



International Parking & Mobility Institute



Insider's Guide to Professional Development

January 2021

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About IPMI

The International Parking & Mobility Institute (IPMI) is the world's largest association of professionals in parking, transportation, and mobility — professionals who keep all of us moving. Members include everyone from garage owners and operators to architects to city managers to government agencies, health care centers, universities, airports, and convention centers.



IPMI works to advance the parking and mobility profession through professional development, research and data collection, advocacy and outreach, and with experts from around the world in dozens of specialties to make sure parking and transportation function efficiently. So people, businesses, and communities can keep moving.

About the Insider's Guide to Professional Development

IPMI provides numerous opportunities to help you stay connected with your fellow industry professionals, while providing the educational and professional development resources to move forward and build and reinforce the skills industry professionals need now for career development and growth.

IPMI Programs, Trainings, and Resources

We encourage all IPMI members and industry professionals to review this guide to gain a comprehensive overview of the numerous trainings, courses, and formats available for virtual and in-person education. For details and descriptions, please visit Professional Development at parking-mobility.org.

Free IPMI Resources

Free Transitional Memberships

IPMI is offering free, transitional memberships to individuals facing temporary or permanent job loss to share resources, and connections. Contact us today at <mailto:membership@parking-mobility.org>.

IPMI's Roadmap to Recovery

These special editions capturing the latest on the parking, transportation, and mobility industry's response to the COVID-19 crisis. [Read the online version with live links here.](#)

Check out the [September issue of Parking & Mobility](#) for a detailed dive into the data behind the crisis and the results of the 2020 IPMI COVID-19 Industry Benchmarking, Response, and Recovery Survey.

Free Frontline Training

Join us for live frontline training. Free to IPMI members, registration required. Numerous courses are available on-demand and free of charge as part of your IPMI membership. Read on to dive into the topics offered in 2020 and the schedule of live trainings coming your way in 2021.

Free Online Shoptalks

Free live Shoptalks focus on our industry's emerging trends and market segments, as well as the industry's continuing response to the COVID-19 pandemic and recovery.

- [Download recordings here.](#)
- [December 16: Free Online Shoptalk: Lessons Learned & Looking Ahead: Our Industry Response to COVID-19](#)
- [Explore the 2021 schedule of Shoptalks.](#)

Free Training Resources

Free to members, including industry professionals who request free transitional memberships. Join or renew here. Register for free by logging into your profile, offerings include

- [Connected Vehicles: Understanding the Revolution](#)
- [COVID-19 Industry Response: Building a Roadmap to Recovery](#)
- [Everything You Need to Know to Operate a Successful Scooter and University Partnership](#)
- [How to Cater Excellent Customer Experience on a Multi-building Property by Maximizing Shuttle Routes](#)
- [Parking, Transportation & Mobility Industry Response to COVID-19; Parking Pricing Strategies and Technology Improvements](#)
- [Shared Mobility and Technologies' Effects on Parking Design and Curbside Management](#)
- [TDM & COVID-19: The Good, the Bad, the Ugly & Potential Opportunities](#)
- [The Road to APO: Success Stories and Lessons Learned](#)

Free Virtual Learning Labs – Sponsored Education

Starting January 2021, IPMI will offer monthly Learning Labs brought to you by leading companies in the industry. Topics will be varied and offered by experts in the field, and always free to parking, transportation, and mobility professionals. After the live interactive session, Learning Labs will be available on-demand in the Resource Center, on the IPMI website, and on our YouTube channel.

BEST IN CLASS TRAINING FOR YOUR TEAM

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

Allen Corry, CAPP
Assistant Vice President,
Dallas-Fort Worth
International Airport

The Parking Podcast

[The Parking Podcast](#) is all about the \$100 billion parking industry and the people that make it go. The Parking Podcast features in-depth interviews with leaders from a wide range of backgrounds throughout parking, transportation, and mobility. These experts share their experiences from the front-line of their organizations and how they are leading the way in transforming this dynamic industry. IPMI supports The Parking Podcast as a Strategic Partner.



Free Moving Forward Video Series

Moving Forward is IPMI's monthly professional development newsletter, highlighting educational opportunities and professional development tools and advice. Each newsletter features a new [professional development video](#). To watch all of the videos available, please search our [Resource Center](#) or check out our YouTube channel.

Your 2021 Planning Calendar


[Visit the IPMI calendar online to get the latest information and registration details for professional development opportunities for your entire team.](#)

All items with a red header box are free to all IPMI members.

January 2021

WEDNESDAY JANUARY 6	WEDNESDAY JANUARY 13	TUE & THURS JANUARY 26 & 28	WEDNESDAY JANUARY 27
FREE ONLINE INDUSTRY SHOPTALK THE UNIVERSITY ENVIRONMENT: PLANNING FOR SPRING AND WHAT'S CHANGED	WEBINAR CURBING COVID- 19 AT THE CURB 1 CAPP POINT	INSTRUCTOR- LED COURSE PARKSMART ADVISOR TRAINING BEGINS 9 CAPP POINTS	LEARNING LAB SPONSORED CONTENT OPPORTUNITY AVAILABLE

