IPI INTERNATIONAL PARKING INSTITUTE ™

2012 Emerging Trends in Parking

Report on a survey conducted by the International Parking Institute

www.parking.org

**IPI 2012 Emerging Trends
in Parking Survey**
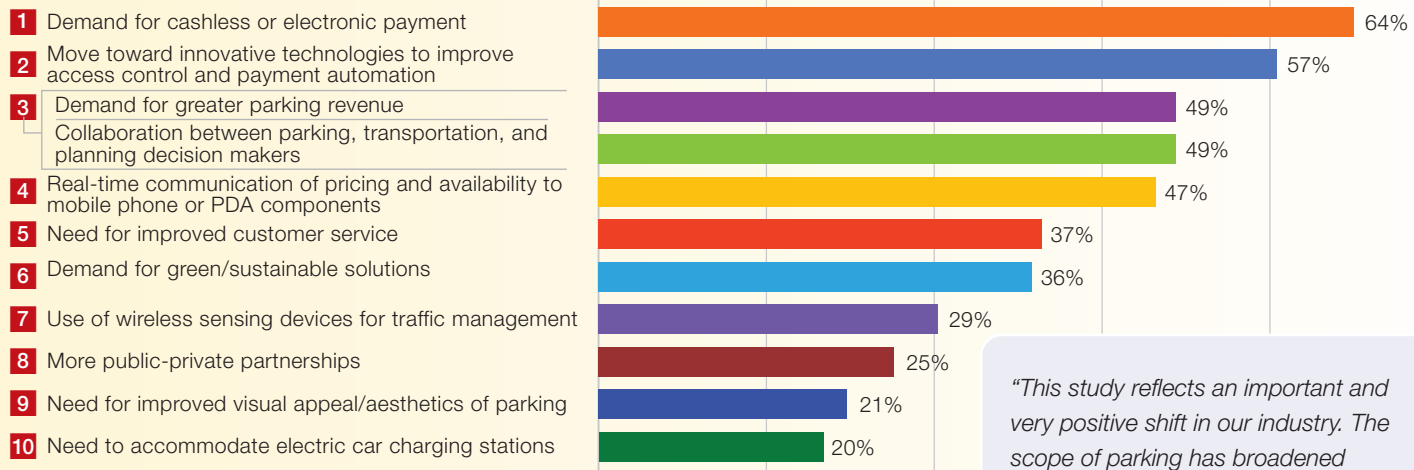
Purpose and Methodology

The International Parking Institute (IPI), the world's largest association representing the parking industry, conducted an online survey among parking professionals to determine emerging trends and solicit input on a range of topics.

The survey was conducted between May 8 and May 22, 2012 among members of the International Parking Institute and its parking communities. A link to the survey was distributed via email to IPI members, subscribers to the IPInsider e-newsletter and *Parking Matters®* Blog, and to members of IPI's LinkedIn Group. While there was some global representation, the vast majority of respondents were parking leaders, managers and department heads, and owners and operators in the United States. Results were tabulated and analyzed by the Washington, D.C.-based Market Research Bureau. For more information about the International Parking Institute, visit ***www.parking.org.***

Top Emerging Trends in Parking

Q1. What trends are having the greatest effect on the parking industry or profession?

| #	Trend	%
1	Demand for cashless or electronic payment	64%
2	Move toward innovative technologies to improve access control and payment automation	57%
3	Demand for greater parking revenue	49%
	Collaboration between parking, transportation, and planning decision makers	49%
4	Real-time communication of pricing and availability to mobile phone or PDA components	47%
5	Need for improved customer service	37%
6	Demand for green/sustainable solutions	36%
7	Use of wireless sensing devices for traffic management	29%
8	More public-private partnerships	25%
9	Need for improved visual appeal/aesthetics of parking	21%
10	Need to accommodate electric car charging stations	20%

The single most important trend in parking today is the technological revolution that is driving the industry. Three of the top five trends identified in this study focus on technology, whether it's increased demand for cashless or electronic payment, innovative technologies to improve access control and payment automation, or increased real-time communication of pricing and availability via mobile phone or PDA components.

The study also detected a shift in two important areas compared to last year. The first is a significantly higher ranking for "an increase in collaboration between parking, transportation and planning decision makers." Second is an increased focus on customer service.

Note: Tables add up to more than 100% because multiple responses were accepted. Responses below 20% not included.

"This study reflects an important and very positive shift in our industry. The scope of parking has broadened to become an integral part of the transportation equation that includes automobiles, bikes, and shuttles. The ultimate goal is making the whole travel experience better, faster, easier."

