

TRACK EDUCATION SESSIONS



COLOR KEY

MOVE	BUILD
EXECUTE	INNOVATE
ENERGIZE	Game Changer Session
	Shoptalk

Sunday, June 9

11:15 - 12:15 pm	Get Smart: Improving Parking Enforcement Efforts with Data Intelligence <i>Presented by: Ira Hill and Colleen Mossor, City of Portland, Ore.</i>	Parking Pricing and the City: Effects on Customer Behavior and Mobility in Washington, D.C. <i>Presented by: Soumya Dey, BSCE, MSCE, MBA, PE, PMP, District Department of Transportation</i>	Change for Better: Using the Kaizen Event Process <i>Presented by: LaWana Richmond, EdD; Marty Greenawalt; and Edwin Webb, UC San Diego</i>		
12:30 - 1:30 pm	Yes Virginia, A Gateless Garage is Possible! A Depot Garage Case Study <i>Presented by: Laura Lierz, CAPP, Flowbird; Melissa Yates, CAPP, City of Boulder (Colo.)</i>	Getting Real: The Good, The Bad, and The Ugly of the Parking Profession <i>Presented by: Chad Snyder, Jaime Snyder, CAPP; Chris Pritchard; and Britany Cooper, Walter P Moore & Associates</i>	Essential Services: Parking Enforcement in the New World <i>Presented by: Shawn McCormick, City & County of San Francisco, Calif. (SFMTA)</i>	Stuck: Is Your Parking System Disabled by Disability Parking? <i>Presented by: David Stein, New York City Department of Transportation</i>	Ruled by Robots? Artificial Intelligence for Smart Cities <i>Presented by: Subhash Challa, PhD, Schweers Technologies Inc.</i>
1:45 - 2:45 pm	Curbing Disabled Placard Abuse: Policies, Programs, and Practical Ideas from IPMI's Accessible Parking Coalition <i>Presented by: Gary Means, CAPP, Lexington & Fayette County (Ky.) Parking Authority; Chris Hinds, Advocate and Spokesperson</i>	How to Become the Amazon of Parking & Transportation Services at a Major University <i>Presented by: Brian Shaw, CAPP, Stanford University Department of Parking and Transportation</i>	Parking's a Beach! How Ocean City is Changing the Approach to Parking and Tourism <i>Presented by: Terence J. McGean, PE, Town of Ocean City (Md.)</i>	Parking the Friendly Skies: How Airports Are Humanizing the Passenger Experience <i>Presented by: Michael Pendergrass, AIA, LEED AP BD+C; Michelle Wendler, AIA, Watry Design, Inc.; Bob Bolton, AIA, San Diego County (Calif.) Regional Airport Authority; and Bob Lockhart, C.M., ACE, Mineta San Jose (Calif.) International Airport</i>	Lights, Camera, Action: Media Interactions 101 for Parking Professionals <i>Presented by: Chelsea Webster, Calgary (Canada) Parking Authority/ParkPlus System; John Brady, Portland (Ore.) Bureau of Transportation</i>
3:00 - 4:00 pm	GameChanger Session	Going Viral: The Right and Not-So-Right Ways to Handle Social Media for Parking and Mobility <i>Presented by: Stacy Stockard, MS, JD, Texas Tech University</i>	TNC Dynamics: Designing Off-Street Passenger Loading Zones for Ride-Hailing <i>Presented by: Mary Smith, Walker Consultants</i>	Pedaling for All with our Partners: Developing a Partnership to Offer Bike-share for All Students <i>Presented by: David Sorrell, University of California, Berkeley</i>	White Coats Optional: Why Your Next Hire Should be a Data Scientist <i>Presented by: Blake Laufer, CAPP, MiStall Insight Inc.</i>
4:00 - 5:30 pm	Airport <i>Moderator: Michael Koenig, CAPP</i>	Campus/University <i>Moderator: Ben Schnabel, CAPP</i>	Hospital/Medical Centers <i>Moderator: Bill Donovan, PhD, CAPP</i>	Municipal <i>Moderator: Tiffany Smith</i>	

