



2023 Conference Schedule

Updated: 9/18/23

Marriott Grand Dunes Myrtle Beach, SC September 19-22, 2023

Tuesday, September 19, 2023	
8:30 am - 3:00 pm	Annual Golf Tournament
	<i>Pine Lakes Country Club</i>
	<i>Transportation provided between hotel and country club</i>
12:00 pm - 5:00 pm	Exhibitor Booth Set Up
	<i>Atlantic 1-5</i>
11:00 am - 3:30 pm	Conference Registration
	<i>Exhibit Hall Lobby</i>
6:00 pm - 8:00 pm	Opening Reception
	<i>Crooked Hammock Brewery</i>
	<i>Transportation provided between hotel and Barefoot Landing</i>

Wednesday, September 20, 2023	
8:00 am – 4:00 pm	Exhibitor Booth Set Up
	<i>Atlantic 1-5</i>
8:00 am - 4:00 pm	Conference Registration
	<i>Exhibit Hall Lobby</i>
8:00 am - 9:00 am	Continental Breakfast

	<i>Exhibit Hall Lobby</i>
8:30 am - 9:30 am	Session 1: Looking Into a Crystal Ball - Data Today to Inform Tomorrow
	<i>Tides 1-2</i>
	<ul style="list-style-type: none"> • Category: <ul style="list-style-type: none"> ◦ Parking Inventory Management Strategy for Hybrid/Remote Workforce • Description: <ul style="list-style-type: none"> ◦ Data is at the heart of Clemson Parking and Transportation Services. Every day more data is generated as faculty, staff, students and visitors use our services and assets. There is no denying that how and how often users engage with us has changed since the pandemic. So as we look into the future, how do we use historical data, including two years of seemingly outliers, to predict future parking and transportation demands? Future demands are also influenced by external partners and infrastructure changes that must be accounted for. And layer in TDM strategies. And new technologies! The task of nailing down a number can feel and be daunting. This presentation will showcase how Clemson University is tackling the challenge of looking into the crystal ball and planning 15 to 20 years out. • CAPP Point Value: <ul style="list-style-type: none"> ◦ 1-CAPP Point • Presenters: <ul style="list-style-type: none"> ◦ Kat Moreland - Senior Associate Director for Transit Operations, Clemson University ◦ Dan Hofmann - Director of Parking and Transportation Services, Clemson University
8:30 am - 9:30 am	Session 2: Preventive Maintenance: The Key to Parking Asset Protection, Long-term Durability and Legal Exposure
	<i>Atlantic 6-7</i>
	<ul style="list-style-type: none"> • Category: <ul style="list-style-type: none"> ◦ Maintenance Planning • Description: <ul style="list-style-type: none"> ◦ Deferred maintenance is the number one factor influencing CAPX budgets, parking asset depreciation, loss of revenue and the potential for loss of life in parking garages. Over the past few months there have been several incidents where

	<p>parking structures had to be partially or fully closed due to the failure of major structural components. The most recent parking garage failure in New York City is a stark reminder of the impact of deferred maintenance and overloading. Unfortunately, the failure led to several injuries and the death of one parking attendant who was crushed by failed parking garage structural components. The underlined factor in most of these failures is a lack of or inadequate maintenance.</p> <ul style="list-style-type: none"> ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenter: <ul style="list-style-type: none"> ○ <u>Andrew Kong</u> - Senior Manager - Restoration, WGI, Inc.
9:45 am - 10:45 am	Session 3: Parking Technology Trends and Innovations
	<i>Tides 1-2</i>
	<ul style="list-style-type: none"> ● Category: <ul style="list-style-type: none"> ○ Technological Innovations ● Description: <ul style="list-style-type: none"> ○ This presentation will be focused on a high-level description of proven, new and emerging parking equipment and parking guidance technologies that owners, parking operators and others in attendance can learn about. These individuals may already know of some or all of these technologies and/or learn something new. Some of these technologies may be something that individuals feel would benefit their parking operations from several angles, improve operational efficiencies, enhance customer service and satisfaction, generate new or increased revenue streams, etc. The presentation and the technologies shown will be general and not vendor specific. As you know, there are many different vendors that play in the same technology/product/software worlds with all of them doing things a little different or having more or less features, functionality, reporting, etc. ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenter: <ul style="list-style-type: none"> ○ <u>David Moore</u> - Principal & Senior Parking Consultant, Walter P Moore

