

PARKING ANALYTICS: An Industry Snapshot

Consultants responses

IPI added the design and consultant community to our survey to capture more detail about the state of the parking industry "under construction." Consultants were asked how many projects were completed in 2015, 2016, and 2017, as well as details about those projects, including project cost and the number of spaces per project. 2017 numbers represent anticipated project completions. These questions addressed the number of construction projects completed or anticipated to be completed in 2017, as well as specific details about those projects.

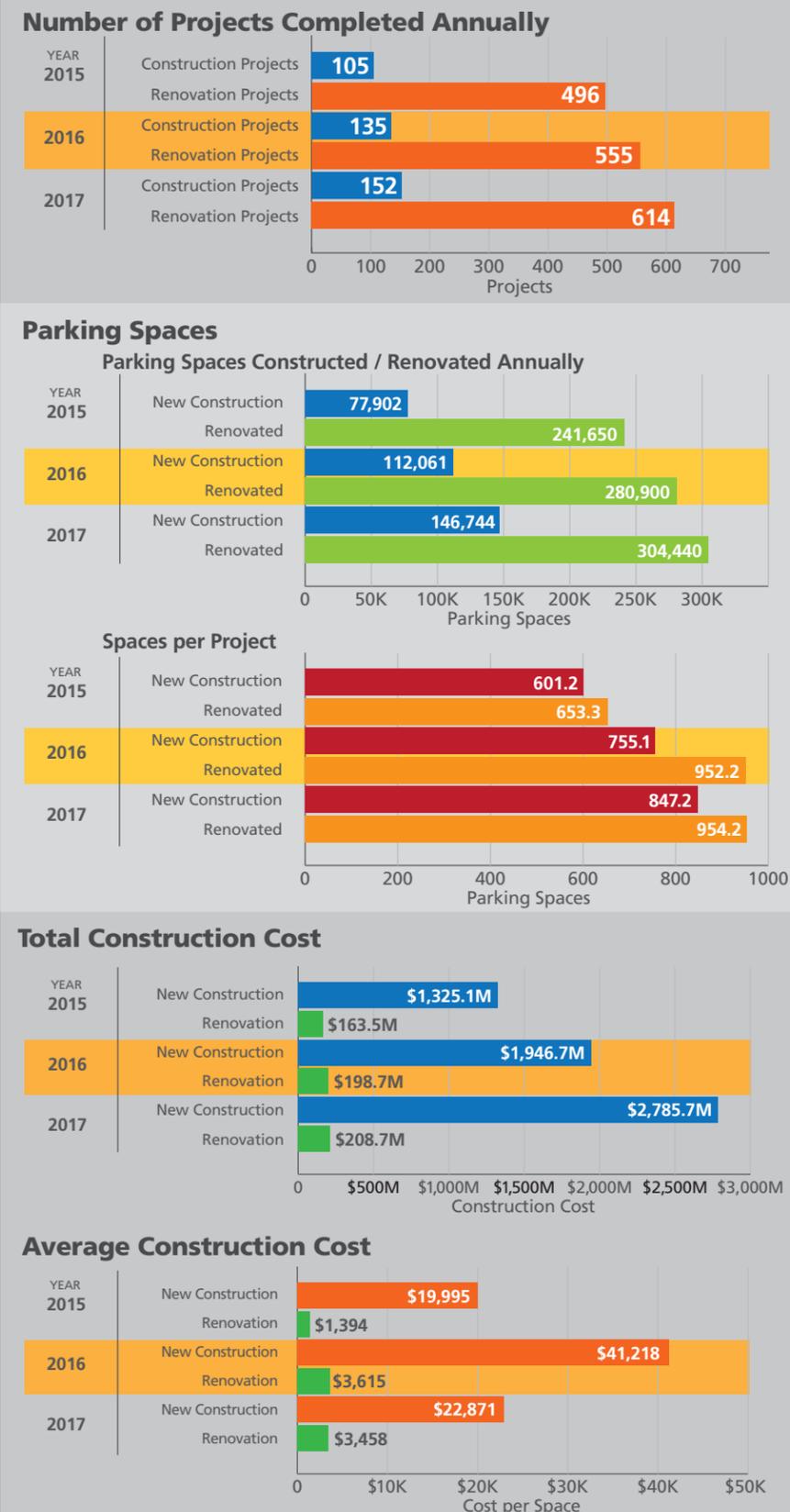
It should be noted that this number of projects is not industry-wide; it is a snapshot of the responses we received in response to the survey from IPI members. It does however indicate the strength and the health of our industry and our membership as a whole. To add your projects and information to these responses, visit parking.org/kpis.

