



# Parking in Perspective

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## The Size and Scope of Parking in America

An Analysis of U.S. Parking

May 2011

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## I. Introduction

### A. Research Objective

The purpose of this study is to aggregate publicly available data to form a solid description of the parking industry to define its market universe. This report focuses on providing both a general overview of the market, and specific information on market segments where detailed data is available. The study covers the United States. It answers a number of questions about market size, geographic distribution, number of employees, wages and number of facilities. This research report does not include an analysis of trends, opportunities or threats that may exist in the market. It does not define the number of parking spaces in the United States. This survey will be updated as 2010 U.S. census data continues to be released. A future study aggregating market size for the U.S. and Canada is the next research objective.

### B. Methodology

The parking industry encompasses a wide range of segments, which results in fragmented data sets. This segmentation means there is no single source for comprehensive market data on the entire industry today. To develop a market picture based on unrelated data sets, a literature review was conducted analyzing data from a broad range of sources. This study is secondary research that analyzes existing data compiled from existing research and publicly accessible government databases. The study is limited by a lack of aggregate industry data, detailed and organization type data. However, even with study limitations, the report does provide useful insight into the size and scope of the parking industry. Principal sources include: the U.S. Census Bureau, the U.S. Department of Labor Bureau of Labor Statistics (BLS), Hoovers, and *The Washington Post*. Both the *NPA, Parking in America, The Third Annual Review, of Parking Rates in North America* and the *Colliers International 2010 Parking Rate Survey, Parking Not Getting Any Cheaper – and Unlikely to Do So* serve as sources.

## II. Executive Summary

The National Parking Association undertook a major initiative to conduct a research study through secondary research to determine the general size, scope, segmentation, employment and distribution of the parking industry. This literature review, *Parking in Perspective—The Size and Scope of Parking in America* covers the United States. Information for Canada is not included in the scope of this study.

### Key Findings:

- <sup>1</sup> The United States parking industry is an \$18 billion dollar industry.
- <sup>2</sup> There are more than 40,000 parking facilities in the United States.
- <sup>3</sup> There are an estimated 143,000 parking professionals across the public and private parking industry.

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<sup>1</sup> The U.S. Parking Garages Industry, Marketdata Enterprises Inc., February 1, 2008, <http://www.marketresearch.com/product/display.asp?productid=1691869>

<sup>2</sup> The U.S. Parking Garages Industry, Marketdata Enterprises Inc., February 1, 2008, <http://www.marketresearch.com/product/display.asp?productid=1691869>

- <sup>4</sup>According to the U.S. Census Bureau there are approximately 125,000 parking professionals with a payroll of \$2 billion in the United States.
- There are 129,990 individuals in the United States listed as parking lot attendants by the U.S. Department of Labor, Bureau of Labor Statistics.
- California and New York, account for one-third of all parking facilities.
- <sup>5</sup>The top five states with parking facilities California, New York, Texas, Florida, and Illinois generate more than 51% of the revenue, and are home to 50% of the parking facilities in the United States.
- <sup>6</sup>Vermont pays the highest average hourly wage for parking lot attendants at \$12.62.
- <sup>7</sup>NPA members pay an average of \$10.47 which is above the average national hourly wage of \$9.90 for parking attendants.
- The highest average hourly parking lot attendant wage was paid by municipalities, according to the *NPA, Parking in America, The Third Annual Review, of Parking Rates in North America* study.
- <sup>8</sup>There are 5,102 medical and surgical hospitals generating more than \$657 billion in total revenue.

The study finds that the parking industry as defined by the U.S. Census Bureau, 2007 Economic Census has 13,010 parking facilities generating more than \$8.2 billion in revenue and employing more than 125,000 people. When private and public parking entities (hospitals, hotels, restaurants, universities and colleges, civic centers, shopping malls, municipalities, airports, parking lots, meters and garages that own or manage parking and have customers who pay for this service) are combined, the market is significantly larger than this 13,010 number, however exact data is unavailable.

For the United States, estimated total industry revenue is greater than <sup>9</sup>\$18 billion with an estimated total employment that is greater than 143,000 parking professionals. These figures are arrived at using a number of assumptions which are outlined in this study. Furthermore, data about parking revenue, professionals, and College/University and Hospital/Medical facilities, is limited or not available. Conservative assumptions were made to derive baseline assumption values for the purpose of this study. U.S. Census data records parking facilities, employees and activities in multiple categories making it difficult to determine the exact size of the market. For example, parking data is also captured by the U.S. Census under a category called “personal and laundry services”.

