

Lia Reyes on Parking: It's the First and Last Impression

IN THE NEWS



Lia Reyes (LVR International President and WTS-LA Small Business Outreach chair), Photo © John Livzey, 2016

A parking lot of a thousand cars begins with the first space. But knowing where to put the other 999 is no less important. [LVR International](#) President and WTS-LA Small Business Outreach chair Lia Reyes knows exactly where those spaces go and how best to efficiently and effectively configure them.

“We provide a unique service because we bring an in depth understanding of the parking operation and maintenance side into the planning, design, outreach and implementation of transportation-related projects like transit-oriented development and parking.” Founded in 1994, now California-based LVR boasts experience in the Midwest, East Coast, West Coast, and Asia, but now focuses mostly on California. But LVR is by no means Reyes' only focus.

She also serves on the board of directors of the non-profit California Transportation Foundation (CTF). “CTF was started to help Caltrans workers who were injured and the families of those killed working California's roads. Today it is the leading charitable transportation organization in the state.”

In addition, CTF provides scholarships for transportation students, career development, and several signature events including the Transportation Education Symposium and two charity golf tournaments (Northern and Southern California). With CTF since 2006, Reyes feels strongly about CTF's mission. “It was started for Caltrans employees who really needed help. Today, we are proud to announce that the same benefits historically provided to Caltrans employees and their families are now being offered to both public and private transportation related firms, their employees and families.”