

# Insider's Guide to the **International Parking & Mobility Institute**



LEADERSHIP

BENEFITS



COMMUNITY



RESOURCES

TRAINING



PROGRAMS

**98%** member satisfaction rate

**Top Four Benefits of Membership, per members:**

- Networking
- Annual Conference & Expo
- Education & Training
- Resources & Technology

**Resources**

**“Best source of industry information. Members are more than willing to lend a hand.”**

**75%** of members connect with fellow members for advice, consultation, or problem-solving in person, by phone, or online.

**Members’ Top Five Favorite Resources**



- 1) Monthly magazine
- 2) Insider e-newsletter
- 3) Member Directory
- 4) IPMI daily blog
- 5) IPMI Online Buyers Guide

**CAPP**

**90%** of members are aware of the CAPP credential.

**33%** of members plan to earn their CAPP in the next 3-5 years.

**ACCREDITED PARKING ORGANIZATION®**

**63%** are aware of the Accredited Parking Organization (APO) credential.

**38%** plan to earn the APO in the next five years.

**96%** frequently visit IPMI website – at [parking-mobility.org](http://parking-mobility.org).

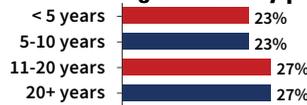
**Membership**

**“IPMI has given me a new outlook on the profession.”**

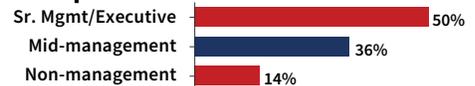
**69%** of members would recommend a career in parking and mobility.

**54%** of members believe perceptions of the industry have improved in the past 5 years.

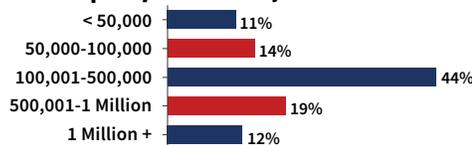
**How long an industry pro?**



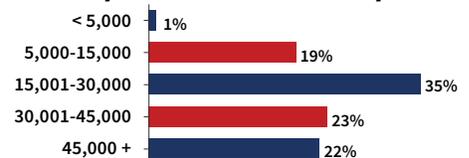
**Job position**



**Municipality members’ jurisdiction size**



**University members’ student body size**



**72% of airport members attended the last annual Conference & Expo.**

**Industry Outlook**

**“IPMI has developed into the leader of the parking and mobility industry.”**

**In order, these are the societal changes members believe are having the most significant influences on parking:**

- 1) Increased use of ride-hailing/transportation network companies (62%)
- 2) Desire for more livable, walkable communities (44%)
- 3) Increased traffic congestion (41%)
- 4) Change in ways people commute to work (35%)
- 5) Increased density in urban areas (31%)
- 6) Focus on the environment and sustainability (25%)
- 7) Autonomous vehicles (18%)

**Note:** Percentages don’t add up to 100 percent because multiple responses were accepted.

**93%**

of members believe IPMI is advancing the profession.

Top social media members use ▼



**“Great exposure to leading-edge technologies and suppliers that are not represented by other associations.”**

“IPMI offers all the resources of the world’s largest association of parking, mobility, and transportation professionals, with the warmth and generosity of a close-knit community.”

**Gary Means, CAPP**  
*Executive Director*

*Lexington & Fayette County Parking Authority*

### IPMI MEMBERS INCLUDE:

- Airports
- Building Owners, Corporations, and Real Estate Developers
- Building and Construction Firms
- City and County Governments and Municipalities
- Colleges, Universities, and Academic Institutions
- Commercial Operators
- Consultants, Architects, Planners, and Engineers
- Entertainment, Retail, and Sports Complexes
- Equipment Manufacturers and Suppliers
- Hospitals and Medical Centers
- Private Operators and Shuttle Services
- Mapping Services
- Mobility Experts
- Mobility-as-a-Service (MaaS) Providers
- Shared Transportation Companies
- Technology and Data Analytics Providers
- Transit and Transportation Entities (Bus, Highway, Rail)
- Transportation Demand Management Organizations
- Transportation Network Companies

## Let's Connect!



The International Parking & Mobility Institute (IPMI) offers dozens of tools and resources, online and on-site training, webinars, accreditations, and conferences specifically for parking, transportation, and mobility

professionals. We're a community of thousands of your peers with whom you can share experiences, solve problems, and learn!

