

Parking

The magazine of Parking Management and Operations
A publication of the National Parking Association



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THE INDUSTRY'S CHOICE FOR PARKING INSURANCE

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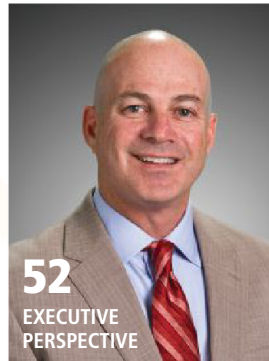
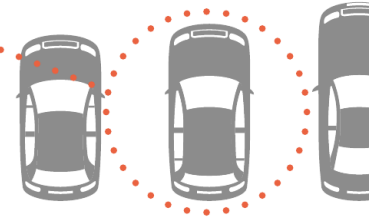
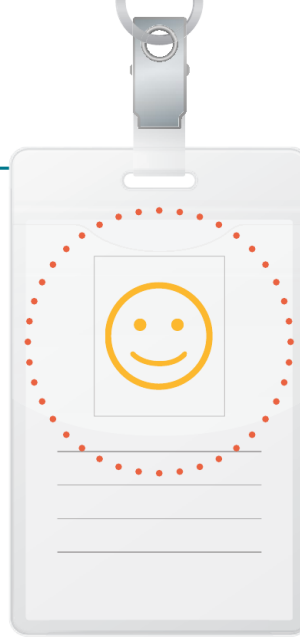
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INTERNATIONAL UNIVERSITY CASE STUDY



Raleigh Mulls Musician Zones

The city of Raleigh, N.C. will begin a four-month pilot program to explore making parking easier for performing musicians. The pilot will run from January through April 2016.

Permits will allow bands easy access in order to load and unload equipment, without having to worry about being ticketed. Musicians will be permitted to park for up to 30 minutes in "musician loading zones" near approved venues. Although intended for musicians' use, the permits will actually be purchased by the venues that host live music at a cost of \$25 per year. Each venue would then loan the permit to their guest artists.

Five concert locations have been chosen to test the program during the pilot. Depending on the success of the pilot, more locations may be added in the future.

Lockheed Martin Debuts Energy Efficient Parking Structure

At its facility near Clearwater, Fla., Lockheed Martin has installed a 151,400 square foot solar canopy over its employee parking lot. The canopy represents the largest private solar array in the state.

7,260 solar modules will generate 3.33 million kilowatt hours per year, cutting

Lockheed Martin's facility energy costs by up to 60 percent. This will result in a savings of \$300,000 per year, or \$6.5 million over 25 years. In addition to shading 534 cars from the hot Florida sun, the canopy contributes to Lockheed Martin's goal of lowering greenhouse gas emissions by 35 percent and

cutting energy use by 25 percent by 2020.

Lockheed Martin is emphasizing resource efficiency in operations as one of six core sustainability issues. The carport is one of three new renewable energy projects Lockheed Martin plans on-site.

Smart, Solar-Powered Meters Installed in New Jersey City

Morristown, N.J. has installed 430 new parking meters that will accept debit and credit cards, as well as change. The smart meter technology will also allow the Morristown Parking Authority to learn more about meter usage and to conduct some meter maintenance remotely.

The new meters come with a cost increase. One hour

of parking now costs \$1, as opposed to \$.75 an hour previously. According to Mark Axelrod, assistant director of the Morristown Parking Authority, the rate change is due to an increase in operating expenses. Drivers paying via credit or debit card will need to place a minimum of one hour on the meters. Cash transactions require only a five-cent

(3 minute) minimum. This is the first time Morristown has increased its price at parking meters since 1998.

The new meters have the added benefit of being solar powered. Since batteries are used only for backup power, they will not need to be changed as often as on previous models, making maintenance easier for the city.





New Minneapolis Payment App Includes a "Find My Car" Function

After a successful trial period in a limited area of the city, Minneapolis has launched its new parking app citywide.

MPLS Parking is accessible through mobile devices via both Google Play and the Apple Store. Downloading the app is free, although there is a cost to use the service. Preferred members who pay \$.99 per month are charged a \$.15 transaction fee each time they use the app to pay for parking. Non-members who do not pay a monthly fee, will incur a charge of \$.25 per parking transaction.

MPLS Parking displays a countdown timer, and sends texts and emails when time on the meter is running low. The app also includes a "Find My Car" function that allows forgetful users to locate their vehicles. Another function keeps track of a driver's transaction history, which may be useful for those who turn in expense reports for work.

The 60-day app trial began in August. During that time, 8,400 users utilized the service.

Greyhound Bus Customers Reserve Parking at Terminals Nationwide

Greyhound has entered into a partnership with Parking Panda to provide customers with the ability to discover and reserve parking online near select Greyhound terminals. By comparing available parking options and prices, consumers can book their Greyhound travel and search, reserve and pay for a guaranteed spot. More than 50 Greyhound terminals are now part of the program with more to be added through 2016.

"We're excited about our partnership with Parking Panda, as it allows customers to better manage their travel by comparing parking options and reserving the perfect parking



spot near our terminals," said Andy Kaplinsky, chief commercial officer of Greyhound Lines, Inc. "Traveling on Greyhound is even easier now that customers have a useful tool that eliminates the challenge of driving around searching for convenient parking. We're constantly looking for ways

to improve the customer experience, and this partnership helps create seamless, hassle-free travel."

Once a reservation is made, parking passes are emailed instantly to customers and can be printed for guaranteed entrance at the selected location.

Miami Beach Raises Parking Rates

The cost of parking has risen across the city of Miami Beach. Metered and lot parking rates increased in several areas, but South Beach saw the largest increase, with street parking moving from \$1.75 to \$4 per hour.

Officials raised rates in the hope that the new pricing will lead to a reduction in traffic. According to Miami Beach commissioner Deede Weithorn, 30 to 40 percent of Miami Beach's traffic can be attributed to drivers circling blocks in search of low-cost street parking. Weithorn hopes that the new prices will encourage drivers to park in garages and lots.

The additional money raised from the price increase will



fund mass transit, including a free trolley, and conducting research on park and ride lots. Funds will also be used to synchronize traffic lights and to build more parking garages.

Enforcement hours at meters have been lengthened as well. Although hourly garage parking remains at \$1 per hour,

the general monthly rate has jumped from \$70 to \$100.

Changes were also made to valet parking and construction and special event parking rates. Valet parking increased from \$17 to \$31.50, while construction and special event parking rose from \$10 to \$25.

Hospital Employees Receive Cash to Park

A non-profit health system in Grand Rapids, Mich. has instituted a new way to offer parking to its employees. Instead of paying the garages directly, Spectrum Health's "parking cash-out" program will give the funds directly to its employees. Employees may use the cash to cover parking, or they may choose to pocket the money and use it any way they wish.

On behalf of employees who elect to use the money for parking, Spectrum has negotiated a 50 percent discount on 306 spaces in public parking ramps. The discount will be



offered to Spectrum employees for two years.

The cash-out amount will not be enough to cover parking costs completely in the reserved spaces. The amount will hover somewhere between the lowest-priced and the highest-priced parking options. Current prices in the four ramps where Spectrum

has reserved spaces range from \$127 to \$151 per month.

The cash-out option may encourage employees to find alternatives to driving to work. Free bus passes are already available to Spectrum employees, and the health system offers a carpool matching service. Both services have had low employee participation in the past.

The parking cash-out program will be offered to 500 employees who work in one of Spectrum's new buildings in downtown Grand Rapids. Spectrum employs approximately 8,500 people in its downtown operations.



Pittsburgh Parking Goes Mobile

The Pittsburgh Parking Authority recently launched Go Mobile PGH, an app that allows city drivers to pay for parking via smartphone. The system will be available at more than 9,000 metered spaces.

When users download the app for the first time, they are prompted to create a profile that includes their license plate number and credit card information. The information is stored, so drivers do not have to enter the information each time they park.

The app sends mobile device alerts before the meter expires, and users have the ability to add time remotely in order to avoid parking tickets. The technology also provides a way for the Pittsburgh Parking Authority to monitor areas of demand. This information will be useful if a supply and demand pricing system is implemented in the future.

Because Go Mobile PGH operates on a Parkmobile platform, Parkmobile receives \$.08 per transaction. If users add time remotely, the fee is not assessed again. Drivers who do not own smartphones may still use the service, paying via an automated phone system.

Downtown Sacramento Parking to be Overhauled for Modernization

The city of Sacramento has signed a \$5.7 million contract with a private vendor to upgrade its parking operations downtown. According to city parking chief Matt Eierman, this is part of an ongoing effort to modernize the system. In addition, as more people are expected downtown with the opening of a new arena next October, the upgrades should make parking more convenient and efficient in the face of larger crowds.

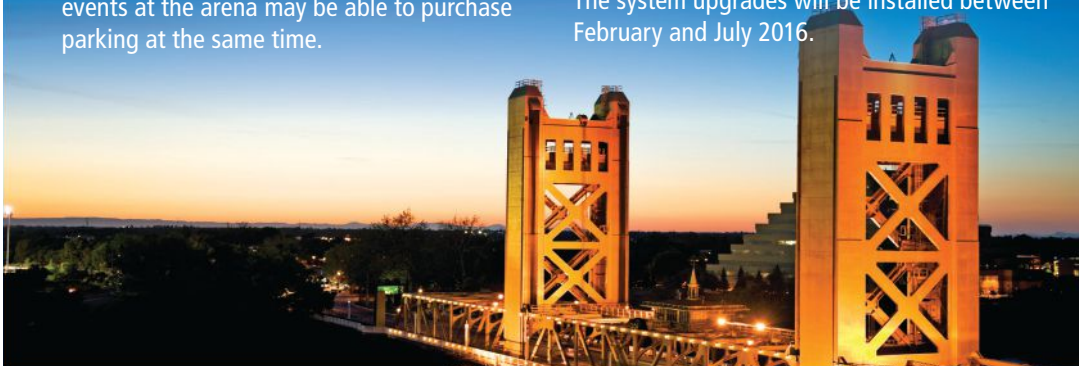
Technological upgrades that will be implemented include:

- The ability for drivers to purchase and reserve garage space online, days or even weeks in advance. Eventually, people purchasing tickets to games, concerts and other events at the arena may be able to purchase parking at the same time.

- Cameras with license plate recognition technology will allow gates to open automatically for drivers who prepaid.
- Electronic signs at entrances that show how many spaces are vacant and on which garage levels.
- The ability for drivers to go online and see which garages have available spaces in real time.
- The ability for the city to adjust parking rates according to demand.

In addition, drivers will be able to purchase monthly parking passes online. The current system requires them to do so in person or by mail.

The system upgrades will be installed between February and July 2016.



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The U.S. Chamber of Commerce Foundation recently named the states best poised to thrive in the rapidly evolving science, technology, engineering and math (STEM) focused economy, which has direct ties to the parking industry.

