



**MEMBER OF COUNCIL REPORT  
ON OUT-OF-PROVINCE CONFERENCE**

(To be circulated to standing committees and posted on the internet)

Name of Member of Council: GIORGIO MAMMOLITI

Name of Conference: CANADIAN PARKING ASSOCIATION CONFERENCE

Location: VANCOUVER

Date(s) Attended: OCTOBER 19-22, 2015.

I confirm I attended the following sessions (please use additional sheet if required):

DATE	TIME	NAME OF SESSION
OCT. 19/15	2:30-3:25	BREAKOUT SESSIONS - SESSION A + B
"	3:30-6	TRADE SHOW EXHIBITION
"	6:30	CPA ELECTION NIGHT COVERAGE
OCT. 20/15	8:30-11:45	FINAL TRADE SHOW EXHIBITION
"	1:10-2:05	BREAKOUT SESSION - SESSION A
"	2:10-3:05	BREAKOUT SESSION - SESSION A
"	3:20-4:15	BREAKOUT SESSION - SESSION A
"	4:20-5:30	- MAKING SENSE OF PARKING TRENDS - THE CHALLENGES OF PAY (SESSION A)
"	"	- THRIVING IN THE PARKING BUBBLE (SESSION B)

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Member of Council Signature: \_\_\_\_\_

Date: MAY 2 / 16.

# Conference Planner and Highlights

This event planner provides you details of the conference schedule and activities. As the program schedule is finalized, this planner will be updated.

- SATURDAY, October 17
- SUNDAY, October 18
- MONDAY, October 19
- TUESDAY, October 20
- WEDNESDAY, October 21

## SUNDAY

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**8:30 – 11:45 am | Prospect Room**

### Canadian Parking Association Board of Directors' Meeting

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**9:00 – 11:00 am**

#### Sunday Morning Energy Boost

*Registration required for this event*

Kick off your conference with an energy boost. Members of the Vancouver Host Committee will provide guided work-outs for delegates on Sunday morning. Choose from one of three low-impact options to start your day off right. Then, you can venture out on your own when time permits. The Westin Bayshore Host hotel is in a prime location to offer these activities right at the door.

- **Yoga class at Coal Harbour Recreation Centre** (Bring your own yoga mat)
  - **Guided cycle tour of Stanley Park** (Rental fees, ranging from \$13 – \$32 will apply and include lock and helmet)
  - **Morning jog around the Sea Wall at Stanley Park**
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**11:45 am – 2:30 pm | Prospect Room**

### Canadian Parking Foundation Board of Directors' Meeting

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**1:00 – 4:00 pm | Coffee Break at 2:30 pm**

#### Round Table Sector Meetings

Delegates are invited to participate in face-to-face round table discussions with peers from the parking industry. Bring your topics and questions and discuss them with delegates from your sector, network with colleagues, and learn from each other. In response to our delegates' requests, this session has been extended in length!

- Universities & Colleges (*Salon 1*)
  - Municipalities (*Salon 2*)
  - Airports (*Salon 3*)
  - Private Operators (*Mackenzie Room*)
  - Hospitals (*Seymour Room*)
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**4:45 – 5:15 pm**

#### President's Reception for New Delegates

*(by invitation only)*

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## SUNDAY EVENING

**5:30 pm | Bayshore Grand Ballroom Foyer**

### Opening Ceremonies & Official Welcome

**5:45 – 8:30 pm | Bayshore Grand Ballroom**

### Gala Trade Show Exhibition

Spouses are welcome (*name tag required, please pre-register*)

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# MONDAY

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**7:45 am | Stanley Park Ballroom**

## Buffet Breakfast

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**8:30 – 9:30 am | Stanley Park Ballroom**

## Keynote Address – Ron Tite, Branding and Creativity Expert

Ron Tite's presentations are not only information-packed, they're also infused with his unique humour – guaranteed to have you laughing while you learn.

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**9:30 – 10:00 am | Stanley Park Ballroom**

## Annual General Meeting

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**10:00 am – noon**

## Trade Show Exhibition

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**Noon – 1:15 pm | Stanley Park Ballroom**

## Annual Awards Luncheon

Presentation of the:

### **2015 Canadian Parking Foundation's Awards**

The Ted Seeberg Award For Outstanding Contribution To The Canadian Parking Industry and The Ed Keate Award For Outstanding Contribution To Advancement Of Knowledge In The Parking Industry

### **2015 CPA Member Awards**

The CPA Board of Directors Contributing Member Award and the CPA Board of Directors Parking Industry Business Excellence Award

### **Exhibitor Awards**

Single, Multiple, Best in Show

*Learn more about the Awards and view the list of past winner*

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## Breakout Sessions | 1:30 – 2:25 pm

