

2018 Emerging Trends in Parking



It's All About the Curb

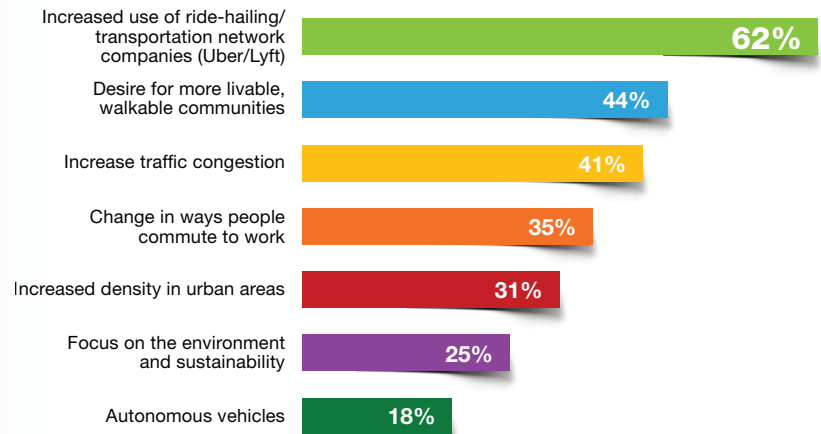
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The future everyone's been talking about is closer than ever: The way we get around has shifted with the introduction of Uber, Lyft, convenient bike networks, and effective and pleasant mass-transit systems; transportation methods are interconnected and interdependent; and mobility choice is a big priority with a growing preference against driving alone. According to the International Parking & Mobility Institute's 2018 *Emerging Trends in Parking Survey*, professionals in parking, transportation, and mobility are making huge shifts in their organizations' priorities and the way they do business.

What societal changes are influencing parking?



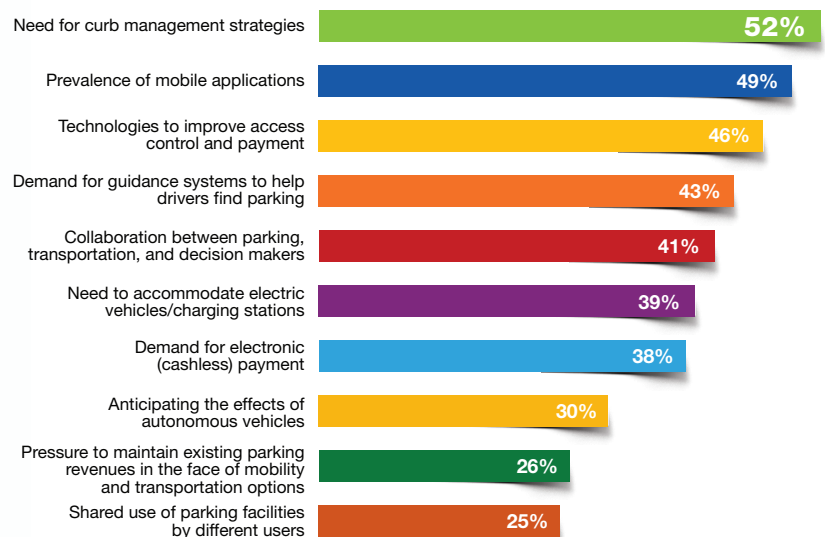
Note: Percentages for certain charts may add up to more than 100 percent because multiple responses were accepted.

First bit of proof? Survey respondents—62 percent of them—point to the explosive growth of ride-hailing/transportation network companies (TNCs). Other factors behind the shift, say respondents (many of whom work in municipalities and universities), include the desire for more livable, walkable communities (45 percent), increased traffic (42 percent), changes in commuting choices (35 percent), urban density (31 percent), and mindfulness of environmentally friendly choices and sustainability.

Transformative Technology

Parking technology remains a game-changer and tech-based trends include the prevalence of mobile apps that provide real-time information on pricing and availability (nearly 50 percent), technologies that improve access control and payment (47 percent), and demand for guidance systems that help drivers find parking (43 percent). Many of these technology improvements dovetail with the parking industry's drive to make parking more environmentally sustainable by reducing the time it takes to find parking, decreasing fuel consumption and fuel emissions.

What are the top emerging trends in parking?



About 40 percent of respondents report noticing increased collaboration between parking, transportation, and decision-makers as the landscape shifts. That's a trend the CEO of the International Parking & Mobility Institute, Shawn Conrad, CAE, welcomes. "Successful projects depend on collaboration," Conrad says. "Too often, challenges that could have been avoided by tapping into parking and mobility expertise early in the planning process create headaches down the road."