States Ranked by How Technology is Utilized

The foundation's sixth annual *Enterprising States: States Innovate* study ranks states on economic performance; transportation and trade; innovation and entrepreneurship; business climate; talent pipeline; and high-tech performance.

The report findings confirm that the future of our states—and their ability to meet major economic, social and environmental challenges—rests largely on how they use and take advantage of technology.

North Dakota is at the top of the study's overall eco-

nomical performance ratings, followed by Texas. Utah ranked the most consistently across all identified policy areas. It was the only state to rank in the top 10 in five of the six major lists.

Tech Talent Migrating to Middle America

The study finds high housing costs are driving the migration of skilled tech talent from coastal regions to more affordable, family-friendly locations such as Utah, Colorado, Virginia, Texas and North Carolina—all states landing in the top 10 for high-tech performance.

States with a strong legacy of tech talent—such as engineers in the Great Lakes region—are well positioned to benefit from the tech evolution of existing major industries.

Talent will be a critical driver of the high-tech economy, which places

pressure on states to invest in a highly skilled workforce in order to close the skills gap. The top 10 states for talent pipeline span the country, including many in the Great Plains, Minnesota and Wisconsin in the Great Lakes; Maryland, Virginia and Massachusetts on the Atlantic, Colorado in the west; and Florida.

The growing self-employed and telework workforce is another key driver of this geographic trend, creating opportunities for states to foster business- and knowledge-friendly climates to attract the most talented STEM innovators.

NPA Supports U.S. Chamber

NPA stands with the U.S. Chamber of Commerce, the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors and regions. ■

"The study finds high housing costs are driving the migration of skilled tech talent to more affordable, family-friendly locations such as Utah, Colorado, Virginia, Texas and North Carolina."



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Grow Your Career in 2016

As we prepare to ring in a new year, there are many opportunities for professional growth through NPA in 2016.

NPA advocates for and supports members at all professional levels and in all parking sectors. In 2016, resolve to take an active role in advancing your parking career.

Get Involved in NPA Councils

An NPA membership perk is the opportunity to continually share your knowledge and expertise with other members. Enhance your reputation as an expert in the parking industry by joining an NPA council.

Councils are available for commercial operators, industry suppliers, parking consultants and public parking and valet parking professionals.

There is also a National Leadership Advisory Board, as well as an advisory council for *Parking* magazine.

If you're interested in joining a council for exclusive networking opportunities and best practices sharing with parking professionals in your sector, go to WeAreParking.org/Councils.

NPA Launches Career Central

Last month, NPA launched its online career center for both NPA members seeking new employment in the industry and employers seeking talent. Job seekers can register to receive new listings right to your inbox, and let employers find you.

Take the first step in advancing your career by getting hired, and you can do so by posting your resume and searching for jobs. For employers,

NPA Career Central will help you hire smart by posting open positions and searching resumes. Go to WeAreParking.org/CareerCentral to start your search today.

Become a CPP in 2016

In 2016, make a commitment to yourself and your career by becoming a CPP. Achieving the NPA CPP credential is evidence of your mastery of parking industry knowledge and best practices. Stand out from the crowd and advance your career.

When you sign up, you'll get access to the CPP Study Guide to begin preparing right away. Take the CPP Summit online this April, or in person at PIE, February 28–March 2. Then, once you're ready, take the exam online, at your convenience.

Apply online today at WeAreParking.org/ CPP.

Winter Leadership Forum

NPA's annual Winter Leadership Forum (WLF) is an event where parking leaders from both the public and private sectors come together to examine the future of the industry as a whole.

WLF 2016 takes place January 30–February 3 at the Ritz-Carlton, Kapalua in Maui, Hawaii. Enjoy social events, peer networking and sports-oriented teambuilding at an executive retreat where deals are made, products are purchased and parking professionals plan for future successes. Guests are welcome.

For more information and to register, go to WeAreParking.org/WLF. ■



NPA Parking Consultants Council Releases **Parking Facility Maintenance Manual, Fifth Edition**

NPA's Parking Consultants Council (PCC) has released the fifth edition of the *Parking Facility Maintenance Manual*.

Manual Highlights New Technologies

The manual is the result of work led by the PCC's Parking Facility Maintenance Committee. Since the publication of the fourth edition, several technology changes have occurred, including Light Emitting Diode (LED) and induction lighting, new strategies for energy efficiency, sustainability and technical enhancements of parking equipment and how we pay for parking.

In addition, the committee has also begun incorporating surface parking lot information into the manual, as these facilities comprise a major component to many parking inventories.

The *Parking Facility Maintenance Manual* provides parking owners and operators with guidelines for maintaining a parking facility in a serviceable condition—one that minimizes safety hazards and creates a sustainable structure that extends the service life of the facility.

Proper Maintenance Includes Accurate Planning

The manual highlights the importance of establishing a site-specific maintenance program tailored to the requirements of each individual facility, including how proper maintenance begins during the initial planning and design phases of each facility.

When a facility or structure is designed correctly, e.g. adequate drainage, proper concrete properties and asphalt coverage requirements, use of

current soils, topography reports and sustainable products, there will be a reduction in ongoing, long-lasting maintenance expenditures.

Common Maintenance Issues Covered

The PCC's objective for this publication is to present a comprehensive coverage of many common issues one might encounter during the maintenance of a parking facility. These approaches must be interpreted and applied as appropriate to specific facility requirements.

The *Parking Facility Maintenance Manual* is available for purchase in the NPA Bookstore at WeAreParking.org/Bookstore. ■

Parking Magazine

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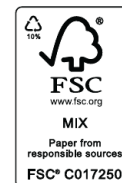
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Get a **GRIP** on Social Media



You know social media marketing is essential for growing your parking business. But you also know social media marketing can quickly become a huge time-suck. Yes, it is possible to get a grip on social networking without devoting your entire day to it. Here's how.

1. Focus on a few.

Not every social network is equally useful for every business. For example, if you're trying to attract hospital clients to use your company's valet parking services, they're likely not searching for vendors on Pinterest.

As a general rule of thumb, LinkedIn and Twitter are most useful for B2B marketing, while Facebook is valuable for B2C marketing. Yes, you should keep up with new social sites as they become popular—and maybe test them out—but you don't need to maintain a presence on every social network.

2. Assess your results.

Once you establish a presence on a social media site, use the free analytics tools the site provides to check your ROI. It takes several months or more to gain traction, so give it time. But if after six months to a year, all your leads are coming from a couple of sites, put your energies there and drop the ones that aren't doing anything for you.

3. Tap into tools.

There are many tools available that help businesses streamline managing multiple social media accounts. Use SocialMention to get alerts when anyone mentions your business on social media—this is useful for picking up on and responding to online complaints quickly.

Buffer, Hootsuite and SproutSocial are popular solutions that let you schedule and publish posts to all your social

media accounts from one dashboard, set up multiple users, use analytics and engage your users more deeply. If you're a Twitter fanatic, try TweetDeck, which helps you track, sort, schedule and respond to Twitter activity.

4. Delegate.

The old theory that "social media is so simple an intern can do it" has been thoroughly debunked. However, that doesn't mean busy business owners should handle social media themselves.

Of course, you need to stay on top of your general social media strategy, but delegating social media to your marketing department, whether that's a person or team makes more sense. Make sure they understand what your business is trying to accomplish on social media, and give them the necessary tools and time to keep up with social media trends. ■

"LinkedIn and Twitter are most useful for B2B marketing, while Facebook is valuable for B2C marketing."



Rieva Lesonsky is CEO of GrowBiz Media, a media and custom content company focusing on small business and entrepreneurship. Email her at rieva@smallbizdaily.com.

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The Decision to Outsource Operations: Seven Key Factors

“Revenue generation is a critical element in the operation of most parking assets.”



The decision of an owner to self-operate or contract its operations is usually based upon one or more of these seven factors.

1. Legal:

The ability to contract with a private entity may be hindered or prohibited by some binding agreement, ordinance or court decree. Some tax-exempt bonding regulations may limit the type, fee structure and/or duration of an operating agreement. If tax-exempt bonds are contemplated or employed, the owner should consult with bond counsel about entering into any operation agreement.

2. Experience:

The degree of its employees experience will impact the ability of an owner to successfully manage a parking asset. A staff with little or no experience in managing a parking operation will have a more difficult time in handling the daily task of providing services.

Operators specialize in providing such parking services. Some operators also provide complementary amenities such as valet parking, shuttle services or car washes to enhance the owner's parking operation.

3. Time:

Management of a parking asset demands a significant commitment of time. For some owners, the time spent on managing parking operations could be better allocated toward other goals. Allowing an operator to handle the day-to-day tasks will alleviate this burden from the owner. An experienced operator typically can provide the intended service more efficiently.

4. Control:

While there are different types of contracts that will provide for variations in an owner's desire to

control different aspects of a parking asset, some owners will manage all aspects of a parking operation and others may choose not to manage certain aspects.

5. Cost:

The cost of labor, supplies and contractual services all impact the net income of a parking asset. Some owners are adept at controlling these expenses while others have little desire or knowledge of how to best manage these expenses. Generally, an operator has the required experience in cost management for parking assets.

6. Risk:

As with any business, the operation of parking assets involves risks. An owner may want to divert some of those risks by having an operator assume responsibility for some aspects, such as cash control.

7. Revenue:

Revenue generation is a critical element in the operation of most parking assets. An owner may want to rely on an operator who has greater skill at marketing, income generation and revenue control.

The decision to self-operate or contract operate may vary based on the prevailing conditions facing the owner. Some owners may even split operational responsibility by managing their on-street parking program with their own personnel, but contracting their off-street assets with an operator.

Each owner must carefully evaluate its ability to provide quality parking services and choose the most appropriate operating option. ■



For more information, please refer to the *Guide to Selecting a Parking Operator*, published by the NPA Parking Consultants Council, at WeAreParking.org/Bookstore.

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The advertisement features a photograph of a person using a GoJak combination jack to lift a silver sedan. The jack is shown in two positions: one as a standard floor jack and one as a set of dollies. The GoJak logo is prominently displayed, along with the Zendex Tool Corporation logo and contact information.

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The advertisement features the DPS logo, which consists of a colorful geometric shape next to the letters "DPS". Below the logo is the tagline "DRIVEN. PROVEN. SOLUTIONS.". The main text is in large, bold, orange and yellow letters. At the bottom, there is an orange banner with the text "DIGITAL PRINTING SYSTEMS" and contact information.

NEW REPORTS

Office Structures and Trends Impact U.S. Parking

Two recent reports highlight the uptick in office construction in major and secondary U.S. cities. The parking industry is directly impacted by major office construction due to an immediate need for workers to commute to new areas and developments.

JLL's Q3 U.S. Office Outlook summarizes that

the economy is growing and employers across industries are adding jobs, especially in mixed-use developments.

