



# Transforming an industry: the Oxymoron of Green Parking

Paul Wessel, Green Parking Council

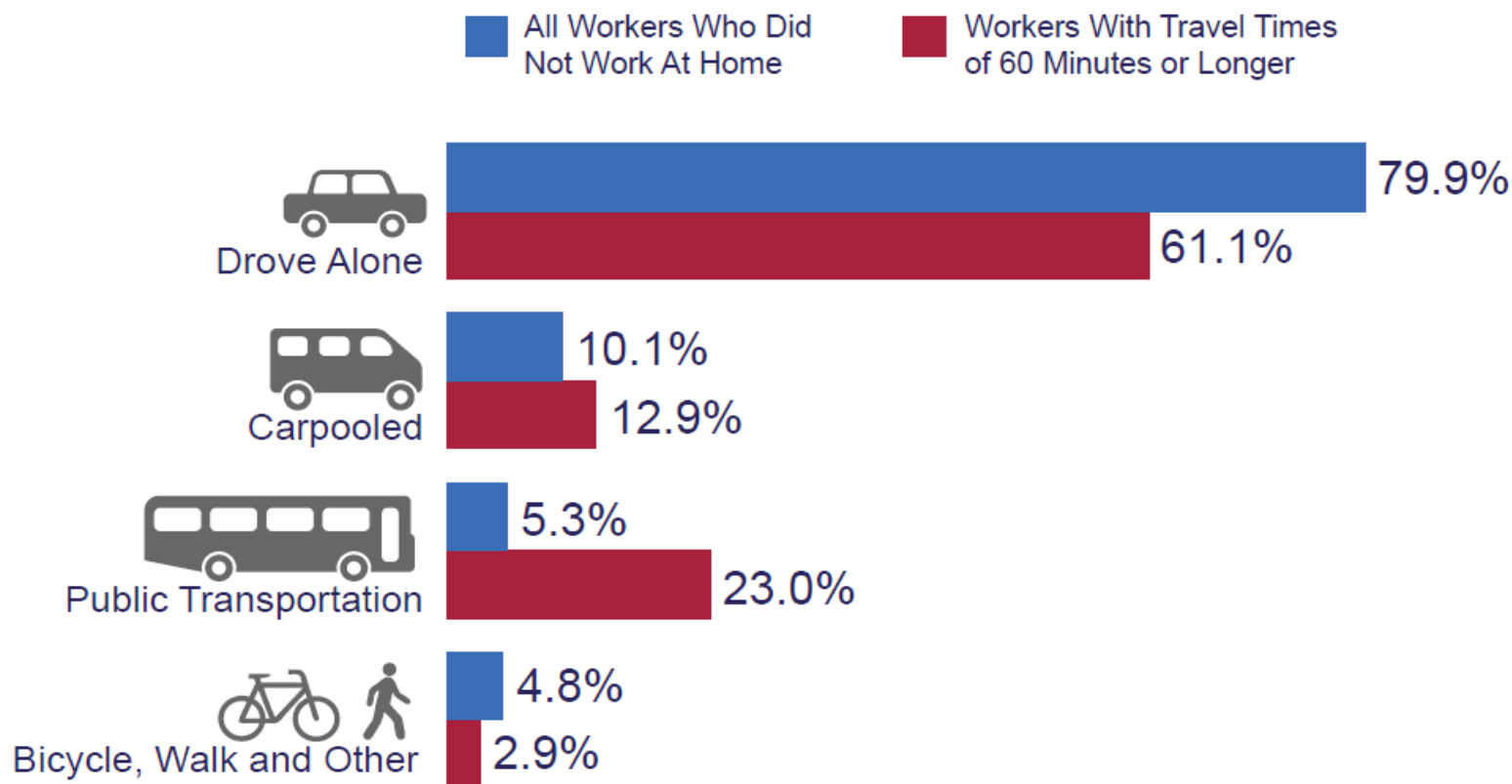
New Intersections: Parking, Urban Mobility, and Technology  
Urban Land Institute 2015 Spring Meeting  
5/14/15





