to the local teams and provide a benefit for their membership, introduce TPTA to new members, and create a collaborative regional organization in which best practices and lessons learned can be shared.

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

Highlighted are IPI and IPI Allied State and Regional Association Events

# 2017

## March 13–15

**Mid-South Transportation & Parking Association Annual Conference and Tradeshow**

Knoxville, Tenn.  
mstpa.org

## April 3–4

**New England Parking Council Spring Conference & Tradeshow**

Boston, Mass.  
newenglandparkingcouncil.org

## April 3–6

**Texas Parking and Transportation Association Conference and Tradeshow**

Fort Worth, Texas  
texasparking.org

## April 5-6

**Cleveland Clinic CARES about Parking 2017 Symposium**

Cleveland, Ohio

## April 26–28

**Parking Association of Georgia Conference**

Buford, Ga.  
parkingassociationofgeorgia.com

## April 28

**Parking Association of the Virginias Spring Workshop**

Fredericksburg, Va.  
pavonline.org

## May 21–24

**2017 IPI Conference & Expo**

New Orleans, La.  
ipiconference.parking.org

## June 14–15

**Southwest Parking and Transportation Association**

Reno, Nev.  
www.southwestparking.org

## July 12 -14

**Pacific Intermountain Parking and Transportation Association**

Tacoma, Wash.  
pipta.org

## September 11–13

**Southwest Parking and Transportation Association Annual Fall Conference**

Las Vegas, Nev.  
southwestparking.org

## September 20–22

**GPALs Summit at the European Parking Association**

Rotterdam, Netherlands  
parking.org/gpals

## September 27–29

**Pennsylvania Parking Association 2017 Annual Conference & Expo**

Erie, Pa.  
paparking.org

## September 27–29

**Carolinas Parking Association Annual Conference & Tradeshow**

Asheville, N.C.  
carolinasparking.org

## October 10–13

**New York State Parking Association Silver Anniversary**

Albany, N.Y.  
nyspa.net

## October 17–20

**Canadian Parking Association Annual Conference**

Banff, Alberta, Canada  
canadianparking.ca

## November 15-17

**California Public Parking Association Annual Conference**

Monterey, Calif.  
cppaparking.org

## December 5–7

**Florida Parking Association Conference & Tradeshow**

Palm Beach Gardens, Fla.  
flparking.org