Market conditions are becoming increasingly more landlord-favorable as vacancy declines in the country's primary markets create competitive leasing environments for tenants.

CBRE also reports growth in new office construction as talent and tenant demand drive construction clusters in major markets.

In response, entire neighborhoods in several cities are being repurposed to include new office space as well as retail and residential offerings. ■

"Parking is directly impacted by major office construction due to an immediate need for workers to commute to new areas and developments."

Highlights From Both Studies:



Lower-cost Sunbelt markets attracting corporate headquarters relocations and expansions, driving development. (CBRE)



Midtown Manhattan's Far West Side accounts for 68% of office construction under way in Manhattan. (CBRE)



Downtown Seattle is home to 80% of the metro area's construction activity. (CBRE)



Office vacancy moves downward amid expanding economy, an 80 basis point decline from a year ago. (JLL)



Tech markets such as Dallas, Chicago and Silicon Valley accounted for 23% of national occupancy gains this year. (JLL)



Parking shortage for Nashville workers. 35,000 people working downtown, with only 20,000 available spaces. (JLL)



Mark Pratt is president and CEO of Denison Parking and chair of NPA's National Research Committee. Denison has made a four-year commitment to NPA and parking research which will deliver two national industry studies. Email him at mpratt@denisonparking.com.



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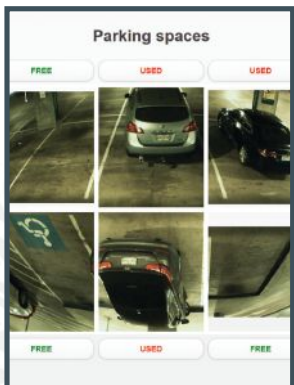
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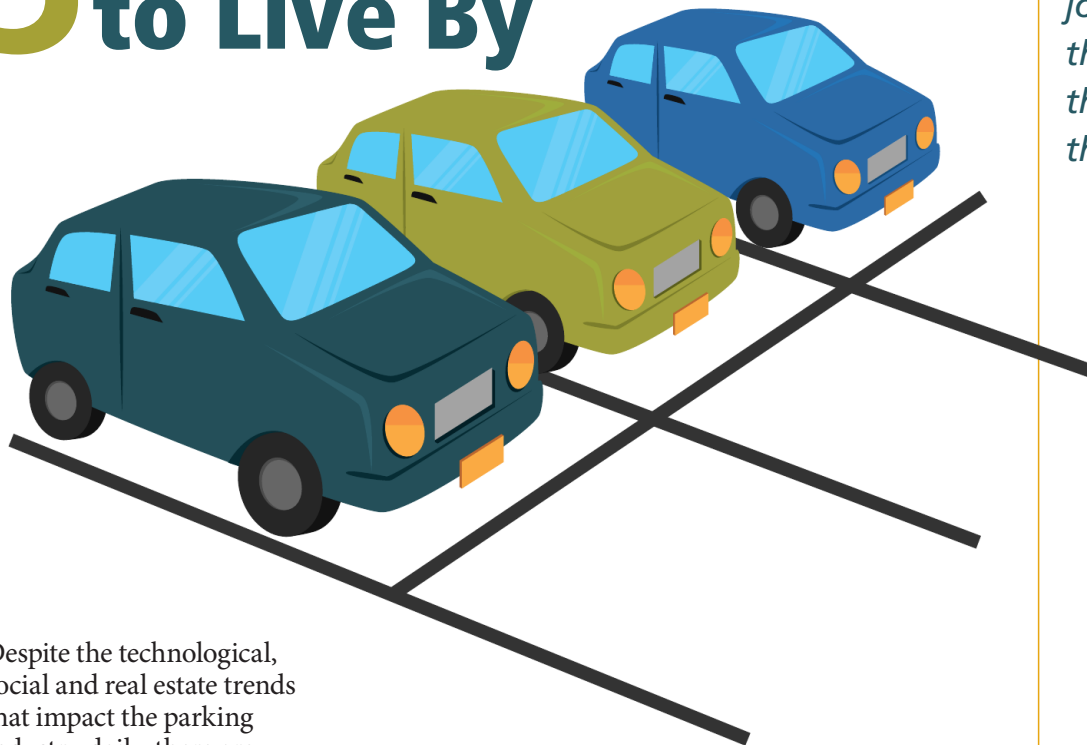
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3 Parking RULES to Live By



“A parking operator’s main job to is to identify the cars that cross the operation’s threshold.”

Despite the technological, social and real estate trends that impact the parking industry daily, there are basic rules to follow that will increase your operation’s success.

Having worked in the parking industry for 36 years, I’ve discovered that the following rules are timeless. They apply to parking management today and will be crucial to follow in the future.

RULE #1: Experience what your customers encounter.

When you are physically present on the streets, you can see if customers have difficulties finding your facility; traffic on the surrounding streets; competitors’ signs and rates; queuing at different times of the morning; quality of your entry equipment; print on the ticket; and more.

In addition, being outside will also show you from which direction your customers come and which direction they walk when they exit their vehicles, so you can estimate your customer generators.

RULE #2: Get the tickets on the cars and the money in the bank.

A parking operator’s main job is to identify the cars that cross the operation’s threshold. In today’s world where there is pay-by-plate, pay-by-phone and prepaid reservations, this rule still applies.

Identifying cars in your lot or garage is the only way you can put value on a customer’s time (remember we sell park-

ing spaces for time) and charge them for it.

RULE #3: Know your numbers.

Parking numbers come in two groups. Group one includes operational-related data that tells you if your facility is producing what it should with the best rates and parker mix. Group two refers to the audit data that indicates if your operation’s revenue matches the traffic.

By revisiting Rule #1, if you are on the streets and understand your facility’s data, you’ll be able to glean if the number of cars parked match the revenue. ■

Clyde Wilson is president of The Parking Network. Email him at clyde@parkingnetwork.com.



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Bigger Stadium and Bigger Crowds Mean Bigger Transportation



Texas A&M University is recognized for a rich and spirited history that extends from the football field and overflows to the tailgating crowd. Known for creating solutions that few institutions have the depth and breadth to achieve, the university's efforts extend beyond the classrooms and research labs all the way to the gridiron.

Needs



Nestled in the heart of College Station, Texas, the university, which is steeped in tradition and excellence, has earned its reputation as a leader in the “gameday” experience. Receiving accolades by *Sports Illustrated* in 2011 as the top college

football gameday environment, Texas A&M garnered additional recognition earlier this year for innovation and communication initiatives—establishing the university as a leader in the technology and communications industries.

Gamedays are Major Days at Texas A&M

In 2014, Chancellor John Sharp of the Texas A&M University System set a goal to develop the best overall transportation plan and the best gameday experience for fans attending football games. “In 2015, we will have one of the finest traffic management systems in college sports,” Sharp said. This same year, the largest crowd to ever attend any football game in Texas stressed the newly upgraded Kyle Field Transportation Plan, and tested the university’s ability to respond to this rapid growth.

Less Traffic Congestion Despite More Fans

As a result of Texas A&M University’s well-coordinated gameday program, which included the added benefits of coordinated planning and stakeholder involvement, the university successfully managed the changes in growth and alleviated most of the challenges posed by an ever-growing football crowd. Remarkably, although stadium capac-

ity increased from 82,600 to 106,300, the university saw an improved fan experience and less traffic congestion than in previous seasons. Although the initial plan was not without flaws, there were many notable successes and a robust collection of data that could be used to build a more efficient plan moving forward.

What was accomplished:

- A record number of fans, bus riders and parked cars were managed with less traffic congestion;
- Improved coordination between on-campus and community traffic and law enforcement agencies;
- Pedestrian paths separated from vehicle routes improved safety and increased efficiency;
- Reduced traffic congestion from three or four hours in 2013 to only two hours post-game with an increase in crowd size;
- Utilized contraflow traffic lanes and improved signal timing on city streets, which reduced traffic congestion;



Although stadium capacity increased from 82,600 to 106,300, the university saw an improved fan experience and less traffic congestion than in previous seasons.

- Developed an award winning smartphone app (Destination Aggieland) and website (gameday.12thman.com/) for comprehensive gameday information;
- Pre-game ‘rush hour’ improved with pre-sale parking permits, consolidated parking areas and entry points, traffic condition information disseminated via Destination Aggieland app and Twitter plus enhanced shuttle bus options;
- Created a nimble workforce that evolved the plan from game-to-game and in real-time; and
- Improved town-and-gown relationships with increased information about entertainment, hotel, transportation and restaurant options.

Traffic Plan Still Had Room for Improvements

Despite notable wins within the initial traffic plan there were some aspects that did not work as well as expected. Some of the implemented pedestrian route changes designed to separate fans from vehicular traffic were not widely adopted. In these cases, initial barriers put in place in some areas to limit pedestrian move-

ment were reconfigured mid-season to allow for more flexibility. In addition, some “mostly bus lanes” that were created for more efficient traffic flow were deemed unnecessary by the end of the season.

Lastly, it was identified that some city street signal coordination could still be improved. The 2014 plan saw signals being operated manually and without real-time communication between the officers at each location. This posed additional challenges in the timely coordination from beginning to end of a travel route.

After significant review of the outcomes of the 2014 season, adaptations to the initial plan were implemented for 2015:

- Texas A&M University and cities invested in connected and coordinated signal timing software which improved traffic flow once vehicles move off campus. The software allows adjustments to





programming in real-time as campus parking areas empty out and traffic patterns change;

- The Destination Aggieland app was developed into a year-round campus event app and has more than 38,000 users/downloads. The app now allows push messaging so fans can be updated in real-time about parking availability and traffic congestion;
- The university instituted two new park-and-ride routes from off-campus locations to replace one 'too successful' route from a regional mall where the contract was not renewed because the gameday crowd displaced too many mall patrons; and

- Some modifications in signage, push messaging and marketing were implemented to recover some lost ground on getting fans to use a preferred pre-game route and entry point into one major pay-upon-arrival parking area.

Small Changes, Big Results

Applying only a few modifications during the 2015 season delivered consistency for fans and employees administering the system and provided momentum for the improvements made in the 2014 season. Much of the marketing and communication campaigns, including slogans from 2014, were modified minimally or reused to capitalize on the familiarity and reinforce the plan.

New messaging focused on areas where changes were made, such as the new park and ride locations and improvements to the app.

In 2015, since much of the operational plan was not new, focus could be on refinements. Game-to-game revisions still occurred, but were minimal and minor. The plan achieved the overall goal of moving fans away from campus after the game in no more time than when the stadium had 20,000 fewer seats.

Accidents and other incidents still delayed traffic but additional resources assisted with overall traffic flow. City police positioned a tow truck on the primary exit route and stationed officers near all major corridors, especially

Applying only a few modifications during the 2015 season delivered consistency for fans and employees administering the system and provided momentum for the improvements made in the 2014 season.



where city streets intersected campus. Overall, coordination and collaboration between on-campus departments and city agencies was at an all-time high and showed signs of continuing improvement.

