

2026 Awards Program

How to Prepare a Winning Submission

- Awards of Excellence
- Professional Recognition

August 12, 2025





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2026 EXCLUSIVE
AWARDS SPONSOR



Awards Team

Program Chairs



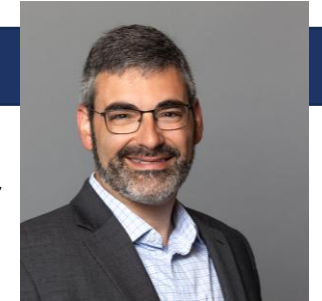
Awards of Excellence

Irma Henderson, PTMP
Director of Transportation Services
University of California, Riverside



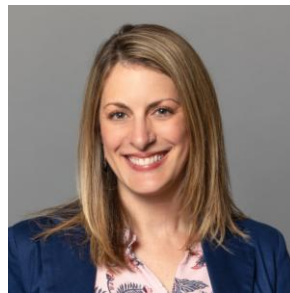
Professional Recognition

Robert Ferrin, PTMP
Mobility & Parking Sr. Project Manager
Kimley Horn & Associates, Inc.



Program Resources

Jennifer Booth, CPSM
Manager, Member Engagement
IPMI



Dorothy Verdon, CPSM
Awards Program Manager
IPMI



Key Dates



September 15, 2025

October 29, 2025

February 2026

June 14-17, 2026

Program Opens

Program Closes

Winners Notified

Recognition at



Conference & Expo
2026 | MILWAUKEE

Entry Fee/Awards of Excellence



MEMBERS

\$425.00

Per entry, per category

NON-MEMBERS

\$625.00

Per entry, per category

Why Submit?



Why Submit?



1. **Industry Recognition:** Gain visibility and credibility from peers, partners, and stakeholders.
 - Award recipients in the Awards of Excellence and Professional Recognition Awards programs will be recognized on stage at the 2026 IPMI Conference & Expo in Milwaukee
 - Winning projects, programs, organizations, and people in the Awards of Excellence and Professional Recognition Awards programs will be documented in the July/August issue of *Parking & Mobility*

2025 IPMI Awards



2025 IPMI Awards of Excellence

23 projects recognized for creativity and innovation in the 2025 IPMI Awards of Excellence program.



2025 IPMI Professional Recognition Awards

Meet the nine exceptional winners of the 2025 Professional Recognition Award.

Why Submit?



2. **Showcase Innovation:** Highlight your team's creativity, leadership, and forward-thinking solutions.
3. **Boost Team Morale:** Celebrate the hard work and accomplishments of your staff, collaborators, and clients.
4. **Strengthen Reputation:** Build trust and authority with clients, customers, community members, and decision-makers.
5. **Attract Talent and Partnerships:** Awards help position your organization as an industry leader.

Awards Entry Platform



Login to Complete an
Application or to Access
Judging Panel

Email Address *

Password *

☐ remember me [lost password?](#)

Login

Don't have an account
yet? [Create a user login.](#)

IPMI's annual awards and recognition programs celebrate individuals and organizations in the parking, transportation, and mobility industry. Winners in the Awards of Excellence and Professional Recognition exemplify industry excellence.

Click on the links in the navigation bar above to read more about criteria, categories, and more.

Program Name	Opens	Closes
Awards of Excellence	September 15, 2025	October 29, 2025
Professional Recognition Awards	September 15, 2025	October 29, 2025

Please feel free to e-mail us at awards@parking-mobility.org if you have any questions.

Awards Entry Platform

[Parking & Mobility Magazine](#) | [Forum Online Community](#) | [Login to Member Database](#) | [Conference & Expo 2026](#) | [eLearning Login](#) | [Subscribe to IPMI's E-Newsletter](#)



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[Awards & Recognition](#)

[Forum Online Community](#)

[State & Regional Associations](#)

[Volunteer](#)

Awards of Excellence

Overview and Best Practices



Awards of Excellence



Eligibility

Projects and programs implemented and/or completed from September 15, 2023, through September 15, 2025, are eligible.

