The Accredited Parking Organization: Are You Up for the Challenge?

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Perception is Reality
Perceived Quality

- Customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.

- An intangible, overall feeling about a brand, based on underlying dimensions which include characteristics of the products to which the brand is associated or attached.

- Cannot be objectively determined because it is an individual perception and also because judgments about what is important to customers’ personalities, needs, and preferences are involved.
Standards and Quality Guarantees
Developing Standards of Excellence

Respected worldwide as the leading credential in parking
Developing Standards of Excellence
Parking Industry State of Affairs

- Existing technical standards for facilities and equipment and best practices for management
- Lacking formal process to identify and recognize leadership in customer oriented sales and service
- Lacking comprehensive method of measuring and promoting product quality
- Lacking framework for customers to develop a value perception

Accreditation establishes a customer perception of quality.
Developing Standards of Excellence
Why is Accreditation Important?

• Sense of **professional quality** as well as **public trust**
• **Quality** of business, facilities and services
• Meets **national and internationally endorsed standards**
• **Formal process** for ongoing evaluation and improvement
• **Recognition, stature, confidence and resources** to improve continuously
APO Program Elements

• APO Manual for Applicants
• APO Matrix
• Independent Review
• Process
APO Manual for Applicants

- Eligibility
- Getting Ready for Accreditation
- The Role of the Reviewer
- Demonstrating Accomplishment of Best Practices
- Points and Achievement Levels
- APO with Distinction (2016)
- Renewal
- Fees and Questions
APO Matrix

- Working document ideal for strategic planning and organizational and performance improvement
- Organized into sections for each category
- Tailor and designate as appropriate to your organization
- Holistic approach
Categories

- Governance and Organization
- Planning and Monitoring
- Financial Budgeting and Management Process
- Customer Service
- Personnel Education and Development
- Access and Revenue Control
- Asset Maintenance
- Regulations, Compliance, Adjudication, and Collections
- Safety, Security, and Risk Management
- Environmental Sustainability
- Marketing and Communications
- Data Security
- Third-Party Contractors and Service-Level Agreements
### 2.0 Planning & Monitoring

<table>
<thead>
<tr>
<th>Accredited Criteria</th>
<th>EVIDENCE</th>
</tr>
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<tbody>
<tr>
<td>2.1 The applicant provides current documentation stating short- and long-term goals and identify measurable objectives and timelines for achievement.</td>
<td>1</td>
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<tr>
<td>2.2 The applicant provides documentation outlining planning process and procedures that translate daily activities into long-term or strategic planning – minimum 2 years beyond current fiscal year.</td>
<td>1</td>
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<tr>
<td>2.3 Planning includes an annual or multi-year budget and financial projection, with periodic tracking and analysis, and coordinated with related community or institutional planning entities.</td>
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<td>2.4 Planning outlines the schedule and process for key day-to-day operational and administrative activities, including responsible staff, timing/communication, frequency and documentation to indicate activities are a well-established part of the organization's management process.</td>
<td>1</td>
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<tr>
<td>2.5 The applicant demonstrates use of metrics and performance measurements in decision-making and regular benchmarking activities to verify performance.</td>
<td>1</td>
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<table>
<thead>
<tr>
<th>Accredited with Distinction Criteria</th>
<th>Possible</th>
<th>Achieved</th>
<th>EVIDENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6 The applicant conducts objective parking supply, demand, and utilization analysis and studies at regular intervals.</td>
<td>1</td>
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<tr>
<td>2.7 The applicant demonstrates a solid understanding of the operational use of study results, metrics, and benchmarks.</td>
<td>1</td>
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<td>2.8 The applicant demonstrates a practice of using metrics to explain and illustrate features of the parking program to the public.</td>
<td>1</td>
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<tr>
<td>2.9 The applicant participates in broader industry benchmarking and measurement studies and initiatives outside of his/her own organization or corporation.</td>
<td>1</td>
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<tr>
<td>2.10 The applicant maintains a detailed and up-to-date inventory of all parking resources (permits, facilities, parking stalls).</td>
<td>1</td>
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</tr>
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</table>

