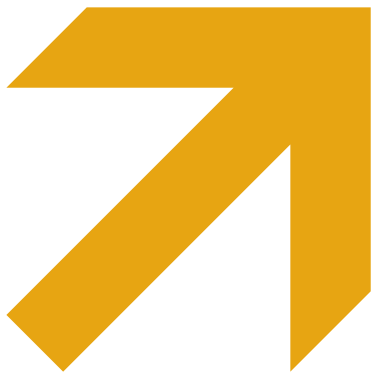


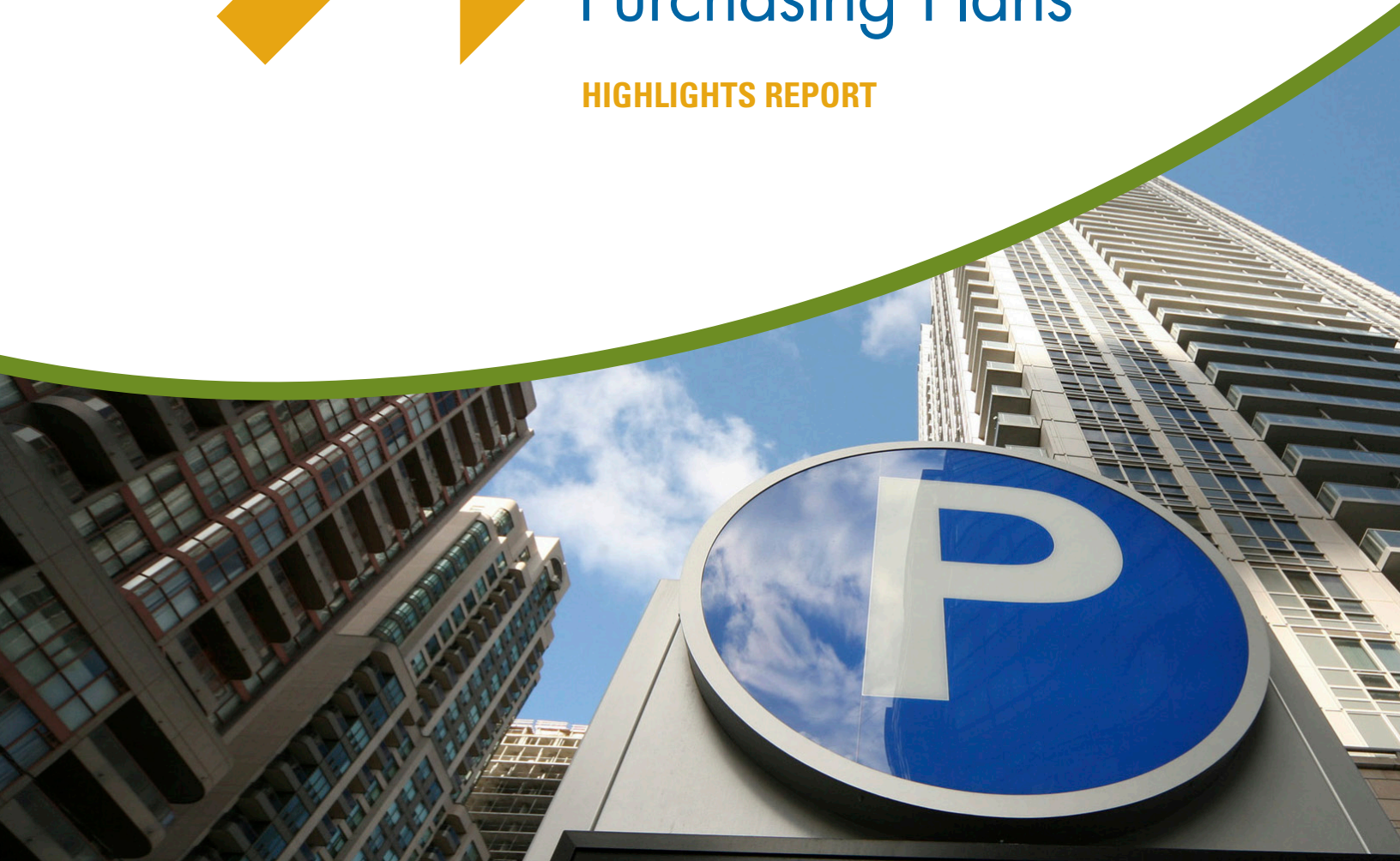


2011 PARKING INDUSTRY Purchasing Power



Decision Maker
Trends, Preferences,
and Parking Industry
Purchasing Plans

HIGHLIGHTS REPORT



Highlights Report

Who are the Key Decision Makers in Parking Purchasing and What Do They Plan to Buy?