Park Your Data Here

Our members are the most vibrant and successful parking organizations across the globe. Add your data to the mix! To participate in our industry survey, visit parking.org/KPIs for a link to the survey, and look for the next publication in the series in fall 2017. ■

For more information, search "Parking Research" in IPI's online Resource Center at parking.org.

CONSULTANTS SURVEY RESPONSES



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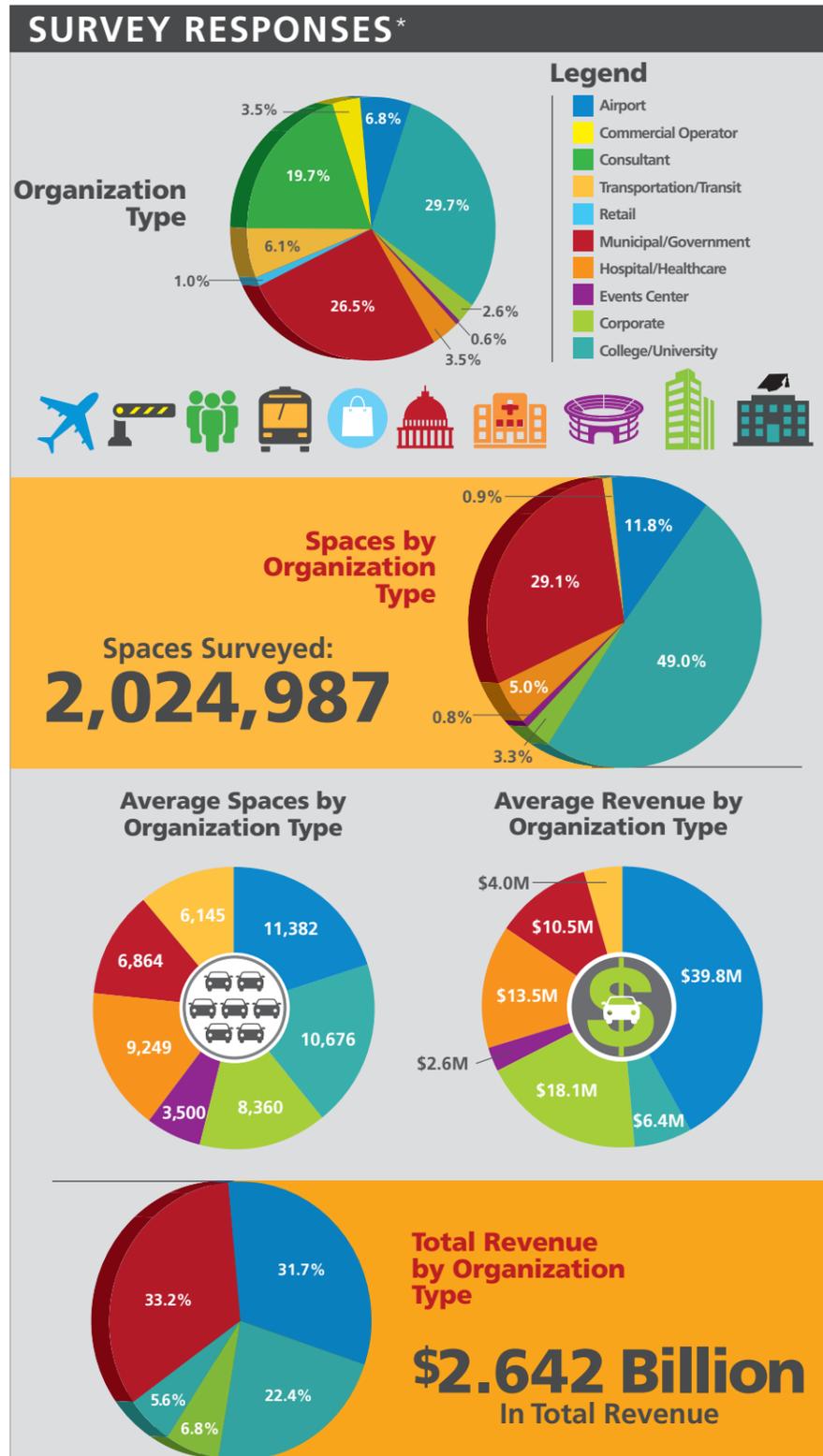


