

CPMA NEWS

15 Minute Message

2020

May

Dear Members and Friends of C.P.M.A.

On behalf of the Board of Directors, our hearts go out to all those impacted by COVID-19—this includes not only those diagnosed with the virus, but also their friends and families, those whose jobs and schools have been impacted and so many more. Our focus is, as always, on the health and safety of our members, their customers and the communities in which we serve.

There is no question this is a time of great uncertainty. While we don't know exactly what the future may hold, we feel confident that by sticking together and supporting each other we'll emerge from this stronger than before.

As you know, the parking industry generates \$131 billion in revenue and directly employs 581,000 workers, primarily hourly wage earners, who are facing massive furloughs and layoffs due to the collapse in parking demand across the nation. More than 50% of our workers, many of whom live paycheck to paycheck, are unable to work.

The National Parking Association, in a letter sent to Congressional leadership and President Trump, has requested and received an initial \$5 billion allocation to stabilize our indispensable industry. The industry is looking to federal leadership to make our employees whole and expand unemployment benefits as close to 100 percent as possible, with an income guarantee for employees. Also, NPA held a free webinar on business continuity and interruption planning entitled, "COVID-19 Business Interruption Strategies," that was led by Mike Stevens, Partner at Arent Fox LLP and NPA legal counsel. For more information and to view the recorded webinar, visit www.weareparking.org.

In other industry news, the International Parking and Mobility Institute announced that there will be no physical event for the 2020 IPMI Conference & Expo. Instead, IPMI will reimagine the 2020 IPMI Conference & Expo as a virtual experience. Tentatively scheduled for June 1 – 2, 2020, the IPMI Virtual Parking & Mobility Conference & Expo will continue delivering their hallmark education experience, wherever you are. In the coming weeks, IPMI will release the comprehensive education program, online networking, and virtual Expo. Further, in response to COVID-19, IPMI is holding several ShopTalks relative to the impacts on COVID-19 on certain industry sectors. For more information, visit <https://www.parking-mobility.org/>

As you know, our nation is facing an unprecedented public health crisis that has resulted in one of the worse economic downturns in recent history. Given the near-and-long term impacts of COVID-19, leading economists have predicted that it could potentially take 18-24 months for our economy to rebound. Unfortunately, our CPMA members, friends, sponsors and exhibitors are not exempt from these current market conditions.

In light of the aforementioned information and to protect the safety of our members and friends, the Board of Directors has decided to cancel this year's annual conference in Charleston, S.C. We look forward to offering other virtual programming throughout the year.

Continued on page 2

At this juncture, the 2021 Annual Conference will be held in Cherokee, N.C. and the 2022 Annual Conference is slated to be held in Charleston, S.C.

In essence, we couldn't do this without you – our members! You are central to our work every day—we learn from each other and your support helps the association remain strong. We stand united with you as we navigate uncharted and uncertain times in light of the impacts of COVID-19. It is my hope and prayer that our collective strength, knowledge, and passion for the body of work that we do, the people and institutions that we serve will be our guiding compass in the days, weeks and months ahead.

Best regards,

Thomas Leathers, CAPP

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President, Carolinas Parking and Mobility Association



*CPMA Lifetime Achievement Award (inaugural)
Catherine Reeve -2019 Recipient*

**Better Together...parking....transportation...
mobility. Providing new opportunities to
capitalize on emerging trends!**



*NPA champions an advocacy agenda that supports the
free enterprise system and policies that aid in economic
competitiveness and growth.*

<https://weareparking.org/>

: <https://www.carolinasparking.org/npa-advocacy>

INDUSTRY EVENTS

International Parking & Mobility Institute

June 1-2, 2020	IPMI Parking and Mobility Virtual Conference
June 17, 2020	Webinar—Arizona State University Campus Access Management
July 15, 2020	Webinar—Reimagining a Sustainable, Resilient Workforce for Curbside Management

National Parking Association

June 20, 2020	Webinar— How to Find, Recruit, and Keep Parking Employees
June 24, 2020	Webinar—Fundamentals of Project Management
July 8, 2020	Webinar—Stadium and Event Parking
August 12, 2020	Webinar— How to Manage LPR and Data Privacy Issues



