

# Insider's Guide to the Programs, Resources, and Benefits of the International Parking Institute

If you're in parking, transportation, or mobility, IPI is the association for you.

**IPI** INTERNATIONAL  
PARKING  
INSTITUTE™

**98%** = member satisfaction rate

**Top Four Benefits of IPI Membership, per members:**

- Networking
- IPI Conference & Expo
- Education & Training
- Resources & Technology

**Resources**

**“Best source of industry information. Members are more than willing to lend a hand.”**

**75%** of IPI members connect with fellow members for advice, consultation, or problem-solving in person, by phone, or online.

**Members' Top Five Favorite Resources**



- 1) *The Parking Professional* Magazine
- 2) IPI Insider e-newsletter
- 3) IPI Member Directory
- 4) *Parking Matters*® daily blog
- 5) IPI Buyers Guide & Consultants Directory



**90%** of IPI members are aware of the CAPP credential.

**33%** of members plan to earn their CAPP in the next 3-5 years.



**63%** are aware of the Accredited Parking Organization (APO) credential.

**38%** plan to earn the APO in the next five years.



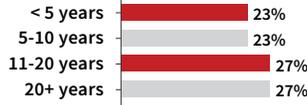
**Membership**

**“IPI has given me a new outlook on the parking profession.”**

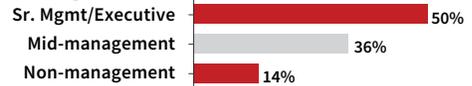
**69%** of IPI members would recommend a career in parking.

**54%** of IPI members believe perceptions of parking have improved in the past 5 years.

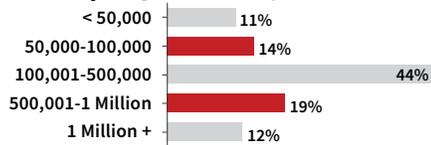
**How long a parking pro?**



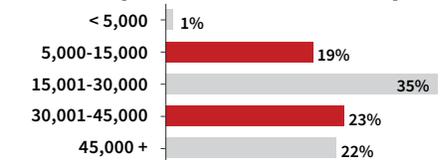
**Job position**



**Municipality members' jurisdiction size**



**University members' student body size**



**72% of airport members attended the last IPI Conference & Expo.**

**2018 Industry Outlook**

**“IPI has developed into the leader of the parking industry.”**

**In order, these are the societal changes members believe are having the most significant influences on parking:**

- 1) Increased use of ride-hailing/transportation network companies (62%)
- 2) Desire for more livable, walkable communities (44%)
- 3) Increased traffic congestion (41%)
- 4) Change in ways people commute to work (35%)
- 5) Increased density in urban areas (31%)
- 6) Focus on the environment and sustainability (25%)
- 7) Autonomous vehicles (18%)



**Note:** Percentages don't add up to 100 percent because multiple responses were accepted.

**“Great exposure to leading-edge technologies and suppliers that are not represented by other associations.”**

“IPI offers all the resources of the world’s largest association of parking and transportation professionals, with the warmth and generosity of a close-knit community.”

**Gary Means, CAPP**

*Executive Director*

*Lexington & Fayette County Parking Authority*

### IPI MEMBERS INCLUDE:

- Airports
- Building Owners, Corporations, and Real Estate Developers
- Building and Construction Firms
- City and County Governments and Municipalities
- Colleges, Universities, and Academic Institutions
- Commercial Operators
- Consultants, Architects, Planners, and Engineers
- Entertainment, Retail, and Sports Complexes
- Equipment Manufacturers and Suppliers
- Hospitals and Medical Centers
- Private Operators and Shuttle Services
- Technology and Data Analytics Providers
- Transit and Transportation Entities (Bus, Highway, Rail)
- Transportation Network Companies

## *Let's Connect!*



The International Parking Institute (IPI) offers dozens of tools and resources, online and on-site training, webinars, accreditations, and conferences specifically for parking, transportation and mobility professionals.

We're a community of thousands of your peers with whom you can share experiences, solve problems, and learn!

**If you are not a member of IPI**, consider joining. One organizational membership for \$595 includes you and your entire staff. This booklet will give you an overview of just some of the always-evolving programs and initiatives happening at IPI to make your job easier, your career soar.

