

*Welcome to*

2024  IPMM  
**LEADERSHIP** SUMMIT

Allyship & Equity Town Hall



# Allyship & Equity Advisory Group

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***Formed:***

September 2023

***Purpose:***

The IPMI Allyship & Equity Advisory Group will work both internally and externally to promote opportunities for traditionally underrepresented voices to be heard and amplified. The focus will be on providing education and tools for IPMI, its member organizations, and the broader parking, mobility, and transportation community to create a more diverse, equitable, and inclusive future.

***Mission:***

Provide resources and education to help organizations, including IPMI, to:

1. Enable more underrepresented voices to be heard.
2. Close the gap in diversity between frontline and management staff, creating a better and clearer path to success and a productive future for both.



# Allyship & Equity Advisory Group

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**Charles Boddy, CAPP**  
Management Analyst  
WHS/Integrated Services  
Division



**George Richardson, CAPP**  
Manager, Transportation &  
Parking  
UF Health Shands Hospital



**Michelle Porter, CAPP**  
Director, Parking &  
Transportation Services  
Carnegie Mellon University



# Allyship & Equity Advisory Group

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**Joseph R Madison II**  
Associate Director of Parking Operations  
Kennesaw State University



**Maria Tamayo-Soto, CAPP**  
Parking Manager  
City of Las Vegas, Nevada



**Mark Santos, CAPP, PE**  
Director of Operations  
Walker Consultants



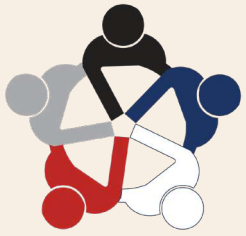
**Andy Santos**  
Director of People and Culture  
SpotHero



**Melinda Alonzo, CAPP**  
Senior Director, Parking & Transit Services  
Arizona State University



**Marcía Alvarado, PE**  
Buildings Client Manager  
WGI, Inc.



# Allyship & Equity Town Hall

We are here  
to *hear* you!







# Allyship & Equity Advisory Board

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**The journey of  
a thousand miles  
starts with a single step.**



# Allyship & Equity Advisory Board

## Case Study: Arizona State University



**ALLYSHIP & EQUITY**  
DEI Focus

### Leadership in the Practice of Allyship

By Melinda Alonzo, CAPP, with Annika Finney

**L**EADERSHIP ROLES ARE CONSTANTLY EVOLVING and require both adaptability and a deep understanding of the people we lead and serve. In the practice of Allyship, leading by example, fostering diversity, and amplifying underrepresented voices are a few keys to inclusivity and equity.

We cross paths with our team members every day and often have no idea what challenges they must overcome to show up at work, for their families, and for themselves. While we obviously know much more about our co-workers than our customers, we do not necessarily know all the personal challenges they face, particularly if they are a member of a marginalized group. Our team members perform their tasks and engage with their supervisors and co-workers to deliver quality service to our customers. In doing so, all of us have a desire and right to be seen, understood, and respected. How do we as leaders show up for all of our team members in the important endeavor of equity and inclusion? One important avenue is through *allyship: the practice of actively supporting and advocating for marginalized groups*.

**Cisgender, or simply cis, is an adjective that describes a person whose gender identity aligns with the sex that they were assigned at birth.**

In late 2022, a member of our team disclosed a very personal journey and a request for understanding and support. At that time, I had known this dedicated individual for more than eight years. He presented as a cis male who was now sharing that she is a transgender female, Annika Finney. I recall my reaction: I was incredibly moved at her courage and bravery to share her truth. I could not wait to meet with her, assure that she would be supported

in a way that best suited her needs, and most of all, share my happiness for her in what I imagine has been a challenging journey thus far. Annika and I have had subsequent discussions surrounding Allyship, what that support looks like, and how to improve this amongst our team. With that, I encouraged Annika to share her voice and perspective on key things that have been impactful to her and others.