Monday, June 10

8:00 - 9:00 am	GameChanger: Upping the Social Quotient: A Parking Program that Helps the Homeless <i>Presented by: Mark Granado, Teresa Mayer, Los Angeles (Calif.) Department of Transportation, Parking Operations Division</i>	Is Adaptive Reuse Sustainable? A Panel Discussion on this Emerging Topic <i>Presented by: Brian Shaw, CAPP, Stanford University Department of Parking and Transportation; Jeff Pinyot, ECO Parking Lights; Joshua Naramore, City of Grand Rapids (Mich.); Rick West, West FSI LLC</i>	Shared Mobility: The Scoop on Electric Scooters <i>Presented by: David Singletary, Passport Inc; Tariq Bokhari, City of Charlotte (N.C.)</i>	The New Key to Success: Using Data to Empower Your Parking Business <i>Presented by: Paul Sidwell, ADVAM</i>	Parking as Building Lobby: How to Increase Revenues Through a High-end User Experience <i>Presented by: Manuel Clavel Rojo, Clavel Arquitectos Asociados SLP</i>
9:15 - 10:15 am	Trending Now Shoptalk Adaptive Reuse <i>Moderator: Gary Cudney, PE, WGI</i>	Suicide in Parking Structures II: Practical Steps for Prevention, Response, and Recovery <i>Presented by: Raymond Smith, PE, WGI; Isaiah Mow, CAPP, Citizens-Lanier Holdings; Larry Cohen, CAPP, Lancaster (Pa.) Parking Authority; Jim Sayre, CAPP, University of Iowa Parking & Transportation Department</i>	Curb Management: Strategies and Tech to Define, Manage, and Enforce the Curb <i>Presented by: Mike Drow, CAPP, T2 Systems; Charley DeBow, D&D Advisory Group, LLC</i>	How to Manage Emergencies: A Tabletop Exercise to Combine Incident Command System Skills Learned Through the IPMI Online Training Site <i>Presented by: Erica Hupka, Kelly Dunn, University of Kansas Medical Center</i>	Don't Reinvent the Wheel: Marketing Best Practices for Non-Marketers in the Parking and Mobility Industry <i>Presented by: Florence Dei Ochoa, Alexandra Chavez, Jessica Hersh-Ballering, MPH, Jason Findley, University of Arizona</i>
4:15 - 5:15 pm	Spreading the Good Word: The Critical Importance of Having a Communication Professional on Your Leadership Team <i>Presented by: Moira Bindner, The University of Tennessee</i>	Going Gold: Behind the Scenes at the World's First Parksmart Gold Garage <i>Presented by: Paul Wessel, Green Business Certification Inc. (GBCI); Larry Payne, AIA, LEED AP BD+C, WTW Architects</i>	Maximizing Impressions: Putting Parking's Best Foot Forward <i>Presented by: Matt Davis, Taylor Kim, LEED AP, Watry Design, Inc.; Josh Kavanagh, CAPP, MBA, University of California, San Diego</i>	Parking: A Key Piece in the Smart-City Puzzle <i>Presented by: Cassius Jones, Smarking, Inc.; Carla Hansen, City of Walnut Creek (Calif.); Melissa Yates, CAPP, City of Boulder (Colo.); Joshua Naramore, City of Grand Rapids (Mich.)</i>	Ethical Leadership: Doing What's Right, Not What's Easy <i>Presented by: Cindy Campbell, International Parking & Mobility Institute; Matt Penney, Baylor University</i>