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<sup>3</sup> U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009;

[www.bls.gov/oes/current/naics4\\_611300.htm](http://www.bls.gov/oes/current/naics4_611300.htm) and NPA Parking in Perspective: The Size and Scope of Parking in America page 4.

<sup>4</sup> US Census Bureau, 2007 Economic Census, <http://www.census.gov/econ/census02/data/industry/E81293.HTM>

<sup>5</sup> US Census Bureau, 2007 Economic Census, <http://www.census.gov/econ/industry/geo/g812930.htm>

<sup>6</sup> U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009, <http://www.bls.gov/oes/current/oes536021.htm#nat>

<sup>7</sup> NPA, *Parking in America, The Third Annual Review, of Parking Rates in North America*

<sup>8</sup> US Census Bureau, 2007 Economic Census <http://www.census.gov/econ/industry/geo/g622110.htm>

<sup>9</sup> The U.S. Parking Garages Industry, Marketdata Enterprises Inc., <http://www.marketresearch.com/product/display.asp?productid=1691869>

When looking at the total number of 13,010 parking facilities presented in the 2007 U.S. Economic Census, it must be noted that this data set does not include revenue generated by the thousands of facilities for whom parking is ancillary. Additionally, greater data detail on organizations generating ancillary parking income is also difficult to ascertain because the exact number of organizations generating parking revenue, the amount of this revenue, and number of parking employees is unavailable. Therefore, it is important to understand that to arrive at exact figures for revenue, employees and organizations, more detailed research is required.

For the purposes of this study, some assumptions were made to arrive at a universe size. Although the size of the parking departments at colleges, universities, and hospitals is unclear, the study makes the conservative assumption that all organizations, not defined as private operators, have on average two employees in their parking operations department. This assumption drives the employee number. Using this assumption, the potential universe of parking employees in hospital facility parking department's yields 10,204 employees. The same calculation for colleges and universities yields nearly 8,400 employees. Combining the total universe of parking employees in the U.S. parking industry with these figures yields an employment number in excess of 143,000.

It is unclear how these assumptions would be applied to the parking revenue generated by these public entities; however, it can be assumed that the industry revenue generated would be greater than the \$8.2 billion generated by owner operators exclusively. This appears to indicate that there is a larger market. To accurately gauge parking operation revenue, buying power, employment and total organizations, primary research through a state of the industry parking survey would be required. The NPA 4<sup>th</sup> Annual Parking in America Study and the Colliers, 2010 Parking Rate Survey find generally consistent trends in parking rates, with specific disparities market to market that can be attributed to the different samples sizes, number of respondents, and sample groups for the respective studies. Rates are not covered in this report.

### **III. Problem Definition**

The parking industry consists of a number of owners, operators, managers, valets and other private and public entities within the parking industry via hospitals, hotels, restaurants, universities and colleges, civic centers, shopping malls, municipalities, airports, parking lots, meters and garages that own or manage parking, and have customers who pay for this service. There are however, a few limitations to the study. Unfortunately, no specific information is available on parking revenue or employees for organizations deriving parking income from ancillary services.

The goal of the research was to address a number of key questions regarding the industry:

- What is the size of the industry?
- What are total revenues for the industry and each of its segments?
- What is the parking specific revenue generated by these segments?
- How many employees are included in the parking industry?

- How many parking employees are included in these segments
- What is the breakdown of the top states for the parking industry?
- What is the amount of parking revenue generated by state?
- What are the hourly and annual wages of the employees in the market?
- How do these wages compare from segment to segment?

## IV. Industry Overview

### C. Target Market Composition

The target market for the universe within the parking industry is defined as all owners, operators, managers, valets and other private and public entities within the parking industry via hospitals, hotels, restaurants, universities and colleges, civic centers, shopping malls, municipalities, airports, parking lots, meters and garages that own or manage parking, and have customers who pay for this service. While it may be clear where owners and operators of parking lots, meters, garages, and airport parking fall within the industry, a less direct relationship exists between public entities and parking within the target market. Many of these organizations have parking as part of their ancillary services or transportation services, so there is no clear view into data on department level.