**If you are not a member of IPMI**, consider joining. Our \$695 organizational membership includes you and your entire staff. This booklet will give you an overview of some of the always-evolving programs and initiatives happening at IPMI to make your job easier and help your career soar.

**If you are a member who wants to become more involved**, we welcome you to do so. Become an active member of our online community, Forum; contribute to the magazine or blog; take a course; post news on the IPMI website; find or post a job; explore RFPs; earn your CAPP or APO credential; join a committee!

**If you are an involved member of IPMI**, thank you. You are what makes IPMI such a wonderful, welcoming community.



**Shawn Conrad, CAE**  
*CEO, International Parking & Mobility Institute*

# Vision and Leadership

Parking and mobility have a huge effect on everyday life because they are integral to how people get from place to place. As the leading association dedicated to advancing the parking and mobility profession, IPMI conducts professional development, research and data collection, advocacy, and outreach that elevate the industry.

## World's Largest Parking and Mobility Conference

The annual IPMI Conference & Expo is the must-attend event for mobility, parking, and transportation professionals. Attendees enjoy the wealth of education and networking opportunities, and benefit from exposure to leading-edge technologies and suppliers not seen elsewhere.

## Outreach and Media Relations

IPMI's outreach and media relations initiative focuses on educating those outside the profession about the value of mobility, transportation, and parking expertise, and the importance of working with experts in the field early in the planning process. Part of the effort is directed at changing industry perceptions by generating positive and informative news media coverage.

## Accessible Parking Coalition

Eighty percent of parking professionals agree that accessible parking fraud and abuse are widespread. That's why the IPMI-led Accessible Parking Coalition (APC)—a national group of agencies and advocates—aims to eliminate disabled placard abuse and improve access to parking for people with disabilities. Download the 24-page guide, *Let's Make Accessible Parking More Accessible*.

## Public Safety

IPMI spreads goodwill by researching, developing, and offering free public service resources. Download flyers, manuals, videos, and audio clips related to child and pet vehicular heatstroke prevention as well as safe teen and senior driving.

## IPMI Alliances

IPMI collaborates with specialized national and international organizations:

- The United States Green Building Council (USGBC) and IPMI partner to offer sustainability education and Parksmart Advisor training.
- Global Parking Association Leaders (GPALs), established by IPMI as a group of international parking leaders from more than 20 countries, provides a forum for parking associations to share information with their international counterparts.

## Alliance for Parking Data Standards

The Alliance for Parking Data Standards (APDS), whose members include IPMI, the British Parking Association (BPA), and the European Parking Association (EPA), is working to develop a uniform global standard for parking data that will allow organizations worldwide to share information across platforms.

## Leadership Summit

IPMI's annual Leadership Summit is an engaging, retreat-style professional development experience. Limited to 100 industry leaders and rising stars in the parking, transportation, and mobility world, the two-day intensive event includes presentations, networking, and out-of-the-box activities designed to create lasting and memorable connections.



“IPMI is the cross-pollination of thoughts and ideas. If you're a parking, mobility, or transportation professional, this is the place you want to be.”

**Laurens Eckelboom**  
Chief Revenue Officer, ParkHub

“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**  
*Director, Transportation Services  
Texas A&M University  
APO with Distinction, 2018-2021*

“IPMI is the leading organization that provides all the education needed for mobility, parking, and transportation professionals to move forward.”