In 2017 the International Parking Institute (IPI) launched an expanded initiative focused on parking analytics and benchmarking. Designed to advance the parking profession by collecting, aggregating, and publishing data, this series offers Key Performance Indicators (KPIs) for the industry. This is the third publication in the series, which will continue to evolve and capture KPIs.

Parking and transportation organizations are collecting and studying KPIs as a tool to more effectively manage limited resources. IPI is taking the next step to publish industry benchmarks and KPIs that can be used to evaluate and compare individual parking organizations with others in the industry. As the largest parking organization in the world, IPI is uniquely positioned to lead this research. This survey captured data from more than 2 million spaces, representing \$2.64 billion in revenue.

This survey is a vital first step to collecting specific data on our members and our industry. Organization types surveyed included airport, college, corporate, event center, hospital, municipal, and transportation organizations. IPI expanded this survey in 2017 to include commercial operators, and consultants. IPI will take the research gained in this initiative and grow this series in successive surveys.

Read on to dig deeper into some industry data, and participate [today!](#)

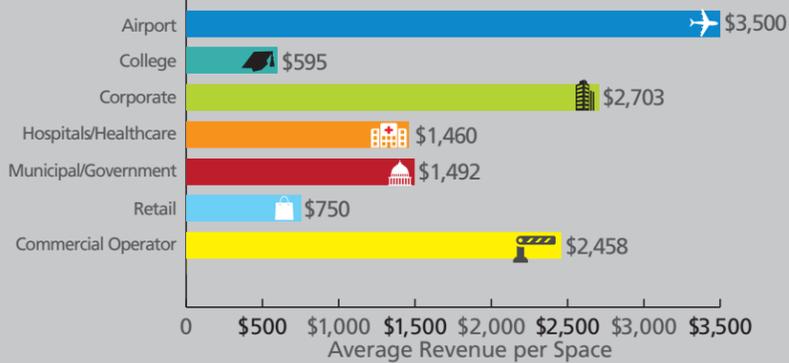


*Selected segments have been omitted in some of the graphs due to insufficient data.

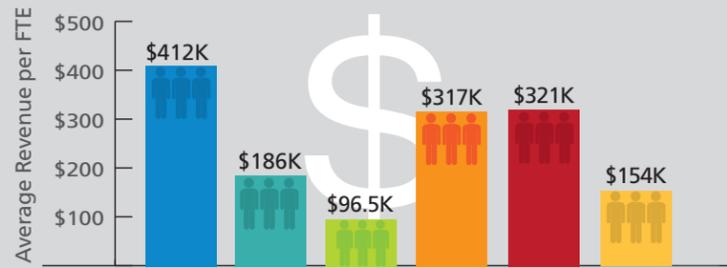
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SURVEY RESPONSES