**Creating Safe Space, Language and Ongoing Education**

Creating *safe space* involves active listening without judging, respecting confidentiality, and using inclusive language. As a leader - or anyone for that matter - we can act through public advocacy and intervening when we witness discrimination and inequities to reinforce a safe environment for and potentially marginalized team members. This is essential to the overall health of our team members which can have a positive impact on any organization.

**Language**

Language is a reminder how they do not conform to the societal image of their respective gender. Using more gender-neutral terms like "pal", "friends" or "folks" are more acceptable. We learned in a previous column in *Parking & Mobility* by Kat Kibben about the importance of pronouns (e.g. They/Them, He/Him, She/Her) and how when used correctly these identifiers can positively impact safe space and inclusivity. In addition to gendered terms, other

Annika Finney: Undergoing my gender transition at the workplace completely changed the perspective on Allyship. Often times, we will think of big picture topics and look at trainings and materials but support really starts with the small things such as being very intentional with words and actions. For example, a misgendering occurrence of being mis-identified, whether by an old name or using wrong pronouns, does not cause much disruption to my day but an occurrence has a cumulative effect. This can build up so that by the end of a day, my mental health can be adversely affected, sometimes for more than just that day. As leaders, we do not want to add to the stressors of our teams where we spend most of our daily lives, year after year. Here, we discuss some of the changes that can have lasting effects to remove barriers to creating a positive culture where everyone can flourish.

2SLGBTQIA+ is an acronym for two-spirit, lesbian, gay, bisexual, transgender, queer and/or questioning, intersex, asexual, and the plus reflects the countless affirmative ways in which people choose to self-identify.

learning how to model by example with the language we use, and by simply honoring every individual's journey by creating a safe space to be themselves. Everyone benefits when people are respected and allowed to show up as their authentic selves and to that end, it is imperative for leaders and teams to learn the practice of Allyship in efforts to forge new and inclusive norms.

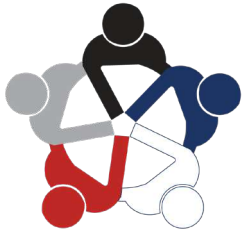
MELINDA ALONZO, CAPP, is the Director of Parking and Transit Services for Arizona State University, and a member of IPMI's Allyship & Equity Advisory Group. She can be reached at melinda.alonzo@asu.edu.

ANNIKA FINNEY is Assistant Manager of Event Operations, Parking and Transit Services for Arizona State University. She can be reached at annika.finney@asu.edu.

