



**2024 Conference  
Schedule At-a-Glance**  
Updated: 6/1/24

**Hilton University Place, Charlotte, NC September 24-26, 2024**

Tuesday, September 24, 2024	
<b>8:00 am – 3:00 pm</b>	<b>Exhibitor Booth Set Up</b>
	<i>University Ballroom A-E</i>
<b>8:00 am - 4:00 pm</b>	<b>Conference Registration</b>
	<i>Lobby Registration Counter - Midway I</i>
<b>10:00 am - 11:00 am</b>	<b>Session 1: Revving-Up Program Management and Maintenance Planning</b>
	<i>Glenwaters</i>
	<ul style="list-style-type: none"> <li>● Description:               <ul style="list-style-type: none"> <li>○ Owners need to spend significant resources on condition assessments and repair projects to protect their assets and to extend the useful life of their facilities. Unfortunately, having adequate maintenance funds are many times constrained and the efficient use of limited rehabilitation dollars can be a challenge. Therefore, knowing how to prioritize, coordinate, and program these limited rehabilitation dollars is essential. This presentation will review a recent asset maintenance project at the University of North Carolina – Chapel Hill to provide examples, lessons learned, and best practices for program management, maintenance planning, and protecting parking assets.</li> </ul> </li> <li>● CAPP Point Value:               <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters:               <ul style="list-style-type: none"> <li>○ <u>Matt Sumpter</u> - Associate, Kimley-Horn</li> <li>○ <u>Cha'ssem Anderson</u> - Associate Director of Transportation and Parking, University of North Carolina at Chapel Hill</li> </ul> </li> </ul>
<b>10:00 am - 11:00 am</b>	<b>Session 2: Driving Engagement: How to Get Students On Board with Your Mission</b>

	<i>Lakeview</i>
	<ul style="list-style-type: none"> <li>● <b>Description:</b> <ul style="list-style-type: none"> <li>○ In this session, Natalie Fronzaglia, social media coordinator, and Katie Turner, marketing director, for UNC Charlotte Business Services will present their experiences with forming an active and engaged student ambassador program for marketing services and product launches. The session will focus on how to brand and organize your student ambassador program, recruit students to participate and reward participation. We will also cover the basics of why you need students to improve services and product offerings. We will focus on answering the following questions: Why should parking and transportation service areas engage with students? How can you go about designing an ambassador program that works for you? How do you make the most of the experience for students? What tools and resources will you need to get started?</li> </ul> </li> <li>● <b>CAPP Point Value:</b> <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● <b>Presenters:</b> <ul style="list-style-type: none"> <li>○ <u>Katie Turner</u> - Marketing Director for Business Services, UNC Charlotte</li> <li>○ <u>Natalie Fronzaglia</u> - Social Media Coordinator for Business Services, UNC Charlotte</li> </ul> </li> </ul>
<b>11:15 am - 12:15 pm</b>	<b>Session 3: Returning NASCAR to North Wilkesboro Speedway - Behind the Scenes of the Parking and Traffic Logistics</b>
	<i>Glenwaters</i>
	<ul style="list-style-type: none"> <li>● <b>Description:</b> <ul style="list-style-type: none"> <li>○ This presentation will aim to teach conference attendees how to build and maintain a strong public/private partnership between an events facility like North Wilkesboro Speedway and state/local traffic management agencies like the North Carolina State Highway Patrol, North Carolina Dept. of Transportation and HNTB corporation. The presentation will be a roundtable exercise including at least one member from each entity outlined above and will look to teach conference attendees how this group put together a complete and flawless parking and traffic management plan in approximately 180 days for the 2023 NASCAR All-Star race at North Wilkesboro Speedway after a 27-year hiatus from NASCAR racing. Presenter will give an overview of the planning that was done leading up to race week. Members of each traffic management agency will describe their agency's role in building and executing the overall plan and the challenges that were faced in doing so.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Tom Vesey</u> - Director of Guest Services, Charlotte Motor Speedway</li> </ul> </li> </ul>
<b>11:15 am - 12:15 pm</b>	<b>Session 4: Mastering Incident Command System (ICS) for Parking and Mobility Professionals</b>
	<i>Lakeview</i>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ In order to fulfill NIMS/ICS requirements mandated for use by Homeland Security Presidential Directive 5: Management of Domestic Incidents in 2003 for federal, state, and local governmental entities, college/ universities should determine what personnel need to receive Incident Command System (ICS) and National Incident Management System (NIMS) training based on their role(s) in the overall institution emergency management program. The Incident Command System (ICS) is the standard, on-scene, organizational framework used to coordinate responses for both incidents (unplanned situations necessitating a response) and events (planned situations). ICS defines and organizes personnel, facilities, equipment and communications by using standard terminology, personnel units and supervisor titles. The system is modular, flexible and adaptable which allows the structure to expand or contract based on the size and complexity of the incident. The foundation of ICS is rooted in interagency cooperation to increase communication and efficiently manage the resources necessary to mitigate a single incident / event or expanding situation that span multiple incidents, sites or jurisdictions. ICS has been tested in more than 30 years of emergency and non-emergency applications, by all levels of government and in the private sector. From University move in, to football game day, to NCAA championships, the ICS model is the basis for planning and execution. Agencies using ICS adopt a predefined management hierarchy, processes, and protocols necessary for managing an event. Drawing from professional experience in higher education, event planning and emergency management, this presentation will serve as both an introduction and refresher of the ICS model. The presenter will: discuss the history of NIMS and ICS; define the five key features of ICS, incident action plan and incident facilities; and reinforce learning through the presentation of real world situations.</li> </ul> </li> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters:</li> </ul>