# How We Get to Work:

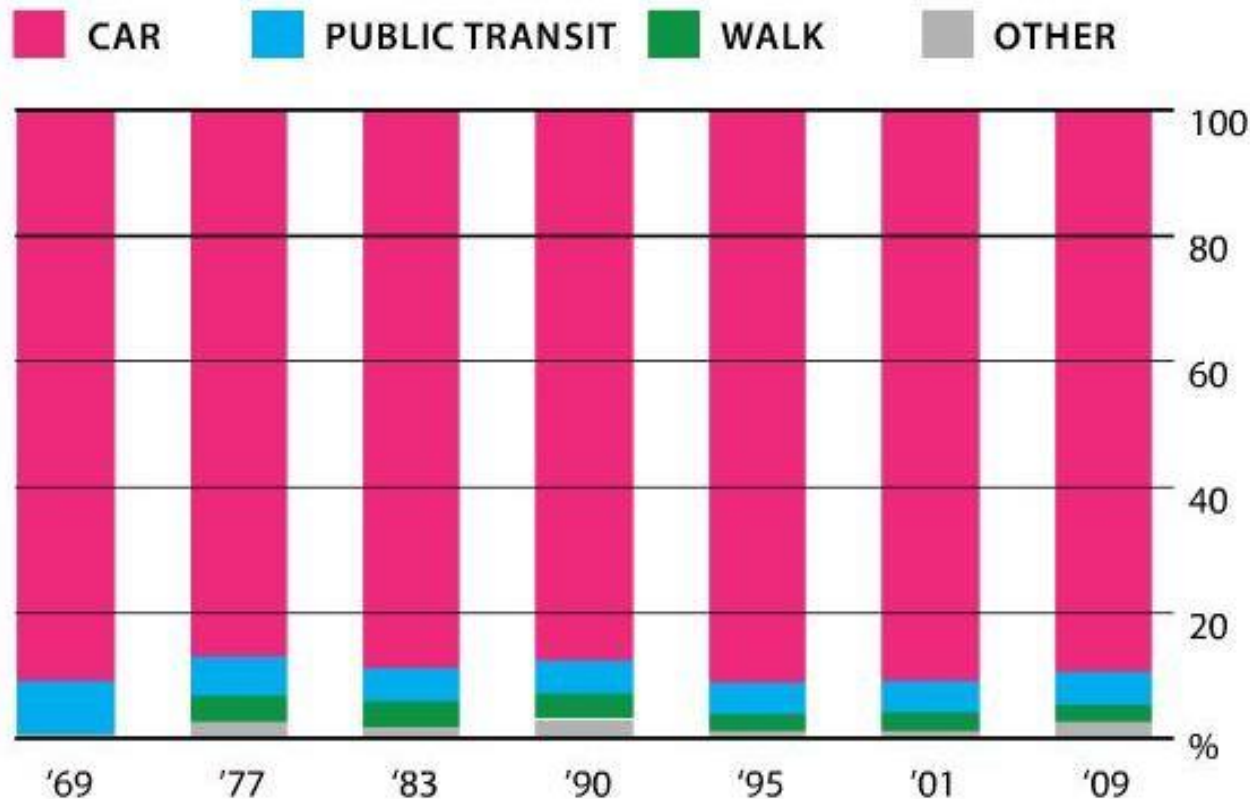
## All Commutes and Commutes of 60 Minutes or More