February 2021

TUESDAY FEBRUARY 2	TUES & THURS FEBRUARY 2 & 4	TUESDAY FEBRUARY 9	WEDNESDAY FEBRUARY 10	WEDNESDAY FEBRUARY 11
FREE ONLINE INDUSTRY SHOPTALK FRONTLINE FOCUS	INSTRUCTOR- LED COURSE PARKSMART ADVISOR TRAINING CONTINUES 9 CAPP POINTS	FRONTLINE TRAINING	WEBINAR FRICTIONLESS PARKING: SMOOTHING OUT THE EDGES FOR A SEAMLESS MOBILITY EXPERIENCE 1 CAPP PONT	INSTRUCTOR- LED COURSE UNDERSTANDING RACISM 2 CAPP POINTS
TUESDAY FEBRUARY 23	WED-THURS. FEBRUARY 24-25			
FRONTLINE TRAINING	2021 NEW IPMI MOBILITY & INNOVATION SUMMIT 			

March 2021

**WEDNESDAY
MARCH 3**

FREE ONLINE
INDUSTRY
SHOPTALK

AIRPORTS:
SHORT- AND
LONG-TERM
RECOVERY

**TUESDAY
MARCH 9**

FRONTLINE
TRAINING

**TUES & THURS
MARCH 9 & 11**

INSTRUCTOR-
LED COURSE

ANALYSIS &
APPLICATION OF
TECHNOLOGY

4 CAPP POINTS

**WEDNESDAY
MARCH 10**

WEBINAR

USING SOCIAL
LISTENING TO
IMPROVE YOUR
CUSTOMER
SERVICE

1 CAPP POINT

**TUESDAY
MARCH 23**

FRONTLINE
TRAINING

**WEDNESDAY
MARCH 24**

LEARNING LAB

SPONSORED
CONTENT
OPPORTUNITY
AVAILABLE

April 2021

**TUESDAY
APRIL 6**

FRONTLINE
TRAINING

**WEDNESDAY
APRIL 7**

FREE ONLINE
INDUSTRY
SHOPTALK

LATEST
UPDATES AND
CASE STUDIES
FOR TOUCHLESS
TECHNOLOGY

**TUES-WED
APRIL 12-13**

INSTRUCTOR-
LED COURSE

ESSENTIAL
SKILLS FOR
INDUSTRY
LEADERS

9 CAPP POINTS

**TUESDAY
APRIL 20**

FRONTLINE
TRAINING

**WEDNESDAY
APRIL 21**

WEBINAR

TELEWORKING:
AN ALTERNATE
MOBILITY MODE

1 CAPP POINT

**WEDNESDAY
APRIL 28**

LEARNING LAB

SPONSORED BY
GTECHNA

gtechna

May 2021

**TUESDAY
MAY 4**

FRONTLINE
TRAINING

**WEDNESDAY
MAY 5**

FREE ONLINE
INDUSTRY
SHOPTALK

MUNICIPAL
FOCUS

**TUES & THURS
MAY 11 & 13**

INSTRUCTOR-
LED COURSE

WICKED
PROBLEM
SOLVING

4 CAPP POINTS

**TUESDAY
MAY 18**

FRONTLINE
TRAINING

**WEDNESDAY
MAY 26**

LEARNING LAB

SPONSORED
CONTENT
OPPORTUNITY
AVAILABLE

June 2021

**TUESDAY
JUNE 1**

FRONTLINE
TRAINING

**TUESDAY
JUNE 1**

FREE ONLINE
INDUSTRY
SHOPTALK

**TUESDAY
JUNE 15**

FRONTLINE
TRAINING

**WEDNESDAY
JUNE 16**

LEARNING LAB

SPONSORED
CONTENT
OPPORTUNITY
AVAILABLE

July 2021

**TUE & THURS
JULY 6, 8, 13, 16**

INSTRUCTOR-
LED COURSE

PARKSMART
ADVISOR
TRAINING

9 CAPP POINTS

**TUESDAY
JULY 7**

FREE ONLINE
INDUSTRY
SHOPTALK

**TUESDAY
JULY 13**

FRONTLINE
TRAINING

**WEDNESDAY
JULY 14**

WEBINAR:

THE PARKING
STUDY IS DONE.
NOW WHAT?

1 CAPP POINT

**TUESDAY
JULY 27**

FRONTLINE
TRAINING

**WEDNESDAY
JULY 28**

LEARNING LAB

SPONSORED
CONTENT
OPPORTUNITY
AVAILABLE

August 2021

**TUESDAY
AUGUST 3**

FREE ONLINE
INDUSTRY
SHOPTALK

FRONTLINE
FOCUS

**TUESDAY
AUGUST 10**

FRONTLINE
TRAINING

**WEDNESDAY
AUGUST 11**

WEBINAR:

ASK BETTER
QUESTIONS, GET
BETTER ANSWERS:
IMPROVE YOUR
RFP PROCESS

1 CAPP POINT

**TUESDAY
AUGUST 17**

LIVE
INSTRUCTOR-
LED COURSE

CYBERSECURITY

4 CAPP POINTS

**TUESDAY
AUGUST 24**

FRONTLINE
TRAINING

**WEDNESDAY
AUGUST 25**

LEARNING LAB

SPONSORED
CONTENT
OPPORTUNITY
AVAILABLE

September 2021

**TUESDAY
SEPTEMBER 1**

FREE ONLINE
INDUSTRY
SHOPTALK

**TUESDAY
SEPTEMBER 14**

FRONTLINE
TRAINING

**WEDNESDAY
SEPTEMBER 16**

WEBINAR:

COLLECTING
LOST REVENUE:
THE PAYMENT
BEHIND THE
PARKING
PAYMENT

1 CAPP POINT

**TUESDAY
SEPTEMBER 21**

INSTRUCTOR-
LED COURSE

DISASTER
RECOVERY

2 CAPP POINTS

**WEDNESDAY
SEPTEMBER 22**

LEARNING LAB

SPONSORED BY
GTECHNA

gtechna

**TUESDAY
SEPTEMBER 28**

FRONTLINE
TRAINING

**TUES & THURS
SEPT 28 & 30**

INSTRUCTOR-
LED COURSE

APO SITE
REVIEWER
TRAINING

7 CAPP POINTS

October 2021

TUESDAY OCTOBER 12	WEDNESDAY OCTOBER 13	TUES & THURS OCTOBER 19 & 21	WEDNESDAY OCTOBER 20	TUESDAY OCTOBER 26	WEDNESDAY OCTOBER 27
FRONTLINE TRAINING	FREE ONLINE INDUSTRY SHOPTALK	INSTRUCTOR- LED COURSE WICKED PROBLEM SOLVING 4 CAPP POINTS	WEBINAR: HOW U.S. CITIES CAN LEARN FROM SMART CITY INNOVATIONS IN EUROPE 1 CAPP POINT	FRONTLINE TRAINING	LEARNING LAB SPONSORED CONTENT OPPORTUNITY AVAILABLE

November 2021

WEDNESDAY NOVEMBER 3	TUESDAY NOVEMBER 4	WEDNESDAY NOVEMBER 10	TUESDAY NOVEMBER 16	WEDNESDAY NOVEMBER 17	TUESDAY NOVEMBER 30
FREE ONLINE INDUSTRY SHOPTALK	INSTRUCTOR- LED COURSE APO SITE REVIEWER RENEWAL TRAINING 1.5 CAPP POINTS	WEBINAR: THE TRUTH BEHIND COMMON PARKING MYTHS 1 CAPP POINT	FRONTLINE TRAINING	LEARNING LAB SPONSORED CONTENT OPPORTUNITY AVAILABLE	FRONTLINE TRAINING

December 2021

WEDNESDAY DECEMBER 9	TUESDAY DECEMBER 14	WEDNESDAY DECEMBER 15	TUES & THURS DEC 7, 9, 14, 16
FREE ONLINE INDUSTRY SHOPTALK	FRONTLINE TRAINING	WEBINAR: GETTING SMART: STRATEGIES TO GET STARTED CREATING SMART COMMUNITIE 1 CAPP POINT	INSTRUCTOR- LED COURSE PARKSMART ADVISOR TRAINING BEGINS 9 CAPP POINTS

Meetings & Events

Mobility & Innovation Summit

On February 24 and 25, 2021, the new, virtual [IPMI Mobility & Innovation Summit](#) will feature two half-days packed with education, networking, and solutions-based thinking.



Get ready for our two-day event: the IPMI Mobility & Innovation Summit. Collaborate with the brightest minds in mobility, transportation, and parking. Connect with innovators, start-ups, and industry veterans as we tackle the toughest challenges and prepare you and your organization to rethink the way people get from place to place to stay ahead of demands and trends.

Expect critical, profound changes in the ways we plan, build, and execute mobility solutions. Work and collaborate with top-tier experts, planners, and doers to explore trends and tech, discover practical solutions, and expand perspectives. Expand your organization's perspective to navigate new paradigms, engage in valuable partnerships, and ultimately thrive in the evolving marketplace.

CAPP Points: 5 or more

Registration Rates:

Available through January 15, 2021:

- Early Member Rate: \$79, Early Non-Member Rate: \$149
- Early Member Team: \$199 for five attendees from the same organization

Available through February 23, 2021:

- Member Rate: \$129, Non-Member Rate: \$229
- Member Team: \$299 for five attendees from the same organization

[View the event and register online.](#)

Annual Conference

The 2021 IPMI Conference & Expo is scheduled for Tampa, Florida. In the coming months, stay tuned for more information regarding the education program, exhibiting and sponsorship opportunities, networking events, and more.

For education offered at the 2020 IPMI Parking & Mobility Virtual Conference & Expo, explore our [new on-demand certificate courses](#) based on the education offered at the event.

Webinars

Live Webinars

IPMI webinars provide parking, mobility, and transportation-specific education and training to attendees right at their desktop. Gain access to national speakers and experts on your time, wherever is most convenient for you.

CAPP Points: 1 per webinar

Member Rate: \$35, **Non-member Rate:** \$85

Member Discounts:

- Purchase three get the fourth free. Contact [Professional Development](#) to register.
- 2021 Webinar Year-Long Discount Package: \$299. [Register for the series here.](#)

[View our webinars and register online.](#)

2021 IPMI Live Webinar Schedule

- January 13, 2021: Curbing COVID-19 at the Curb. *Presented by Matt Darst, Conduent Transportation*
- February 10, 2021: Frictionless Parking: Smoothing Out the Edges for a Seamless Mobility Experience. *Presented by the IPMI Technology Committee.*
- March 13, 2021: Using Social Listening to Improve Your Customer Service. *Presented by Melonie Curry, ParkHouston.*
- April 21, 2021: Teleworking: An Alternate Mobility Mode. *Presented by Perry H. Eggleston, CAPP & Ramon Zavala University of California at Davis.*
- May 19, 2021 Operational Measures that Produce a Positive Customer Experience and Drive Organizational Success. *Presented by Tammy Baker & Brian Wolff, Parker Technology.*
- July 14, 2021: The Parking Study is Done. Now What? *Presented by Jennifer McCoy, Bolton & Menk.*
- August 11, 2021: Ask Better Questions, Get Better Answers: Improve Your RFP Procurement Process to Receive Quality Proposals. *Presented by Mandy Bowers Kimley-Horn and Associates.*
- September 15, 2021: Collecting Lost Revenue: The Payment Behind the Parking Payment. *Presented by Brian Shaw, CAPP, Stanford University & Andrew LaMothe, Passport.*
- October 20, 2021: How U.S. Cities can Learn from Smart City Innovations in Europe. *Presented*



AFFORDABLE
EDUCATION FOR
YOUR TEAM

“The IPMI webinar series is informative, comprehensive, and supportive to serving our community needs. Our team has received valuable information and ideas shared from experienced presenters across the country.”