Categories

- Architectural Design
- Facility Design: Mixed-Use
- Facility Design: Stand-Alone
- Facility Design: Surface Parking
- Restoration: Structured Parking
- Restoration: Surface Parking
- Sustainable Design
- Innovation in a Mobility, Transportation, or Parking Program
- Marketing and Communications

Awards of Excellence



Tools

(Click [HERE](#) to download the Project Team template)

A	B	C	D	E	F	G	H	I	
Awards Role	Role	Engaged on Project?	Full Company Name	Primary Contact Salutation	Contact First Name	Contact Last Name	Suffix and/or Credentials	Primary Contact Title	Email
Submitter		Yes							
Team Member	Owner	Yes							
Team Member	Operator (if different from Owner)								
Team Member	Architect of Record								
Team Member	Consulting Architect								
Team Member	Engineer of Record								
Team Member	Structural Engineer								
Team Member	Civil Engineer								
Team Member	MEP Engineer								
Team Member	Lighting Designer								
Team Member	Planner								
Team Member	Landscape Architect								
Team Member	Consultant, Parking								
Team Member	Consultant, Other								
Team Member	Hardware Supplier								
Team Member	Software Supplier								
Team Member	Construction Manager								
Team Member	General Contractor								
Team Member	Precast/Concrete/Steel Supplier								



[Instructions](#) [COMPLETE - Team List](#) [DO NOT EDIT data validation](#)

Awards of Excellence

Tools

(Click [HERE](#) to view and download the Submission Guide)



	
Page: Primary Contact Information: Owner/Operator/Agency	
Entry Category: * Download the Awards of Excellence Eligibility and Criteria for reference throughout your submission. Select one Category <input type="radio"/> Architectural Design <input type="radio"/> Facility Design: Mixed-Use <input type="radio"/> Facility Design: Stand-Alone <input type="radio"/> Facility Design: Surface Parking <input type="radio"/> Restoration: Structured Parking Facility <input type="radio"/> Restoration: Surface Parking Facility <input type="radio"/> Sustainable Design <input type="radio"/> Innovation in a Mobility, Transportation, or Parking Program <input type="radio"/> Marketing and Communications	<p>Provide complete mailing/shipping address information for the applicant organization. This address will be used for communication and shipping of awards, if your entry is selected for an award.</p> <p>Street:</p> <p>Line 2:</p> <p>City:</p> <p>State:</p> <p>Zip:</p> <p>Country Code:</p> <p>Phone Number *</p> <p>Email Address *</p> <p>Are you a member of IPMI? * This determines whether you will pay the member entry fee or the non-member fee. Select one option <input type="radio"/> Yes <input type="radio"/> No</p> <p>Click "Save & Next" to continue to the second page of the entry form where you will be required to provide additional entry information.</p> <p>Page: Project Team and Contact Information</p> <p>You are required to include all major team members in your submission, using the provided Excel spreadsheet. Click HERE to download. Team members should represent all relevant aspects of design and construction, including but not limited to:</p> <ul style="list-style-type: none">• Owner• Operator (if different than Owner)• Planner• Architect of Record (primary)• Consulting Architect• Engineer of Record (primary)• Civil Engineer• MEP Engineer• Structural Engineer• Parking Consultant• Parking Hardware Supplier• Parking Software Supplier• Contractor (GC/CM)• Landscape Architect• Lighting Designer• Any other relevant team member.
Project, Program, or Operation Name: *	
Owner * Provide the complete name of the owning agency, jurisdiction, institution, corporation, or organization name as you would like it to appear in communications and on your award, if selected. (Examples: City of Denver, Simon Property Group, University of Delaware)	
Permission to Submit * Do you have the permission of the project or program owner to submit it for an IPMI Award of Excellence? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Organization Name *	
Project Role * Example: Owner, Operator, Architect, Engineer, Construction Firm, Parking Consultant, Technology Vendor, etc.	
Please provide a primary contact for the entry. This individual will be contacted if further information is required for the entry.	
First Name*	
Last Name*	
Job Title*	
Address*	