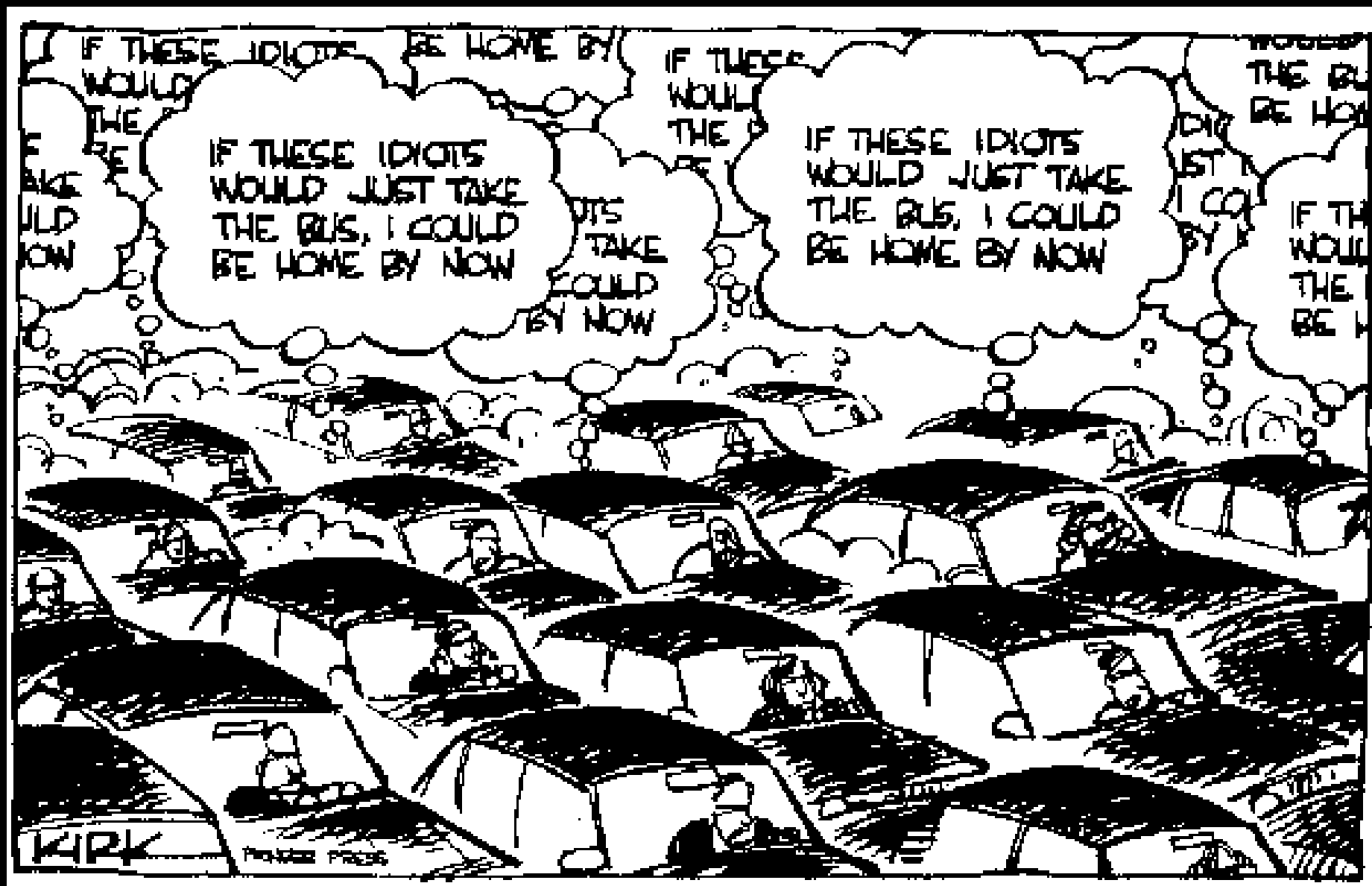


Source: U.S. Census Bureau, 1-year American Community Survey, 2011.

**“Americans spend most of their waking hours at work.  
The rest – it seems – are spent en route**

**And it hasn’t changed much over the years.”**





NO  
HOURLY  
RATES  
NO DAY  
RATES  
NO  
SQUAT





# Parking Industry

- "[Parking] is the single biggest land use in any city. It's kind of like dark matter in the universe, we know it's there, but we don't have any idea how much there is." – Don Shoup
- \$24-25 billion industry, highly fragmented but experiencing consolidation and outsourcing of operations
- 100 - 800 million parking spaces in the US
- 40,000 parking garages with paid spots
- 3000 parking companies with \$8 billion annual revenue



# Industry Segments

- Commercial
- Universities
- Airports
- Hospitals
- Hotels
- Municipal
- Shopping Mall