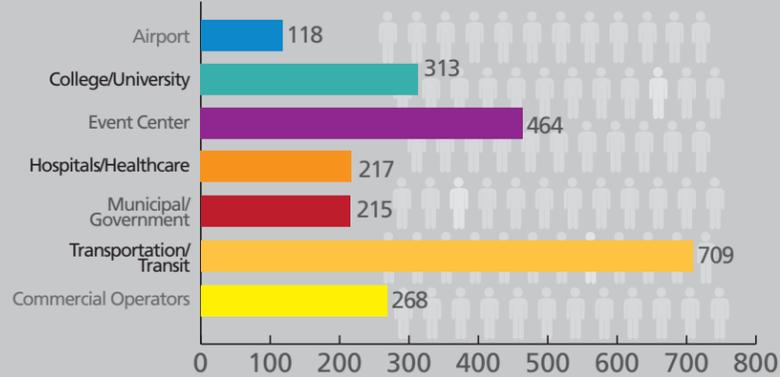
Revenue Per Space



2016 Revenue per Full-Time Equivalent (FTE) Personnel



Parking Spaces per FTE



Citations per Space



How we gathered this data

Survey respondents answered a series of tailored questions designed to capture industry KPIs:

- Select the type of organization that most closely matches your parking operation.
- Approximately how many full-time equivalent (FTE) personnel work in your parking operation?
- Approximately how many total parking spaces do you own, operate, or directly manage?
- What was your annual gross parking revenue for parking operations?
- What is your anticipated annual gross parking revenue for parking operations?
- Approximately how many total parking citations were issued in your parking operation?

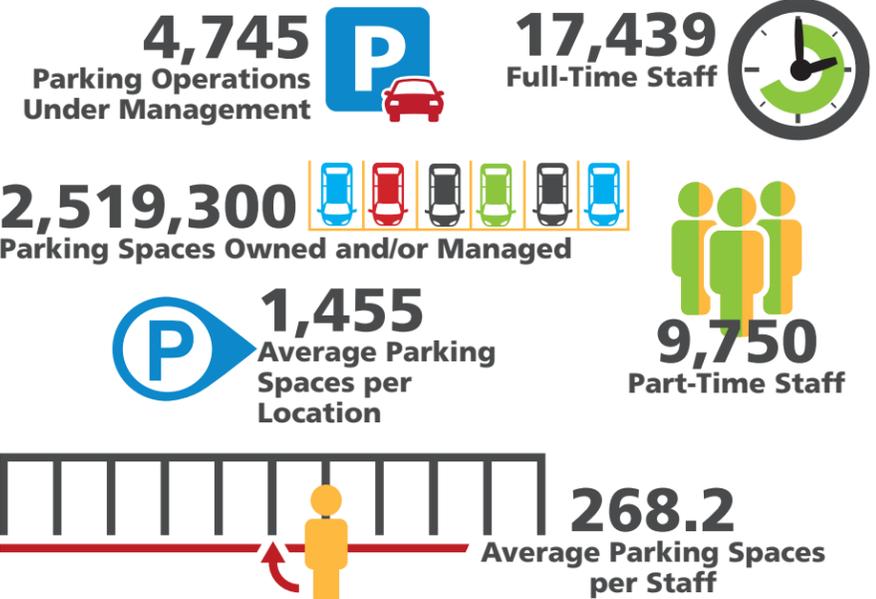
How Commercial Operators figure in

2.52 Million
Commercially Managed Spaces

In the expansion of the survey, IPI reached out to commercial operators to capture KPIs specific to that segment of our industry. The questions addressed the number of locations managed, full- and part-time employees, gross parking revenue, and spaces managed.

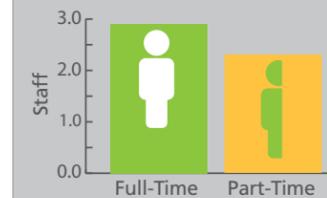
The vast number of spaces managed were operated on behalf of clients and other organizations. This means that for our initial survey of commercial operators, this number may contain overlap with the 2,024,987 spaces tallied by the survey of airport, college, corporate, event center, hospital, municipal, and transportation organizations.

Commercial operators can add additional data to the mix at parking.org/kpis.



OPERATORS SURVEY RESPONSES

Staff per Location



Revenue per Space