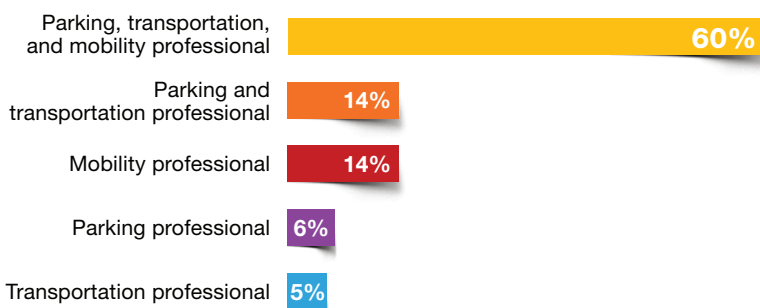
More than Parking Cars

The survey reinforces the hugely transformed role of parking professionals into transportation experts. They are coordinating car-sharing services (48 percent), operating shuttles (45 percent), and collecting data to influence service and policies (44 percent). Many work to improve access for cyclists through bicycle improvements (43 percent), bike-sharing (40 percent), and bike/transit integration (36 percent); they're also focused on easy access for pedestrians (35 percent).

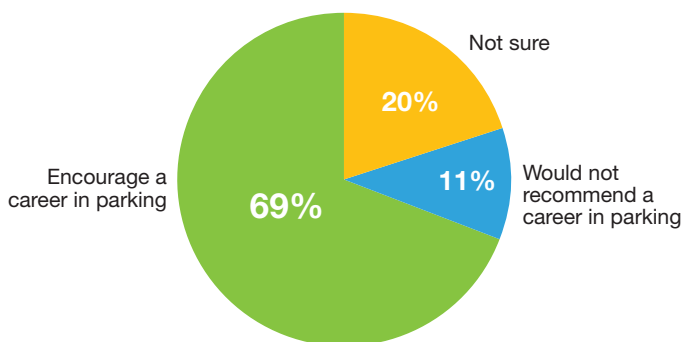
Even industry titles have changed; nearly 44 percent note their department/entity names encompass both parking and transportation, and 32 percent of departments have been renamed in the past five years. Nearly 60 percent identify as "parking, transportation, and mobility professionals" and more than 50 percent agree that perceptions of their profession have improved during the past five years, as more planners, architects, and decision-makers realize the importance of parking expertise at the earliest stages of a project. Some 69 percent would encourage students to pursue parking-industry careers.



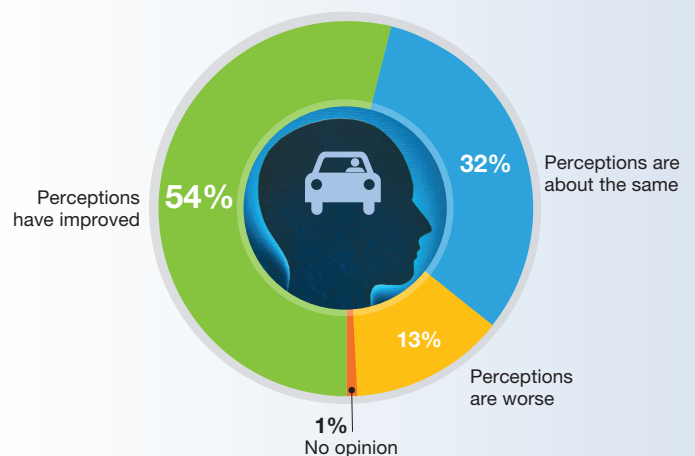
Which of the following best describes the parking professional of the future?



Would you recommend a career in parking?



Have perceptions of parking changed in the past five years?