The time, money and energy invested by all agencies and departments on- and off-campus between the 2014 and 2015 season was significant. It was a worthwhile investment geared toward enhancing the fan experience from the time they left home to the time they got to the stadium.

Travel and parking is a big part of the gameday experience. A 2014 secret shopper signified the importance of the gameday parking and traffic experience when he wrote in his executive review, “The ability to exit rather easily left a favorable last impression on me—it was more impres-

sive given the size of the crowd. Between officers and vehicles working together to be able to return to Austin during a high stress time quicker than what it took to arrive (when there were few vehicles on the streets) had nice value—this ensured the very last part of my game was a positive experience.”

If we can improve gameday fans’ first and last impression then it doesn’t matter if you have a Heisman Trophy winner every year—just every once in a while. ■



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Debbie Hoffmann is associate director of Transportation Services at Texas A&M University. Email her at dhoffmann@tamu.edu.



Parking is About People



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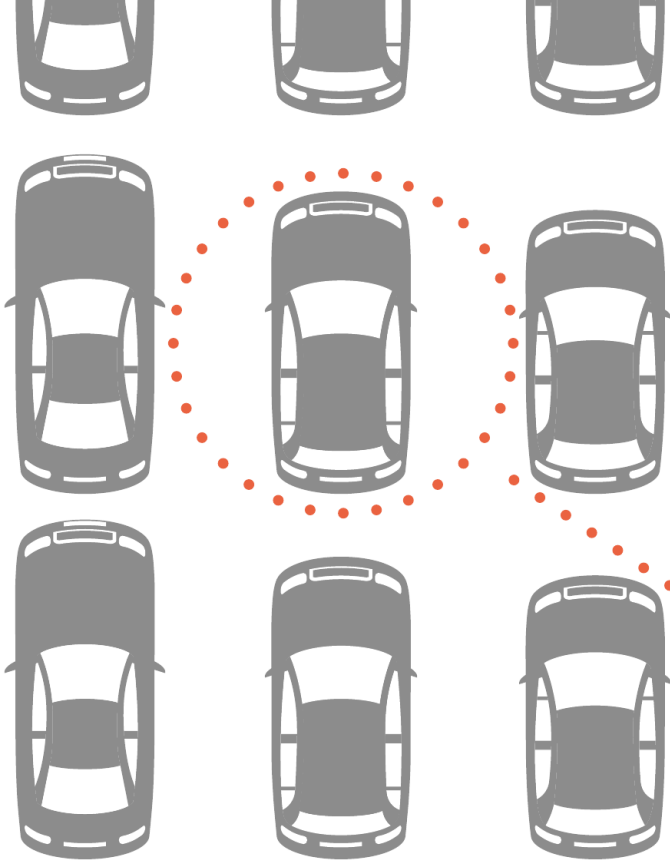
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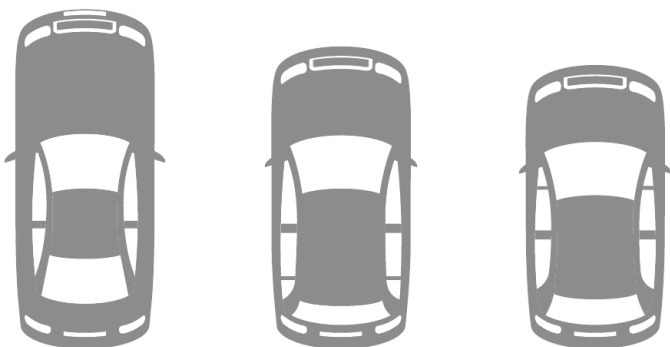


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Keep **VIPs,** **Loyal Fans** **and Visitors** **Happy with** **EVENT PARKING**



Traffic and parking continue to be the number one reason why potential event attendees stay home. With more competition than ever before, venues are consistently looking for ways to improve the overall experience to ensure fans will come to their events.



Parking has long been looked at as a lose-lose situation, and has caused many venues to distance themselves from it. Instead, venues are encouraging public transportation, ride sharing or other means of transportation to and from their destination. With car ownership down 10 percent since 2004 and the artificially low pricing of ride-sharing apps such as Uber, it seems as if the deck is stacked against the parking industry.

A fully encompassing fan experience begins with a guest's arrival to the venue and continues until the final departure, leaving parking with the first and last impression. With that in mind, early adopting venues have embraced new technology to create the finest unparalleled special event parking experience.

Effective Venue Communications Key to Parking Satisfaction

Parking is often an afterthought for consumers when it comes to event attendance, however, a poor parking experience can negatively impact

the fan's overall event experience significantly. Problems associated with parking can arise at any time; getting relevant information to fans as efficiently as possible can make all the difference.

Venues should utilize their various lines of communication (press releases, direct email blasts, social media, etcetera) to expose their customer base to the parking options offered and availability for each event. In the case of any last minute problems or changes, alerts and customer service should be provided. Sometimes all a driver needs is to hear another person's voice to remove the stress of event parking.

Accommodate VIP Parking Customers Efficiently

Donors, suite and season ticket holders are vital to the overall success of any event venue. VIPs compose a smaller percentage of the overall customer segment, but demand the majority of limited time and resources. Finding a user-friendly distribution platform that can efficiently allocate parking

spaces for VIPs will allow parking operators to focus on providing an excellent on-site experience for all guests.

There are a number of technology platforms that offer parking distribution services, such as Ticketmaster or ParkWhiz. When selecting a service, make sure it has experience handling high volume parking pass distribution, are an easy-to-use platform for customers to receive their parking and provide full-time customer support to handle the process from beginning to end, without losing the personal touch.

With tens of thousands of fans competing for a finite number of parking spaces, a streamlined reservation system is crucial to ensure parking for VIPs, so they will continue to contribute in the future.

Maximize Spaces by Pre-Selling Parking

A reservation system not only allows for a more positive experience, but also helps maximize spaces in other areas. Donors, suite and season ticket holders will gain

With 10s of 1000s of fans competing for a finite number of parking spaces, a streamlined reservation system is crucial to ensure parking for VIPs, so they will continue to contribute in the future.



priority access to the coveted parking spaces closest to the venue. Often times there are non-traditional parking spaces near the venue that are difficult to find by drive-up customers. This is especially true in non-urban venues and university campuses that have hundreds of non-traditional event parking spaces that could be made available to loyal fans.

All of the parking spaces near the venue should be allocated before the event begins to ensure the premium spaces are being used. Though not every fan or visitor will be able to reserve the limited number of spaces, creating a better system for parking reduces congestion, and therefore increased profit and positive experiences.

Increase Parking Revenue with Price Segmentation

Price segmentation is not a new concept and is prevalent in a consumer's everyday life. The parking industry has been slow to adopt this concept. Parking is already a grudge purchase; increased prices

and added fees would only push fans further away from a purchase.

Providing fans with different parking options at varying price points increases customer choices and allows for each individual to place value in the purchase. Parking locations near the venue often are priced higher than those further away, with the remaining locations priced similarly. Why should a customer parking right by the exit or on the first floor pay the same as the customer in a much less desirable area?

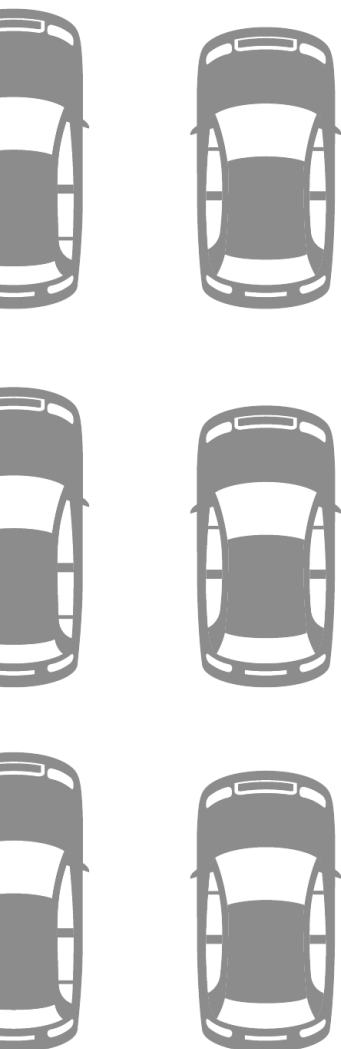
Instead, work to provide parking options in the desirable areas for the customers who are willing to pay more for a premium service. The increased margins on these spaces

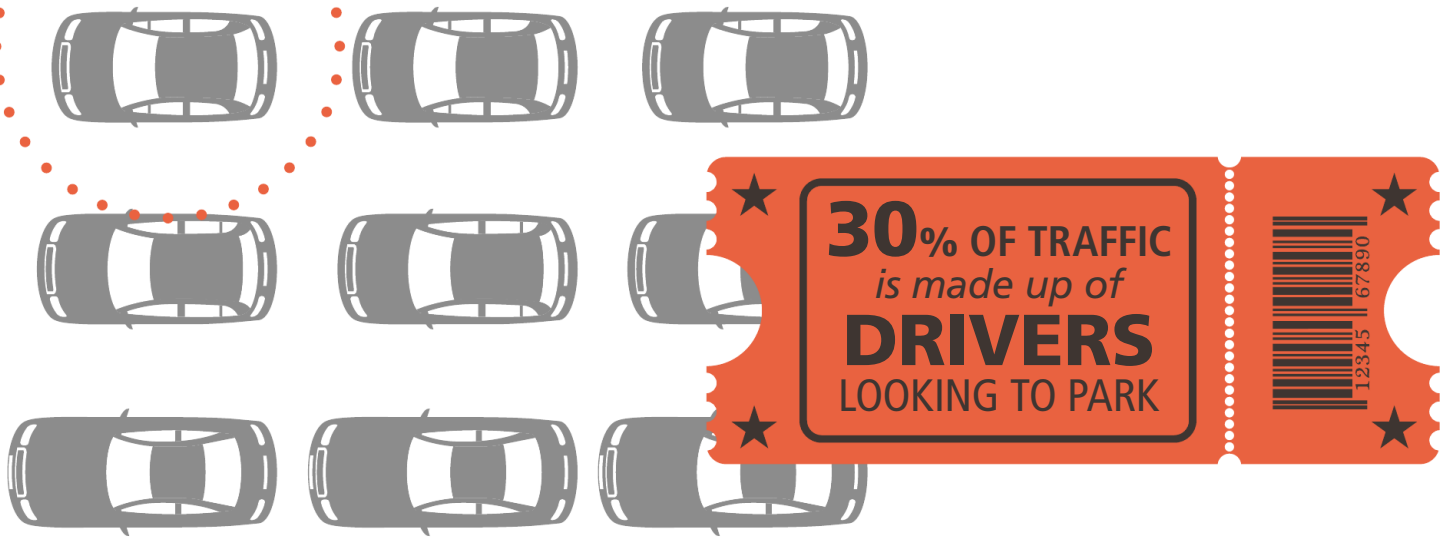
can be used to provide discounted prices on the less desirable spaces. Giving fans more choices empowers them and reduces the pain of paying for parking.

