

PARKING

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INTERNATIONAL PARKING & MOBILITY INSTITUTE

& MOBILITY

The Future of Mobility



ASK THE EXPERTS

“What current mobility trend will have the longest-term and widest-ranging impacts on the parking and mobility industry for the next ten years?”



Kathryn Hebert

*President and CEO, TPMConnect
Partner, Athena PSG*

“**There is no** one mobility trend per se, but a collection of connected trends. Integrated and connected technologies; shared mobility and ride share; electrification of all transportation

sources; membership/subscription services (a.k.a MaaS or SaaS); enhanced level of customer service and response—all to provide seamless navigation, customer convenience, affordability, safe and equitable mobility choices for all. The parking industry is a critical player and at the center of these trends managing key real estate assets and leveraging parking dollars.”



Jeff Perkins

*CEO
ParkMobile*

“**The transition** to electric vehicles will have the biggest impact on mobility over the next ten years. It’s not just about the car; it’s about the

infrastructure. How are cities going to provide the necessary charging capability and make sure that it’s accessible for all? Will on-street charging stations replace traditional parking meters? Will parking and charging eventually come together over time? These are interesting questions that we are really just starting think about. Buckle up! The next ten years is going to be a fun ride.”



Melonie Curry, MBA

*Communications Manager
City of Houston*

“**We have to** continue to develop curbside management policies and public safety initiatives that discourage single occupancy vehicles and encourage biking,

carpooling, and walking. I believe the more we change our current regulations, processes, and policies to accommodate alternative modes of transportation, we will have a great impact on our planet’s sustainability.”



Chris Lechner, CAPP

*Assistant Director for Analytics
UCLA Events and Transportation*

“**The move from** long term permits to more flexible options. At UCLA, we’ve enabled students, faculty, and staff to buy parking by the day without a financial

penalty vs long term permit. This program long predates the pandemic but has seen more adoption with the move to hybrid work and learning. Increased flexibility to drive less and save more has improved the customer experience and reduced drive alone commuting—a major win-win.”

HAVE A QUESTION? Send it to editor@parking-mobility.org and watch this space for answers from the experts.

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Brett Wood, CAPP, PE

President
Wood Solutions Group

“ **Shifting** commute patterns in the short term are having a lot of impact on the mix between drive alone and non-automotive trips as we

emerge from the pandemic. In response, many programs are creating flexible and hybrid approaches to parking management. These new approaches have the potential to be a seismic shift in the way we interact with customers and deliver new products in the long-term.”



Christina Jones, CAPP

Consultant
Walker Consultants

“ **I think we** will continue to see long-term shifts in parking demand for various land use categories, specifically in residential demands, as more individuals work remotely at least part-time. These

changing demands will impact how we look at shared parking opportunities and demand management strategies, requiring increased flexibility in on-demand access and mobility services and payment options, not only for parking but for the holistic commuter transportation system including carpool/vanpool programs, transit services, and first and last mile mobility.”



Larry J. Cohen, CAPP

Executive Director
Lancaster Parking Authority

“ **Based on the** large investment of funding from the infrastructure bill and the new wave from the automobile industry, the use of

electric vehicles (EV's) and deployment of charging stations will have the greatest impact on single occupant vehicles (SOV's), fleets, Transportation Network Companies (TNC's, Uber, Lyft) and public transportation over the next ten years.”



Ben Wesley, CAPP

Market President, Nashville
Premium Parking

“ **The rise of** EVs stands out as having the widest range of impact on the industry in the next decade due to the international scope and impact on curb, surface lots and garages, including the charging

infrastructure, the premium parking rate for parking in a charging space, and enforcement of time spent in charging space when not charging.”



Debbie Lollar, CAPP, MS

Executive Director
Texas A & M University

“ **Integrating** technology and mobility hubs can have long-term, wide-ranging impacts on the parking and mobility industry. When people

can seamlessly find, schedule, and pay for a variety of modes of transportation that suit preferences and abilities, they gain confidence they will be successful and assurances of arriving on time. When people can get where they are going more easily with shared rides than with driving and parking, they will change their behaviors.”



Scott C. Bauman, CAPP

Manager of Parking & Mobility Services
City of Aurora, CO

“ **I strongly** believe the tried-and-true bicycle will sustain its world-wide module popularity and have the widest industry impact as the preferred alternative mobility choice for many years to come.

The continued physical safety advancements for riders and the progressive installations of community bike boulevards, cycle tracks, and protected bike lanes ensure the longevity of this accepted and healthy alternative mobility option.”