Lynne Lancaster, City of
Richmond Department of
Public Works

by David Parker, Cleverciti.

- November 10, 2021: The Truth Behind Common Parking Myths. *Presented by Michael Pendergrass, AIA & Matt Davis, Watry Design, Inc.*
- December 15, 2021: Getting Smart: Strategies to Get Started Creating Smart Communities. *Presented by Thomas Szubka, CAPP, Walker Consultants, Inc.*

On-Demand Webinars

IPMI's robust collection of [archived webinars](#) covers topics and industry sectors to meet your needs.

Sample Listing of On-Demand Webinars

- FREE IPMI Webinar: Cutting-edge Transportation Research on Parking, Congestion, and the Curb
- ASU's Campus Access Management: Student safety, curb management and multi-modal access.
- Considering an Alternative to Adaptive Reuse
- Curb Management: Strategies and Tech to Define, Manage, and Enforce the Curb
- Micro-mobility and Parking: First- and Last-Mile Options and What They Mean for Your Operation
- More than a Parking Garage: Transformative Leadership to Shift Campus Culture
- Reimagining A Sustainable, Resilient, Workforce for Curbside Management
- [Search the online Resource Library for the entire catalog.](#)

CAPP Points: One per webinar

Member Rate: \$35, Non-member rate \$85

Member Discounts:

- Purchase three get the fourth free. Contact [Professional Development](#) to register.

[View our webinars and register online.](#)

INSIGHTS AND
EXPERTISE AVAILABLE
ON YOUR SCHEDULE

“The IPMI on-demand series is an excellent resource for the parking community. The courses offer the latest insights on a variety of current topics in the industry. Parking professionals looking to gain knowledge in new areas or just see what the latest trends are in their focus area will benefit from the eLearning series.”

John R. Crawford, CAPP

Certificate Programs Offer On-Demand, Industry-Specific Training

IPMI has launched three new certificate programs on specialized topics. Earn a valuable Certificate of Completion (plus three CAPP points) and the skills you need to navigate the ever-changing industry. Complete all three courses within six months from the date of purchase to receive your certificate.

- Industry Operations: Planning, Tech, and Finance
- Managing the Curb: On-Street Operations, Enhancing Mobility Options, and Urban Innovation
- University Planning, Operations, and Transportation Demand Management



CAPP Points: 3 per certificate; 9 for all three certificates

Member Rate: \$35; Non-member rate \$249

Member Discounts:

- Purchase all three certificate courses for one attendee/participant for \$125.

[View our certificates and register online.](#)

Free Frontline Training Courses

IPMI presents one-hour training sessions free to IPMI members. Registration is required; non-members may register at \$35 per attendee per course. Offered at 2 pm on Tuesdays, industry professionals and experts share their knowledge to grow your team's expertise and skills.

2020 Trainings

[2020 trainings are available on-demand to all IPMI members:](#)

- At Your Service: A New Mindset for Enforcement. *Presented by Shawn McCormick*
- Bouncing Back from Adversity. *Presented by Casey Jones, CAPP*
- Building the Team: Ordinary to Extraordinary. *Presented by Melissa Yates, CAPP*
- Concepts of Mobility. *Presented by Brian Shaw, CAPP*
- Flipping the Script on Customer Service. *Presented by Vanessa Cummings, CAPP*
- Happiness at Work, It's a Decision. *Presented by Marlene Cramer, CAPP*
- Innovations in Parking. *Presented by Robert Ferrin.*
- LPR for Frontline Professionals. *Presented by Victor Hill, CAPP*
- Maintaining Motivation in Times of Uncertainty and Change. *Presented by Julius Rhodes, SPHR*
- That's not what I meant: Seven Rules for Getting your Message Across (correctly) in Texts & Emails. *Presented by Matt Penney, CAPP.*
- Using Emotional Intelligence in the Workplace. *Presented by Tiffany Smith*
- When the Old Script Doesn't Work: Customer Experience and the NEXT Normal. *Presented by Cindy Campbell*
- Working Toward Equity: Discussing Diversity, Inclusion, and Microaggression. *Presented by Kim Jackson, CAPP*



TAP INTO THESE
EXPERTS FOR FREE ALL
YEAR LONG

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

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

2021 Training Schedule

[Visit our website to get all the details. Registration coming soon.](#)

- February 2: Frontline Shoptalk
- February 9
- February 23
- March 9
- March 23
- April 6
- April 20
- May 4
- May 18
- June 1
- June 15
- July 13
- July 27
- August 3: Frontline Shoptalk
- August 10
- August 24
- September 14
- September 28
- October 12
- October 26
- November 16
- November 30
- December 14