### D. Target Market Definition

The U.S. Census Bureau defines parking lots and garages as being establishments “primarily engaged in providing parking space for motor vehicles, usually on an hourly, daily, or monthly basis and/or valet parking services”. In the United States there are approximately <sup>10</sup>13,010 parking facilities employing more than 125,630 individuals. This primary group is responsible for an annual payroll of \$2 billion dollars and generates more than \$8.2 billion in revenue each year (Figure 1). The study asserts that there is in excess of \$18 billion in U.S. parking revenue, when other parking sectors are added to the total.

*Note: A commissioned industry study is warranted due to a lack of public research data.*

<sup>11</sup>Figure 1.

Breakdown of Member Segments			
	Total Organizations	Revenue (\$1000)	Employees
Commercial Owner/Operators Facilities	13,010	8,276,394	125,630
Colleges and Universities	4,300	30,690,707	430,164
Hospitals	5,487	354,132,886	4,526,591
Municipalities	601	n/a	n/a
Shopping/Retail Centers	47,000	n/a	n/a
Civic Centers	n/a	n/a	n/a
<b>Total</b>	<b>70,398</b>	<b>393,099,987</b>	<b>5,082,385</b>

<sup>10</sup> US Census Bureau, 2007 Economic Census, <http://www.census.gov/econ/industry/geo/g812930.htm>

<sup>11</sup> Encyclopedia.com, <http://answers.encyclopedia.com/question/many-malls-there-america-261667.html>

Source: U.S. Census Bureau, 2007 US Economic Census

\*Revenue number represents billions of dollars.

The breakdown of the lots and garages, according to the U.S. Census, indicates that the top five states in the market generate 51% of the revenue (Figure 2) and account for 50% of the facilities. These states, by parking employment, California, New York, Florida, Texas, and Illinois make up 54% of the annual payroll for the industry, and employ more than half of all industry employees. In fact, we can clarify this picture further by looking at just California and New York, numbers 1 and 2 respectively (Figure 3). One-third of all parking lots and garages are located in either California or New York. Additionally, these two states generate \$2.7 billion in parking revenue, and have payroll of \$693 million.

Figure 2. Display rank by facilities.

Top Five States For Parking Lots and Garages						
	States	Facilities	Revenue (\$1,000)	Revenue % of U.S.	Annual Payroll (\$1,000)	Paid Employees
<b>Ranking</b>	<b>United States</b>	<b>13,010</b>	<b>8,276,394</b>	<b>100</b>	<b>2,007,738</b>	<b>125,630</b>
1	California	2,808	1,446,860	17.48	399,350	24,571
2	New York	1,664	1,267,729	15.32	294,289	14,686
3	Texas	781	493,969	5.97	127,378	8,480
4	Florida	632	494,054	5.97	154,178	12,228
5	Illinois	593	528,751	6.39	104,878	5,290
	<b>Total</b>	<b>6,478</b>	<b>4,231,363</b>	<b>51</b>	<b>1,080,073</b>	<b>65,255</b>

Source: U.S. Census Bureau, 2007 US Economic Census

\*Total industry revenue number represents billions of dollars.

Figure 3.

Top Two States For Parking Lots and Garages						
	State	Facilities	Revenue (\$1,000)	Revenue % of U.S.	Annual Payroll (\$1,000)	Paid Employees
<b>Ranking</b>	<b>United States</b>	<b>13,010</b>	<b>8,276,394</b>	<b>100</b>	<b>2,007,738</b>	<b>125,630</b>
1	California	2,808	1,446,860	17.48	399,350	24,571
2	New York	1,664	1,267,729	15.32	294,289	14,686
	<b>Total</b>	<b>4,472</b>	<b>2,714,589</b>	<b>33</b>	<b>693,639</b>	<b>39,257</b>

Source: U.S. Census Bureau, 2007 US Economic Census

\*Total industry revenue number represents billions of dollars.