**IPMI ALLYSHIP & EQUITY ADVISORY BOARD MEMBER**

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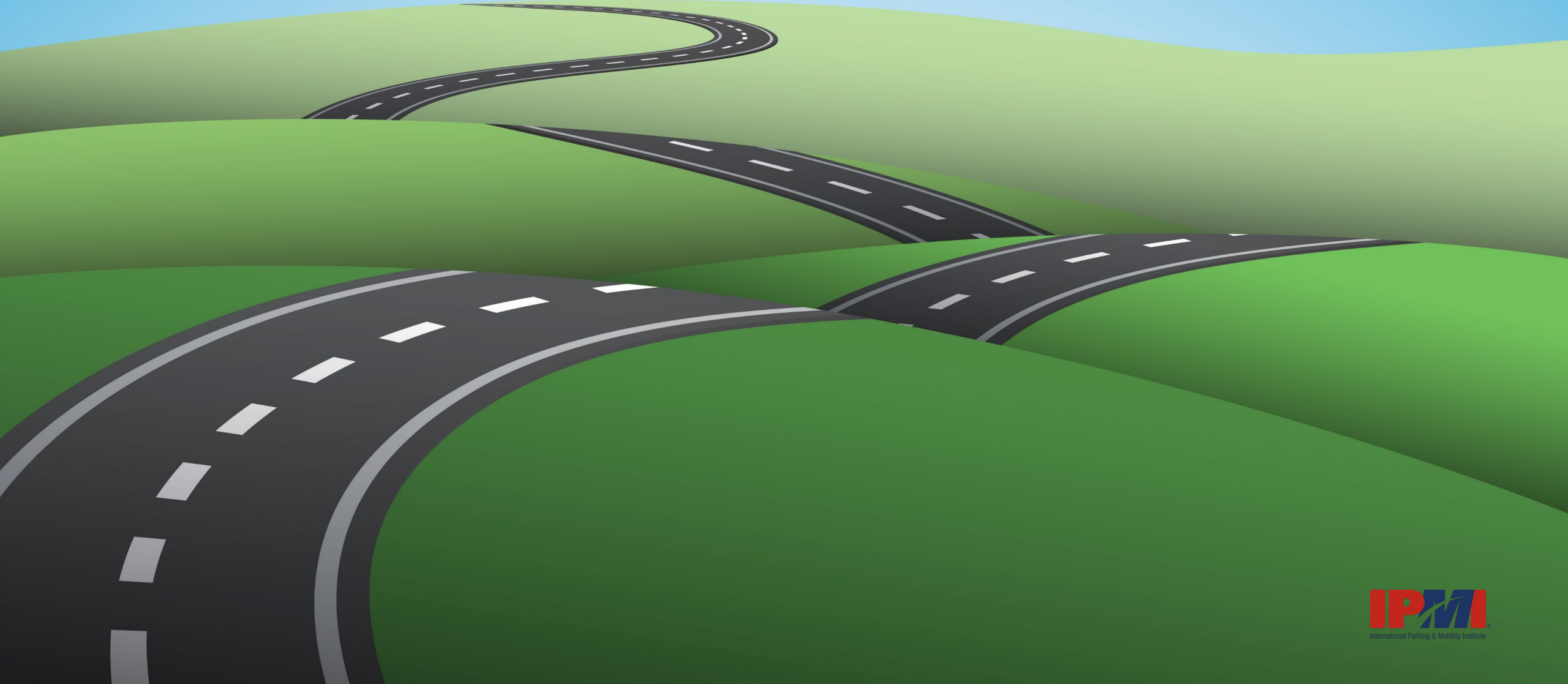


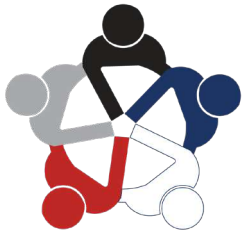
# Town Hall Discussion





This is just the beginning...





# Benchmarking Survey *Subcommittee*



**Joseph R Madison II**  
Associate Director of  
Parking Operations  
Kennesaw State University



**Andy Santos**  
Director of People  
and Culture  
SpotHero



**Mark Santos, CAPP, PE**  
Director of Operations  
Walker Consultants

## 2024 Allyship & Equity Question Series

Thank you for taking the time to complete this survey.

**All responses will be held in confidence, and data will only be released in aggregate.**

Your feedback will help us gain valuable insight, which will help inform our strategies in implementing learning programs geared toward promoting allyship and equity.

- IPMI's Allyship & Equity Advisory Group

\* 1. **Tell us about yourself.** Describe your level of understanding of DEI and allyship by selecting an option for each term.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	N/A
I have a strong understanding of what <b>diversity</b> means.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments and Feedback

I have a strong understanding of what **equity** means.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Additional Comments and Feedback

I have a strong understanding of what **inclusion** means.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Additional Comments and Feedback

# Benchmarking Survey

## Goal:

***Where does the industry stand on allyship and equity?***

Gain valuable insight to help inform our strategies in implementing learning programs geared toward promoting allyship and equity.



# Benchmarking Survey



Seeking Your Input!

Feedback? Send your thoughts to:

Melissa Rysak, IPMI

[Rysak@parking-mobility.org](mailto:Rysak@parking-mobility.org)



# *Allyship & Equity Town Hall*

