



2019

Conference ScheDULE

*Better Together:*

*Parking, Transportation, & Mobility*



**2019 Annual Conference & Trade Show**

**Better Together: Parking, Transportation, & Mobility**

***Providing New Opportunities to Capitalize on Emerging Trends***

CONFERENCE SCHEDULE

Durham Marriott City Center \* Durham Convention Center

# Tuesday, September 24, 2019

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| **12:00 - 5:00pm**  *1pm Shotgun Start* | **Annual Golf Tournament – Falls Village Golf Club**   * ­*Shuttle will provide own transportation from Durham Convention Center.* * *Snacks and Cash Beverage Cart provided* |
| **12:00 – 5:00pm** | **Exhibitor Booth Set-Up – Grand Ballroom** |
| **2:00 – 5:00pm** | **Parking, Mobility, Transportation Facility Tours**   1. Track 1: University and Medical Center Option   Duke University and Duke University Medical Center Parking   1. Track 2: Municipal Parking and Transit   City of Durham PARKDurham and GO Durham Transit Operations  *Shuttle transportation provided from the Durham Convention Center.* |
| **3:00 – 5:00pm** | **Conference Registration**  *Convention Center Foyer* |
| **6:00 – 8:00pm** | **Board of Directors – “Welcome to Bull Durham Mixer”**  *PNC Club – Durham Bulls Athletic Park*  *Shuttle transportation provided from the Durham Convention Center.* |

# Wednesday, September 25, 2019

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| **8:00am – 10:00am** | **Bull City Continental Breakfast – Ballroom**  **Exhibitor Booth Set Up** |
| **8:00am – 3:30pm** | **Conference Registration – Convention Center Foyer** |
| **9:00am – 9:45am**  **Session 1** | **Yesterday’s Campus vs. Today’s Campus vs. Tomorrow’s Campus**  *This session will allow attendees to compare and contrast the campus of yesterday with the campus of tomorrow by diving into the various technologies and innovations that universities around the country are now embracing, and what’s potentially coming down the road. Parking and Transportation Managers are becoming Mobility Managers.*  Facilitator(s): Alex McTighe, Business Development Manager and Stuart Powell, Business Development Association, TransLoc |
| **9:00am – 9:45am**  **Session 2** | **Microsoft Excel Pivot Tables – A Powerful Tool**  *This session will help participants to understand the value of a pivot table – create a pivot table and interpret data, and use information to teach others how to use a pivot table.*  Facilitator(s): Holt Craven, Assistant Director for Finance, NC State University Transportation |
| **10:00am – 11:45am** | **EXPO HALL GRAND OPENING – PROMINENT NATIONAL EXHIBITORS**  *\_\_\_\_ + Vendor Resources to Advance your Organization – Network with the Vendors* |
| **12:00 – 1:45pm** | **OPENING GENERAL SESSION & KEYNOTE LUNCHEON**  **Welcome to CPMA 2019**  *Thomas Leathers, CAPP, CPMA President*  **Welcome to Durham**  *The Honorable Steve Schewel, Mayor*  **Keynote Speaker:**  *Christine Banning, President, National Parking Association*  **Awards of Excellence and Golf Tournament Presentation**  *Members of the CPMA Board of Directors* |
| **2:00 – 2:45pm**  **Session 1** | **Curb Management: Strategies and Tech to Define, Manage and Enforce the Curb**  *Facilitator(s) Courtney Turner, Member Engagement & Special Projects - IPMI* |
| **2:00 – 2:45pm**  **Session 2** | **The Truth about Parking Structure Maintenance**  *This session discusses the advantages and disadvantages of commonly encountered structural systems, including life cycle and maintenance costs, common deficiencies and repairs, and the importance and elements of a good maintenance program.*  Facilitator(s): Scott Weiland, President, Innovative Engineering |
| **3:00 – 3:45pm**  **Session 1** | **How Progressive and Proactive Enforcement Programs Impact Customer Service**  *This session explores the many factors that affect the ability to run enforcement operations. Examples of how organizations can positively control the narrative on the topic of enforcement operations will be shown.*  Facilitator(s): Kevin Dougherty, CEO and Scott Monroe, Sr. Vice President, Barnacle Parking |
| **3:00 – 3:45pm**  **Session 2** | **Building Effective Customer Service with Team Collaboration**  *The collaborative partnership between the City of Durham Office of Parking Management and the North Carolina Central University College of Social Work identifies and implements innovative and creative methods to serve customers in Durham. The effort is centered on the Generalist Intervention Model to train staff on the best use of pedagogical approaches to enhance customer service while engaging, assessing, planning, etc.*  Facilitator(s): Thomas Leathers, CAPP, Chief Parking Administrator, City of Durham; Dr. Monique Holsey-Hyman and Professor Christopher Solomon, North Carolina Central University |
| **4:00 – 6:00pm** | **EXPO HALL VENDOR RECEPTION – Network with the Vendors**  ***Hor’s deouevres – Cash Bar***  *Note: Judging of the Best Booth begins* |
| **6:00pm** | **DINNER ON YOUR OWN - EXPLORE DURHAM**  *Guided exploration of dining in Historic Downtown Durham. Discover Durham has created an infographic to assist guests.* |

