ADVANCING TECHNOLOGY

By Michael Drow, CAPP, and Peter Lange

MICHAEL DROW, CAPP, is senior vice president, technology integration for Standard Parking and the co-chair of IPI's Technology Committee. He can be reached at mdrow@standardparking.com or 312.274.2090.

PETER LANGE is executive director of transportation services at Texas A&M University and the co-chair of IPI's Technology Committee. He can be reached at plange@tamu.edu or 979.845.9700.

The parking industry has seen tremendous advances in technology during the last 10 years, and this will only continue. That is why it is so exciting to be the co-chairs of IPI's Parking Technology Committee and be on the forefront of the change.

IPI's Parking Technology Committee is delegated with the responsibility of providing technical information to members and member organizations regarding the development of new, cutting-edge technology and ways it can be employed in various aspects of the parking industry.

The committee is a large group of operators, suppliers, and consultants with high participation from members for monthly conference calls, drafting articles, presenting, and creating new presentations.

Over the last five years, the committee has expanded IPI's technical library by creating the following presentations:

- Technology Trends in Parking
- Access and Revenue Control for Parking
- Green Technologies for Parking
- Mobile Apps: How do They Apply and is the Time Right for You? Parking and the Mobile App Convergence

These presentations have been general sessions at IPI Conference & Expos, webinars, presented at state and regional annual meetings, and turned into articles.

This year alone, the mobile app presentation has been presented as a webinar, to a standing-room-only audience at the 2012 IPI Conference & Expo, and presented at nine state and regional annual meetings. The presentation was also turned into an article in *The Parking Professional* (see p. 18 in the February issue).

The committee is currently finishing its next presentation, "On Street Parking Technology." It will include an overview of multi- and single-space meters, pay-by-mobile apps, ticketing and enforcement technologies, and interoperability with off street systems. The presentation will also include a short discussion of the upcoming EVM standard and protocols. This will be presented at upcoming state and regional annual conferences as well as the 2013 IPI Conference & Expo (IPIconference.parking.org) in Ft. Lauderdale, Fla.

Committee member Tom Wunk, CAPP, has presented an updated version of the Technology Trends in Parking presentation as part of the Fundamentals of Parking webinar series IPI offers for frontline employees through the state and regional associations. He will also present it at IPI's Latin Parking Conference and Expo (latin.parking.org) in Puerto Rico in December.

The committee is also working on two written documents. They will be converting the updated Technology Trends in Parking presentation into an article for the February 2013 issue of *The Parking Professional*, and they are going to create the "What's What in Parking Technology" document. This piece will define parking technology terms and be suitable for individuals in the industry, especially newcomers, as well as those outside of the industry such as the press so they can gain a better understanding of all the technology associated with parking and its role.

Committee members have also joined the ranks as bloggers for IPI's *Parking Matters*® Blog. This will enable the committee to provide thoughts, ideas, and opinions about parking technology and its uses.

So how do you benefit from the IPI Technology Committee?

- Ask your state or regional parking association to schedule an IPI Technology Committee presentation at its annual conference.
- Watch the IPI website (parking.org) for Technology Committee webinars on various topics.
- Reach out to the IPI Technology Committee members when you have a question.

You can be sure the committee is already working on its next presentation or project to keep you informed. We look forward to hearing from you. Ⓟ