Provide Flexible Payment Options

The reduction of cash transactions from event parking operations can increase margins by up to 10 percent. Technology has changed how consumers pay for goods and services. A recent study conducted by Bankrate.com proves that nearly half of Americans carry less than \$20 in cash.

Paying for parking should be the easiest part of the experience; offering an assortment of payment





options to event goers is an effective way to attend to their needs.

According to the Federal Reserve, 66 percent of non-cash payments are made with a debit or credit card. Another popular trend gaining market share is one-touch payments and digital wallets. Allow customers to pay with their preferred method without the hassle of stopping to get cash before they arrive.

PCI compliance standards are ever changing, and it is expensive to upgrade on-site equipment to accommodate all payment methods. A reservation platform with the highest levels of PCI compliance is a cost-effective option to accommodate the most popular payment methods. Getting cars in and out as quickly and safely as possible on event day is key to great parking experience. An accepting payment policy method removes the main causes of ingress and egress delays.

Decrease Traffic, Congestion and Carbon Emissions

The stress of getting to the event is one of the biggest complaints of a fan's experience. Many studies have shown that 30 percent of traffic is in fact made up of drivers looking to park. The average time spent looking for a parking space is approximately 30 minutes. Having fans know exactly where they will park before they arrive at the venue, however, can alleviate the wait. Providing fan-friendly maps, directional signage and detailed parking passes helps drivers reach their parking destinations as quickly as possible.

Transportation accounts for 31 percent of carbon emissions. Having fans know exactly where they are going ahead of time eliminates excessive emissions of circling around looking to park. Even just one less minute spent driving would create a material effect on decreasing carbon emissions, considering how many drivers head to events each year.

Treat Every Customer like a VIP

It is imperative to provide the best customer service possible to all patrons. Trained attendants, a clean facility and smooth entry and exit will provide just the 'wow factor' customers are looking for. Event parking often comes with unforeseen issues and challenges, so parking attendants that treat every customer positively, with a smile on their face, will go a long way in providing an excellent parking experience. At the end of the day you can have all of the elements discussed above, but without great customer service, it will not matter. ■



Eric Rago, CPP, is general manager of ParkWhiz's New York City office. Email him at erago@parkwhiz.com.

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The Florida International University (FIU) Department of Parking & Transportation has dedicated the past year to searching for optimal solutions regarding the complexities that surround parking best adaptable to a university framework.

After much research, the department launched a campaign to ensure every student attending FIU had access to transformative technologies enabling a user-friendly, seamless parking experience. Capitalizing on the latest technology while implementing new innovative initiatives, the new parking experience offers a holistic approach to parking—hands on and engag-

ing—all in a collaborative structure for students to easily get to their classes.

FIU Created Student-Centric Approach to Parking

The main goal for FIU's Department of Parking & Transportation was to focus on student success, implement new ideas, revitalize existing ones and provide engaging methods to facilitate parking. In

response, the university revamped and unrestricted the campus's parking policies, taking the focus off of what the department desired to accomplish and shifting students to the center of attention.

New Website, Social Media Improve Parking Communications

The message was consistent and clear—FIU developed a student-cen-



Catering to Customer Needs

A FLORIDA INTERNATIONAL UNIVERSITY CASE STUDY

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tric approach to parking. Successfully supported by a newly designed and dynamic website which is easy to navigate, responsive and sleek, the university placed critical parking information at the community's fingertips.

Delivering easy access to information was imperative. With expanded communications through social media, FIU Parking & Transportation now quickly provides service awareness to a target audience. It is all about the student experience—making a full impression at the onset was key. Shifting the

perspective was critical in this qualitative, efficient and innovative approach to university parking.

FIU's strategy began with a strong desire to incorporate the community's voice into daily operations. The parking department surveyed and measured its performance with the ultimate goal of fine-tuning services to meet expectations. The key to enhancing the student experience was to improve service quality and convenience while placing services at the fingertips of the campus community.

University Launched Transformational Services

As of fall 2015, FIU launched transformational services and technologies. These included improved bus/shuttle service schedules with upgraded WiFi, virtual parking permits, garage car count systems with digital signage, a new parking app, a special events portal, an enhanced website and the creation of departmental portals eliminating the need for scratch-offs and dash passes.

To improve transportation services, peak

demand was analyzed by tracking passenger ridership counts. To best meet demands, departure schedules were increased and adjusted to smaller in-house passenger buses during non-peak times. FIU shuttles and buses are now equipped with the latest software technology for improved WiFi, 40 times faster than the previous infrastructure.

Students Track Shuttle Departures Via Smartphone

The Golden Panther Express 2015 fall schedule now offers departures from each campus every



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30 minutes on Mondays through Thursdays from 6 a.m. to 10 p.m., with an additional departure at 11 p.m. On Fridays, the 30-minute departure intervals end at 7:30 p.m., with additional departures at 8:30 p.m., 9:30 p.m. and 11 p.m.

FIU implemented TransLoc tracking software, allowing for mobile access to real-time location data of buses and shuttles, while providing an estimated time of arrival.

FIU also expanded its CATS shuttle service offering two fixed routes with additional stops at the Miami-Dade transit hub, and at new housing towers located in the city of Sweetwater. A third express shuttle was added to enhance service, reducing travel and wait time.

Parking Service Aides Assist Parkers Day and Night

FIU's Parking Service Aides program provides vehicle jumpstarts, as well as golf cart transportation to those who are disabled or injured from 7 a.m. to

1 a.m., Monday through Thursday and until 11 p.m. on Fridays. The service is available to anyone on campus during the evening hours after 7 p.m.

The university's Customer Care Center serves as the information hub for Parking & Transportation. Equipped with a television command center, the team responds to incoming calls and can monitor shuttle service levels, garage occupancy and much more. The team also compiles customer survey data, responds to emails, dispatches calls to Parking Services Aides and responds to online inquiries.

FIU Leverages Technology

The approval of the 2015/2016 rules and regulations launched FIU's virtual permits, taking the Parking & Transportation department to the next level. Parking permits are now of transformational technologies wherein the permit to park is linked to the user's license plate. This eliminates the need for physical decals, scratch

offs and hangtags as a requirement to park on campus.

The use of paper citations and warnings will be phased out, and replaced with e-citations and e-warnings. These new citations will be delivered to an email address on file, or the vehicle owner's mailing address. FIU's parking software will delay sending the citation/warning in order to ensure accuracy, such as a visitor paying at the meter while a citation/warning is being issued.

Campus Visitors Park by Phone

PayByPhone was introduced to all campus locations to provide cashless payment options at metered locations. Modern pay-by-plate stations have replaced the obsolete pay-by-space machines. And more than 100 single-head meters were eliminated by strategically placed pay-by-plate pay stations. In turn, FIU has streamlined maintenance and collection requirements.

Parking at Florida International University

during the 2015/2016 year includes improved parking technologies integrated with virtual permits to provide the best systems resources to enhance ease of use for the community. The university continues to evaluate options to improve the service levels and to integrate technological solutions geared toward delivering a seamless parking experience. ■



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Technology Changes

2015 was a year of technological progress, and hopefully that created increased revenues and reduced headaches for your companies. When the history books are written, we will look back on 2015 as a year that real, visible change started to be broadly seen across the parking industry. But 2016 offers new technologies that will affect the way parking companies conduct business.

Chip and PIN Adoption to Be Slow in Parking Industry

For those who experienced the anxiety of Y2K, the EMV liability shift in October seemed relatively quiet. Many consumers still don't have chip cards, even with the rumors that the credit card companies will be sending out 1.2 billion new credit cards by the end of this month.

Many parking companies have audited operations and found that fraud exposure is less than

the cost of upgrading equipment to support EMV. Because of this discovery, some operators have deferred the capital investment until a later time. For those that have chosen to upgrade, the decision is slightly nuanced with the choice of using either chip-only or full chip and PIN.

Venture Capitalists to Continue Funding Parking Apps

Mobile apps continue to gain traction, whether searching for a space to park or for payment. We continue to see additional venture capital funding in this area, which means that we can expect new features and functions to come out next year.

Parkers Frustrated with "App Islands"

When I talk with patrons who use mobile payments for either on- or off-street parking, they are generally fervent in their support of the technol-

ogy. What are emerging are 'app islands,' where one metropolitan area has generally settled on a particular vendor, but another metro area has chosen to partner with another app company.

This is similar to the challenge the toll industry has struggled with for 20 years—disparate, non-interoperable technologies, which makes it difficult to go from one area to another. Customers are often frustrated when having to load several different payment apps onto their phones.

2016 will be a year of evolutionary change, where existing technology will continue to improve. However, keep your eyes open for some long-term technologies that will be openly discussed for the first time.

"Additional venture capital funding will continue in parking apps, meaning we can expect new features and functions in the next year."



Michael Bigbee is CEO of TIBA Parking Systems. Email him at michael.bigbee@tibaparking.com.



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“New ‘ban the box’ laws represent change for the parking industry, because many companies do background checks on applicants to guard against negligent hiring claims.”

Although a partisan Congress failed to pass many laws that materially impact the parking industry in 2015, legislators at the state, county and municipal levels certainly did.

NPA Opposes New U.S. Labor Rule

At the federal level, the Obama Administration tried to accomplish by Executive Order and agency rulemaking what it could not get passed in Congress. Perhaps the most notable is a proposed rule by the U.S. Department of Labor to raise the required salary for executive, administrative and professional employees to be exempt

from overtime compensation from \$455 to \$970 per week. NPA filed comments in opposition to the proposed rule.

Multiple Governments Raised Minimum Wage

Many states, counties and cities have passed increases to the minimum wage in response to the national *Fight for \$15*: a movement to raise the minimum wage to \$15 per hour. Studies show that increases in the minimum wage have a ripple effect on other wages, including those in collective bargaining agreements. This will likely have a material impact on the parking industry.

California Responds to Paid Leave Pressures

More and more states and counties have passed, or are considering passing, paid family leave and paid sick leave laws. For example, California passed a law that requires employers to provide up to six weeks of paid leave to eligible employees caring for seriously ill family members or bonding with a newborn child. Other states are likely to follow California's lead.

At least fifteen states and four cities have also passed laws requiring employers to “reasonably accommodate” pregnant employees unless it would

impose an undue hardship. Thus, for all intents and purposes, employers covered by these laws must interact with and treat pregnant employees in a similar manner to what they do with disabled employees under the ADA.