The National Parking Association conducted a North American study to analyze preferences, purchasing plans and buying power among parking industry professionals.

The study provides insights in preferences, priorities and timing surrounding purchasing decisions.

Findings represent a sample from three predominant sectors: private operators, hospital, academic and public/municipality.

Revenue control, computer hardware/software, and parking facilities equipment in supplies figure prominently in the survey results in past purchasing, future RFP plans and for purchasing during the next 24 months.

Interestingly, parking enforcement and collections rank in the top 5 purchasing decisions across the survey.

The results indicate a focus on technology, collections and ongoing facility maintenance.

Given that the majority of respondents were commercial operators, it's particularly powerful that the high response rate among public members pushed the ranking of parking enforcement/collections as well as purchasing managed parking services into the top 7 of purchasing plans across multiple categories in the full study.

The survey demonstrates that of NPA membership, 89 percent are the purchasing decision maker.

**Full Report NPA Members \$99
Nonmembers \$199**

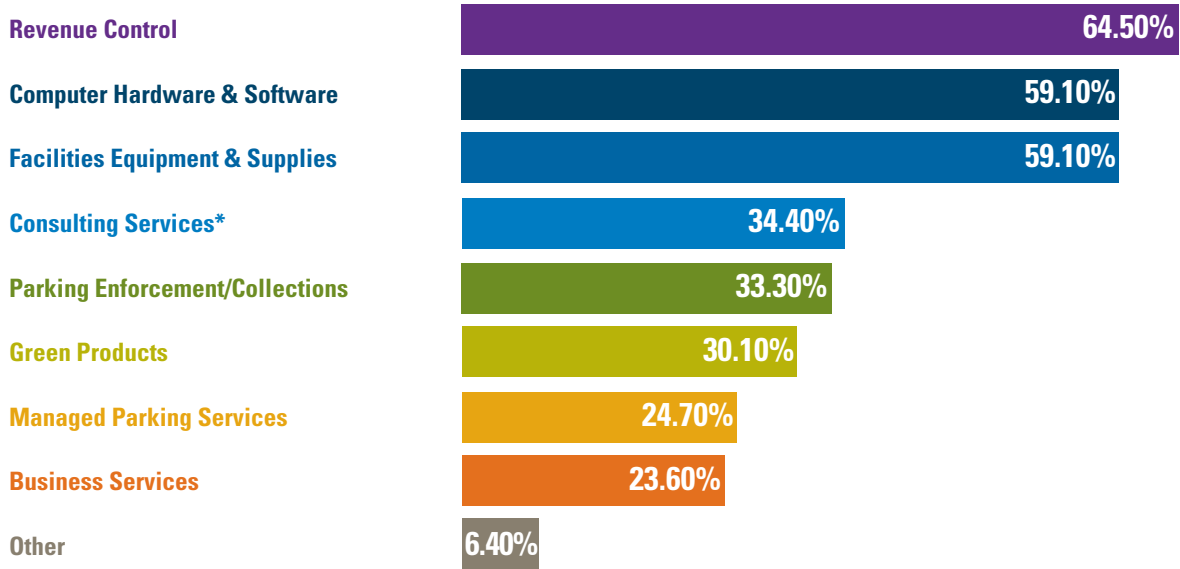
**Introductory Offer through Oct. 31:
Members, \$49; Nonmembers, \$99**

↗89% are purchasing decision maker

↗43% spend \$200,000 to \$10 million/a year

↗28% are new to industry through National Parking Association

Parking Decision Makers Plan to Get Proposals for these Key Products/Services in 2012



