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ITE Names Parkalytics a Founding ITE Preferred Data Partner for Parking Generation

WASHINGTON, DC – ITE—A Community of Transportation Professionals (ITE) has named Parkalytics a **Founding ITE Preferred Data Partner**, establishing a four-year partnership to expand the quantity, quality, geographic diversity, and currency of observed parking data available to support ITE's [Parking Generation Manual](#), Parking Generation database, and ITEParkGen web application.

The *Parking Generation Manual*, 6th Edition, is an educational resource used by transportation professionals, zoning boards, and others to help estimate parking demand associated with proposed development. Its companion ITEParkGen web application provides electronic access to the parking generation dataset, including land use descriptions and data plots across available land uses, time periods, independent variables, and settings. ITE is now developing the [next edition](#) of Parking Generation for release in 2027.

Through the partnership, Parkalytics will provide an initial contribution targeting over 100 surveys across more than 10 land uses in the United States and Canada, followed by annual contributions of newly collected parking data throughout the agreement. ITE and Parkalytics may also identify priority land uses, geographic areas, site characteristics, and other data gaps to guide future contributions.

"Keeping Parking Generation useful to practitioners depends on continually expanding the real-world observations behind it," said Steve Kuciemba, ITE Executive Director and CEO. "This partnership gives ITE a new way to supplement traditional voluntary data submissions with an ongoing source of observed parking data across different land uses and communities. That strengthens the foundation for the next edition and helps us continue providing transportation professionals with a resource they can apply with informed professional judgment."

Parkalytics is a parking data and analytics company that combines drone-based data collection with software to analyze and visualize how parking and curb space are used. Its platform provides information on measures such as utilization, turnover, dwell time, and curb activity for cities, transportation consultants, property owners, campuses, and other organizations. The approach allows repeated observations to be collected across large parking areas and over multiple time periods, providing a more complete picture of how parking demand changes throughout the day.

"Parking Generation has long given practitioners a common reference point for understanding parking demand," said Peter Richards, CEO of Parkalytics. "Our work focuses on documenting how parking and curb space are actually used in real-world conditions, across different times and seasons. We're proud to contribute those observations to ITE and help broaden the data available to practitioners across the United States and Canada."

All data contributed through the partnership will be reviewed by ITE for conformance with applicable data requirements and quality assurance/quality control processes before ITE determines whether

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individual datasets are suitable for incorporation into its technical resources. The Founding ITE Preferred Data Partner designation recognizes Parkalytics' data contribution and role in establishing and piloting the program; it does not constitute ITE certification or endorsement of Parkalytics' products, services, or methodology.

About ITE – ITE—A Community of Transportation Professionals works to improve mobility and safety for all transportation system users, helping to build smart and livable communities. Founded in 1930, ITE is a volunteer-driven association of more than 18,000 engineers, planners, consultants, educators, researchers, technologists, and students working in more than 78 countries. ITE provides opportunities for professional development and community building through conferences, training, publications, and involvement in projects and products advancing knowledge in the industry. Learn more at www.ite.org.

About Parkalytics – Parkalytics provides parking and curb data collection, analysis, and visualization through drone-based data capture and software. Its tools help cities, consultants, property owners, campuses, and other organizations understand parking utilization, turnover, dwell time, and curb activity. Learn more at www.parkalytics.com.

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