CPMA Award for Parking Structure Project Morgan Rigsbee Parking Deck, Durham NC

Scott Hill (Carolina Time), Clint Joy (Carolina Time), Matt Sumpter (Kimley-Horn), Jeff Beam (Balfour Beatty), Thomas Leathers (President CPMA)

CPMA

Upcoming Conference Schedule

September 2021

Cherokee, NC

September 2022

Charleston, SC

Please Contact the CPMA

For Questions:

www.carolinasparking.org

IPMI
VIRTUAL
PARKING & MOBILITY
2020
CONFERENCE & EXPO
JUNE 1-2

#IPMI2020 Goes Virtual

June 1-2

Full schedule and registration:
IPMI.parking-mobility.org

CPMA

Virtual Exhibitor
IPMI Conference & Expo

What Is The New Normal?

We have all been faced with something that no one before us has ever faced. A pandemic so severe that it closed the economy, sent employees home and tested our healthcare system. At NC A&T State University this pandemic sent all our students home early for distance learning and closed our campus. Staff was sent home to telework and those without that option are on leave. Not only were we affected, but the businesses around the campus lost their valuable customers. Our parking lots are empty, the gates in our decks are raised, shuttles buses are parked, and the campus is at a standstill. All summer activities are cancelled, and we all hope we get back to normal this fall, but what will be the new normal?

While we hope for the best, we must plan for the worst, and we are preparing for many different scenarios. We recently presented 4 different budgets, each based on anticipated outcomes from COVID-19. We have all faced a major revenue losses for this year, and next year may delay our permit sales that will again hit our revenue for that fiscal year. We have fixed cost contracts with vendors and labor costs that make up the majority of our budgets. Cutting expenses to meet new revenue projections is difficult and, including myself, I know many of you are struggling with these same situations.

So, what is our new normal life after COVID-19? Some of these are items we should have been doing all along:

- Better sanitizing of offices, vehicles, counter operation, etc.
- Virtual and teleconferencing meetings when possible to avoid face to face meetings.
- On-line options and less in person transactions to limit contact.
- Hands-free operations like automatic door openers for example
- Plexiglas between our staff and customers with marks on the floor to show proper safe distancing.
- No more handshakes when you make a deal or meet new people.

Like any challenge we face in our life, we must take control of our outcome and be even more creative. We are in a business that **will** recover from this difficulty and while it might take some time, our lots will again be full, and we once again be looking for increasing capacity before you know it. Let your customers know the steps you are taking to keep them safe.

Communication will be more critical now than ever. Your staff and customers need to know what your practices are, and those practices should be clearly communicated on your website, social media, and marketing materials. Consider how you will deal with these new challenges and prepare now. An example for our department is that we are looking at foggers to assist with shuttle sanitizing. Remember that you cannot wait until the week before you open to be prepared; you must act now.

One thing we must learn about life is that it is constantly changing and as such we must be ready for any new challenge. As an example of making a difference for our community: when the local high schools went to distance learning, many families in our area did not have internet access. NC A&T decided to install equipment to project a more powerful wifi signal into three of our parking lots. That has allowed parents to bring their kids to the University and access the internet from their cars to do their school work.

My heart goes out to any of our members or their family members whose health has been affected.

Stay safe and healthy!!

Dave Pitts, CPP

Director Parking and Transportation
North Carolina A&T State University

How long will the crisis last and what will be the lasting impact on parking? Will, for example, students who drive to campus opt for public transportation or purchase bikes? Will carpooling become more popular? Will more student housing be built so students can walk to campus? There are so many things we don't know right now. But the "new normal" is upon us, and if you manage university parking or parking near a university, now is the time to get your plan in place.

David M. Feehan is president of Civitas Consultants, LLC.

With the NPA Board of Directors, led by Nicolle Judge, we are tirelessly on the Hill working with Senate & House leaders to advocate for relief for the parking industry to help us bridge these difficult times.

Christine Banning, IOM, CAE

President, The National Parking Association