	<ul style="list-style-type: none"> <li>○ <u>Chris Dobek</u> - Assistant Director - Parking Services and Facilities Operations, North Carolina State University</li> <li>○ <u>Demar Bonnemere</u> - Communications Manager, North Carolina State University</li> </ul>
<b>12:30 pm - 2:00 pm</b>	<b>Opening General Session / Lunch</b>
	<i>Lakeshore Ballroom I-IV</i>
<b>2:15 pm - 3:15 pm</b>	<b>Government / Municipal Roundtable</b>
	<i>Glenwaters</i>
<b>2:15 pm - 3:15 pm</b>	<b>College / University Roundtable</b>
	<i>Lakeview</i>
<b>3:30 pm - 6:00 pm</b>	<b>Exhibit Hall Opening</b>
	<i>University Ballroom A-E</i>
<b>6:30 pm - 9:30 pm</b>	<b>DINNER ON YOUR OWN</b>

Wednesday, September 25, 2024	
<b>8:00 am - 9:30 am</b>	<b>Breakfast and Network with Vendors/Sponsors</b>
	<i>University Ballroom A-E</i>
<b>8:00 am - 4:00 pm</b>	<b>Conference Registration Open</b>
	<i>Lobby Registration Counter - Midway I</i>
<b>9:30 am - 10:30 am</b>	<b>Session 5: Automated Parking Guidance Systems (APGS) - Is it time? Are you Ready?</b>
	<i>Glenwaters</i>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ An Automated Parking Guidance System (APGS) is an occupancy monitoring system of sensors, loops, or</li> </ul> </li> </ul>