— Casey Jones, CAPP,
Chair, International Parking Institute
and Director of Transportation &
Parking Services, Boise State University
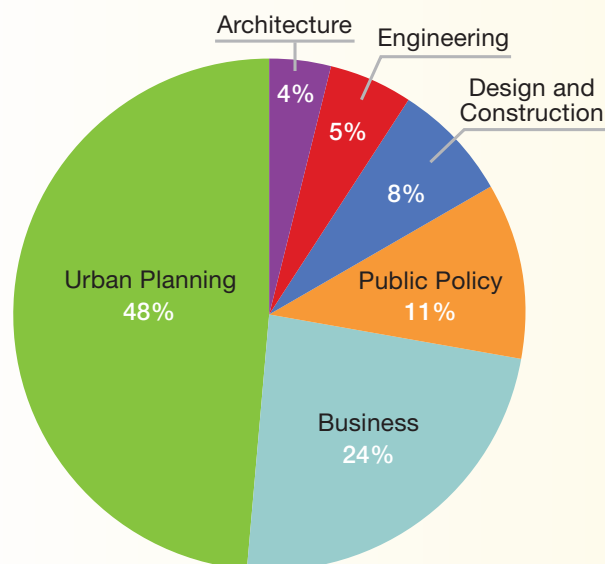
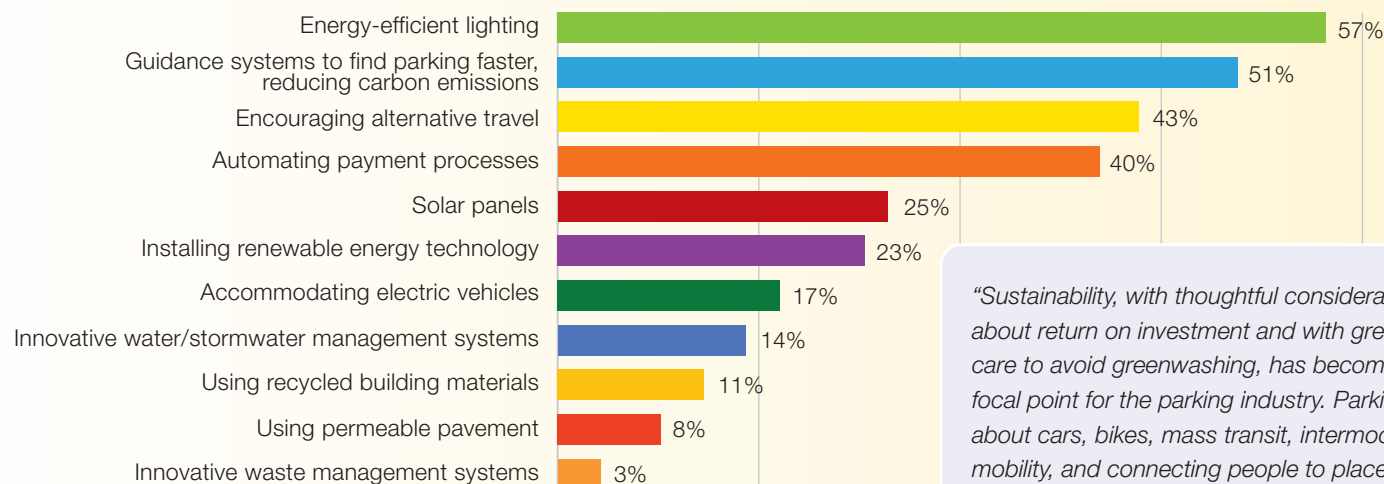## Academics: Reserve a Spot for Parking at Schools of Urban Planning

Q2. In what department would parking belong if it were a course of study at an academic institution?

Architecture 4%
Engineering 5%
Design and Construction 8%
Public Policy 11%
Business 24%
Urban Planning 48%

"The International Parking Institute is eager to work collaboratively with academic institutions that are interested in a parking education initiative. The future of our cities depends on urban planners that understand the importance of parking."

— Cindy Campbell
Associate Director, Cal Poly State University Police

Sustainability and Parking

Q3. What has the greatest potential to improve sustainability in parking?

Category	Percentage
Energy-efficient lighting	57%
Guidance systems to find parking faster, reducing carbon emissions	51%
Encouraging alternative travel	43%
Automating payment processes	40%
Solar panels	25%
Installing renewable energy technology	23%
Accommodating electric vehicles	17%
Innovative water/stormwater management systems	14%
Using recycled building materials	11%
Using permeable pavement	8%
Innovative waste management systems	3%

"Sustainability, with thoughtful consideration about return on investment and with great care to avoid greenwashing, has become a focal point for the parking industry. Parking is about cars, bikes, mass transit, intermodal mobility, and connecting people to places in ways that advance sustainable progress."
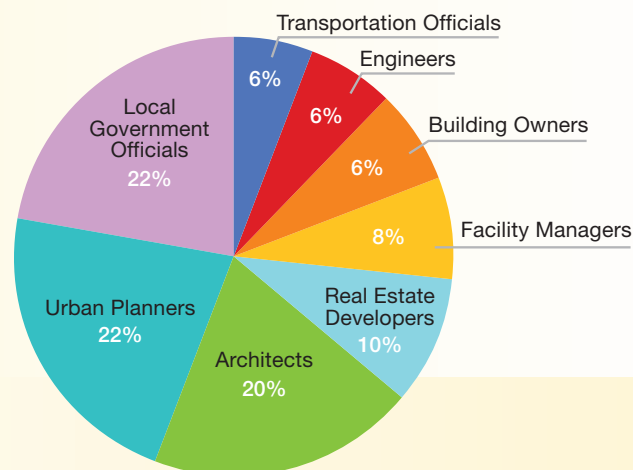
— Shawn Conrad, CAE, Executive Director, International Parking Institute