### **SESSION A | Oak Room**

## **Case Study for a Fully Electronic Permit and Enforcement System — A Multiple Partner & Technology Approach**

Dave Harkness, Manager of Parking, City of Surrey  
Marc Postlethwaite, Director, Sales and Operations, Concord Parking

When the City of Surrey built its new LEED-standard City Hall in 2014 it told staff to "bring the issuance, management, and enforcement of parking permits into the New Millennium". The resulting award-winning system was delivered through a non-traditional approach that brought together seven separate technology providers. Integrating various payment, registration, and License Plate Recognition technologies, the "e-permit" system virtually eliminated paper processes and any physical access credentials. It also shifted account management to a "self-managed" approach, resulting in significantly reduced administration. Presenters will describe lessons learned along the way and answer the question "can this work for you?"

## **SESSION B | Cypress Room**

### **Effective Snow Removal Strategies**

Chris Davis, Associate, Read Jones Christoffersen Ltd.

Parking stalls can be made unusable in the winter due to snowfall. The winter months bring huge volumes of snow to regions of our country which load the parking structure and obstruct vehicles. The availability of the top decks of outdoor parkades in Canada is greatly affected for significant periods of the year by how efficiently snow can be managed. This presentation will consider the implications to owners and to parkade designers, outline common methods to manage the problem and discuss options for either the storage or for the timely removal of snow. It will be valuable to owners, planners, operators and designers.

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**2:00 – 3:00 pm | Location TBA**

### Exhibitors' Meeting

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**Breakout Sessions | 2:30 – 3:25 pm**

#### **SESSION A | Oak Room**

### **UBC's Alternative Perspective to Using Single Space Sensors**

Brian Jones, Director, Parking and Access Services, The University of British Columbia

Tim Flanagan, Founding Principal, Sentry Controls Systems

Parking sensors have attracted a great deal of attention in recent years primarily because of interest in communicating near real-time availability and to better promote parking turnover. The University of British Columbia has a number of locations where proximity parking, rapid turnover and enforcement were problematic. Essentially "How do you set up and monitor pick up and drop off locations in a physically and fiscally constrained environment?" Selective installation of stall sensors provides a solution to this challenge that is non-traditional but highly effective, using technology to enforce problematic and previously abused parking on campus.

#### **SESSION B | Cypress Room**

### **Parkade Maintenance and Asset Management Planning**

Andrew J. Vidor, Parking Consultant, Walker Parking Consultants

As with any infrastructure component, your parkade requires maintenance. In this discussion you'll learn about the maintenance requirements along with the routine repairs that should be expected over the life time of the facility. You'll also learn why not completing the routine maintenance will lead to far more expensive repairs in the future.

Equally important in maintaining your parkade is the development of an asset management plan. Asset management planning is an important component of your parking operation that, if overlooked, can have major financial impact during repairs. Lastly, once your asset management plan has been developed, implementation of the plan is required. This discussion will identify software tools available that can help you efficiently manage the asset.

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**3:30 – 6:00 pm | Bayshore Grand Ballroom**

### Trade Show Exhibition

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**6:30 pm | Free Evening**

### CPA Election Night Coverage

Join us for a spirited evening watching Election Night Coverage at the Seawall bar and grill after 8pm.

### Client Events *(by invitation)*

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# TUESDAY

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**8:30 – 11:45 am | Bayshore Grand Ballroom | Includes Buffet Breakfast 8:30-9:30 am**

## Final Trade Show Exhibition

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**11:45 – 1:00 pm | Stanley Park Ballroom**

## Luncheon with Featured Speaker Bill Smith

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### Breakout Sessions | 1:10 – 2:05 pm

#### SESSION A | Oak Room

##### **Joint Venture Parking Projects**

Reachel Knight, Planning & Development Coordinator, Calgary Parking Authority

Kimberly Gole, Project Analyst, Calgary Parking Authority

This case study will review how the Calgary Parking Authority has developed an evaluation process to determine if redevelopment of a particular site is viable, including the review of the parcel size, development market within the surrounding area and the expected rate of return on the construction of structured parking. Under existing conditions some of these criteria may not warrant redevelopment. This presentation will provide various solutions to these issues, as well as discuss pre-development tasks associated with negotiating a joint venture project and lessons learned through the negotiation process.