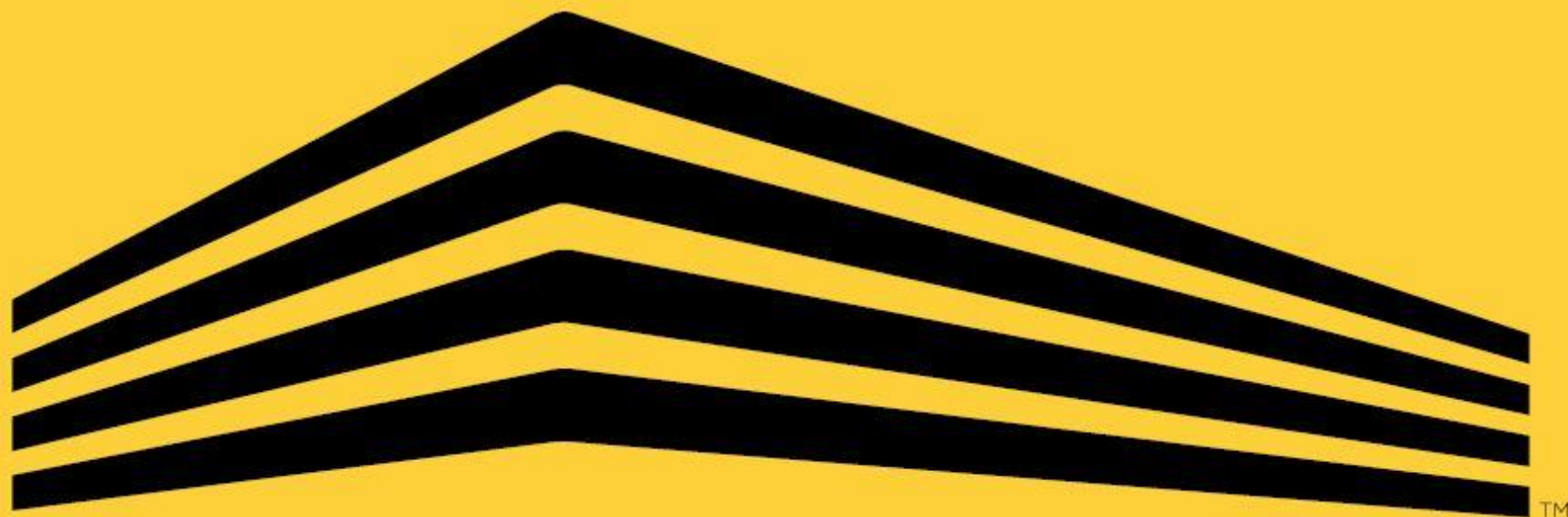


PARKING

SPECIAL  
ALL DAY  
SAT. & SUN.  
\$6. FLAT

PARKING

**GREEN GARAGE CERTIFICATION**  
the recognized standard for  
parking sustainability



**GREEN PARKING COUNCIL**

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AN AFFILIATE OF THE INTERNATIONAL PARKING INSTITUTE

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**THERE  
IS NO  
PLANET B**