## E. General Medical and Surgical Hospitals

A number of organizations owning parking facilities may have in-house staff and/or outsource management of parking services. One such group is hospitals and medical facilities. <sup>12</sup>“This industry comprises establishments known and licensed as general medical and surgical hospitals primarily engaged in providing diagnostic and medical treatment (both surgical and nonsurgical) to inpatients with any of a wide variety of medical conditions.” There are approximately 5,102 hospitals employing more than 5 million people in the United States (Figure 4). Due to the special nature of the training in hospitals and the tendency for many parking lots and garages to have part time labor as a larger percentage of its work force, total and average payroll for hospitals tends to be higher than that of parking lots and garages. When dividing the annual \$244 billion payroll for hospitals by its total staff, there is an average of \$31,000 per employee. This is more than twice the \$15,000 per employee payroll average of the parking lot owners and operators.

In addition to the higher payroll costs, this segment also generates total general revenue of approximately \$657 billion. However, public data is not available so we cannot determine the portion of that revenue related strictly to parking. When using the assumptions set forth in this review, a total hospital parking department size of 10,204 is reached (Figure 14).

Figure 4.

<b>Total Medical and Surgical Hospitals</b>				
<b>Status</b>	<b>Facilities</b>	<b>Revenue (\$1,000)</b>	<b>Annual Payroll</b>	<b>Paid Employees</b>
Taxable	828	\$67,123,652	\$20,935,808	476,596
Exempt	4,274	\$590,194,441	\$223,397,082	4,601,023
<b>Total</b>	<b>5,102</b>	<b>\$657,318,093</b>	<b>\$244,332,890</b>	<b>5,077,619</b>

Source: U.S. Census Bureau, 2007 US Economic Census

\*Total industry revenue number represents billions of dollars.

## F. Colleges and Universities

<sup>13</sup>The U.S. Census Bureau classifies colleges as establishments primarily engaged in furnishing academic courses and granting degrees at baccalaureate or graduate levels. The U.S. has more than 4,200 degree-granting institutions with combined annual revenue of approximately \$465 billion. Roughly 60% of industry revenue is generated by state-operated public schools and 40% by private schools. While the investment in staff required may not be as great as hospitals, it is still sizeable. These institutions have more than 430,000 employees with an annual payroll exceeding \$10 billion.

According to the U.S. Department of Education Institute of Educational Services, enrollment at two and four year degree granting institutions steadily increased between 1997 and 2007. The

<sup>12</sup> US Census Bureau: 2002 Economic Census, <http://www.census.gov/econ/industry/hierarchy/i622110.htm>

<sup>13</sup> US Census Bureau: 2002 Economic Census, <http://www.census.gov/econ/industry/def/d6113.htm>

number of students enrolled full-time rose 34%, and part-time enrollment increased 15%. A report issued by The Delta Project on Postsecondary Education Costs, Productivity, and Accountability reported that “enrollment in U.S. postsecondary institutions totaled almost 18.6 million students in the 2008 academic year...”. As the number of student admissions increase, this presents a greater challenge to colleges and universities since the number of parking spots on any given campus remains fixed. Many of these institutions have begun to view this as an opportunity to increase institution revenue while improving the student and visitor experience. Enter the concept of valet parking.<sup>14</sup> Florida International, Columbia University, and the University of Southern California are just a few of the universities who have recognized the importance of parking, and have recently implemented or begun discussions on implementing some form of parking program.

Since the evolution of the parking experience on college campuses is still recent, there is no data outlining the number of parking spaces at most universities. For the purpose of looking at market size, a number of assumptions can be made. By dividing the total U.S. student enrollment by the number of colleges and universities, an average university institution enrollment of 4,224 is determined. This means that if only 40% of enrolled students (this does not include staff parking) park at any given time on campus, there are potentially 1,690 parking spots per university (Figure 5). When multiplying this figure by the 4,200 colleges and universities, a number in excess of 7 million parking spaces is reached (Figure 6). Additionally, using the assumptions set forth on page three of two individuals per parking department, there is a potential universe of 8,400 college and university parking related employees (Figure 7).

*Note: Above data generated using 2002 U.S. Census data available as of April 10, 2011.*

Figure 5.

Estimated College and University Parking Spaces	
Average Enrollment at Colleges and Universities	Estimated Parking Spaces per Institution
4,224	1,690

U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009 and NPA Parking in Perspective: The Size and Scope of Parking in America page 4.

Figure 6.