**If you are a member who wants to become more involved**, we welcome you to do so. Take advantage of all IPI's offerings, become an active member of our online community, Forum, contribute to *The Parking Professional* magazine or the *Parking Matters*® Blog, take a course, post news on the IPI website, find or post a job, explore RFPs, earn your CAPP or APO credential, join a committee!

**If you are an involved member of IPI**, thank you. You are what makes IPI the wonderful, welcoming community it is.

A handwritten signature in blue ink that reads "Shawn Conrad". The signature is fluid and cursive.

**Shawn Conrad, CAE**

*CEO, International Parking Institute*

# Vision and Leadership

Parking has a huge effect on what happens in communities and cities because it is integral to transportation systems. As the leading association dedicated to advancing the parking, transportation, and mobility profession, IPI and its experts conduct professional development, research and data collection, advocacy, and outreach that elevate the industry.

## World's Largest Parking Conference

The annual IPI Conference & Expo is the must-attend event for parking, transportation, and mobility professionals. Attendees marvel at the wealth of education and networking opportunities, and great exposure to leading-edge technologies and suppliers not seen elsewhere.

## Parking Matters®

IPI's *Parking Matters*® initiative focuses on educating those outside the profession about the value of parking expertise and the importance of working with parking professionals early in the planning process. Part of the effort is directed at changing perceptions of parking by generating positive and informative news media coverage.

## Accessible Parking Coalition

Eighty percent of parking professionals agree that accessible parking fraud and abuse are widespread. That's why the IPI-led Accessible Parking Coalition (APC)—a national group of agencies and advocates—aims to eliminate disabled placard abuse and improve access to parking for people with disabilities.

## Public Safety

IPI spreads goodwill by researching, developing, and offering free public service resources. Download flyers, manuals, videos, and audio clips related to child and pet vehicular heatstroke prevention as well as safe teen and senior driving. [parking.org/safety](http://parking.org/safety)

## IPI Alliances

IPI collaborates with specialized national and international organizations:

- Global Parking Association Leaders (GPALs), established by IPI as a group of international parking leaders from more than 20 countries, provides a forum for parking associations to share information with their international counterparts.
- The United States Green Building Council (USGBC) and IPI partner to offer sustainable building programs, such as Parksmart certification and Parksmart Advisor training.

## Alliance for Parking Data Standards

The Alliance for Parking Data Standards (APDS), whose members include the International Parking Institute (IPI), the British Parking Association (BPA), and the European Parking Association (EPA), is working to develop a uniform global standard for parking data that will allow organizations worldwide to share parking data across platforms.

## Leadership Summit

IPI's Annual Leadership Summit is an engaging, retreat-style professional development experience. Limited to 100 industry leaders and rising stars in the parking, transportation, and mobility world, the two-day intensive event includes presentations, networking, and out-of-the-box activities designed to create lasting and memorable connections.

## International Mobility Institute

Recognizing that the industry is evolving rapidly, IPI established the International Mobility Institute (IMI). IMI provides thought leadership on the role of parking and the evolution of transportation and mobility.



“IPI is the cross-pollination of thoughts and ideas. If you're a parking professional, this is the place you want to be.”

**Laurens Eckelboom**  
Vice President, Connected Vehicles  
SAP Labs

“I was eager to network, discover best practices, and implement new strategies to make our city better. What I’d heard through the grapevine was true: IPI is the way to tap into the friendliest, most knowledgeable, and helpful group of people in parking.”



**Tiffany Smith**  
*Director, Parking Authority of River City  
Louisville, Ky.*

“IPI is the leading organization that provides all the education needed for parking, transportation, and mobility professionals to move forward.”



**Roamy Valera, CAPP**  
*CEO, NewTown Advisors*

“Fellow IPI members are always willing to share their time, talent, and lessons learned. In fact, odds are good that you’ll find at least one person who has already tackled that tricky issue to which you can’t find an answer!”



**Vanessa (Solesbee) Schnipkoweit, CAPP**  
*President  
The Solesbee Group*

“IPI offers the best-in-class training and professional development I need for my staff and me to become more effective in what we do.”