Awards of Excellence

Eligibility and Criteria Brochure TOC

- About the Awards of Excellence
- Eligibility
- Evaluations and Judging
- Recognition and Entry Fees
- Awards of Excellence Categories Overview
- Requirements by Category
- FAQs



Awards of Excellence



Best Practices

- ✓ Obtain **owner approval** before you begin a submission
- ✓ Make sure the **contact person** is someone who will respond to questions from IPMI quickly
- ✓ Enter your company name **exactly how you want it printed** on the award.
- ✓ Enter a **concise and correct project name**.
- ✓ Include **proof of project or program completion**
- ✓ Complete the **team form**
- ✓ Include **5 to 10 images** that are **between 1 MB and 5 MB**.
- ✓ **Pay for your entries** at the time of submission!



Awards of Excellence

Best Practices

The background of the slide is a photograph of a modern building at night. The building has a glass facade that is illuminated with blue light. In the foreground, there is a highway with light trails from cars, indicating long-exposure photography. The sky is dark blue.

2025 IPMI

Awards of Excellence

*23 projects recognized for creativity and innovation
in the 2025 IPMI Awards of Excellence program.*

Professional Recognition Awards

**Overview and Best
Practices**



Professional Recognition



Eligibility

Nominated individuals and organizations must be IPMI members in good standing.

Categories

- Industry Professional of the Year
- Organization of the Year
- Emerging Leader of the Year
- Professional Excellence Awards in multiple categories:
 - *Customer Service*
 - *Finance*
 - *Human Resources*
 - *IT*
 - *Innovation*
 - *Leadership*
 - *Marketing*
 - *And more!*



Professional Recognition

Tools (Click [HERE](#) to view and download the Submission Guide)



2026 IPMI AWARDS OF EXCELLENCE	
Page: Primary Contact Information: Owner/Operator/Agency	
Entry Category: * Download the Awards of Excellence Eligibility and Criteria for reference throughout your submission. <input type="radio"/> Emerging Leader of the Year <input type="radio"/> Professional Excellence Award <input type="radio"/> Organization of the Year <input type="radio"/> Facility Design: Surface Parking <input type="radio"/> Industry Professional of the Year	
Member Eligibility: The nominee must be an IPMI member in good standing. Questions about a nominee's membership status? Contact awards@parking-mobility.org	
Nominator: Please provide your contact information in this section. The Nominee section for contact information will follow. Please note that the nominator does not need to be an IPMI member.	
Salutation* (This is a dropdown field with eight choices)	
First Name*	
Last Name*	
Certifications* Include PECP, PTMP, AIA, PE, and similar that should be used in official correspondence.	
Job Title*	
Organization*	
Email *	
Phone *	
Nominee Please provide nominee information. Please note that the nominee must be an IPMI member in good standing. If the nominee is an individual, they must be a listed member for their organization under their organization's membership profile.	
Salutation* (This is a dropdown field with eight choices)	
First Name*	
Last Name*	
Job Title*	
Email *	
Phone *	
Organization: *	
Address: *	
Line 2:	
City: *	
State: *	

