



WINTER 2017/18

HOTLIST

ParkPlus System

WHAT IS THIS?

It's our sorta-new (but not really that new anymore since it's the 4th issue) quarterly publication that keeps you ahead of the curb

WE LOVE PARKING NEWS

You know the drill by now. We're all over social media, but that stuff flies by so quickly it's hard to catch even 1% of the info that's out there.

What's a parking enthusiast to do? Well, for starters, you can read this 5 topic summary. And if you want more info, click on one of the dozens of links we include in the pages to come. Bon Appetite.

THIS QUARTER'S HIGHLIGHTS

Does Vehicle Ownership Make Financial Sense?	01
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FINANCIALLY SPEAKING

With ride-share, car-share, and public transportation all on the rise, does it still make financial sense to own a car?

Sadly the answer is 'it depends'. It depends on where you live (is there affordable, reliable public transportation nearby?), how far you regularly commute (vehicle miles per month), what alternatives you have (walk, bicycle, rideshare, etc.), and your hourly wage - all in relation to the cost of owning and operating the vehicle. Not to mention the parking fees and challenges in your city!

Find out if it's worth it for you here (via [The Conversation](#)).



WINTER PARKING SAFETY

Winter brings a lot of snow and ice up here in the Great White North.

Click here for 7 tips on winter parking, like how to:

- prevent fog with kitty litter
- minimizing frost build up with vinegar
- using a chalkboard eraser to clear the windows

A lightbulb icon with a white body and a yellow base, containing text.

Or you could just buy an Ice Shield & Mirror Mitts from iceScreen here

DYK **20**
PERCENT

of vehicle accidents occur in parking lots?

Here are more safety tips (like don't hit snowdrifts)

PODCASTS

Put one of these on in the background while you work and learn some interesting car and parking facts

- Find out why cars are boring
- Smart communities series (featuring Denver, Edmonton, Austin, Portland & more)
- Do people really hate parking professionals? Turns out yes.
- What 'new car smell' actually is
- How crash testing vehicles works
- Donald Shoup talking about parking

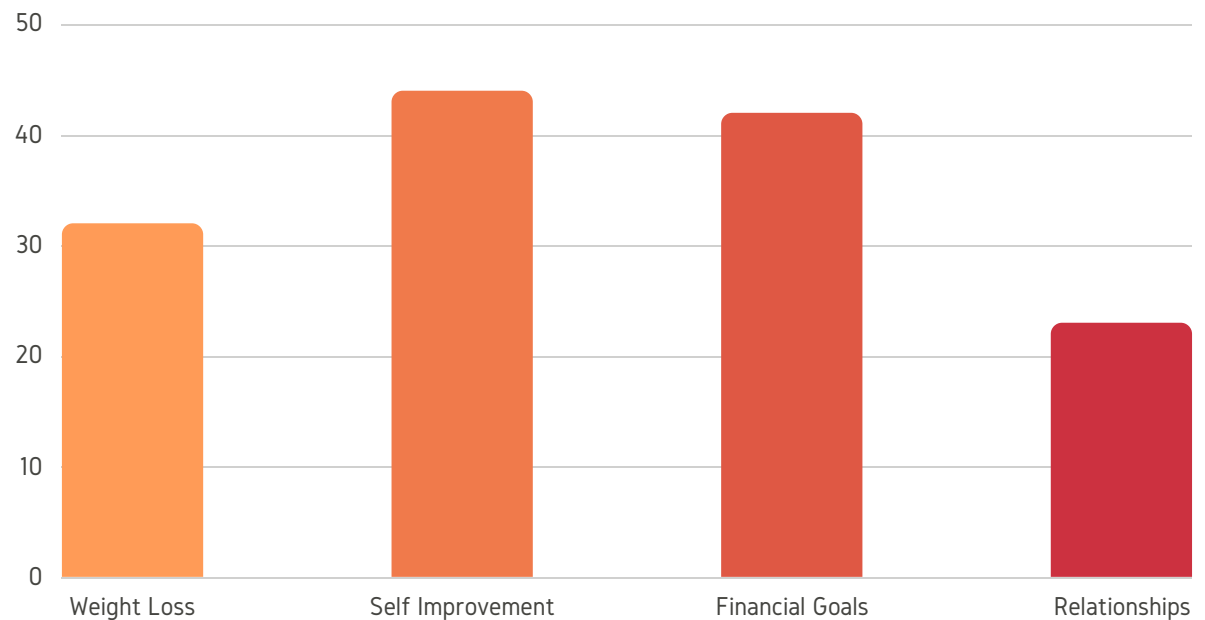


GOAL SETTING

According to research from www.statisticbrain.com, there are 4 main categories that people set New Year's resolutions around (see chart --->).

Regardless of what the goal is, only 58% of people continue with their goal past 1 month, and only 8% end up achieving the goal in the end.

Where do you fit in?



WANT ANOTHER OPTION?

Set yourself a BHAG! That's a Big, Hairy, Audacious Goal for those who don't love acronyms. Find out more [here](#).

And don't forget to set yourself up for success using SMART goals, hold yourself accountable, and mark milestones with rewards to stay motivated.

04

LINKEDIN

This is where social media is headed in 2018: more professional, with a focus on networking. And yes, parking professionals should take note as there's tons of groups and pages just for us! Here's the top info you need to know.

- LinkedIn is where B2B leads are (& other marketing stats)
- Here are the top 10 company pages for 2017 and corresponding tips for improving your own corporate page
- It can help build your resume using intelligent tools via Microsoft's Resume Assistant
- LinkedIn has barely any fake news
- If you get mentioned in the news, LinkedIn can find and share the story automatically





THAT'S IT!

CONTACT US:

bizdev@getparkplus.com

1 844 857 7587

www.getparkplus.com

  @getparkplus

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