9:45 am - 10:45 am	Session 4: The Curb Management Journey: A Path to Execution
	<i>Atlantic 6-7</i>
	<ul style="list-style-type: none"> • Category: <ul style="list-style-type: none"> ◦ Technological Innovations • Description: <ul style="list-style-type: none"> ◦ "On the path to implementing effective public-right-of-way management solutions, many cities face challenges associated with chaotic demands and oversights. Curb management is defined differently depending upon which municipal entity is responsible for its evolution, leading to a wide range of issues from defining objectives, effective communication, integration, and more. Those in charge of streets and right-of-ways see traffic flow as an indicator of the curb's status and health. Colleagues in parking management will define it by the ability to share the space with the many demands existing today. In the end, the proper journey will lead all definitions to what is hopefully a well-executed operational plan. Obtaining and evaluating data effectively is key to not only defining these goals, but facilitating all stakeholders, policies, and milestones necessary to maximize the use and management of curb spaces. • CAPP Point Value: <ul style="list-style-type: none"> ◦ 1-CAPP Point • Presenter: <ul style="list-style-type: none"> ◦ Matt Brooker - Director of City Partnerships, Automotus
11:00 am - 12:00 pm	Universal Session: Ethical Leadership
	<i>Atlantic 6-7</i>
	<ul style="list-style-type: none"> • Category: <ul style="list-style-type: none"> ◦ Professional Development • Description: <ul style="list-style-type: none"> ◦ When leadership is done right, the leader is a role model - someone who communicates the importance of ethical standards and holds their team accountable to those standards. Done poorly, leadership can negatively affect the productivity and well-being of individual team members and be detrimental to the reputation and success of the entire organization. Anyone can be promoted into a supervision or management role, but have you

	<p>developed the skillset necessary to be an ethical leader? This session will define the concepts and characteristics behind ethical leadership, why it matters, and offer practical ideas to help ensure your success.</p> <ul style="list-style-type: none"> ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenter: <ul style="list-style-type: none"> ○ <u>Cindy Campbell</u> - Senior Training & Development Specialist, IPMI
12:15 pm - 2:15 pm	Opening General Session / Lunch
	<i>Oleander</i>
2:30 pm - 3:30 pm	Government / Municipal Roundtable
	<i>Tides 1-2</i>
	<ul style="list-style-type: none"> ● Moderator: <ul style="list-style-type: none"> ○ <u>Pam Corbin</u> - Parking Services Manager, City of Greenville, SC
2:30 pm - 3:30 pm	College / University Roundtable
	<i>Atlantic 6-7</i>
	<ul style="list-style-type: none"> ● Moderators: <ul style="list-style-type: none"> ○ <u>Cheryl Stout</u> - Executive Director, University of North Carolina - Chapel Hill Transportation & Parking ○ <u>Jared Wright</u> - Parking Operations Manager, NC State University Transportation ○ <u>Tim MacEldowney</u> - Regional Sales Director - Higher-Ed, USA, IPS Group
3:45 pm - 6:00 pm	Exhibit Hall Opening
	<i>Atlantic 1-5</i>
6:30 pm - 9:30 pm	DINNER ON YOUR OWN

Thursday, September 21, 2023	
8:30 am - 9:30 am	Breakfast and Network with Vendors/Sponsors
	<i>Atlantic 1-5</i>
8:00 am - 4:00 pm	Conference Registration Open
	<i>Exhibit Hall Lobby</i>
9:30 am - 10:30 am	Session 5: Doing More with Less: A Story of a Few Small Buses Servicing 28,000 Students
	<i>Atlantic 6-7</i>
	<ul style="list-style-type: none"> • Category: <ul style="list-style-type: none"> ◦ On-Demand Transportation / Mobility • Description: <ul style="list-style-type: none"> ◦ "Clemson University, similar to many of our peers, offers a nighttime on-demand safety program operated within the bounds of campus. Since its inception in 2000, the service has evolved in staffing, technology, and resources. Using data history, we will show you the operational changes that have occurred to provide a more efficient nighttime safety service. We have used data to change staffing levels, hours of operation, total service hours, inclusion of larger capacity shuttles, as well as personal touchpoints to educate our users on TransLoc and ways to best interact with our system. All changes, adjustments, and education have proven positive in the monthly data analysis. Using our history, prediction abilities about student usage, and current trends, we have grown into a bustling service, very efficient and loved by the users. Other changes have led to a happier driver, which starts the positive branding. • CAPP Point Value: <ul style="list-style-type: none"> ◦ 1-CAPP Point • Presenter: <ul style="list-style-type: none"> ◦ Kat Moreland - Senior Associate Director for Transit Operations, Clemson University ◦ Lee Collins - Nighttime Transit Supervisor, Clemson University

