Tracey Bruch, CAPP
Parking Planning Project Manager | Carl Walker – Division of WGI | Clearwater, Florida

Tracey Bruch, CAPP’s background is a blend of public and private-sector experience spanning more than 30 years. She recently joined Carl Walker (a division of WGI) Parking Solutions group and was a director and subject matter expert with the nation’s largest parking operator, but spent the majority of her career as Parking Director for the City of Clearwater, Fla. Her involvement with IPI includes serving on numerous committees and the Board of Directors. She earned CAPP (2004), a bachelor’s degree, and ParkSmart Assessor certification. She is active with several State and Regional Associations and held numerous positions with them.

Platform: I will continue to raise the profile of the CAPP designation, ensuring it remains a credible benchmark. Having been a member of the 2015 SME team of Item Writers, I witnessed the level of commitment the Board and executive staff have placed on the program and its widespread acceptance within the industry; they named CAPP as an employment requirement. The curriculum must remain current and accessible to attract new candidates. Continuing to encourage institutions of higher education to recognize and integrate parking-based curriculum in majors such as urban planning, design, and architecture, will further strengthen the CAPP designation.

James Corbett, CAPP
Consultant | Walker Consultants | Tampa, Florida

Jim Corbett, CAPP, is an innovative parking professional with 23 years of successful parking operation leadership and fiscal governance. He joined Walker Consultants in 2015 and leads Walker’s effort on dozens of strategic planning studies and municipal program design projects throughout the U.S. Prior to joining Walker, he served a 10-year career as the City of Tampa’s Parking Division Manager, where his leadership helped guide a team of parking professionals with the installation of a unified off-street PARCS program, the modernization of Tampa’s on-street program, and the design and implementation of Tampa’s first residential parking program.

Platform: The International Parking Institute’s CAPP program has been, and continues to be, a tremendously rewarding experience, both professionally and personally. As someone who has had the opportunity to recertify twice, my preference would be to work with the committee to ensure sustainable membership levels are achieved. One goal would be to keep senior CAPP members engaged in the program as their career goals and commitments change over time. The CAPP program may take on a different meaning for accomplished members. CAPP members should actively mentor CAPP candidates, sharing the value and expertise of the CAPP program.
Michael Jacobs, MPA, CAPP
SmartPark General Manager | City of Portland Oregon Bureau of Transportation | Portland, Oregon

Michael Jacobs is SmartPark General Manager for the Portland Bureau of Transportation in Portland, Ore. He has held this position since 2011 and has overseen a significant increase in revenues and modernized the off-street SmartPark system during his tenure by focusing on technology upgrades, operational efficiencies, and customer service. Michael, originally from Minnesota, has lived in the great Pacific Northwest since 1985, earning a bachelor’s degree in finance from the University of Oregon and a master’s degree in public administration with academic honors from Portland State University. Michael earned his CAPP in June 2014.

Platform: I have worked in public administration for more than 20 years and in the parking industry for over 15 years. Working in municipal parking has allowed me to pursue my interest in making a difference for my community. Whether municipal, university, hospital, airport, or event venues, parking administration touches everyone in the community. A CAPP credential provides a very strong base of knowledge for parking professionals who can then make informed, logical, and forward-thinking decisions to improve access and mobility in their communities. I am very interested in the CAPP Board position so I can continue that public service.

Hal King, CAPP
Parking Administrator | City of Hollywood, Florida

Hal King, CAPP, has been in the parking industry over 30 years, working for both municipalities and private companies. He managed parking meter systems in Milwaukee, Wisc., and Albany, N.Y. He oversaw parking enforcement for Evanston, Ill., and Louisville, Ky. He also operated parking for the Bradley Center and was Executive Director for both the Springfield, Mass., and Albany, N.Y., Parking Authorities. In Hollywood, he oversees three garages and the on-street multi-space meter program. Hal received his CAPP certification in 2011 and is a member of IPI’s Parking Technology Committee.

Platform: I believe the CAPP certification program benefits both those who attain it and those who have them in their agencies. It has become a preferred qualification for employment in our industry and more people should be aware of the value of the CAPP certification. My goal is to make the program more visible to those who aren’t as involved in parking but are involved in employment decisions. These are the people who should see the value of both hiring CAPP graduates and inspiring current staff to seek CAPP certification for the benefit of both the agency and the employees.