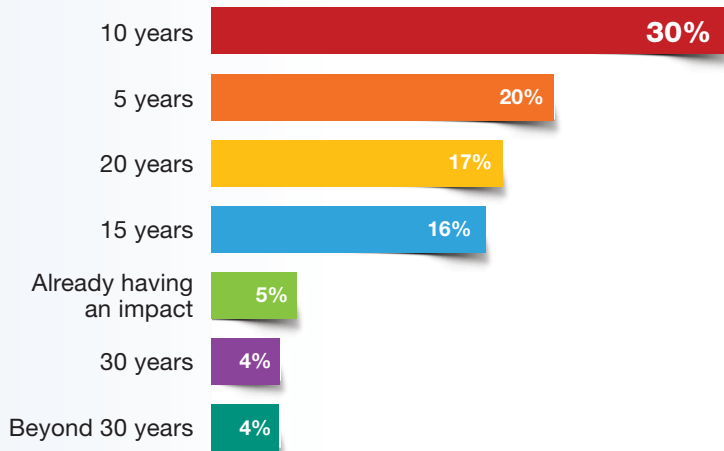
Paving the Way for Autonomous Vehicles

Nearly all respondents agree that autonomous vehicles will have a significant effect on parking, transportation, and mobility, but opinions vary from there. About 60 percent believe autonomous vehicles will create congestion at pick-up and drop-off areas, but 45 percent feel consumer reluctance will delay the cars' widespread adoption. About 20 percent predict many more autonomous vehicles on the road within five years; others feel that change may take 10 (30 percent), 20 (17 percent), or 15 years (16 percent). More than 60 percent predict parking lots and garages will become transportation hubs where people park cars before selecting other transportation options for the last leg of their trip.

All that said, respondents are skeptical that driving and the need for parking will disappear in the near future. As evidence, 60 percent say many business owners believe most of their customers drive and require close parking access.

"Making parking frictionless so people can more easily get where they want to go is our goal," explains Conrad. "We can't predict the future, but parking, transportation, and mobility professionals are uniquely positioned to navigate the road ahead."

How soon will autonomous vehicles have a significant effect on parking, transportation, and mobility?



What will be the effect of autonomous vehicles? Top Five Answers:

- 1. Congestion created at pick up/drop off areas. 63%
- 2. Parking lots and garages will become transportation hubs where people park and then have a selection of other options for the last leg of their trips. 57%
- 3. Consumer reluctance to use autonomous vehicles will slow their widespread adoption. 45%
- 4. Reduced parking revenue. 38%
- 5. Vehicle manufacturers will produce much more fuel-efficient and lower-cost traditional-vehicle options so consumers will choose to continue to drive. 34%

What challenges are you facing regarding mobility options as an alternative to parking? Top Seven Answers:

- 1. Many businesses are convinced the majority of their customers drive and need proximate parking access. 60%
- 2. We still need places to load/unload people and goods and can't simply remove all parking/access. 56%
- 3. Our customers do not want options; they drive their own vehicles. 48%
- 4. Parking is the funding source and any alternatives offered reduce parking revenue. 41%
- 5. Our operation has no funding for alternatives. 30%
- 6. We are required to use a portion of our revenue to fund alternatives but our customers are not fully using the alternatives we bring to our operation. 27%
- 7. We are being overrun by ride-share or other mobility services because we do not yet have policies or infrastructures in place to manage them or we are unable to require them to comply with policies. 26%

Common Parking Problems and Mistakes

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. The most common responses fell into a few broad categories:

- Not having a parking expert involved at the beginning of a project.
- Not looking at transportation, parking, and mobility as one large connected picture.
- Not fully considering the experience of the customer/driver.
- Not keeping up with rapidly changing advances in parking technology.
- Not using proper signage for wayfinding.
- Not utilizing data to make decisions.
- Not investing in professional development and training of staff.



A sampling of responses:

"Underestimating the strategic importance of parking, mobility, and access management."

"The improper use of technology either in the design phase, or as an enhancement."

"Ingress and egress issues that cause conflicts with pedestrians or other vehicles."

"Underestimating the need to have parking rates keep pace with costs and capital maintenance requirement."

"Offering free parking in a high-demand situation."

"Number, placement, slope, and visibility of garage entrances."

"Planning multiple large events in the same area with conflicting times."

"Poor directional/wayfinding signage within a facility."

"Taking a one-size-fits-all approach to parking planning and design."

"Not utilizing mixed use parking."

"Short-term build mentality."

"Focusing on form at the expense of function."

"Poor planning of entrances and exits."

"Use of too many reserved parking spaces."

"Not realizing that parking is part of economic development."

"Failure to plan for the future."

"Poor lighting."

Most commonly cited mistake?

"Not having a parking expert involved at the beginning of a project."

Survey Methodology

The 2018 *Emerging Trends in Survey* was distributed to members of the International Parking & Mobility Institute (at the time, the International Parking Institute), the world's largest association of parking, transportation, and mobility professionals. The vast majority of respondents were managers, consultants, department heads, owners and operators who are involved in the planning, design, management, and operations of parking and mobility for municipalities, colleges and universities, airports, hospitals, retail, sports and entertainment venues, and corporations. Results were tabulated and analyzed by the Washington, D.C.-based Market Research Bureau, an independent consultancy. Questions on the survey related to accessible parking and disabled placard abuse will be reported separately by the IPMI-led Accessible Parking Coalition.

This report may be downloaded at **parking-mobility.org**
by searching "Trends" in the resource center section of the website.



parking-mobility.org