Cities Overwhelmingly Support “Ban the Box”

More than 100 cities and several states have passed so-called “ban the box” laws that prohibit employers from asking about or considering criminal convictions of applicants until after a conditional offer of employment has been made. This is a big change for the parking industry,

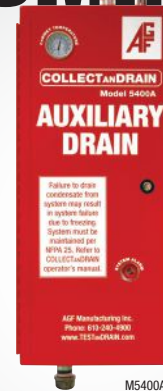
because many companies conduct background checks on applicants to guard against negligent hiring claims.

Needless to say, employers in the parking industry should determine which new laws in 2015 impact them so they are prepared to comply with them. ■



Michael L. Stevens is a partner of Arent Fox of Washington, DC, and NPA’s chief legal counsel. Email him at stevens.michael@arentfox.com.

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LawrenceMcFadden@WeAreParking.org
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CampusParc Lights Green at Ohio State University

Three years ago, CampusParc assumed operation of the Ohio State University parking system, the first-ever parking concession at a university. Within six months, CampusParc implemented a more cost-effective and sustainable approach to lighting garages.

New Whiter Lights Offer Safer, Cost-Effective Garages

Thirteen of the 16 garages on the Ohio State campus used high-pressure sodium lighting, and one used metal halide. During a lighting analysis, it was concluded that a combination use of LED and induction lighting was the best long-term option.

Both solutions provide a whiter, more appealing light, and CampusParc

saves considerably on energy consumption, maintenance and installation.

LOCATION:
Ohio State University,
Columbus, Ohio

**GARAGE FIXTURES
ELIMINATED:**
30%

LIGHTING LEVELS IMPROVED:
35%

COST:
\$2.08 million

PROJECTED SAVINGS:
\$3.34 million

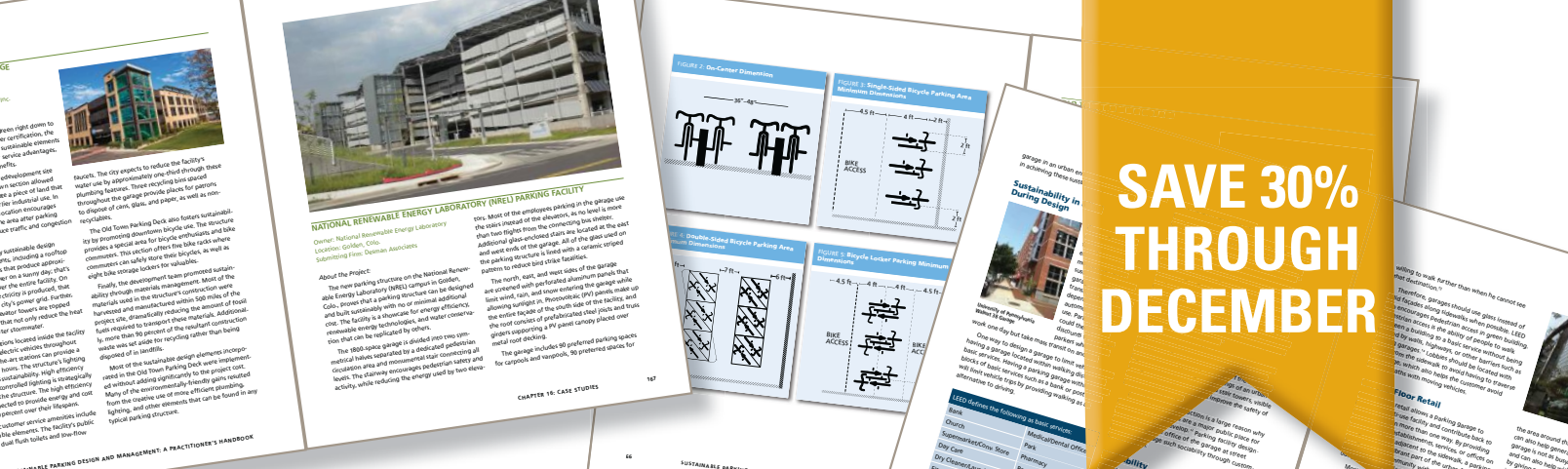
Lighting Levels Raised, Carbon Lowered

The ECO FlexTech lighting allows CampusParc to eliminate up to 30 percent of garage fixtures, while improving lighting levels by 35 percent.

\$2.08 million was invested for the lighting project with a projected saving of \$3.34 million over ten years. This results in a reduction of 31.9 kWh with a decline in carbon emissions due to the lower energy load. ■



Sarah Blouch is president of CampusParc. Email her at sblouch@campusparc.com.



**SAVE 30%
THROUGH
DECEMBER**

SUSTAINABLE PARKING DESIGN & MANAGEMENT: A PRACTITIONER'S HANDBOOK

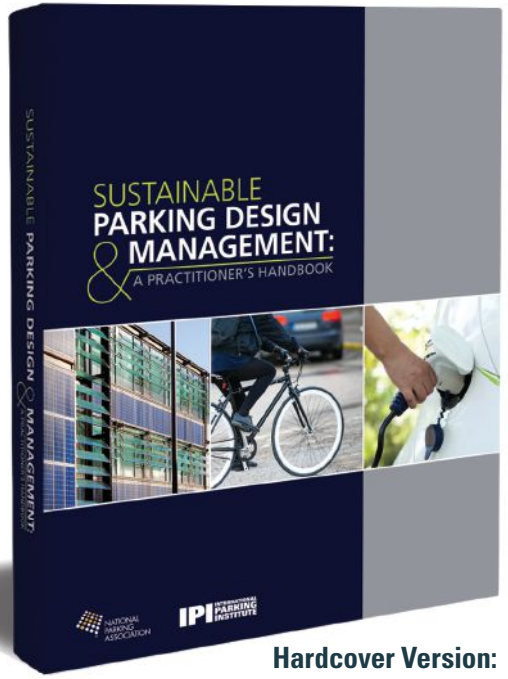
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*This sustainability handbook is a joint project of the National
Parking Association and the International Parking Institute.*

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Hardcover Version:
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Non-member: ~~\$89.95~~ **\$62.95**

Digital Version:
NPA member/Non-member: ~~\$40.95~~ **\$27.95**



Affinity Partners

NPA members receive exclusive Affinity Program discounts. Start saving! Visit WeAreParking.org/Join.

Insurance Product Lines



Kathy Phillips of Alliant Insurance Services, Inc. has partnered with the National Parking Association to provide special services for its members.

Kathy is also experienced in developing proper loss control methods, employee hiring criteria, and training and safety procedures for her client parking companies.

Kathy can offer a competitive advantage on casualty insurance coverage to parking operators that are NPA members.

Contact Kathy at 866.805.7275; e-mail: kphillips@alliantinsurance.com.

Legal Services



Members can take advantage of free legal consultation offered by the law firm of Arent Fox LLP.

The program consists of a brief (up to 15 minutes) complimentary consultation regarding possible legal issues facing a member's business. Contact Mike Stevens, NPA's Chief Legal Counsel, at 202.857.6382 or email at stevensm@arentfox.com.

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Credit Card Processing Services



SunTrust Merchant Services is the largest credit card processing company in North America. NPA members receive:

- Significant savings with highly competitive rates
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- Customized processing including all credit card billing and service/pin debit/gift cards/contactless/E-commerce and electronic check solutions
- Special Affinity Partner pricing on equipment

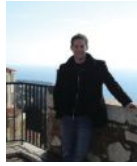
After signing with SunTrust Merchant Services:

- System Parking Inc. of Chicago saved more than \$50,000 per year in credit card processing fees.
- Birmingham International Airport saved more than \$12,000 per year.
- The Car Park, Boise, Idaho, saved more than \$4,000 per year.

For more information, contact John D'emidio at 240.993.6641 or john.d'emidio@firstdata.com.

Industry Newsmakers

MOVERS AND SHAKERS



ABM has named **Anthony Piniella** as chief communication officer.

He will focus on implementing a communication strategy to position and enhance ABM's reputation within the industries it serves and across all audiences—customers, employees and shareholders—enabling the company to deliver on its recently announced long-term strategic vision.

Piniella comes to ABM with experience developing and implementing communication strategies that elevate corporate positioning, enable sales acceleration and drive employee advocacy.

Most recently he served as vice president of corporate communication for NCR, where he led and oversaw all global external, internal and executive communication for the software and services company with 2014 revenues of approximately \$6.5 billion.

Previously, he served as vice president of Corporate Communication for Intralinks, a software-as-a-service company.

COMPANY NEWS

► **Allpro Parking** has been awarded a contract for parking operations and management services of three Long Island Rail Road (LIRR) commuter parking garages.

Two parking garages—the Mineola Intermodal Center and the Ronkonkoma Parking Garage—began operations under the Allpro brand June 1. The newly-constructed Wyandanch Parking Facility officially opened August 1—extending the border of Allpro Parking's eastern expansion to Long Island.

The Ronkonkoma Parking Garage has a capacity of 1,038 vehicles and services the LIRR's Ronkonkoma train station, which marks the eastern terminus of electrification and one of the LIRR's busiest stations.

The Mineola Intermodal Center provides 971 commuter parking spaces and also serves as a transit stop for seven Nassau Inter-County Express bus routes. Long-term parking is also available to travelers taking the LIRR to connect with the AirTrain to JFK Airport.

The Wyandanch Parking Facility features five levels with more than 900 commuter parking spaces. It is also located adjacent to the Wyandanch Rising project, one of Long Island's most transformative transit-oriented development projects.

► **Parkeon** recently deployed a new smart parking system to the city of Norman, Okla. The system includes multi-space parking meters, mobile parking payments and the Parkeon CLOUD system. The purpose of the system is to help the city better manage its parking space inventory,



while providing a high level of customer convenience.

The Parkeon Strada multi-space meters in Norman are configured for pay-by-space parking. The meters are solar powered and feature a full color 7-inch display screen to help quickly guide users through each parking transaction. The meters accept coins and credit/debit cards.

Included in the multi-space parking meter solution, are two of Parkeon's CLOUD services, City News and Validation Codes. City News will help the City push out news, events and other information in real-time, allowing the new parking technology to alert or inform residents and visitors of various happenings around the city. The Validation Codes system

allows the City the flexibility to offer local merchants a convenient way to validate parking for their clients and employees.

To add another level of customer convenience, the city of Norman is also implementing Parkeon's Whoosh! mobile parking payment system. Whoosh! allows users the ability to pay for their parking from anywhere and extend time remotely before their parking session expires.

The city of Norman will be supported locally by Parkeon's distribution partner, Wetherbee Electric.

Parkifi added a \$2 million investment to the funding received since the company launched in late 2014. This latest raise includes strategic investments from Simon Property Group; real estate developer Howard Hughes Corporation; and Camber Creek.

