Parking is a critical part of the work, travel, and hospitality experience.

As the U.S. and Canada get back to work, most Americans have decided to commute by car.

In an IPSOS survey from Arrive and NPA, 82% of commuters said they would drive as they return to their office commutes.

SAFEPARK™ sets the stage for the parking industry to welcome back parkers and reinforce confidence in the safety, sanitation, and social distancing at parking facilities.

That will make parking the number one choice for getting back to work.

Managing risk matters. Your participation as an active SAFEPARK™ organization signals regulators, parkers, employees, and asset owners that the parking industry cares about safety and proactively provides COVID-19 solutions.

As we look at the year ahead, many workers are still not scheduled to be back at their offices.

Confidence in a clean, safe, and socially distanced commute matter.

Driving and parking are the preferred commuting choice.

Enhanced cleanliness practices and the NPA SAFEPARK™ badge, which distinguishes you as the best choice for drivers, helps make your facility stand out.

Public Transit Usage Plummets

Top 10 cities with massive public transit usage declines:

1. Seattle
2. New York City
3. San Francisco
4. Washington, DC
5. Boston
6. Chicago
7. Los Angeles
8. Philadelphia
9. Denver
10. Atlanta

SOURCE: VALUEPENGUIN.COM, PART OF LENDINGTREE
About SAFEPARK™
The SAFEPARK™ program is a collaboration between NPA and Canadian Parking Association to bring North American guidelines to the parking industry.
The guidelines cover enhanced cleaning, training, communication, and a standard approach to define and promote an industry-wide commitment to our communities.
SAFEPARK™ active participants get a kit to brand your apps, website, facilities, marketing materials, and RFPs which shows your commitment to clean and safe parking.
The SAFEPARK™ badges recognize industry companies, municipalities, universities, hospitals, and airports that hold themselves to a high standard.

Take the SAFEPARK™ Pledge
The SAFEPARK™ guidelines were developed by a blue-ribbon commission with expertise in on-street and off-street parking, and valet parking, and represents all sectors of the parking industry.
The guidelines include specific resources for SAFEPARK™, VALETSAFE™, and FACILTYSAFE™ practices.
An organization’s own practices should meet these guidelines but may exceed them.
Across the industry, new maintenance, training, cleaning, and communication processes have been put in place to help safeguard the public, employees, and assets.

9 Pillars of Industry Guidance
In response to COVID-19, SAFEPARK™ outlines 9 pillars that heighten sanitization standards and address employees, the public, and asset owners as key constituents.

1. **PLANNING:**
   Maintenance of an employee wellness plan, sanitization plan, and emergency plan

2. **CLEANING:**
   Disinfecting and Sanitizing

3. **DISTANCING:**
   Safe Distancing and Protective Barriers

4. **LOW CONTACT & NO CONTACT:**
   Reduce customer touchpoints

5. **HEALTH:**
   Personal Hygiene and Health Precautions

6. **PERSONAL PROTECTIVE EQUIPMENT (PPE):**
   PPE Recommendations

7. **ASSET OWNERS:**
   Follow asset owner requirements consistent with OSHA and CDC

8. **COMMUNICATIONS/SIGNAGE:**
   Effectively communicate policies to employees and customers

9. **TRAINING:**
   Train employees on sanitization practices

Current vs. Future Practices
NPA’s blue-ribbon commission analyzed a variety of parking applications and practices with the intent to offer baseline guidance.
Parking facilities, partners, government entities, or clients may require additional measures.

These guidelines are not intended to encompass everything.
Rather, they are a practical, applicable, and consistent way for the parking industry to act as good neighbors in the communities we serve.

**Walk Through:** A key step for every organization is to “walk through” the customer experience and identify touchpoints that require sanitization.
This overall guideline frames nine basic areas to be addressed.
The guideline then breaks into three smaller categories that offer guidance for valet parking, self-parking, and facilities.
Each sub-section has specific recommendations unique to that application.

**Modular Guidelines:** The guidelines are structured to permit different team members to work to enact them. This structure makes it easier to delegate components of the program.

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**Commuter Return to Work Poll by IPSOS**
*Brought to you by Arrive & NPA*

82% of commuters will drive for return to work

50% of commuters will be happy, excited, and relieved to return to the office

4.7 million more people expected to commute by car

**Safety & Flexibility**
Top reasons cited to commute by car

*SOURCE: ARRIVE & NPA IPSOS SURVEY*
**Temporary vs. Permanent Measures:**
Determine temporary and permanent measures for sanitization and document them in writing as a resource for your team, regulators, and clients.

**Communicate Cleanliness**
After many months of remote work, some companies plan to bring workers back to the office.
Employees will be phased in. Some will rotate between office and telework. Others will choose whether to work from home or the office.
As the last mile destination for commuters, parking can be presented as an amenity for commuters now and in the future.
Since the IPSOS survey indicates that safety is a top concern of commuters who plan to drive to work, it’s important to address their issues.
When we communicate that parking facilities are clean and sanitized and offer both low-contact and no-contact options, it helps restore commuter confidence.

All SAFEPARK™ program participants receive the SAFEPARK™ guidelines, Quick Guide Checklist, access to three training webinars, and the SAFEPARK™ branding kit.
Program FAQs provide additional details.
Together, as an industry, parking will rebound.
The parking industry shows its commitment to the community and builds trust when we safeguard our employees, parkers, and property.

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**The SAFEPARK™ Blue-Ribbon Commission**
Special thanks to NPA member leaders and CPA members for their leadership and contribution to the development of industry sanitization guidelines.
Stephanie Barnes, MA, VP of Healthcare at LAZ Parking, and John Purinton, SE, Principal at Watry Design, co-chaired the NPA blue-ribbon commission.

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<thead>
<tr>
<th>Name</th>
<th>Company</th>
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<tbody>
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<td>Stephanie Barnes</td>
<td>LAZ Parking</td>
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<td>Valerie Boston</td>
<td>Charlotte/Douglas International Airport</td>
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<td>Jason Bucher</td>
<td>Vanderbilt University Medical Center</td>
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<td>Brian Bush, CPP</td>
<td>ABM Parking</td>
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<td>Bruce Byrd</td>
<td>Metropolitan Atlanta Rapid Transit Authority (MARTA)</td>
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<td>Joshua Cantor</td>
<td>George Mason University</td>
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<td>Tom Carter</td>
<td>Toledo Ticket Technologies</td>
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<td>Frank Ching, CPP</td>
<td>Los Angeles County Metropolitan Transportation Authority</td>
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<td>Adele Clements</td>
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<td>Louise Davis</td>
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<td>Michael Shille</td>
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<td>Carole Whitehorne</td>
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