**BLA  
BOA...  
ACT NOW!**

**CLIMATE  
JUSTICE  
NOW**





**BMW  
GROUP**



**TOWNE  
PARK**

*TRANSCORE*



**im**park



Northeast  
Utilities



Tickets of every description

**AMPCO  
SYSTEM  
PARKING**

**INTEC**  
CONTROLS  
A Wilson Mohr Company



**OSRAM  
SYLVANIA**



**Central  
Parking  
System**



**juice bar™**  
FREE EV CAR JUICE™

**SCHEIDT & BACHMANN**



**MACERICH**  
The Road to Remarkable

**SIMON  
PROPERTY GROUP**

**OLX FLOID**



**Standard Parking®**  
Superior People. Superior Performance.

**Propark**  
AMERICA

**Hines**

**DENISON  
PARKING**

*AmeriPark*

**Carl Walker**  
Parking  
Planning Engineering Restoration

**LAZ**  
PARKING

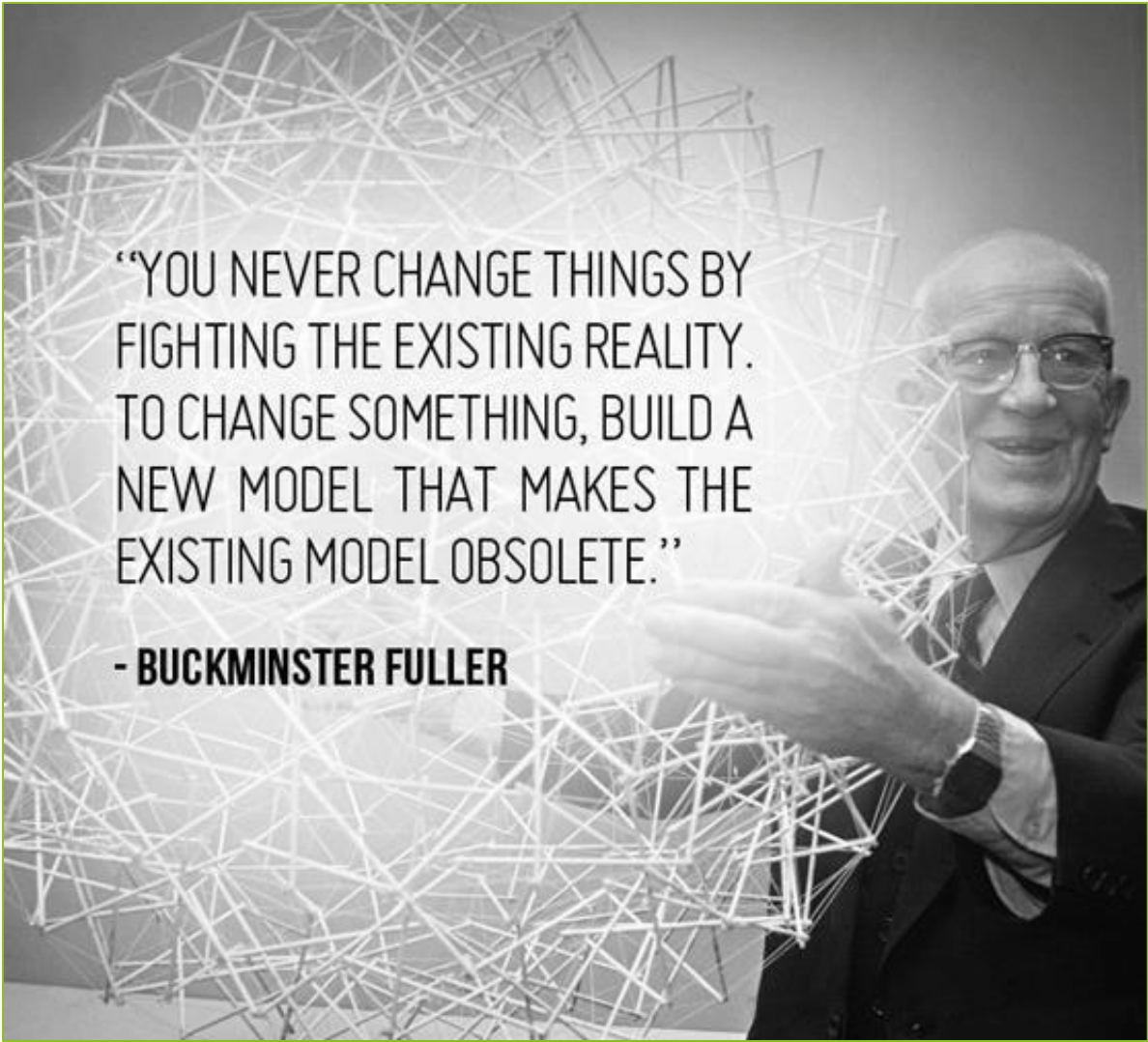

**chargepoint™**

**Brookfield**

**AMANO McGANN.**



**Brandywine Realty Trust**



“YOU NEVER CHANGE THINGS BY  
FIGHTING THE EXISTING REALITY.  
TO CHANGE SOMETHING, BUILD A  
NEW MODEL THAT MAKES THE  
EXISTING MODEL OBSOLETE.”

**- BUCKMINSTER FULLER**



**It is not the strongest species that survive, nor the most intelligent, but the ones who are most responsive to change.**