Parkifi provides real-time occupancy and analytical data tailored for parking and property management. The company's sensor technology provides spot-by-spot data and turnover information, violation alerts, dynamic pricing notifications, occupancy averages and pricing optimization trends that inform parking managers of key data that can be immediately used



to run businesses and cities more efficiently.

Initial investment funds were used to on-board new hires and for corporate development.

Parking Panda and **Amano McGann** have formed a partnership to intergrate Parking Panda's PandaScan technology with Amano's OPUSuite® Cloud application and FlexScan® on-premise technology. Users will be able to find and book prepaid parking through Parking Panda's mobile app or website, and seamlessly scan into any Amano parking facility with the FlexScan capability. Reservations will be consolidated and available for both count and revenue reconciliation with OPUSuite.

Hundreds of Parking Panda locations in more than 40 U.S. cities will now have access to the automation to improve facility access, strengthen inventory control and management and increase revenue.

Parkopedia recently announced that the company is partnering with Sygic GPS navigation to provide off-street parking information and reservation integration. The new service will enable Sygic users to not only find parking, but also to book and pay for it. The new parking service will be released early this month.

Sygic is a navigation app utilized for 100 million people worldwide.

Parkopedia also announced that the company has expanded its coverage to 150,000 off-street parking facilities in 75 countries.



The Parking Industry Institute (PII), NPA's foundation, has a strong interest in supporting education and the educational opportunities of its membership, their employees and dependents.

PII's merit-based scholarship program recognizes and assists academically talented students to attend the college or university of their choice.

Scholarship recipients are the son, daughter or spouse of a full-time employee of an NPA member company; or a full-time or part-time employee of an NPA member company who is also enrolled in a college or university.

Congratulations to the following 2015 PII scholarship recipients:

\$2,000 Scholarship

Dagny Barone (David P. Katz Scholarship/Parkway Corporation) University of Richmond

Griffin Beland (Thomas Butts Scholarship/University of Connecticut Logistics) University of Connecticut

Nathan Froemming (W.C. Griffiths Scholarship/Walker Parking Consultants) University of Minnesota

Jed Forster (Val. A Parker Scholarship/Carl Walker, Inc.) University of Michigan

Daniel Marcus (The Parking Advisory Group) University of Texas

David Marzban (Jerry Stocks Scholarship/Motor Parks, LLC) Vanderbilt Law

Iti Mehta (Mitchell Wolfson Scholarship/Miami Parking Authority) Florida International University

Ron Sanchez (ABM Parking Services) Whittier Law School

\$1,500 Scholarship

Spencer Carter (Toledo Ticket) University of Nebraska

Kyle Kent (Carl Walker, Inc.) Michigan Technological University

Jeremiah Watson (Motor Parks, LLC) University of Southern California

Amanda Wilson (ABM Parking Services) Claremont McKenna College

\$1,000 Scholarship

Tyson Dishman (Amano McGann, Inc.) University of Tampa

Monaz Engineer (Desman) University of Colorado

Anne Heidelberg (Carl Walker, Inc.) Michigan State University

Robert Heidelberg (Carl Walker, Inc.) Michigan State University

Shelby Klooster (Smart Park & Express) Ithaca College

Alec Lohman (Walker Parking Consultants) University of Indianapolis

Dolly McAlee (Smart Park & Express) Widener University

Jillian Mullen (Parkway Corporation) Alfred University

Dakota Rehm (Walker Parking Consultants) University of Indianapolis

Natalie Risch (Automated Parking Technologies) University of Minnesota

Abiel Tesfamariam (Parkway Corporation) Community College of Philadelphia

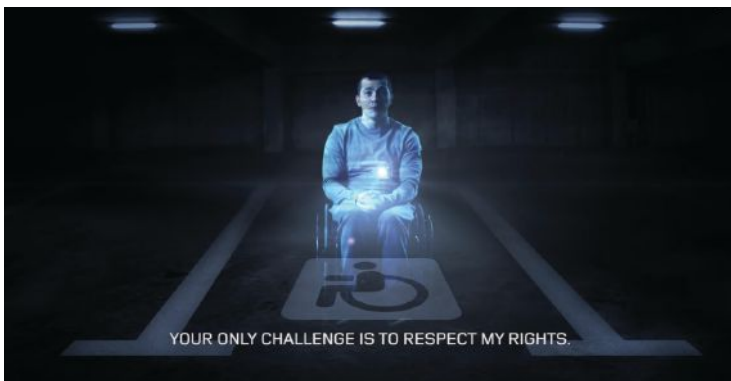
Zachary Thomasson (System Parking, Inc.) University of Louisville

Alexandra Supina (University of Connecticut Parking Services) University of Connecticut

Paul Uhrig (Carl Walker, Inc.) Penn State University

Rachel Uhrig (Carl Walker, Inc.) Rutgers University

Worldwide Parking Updates



youtube.com/ads-of-the-world-videos

Russian Campaign Urges Non-Disabled to Park Legally

A Russian nonprofit organization has implemented a powerful campaign that will make able-bodied drivers think twice before parking in disabled parking spots.

As part of its *More than a Sign* campaign, Dislife has equipped some of Moscow's disabled parking spots with sensors that detect whether or not vehicles pulling into the spaces display disabled permits. Cars with permits may park as usual. Cars without permits are treated to a surprise message from a man in a wheelchair, waving his arms and yelling,

"Stop! What are you doing? I'm not just a sign on the ground! Don't pretend that I don't exist. Why are you surprised? This is parking for the disabled. Yes, I'm real. Please find another place to park. I face many challenges every day. Your only challenge is to respect my rights."

The hologram is produced by a hidden projector that beams the image onto a layer of water mist, making the man seem to appear out of nowhere.

According to Dislife, more than 30 percent of drivers in Russia park illegally in disabled spots on a regular basis. The organization's founder, Yuri Kovalev, believes that many drivers fail to think about the real people the signs represent. The campaign is meant to remind drivers about the people "behind" the signs.

Dislife partnered with advertising agency Y&R to produce the video.



NextGen Parking and Traffic Management Summit 2016

MARCH 2-3 | DUBAI, UNITED ARAB EMIRATES

The NextGen Parking and Traffic Management Summit will be held March 2-3, 2016 in Dubai, United Arab Emirates.

Key themes of the conference will be government's vision and initiatives; innovations in parking structures; integrated parking security systems; and green parking and sustainable practices. Technology discussed will focus on GIS and informatics; business intelligence; mobile parking; robotic parking; and automated payment systems.

In addition to presentations, a technology showcase and roundtable discussions, there will be many opportunities for networking with other parking and traffic management professionals.

For more information, or to register, visit scl.fleminggulf.com/nextgen-parking-summit/program.

Public-Private Partnership Conference & Expo 2016

MARCH 7-9 | DALLAS

The Public-Private Partnership (P3) Conference & Expo will be held March 7-9, 2016 at the Sheraton Dallas Hotel.

The conference will address the key principles behind public-private partnerships and the role they play in the delivery of public projects. Agenda items will focus on best practices, selecting and negotiating with prospective partners and skills needed to plan and ensure a successful project.

The three-day event will include interactive roundtable discus-

sions, networking opportunities and a mentoring program.

In addition, 25 in-depth sessions will cover such topics as the state of the U.S. P3 industry; P3 legislation; how design can drive a successful P3; risk balance and expectation management; and P3s in higher education, housing, hotels and water infrastructure.

To register, or for more information, visit theP3conference.com.



Calendar

DECEMBER 7-9

Gulf Traffic

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2016



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FEBRUARY 19-20 PCC Winter Meeting

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WeAreParking.org



FEBRUARY 28-MARCH 2 NPA CPP Workshops at PIE

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MARCH 7-9 The Public-Private Partnership Conference & Expo

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The Brown Hotel
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MARCH 30-31

New England Parking Council Spring Conference

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Seaport Hotel
www.newenglandparkingcouncil.org

APRIL 12-14 Texas Parking & Transportation Association Annual Conference & Tradeshow

College Station, Texas
www.texasparking.org/conferences.html

APRIL 27-29 Parking Association of Georgia Conference

Jekyll Island Club Hotel
Jekyll Island, Ga.
parkingassociationofgeorgia.com

APRIL 29 Parking Association of the Virginias Spring Training Workshop

Fredericksburg, Va.
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2015 Webinars

All webinars are at 2 p.m. ET

MON., DECEMBER 15
Snow Removal & Winterization Preparation

WED., DECEMBER 17
Part 2: Snow Removal & Winterization Preparation

Register at
WeAreParking.org

To become a webinar presenter, email LawrenceMcFadden@WeAreParking.org.

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NPA is looking for volunteers to lead our 2016 webinars. If you are interested in sharing your knowledge and experience, email LawrenceMcFadden@WeAreParking.org.



Webinars/ Professional Development

MON., DEC. 15, 2 P.M. ET Snow Removal & Winterization Preparation

Winter weather and the elements can take a major toll on the life and longevity of a parking facility. Preparing staff to deal with the challenges that occur due to storms, ice or other inclement conditions is the first step in winning the weather battle.

Industry experts will discuss short- and long-term planning and preparedness techniques for staff and equipment; obstacles that occur when preparing for snow and ice removal; ways to ensure a safe environment for employees and patrons within your facility; recommendations to help your garage withstand the harsh winter season and prolong its useful service life.




WED., DEC. 17, 2 P.M. ET Part 2: Snow Removal & Winterization Preparation

As a responsible manager, learn how to plan for a safe winter for your parkers and staff. Find out the steps to take to effectively manage people, pre-treatments, supplies and response to a snow event. Learn how important it

is to have a policy for managing any vehicle damage or slip and fall incidents related to inclement weather.

