



# 3<sup>rd</sup> Annual PPA Spring Training

## April 27, 2012 – Philadelphia, PA

***PPA members who register in advance attend for free –  
Join today to take advantage of this member benefit!***

### **Schedule**

- 8:30 am - 9:15 am                      Breakfast & Networking
- 9:15 am - 10:30 am                    **Crime Prevention Through Environmental Design Solutions for Proposed and Existing Parking Facilities**  
*Presented by: Dale B. Witmer, AICP, Herbert, Rowland & Grubic, Inc.*
- Crime prevention and public safety are universal concerns for parking professionals. Parking owners can reduce crime, and increase perceived safety, through the implementation of Crime Prevention Through Environmental Design (CPTED). This presentation will explore the discipline of CPTED, methods for evaluating parking structures, and innovative yet practical applications for proposed and existing parking facilities. Additional topics will include the importance of collaboration and implementation beyond the parking facility for the benefit of parking authorities and their communities.
- 10:30 am - 10:45 am                    Coffee & Networking Break
- 10:45 am - 12:00 pm                   **Getting Them to Like You: Building an Engaged Community and Providing Better Parking Services through Social Media**  
*Presented by: Evan Urbania and Matthew Ray, ChatterBlast Media*
- Social media can be used by businesses to increase communication and customer service. Parking organizations can now effectively benefit from these tactics and strategies. The Philadelphia Parking Authority partnered with ChatterBlast Media to ensure stakeholders were well-prepared for the foray into Facebook, Twitter, and QR codes. The organization learned that social media communications are immediate, unexpected, and powerful. This session will explain the strategy, research and findings from this challenging and groundbreaking project.
- 12:00 pm – 1:00 pm                    Lunch
- 1:00 pm - 2:30 pm                    **Mobile Apps....How do they Apply and is the Time Right for You? – Parking and the Mobile App Convergence**  
*Presented by the IPI Technology Committee: Jennifer Rentz, National Director of Business Operations, Complus Data Innovations, Inc. & Clarence Kemper, General/Sales Manager, SKIDATA, Inc.*
- There's an app for this and an app for that! But if you are like most people, getting your Facebook page started is a challenge, as well as understanding how to apply all of the available technology to your parking and transportation operations. This presentation, created by IPI's Technology Committee, will provide you information on the various technologies that can improve your operations, help market your facilities, and provide useful services to your customers. This presentation will specifically discuss the different type of mobile phone apps and how each might fit with your operating goals and target customers helping you to determine which type of app you should develop or use in your operation. It will also review the value of data generated from your facility and how data is used by various mobile apps.
- 2:30 pm                                    **Auto Museum Tour and Museum open to PPA members**



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***This event is free to PPA members in good standing!  
Advance registration required.***

Name of person registering: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

***Registration includes breakfast, education sessions, lunch, and museum admission***

- PPA Member Registration .....FREE \_\_\_\_\_  
*(Member Walk-in \$15)*
- Non-Member Registration.....\$40 \_\_\_\_\_  
*(Non-Member Walk-in \$55)*
- Yes, I plan to attend the tour in the afternoon..... Included \_\_\_\_\_
- PPA Membership (all members attend free)..... *Please use attached form. Members should still register for the event in advance using this form.*
- Sponsor Registration (includes 2 registrations) .....\$250 \_\_\_\_\_

**Sponsorship Benefits**

- Two registrations to morning educational session
- Advertisement on PowerPoint slide
- Logo/Name/Phone in Educational Brochure
- Advertisement in Educational Brochure
- Opportunity to place promotional item on registration table
- Opportunity to place promotional brochure on registration table

Please make checks payable to Pennsylvania Parking Association.  
Questions? Please call Rachel Yoka at 484.342.0200 x106

*Please mail this form with payment to:*  
PPA c/o: Rachel Yoka, Timothy Haahs & Associates, Inc.  
550 Township Line Road, Suite 100 Blue Bell, PA 19422

**Prefer to register and pay online?**

Visit to [www.paparking.org](http://www.paparking.org) for a link for credit card payment and online registration.