Shoptalk Series

2021 Shoptalk Schedule

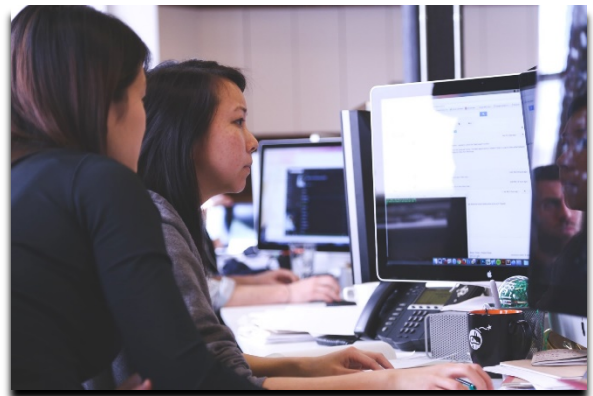
Connect with Your Peers: Free live online Shoptalks address critical trends and issues our industry is facing now. [Pre-registration required; open to all free of charge. Registration coming soon.](#)

- January 6: The University Environment: Planning for Spring and What's Changed, Moderated by Brett Wood, PE, CAPP, Wood Solutions Group
- February 2: Frontline Focus
- March 3: Airports: Short- and Long-Term Recovery. Moderated by Matt Sherwood, Metropolitan Washington Airports Authority
- April 7: Latest Updates and Case Studies for Touchless Technology. Moderated by David Hoyt, Parkmobile
- May 5: Municipal Focus
- June 1
- July 7
- August 3: Frontline Focus
- September 1
- October 13
- November 3
- December 8

2020 Shoptalk Recordings

[IPMI shares these resources for industry professionals here.](#)

- September 23, 2020: From Disruption to Adaptation: Legal and Policy Implications for Cities and Transit in the Wake of COVID-19, *Moderated by Kathryn Hebert.*
- August 5, 2020: Planning for What's Next: Roadmap to Recovery the Parking, Transportation, and Mobility Industry, *Moderated by Carmen Donnell.*
- July 9, 2020: The Leading Edge; Response, Reopening, and Recovery for the Parking, Transportation, and Mobility Industry, *Moderated by Gary Means, CAPP.*
- And more...



YOUR IPMI
COMMUNITY SPEAKS
VOLUMES

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

Vanessa Solesbee, Town of
Estes Park, Colorado

On-Demand Courses

On-demand courses are available in numerous content and skill areas, and are always available on your schedule, at your convenience. IPMI members receive deep discounts on each course. Earn points towards your CAPP application or Recertification in Program Type 5. [Offset your costs by applying for CAPP scholarship funds to attend on-demand courses and pursue or maintain your CAPP.](#)

For organization-wide training, [corporate licenses are available](#) at a significant discount.

Fundamental Courses in Parking, Transportation & Mobility

- [Fundamentals of Parking & Mobility](#)
- [Conflict Resolution](#)
- [Customer Service](#)
- [Driving Positive Change in Parking, Transportation, and Mobility](#)
- [Foundations of Finance](#)
- [Off street Parking Management](#)
- [On-street Parking Regulations and Maintenance](#)
- [Parking Enforcement](#)
- [Technology Trends in Parking - Version 2.0](#)

COVID-19 Industry Response & Recovery

- [Parking, Transportation & Mobility Industry Response to COVID-19; Parking Pricing Strategies and Technology Improvements: Free Article Course on Parking & Mobility content\)](#)
- [COVID-19 Industry Response: Building A Roadmap to Recovery \(Free Article Course on Parking & Mobility features\)](#)
- [TDM & COVID-19: The Good, the Bad, the Ugly, and the Potential Opportunities \(Free On-demand Webinar\)](#)

Transportation Demand Management & Sustainability

- [Environmental Sustainability, Wellness, Third Party Certifications and Parking](#)
- [Greening Communities Through Parking](#)
- [Parking and Sustainability; Innovations and Case Studies](#)
- [Parksmart: An Introduction to Certifying Parking Structures](#)
- [Parksmart Sustainability Solution Series 1: Parking Pricing, Recycling and More](#)
- [Parksmart Sustainability Solution Series 2: Sustainable Purchasing through Cleaning Procedures](#)
- [Transportation Demand Management: Parking Strategies](#)
- [Transportation Demand Management \(TDM\) & LEED for Parking](#)

Federal / Safety & Security Courses

- [Federal Emergency Management Agency – Emergency Management Institute \(FREE\)](#)
- NEW [First Observer Plus \(FREE\)](#)

CAPP Points: 1-3 per course

Member Rates: \$45-\$135

Non-Member Rates: \$65-\$175

Corporate Licensing Package

[Pay one discounted annual fee and share with every employee in your organization for an entire year.](#) Every attendee earns CAPP points towards application or recertification.

Why Purchase Corporate Licenses?

- Orientation for new hires: Get new employees up to speed quickly on required industry information and skills.
- Annual refresher training: Ask your entire team to participate annually to stay on top of the latest industry trends, solutions, and strategies.
- Invest in your team: Share with staff members who are interested in growing professionally and advancing in your operation.
- Professional development planning: employees in need of recertification points or professional development points towards CAPP or other professional certifications.

How the Program Works

Employees access selected course(s) an unlimited number of times (to an unlimited number of people) throughout the year. Participants receive a certificate upon successful completion of all relevant knowledge checks and quizzes (for courses that apply).

Available Courses

Select any course or courses from our on-demand library based on your organization's professional development needs.

[Discounts to support our members throughout 2021 have been extended until December 1, 2021.](#)

Member Rates:

- One Course: \$680 (formerly \$800).
- Two Courses: \$1,224 (formerly \$1440), or \$612 per annual course.
- Three Courses: \$1521.20 (formerly \$1790), or \$507 per annual course.
- IPMI Members who purchase three courses receive the fourth free, just \$380 per annual course. Contact us for your member discount code.