Total Estimated Colleges and University Parking Spaces in the U.S.		
Total Colleges and Universities	Estimated Parking Spaces per Institution	Estimated Parking Spaces in the U.S.
4,200	1,690	7,098,000

U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009 and NPA Parking in Perspective: The Size and Scope of Parking in America page 4.

<sup>14</sup> Recession? Valet Parking Arrives, June 24, 2009, Inside Higher Ed



Figure 7.

Estimated Size of College and University Parking Department U.S.		
Total College and Universities	Estimated Parking Department Employees Per Institution	Estimated Parking Department Employess in the U.S.
4,200	2	8,400

U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009 and NPA Parking in Perspective: The Size and Scope of Parking in America page 4.

## G. Industry Wages

Employee wages has long been an important topic in the United States. Regardless of the industry, it is important for employers to understand the marketplace and its prevailing wages. The same is also true when it comes to the parking industry. <sup>15</sup>Parking lot attendants (also called valets or cashiers) are individuals who park automobiles, or issue tickets to customers in a parking lot or garage. These individuals usually provide the first and last impression, and can be the difference between revenue growth and loss. Unhappiness in any form can lead to less patronage of the facility or event. This is especially true if other options are easily available. This has led many to place a greater focus on having the right attendant who can convey the proper message to individuals whether they are guests, employees or customers.

<sup>16</sup>There are roughly 129,990 individuals classified as parking attendants (Figure 8). As has been previously mentioned, the diverse number of industries that make use of parking attendants means that it can be difficult to breakdown this group by industry. In fact, this point is illustrated by the Department of Labor, which lists “Other Personal Services” as the industry employing the highest number of parking attendants.

However, as it relates to the industry as a whole, a wide array of salary data is available.

<sup>17</sup>According to the Department of Labor, the national mean (midpoint) salary of an employee working as a parking lot attendant is \$9.90 an hour, thus \$20,600 a year.

In looking at the *NPA report Parking in America, The Third Annual Review of Parking Rates in North America*, there is a range of hourly and annual wages depending on the location of the facility. <sup>18</sup>Data from the report indicates that NPA members pay parking lot attendants on average \$10.47 an hour, which is greater than the average national hourly wage of \$9.90. In addition to the information on attendants, we also note that the NPA rate study’s average

<sup>15</sup> U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009, <http://www.bls.gov/oes/current/oes536021.htm>

<sup>16</sup> U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009, <http://www.bls.gov/oes/current/oes536021.htm#st>

<sup>17</sup> U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009, <http://www.bls.gov/oes/current/oes536021.htm#st>

<sup>18</sup> NPA, Parking in America, The Third Annual Review, of Parking Rates in North America,

reported hourly wages for clerical staff and managers (excluding benefits) were \$13.47 and \$20.31 respectively (Figure 9). On average municipalities paid the highest wages to clerical, parking attendant, and management staff. At the opposite end of the spectrum, hotels on average paid the lowest wages to clerical, valet, parking attendants, and managerial staff at \$11.49, \$8.03, \$9.22 and \$17.92 respectively. Based on survey results, hotels were the only group to pay below the member average to all four groups of employees.

Figure 8.

Total Parking Lot Attendants U.S.		
	Mean hourly wage	Mean annual wage
<b>Total Attendants</b>		
129,990	\$9.90	\$20,600

Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009

<sup>19</sup>Figure 9.

U.S. Parking Lot Attendants Hourly Wages				
	Clerical	Valet	Attendant	Manager
<b>Central Business District</b>	\$13.47	\$9.13	\$10.28	\$20.31
<b>Municipality</b>	\$14.25	n/a	\$12.61	\$32.42
<b>On-Airport</b>	\$11.74	\$10.37	\$10.37	n/a
<b>Hospital</b>	\$12.59	\$9.11	\$9.89	\$18.83
<b>Hotel</b>	\$11.49	\$8.03	\$9.22	\$17.92
<b>Average Industry Wage</b>	\$12.71	\$9.16	\$10.47	\$22.37

Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009

When looking at the breakdown on a state level, New York has the highest concentration of employees working as parking lot attendants. There are more than 14,000 individuals who earn on average approximately \$21,570 a year, and have a mean hourly wage of \$10.37 (Figure 10). Furthermore, Connecticut, Nevada, the District of Columbia, and Hawaii join New York rounding out the top five states with the highest concentration of parking lot attendants.

