



**SPRING 2019**

**HOTLIST**

## WE LOVE PARKING NEWS

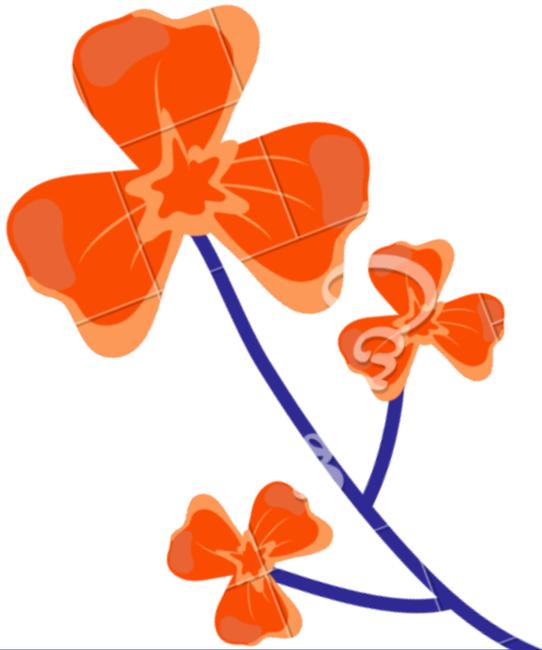
We do a lot of content curation on our social media accounts, but most of that flies by so quickly you don't even see it.

We also know that you have limited time to process an entire month's worth of information. That's where this brief guide comes in.

# STAY CURRENT

It's not easy to stay current when you work on the front line or in the field. Our quarterly publication keeps you ahead of the curb.

# THIS QUARTER'S HIGHLIGHTS



Spring Cleaning your Parking	01
Gearing up for IPMI	02
Laziness Rules	03
Scooter Nation	04
Evolving LPR	05

# SPRING CLEANING FOR PARKING

Let's face it - the winter has left most parking lots looking rough. It's time to take pride in our facilities and clean up!

## The Basics

Why bother? Here are 10 good reasons to clean up your lot and keep it that way!

Got a stain? Whether it's oil, leaves, or worse, here are tips to make it history.

Creating a positive first impression is just the beginning. Here are even more benefits to a clean parking lot.



## Master Class

Electrify the air in your garage for a cleaner city overall

The future is driven by technology, so try an autonomous cleaning machine like this one.

Don't let dirt in to begin with - make sure all your parkers have self cleaning cars (the video is worth a watch)

If all else fails, hire some robots.



It's only 9 short weeks until the biggest parking show of 2019!

If you haven't registered, do that [HERE](#).  
FYI: Rates go up May 8.

What not to miss:

1. Sessions: Media interactions 101 by ParkPlus's own Chelsea Webster and PBOT's John Brady
2. Expo hall: Nearly 200 booths to see
3. Baseball: Dodgers vs Angels Tuesday night

**VISIT  
PARKPLUS  
AT BOOTH  
877**

# LAZINESS RULES

Whether you're a procrastinator, or you just don't feel like doing it yourself, you're not alone.

- Entire States don't pump their own gas
- So many people failed drivers tests due to parallel parking, several States took it off the test
- Don't even bother pulling up your own chair



Looking for the key to break yourself out of this rut? Here's the Cole's Notes of Mel Robbin's The 5 Second Rule.

