26 SNAPPED!
Our 2017 photo contest shows the beauty, humor, and wonder found in parking.

2018 SOCIAL MEDIA TRENDS
How to make the most of social media channels.

STRATEGIC PLANNING AND DOING
Planning the planning session for real progress afterwards.

INTERNATIONAL PARKING CULTURES
Touch vs. tech around the world.

IPI COMMITTEE UPDATES
Goals, plans, and timelines.
Parking Innovators Share the Value of Parksmart

Compiled by Trevyr Meade, LEED Green Associate

811 Main
Houston, Texas

Our rooftop is your oasis
With the construction of the 811 Main garage and its green roof, downtown Houston gained one of its first rooftop gardens. Created as an amenity for building tenants, the garden offers an outdoor space where building users can immerse themselves in the natural environment as they meet, dine, or relax. While having a bold effect on our community, the garden treads lightly on the environment. It is watered using a condensate recovery system that harnesses the condensation produced by the building’s air conditioners to nourish the garden’s plants. Our garden project demonstrates a core operational value of our team: bringing more to our customers and community while minimizing our resource needs.

—Nichole Crossland,
Parking Manager, Winpark

Charles Square Garage
Cambridge, Mass.

We only charge for the space you use
We pioneered an approach to encourage patrons to use smaller, less impactful vehicles. Through a partnership, we created the Nanomax system that uses sonar to automatically identify a vehicle’s size and price its parking fee accordingly. Using this system, we now provide small cars a discount. Larger cars consume more materials in manufacturing, require more space for storage, and often cause more emissions. This system allows us to charge parkers the true cost for the space they use and in the process, do our part to incentivize the use of more environmentally friendly vehicles.

—Djamel Ghili, Area Manager, Propark America
**Bank of America Plaza**
Los Angeles, Calif.

**You choose how to get here**
We seek to provide our tenants frictionless access to the building we support. The bicycle parking amenities we offer are just one example of how we accomplish this. We provide building tenants complimentary access to a bicycle room complete with lockable bike racks, lockers, showers, changing rooms, a water fountain, a bicycle mechanic workstation, and a Downtown Los Angeles map showing designated bicycle paths and Metro stations. These amenities allow our customers to easily choose a healthier, more sustainable commuting option, whether a combination of cycling and mass transit or simply riding their bikes to work.

—Mario Izaguirre,
Parking Facility Manager, ABM Parking Services

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**Garage at Post Office Square**
Boston, Mass.

**Every drop counts**
We all know how valuable water is. When I took over operations at the Garage at Post Office Square and was introduced to the property’s groundwater pumping system, I knew something had to change. Around the clock, the garage would pump groundwater from its foundation, up seven stories, directly into Boston’s combined stormwater/sewer system. I began a search for a solution. A few years later at a green building event, I met an engineer who wanted to work with us to design a system that could harness this unused water for toilet flushing and garage wash-downs. This system now saves us thousands of gallons of drinking water each week.

—Pam Messenger,
General Manager,
Friends of Post Office Square

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**Hoy & Forest Home Garages**
Ithaca, N.Y.

**Garage and classroom**
While completing the Parksmart certification process, it dawned on me that our garages had untapped potential to help celebrate and encourage sustainable work on campus. We decided our parking structures would become sustainability billboards for the university. We identified areas of the garages with the most pedestrian traffic and installed posters that publicize our campus solar project, highlight energy efficiency initiatives, promote our ride-matching service, encourage pedestrian safety, and advocate recycling. Our garages are now an educational platform and communications tool for the university.

—Bartt A. Smith,
Coordinator of Projects, Cornell University

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