**TOTAL ADVANCED LEVEL SCORE**

| 5 | 0 |
2.0 Planning/Monitoring
Accreditation – 90% over all categories

- Short- and long-term goals and identify measurable objectives and timelines
- Planning process and procedures translate daily activities into long-term or strategic planning – minimum 2 years beyond current fiscal year.
- Planning includes an annual or multi-year budget and financial projection, with periodic tracking and analysis, and coordinated with related community or institutional planning entities.
- Planning outlines the schedule and process for key day-to-day operational and administrative activities, including responsible staff, timing/communication, frequency and documentation
- Use of metrics and performance measurements in decision-making and regular benchmarking activities to verify performance.
2.0 Planning/Monitoring

Accreditation with Distinction - Five Points

• Conducts objective parking supply, demand, and utilization analysis and studies at regular intervals.
• Demonstrates a solid understanding of the operational use of study results, metrics, and benchmarks.
• Demonstrates a practice of using metrics to explain and illustrate features of the parking program to the public.
• Participates in broader industry benchmarking and measurement studies and initiatives.
• Maintains a detailed and up-to-date inventory of all parking resources (permits, facilities, parking stalls)
10 Environmental Sustainability Accreditation – 90% over all categories

- Sets goals toward obtaining Green Parking Council certification or equivalent.
- Parking pricing structure that allows for economic and market conditions to impact patron driving decisions.
- Incentives to promote use of low-emitting and fuel-efficient vehicles through preferred parking spaces or discounted parking rates.
- Implementation of payment system to reduce idling upon exiting, including Pay-on-Foot, Pay-by-Cell, Automated Vehicle Identification (AVI), License Plate Recognition (LPR), or Toll Transponder Readers.
- Use of modern energy-efficient lighting and powering systems and techniques.
- Uses LEED, GPC, or equivalent sustainability elements in facility design.
10 Environmental Sustainability

Accreditation with Distinction – 20 Points

• Provides or participates in transit, UPASS, vanpools, local shuttle services.
• Provides or participates in car- and bike-share and bike accommodation programs.
• Achieved certification through a third-party environmental sustainability program.
• Integrated external and/or internal wayfinding systems.
• Roofing system ... including solar panels, green roof, blue roof, or high SRI materials.
• Renewable energy generation and/or purchase of renewable energy credits.
Independent Review

- Third Party Site Review
- Contracted separately
- IPI approved providers
- Fall APO Training launch
Accreditation

- Accomplishment of 90 percent of standard items
- Organization has developed a solid and well-rounded parking program that exhibits key practices in use in the global industry
- Falls within the top 30 percent of all operating organizations.
- Five organizations earned APO in 2015 thus far at the 2015 IPI Conference & Expo
Accreditation with Distinction

• Leading and progressive advanced practices, vision and innovation that go beyond the level required for accreditation

• Achieve 100 or more bonus points out of an additional 120 exceptional or advanced practices

• Accomplishment in the top five percent of the industry

• Available January 2016 to existing APOs or new applicants
Process

1. Planning/Preparation
   • Enrollment and receipt of documents from IPI
   • Assemble the team
   • Delegate sections
   • Study, accomplishment, documentation
   • Assemble electronic documents
   • Matrix review

2. With Reviewer (estimated)
   • .5 to 1 day admin items meeting
   • .5 to 1 day site field inspection and debrief

3. Submit Package to IPI
   • All documentation
   • Site reviewer report

4. Approval/3 Year Recognition
## Investment

<table>
<thead>
<tr>
<th>Fees</th>
<th>IPI Member Rate</th>
<th>Non-Member Rate</th>
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<tbody>
<tr>
<td>Application</td>
<td>$250</td>
<td>$750</td>
</tr>
<tr>
<td>APO (Three Year Period)</td>
<td>$2,500</td>
<td>$4,500</td>
</tr>
<tr>
<td>Review Process</td>
<td>Determined by applicant and reviewer. Recommend budget of $3,500 to $5,000 for review.</td>
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<tr>
<td>Renewal Fee (Three Year Period)</td>
<td>$1,500</td>
<td>$3,000</td>
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The BETA Experience
The BETA Experience
Benefits of Accreditation

• Engages managers and staff to learn and adopt industry best practices.

• Encourages aspiring organizations to improve their programs, facilities, services, and results.

• Recognizes organizations that demonstrate ongoing and exemplary performance as industry leaders.

• Fosters an organization-wide focus on improving internal efficiency and operational excellence.

• Assures the public that a program meets national and internationally endorsed standards for professionalism, accountability, creativity, responsibility, and performance.

• Situates an organization within an advanced peer group for networking and business development purposes.

• Makes a positive impression on patrons and stakeholders.

• Gives confidence to the public that the organization adheres to a strict code of ethics.
Questions and Conversation