WHAT ARE WE DOING HERE?

ITE Parking Data Collection

We're helping improve the data transportation professionals use to plan communities.

The ITE—A Community of Transportation Professionals (ITE) is conducting an international data collection effort to better understand **real-world parking demand at different types of places.**

What Is the Student Volunteer Doing?

An ITE student volunteer is simply **counting the number of vehicles parked at this location at specific times.**

✓ No photos of people or license plates
✓ No personal information is collected
✓ No information about individual vehicles is recorded
✓ No interaction with customers or employees is required
✓ **This is not an inspection or enforcement activity**

Businesses and individual locations are **not being evaluated or rated.** All collected data is **aggregated by state, region and province** for analysis. **No individual business or observation location will be identified or published.**

The aggregated information will be used to improve ITE's ***Parking Generation Manual***, a resource used by transportation professionals across the United States and Canada.

Questions or concerns?

Student volunteers conducting observations do not need any information or assistance from the property. For questions about this project, please contact:

Caitlin Cook
Director of Multimodal Planning & Analysis
ITE—A Community of Transportation Professionals
ccook@ite.org
ite.org