	<p>cameras with electronic digital signs designed to guide parking patrons to and through a maze of parking to find available spaces in the most fuel and time-efficient manner possible. An APGS can be as simple as monitoring total spaces available in the parking facility as a whole, by the level or zone, or as complex as monitoring and displaying each and every available space including Americans with Disabilities Act (ADA), Electric Vehicle Charging Stations (EVCS), or reserved spaces. Varying technologies are available to monitor these different “levels” of APGS including ultrasonic sensors, magnetic detection sensors, vehicle detection loops, LIDAR sensors, and camera-based sensors. Camera-based sensors have the added benefit of using License Plate Recognition (LPR) technology for lost car assistance, preferred space rate changes, and non-payment notifications when tied to Pay-by-Plate payment technology. Single-space sensors of all types can be used for preferred space and non-payment when tied to Pay-by-Space payment technology. Single-space monitoring can also be used for parking inventory management of hybrid workforce by tying into a reservation system and identifying the “reserved for hybrid” parking spaces. Once the space monitoring has been achieved, the APGS can disseminate the parking availability to the parking patrons at strategic locations using digital electronic signs. It can also provide this information on websites and mobile applications. Join Geoffrey Posluszny, CPP, CAPP of Walker Consultants, as he describes these various levels of guidance, devices used for monitoring, and situations where these can be implemented, including covered parking, rooftop parking, and open surface lots.</p> <ul style="list-style-type: none"> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Geoffrey Posluszny</u> - Consultant, Walker Consultants</li> </ul> </li> </ul>
<p><b>9:30 am - 10:30 am</b></p>	<p><b>Session 6: A Bird's Eye View - Traffic Monitoring by Drone</b></p>
	<p><i>Lakeview</i></p>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ UNC Charlotte Parking and Transportation Services has two FAA Part 107 Remote Pilots. These pilots fly university owned drones over and around the campus to monitor campus and city streets to manage large event traffic. The camera feeds are live streamed to Parking Services, Police and Public Safety and Safety and Security management. Drone operations are conducted both night and day and are flown for many consecutive hours. Parking and Police event</li> </ul> </li> </ul>

	<p>commanders can direct field personnel to shift traffic patterns based on situational awareness captured by cameras 400 feet above the ground.</p> <ul style="list-style-type: none"> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Mark Lariviere</u> - Business Systems Integrations Manager, UNC Charlotte</li> <li>○ <u>Rick Boucher Jr.</u> - Parking Operations Manager, UNC Charlotte</li> </ul> </li> </ul>
<b>10:45 am - 11:45 am</b>	<b>Session 7: An Airport's Perspective: Using Technology to Stay Relevant in a Competitive Market</b>
	<i>Glenwaters</i>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ How Asheville Regional Airport is using technology to stay at the forefront in regards to parking for air travelers in the NC/SC vicinity. Parking is such a large portion of the customer experience for any airport and ARA has the technology in place the streamline the visitor experience. The presentation outline includes: 1. Introduction: It all starts with parking. It must be easy, efficient, and cause no delays. 2. Challenges: Unprecedented growth and little room to expand – must get creative. Competition 3 other airports within driving distance. 3. Expansion/Offsite parking: Land acquisition, construction, marketing. Shuttles – time is everything! 4. Use of Technology: Parking Guidance, Automated Parking, Tiba, LPR, Mobile payment, EV, Uber for Taxis and Rental Cars, Integrations - Partnerships, Complimentary Services, Connectivity, Privacy &amp; Data, 5. Wayfinding: Digital Signage, Occupancy on websites, and Marketing tactics. 6. Lessons Learned/Future Plans</li> </ul> </li> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Brittany Moore</u> - Account Executive, Carolina Time and Parking Group</li> <li>○ <u>Shane Stockman</u> - Vice President - Information Technology, Asheville Regional Airport</li> <li>○ <u>Ali Clough</u> - Account Executive, Carolina Time and Parking Group</li> </ul> </li> </ul>
<b>10:45 am - 11:45 am</b>	<b>Session 8: We do more than parking cars and write tickets</b>
	<i>Lakeview</i>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ Overall, the presentation is to provide information to create an outline to inform leadership of everything</li> </ul> </li> </ul>

	<p>we do to support organizational mission that can be used in conversations on: impact of potential staff or cost reductions, securing budgets, fund capital projects, etc.</p> <ul style="list-style-type: none"> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Larry Cohen</u> - Executive Director, Lancaster Parking Authority</li> </ul> </li> </ul>
<b>12:00 pm - 1:00 pm</b>	<b>Universal Session: Dysfunction Junction: What's Our Malfunction?</b>
	<i>Glenwaters</i>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ Team dysfunction can be the Achilles heel of any organization. Some common indicators of a broken team include employees being unmotivated or unwilling to collaborate, the inability to complete projects on time, overall job dissatisfaction, and high employee turnover. Building and maintaining cohesive teams requires courage, discipline, and individual commitment. While team health is difficult to measure or quantify, it can determine the success of our collective efforts. It can also propel us to achieve great things – accomplishing tasks in less time, improved organizational reputation, greater individual job satisfaction, and reduced employee turnover. In this session, we will discuss some of the symptoms of a broken team and the steps we can take to encourage open communication, healthy conflict resolution, and modeling the behaviors we want our team members to emulate.</li> </ul> </li> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Cindy Campbell</u> - Senior Training &amp; Development Specialist, International Parking &amp; Mobility Institute</li> </ul> </li> </ul>
<b>1:15 pm - 2:45 pm</b>	<b>Luncheon - Keynote Speaker</b>
	<i>Lakeshore Ballroom I-IV</i>
<b>3:00 pm - 4:00 pm</b>	<b>Session 9: Taking the Mystery out of Parking Garage Maintenance</b>
	<i>Glenwaters</i>