In need of parking expertise: Architects, Local Government Officials and Urban Planners

Q4. What related professions would benefit most from a better understanding of the value of parking expertise in the early planning process of any project?
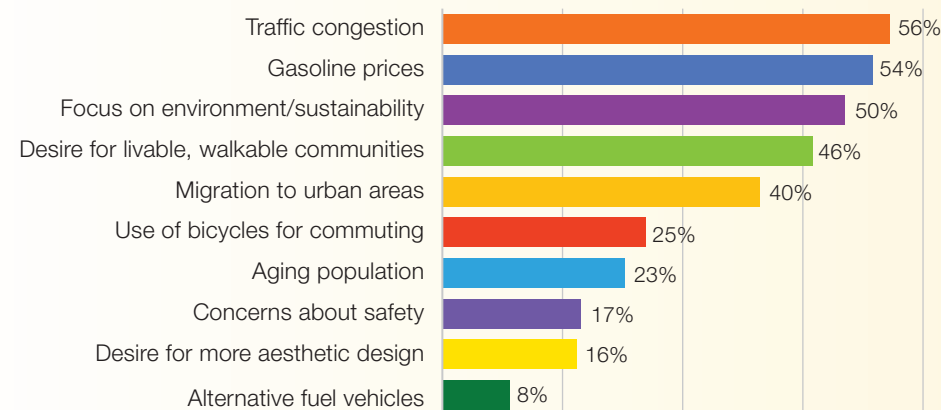
"Survey results show a dead heat between local government officials, urban planners, and architects. Parking was traditionally overlooked by these groups, but that is rapidly changing and we're seeing greater understanding about the benefits of working together as a team."

— Liliana Rambo, CAPP
Director of Parking, Houston Airport System City of Houston

Category	Percentage
Transportation Officials	6%
Engineers	6%
Building Owners	6%
Facility Managers	8%
Real Estate Developers	10%
Architects	20%
Urban Planners	22%
Local Government Officials	22%

Parking and Societal Changes

Q5. What societal changes do you believe are having the most influence on parking?

Category	Percentage
Traffic congestion	56%
Gasoline prices	54%
Focus on environment/sustainability	50%
Desire for livable, walkable communities	46%
Migration to urban areas	40%
Use of bicycles for commuting	25%
Aging population	23%
Concerns about safety	17%
Desire for more aesthetic design	16%
Alternative fuel vehicles	8%

"It's estimated that 30% of the traffic in any city is people in cars searching for parking. Contrary to what many outsiders believe, people in the parking industry don't want more parking; we strive for more efficient parking that benefits transportation flow overall."

— Allen Corry, CAPP
Parking Services Director,
Town of Greenwich, CT

Common Parking Problems and Mistakes

Q6. What is the most common parking operations, design, or management problem or mistake you've encountered that you feel could have been avoided had competent parking expertise been used?

This question was open-ended and nearly all the parking professionals responded. A common thread was frustration with how avoidable many of the parking problems they see are; they cited poor planning, poor design, lack of foresight, and failure to consult those with parking experience and expertise as major reasons for the problems they encounter.

Top results for parking problems or mistakes that could have been avoided largely fell into these categories:

- Design issues including poor planning, design of physical space, and ingress/egress
- Planning issues such as not locating facility for best/most efficient outcome
- Lack of understanding of the need to use parking expertise

A sampling of responses:

"From the planning side of the equation, we continue to see outdated methods being used to determine how much parking is needed, often resulting in an overabundance of parking that sits unused or which hampers the growth and economic potential of our communities."

"Decision makers not knowledgeable about new parking technologies."

"Failure to think about parking in the planning stages."

"Exiting 1,200 cars through one exit."

"Overbuilding supply."

"Slow exits."

"Inefficient layout and poor aesthetics."

"Poor wayfinding/signage."

"Lack of parking guidance systems to find open spots."

"No connectivity between parking and urban centers."

"Not planning for rush times."

"Deferred maintenance."

"Poorly designed turn lanes within garages."

"Poor striping."

"Misinformed attitude of owners and architects: 'I can do that.'"

"Bad placement of entrance and exit gates."

"Structure where design doesn't match demand or use."

"Planning, design, and construction of multi-use parking facilities where parking is the largest component, but it is given the least emphasis."

"Lack of vision to invest in mass transit systems to handle large movements of people."

"Overlooking important issues such as water and power sources, snow removal, entry/exit functionality, and how and by whom the facility will be used."

"Removing parking to build new buildings and then not having enough parking."

"Lack of coordination between on-street and off-street parking assets."

"There are many problems in existing garages or lots that would never have occurred if only someone had consulted a parking expert in the design and planning phase."

— Guillermo Leiva
Assistant Commissioner, New York City
Department of Transportation

"Decision-makers need to understand the impact and complexity of parking."

— Michael Robertson
Deputy Director of Off-Street Parking
San Francisco Municipal
Transportation Agency