



Parksmart

GREEN BUSINESS CERTIFICATION INC.

PUBLIC RELATIONS

GUIDELINES FOR PARKSMART

UPDATED SUMMER 2017

PUBLIC RELATIONS GUIDELINES FOR PARKSMART CERTIFICATION

Congratulations! Your project is joining a select group of sustainable and innovative parking structures that are Parksmart-certified. The Parksmart rating system is owned and administered by Green Business Certification Inc. ([GBCI](#)) and distinguishes forward-thinking parking facilities shaping tomorrow's sustainable mobility network. If you are looking to tell your project's story, here are some ideas to get you started.

DISTRIBUTE A PRESS RELEASE

Once you've earned Parksmart certification, go ahead and make it known! A press release template, sample quotes from GBCI and other resources can be found in these guidelines. You can also [request](#) to use the corresponding Parksmart logo in your materials. Is your project registered in [Arc](#)? If so, reach out to our communications team for language on how to talk about Arc (contact information on page 7).

HOLD A CERTIFICATION CEREMONY

Looking for a GBCI representative to speak at a Parksmart certification ceremony? GBCI's management team and [network of local communities](#) may be available. Complete the [Speaker Request Form](#) and a member of our staff will follow up with you.

SEND GBCI YOUR PHOTOS

GBCI is always looking for high-resolution digital photos of projects for use in our marketing efforts including promotional advertisements, literature, websites, social media and news articles. Contact our communications department to learn more (contact information on page 7).

BE SOCIAL

We have an active community on social media. Promote your achievement and join the Parksmart conversation on [Facebook](#), [Twitter](#) and [LinkedIn](#). Be sure to let us know about your work and tag Parksmart on Facebook and Twitter. Here is some sample content to get you started:

- We're proud to be @Parksmart certified! [COMPANY] is committed to driving sustainable mobility forward. [PHOTO] [LINK] #greenbuilding
- Our @Parksmart certification means we bring you the very best in smart parking performance as we work to improve sustainable mobility and resource efficiency! [PHOTO] [LINK]
- We are @Parksmart approved! Honored to announce we received @Parksmart certification for [PROJECT]! [PHOTO] [LINK] #greenbuilding
- [PROJECT] is putting #sustainable #parking on the map with its @Parksmart certification! [PHOTO] [LINK]
- We're officially @Parksmart certified and delivering smart parking solutions throughout [LOCATION]. [PHOTO] [LINK]

SEND US A TESTIMONIAL

[Submit](#) a quote or testimonial about how Parksmart has benefited you and your community.

VISIT parksmart.gbci.org

Visit our website for more information on the [Parksmart](#) program, including the credit library, participation overview and sample scorecards.

BRANDING GUIDELINES

GBCI NAME

The official organization name is Green Business Certification Inc.TM and GBCI[®] is the official acronym. GBCI can be used after the first reference. Do not use articles like “the” or “a” when using GBCI as a noun or in the possessive.

TRADEMARKS

Follow all guidance detailed in the [GBCI Trademark Policy & Branding Guidelines](#), and contact GBCI's marketing department, marketing@gbci.org, with any questions about branding or use of the trademark and logo.

CERTIFICATION LEVELS

There are four levels of Parksmart certification – Pioneer, Bronze, Silver and Gold. When a project achieves certification it should be referred to as a Parksmart-certified project. If appropriate, supporting text may be written that gives additional detail about the specific rating system under which the project was certified.

- “Parksmart certification” with lowercase “c” is used to describe the certification process.
- “Parksmart-certified” with lowercase “c” is used to describe a project that has been certified.

When a project is certified, the correct wording is “project X is Parksmart Silver” or “project X is Parksmart certified to the Silver level” or “project X is Parksmart Silver certified.”

SAMPLE PRESS RELEASE

[ORGANIZATION NAME] Awarded Parksmart [LEVEL] Certification

CITY, State - DATE - Today, [COMPANY] announced [PROJECT] was awarded [Parksmart](#) [LEVEL]. Parksmart is the world's only rating system designed to advance sustainable mobility through smarter siting, design and operations while using fewer resources.

[Insert details about the project]

[Quote about the project]

Discuss how the Parksmart framework guided your project toward using innovative, solutions-oriented strategies that:

- *Cut operational costs and reduce their environmental impact*
- *Increase energy efficiency and performance*
- *Offer better lighting and ventilation*
- *Promote alternative modes of transportation and diversify mobility options in your area*
- *Integrate sustainable mobility services and technologies*
- *Create stronger community relationships*
- *Support local sustainability initiatives*

[Quote from GBCI - see sample quotes below]

Parking is one of the largest land uses in cities and with the number of vehicles expected to reach two billion by [2030](#), parking structures emerge as a transformative tool to drive sustainable mobility practices. Parksmart creates opportunities for parking structures to reduce operational costs up to 25 percent compared to the national average. The rating system defines, measures and recognizes high-performing sustainable garages and provides a roadmap for new and existing facilities to implement innovative, solution-oriented strategies. Developed by industry experts and administered by Green Business Certification Inc. ([GBCI](#)), Parksmart projects identify innovative ways to reduce environmental impact, increase energy efficiency and performance, improve parking space management, incorporate diverse mobility options and strengthen community relations.

About Green Business Certification Inc. (GBCI)

GBCI is the premier organization independently recognizing excellence in green business industry performance and practice globally. Established in 2008, GBCI exclusively administers project certifications and professional credentials and certificates within the framework of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) green building rating systems, as well as the PEER standard for power systems, the WELL building standard, the Sustainable SITES Initiative (SITES), Parksmart, EDGE (Excellence in Design for Greater Efficiencies), Zero Waste, Investor Confidence Project (ICP) for energy efficiency retrofits and the GRESB benchmark, which is used by institutional investors to improve the sustainability performance of the global property sector. www.gbci.org.

SAMPLE QUOTES FROM GBCI

You're welcome to use a quote from GBCI in your press release or outreach to media. Here are a few samples. If you would like to seek approval on an alternate quote, please contact our public relations department. Contact information is on page 7.

"[Company's] Parksmart certification raises the bar for sustainable parking structures," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "By implementing a framework that will transform the management and operations of its parking structure [Company] will not only cut operational costs but reduce environmental impact and energy use."

"[Company's] drive to transform and innovate its parking space demonstrates dedication to the local community and environment," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "Through its Parksmart certification, [company] will be able to offer better lighting and ventilation throughout its parking facility, as well as reduce waste and energy usage."

"[Company] recognizes the benefits of sustainable mobility through smarter parking design and operations," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "Through its Parksmart certification, [Company] is encouraging the adoption of energy efficiency and increased performance and dramatically reducing overall operational costs."

"[Company's] certification represents tremendous leadership in smarter parking design, operation and maintenance," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "Parksmart not only has the power to promote alternative modes of transportation and diversify mobility options, but benefits everyone from building owners to tenants to the local community."

"[Company]'s best-in-class management practices and use of innovative technologies is helping to pave the way for smarter parking facilities across [city/state or region]," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "As a Parksmart-certified project, [project name] is helping to reduce carbon emissions and energy consumption, as well as prioritize human and environmental health."

HELPFUL CONTACTS

GBCI

1-800-795-1746 (within the U.S.)
1-202-828-1145 (outside the U.S.)

www.gbci.org/contact

PUBLIC RELATIONS

Sarah Stanley, Media & Communications Manager, sstanley@gbci.org

LOGO/BRANDING USE

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CERTIFICATION CEREMONY REPRESENTATIVE REQUEST

[Speaker Request Form](#)