#### SESSION B | Cypress Room

##### **Green Garage Certification and the Transformation of Parking**

Paul Wessel, Executive Director, Green Parking Council

Forbes explains: "The Green Parking Council's (GPC) Green Garage Certification is the only global rating system that defines and recognizes sustainable practices in parking structure management, programming, design, and technology." It concludes "The GPC's Green Garage Certification is an important development for the parking industry... and the certification from GPC could have the same result on the parking industry that LEED has had on buildings." The new CEO of the US Green Building Council, Mahesh Ramanujam, adds "Sustainability in parking is integral to building a greener future, not only structurally, but also by shaping transportation networks that support more livable, walkable communities." Hear from the Green Parking Council how Impark, Brookfield, and others are using Green Garage Certification to deliver high-performance, 21st-century parking.

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### Breakout Sessions | 2:10 – 3:05 pm

#### SESSION A | Oak Room

##### **Creating Sustainability with Electric Vehicles (EV's)**

Kent Rathwell, President & Founder, Sun Country Highway Ltd.

The Sun Country Community is passionately driving sustainability with its disruptive and innovative solutions. Electric vehicles and renewable energies are emerging markets and technologies that are transforming transportation infrastructure. Industry leaders are demonstrating what's possible ... boosting EV adoption and sales, expanding EV travel and reaping the benefits that come with being an early adopter. Green initiatives are more than just responsible choices – they make good business sense. This

session will demonstrate what's possible and what is leading the way for businesses and communities to be economically, socially and environmentally sustainable.

## **SESSION B | Cypress Room**

### **We're Making Parking Easier: City of Victoria Parking Services**

Brad Dellebuur, Acting Assistant Director, Transportation and Parking Services, City of Victoria

Michelle Harris, Strategic Planning and Communications Advisor, City of Victoria

Learn how the City of Victoria took one of its biggest reputational and customer service functions, "pay parking", and turned it into something that people "like" on Facebook! This case study takes an insightful look at how the City's review of its Parking Services and public engagement on the matter resulted in a range of improvements to its parking operations and communications, and how it started to change the narrative about parking in the Capital City.

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**3:05 – 3:20 pm**

### **Refreshment Break**

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**Breakout Sessions | 3:20 – 4:15 pm**

## **SESSION A | Oak Room**

### **Driverless Vehicles – The End of Parking?**

Amy Wise, B.Comm., M.Sc. MCIP President, PodCar Vehicle Systems Inc. Senior Associate, Canadian Automated Vehicles Centre of Excellence (CAVCOE)

It is a matter of "when," not "if" autonomous vehicles (AVs) will be on our roads. In fact, the first generation of AVs is already with us. AVs will affect our infrastructure needs and cause us to reorganize where we live and work. They will bring great potential benefits but, as with any transformative technology, will also bring great disruptions in the process of their rollout. There is truth to the old adage of "follow the money". When financial heavyweights like Google, Apple and Uber put their enormous resources behind self-driving cars for the mass market – pay attention. Apple's engineers describe cars as the "ultimate mobile device". A 2015 OECD report on urban mobility estimates that shared AV's will remove 80% of parking needs over the next 10-15 years. Governments and the private sector, would be wise to start planning and preparing their business models for the arrival of AVs sooner, rather than later.

## **SESSION B | Cypress Room**

### **Managing Parking While Supply is Shrinking**

JoAnn Woodhall, TDM Officer – TravelSmart, TransLink

Laurence Bayzand, MA, Director, Inter Campus Operations, BC Children's Hospital and BC Women's Hospital + Health Centre, Provincial Health Services Authority

Faced with losing 12% of on-site parking stalls, accessible to over 3,700 employees and copious daily patients and visitors, for at least a five year period – what would you do? Hear how Children's and Women's Health Centre of BC works with TravelSmart (TDM program from TransLink) to address the situation, and find out, is it working?

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## Breakout Sessions | 4:20 – 5:30 pm

### **Making Sense of Some Parking Trends – Panel Discussions**

A panel of industry experts will be on hand to provide briefs on a variety of moving targets in the parking industry, with plenty of time for participants to pose questions and learn more about the current state of parking in this open forum session.

#### **SESSION A | Oak Room**

### **Parking Operations Can Leverage Communications Using Mobile Payments**

John Oglesby, Chief Executive Officer, MobileNOW! LLC

Mobile payment allows for new revenue streams, but that is just the tip of the iceberg. Mobile payment means superior customer insight and stellar customer service through a comprehensive communication plan. The gathering of “Big Data” has just as much value to the emerging players. We will address how to leverage your mobile payment provider as customer relationship management (CRM) and identifies a series of best practices for communications with real-world application examples. Find out how the right mobile payment platform can become your most valuable communications asset.

### **The Challenges of Pay by Plate**

Sergio Mastronardi, Co-founder and VP Engineering, GTechna

There are a multitude of reasons why customers can input an incorrect plate number. Automated systems do not necessarily possess the sensitivity or intelligence – inherent in humans – required to make an informed decision based on circumstance and rationale. Obtaining automation and increased productivity need not come at the cost of disgruntled customers. The unreliability and the uncertainty that this engenders could create a snowball effect and as vendors and operators we need to be careful. There are ways to address this before it becomes a major problem.