**Roamy Valera, CAPP**  
*CEO, North America, PayByPhone*

“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, CAPP**  
*Parking & Transit Manager  
Town of Estes Park, Colo.*

“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**  
*Vice President, Parking Business Unit  
Dallas-Fort Worth International Airport  
APO with Distinction, 2017-2020*

**Staying ahead of technology and trends**



“IPMI is the only association where I can connect with top-level members of mobility, parking, and transportation organizations and the companies that serve the industry at the same time. The environment created by IPMI is the best I have ever experienced in regards to mixing suppliers and attendees together at a conference, and then giving them a platform to interact freely.”

**Mike Weiler**  
*Director of Sales*  
*Rydin*



“IPMI’s international influence on the parking and mobility community is extensive. The organization has been a leader in connecting global interests to benefit all in our industry.”

**André Piccoli**  
*CEO, Safe Park, Brazil*  
*VP Institutional Affairs, Abrapark-Brazilian Parking Association*



“Membership in IPMI is a must for anyone seeking to establish relationships and rapport with colleagues, tap into a wealth of resources for professional development, and find opportunities to make an impact and give something back to the industry.”

**Bill Donovan, CAPP, Ph.D.**  
*Manager, Parking & Transportation*  
*The University of Texas*  
*MD Anderson Cancer Center*



“I was eager 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 the profession.”

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

**Setting standards for industry professionalism**

# Community and Recognition

With IPMI membership comes unparalleled networking, camaraderie, and friendship. Our members are abundantly generous with their time and their hearts—75 percent of IPMI members connect with fellow members for advice, consultation, or problem-solving in person, by phone, or online. If you work in parking, transportation, or mobility, IPMI is the place to connect with peers and advance your career.

## Networking, Networking, Networking

IPMI members provide vast industry knowledge, with experts around the world and in every sector. Members are more than willing to lend a hand—whether you're new to the industry or a veteran—and many of the friendships you make through IPMI will last a lifetime.

## Easy to Get Involved

Hundreds of members respond to the biannual IPMI Call for Volunteers to fill leadership roles. Our members set the education and networking program agendas as Board and Committee members, and as contributors to IPMI's monthly magazine and blog.

## Connections Around the World

The first word in IPMI is “international,” and IPMI welcomes parking, transportation, and mobility professionals from around the globe by hosting trainings and events in Europe, Asia, and Latin America, in addition to the U.S.

## State and Regionals

State and regional parking and transportation associations bring parking and mobility professionals together for education and networking at the local level.

## Gain Visibility for Your News

Have news to share? Add your news release to IPMI's website newsfeed. You can also submit news and articles for consideration in one of IPMI's publications.

## Survey Says

IPMI regularly surveys the people who matter most—our members—on opinions and insights about the association and on emerging trends. The responses are essential in guiding future IPMI programs, activities, and initiatives. The last IPMI Member Survey found that 98 percent of members are happy with their decision to join IPMI!

## Recognizing Excellence

IPMI award winners are recognized as among the best in the industry. Delight in submitting your best work or make a nomination to one of these awards programs—there are multiple opportunities to win recognition:

- Awards of Excellence for design and innovation
- Professional Recognition Awards
- Marketing Awards

## IPMI's 24/7 Online Community

One of IPMI's most valuable member benefits is Forum, an online community that gives members a powerful way to access and share parking, transportation, and mobility-industry information and on-the-job experiences. IPMI members can log in and join vibrant discussions, gain others' perspectives on questions and challenges, access a robust, online library of member knowledge and resources, and forge valuable professional relationships. Members receive a daily digest of Forum discussions by email.



Forum was inspired by IPMI members' eagerness to connect with and help one another with professional issues. Discussions and library contributions are searchable in perpetuity, making Forum a valuable resource.

# Publications and Resources

IPMI has developed a wide variety of well-researched resources, publications, and solutions, many of which are complimentary or available at discounted rates for members. New resources are published daily, resulting in a vast pool of member-contributed knowledge across segments and specialties.