<sup>20</sup>Figure 10.

<sup>19</sup> NPA, Parking in America, The Third Annual Review, of Parking Rates in North America

<sup>20</sup> U.S. Department of Labor, Bureau of Labor Statistics, <http://www.bls.gov/oes/current/oes536021.htm#nat>

States With The Most Parking Lot Attendants					
Ranking	State	Employment	Hourly mean wage	Annual mean wage	Employment per thousand workers
1	New York	14,830	\$10.37	\$21,570	1.748
2	Connecticut	3,460	\$10.51	\$21,860	2.098
3	Nevada	3,220	\$9.41	\$19,560	2.731
4	District of Columbia	2,290	\$10.28	\$21,380	3.589
5	Hawaii	1,500	\$9.81	\$20,400	2.555
<b>Total</b>		<b>25,300</b>	<b>10</b>	<b>20,954</b>	<b>2.54</b>

Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009

If we look at the state breakdown based on highest average hourly wage alone, we note a difference in the list of states from that with the most attendants. Vermont tops the list as the state paying the highest hourly wage for attendants. Washington, Montana, Alaska, and Massachusetts make up the remaining four of the top five highest average hourly wage paying states (Figure 11).

Figure 11.

Top 5 Paying States For Parking Lot Attendants					
Ranking	State	Employment	Hourly mean wage	Annual mean wage	Employment per thousand workers
1	Massachusetts	4,780	\$10.75	\$22,360	1.507
2	Washington	3,230	\$11.61	\$24,140	1.157
3	Vermont	110	\$12.62	\$26,240	0.372
4	Alaska	90	\$10.79	\$22,450	0.302
5	Montana	30	\$11.50	\$23,920	0.075
<b>Total</b>		<b>8,240</b>	<b>11</b>	<b>23,822</b>	<b>1</b>

Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment and Wages, May 2009

## H. Parking Rates

The U.S. economy has significantly affected most industries throughout the country. While the parking industry is not immune to these effects, parking rates have largely held steady.

<sup>21</sup>According to the 2010 Colliers International Parking Rate Survey, daily and monthly rates held steady, seeing a 1.4% decrease and 1.1% increase in daily and monthly rates, respectively. This seems to correlate with NPA's Parking Rate survey in which 66% percent of operators held rates steady and 27% indicated that they raised rates only slightly.

The Colliers report asserted that there was little drop in monthly rates at the higher price points. This did however, differ from the NPA Rate Survey which reported a 14% decrease by its members at the higher end of the parking rate scale, and a slight increase at the lower end of

<sup>21</sup> 2010 Parking Rate Survey, Parking Not Getting Any Cheaper – and Unlikely to Do So, Colliers International

the monthly parking rate scale. Both reports indicate that the markets charging the highest Central Business District (CBD) rates are New York, San Francisco and Philadelphia.

## V. Conclusions

Parking will continue to play a greater role in our economy as more organizations see parking as an opportunity to add value to the experience of their customers, and as a way to improve their bottom line by generating revenue and/or outsourcing parking operations. The current U.S. parking industry generates <sup>22</sup>\$18 billion in revenue, and consists of 40,000 parking facilities. Employment at both these public and private facilities has reached more than 143,000 parking professionals and continues to grow.

According to the 2010 U.S. Census, the U.S. population is 308 million with a population of 439 million by 2050, according to U.S. Census projections. Parking is a part of the fabric of the United States transportation infrastructure and of real estate use. Continued population growth and trends of increased density in cities will continue to escalate demand for private parking, public parking and public transportation. <sup>23</sup>According, to the U.S. Department of Transportation, more than 79% of the U.S. population resides in urban areas while 21% reside in rural areas. By 2025 the U.S. population is expected to rise to over <sup>24</sup>346 million with an even higher percentage of individuals concentrated in cities. Parking supply, particularly in major cities that are already largely built out, will rely upon mixed-use developments, in which redevelopment plans include parking for high-demand venues.

Conversely, the U.S. Department of Transportation reported that domestic and international airline travel increased 2.3% in the first 11 months of 2010 to 661.8 million passengers. While this is positive it is still 3.5% below the first 11 months of 2008. This indicates that while travel demand is increasing, it is still far below where it was pre-recession.