# Thursday, September 26, 2019

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| **8:00 – 9:45am** | **Tobacco Road Breakfast with the Vendors**  *Recognition of 2019 Conference Sponsors and Exhibitors* |
| **8:00 – 10:00am** | Conference Registration Open |
| **9:00am – 12:00pm** | **PLENARY SESSION**  **Presentation: Industry Fundamentals: Best Practices for Parking & Mobility Programs**  This session provides an overview of the larger parking & mobility industry today. Presentation topics will include tools and technologies; curb management, level of service expectations, transportation program messaging, and the advantage of community partnerships. Best practices for parking, transportation and mobility programs and services will be discussed.  **Learning Objectives for Industry Fundamentals:**   * Discuss the current culture of parking and mobility services * Identify best practices in a parking and mobility program * Define elements of Mobility on Demand (MOD), Mobility as a Service (MaaS), and Intermobility * Explore industry technologies and innovations * Discuss concepts related to developing customer-centric services   **Presenter: Cindy Campbell**  **International Parking & Mobility Institute** |
| **12:00 – 1:30pm** | **Networking Lunch with the Vendors (bring your business cards)**  *Ballroom \_\_\_\_ Durham Convention Center* |
| **1:30 – 2:15pm**  **Session 1** | **Durham, NC – A Bloomberg Mayor’s Challenge Winner**  *Can a Mid-Sized City in the Car-Centric South get Commuters to Use Alternative Modes Before the Pains of Congestion and a Doubling Population Force Their Hand? Yes, and Durham has the Trophy to Prove it!*  Facilitator(s): Tom Devlin, Transportation Planner, City of Durham and Joseph Sherlock, Senior Behavioral Researcher, Duke Center for Advanced Hindsight |
| **1:30 – 2:15pm**  **Session 2** | **Communication Strategies in the University Parking and Transportation Sector**  *This session focuses on effective communication methods in university parking and transportation. Attendees will learn about the model of morphing the ordinary parking enforcement office position into “Parking Ambassadors” who embrace the role of “teaching parking.”*  Facilitator(s) – Yolanda, L. Jones, MPA, Communications Manager and Interim Parking Enforcement Manager, NC State University Transportation |
| **2:30 – 3:15pm**  **Session 1** | **SMART City Trends of the Future and the Role of Parking Technology**  *This session will highlight the significant role that parking, mobility, and technology will play in the future development of Smart Cities and how we should prepare for those changes.*  Facilitator(s): David Hoyt, SVP and Jeff Perkins, Chief Marketing Officer, ParkMobile |
| **2:30 – 3:15pm**  **Session 2** | **Changing Community and Culture: There’s A lot to Love About Parking in Chapel Hill**  *This session is centered on a focus on convenience, consistency and providing excellent customer service. The Town of Chapel Hill knows that parking done well, supports and promotes the economic vitality of the community.*  Facilitator(s): Meg McGurk, Community Safety Planner and Celisa Lehew, Assistant Police Chief, Town of Chapel Hill Police Department |
| **3:30 – 4:15pm**  **Session 1** | **PARCS Upgrade and Implementing the Latest Technologies – A Case Study of Piedmont Triad International Airport**  *This session will allow attendees to walk through the implementation process from beginning to the end.*  Facilitator(s): Marsha Floyd, Assistant Director of Parking and Ground Transportation, Piedmont Triad International Airport and Geoffrey Posluszny, Consultant, Walker Consultants |
| **3:30 – 4:15pm**  **Session 2** | **Implementing a Front License Plate Program – Owner and Vendor**  *This session discusses the technical aspects of the installation of a License Plate Program including camera specifications and placement, collaboration with University network administrators, site preparation, and vendor installation and testing.*  Facilitator(s): Chris Dobek, Interim Assistant Director, Parking Services, NC State University; Angie Walker, IT Specialist, NC State University; and Kristi Bryant, Account Representative, AIMS Parking |
| **4:30 – 6:00pm** | **EXHIBIT HALL PRIZE DRAWINGS**  *Tradeshow and Networking with the Exhibitors*  *Don’t forget to bring your business cards for prize drawings.*  *Light Hors D’oeurvres and Cash Bar* |
| **6:30 – 10:00pm** | **The Tobacco Road Tailgate Experience – Closing Event**  *Ballroom \_\_\_\_\_\_\_\_\_\_, Durham Convention Center* |

# Friday, September 27, 2019

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| **8:00 – 9:30am** | **Exhibit Hall Open – Breakfast Buffet with the Vendors**  *This is your last opportunity to meet with the vendors and exhibitors* |
| **9:30 – 10:30am** | Government/Municipal Roundtable  *Ballroom \_\_\_, Durham Convention Center*  *Facilitator(s): Allen Altman, Charleston County, S.C.* |
| **9:30 – 10:30am** | **College/University Roundtable**  *Ballroom \_\_\_, Durham Convention Center*  *Facilitator(s): Chery Stout, University of North Carolina at Chapel Hill*  *Dave Pitts, North Carolina A&T State University* |
| **10:45am – 12:00noon** | **CMPA Annual Business Meeting and Closing Event**  *Thomas Leathers, CAPP, CMPA President*  *2019 Committee Reports*  *Recognition of Outgoing Board Members*  *Introduction of New Board Members* |

**2020 CONFERENCE TO BE HELD IN CHARLESTON, SC!!!!**