Non-Member Rates:

- One Course: \$1,000.
- Two Courses: \$1,750, or \$875 per annual course.
- Three Courses: \$2,000, or \$667 per annual course.

THE ENDURING VALUE OF ONGOING IPMI EDUCATION

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

Debbie Hoffmann, CAPP,
Associate Director,
Transportation Services

[CAPP is respected worldwide as the leading credential in parking, transportation, and mobility.](#)

CAPPs represent the best of the industry, providing service, demonstrating competence as they advance the parking profession, and leading with innovation, professionalism, and expertise.

Scholarships Available

The William Voigt CAPP Scholarship is available to eligible professionals pursuing or recertifying their CAPP credential. Download the scholarship form and details. Scholarships may be applied to on-demand courses, new certificate courses, webinars, and live instructor-led training.

CAPP Mentor Program

The CAPP Mentor program strengthens leadership skills and supports future parking, transportation, and mobility leaders as they prepare to become CAPP credentialed.

Getting Ready for your CAPP Exam

Get the resources you need to prepare, including the Candidate Handbook and more. Learn more about the content changes [here](#).

CAPP Resources and Links

- [Eligibility and Application](#)
- [Apply for the William Voigt CAPP Scholarship](#)
- [Seven Quick Ways to Kickstart Your CAPP](#)
- [CAPP Resources](#)
- [Study Resources and References](#)
- [CAPP Mentor Program](#)
- [Recertification Information](#)
- [Practice Exam](#)



THE VALUE OF IPMI EDUCATION

“IPMI gives you the education to be a leader, the insight to be successful, and the connectivity with industry experts that will make you better than you could ever imagine.”

John W. Nolan, MS, CAPP
Managing Director of
Transportation and the
Campus Service Center
Harvard University

Accredited Parking Organization Site Reviewers



[The Accredited Parking Organization \(APO\) program establishes a benchmark of the quality by which an organization conducts its business and maintains its facilities and services.](#) Independent site review is a required component of the program and must be completed by an IPMI-approved site reviewer who has successfully completed this training.

Site Reviewers are trained to evaluate organizations pursuing accreditation under the program. This course covers quality management and continuity of applying best practices to each site, determining evidence to satisfy the standard, and the role and ethical expectations of an APO Site Reviewer. All reviewers are listed on IPMI's website.

If your organization is considering applying for APO, take the leap – all application fees are waived through 2021 and accreditation fees are discounted and may be paid annually versus a lump sum. Contact us for details!

APO Site Reviewer Training

[September 28 and 30, 2021: Attend all four sessions and pass the end of course assessment to become an APO Site Reviewer.](#)

CAPP Points: 9

Member Rate: \$275 (discounted from \$395/Non-members: \$495)

Member Discounts: Bundle with Parksmart Advisor Training - \$450 for both courses.

APO Site Reviewer Renewal Training

[November 4, 2021: Available to previously approved Site Reviewers. Attend one session and pass the end of course assessment to renew APO Site Reviewer status.](#)

CAPP Points: 1.5

Member Rate: \$150

Parksmart Advisor Training



[Parksmart Advisors lead clients through the certification process for sustainable parking structures.](#)

The Parksmart program is now offered by the USGBC/GBCI alongside the suite of LEED and other sustainability rating systems. IPMI is the USGBC Education Partner providing the education required to earn this valuable certificate.

Attendees who attend all sessions and pass the assessment become a Parksmart Advisor and are listed on USGBC's website.

2021 Training Schedule

[Register here.](#)

- January 26, 28, February 2, 4, 2021
- July 6, 8, 13 and 15, 2021
- December 7, 9, 14 and 16, 2021

Course Credits

CAPP Points/GBCI Credits: 9

Pricing:

Members: \$325 / Non-members: \$425

Member Discounts: Bundle with APO Site Reviewer Training - \$450 for both courses.

INDUSTRY SPECIFIC EXPERTISE FOR SUSTAINABILITY

As an owner advisor on a \$150 million alternative project delivery program, it is imperative that I understand industry best practices as I provide guidance during design and construction. This client, for the first time, is constructing a four-story parking garage at its airport. I am an accredited LEED AP, so I knew to go directly to our industry to find sustainable practices for parking garages and immediately connected to the Parksmart community.

The Parksmart trainer was a renowned specialist, with hands-on practical experience certifying parking garages and clearly explained the standards, provided examples, and guided us through the process - all virtually! The client is now informed of quality standards and the recognition a Parksmart Certification can provide and has agreed to apply for the certification."

Cindy Quiroz, MBA, LEED AP
Parksmart Advisor,
President, Key Global Synergies Inc.

Online, Instructor-led Training

[IPMI offers numerous online, instructor-led courses to advance your professional development and enhance your organization.](#)

- Significant member discounts and bundles extended through 5/31/2021.
- Bundle multiple courses and attend now through 5/31/21. [Contact us for discount codes.](#)
- Sessions limited to 14 participants –reserve your seat early.
- [Apply for CAPP scholarships funds to attend courses here.](#)

2021 Training Schedule

- January 26, 28, February 2, 4, 2021: Parksmart Advisor
- February 11, 2021: Understanding Racism
- March 9 and 11, 2021: Analysis & Application of Technology
- April 12 and 13: Essential Skills for Industry Leaders
- May 11 and 13, 2021: Wicked Problem Solving
- July 6, 8, 13 and 15, 2021: Parksmart Advisor
- August 17: Cybersecurity
- September 21: Disaster Recovery
- September 28 and 30: APO Site Reviewer
- October 19 and 21, 2021: Wicked Problem Solving
- November 4: Accredited Parking Organization Site Reviewer Renewal
- December 7, 9, 14 and 16, 2021: Parksmart Advisor

Course Descriptions

We have provided brief course descriptions below. For comprehensive information on each course, please visit the course description online.