**Allen Corry, CAPP**  
*Vice President, Parking Business Unit  
Dallas-Fort Worth International Airport  
APO with Distinction, 2017-2020*

Staying ahead of technology and trends.



“IPI is the only association where I can connect with top-level members of parking and transportation organizations and the companies that serve the industry at the same time. The environment created by IPI is the best I have ever experienced in regards to mixing suppliers and attendees together at a conference, then giving them a platform to interact freely.”

**Mike Weiler**  
Director of Sales  
Rydin

“I have benefited personally from IPI’s steady advocacy for the profession, but more importantly, I have made lifelong connections with friends who help me solve problems.”



**Maria Irshad, CAPP**  
Assistant Director  
City of Houston Parking Management Division  
APO with Distinction 2018-2021



“Membership in IPI is a must for anyone seeking to establish relationships and rapport with colleagues, tap into a wealth of resources for professional development, and find opportunities to make an impact and give something back to the industry.”

**Bill Donovan, Ph.D., CAPP**  
Manager, Parking & Transportation  
The University of Texas MD  
Anderson Cancer Center

“IPI continuously pushes the industry to the next steps by keeping us poised for the future. It educates us in cutting-edge concepts, anticipating and preparing us for trending developments, helping us assert a positive influence, and then bringing us all into an environment where we help and support one another and celebrate together when we thrive.”



**Debbie Hoffmann, CAPP**  
Associate Director, Transportation Services  
Texas A&M University  
APO with Distinction, 2018-2021

**Setting standards for industry professionalism.**

# Community and Recognition

With IPI membership comes unparalleled networking, camaraderie, and friendship. Our members are abundantly generous with their time and their hearts—75 percent of IPI members connect with fellow members for advice, consultation, or problem-solving in person, by phone, or online. If you work in parking, transportation, or mobility, IPI is the place to connect with peers and advance your career.

## Networking, Networking, Networking

IPI members provide vast industry knowledge, with experts across the world and in every sector. Members are more than willing to lend a hand—whether you're new to the industry or a veteran—and many of the friendships you make through IPI will last a lifetime.

## Easy to Get Involved

Hundreds of members respond to the annual IPI Call for Volunteers to fill leadership roles. Our members set the education and networking program agendas as Board and Committee members, and as contributors to *The Parking Professional* magazine and the *Parking Matters*® Blog.

## Connections Around the World

The first word in IPI is international, and IPI welcomes parking, transportation, and mobility professionals from around the globe by hosting trainings and events in Europe, Asia, and Latin America.

## State and Regionals

State and regional parking and transportation associations bring parking professionals together for education and networking that focus on industry issues at the local level.

## Gain Visibility for Your News

Have news to share? Add your news release to IPI's homepage website newsfeed. You can also submit news and articles for consideration in *The Parking Professional* magazine.

## Survey Says

IPI regularly surveys the people who matter most—our members—on opinions and insights about the association and on emerging trends. The responses are essential in guiding future IPI programs, activities, and initiatives. The last IPI Member Survey found that 98 percent of members are satisfied with their decision to join IPI!

## Recognizing Excellence

IPI award winners are recognized as among the best in the industry. Delight in submitting your best work or make a nomination to one of these awards programs—there are multiple opportunities to win recognition:

- IPI Awards of Excellence for design and innovation
- Professional Recognition Program
- *Parking Matters*® Marketing & Communications Awards

## IPI's 24/7 Online Community

One of IPI's best member benefits is Forum, an online community that gives members a powerful way to access and share parking, transportation, and mobility-industry information and on-the-job experiences. IPI members can log in and join vibrant discussions, gain others' perspectives on questions and challenges, access a robust, online library of member knowledge and resources, and forge valuable professional relationships. Members can opt into a daily digest of Forum discussions by email.



Forum was inspired by IPI members' eagerness to connect with fellow members and help each other with professional issues. Discussions are tagged with keywords, making Forum a searchable, valuable resource.

# Publications and Resources

IPI has developed a wide variety of deeply-researched resources, publications, and solutions, many of which are complimentary or available at discounted rates for members. New resources are published daily, resulting in a vast pool of member-contributed knowledge across segments and specialties.

