

# PPA - In Focus



**Look ahead to Pittsburgh!**  
September 19 - 21

Pittsburgh will once again play host to the annual Pennsylvania Parking Association Conference from September 19th through the 21st. We look forward to revisiting the city and experiencing the revitalization and development throughout many of its neighborhoods. Our golf tournament will be held at the Montour Heights Country Club on Wednesday morning – and we await the friendly competition of the Fender Bender Open! Our opening cocktail reception will be followed by an outing to cheer on the Pirates (or the Brewers) at PNC Park on the North Shore.

Our venue this year will be the Circuit Center on Pittsburgh's up-and-coming South Side, where we will host multiple educational sessions, exhibition hours, and networking opportunities. We will feature educational programming on leadership and customer service,

progressive on-street rate programs, collections and citations best practices, reservation systems designed to increase revenue, and more. Plan ahead to stay for the full conference – these educational offerings are not to be missed.

Our location, Pittsburgh's South Side, was annexed to the City in 1872 and has a long history in heavy industry, attracting German and Eastern European immigrants. Dr. Nathaniel Bedford planned a large part of the area and named multiple streets after family and friends, which accounts for the number of them named after people, including Jane, Sarah, and Carson. More recently the area has become home to a significant student population from Duquesne University, the University of Pittsburgh, and Carnegie Mellon University, and has developed into a lively main street and destination for nightlife.



Pittsburgh Pirates' PNC Park



An Allied Association of the International Parking Institute

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## President's Message



Dear PPA Members & Friends,

The Pennsylvania Parking Association travels to Pittsburgh this year – a conference favorite. In our usual style, we will offer a wide range of professional development topics, as well as networking opportunities. We will kick off the conference with our opening cocktail reception and take in a Pirates game as well. Plan to stay through Friday afternoon to attend all the educational sessions and get the most out of your conference experience.

We are constantly focused on giving back and providing value to our members, and this past April we hosted our third annual Spring Training event in Philadelphia. The event was complimentary to PPA members and offered both networking and education sessions, as well as a tour of the award-winning Simeone Museum. We are looking for great ideas for the 2013 Spring Training event, so feel free to send suggestions our way.

On member engagement, we are looking for members, both new and seasoned, who would like to get involved, join a committee, and get the word out on the benefits of joining PPA. If you or someone you know would like to get more involved, please contact me and we'll find a spot for you. New friends and faces are always welcome to expand our knowledge and grow our organization.

See you in Pittsburgh!

Sincerely,

A handwritten signature in black ink, appearing to read "Jamie Sweigart".

Jamie Sweigart  
President

# 2012 Spring Training Event Recap

## Simeone Automotive Museum

The PPA hosted its 3rd annual Spring Training event on April 27th at the award-winning Simeone Automotive Museum in Philadelphia. The event featured multiple educational sessions and networking opportunities, as well as the chance to catch up with our members.



Dale B. Witmer, AICP, of Crime Solutions, Inc. introduced attendees to the concept of Crime Prevention Through Environmental Design (CPTED), and examined solutions and best practices for proposed and existing parking facilities. He shared methods for parking owners to reduce crime and increase perceived safety, as well as the importance of collaboration and implementation beyond the parking facility for the benefit of parking authorities and their communities.

Evan Urbania and Matthew Ray of ChatterBlast Media and Sue Cornell of the Philadelphia Parking Authority (pictured below) explored the relevance and impact of social media and the results of the Authority's recent social media platforms and campaigns. They discussed how social media can be used by businesses, including parking owners, to increase



communication and customer service. They offered an in-depth case study of the Philadelphia Parking Authority's partnership with ChatterBlast Media to utilize Facebook, Twitter, and QR codes effectively.

The IPI Technology Committee once again brought national content to our local stage, presenting on mobile applications and technologies that can improve operations, market facilities, and provide useful services to customers. Presented by Jennifer Rentz of Complus Data Innovations, Inc. and Clarence Kemper of SKIDATA, Inc., this session discussed available mobile phone apps and how they apply to organizations, operating goals, and target customers.



The event concluded with a tour of the Auto Museum, one of the world's greatest collections of sports cars, featuring over 60 of the rarest and most significant racing sports cars ever built. It was recently voted Museum of the Year in the International Historic Motoring Awards competition – and members enjoyed an extensive tour of the collection.