## A Guide to Parking Textbook

Quick to become the authoritative textbook for the industry, *A Guide to Parking* surveys the current state of parking, providing an overview of major areas of parking, mobility, and transportation, punctuated by brief program examples.

## Book on Sustainability

Known as the green book, *Sustainable Parking Design & Management: A Practitioner's Handbook* is a peer-reviewed reference textbook on sustainability. Draw solutions from more than 20 case studies of facilities that have successfully incorporated sustainable elements.

## Award-winning Monthly Magazine

Members look forward to receiving monthly copies of *Parking & Mobility* magazine, featuring articles and insights from industry experts on the latest in technology, design, and management. If your company is an IPMI member, everyone on staff receives a digital subscription.

## Tracking Industry Trends

IPMI's periodic *Emerging Trends Survey* explores where the industry stands on important issues such as electric and autonomous vehicles, ride-sharing services, parking guidance systems, and the future of transportation and mobility.

## Daily Blog

The IPMI Blog provides short, interesting updates on industry news, ideas, and conversations. Writing for the blog is an IPMI member benefit, offering a unique way to learn from and reach thousands of your peers, share your perspectives, and gain professional visibility.

## Requests for Proposals

The ability to post RFPs/RFQs to the IPMI website is a members-only benefit. Reach a wide audience of engaged professionals and search the archive for examples of RFPs to help write your own. All RFPs are shared in the monthly *IPMI Insider* e-newsletter.

## IPMI E-Newsletters

IPMI's monthly e-newsletters keep members informed and in-the-know. The *IPMI Insider* magazine highlights are featured, and *Moving Forward* offers valuable content related to professional development and training.

## IPMI's Website: [parking-mobility.org](http://parking-mobility.org)

The IPMI website is a wealth of information. A recent IPMI Member Survey found that 96 percent of members visit the website frequently. Search the Resource Library, a robust database of tools, events, research, and networking opportunities. Access case studies and in-depth publications on specific topics such as emergency preparedness and suicide in parking facilities.

“IPMI has been a lifeline to me in countless situations where sharing what I learned from other members helped support my efforts to initiate new systems.”



**Lynne Lancaster, CAPP**  
*Operations Manager  
Department of Public Works-General Services  
City of Richmond, Va.*

“IPMI has done a wonderful job in its push to improve perceptions about our industry.”



**Gary Cudney, PE**  
*Sr. VP Parking Solutions  
WGI*

“In this fast-paced, constantly-evolving industry, IPMI keeps me up to date on the latest technology and parking solutions.”



**Mary Mabry, CAPP**  
*Product Manager-Parking Solutions  
Cardinal Tracking*

“At a recent IPMI conference, I learned about a new technology that requires no investment, little planning, and serves my customers before they even arrive at my facility. IPMI continually re-energizes and inspires me!”



**Mark Lyons, CAPP**  
*Parking Manager  
City of Sarasota, Fla.*

# Professional Development and Training

IPMI offers industry-leading professional development opportunities to meet every career goal and workplace challenge you might face—all of which are convenient, affordable, and designed for flexibility to fit your schedule.

## Career Center

Find your next position or staff member in IPMI's Career Center. New positions are posted daily on the IPMI website and Twitter feed, with opportunities for every level. Posting jobs is a free IPMI member benefit.

## CAPP Certification

Qualify for more positions by earning your CAPP—respected worldwide as the leading credential in parking. Certification shows your commitment to being the best in the industry, and IPMI supports your CAPP journey with resources, study aids, and mentoring.

## Online Courses

Taking an IPMI online course is the easiest and best way to enter, advance, and excel in the rapidly evolving parking, transportation, and mobility profession. More than 25 self-paced courses are available, including:

- Technology Trends in Parking
- Transportation Demand Management: Parking Strategies
- Foundations of Finance
- Parking Enforcement
- Customer Service
- Sustainability in Parking and Transportation
- and many more – new classes are added regularly!