Additionally, <sup>25</sup>a report from Marketdata Enterprises Inc. indicated that the parking industry would face difficult challenges because “demand for parking spaces is influenced by a number of factors, including the price of gas, white-collar employment levels, commercial vacancy rates in metro areas, and even weather.” It is believed that all of these economic forces will continue to present unique and unforeseen opportunities and challenges to parking owners and operators. However, if these forces remain stable, most experts believe that we will continue to see additional pressure placed on the existing parking supply, thus creating a greater demand for new parking facilities.

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<sup>22</sup> The U.S. Parking Garages Industry, Marketdata Enterprises Inc., February 1, 2008, <http://www.marketresearch.com/product/display.asp?productid=1691869>

<sup>23</sup> United States Department of Transportation - Federal Highway Administration, U.S. Census 2000, population statistics, <http://www.fhwa.dot.gov/planning/census/cps2k.htm>

<sup>24</sup> Total Population by Country, 1950, 2000, 2015, 2050, [http://www.photius.com/rankings/world2050\\_rank.html](http://www.photius.com/rankings/world2050_rank.html)

<sup>25</sup> The U.S. Parking Garages Industry, Marketdata Enterprises Inc., February 1, 2008, <http://www.marketresearch.com/product/display.asp?productid=1691869>

Figure 12.

Top Ten States For Parking Lots and Garages						
Ranking by facilities		Facilities	Revenue (\$1,000)	Revenue % of U.S.	Annual Payroll (\$1,000)	Paid Employees
	United States	13,010	8,276,394	100	2,007,738	125,630
1	California	2,808	1,446,860	17.48	399,350	24,571
2	New York	1,664	1,267,729	15.32	294,289	14,686
3	Texas	781	493,969	5.97	127,378	8,480
4	Florida	632	494,054	5.97	154,178	12,228
5	Illinois	593	528,751	6.39	104,878	5,290
6	Ohio	533	262,131	3.17	55,884	4,296
7	Washington	429	213,127	2.58	47,611	2,778
8	Pennsylvania	384	350,381	4.23	82,362	5,095
9	District of Columbia	376	259,453	3.13	53,051	2,719
10	Massachusetts	316	366,276	4.43	80,531	4,599
	<b>Total</b>	<b>8,516</b>	<b>5,682,731</b>	<b>69</b>	<b>1,399,512</b>	<b>84,742</b>

Source: U.S. Census Bureau, 2007 US Economic Census

Figure 13.

Ten States with the Most Medical and Surgical Hospitals							
Ranking	Description	Facilities	Receipts (\$1,000)	Receipts % of U.S.	Receipts per capita (\$)	Annual Payroll (\$1,000)	Paid Employees
	United States	5,102	\$657,318,093	100.00	2,180	244,332,890	5,077,619
1	Texas	408	\$43,452,302	6.61	\$1,823	\$14,276,982	313,516
2	California	389	\$71,556,628	10.89	\$1,975	\$27,206,757	468,646
3	New York	216	\$48,395,169	7.36	\$2,492	\$20,465,979	368,682
5	Florida	211	\$37,046,783	5.64	\$2,027	\$12,941,299	272,929
6	Illinois	200	\$29,561,009	4.50	\$2,313	\$10,748,594	228,776
7	Pennsylvania	193	\$31,447,404	4.78	\$2,511	\$11,662,298	246,729
8	Ohio	176	\$27,994,937	4.26	\$2,430	\$10,999,735	240,410
9	Georgia	152	\$16,927,915	2.58	\$1,776	\$6,006,185	137,728
10	Michigan	146	\$24,040,579	3.66	\$2,392	\$9,343,258	200,969
	<b>Total</b>	<b>2,091</b>	<b>\$330,422,726</b>	<b>50.28</b>	<b>\$19,739</b>	<b>\$123,651,087</b>	<b>2,478,385</b>

Source: U.S. Census Bureau, 2007 US Economic Census

Figure 14.

Estimated Size of Hospital Parking Department U.S.		
Total Hospitals	Estimated Parking Department Employees Per Institution	Estimated Parking Department Employess in the U.S.
5102	2	10,204

Source: U.S. Census Bureau, 2007 US Economic Census

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