Tuesday, June 11

8:00 - 9:00 am	GameChanger Session	Follow the Leader: Secrets to Creating a Dynamic Workforce <i>Presented by: Tiffany Smith, MBA, Parking Authority of River City (Ky.)</i>	From the Ground Up: Building a New UCLA Ronald Reagan Medical Center Valet Operation <i>Presented by: David Wiedeman, University of California, Los Angeles</i>	Offering A Payment App Only Gets You to The Starting Line: Strategies for Ensuring Widespread Adoption <i>Presented by: Jason Boast, PayByPhone Technologies, Inc.; Mary Catherine Snyder, City of Seattle (Wash.)</i>	CAPP: Champion Your Credential <i>Presented by: Brian Scoggins, CAPP, SP+; Isaiah Mouw, CAPP, Lanier Parking Solutions; Irma Henderson, CAPP, MBA, University of California, Riverside; Hal King, CAPP, City of Hollywood (Fla.)</i>
9:15 - 10:15 am	Trending Now Shoptalk Curb Management <i>Moderator: Charley DeBow, D&D Advisory Group, LLC</i>	How to Sell Your Role in the Revolution: Why Parking and Mobility Matter Now More Than Ever <i>Presented by: Vanessa Solesbee, CAPP, Town of Estes Park, CO; Barbara Chance, PhD., CHANCE Management Advisors, Inc.; Kim Jackson, CAPP, Princeton University; Robert Ferrin, City of Columbus (Ohio)</i>	Technologists Have Had Their Say About the Impact of Parking! Now It's Your Turn! <i>Presented by: Timothy Haahs, PE, AIA and Mira Kim, Timothy Haahs & Associates, Inc.</i>	Outside the Stadium: Two University Powerhouses Share Best Practices on Event Parking Management <i>Presented by: Charles Landis; Carl DePinto, MBA; Duke University; Debbie Hoffmann, CAPP; Lynn Wiggs; Texas A&M University College Station</i>	Debunking Common HR Myths: Attract and Retain Top Talent <i>Presented by: Andi Campbell, MS; Eric Daigle, LAZ Parking Ltd.</i>
12:00 - 1:00 pm	GameChanger: Reimagining the Automobile in the Age of Smart Mobility <i>Presented by: Michael Hoffman, Porsche; Andy Gruber, PayByPhone</i>	Meeting Challenges: New Innovations for the Parking Industry in Latin America <i>Presented by: Daniel Corte, BDI Parking, S.A. DE C.V.</i>	Eyes Open: Seven Emerging Trends Affecting Parking, Mobility, and the Smart Revolution <i>Presented by: Brett Wood, CAPP, PE, Kimley-Horn; Bridgette Brady, CAPP, Cornell University</i>	The Hard Truth About Key Performance Indicators: You Can't Manage What You Don't Measure <i>Presented by: Joseph Sciulli, CAPP, CHANCE Management Advisors, Inc.; Gary Means, CAPP, Lexington & Fayette County (Ky.) Parking Authority</i>	How a Parking Garage Can Be Everything to Everyone (Spoiler: It Can't) <i>Presented by: Gordon Hansen; Danette Perry, CAPP; Farid Javandel, City of Berkeley (Calif.)</i>

Wednesday, June 12

9:45 - 10:45 am	GameChanger Session	Becoming Elite: Making APO Happen <i>Presented by: Casey Jones, CAPP, Timothy Haahs & Associates, Inc.; Scott Petri, Clarena Tolson, Philadelphia Parking Authority; Megan Leinart, CAPP, Leinart Consulting</i>	Family Feud, Autonomous Vehicles Version <i>Presented by: Dan Kupferman, CAPP; Jon Martens, CAPP, AICP; Geoffrey Posluszny; Jonathan Wicks; Walker Consultants</i>	Leap to Mobility: The Abu Dhabi Journey <i>Presented by: Tope Longe, MBA, Parking Division, Integrated Transport Centre, Abu Dhabi</i>	Deal Breaker to Deal Maker: St. Armands Circle Parking Garage Case Study <i>Presented by: Mark Santos, PE, Kimley-Horn; Mark Lyons, CAPP, City of Sarasota (Fla.); Kenneth Boeser, Haskell</i>
11:00 - 12:00 noon	Trending Now Shoptalk (APDS) <i>Moderator: Mike Drow, PMP, CAPP, T2 Systems</i>	Can You Really Have it All? Industry Perspectives on Work/Life Integration <i>Presented by: Vanessa Solesbee, CAPP, Town of Estes Park, CO; Mike Estey, City of Seattle (Wash.); William Reynolds, P.E., AICP, PTP, RBT Consultants; Cindy Patton, City & County of Denver (Colo.) Parking Operations</i>	Is it Possible to Drive Better Revenue with Price? These Airports Say Yes! <i>Presented by: Guy Barnes; Ryan MacLagan; Integrated Decisions and Systems, Inc. (IDeas)</i>	Six Weird Tricks to Reduce PCI Risk—and What Happens Next! <i>Presented by: Erik Nelson, PCIP; Brian McGann, PCIP; Walker Consultants</i>	Using Technology: A How-To Guide for Converting to a Virtual and Electronic Parking Environment <i>Presented by: Doug Lape; Nancy Smith, CAPP; Mark Lariviere; University of North Carolina Charlotte</i>