# 2012 Parking Awards Competition

## CALL FOR ENTRIES

The Pennsylvania Parking Association is pleased to announce our 12th Annual Awards Competition. The competition recognizes outstanding parking-related projects. The competition seeks to promote an appreciation of excellence in parking design, equipment, operations, and construction among the industry and the general public.

### Eligibility

Projects submitted must have been completed between January 1, 2011 and May 31, 2012. **Either the project or firm submitting the project must be located in Pennsylvania.** You are invited to submit nominations in the following categories\*:

1. Parking Structure - New
2. Parking Structure - Restoration
3. Parking Addition / Improvement
4. Parking Technology and Equipment
5. Parking Operations

\*Note: At the discretion of the judges, some categories may be combined or omitted.

### Judging

Members of the PPA Board of Directors will serve as judges. The judges are parking professionals in the fields of architecture, engineering, construction, and operation. Projects will be judged based on outstanding conception, originality, and application in design, operation, management, and construction.

To enter, please provide the information requested in the Awards Competition Prequalification Information. Judging will take place in late summer.

### Form of Submission

Entries recommended for consideration should be submitted in the format of the Awards Competition Prequalification with suitable photographs and descriptive data. Please note that photographs, details, or sketches demonstrating the unique use of parking innovations in design, operation, equipment, and construction will be taken into account by the judges. The submitted material must indicate the award category, as well as the outstanding features that merit judging. All submissions must be received no later than **August 10, 2012**. Incomplete submissions will not be considered or returned. Send one (1) PDF or CD-ROM of the submission to:

**Ms. Rachel Yoka**, Timothy Haahs & Associates, Inc., 550 Township Line Road, Suite 100, Blue Bell, PA 19422, ryoka@timhaahs.com, (484) 342-0200.

To allow all members the opportunity to submit and be recognized for notable projects, there is no fee for the awards program. The program is generously supported by our sponsors. On behalf of the PPA, we sincerely appreciate your interest in the program and look forward to your entry!

### Awards Prequalification Information

Grand Prize Winners and Finalists will be honored at the PPA dinner banquet during our annual workshop seminar to be held September 19 -21, 2012. **Please submit entries to Rachel Yoka at ryoka@timhaahs.com.**

1. Award Category - Label the project entry in one of the categories listed at left.
2. Name of Facility or Project
3. Project Location - City / Town, County, State
4. Project Team - Provide name, address, phone, and email for the following:
  - a. Person / Firm preparing submittal
  - b. Owner
  - c. Architect / Designer / Engineer
  - d. Parking Consultants
  - e. General Contractor / Construction Manager
  - f. Parking Operator / Management
  - g. Parking Equipment / Parking Tags / Ticket Supplier
  - h. Parking Security
  - i. Other Relevant Partners
5. Include a brief written description (1500 words or less) of the project citing the outstanding features that merit recognition.
6. Provide a minimum of four 4 x 5 color images that depict the project or program.
7. Submit via email or CD no later than August 10, 2012. Preferred format is a single PDF document, but files on CD will be accepted.

### Project Photography Boards

We encourage firms submitting projects to also create display boards to highlight the projects throughout the conference. Please use 24 x 36 boards to showcase special features, photography, unique designs, etc. These boards will remain on display throughout the conference as well as at the awards dinner. Please provide your own easel for display.

### Awards Ceremony & Sponsorship

During the annual ceremony, each finalist will be recognized. The Awards Committee will create a presentation based on project photographs submitted. Owners and parking-related designers / vendors / suppliers / contractors will be recognized during the project narrative.

# SAVE THE DATE!

## September 19 - 21, 2012

Annual Conference



\*Photos taken during the 2011 Annual Conference held in Bethlehem, PA.

## Call for Committees

### The PPA needs your help!

The PPA would like to invite members to be involved with planning committees for various areas of the association. If you're interested in serving on one of the following committees, please contact Jamie Sweigart at [jsweigart@high.net](mailto:jsweigart@high.net).

- Membership Committee
- Conference Committee

- Education Committee
- Sponsorship Committee

- Spring Training Committee



The Pennsylvania Parking Association began with its first meeting December 11, 1985. The first conference was held in 1989 in Harrisburg. Since then, the conference has been held annually at cities across the state including State College, Lancaster, Harrisburg, Scranton, Bethlehem, and Pittsburgh.

Today we have over 130 active members. The Association is considered one of the strongest and most active state associations, hosting an annual conference, golf outings, awards competitions, and a meeting at each IPI conference.

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