9:30 am - 10:30 am	Session 6: Modern Management: It's Not Complicated
	<i>Tides 1-2</i>
	<ul style="list-style-type: none"> ● Category: <ul style="list-style-type: none"> ○ Managing Personnel ● Description: <ul style="list-style-type: none"> ○ Today's workforce is arguably the most diverse, spanning many generations, cultures, backgrounds, and experiences. But managing today doesn't need to be complicated. How can business leaders positively impact their team members' experience for the entirety of their employment with your company, as well as meeting the needs of a multigenerational workforce who search for engagement, development, and meaningful careers. John will discuss how his experience has influenced how he leads his team and how to leverage these experiences so that you as a leader can impact the whole employment experience. Which will result in strong relationships and increased and continued engagement of your team. This personation will look at the question leaders should always be asking-How can I make a conscious effort to positively impact the co-worker and deepen our relationship at each stage of their experience? ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenter: <ul style="list-style-type: none"> ○ <u>John McCormick</u> - VP, Managing Director, StructureCare
10:45 am - 11:45 am	Session 7: Case Study - City of Asheville Parking Garage Capital Repairs
	<i>Atlantic 6-7</i>

	<ul style="list-style-type: none"> ● Category: <ul style="list-style-type: none"> ○ Maintenance Planning ● Description: <ul style="list-style-type: none"> ○ The City of Asheville engaged in the development of a Capital Repair program for four parking structures that included assessments of structural elements, MEP components, waterproofing, stairs, circulation, ADA, building code compliance, and usability. Also included were a parking study, phasing plan, capital expenditure planning, and a community communication/outreach plan. This presentation will review the City process in determining what they needed, steps the consultant took to perform the work, deliverables, and implementation plans. The field work included a visual walkthrough of the garages, limited non-destructive testing, and limited material testing. The assessment report included a description of current conditions, opinion of repair cost, and a 30-year cost analysis to maintain the structures. The parking study analyzed the parking utilization at the four parking structures and estimated future growth. The current state of this project will be presented and the next steps will be outlined. ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenters: <ul style="list-style-type: none"> ○ <u>Leslie Jo Hurwitz</u> - Managing Principal, Walker Consultants ○ <u>Enrique Villalobos</u> - Restoration Consultant, Walker Consultants ○ <u>Nicole George</u> - Building Construction Project Manager, City of Asheville, NC ○ <u>Chase Cutshaw</u> - Parking Systems Coordinator, City of Asheville, NC
10:45 am - 11:45 am	Session 8: Capturing Lightning in a Bottle
	<i>Tides 1-2</i>

	<ul style="list-style-type: none"> ● Category: <ul style="list-style-type: none"> ○ Managing Personnel ● Description: <ul style="list-style-type: none"> ○ Promote into a position that requires you to manage staff; it will be easy, said no one! We've all been there addressing personnel issues, navigating the hiring process and fretting over hiring the perfect employee. Over the last three years, North Carolina State University's Transportation Department rehired 50% of our staff due to COVID related attrition and personnel making life choices to pursue different careers. During this presentation we will share our experiences rebuilding a department including redefining roles, implementing targeted staff recruitment and committing to an "organic" organizational chart based upon current department needs and an individual's skills and talents. Our philosophy is simple: hire good people and provide them with the space and tools to be successful! We're willing to take risks with candidates who show spirit, we're constantly pushing the HR envelope, and we're willing to fail a search process rather than hope that a candidate works out. Throughout the presentation we'll highlight examples of our successes and share our challenges. The presenters will share a powerpoint presentation and provide ample time during the session to field questions and engage in conversations with participants who are willing to share supervision successes and challenges. ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenters: <ul style="list-style-type: none"> ○ <u>Than Austin</u> - Director, NC State University Transportation ○ <u>Chris Dobek</u> - Assistant Director, NC State University Transportation ○ <u>Holt Craven</u> - Assistant Director for Finance and IT, NC State University Transportation
12:00 pm - 1:00 pm	Universal Session: Culture of Contempt
	<i>Atlantic 6-7</i>
	<ul style="list-style-type: none"> ● Category: <ul style="list-style-type: none"> ○ Professional Development ● Description: <ul style="list-style-type: none"> ○ Contempt can destroy trust and cooperation within