IPMI is accredited by the International Association for Continuing Education and Training (IACET) and is accredited to issue the IACET CEU for programs that qualify under the ANSI/IACET Standard.

## Accredited Parking Organization

Is your organization ready to stand out? Accredited Parking Organization (APO) is a designation for parking organizations that have achieved a comprehensive standard of excellence.

## On-Site Training

Bring IPMI's valuable training program into your conference room when you schedule a session with IPMI's seasoned training specialists. Topics range from conflict resolution to tactical communications and are adapted for all industry sectors. On-site trainings are offered in English, Spanish, and Portuguese.

## Interactive Webinars

Stay current with IPMI's lineup of webinars. Each one-hour session connects you with nationally-recognized speakers and industry experts who present on a variety of topics. Participate in real time or access the entire archive at your convenience.

## Parksmart Advisor Training

Parksmart certification recognizes sustainable parking structures, and Parksmart Advisors consult and guide organizations through the certification process. The Parksmart program is offered by the USGBC/GBCI alongside the suite of LEED and other sustainability rating systems.

## IPMI Conference & Expo and International Conferences

With more than 50 educational sessions, the annual IPMI Conference & Expo, held each year in May or June, offers four intensive days of learning, networking, demos, and discovery at the world's largest gathering of transportation, mobility, and parking professionals. IPMI also hosts industry conferences in other countries.



“IPMI is the leader in the industry, setting standards and raising the bar. To be a member is to have a voice in the future of the profession.”

**Kim Jackson, CAPP**  
*Director, Parking & Transportation Services  
Princeton University*

## Ten Ways to Make the Most of Your IPMI Membership

1. Set up membership profiles on the IPMI website for everyone on staff so your whole team has access to members-only resources and discounts.
2. Be active in Forum, IPMI's members-only online community, at [forum.parking-mobility.org](http://forum.parking-mobility.org).
3. Take advantage of IPMI's Career Center job board and RFP/RFQ portal.
4. Volunteer with IPMI. Opportunities currently include, but are not limited to: Awards of Excellence; Conference Program; Education Development; Mobility; Research; Technology; Planning, Design & Construction; Professional Recognition Awards; and Sustainability.
5. Mark your calendar to attend the annual IPMI Conference & Expo, each year in May or June.
6. Gain visibility by contributing content to the IPMI Blog, *Parking & Mobility* magazine, or by sending a news release for the website newfeed. Be sure to add an IPMI member logo to your business card, website, or letterhead.
7. Keep tabs on IPMI activities by reading IPMI's e-newsletters: *Insider* for the latest news and *Moving Forward* for professional development tips.
8. Learn (and train staff) through IPMI's continually expanding list of online courses, on-site training workshops, and monthly webinars.
9. Submit an entry for one of IPMI's three awards programs: Awards of Excellence for facility design and innovative programs; Professional Recognition for outstanding professionals in the industry; and Marketing awards.
10. Boost your career by earning a CAPP credential for yourself and the Accredited Parking Organization certification for your organization.

*If you're a supplier, there are numerous opportunities to reach your customers through multi-channel advertising, special events, and sponsorships.*

### Just a few of the programs and initiatives under the IPMI banner:



ACCREDITED  
**PARKING**  
ORGANIZATION®

**CAPP**®

PARKING  
& MOBILITY

**IPMI**  
AWARDS OF EXCELLENCE

**IPMI**  
PROFESSIONAL RECOGNITION AWARDS

**IPMI**  
MARKETING AWARDS

**IPMI** Insider

**FORUM**  
IPMI'S ONLINE COMMUNITY

**Parksmart**  
Advisor Training

ACCESSIBLE  
**PARKING**  
COALITION

ALLIANCE FOR  
PARKING DATA  
STANDARDS

GLOBAL PARKING  
ASSOCIATION  
LEADERS



International Parking & Mobility Institute

571.699.3011

[parking-mobility.org](http://parking-mobility.org)

*One organizational membership  
includes your entire staff.*