2026 IPMI AWARDS OF EXCELLENCE	
Zip: *	
Country Code: *	
Industry Segment* Select the most appropriate organization type for the nominated organization or the employing organization for the nominated individual. <input type="radio"/> Airport <input type="radio"/> Academic/University <input type="radio"/> Architecture, Engineering, Construction <input type="radio"/> City/Municipality <input type="radio"/> Commercial Operator <input type="radio"/> Hospital/Healthcare <input type="radio"/> Planning/Consulting <input type="radio"/> Service Provider/Supplier <input type="radio"/> Transit/Transportation <input type="radio"/> Other	
If other, provide additional detail here:	
Click "Save & Next" to continue to the second page of the entry form where you will be required to provide additional entry information.	
Page: Category Criteria	
Professional Recognition Award Criteria Download the Awards of Excellence Eligibility and Criteria for reference throughout your submission. Professional Excellence Awards recognize excellence for all staff, from the front-line to management. Awards recognize outstanding performance in a specific area of expertise. Requirements Excellence Category Selection: Customer Service, Finance, Frontline, Human Resources, Innovation, Leadership, Marketing, Management, Operations, Technology, or select your own specific area of expertise! Narrative demonstrating the following achievements according to criteria. Each section is limited to 250 words, for a total of 1,250 words: <ul style="list-style-type: none">• Summary: Describe the nominee and role within the organization. (20%)• Community and Industry Contributions: Describe nominee's contribution to the parking, transportation, and mobility industry. (20%)• Organization Culture, Leadership, and Staffing: Describe the nominee's professional reputation and relationship with staff, patrons, and colleagues. (20%)• Strategic Planning and Technology Application: Demonstrate the nominee's application of creative solutions, innovation, and best practices. (20%)• Examples of Nominee's Specific Expertise: Provide at least three specific examples of the nominee's professional contributions related to the category selected. (20%)	



Professional Recognition

Eligibility and Criteria Brochure TOC



- About the Professional Recognition Awards and Eligibility
- Professional Recognition Categories Overview
- Requirements by Category
- Evaluations, Judging, and Recognition
- FAQs

Professional Recognition

Best Practices

- ✓ Confirm that **the nominee is a member of IPMI**
- ✓ **Review your contact information** carefully
- ✓ Nominate **only one organization or person** per award entry
- ✓ **Obtain nominee's approval** to submit them for an award
- ✓ Enter the nominee's name **exactly how it should be printed** on the award
- ✓ For individual awards, **limit the nomination** to one person
- ✓ **Tell us about the nominee**, not just their achievements
- ✓ Comply with upload requirements for supporting documentation




Awards Prep Resource



(Click [HERE](#) to access the article)

THE BUSINESS OF PARKING

Marketing & Business Development



Award Programs

The Art and Science of Winning

By Dorothy Verdon, CPSM

ALMOST EVERY PROFESSIONAL ORGANIZATION OR ASSOCIATION has an awards program, either recognizing individual achievements or showcasing outstanding projects or initiatives. IPMI has both: the *Awards of Excellence* and *Professional Recognition Awards*. These programs share many similarities with those of other organizations, in that submissions require form-based text and visual content and are judged by industry peers. With IPMI's Awards of Excellence program call for submissions on the horizon, this article provides helpful tips on how to impress a jury, earn a high score, and win an Apex or Honorable Mention Award.

The best thing about winning an award is the validation you get from a jury of your peers who recognize the value of a plan, a design, a program, or a product and its successful implementation. That kind of third-party endorsement affirms what your team already believes: You've done something excellent. A survey I conducted about professional award programs revealed that recognition among clients and peers was the top reason for submitting; external publicity was second, credibility was third, and boosting employee and team morale was fourth.

Planning and Strategic Decision Making

Some projects are destined to grab a jury's attention immediately and win multiple awards. But even piles of dirt can win if you tell a good story and illustrate it effectively! Case in point: an engineering client approached me about submitting a clean soil stockpile project in Brooklyn to the American Council of Engineering Companies (ACEC) New York. At first, I was skeptical. However, through research, interviews, and new drone photography, I became convinced of the story's strength. After careful category selection, the project earned a 2024 ACEC New York Gold Award.