	<p>our personal and working relationships. Contempt is defined as the act of despising – the feeling that a person or thing is worthless or inferior. At work, once an attitude of contempt for someone has been established, it can be difficult to find value in any future interactions with them. Contempt has the ability to poison our thought process, encompassing other relationships through association: Supervision, co-workers, and customers. The good news is that we can identify and avoid this spiral of negativity and the discontent it brings us. In this session, we will review and discuss ways to identify some of the contempt traps we fall into, actions and patterns that may contribute to feelings of contempt, and ways to avoid these destructive thoughts and patterns.</p> <ul style="list-style-type: none"> ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenter: <ul style="list-style-type: none"> ○ <u>Cindy Campbell</u> - Senior Training & Development Specialist, IPMI
1:15 pm - 2:45 pm	Luncheon – Panel Discussion
	<i>Oleander</i>
3:00 pm - 4:00 pm	Session 9: <u>If it is Worth Building, Isn't it Worth Protecting?</u>
	<i>Atlantic 6-7</i>

	<ul style="list-style-type: none"> ● Category: <ul style="list-style-type: none"> ○ Maintenance Planning ● Description: <ul style="list-style-type: none"> ○ Parking structures are exposed to harsh environmental elements of rain, snow, temperature changes and road salt. These environmental factors result in the distress and deterioration of parking structures; which in result increases the repair and maintenance costs of garages. Additionally, the structural distress results in significant decrease in the quality of parking experience for the patrons and reduction of expected useful service life of parking structures. Parking structures need waterproofing protection systems to fight against the environmental powers. The purpose of this presentation is to discuss about the types of protection systems available to extend the useful service life of parking structures. Actual case studies will be shared to exemplify the analysis behind the selection of an appropriate waterproofing system to address specific conditions of parking structures. ● CAPP Point Value: <ul style="list-style-type: none"> ○ 1-CAPP Point ● Presenter: <ul style="list-style-type: none"> ○ <u>Sunil Puri</u> -Managing Principal, Suntaris Consultants
3:00 pm - 4:00 pm	Session 10: Managing Parking Inventory Through Smart Parking Systems - Simple Solutions Produce Results
	<i>Tides 1-2</i>

	<ul style="list-style-type: none"> • Category: <ul style="list-style-type: none"> ◦ Technological Innovations • Description: <ul style="list-style-type: none"> ◦ This presentation would discuss how municipalities, universities, hospitals and businesses can better manage their parking inventory through the use of technology. Often times organizations overlook traditional counting systems or move it to the “wish list” due to infrastructure requirements, maintenance requirements and upfront costs. These preconceived notions have been mitigated by technological innovations. Technology advances in recent years have provided new options to parking organizations while minimizing labor requirements for installers. There are various options available to achieve the same goals such as systems that use LPR/camera analytic, traditional loop counting, wired per space and wireless sensors. • CAPP Point Value: <ul style="list-style-type: none"> ◦ 1-CAPP Point • Presenters: <ul style="list-style-type: none"> ◦ <u>Brittany Moore</u> - Account Executive, Carolina Time & Parking Group ◦ <u>Pam Corbin</u> - Parking Services Manager, City of Greenville, SC ◦ <u>Paul Ilyasov</u> - CEO, Nwave
4:00 pm - 6:30 pm	<ul style="list-style-type: none"> • Exhibit Hall Reception
	<i>Atlantic 1-5</i>
7:00 pm - 10:00 pm	CONFERENCE EVENING EVENT - Beachside Celebration!
	<i>Oceanfront Courtyard</i>

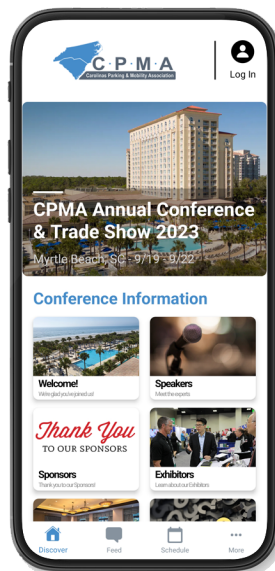
Friday, September 22, 2023	
9:00 am - 2:00 pm	Exhibitor Breakdown
	<i>Atlantic 1-5</i>
	Conference Ends

NOTE: CAPP applicants can earn up to 6 CAPP points at the CPMA Conference, and attendees seeking CAPP recertification can earn up to 4 CAPP points (the maximum allowed in Program Type 2).

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See you at the Hilton Charlotte University Place, September 24-27, 2024!