Analysis & Application of Technology

Member Rate: \$150 / Non-Member Rate: \$300

CAPP Points: 4

This course covers the development and introduction of new technology in the parking, transportation, and mobility industry. Discuss new and emerging technologies, factors to consider when implementing technology, and what constitutes a successful implementation.

Instructor:

Tom Wunk, CAPP

Tom was Vice President of Sales Engineering PARCS Solutions for T2 Systems and has been in the parking control industry since 1973. He is a Certified Administrator of Public Parking. A product of the State University of New York system, he has developed and provided training presentations for the IPMI, ASIS, PIE, and the AAAE. He is a member of the IPMI Technology Committee, the IPMI Educational Committee, the Smart Card Alliance, and the EMV Migration Forum.

ADVANCE YOUR
SKILLSET WITH ON-
DEMAND TRAINING

“After coming up short the first time I sat for the exam, the Analysis & Application of Technology course really helped me pass the second time around. I would strongly recommend this course for anyone aspiring to obtain their CAPP certification.”

-Cha'ssem Anderson, CAPP

Cybersecurity

Member Rate: \$150 / Non-Member Rate: \$300

CAPP Points: 4

This session address cybersecurity as it relates to our industry, including how rapid shifts in technology have created new vulnerabilities and opportunities for cyber criminals. The course will address proper compliance, and attendees will discuss practical ways they can protect their businesses and institute healthy security processes and policies.

Instructor: Grant Dawson, Vice Preside of Information Technology, T2 Systems

Grant Dawson is Vice President of Information Technology for T2 Systems. Prior to T2, Grant worked in technology in both education and consulting. At T2, Grant's teams are responsible for the security, performance, and availability of the company's data centers and cloud environments that make up their SaaS solutions. He was part of TechPoint's Tech 25 in Indiana and an Indy's Best and Brightest Finalist.

Disaster Recovery

Member Rate: \$150 / Non-Member Rate: \$300

CAPP Points: 2

This course will teach attendees how to identify critical business services, and how to draft a simple response and continuity of operations plan. Participants will examine concepts and applications for organizational resilience, including emergency preparedness and management resources available both in North America and internationally.

Instructors:

Erica Hupka, Assistant Director of Emergency Management, University of Kansas Medical Center

Erica Hupka is an accomplished strategic planner, resiliency manager, and public speaker. She holds a master's degree in security studies from the Naval Postgraduate School and is a Master Exercise Practitioner with FEMA. Erica's responsibilities include strategic planning, writing policies, and preparedness plans, and developing and executing training on a variety of topics, as well as conducting multi-jurisdictional preparedness exercises for the University of Kansas Medical Center.

Kelly Dunn, Associate Director of Resiliency & Emergency Management, University of Kansas Medical Center

Kelly Dunn is an accomplished Campus Resiliency and Emergency Management Director. She holds a master's degree in security studies from the Naval Postgraduate School and leads the Kansas Board of Regents' Campus Resilience Board. Kelly's responsibilities include being the Clery Coordinator, the DFSCA Coordinator, being an advisor to the Kansas Board of Regents, and writing university-wide policies and preparedness plans for the University of Kansas Medical Center. She is also a distinguished educator and presenter.

Essential Skills for Industry Leaders

Member Rate: \$249 / Non-Member Rate: \$349

CAPP Points: 9

In this multiday course, attendees will learn about a variety of topics that impact leaders and organizations in the parking and mobility industry, including financial and operational risk management, maintenance, marketing and public relations, and more. This is a multi-day class with four sessions:

- Financial Risk Management: 2 hours on 4/12/2021, 11am – 1pm EST
- Maintenance: 2.5 hours on 4/12/2021, 2pm – 4:30pm EST
- Marketing and Public Relations: 1.75 hours on 4/13/2021, 11am – 12:45pm EST
- Operational Risk Management: 2 hours on 4/13/2021, 2pm – 4pm EST

Instructors:

Brent Munkel, CAPP, Vice President, University Services, SP+

Brett oversees and maintains higher education and medical client relationships throughout North America for SP+. He has more than 15 years of relevant experience, previously working with Walker Consultants and Edwards & Neff Engineering. Recognized for his experience with the planning, operational, and financial aspects of the industry with a focus on the specific needs of campus environments, he is a CAPP and a Board Member of PTAG, CPTA, and the APO Board.

Al Bustamante, Walker Consultants

Al is a Senior Vice President and National Director of Forensic Restoration and Building Envelope Services at Walker Consultants. An expert in the evaluation, testing, and design repairs of a variety of structural, architectural, and material distress related projects, Al has over 18 years of experience in the assessment and repair of such structural systems as conventional and post-tensioned reinforced concrete, steel frames, and masonry. His experience related to façade evaluation and repair design includes working with different stone cladding materials, curtain walls, brick, and concrete.

Brittany Cooper, DESMAN

Britney Cooper is the Marketing Manager for DESMAN and resides in Houston, TX. She began her career in the parking industry in 2015 where she previously worked at Walter P Moore as their Parking Services Coordinator. For the past two years, she was selected to speak at the IPMI conference. She is a member and actively involved in the Texas Parking and Transportation Association and the Houston chapter of Society for Marketing Professional Services.