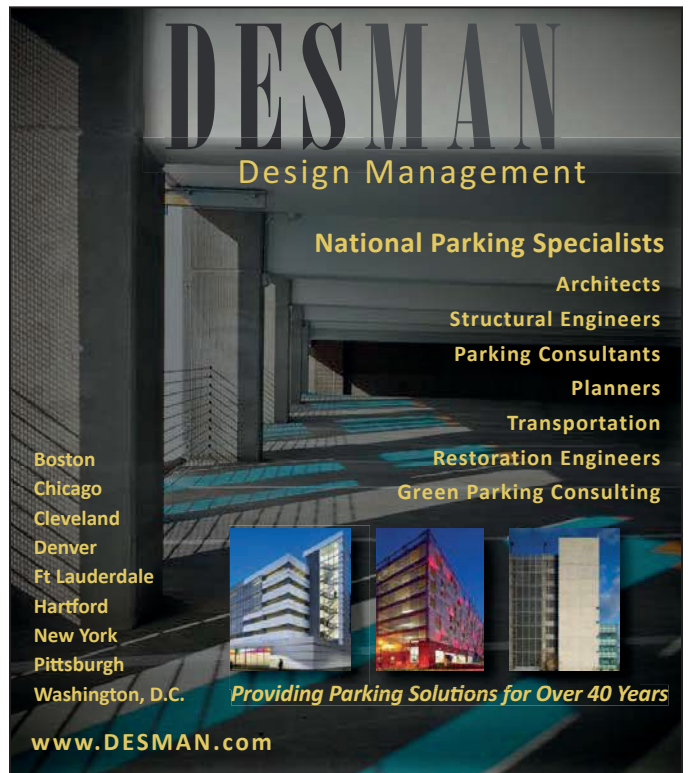
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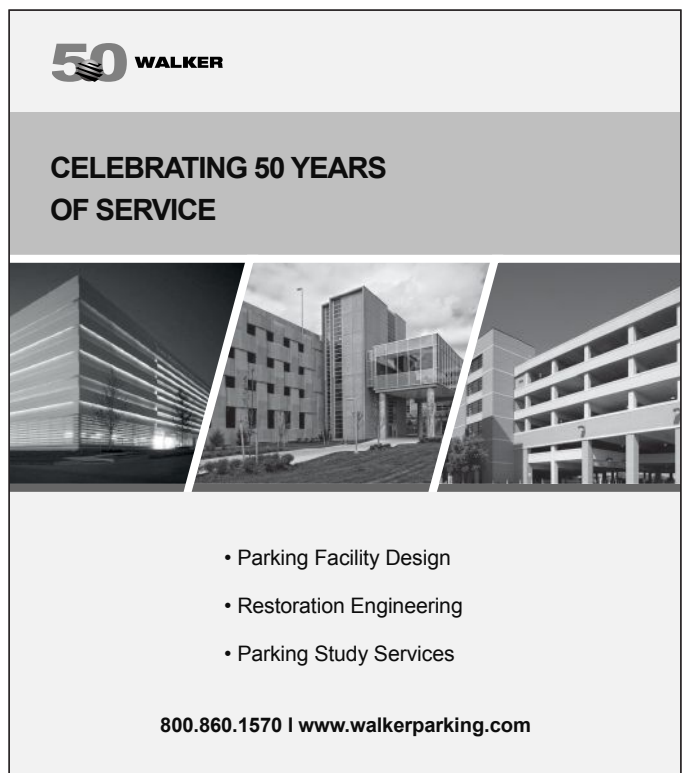
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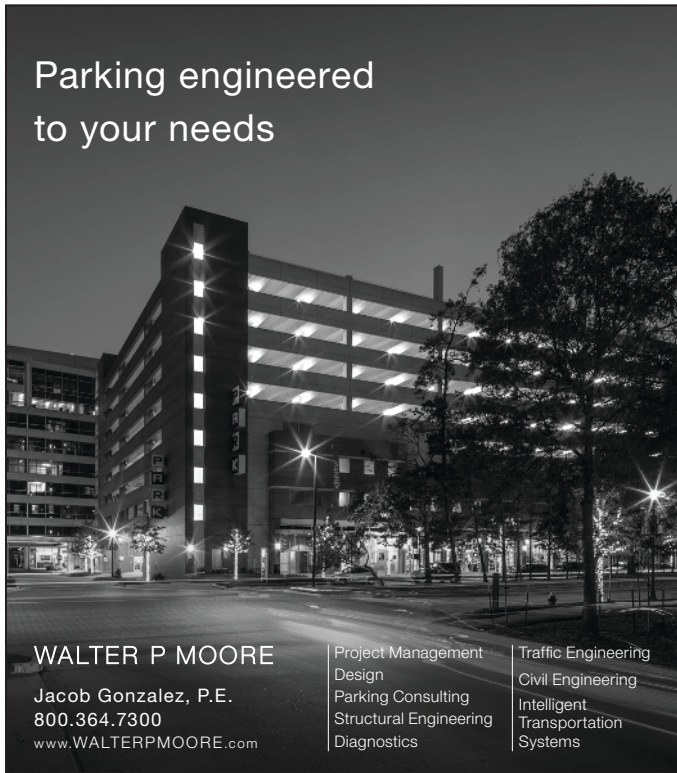
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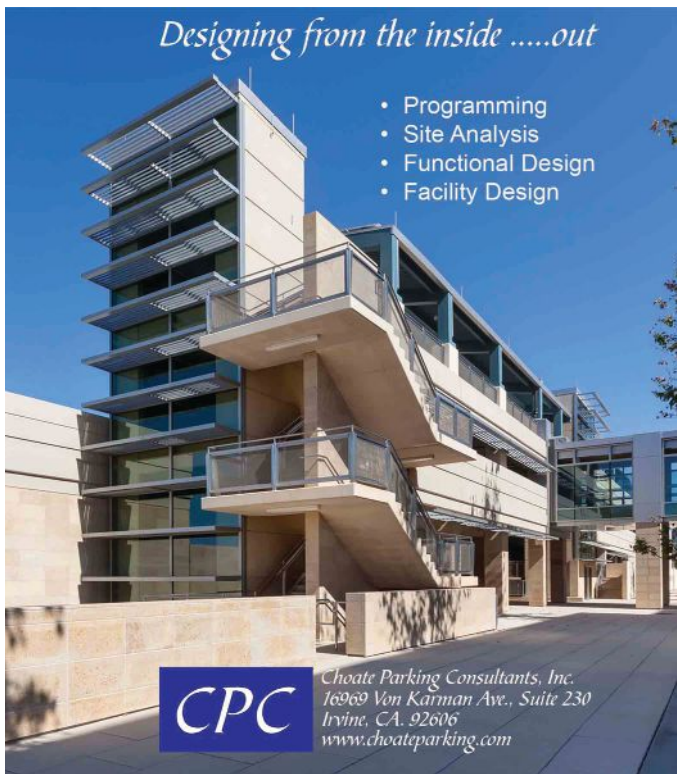
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“Go beyond parking by integrating with other forms of transportation. You’ll discover that alternative transportation programs must interact with parking in order to be successful.”

— Glenn Kurtz, executive vice president, Lanier Parking

Sustainable Parking, Efficient Parking

For the past 15 years at Lanier Parking, I have created strategic initiatives and developed new services that integrate parking with alternative transportation solutions.

The future of parking integrates technology with the automobile and alternative transportation solutions. These technologically advanced transportation programs will make parking facilities and overall transportation systems more efficient and profitable.

Long-term real estate trends dictate the future of transportation. With cities nationwide building mixed-use developments at a rapid pace, and millennials moving into the workforce, parking companies must respond to greater demand with existing resources.

Parking management strategies that result in greater efficiency include shared parking, valet parking and shuttle linkages to transit. Technology is working to make these traditionally low-tech solutions even more efficient with ticketless valet, license plate recognition and real-time shuttle visibility.

Focus on strategies that include partnerships with municipalities, real estate development and other organizations. Investigate moving toward internet initiatives to enhance your company’s strategic growth.

Keep your emphasis on long-standing trends and partnerships in the industry. Technology is fast changing. Create strategies to invest your limited resources, which will pay dividends in the future. ■

Glenn Kurtz first moved to Atlanta to manage parking and bus operations for the 1996 Summer Olympic Games. Email him at gkurtz@lanierparking.com.



Sales, Service & Parking Transformation

»»»» *A Roadmap Through Change*

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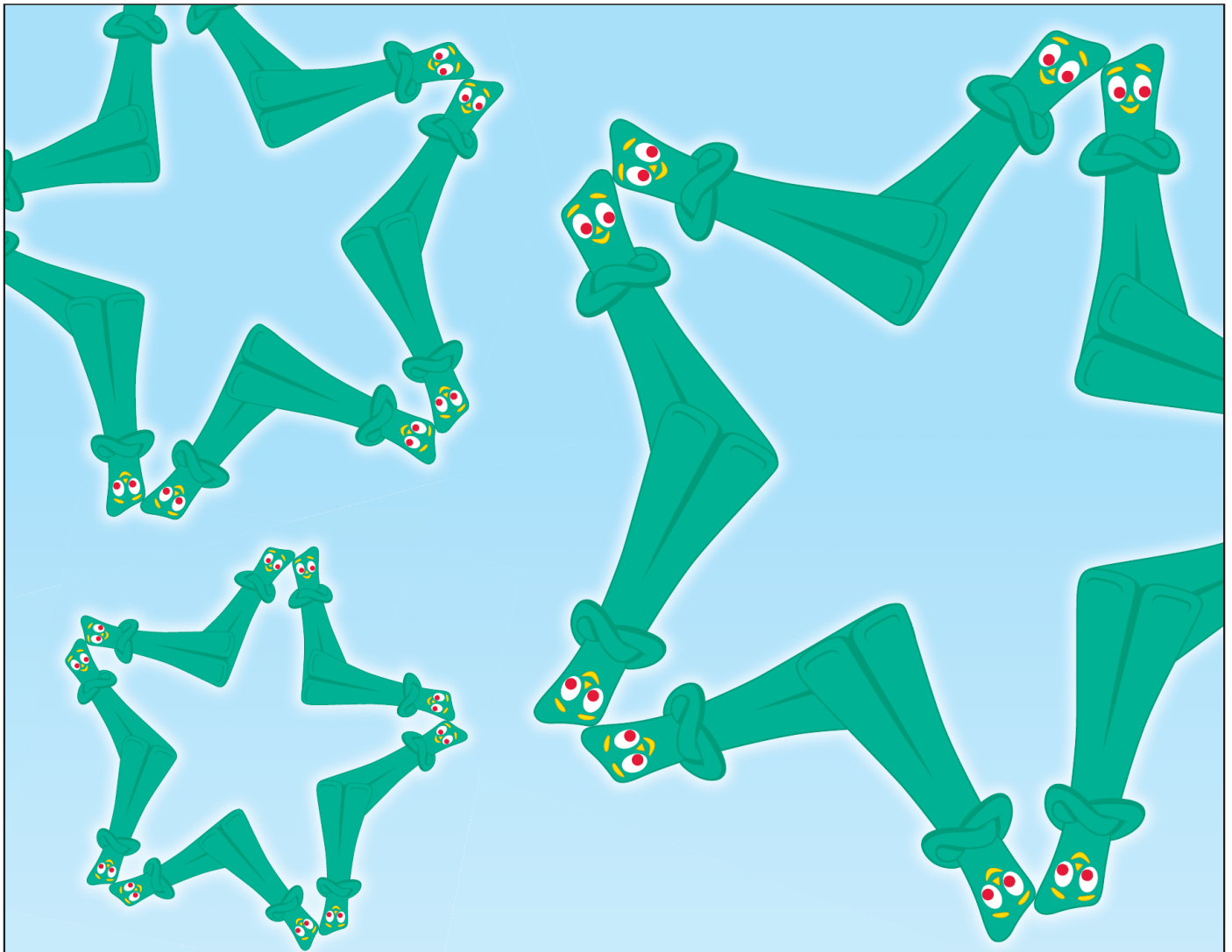
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Submit your proposal on:

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