	<ul style="list-style-type: none"> <li>● <b>Description:</b> <ul style="list-style-type: none"> <li>○ Taking the Mystery out of Parking Garage Maintenance: Operators and owners are in their parking structures every day, but are they looking at how to properly maintain them to extend the lifecycle of these valuable assets? Jon Shugg and Steven Kopelman will address this and more tactics to help owners and operators understand the types of parking structures, causes of deterioration, how to develop a plan for long-term proactive maintenance, understand the consequences of deferral, and the simple steps to improve overall health of the garage.</li> </ul> </li> <li>● <b>CAPP Point Value:</b> <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● <b>Presenters:</b> <ul style="list-style-type: none"> <li>○ <u>Steven Kopelman</u> - Client Services Manager, StructureCare</li> <li>○ <u>Jon Shugg</u> - Southeast Region General Manager, StructureCare</li> </ul> </li> </ul>
3:00 pm - 4:00 pm	<b>Session 10: Procurement Strategies for Modern Parking Technology</b>
	<i>Lakeview</i>
	<ul style="list-style-type: none"> <li>● <b>Description:</b> <ul style="list-style-type: none"> <li>○ This session will offer valuable insights into the best practices and strategies for procuring and implementing cutting-edge solutions in today's evolving parking, transportation, and mobility environment. New technologies are not "out-of-the-box", "plug and play" or "one size fits all". Rather, new solutions require a project management team that is collaborative with the successful bidder and builds the end solution in an iterative process. Today, traditional procurement methods are being challenged. Municipalities, parking authorities, and other public entities must evolve to adapt to the dynamic nature of modern parking technology. This presentation will explore the formation of successful project teams and provide essential parameters for ensuring technology projects meet their intended goals. Topics will include cooperatives, leveraging other government contracts, understanding the role of RFPs (Request for Proposal) and RFIs (Request for Information), and handling procurements under statutory amounts. This presentation will emphasize the importance of developing a Work Breakdown Structure (WBS) at the time of the RFP. It will also promote a shift in mindset, encouraging a partnership-oriented approach rather than a traditional vendor relationship.</li> </ul> </li> <li>● <b>CAPP Point Value:</b> <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● <b>Presenters:</b> <ul style="list-style-type: none"> <li>○ <u>Scott Petri</u> - President, Mobility &amp; Parking Advisors, LLC</li> </ul> </li> </ul>



<b>4:00 pm - 6:15 pm</b>	<b>Exhibit Hall Reception</b>
	<i>University Ballroom A-E</i>
<b>7:00 pm - 10:00 pm</b>	<b>CONFERENCE EVENING EVENT</b>
	<i>NASCAR Hall-of-Fame</i>
	<i>Transportation Provided - First Group Leaves @ 6:30p</i>

Thursday, September 26, 2024	
<b>8:00 am - 4:00 pm</b>	<b>Conference Registration Open</b>
	<i>Lobby Registration Counter - Midway I</i>
<b>8:00 am - 9:00 am</b>	<b>Breakfast and Network with Vendors/Sponsors</b>
	<i>University Ballroom A-E</i>
<b>9:00 am - 8:00 pm</b>	<b>Exhibitor Breakdown</b>
	<i>University Ballroom A-E</i>
<b>10:00 am - 4:00 pm</b>	<b>Annual Golf Tournament</b>
	<a href="#"><u>Skybrook Golf Club</u></a>
	<i>Transportation provided between hotel and golf club</i>
<b>8:00 am - 9:00 am</b>	<b>Continental Breakfast</b>
	<i>Exhibit Hall Lobby</i>
<b>9:00 am - 10:00 am</b>	<b>Operation Tour Briefs</b>
	<i>Glenwaters</i>
<b>10:30 am - 12:30 pm</b>	<b>Operational Tours</b>