Michael J. Ash, Esq., CRE, Partner

Michael J. Ash, CRE, joined Carlin & Ward in 2019. Mr. Ash has handled hundreds of condemnation cases for all manner of public purposes including road widenings, dune construction, rail projects, pipelines and redevelopment assemblage. Mr. Ash has settled and tried cases involving the taking of easements, partial taking, severance damages and full acquisitions. Mr. Ash collaborates with experts in various disciplines including real estate appraisers, engineers, planners and environmental consultants as each case presents unique issues.

Understanding Racism

Member Rate: \$79 / Non-Member Rate: \$99

This course will discuss racism as it impacts organizations, employee relationships and how these relate to building effective teams. Discuss systemic racism, microaggressions, and how to create working relationships and a positive and open team culture in your workplace.

Instructor: Vanessa Cummings, CAPP, CEO, Ms. V Consulting, LLC

Vanessa is an energetic speaker who engages her audiences with humor, sensitivity, and real-life experience. She has 20 years of training and 24 years of experience in the parking industry. She challenges you to think and is able to bring ease and openness to difficult topics.

Wicked Problem-Solving

Member Rate: \$150 / Non-Member Rate: \$300

CAPP Points: 4

In this intermediate-level course, industry leaders will learn what makes a problem wicked. Understanding wicked problems is essential for the leaders who seek to solve them. Attendees will practice strategies and applications that may be applied to these complex challenges, including current scenarios the industry is facing due to the ongoing COVID-19 crisis and recovery.

Instructor: Dr. Andrea Hornett

Andrea Hornett taught strategy at Penn State and is retired from the business faculty at Temple University, Philadelphia, PA. Dr. Andy researched virtual teams at Xerox, earning her doctorate at George Washington University. She has more than a hundred presentations and peer-reviewed publications in organizational problem solving and learning, leadership, ethics, and knowledge transfer. In her extensive business career, she developed and consulted on global strategies and organizational solutions (e.g. DuPont Pharmaceuticals, The GAP, National Alliance of Business, Manufacturers' Association of the Delaware Valley).

Agency Training Programs

Employees are an organization's most valuable asset. An investment in staff training and education brings a high rate of return in job performance and satisfaction. IPMI offers custom, online, agency-specific trainings for your staff.

How the Program Works

Our team of expert trainers will participate and lead your organization's staff through a custom program designed just for your team. Explore the topics listed and reach out to us to build a training package to be hosted on your schedule. For more information or to schedule training for your organization, contact Cindy Campbell, Senior Training & Development Specialist at campbell@parking-mobility.org.



Training for Frontline Staff

- Conflict Resolution
- Customer Service
- Parking Fundamentals: An Overview
- Industry Fundamentals: Best Practices for Parking & Mobility Programs
- Tactical Communication 101: Dealing Effectively with Difficult & Aggressive Behavior
- Tactical Communication 201: Setting the Tone through Effective Communication

Training for Leadership Development

- Change Management: The Human Factor
- Courageous Leadership
- Difficult Conversations: Giving and Receiving Feedback
- Effective Business Communication
- Implementing Organizational Change
- Motivating, Training and Coaching Your Team
- Strategic Process Development
- Understanding Group Dynamics

Meet Our Trainers

Cindy Campbell

Senior Training & Development Specialist, International Parking & Mobility Institute



Cindy Campbell is the Senior Training and Development Specialist for IPMI. With over 35 years of experience in law enforcement, parking, and transportation services, she brings comprehensive industry knowledge and professional experience to the IPMI training program. Cindy is a Past Chairman of the Board for the IPMI and is credited as one of the founders of the Parking Matters® initiative. Prior to joining the staff at IPMI, Campbell served as Associate Director of University Police for California Polytechnic State University. She is now dedicated to providing staff training, motivation, and skill enhancement through IPMI onsite training programs.

Kim E. Jackson, CAPP

IPMI Training Specialist, Director, Transportation & Parking Services, Princeton University



Kim provides leadership, expertise and management for university transportation and parking operations, services, facilities and programs. In 2008 she was hired as the first Director, Transportation & Parking Services for Princeton University. Kim previously worked at the IPMI as the Executive Director. Prior to IPI, Kim was Director of Parking & Transportation at Rutgers University in New Jersey responsible for the university's parking and transportation programs, and management of daily operations of a multi-faceted program for five New Brunswick campuses, and contracted bus services. Kim is a class of 2000 CAPP graduate and currently serves as Past Chair to the IPMI Board of Directors.

Matt Penney

IPMI Training Specialist, Director of Parking and Transportation Services, Baylor University



Matt Penney is the Director of Parking and Transportation Services for Baylor University in Waco, Texas. He has been in the parking and transportation industry for the past 16 years. Prior to Baylor, he served as a General Manager and Vice President of Longview Transit, in Longview Texas for the managing company McDonald Transit. Penney also worked for the Texas Department of Transportation (TXDOT) as a public transportation funding specialist and as the Director of Service Development for Waco Transit, the public transportation provider for the City of Waco. Matt has a bachelor's and master's degree from Stephen F. Austin State University.

Ana Hengist

IPMI Training Specialist for South America and Mexico, Corporate Trainer, Consultant



Ana Hengist is a corporate trainer from Brazil, with over 13 years of experience in that field, including 8 years acting in the United States with customer service and professional development. She helps developing training programs for parking companies and provides training sessions in customer service, leadership skills, team management, conflict resolutions, time management, and communication skills. She has a bachelor's degree in social communications and graduate studies in corporate education. She has been a consultant for Abrapark—Brazilian Parking Association for the past five years, assisting the entity with several projects, including the TOP Abrapark Award.