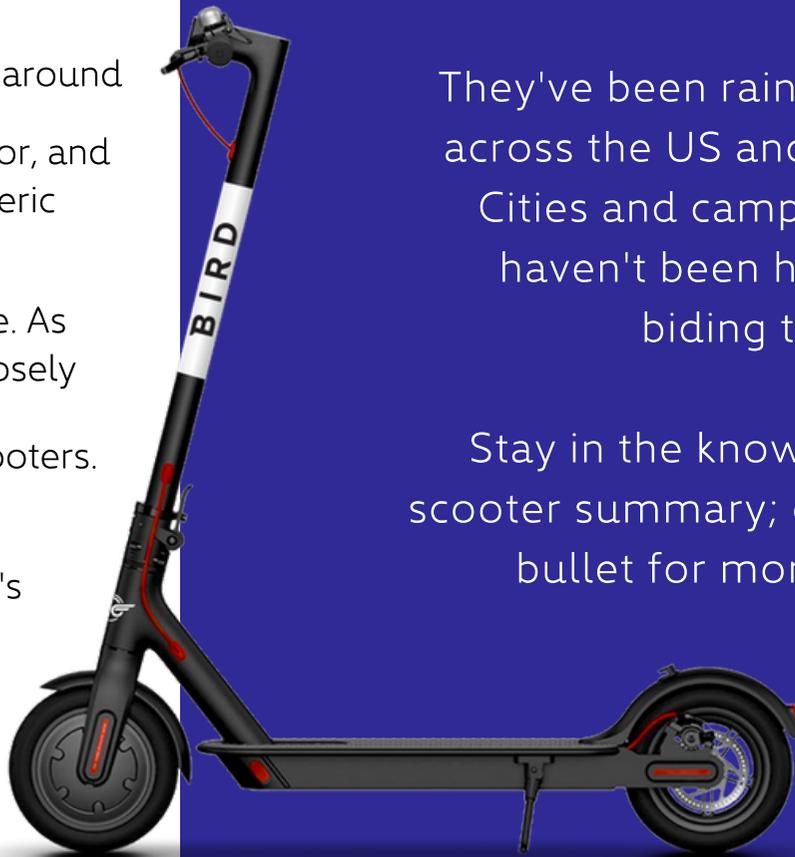
# SCOOTER NATION

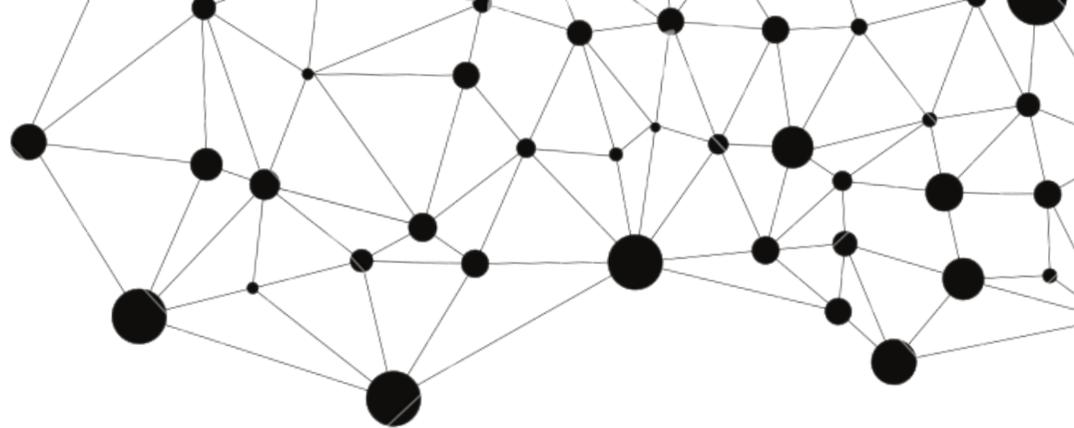
Electric, dockless, shared scooters.

They've been raining down across the US and Canada. Cities and campuses that haven't been hit are just biding their time.

Stay in the know with our scooter summary; click each bullet for more details.

- The most complete backstory on scooters around
- Scooters were unannounced, unplanned for, and threw everyone off guard. Here's why generic rules will prevent a repeat
- Scared to pull the trigger? You're not alone. As pilots take off, major hubs are watching closely
- There is some serious backlash against scooters. Here are the consequences.
- Here are the biggest threats to the scooter's future
- Thinking of becoming an operator? Here are the pros and cons to that





# EVOLVING LPR

License Plate Recognition is an important technology in parking enforcement; but like all tech, it's evolving. And that's where ParkPlus is headed - into

## **Deep learning.**

We're looking to the newest technology from SenSen, called Gemineye, which is cheaper, smaller, and more portable than traditional LPR. Look for a pilot project coming soon, which pairs our software with the new tech to give you the newest and cheapest way to bring LPR into your parking operation.

**In the mean time, check Gemineye out for yourself.**

# THAT'S IT!



CONTACT US:

[bizdev@getparkplus.com](mailto:bizdev@getparkplus.com)

1 844 857 7587

[www.getparkplus.com](http://www.getparkplus.com)

  @getparkplus

 ParkPlus System