It takes time to prepare a viable entry to most consequential award programs, so think about what the ROI will be before jumping in. Will a win reinforce your company's or organization's reputation in a specific market or project type, and does it align with your business goals or mission? Resist a scattershot approach

and submit selectively, using go/no go criteria such as budget, level of effort, odds of winning, target audience, and internal and/or external value. Also, assess your project's "winnability" quotient. Be honest and rigorous in evaluating how your entry compares to past winners in the same category. Most associations archive previous winners online—study those to benchmark your entry.

Giving Judges What They Crave

Assuming all systems are "go"—and for consultants, this means that you have obtained permission from the project owner to proceed—you are now ready to start filling in the submission form. IPMI's has over 60 possible fields for text content alone, and the several key fields requiring the most detailed information are tailored to the different entry categories.

IPMI's jury is composed of approximately 20 volunteers from member organizations across the parking and mobility spectrum. Faced with several dozen entries and the need to cull them, their first pass is when your entry will be eliminated if it is technically unresponsive due to missing information, an inadequate narrative or presentation of facts, or images that are substandard or do not support the narrative.

I recently asked judges and staff from professional organizations, including IPMI, for their feedback on several key questions about the award program. Their answers, summarized below, offer valuable tips on how to submit a winning entry in the 2026 Awards of Excellence program.

1. What are the most common mistakes you have found that submitters make with their entries?

Failing to carefully read and follow instructions, not directly addressing the specific questions and criteria, and providing incomplete or vague responses were the most significant flaws. Strong entries are clearly aligned with judging criteria, well-written, and detailed. Think like a judge: make it easy for them to find and evaluate your information. One IPMI judge noted, "The devil is in the details, and wordsmithing is critical to putting your best foot forward."

2. Which sections of the entry form seem to give submitters the most trouble responding to adequately?

The media section is challenging for some applicants. Photos, can convey the scope and uniqueness of a project more vividly than mere words. Overall, judges noted that it's not just one section that trips up applicants, but rather a combination of incomplete or missing information across the submission that can weaken its effectiveness.

3. What do each year's winners seem to have in common?

Winners clearly described how their project or program integrated seamlessly with their operations and was thoughtfully designed with the end user in mind. Winning entries stand out for their innovation, energy, and ability to clearly demonstrate impact. These submissions are complete, engaging, and visually dynamic, featuring compelling narratives, striking visuals, and metrics that illustrate how data was utilized in the project decision-making process and applied to achieve objectives.

4. What is the best advice you can give submitters?


- Be responsive to judging criteria and don't be afraid to state why you think the project deserves an award.
- Answer every question thoroughly. Don't skip required details, especially numbers or specifics, and avoid repeating the same points.
- Write concisely, but don't forget to tell the story. Jurors want to know what business decision inspired the program or project, what obstacles you overcame and how, who was involved, how it was implemented, and what benefits your organization or client derived from the overall effort. If your entry is a unicorn that sets new standards for the parking and mobility industry, please state so and provide supporting evidence.
- Describe how you innovated and were resourceful with the planning, design, or construction process.
- Use high-quality photos and videos to elevate the submission.
- Enlist objective third parties to review and provide feedback about your entry before submission.

You're a Winner, Now What?

Milk it for all it's worth! Attend the awards ceremony, invite your clients and teammates, announce it on social media and your website, issue a news release, and hold an in-house celebration, because, like designing a project or program, submitting one for an award is always a team effort.

Parting Thoughts

A successful award submission isn't just about checking boxes. It's about crafting a compelling, evidence-based story that resonates with a jury and aligns with the goals of the award program. By approaching the process strategically and presenting your best work, you will significantly increase your chances of being recognized as one of the best in the parking and mobility industry. ♦



DOROTHY J. VERDON, CPSM, is the Owner of Bright Bunny Communications. She can be reached at dorothy@brightbunnycommunications.com.

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Questions?

Apex ^{COST} percentage
Award **Honorable**
will I win by default? **Mention** narrative
PROJECT COST



Thank you for joining us today!