## A Guide to Parking Textbook

Quick to become the authoritative textbook for the industry, *A Guide to Parking* surveys the current state of parking, providing an overview of major areas of parking, transportation, and mobility, and punctuated by brief program examples. [parking.org/textbook](http://parking.org/textbook)

## Book on Sustainability

Known as the green book, *Sustainable Parking Design & Management: A Practitioner's Handbook* is a peer-reviewed reference textbook on sustainability. Draw solutions from more than 20 case studies of facilities that have successfully incorporated sustainable elements.

## Award-winning Monthly Magazine

Members look forward to receiving monthly copies of *The Parking Professional*, featuring articles and insights from industry experts on the latest in technology, design, and management. If your company is an IPI member, your entire staff receives a digital subscription. [parking.org/tpp](http://parking.org/tpp)

## Spanish-Language Resources

*Industria del Estacionamiento* is IPI's Spanish-language magazine, bringing news, trends, and analysis to Spanish-speaking parking and transportation professionals with a focus on Mexico and Latin America. Looking for an education session tailored to your language and region? IPI offers on-site and online training in Spanish and Portuguese.

## Tracking Industry Trends

IPI's periodic *Emerging Trends in Parking Survey* explores where the industry stands on important issues such as electric and autonomous vehicles, ride-sharing services, parking guidance systems, and the future of transportation and mobility.

## Buyers Guide & Consultants Directory

A "Yellow Pages" for the parking and transportation industry, the directory includes more than 90 pages of products and services providers.

## Daily Blog

The *Parking Matters*® Blog provides short, interesting updates on industry news, ideas, and conversations. Writing for the blog is an IPI member benefit, offering a unique way to learn from and reach thousands of your peers, share your perspectives and gain professional visibility.

## Requests for Proposals

The ability to post RFPs/RFQs to the IPI website is a members-only benefit. Reach a wide audience of engaged professionals and search the archive for examples of RFPs to help write your own. All RFPs are shared in the biweekly *IPI Insider* e-newsletter.

## IPI-DataEx

The IPI Data Exchange Standard makes it easier for members to share data and integrate new programs based on a uniform, functional standard.

## What's What in Parking Technology

This indispensable resource for parking professionals offers definitions for hundreds of industry-specific terms in an easy-to-use electronic format.

## IPI E-Newsletters

IPI e-newsletters keep members informed and in-the-know. Twice a month, the *IPI Insider* is published, once a month highlights of *The Parking Professional* magazine are featured, and once a month *Moving Forward* offers valuable content related to professional development and training.

## IPI's Website: [parking.org](http://parking.org)

The IPI website is a trove of information. A recent IPI Member Survey found that 96 percent of members visit the website frequently. Search the Resource Center, a robust database of tools, events, research, and networking opportunities. Access case studies, and in-depth publications on specific topics like emergency preparedness and suicide in parking facilities.

“IPI has been a lifeline to me in countless situations where sharing what I learned from other members helped support my efforts to initiate new systems.”



**Lynne Lancaster, CAPP**  
*Operations Manager  
Department of Public Works-General Services  
City of Richmond, Va.*

“IPI has done a wonderful job in its push to communicate that *Parking Matters*.”



**Gary Cudney, PE**  
*Sr. VP Parking Solutions  
WGI*

“In this fast-paced, constantly-evolving industry, IPI keeps me up to date on the latest technology and parking solutions.”



**Mary Mabry, CAPP**  
*Product Manager-Parking Solutions  
Cardinal Tracking*

“At a recent IPI conference, I learned about a new technology that requires no investment, little planning, and serves my customers before they even arrive at my facility. IPI continually re-energizes and inspires me!”



**Mark Lyons, CAPP**  
*Parking Manager  
City of Sarasota, Fla.*

Connecting parking, transportation, and mobility.

# Professional Development and Training

IPI offers industry-leading professional development opportunities to meet every career goal and workplace challenge you might face—all of which are convenient, affordable, and designed for flexibility to fit your schedule.