- *Charles Darwin*



# Successful sustainable urban mobility:

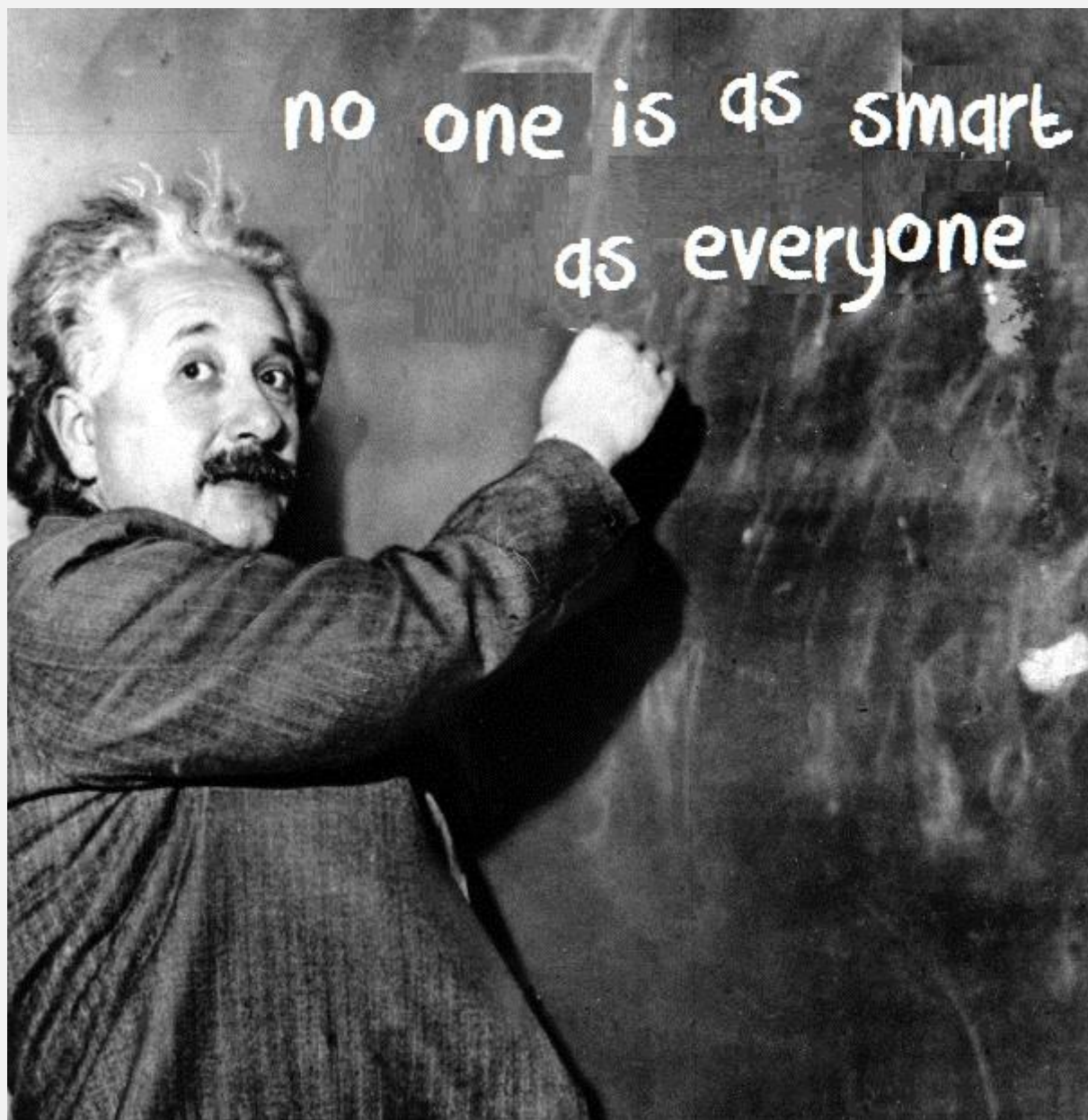
- embraces all modes of transportation
- respects consumer choice
- seeks to encourage more sustainable practices



# Successful sustainable urban mobility:

- approach is not car vs. transit, parking vs. parks, cars vs. people
- sustainable paradigm is cars **and** transit, parking **and** parks, cars **and** people.





no one is as smart  
as everyone



## Green Garage Certification Standard



06.01.2014

[www.greenparkingcouncil.org](http://www.greenparkingcouncil.org)



# Vision & Framework

- Create a rating system that helps transform the parking industry
- Address a void in the building marketplace
- For new and existing facilities
- Meaningful with teeth, but not excessive