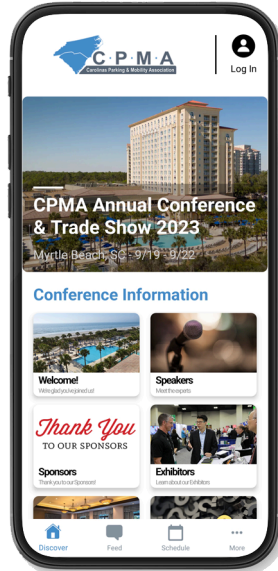
	<i>UNC Charlotte Parking and Transportation Services</i>
	<i>Transportation &amp; Boxed Lunch Provided</i>
<b>1:30 pm - 2:30 pm</b>	<b>Session 11: Dude Where's my Bike? Navigating Bike Enforcement &amp; Rider Culture on Campus</b>
	<i>Glenwaters</i>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ Alternative transportation is on the rise in major cities across the country. Many of our Colleges and Universities are nestled in bustling metropolitan areas, which creates challenges and opportunities for everyone. Did you know that a Bicycle is a vehicle in North Carolina? To support a safe cycling environment on Campus and beyond; bike enforcement and awareness are key components that can encourage correct behavior, compliance, and most importantly, safety. Bikes, electric scooters, and other devices are part of the future of Transportation. In this session we will look at strategies to adapt to modern ways of Transportation, and student accessible Transportation. We will highlight and discuss ways to engage students and others in fun, informative events to promote rider responsibility, commuter preparedness and safety.</li> </ul> </li> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Shilena Armstrong</u> - Parking Operations Supervisor, North Carolina State University</li> </ul> </li> </ul>
<b>1:30 pm - 2:30 pm</b>	<b>Session 12: Leveraging “True” Occupancy Data to Develop Evidence-Based Parking Policies</b>
	<i>Lakeview</i>
	<ul style="list-style-type: none"> <li>● Description: <ul style="list-style-type: none"> <li>○ Accurate parking occupancy data is critical for the development of an effective parking policy. Until recently, municipalities were making decisions based on insights that reflected a limited picture of how parking resources were being used, resulting in inefficient parking access and limited enforcement and revenue. Reliable, detailed, and accurate data takes the guesswork out of knowing how parking assets are being used and helps organizations deliver better policy programs and increase revenues while reducing operational costs. Educated decisions about city planning and infrastructure ultimately enhances the driving experience for citizens/visitors and optimizes the city’s operations. This session will discuss the best ways municipalities can collect accurate data, what data is essential to help develop effective parking policy and how the insights gained</li> </ul> </li> </ul>

	<p>from the data can be leveraged for various parking initiatives. We will also examine real world examples from three Canadian municipalities to highlight how they each leveraged data to implement different parking policies.</p> <ul style="list-style-type: none"> <li>● CAPP Point Value: <ul style="list-style-type: none"> <li>○ 1-CAPP Point</li> </ul> </li> <li>● Presenters: <ul style="list-style-type: none"> <li>○ <u>Dan Mathers</u> - CEO &amp; Co-Founder, eleven-x</li> </ul> </li> </ul>
<b>2:45 pm - 3:45 pm</b>	<b>Operations Roundtable</b>
	<i>Glenwaters</i>
<b>2:45 pm - 3:45 pm</b>	<b>Maintenance Roundtable</b>
	<i>Lakeview</i>
<b>2:45 pm - 3:45 pm</b>	<b>Transportation Roundtable</b>
	<i>Walden</i>
<b>4:30 pm - 6:30 pm</b>	<b>Closing Reception</b>
	<i>Pool Party @ Hotel</i>
	<i>Golf Awards</i>
<b>6:30 pm</b>	<b>Conference Ends</b>

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**See you at the Crowne Plaza Asheville, September 23-26, 2025!**