Revenue Control



Computer Hardware & Software

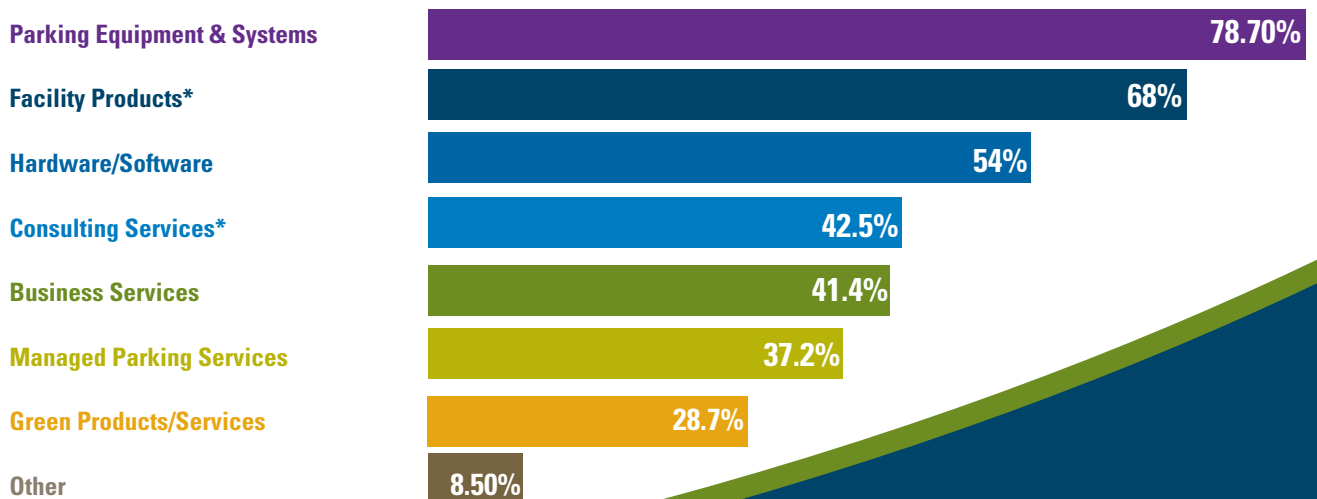


Facilities Equipment & Supplies

What did Parking Pros Purchase in the last 12 months?

The survey explores past and future purchasing plans. These products and services ranked as most purchased in the last 12 months. In the full study, respondents

indicate plans for the next 12 and 24 months, demonstrating plans to request proposals and make capital and maintenance purchases.



* Facility Products include signage, printing.
 Consulting Services include architectural, engineering, planning.

What are Hot Emerging Trends in Purchasing? *Buyers Ranked these Top 3 Interests*



1. Green Products

2. Managed Parking Services

3. Consulting Services

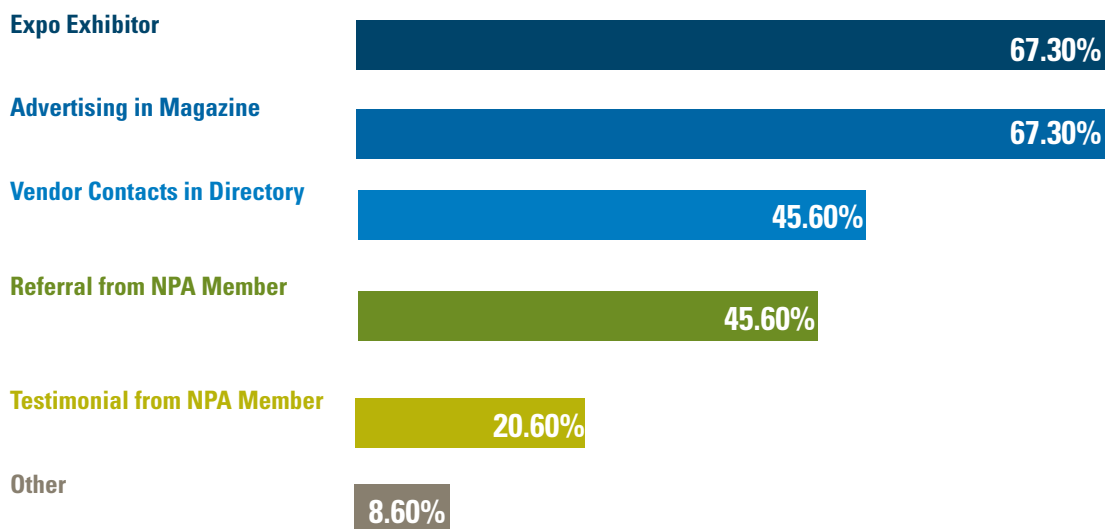
How Do Parking Industry Decision Makers Learn About Products & Services?

While the parking industry is a service business, the demand for technology, equipment, supplies, outsourcing and consulting services reach hundreds of thousands and tens of millions of dollars annually.

With an estimated \$8 billion in U.S. revenue, and employing more than 143,000 people in the U.S. alone,

the industry's reach is significant.

From those 143,000 parking professionals, the city managers, parking and transportation directors and C-suite executives within the industry comprise 89% of survey respondents.



The electronic survey was conducted from June-August 2011 and garnered a statistically valid result +/- 4%.

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