- Management
- Programs
- Technologies & Structures

# Elements of Green Garage Certification 1.0

MANAGEMENT	PROGRAMS	TECHNOLOGY AND STRUCTURE DESIGN
Parking Pricing	Placemaking	Idle Reduction Payment Systems
Shared Parking	Access to Mass Transit	Fire Suppression
TMO/TMA	Wayfinding Systems - External	No/Low VOC Coatings, Paints, Sealants
Recycling	Wayfinding Systems - Internal	Tire Inflation Station
Sustainable Purchasing Program	Traffic Flow Plan	EV Charging Stations
Proactive Operational Maintenance	Carshare Program	HVAC Systems - Occupied Spaces
Cleaning Procedures - Occupied Spaces	Rideshare Program	Ventilation Systems - Parking Decks
Cleaning Procedures - Parking Decks	Fuel Efficient Vehicle Program	Lighting Controls
Building Systems Commissioning	Alternative Fuel Vehicles	Energy Efficient Lighting System
Construction Waste Management	Alternative Fuel Fleet	Stormwater Management
Regional Materials	Bicycle Parking	Rainwater Harvesting
Regional Labor	Bicycle Sharing	Greywater Reuse
Reused/Repurposed/Recycled Materials	Marketing and Educational Initiatives	Indoor Water Efficiency
LEED or Green Globe Certification		Water Efficient Landscaping
Credentialed Management		Roofing Systems
Life Cycle Analysis		Sustainable Power & Net-Zero Energy
		Design for Durability
		Energy Resiliency - Storage

# Management

- Parking Pricing
- Shared Parking
- Transportation Management Association
- LEED or Green Globes





# Program

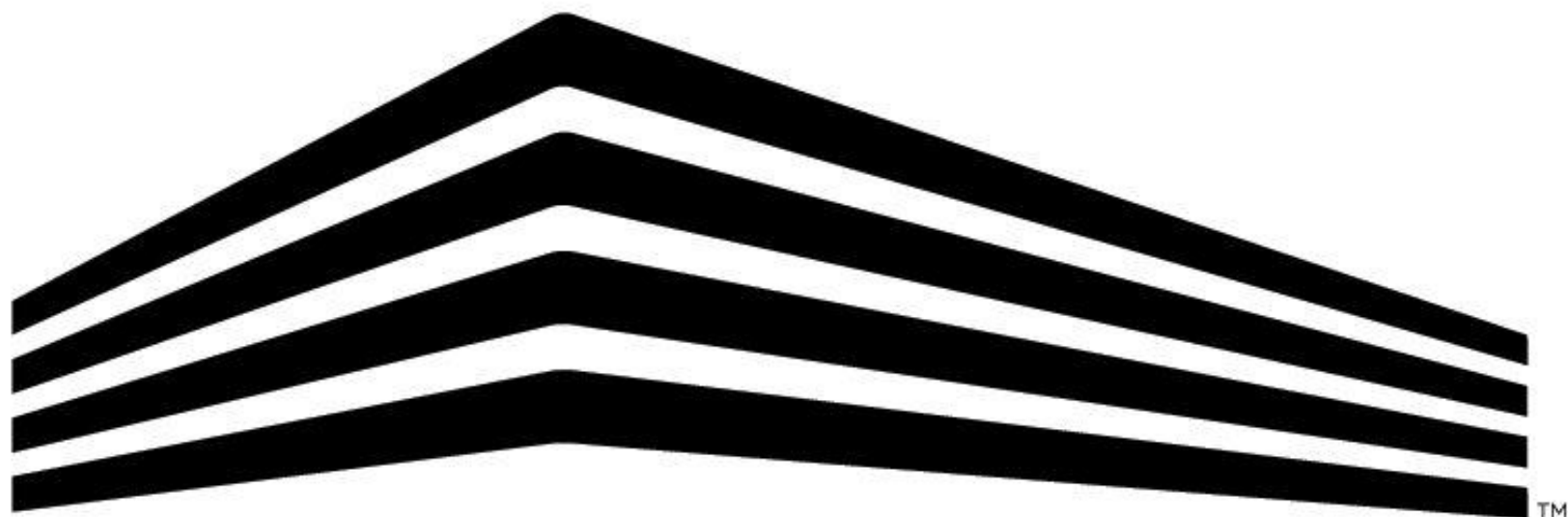
- Placemaking
- Car and Bike Sharing
- Alternative Fuel Vehicles
- Wayfinding Systems



# Technology

- Energy-Efficient Lighting
- Ventilation
- Storm Water
- Durability & Resiliency





GREEN PARKING COUNCIL

TM

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