## CAPP Certification

Qualify for more positions by earning your CAPP—respected worldwide as the leading credential in parking. Certification shows your commitment to being the best in the industry, and IPI supports your CAPP journey with resources, study aids, and mentoring. [parking.org/capp](http://parking.org/capp)

## Accredited Parking Organization

Is your organization ready to stand out? Accredited Parking Organization (APO) is a designation for parking organizations that have achieved a comprehensive standard of excellence. [parking.org/apo](http://parking.org/apo)

## Online Courses

Taking an IPI online course is the easiest and best way to enter, advance, and excel in the rapidly evolving parking transportation, and mobility profession. More than 15 self-paced courses—new classes are added regularly—include:

- Technology Trends in Parking
- Transportation Demand Management: Parking Strategies
- Foundations of Finance
- Parking Enforcement
- Customer Service
- Sustainability in Parking and Transportation
- More!

IPI is an accredited Authorized Provider by the International Association for Continuing Education and Training (IACET) and authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET Standard.

## On-Site Training

Bring IPI's valuable training program into your conference room when you schedule a session with IPI's seasoned training specialists. Topics range from conflict resolution to tactical communications and are adapted for all industry sectors. On-site trainings are offered in English, Spanish, and Portuguese.

## Interactive Webinars

Get up to speed during your lunch break with IPI's lineup of webinars. Each one-hour session connects you with nationally-recognized speakers and industry experts who present on a variety of current issues.

## Career Center

Find your next position or staff member in IPI's CareerHQ. New positions are posted daily with opportunities for every level.

## Parksmart Advisor Training

Parksmart certification recognizes sustainable parking structures, and Parksmart Advisors consult and guide organizations through the process. This valuable training is offered both online and in-person. The Parksmart program is offered by the USGBC/GBCI alongside the suite of LEED and other sustainability rating systems. IPI is the USGBC Education Partner providing the education required to earn this valuable certificate.

## IPI Conference & Expo and International Conferences

With dozens of educational sessions, the annual IPI Conference & Expo, held each year in May or June, offers four intensive days of learning, networking, demos, and discovery at the largest gathering of parking, transportation, and mobility professionals. IPI also hosts industry conferences around the world.



“IPI is the leader in the industry, setting standards and raising the bar. To be a member is to have a voice in the future of the profession.”

**Kim Jackson, CAPP**  
*Director, Parking & Transportation Services  
Princeton University*

## Ten Ways to Make the Most of Your IPI Membership

1. Set up membership profiles on the IPI website for everyone on staff so your whole team has access to members-only resources and discounts.
2. Be active in Forum, IPI's members-only online community at [forum.parking.org](http://forum.parking.org).
3. Consider helping with one of IPI's committees: Awards of Excellence; Conference Program Task Force; Education Development; Membership and Community-building; *Parking Matters*®; Parking Research; Parking Technology, Planning, Design & Construction; Professional Recognition Program; Safety & Security; State & Regional Associations; and Sustainability.
4. Mark your calendar to attend the annual IPI Conference & Expo, each year in May or June.
5. Gain visibility by contributing content to the *Parking Matters*® Blog, *The Parking Professional* magazine, or by sending a news release for the website newsfeed.
6. Take advantage of IPI's CareerHQ job board and RFP/RFQ portal.
7. Keep tabs on IPI activities by reading IPI's e-newsletters: *Insider* for latest news and *Moving Forward* for professional development tips.
8. Learn (and train staff) through IPI's continually expanding list of online courses, on-site training workshops, and monthly webinars.
9. Submit an entry for one of IPI's three awards programs: Awards of Excellence for facility design and innovative programs; Professional Recognition including Parking Professional of the Year, Parking Organization of the Year, Parking Supervisor of the Year, Parking Staff Member of the Year, and Emerging Leader of the Year; and *Parking Matters*® Marketing & Communications Awards.
10. Boost your career by earning a CAPP credential for yourself and the Accredited Parking Organization certification for your organization.

*If you're a supplier, there are numerous opportunities to reach your customers through multi-channel advertising, special events, and sponsorships.*

### Just a few of the programs and initiatives under the IPI banner:





IPI headquarters in Alexandria, Virginia, are just minutes from Washington, D.C.

*One organizational membership includes your entire staff.*

1330 Braddock Place, Suite 350  
Alexandria, Va. 22314  
571.699.3011

**IPI** INTERNATIONAL  
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[parking.org](http://parking.org)