### **Best Practices for Getting Pay by Plate Up and Running**

Bill Franklin, President, Tannery Creek Systems

License plate recognition (LPR) technology has enabled a myriad of new applications in law, transport and parking enforcement such as locating stolen vehicles, tracking down scofflaws and the like. It's used for toll highways and tolled routes into major cities such as London England and Highway 407 Express Toll Route in Toronto.

Now the use of LPR in paid parking is gaining momentum. This presentation will discuss best practices that make rolling out Pay by Plate successful and relatively pain free.

Topics include: overview of a typical PBL system; real time PBL versus post processing; factors that inhibit smooth PBL operation; planning for PBL; project planning, teams, system design, deployment, operations, policy and legal; vendors including pay stations, pay by phone, smart apps, carrier, enforcement; testing and verification; ramping up your clients, i.e. the parkers; managing politics, media, vendors; ongoing operations.

#### **SESSION B | Cypress Room**

### **Thriving in the Parking Bubble**

Chris Chettle, EVP and General Manager, T2 Systems Canada Inc.

The pace of technology is accelerating at a rapid rate both within and outside the parking industry. For municipalities, universities, parking operators and technology companies which exist within the parking industry bubble, this trend is causing uncertainty and opportunity. Establishing a business roadmap that capitalizes on technology trends and prepares us to address change leads to multiple benefits that include improving your operation and the parking experience of your customers. Find out about the important elements of this roadmap and how new solutions like the gateless garage are delivering on the promise of technology.

## **When Worlds Collide: Technology in Parking and Transit**

Nathan Berry, RVP Sales, GoPassport

A buzzword over the past year has been “urban mobilization.” It’s how you get from point A to point B. Cars, buses, light rails, taxis, bikes and even walking are urban mobilizers. When traveling from point A to point B, each method of transportation can require a payment. A bus rider will pay the driver. A driver will pay the meter. While coins are traditional, the growth of credit cards, smartphones and tap payments are changing this. Technology today can allow for one to quickly and conveniently pay for parking or monthly transit fare with optional perks to create loyalty. Transit riders will pre-load a set amount, at a discount, resulting in a paperless ride. Parkers will spend longer shopping in a store knowing they can extend their time from anywhere. In this world of urban mobilization, your operation’s technology should provide a holistic and flexible solution that can change with you. Let’s talk about the bigger picture of urban mobility and how finding the right technology partner is much more important than a simple app for your parking meters.

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**6:00 pm | Tuesday Evening | Stanley Park Ballroom | Tickets Required**

### **Conference Wind-up Event – Vancouver Street Festival**

Vancouver has so much to offer, and with a full conference agenda you might miss something. So, we are bringing the flavours of this world-class city to our doorstep! Take in the ambiance of Chinatown, Coal Harbour, Granville Island, Yaletown and the world-famous Robson Street plus a whole lot more. Then, settle in for some words of wisdom from Rex Murphy, musical entertainment and fun entertainment and fun to last into the ‘wee hours’. You know CPA won’t disappoint!



# WEDNESDAY

**9:00 – 11:00 am**

## Board of Directors' Meeting

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**9:00 – noon**

## Downtown/Olympic Village Walking and Transit Tour

*Register online, in advance, for this event*

All weather – umbrellas provided.

Delegates, join us for this tour of sustainable transportation in Vancouver. Using feet and public transit to get around, participants will get an introduction to some of the most exciting public spaces and active transportation corridors in the city.

Highlights of the tour include: Coal Harbour Seawall, Comox-Helmcken Greenway, Hornby Street protected bike lane, Robson Square, Granville Street, the Canada Line and Olympic Village and (to be confirmed) the Jameson Building Automated Parking garage.

As we tour, hear about Vancouver's 2040 Transportation Plans and our 2020 Greenest City successes from City Engineering and Planning staff.

### **Outlines:**

**9:00 am**

#### Walking/Transit Tour

Meet in the Westin lobby, grab a coffee-to-go and depart on a short walk to the Vancouver Convention Centre, where the group will be divided and the tour will begin. Note: For delegates wishing to leave the tour to catch the Canada Line to Vancouver Airport, a van will be provided to store luggage. Fees for the Canada Line will apply.

**12:00 pm**

Return to the Waterfront train station to meet the van carrying luggage for delegates travelling via the Canada Line to Vancouver Airport, and accompany other delegates back to the Westin Hotel.

*Fees: There are no fees for Full Delegates or full Exhibit Staff. For all others, the fee will be \$50.*