

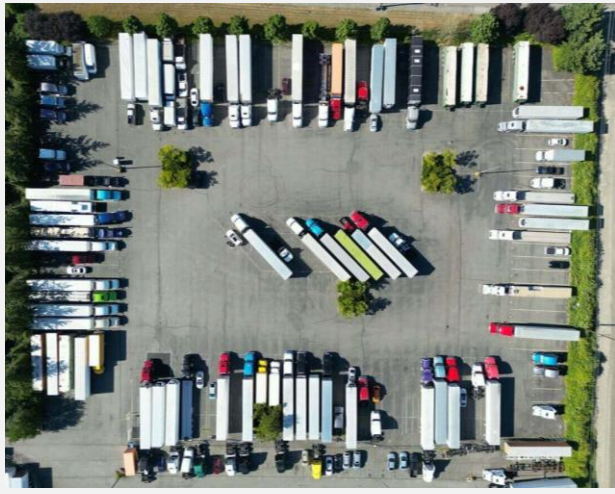


Truck Parking Club

Solving the Truck Parking Challenge

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Just as Japan has long grappled with chronic truck driver shortages and excessive workloads, the U.S. trucking industry has faced the same challenges for years. Trucking, which handles about 70% of U.S. goods transportation, is a cornerstone supporting the American economy. One of the most serious problems is the “shortage of truck parking spaces.” Taking on this challenge is Evan Shelley, who launched the “Truck Parking Club” – a marketplace connecting drivers and parking spaces via an app – and is rapidly expanding the business. We asked him about the origins of the venture and its future outlook.



Truck Parking Shortage

Similar to Japan, the U.S. has implemented measures aimed at managing driver time and enhancing safety. However, driver shortages and long working hours persist, making it common to see drivers taking naps alongside highways. Long-haul drivers in the U.S. average 1,000 kilometers driven per day. According to Shelley, they spend an average of 56 minutes daily searching for parking. This results in reduced driving time, wasted fuel, and often forces drivers to rest in unsafe or unauthorized locations. The problem has intensified since the implementation of “Hours of Service” regulations, impacting driver health and welfare, supply chain reliability, and carrier costs.

What is Truck Parking Club?



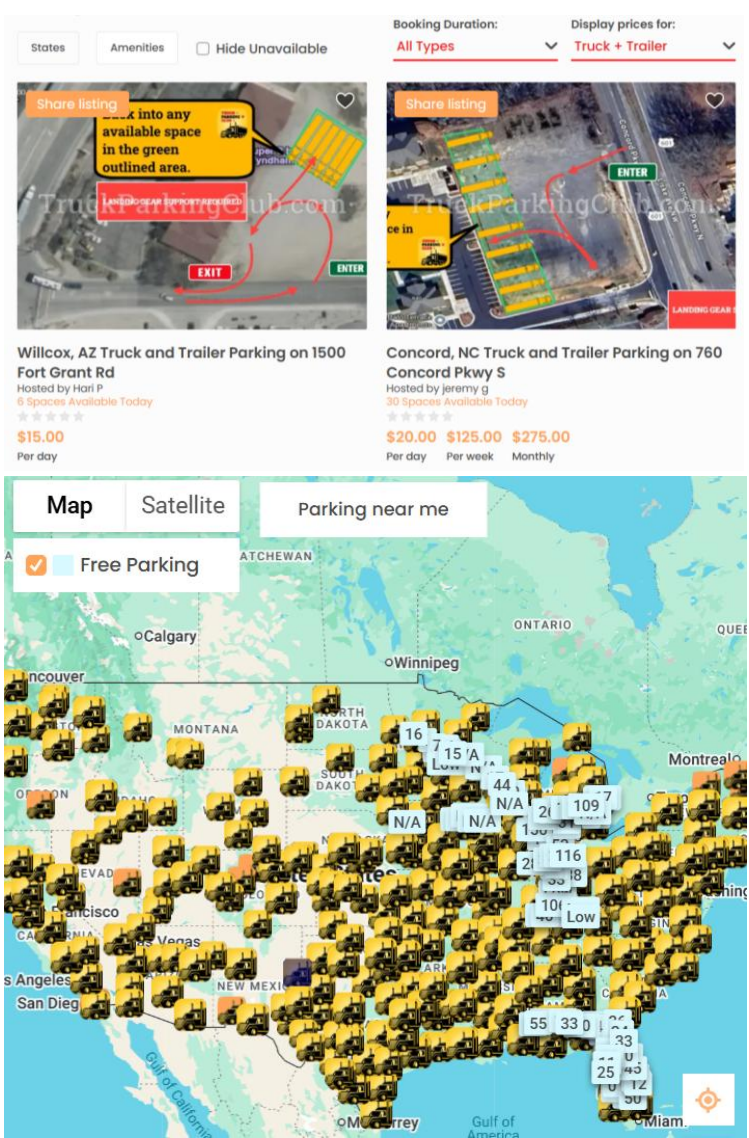
Truck Parking Club Staff²

Truck Parking Club is a rapidly growing startup tackling the longstanding challenge for U.S. long-haul truck drivers: the shortage of safe, legal parking spots. Founded in 2022 by CEO Evan Shelley, it is often called the “Airbnb for truck parking.” Through its website and mobile app, drivers can reserve parking spots by the hour or month, while landowners monetize unused land. Parking providers range from trucking company lots and warehouse sites to real estate owned properties and truck driving schools. This system connects scattered vacant lots nationwide with the estimated 3.7 million commercial truck drivers in real time, significantly contributing to alleviating bottlenecks in U.S. logistics.

Building the Marketplace

As a real estate developer involved in commercial space projects, Shelley witnessed the extreme shortage of truck parking spaces firsthand. Initially, he planned to acquire adjacent vacant land and develop a dedicated parking lot for long-haul trucks. However, the barriers were too high—leasing or purchasing land, negotiating with landowners, and obtaining municipal permits—leading him to abandon the idea. Instead, he pivoted to a business model that flexibly utilized existing land, creating a “parking marketplace” that connects landlords with drivers.

Starting with unused spaces, the service evolved through app improvements, introducing dynamic pricing based on supply and demand. Rates differ between regions with relatively abundant land, like the Midwest, and areas with concentrated demand, like the South. Drivers can filter by facility conditions via the app, check photos and reviews, and complete payment. Security features include a system where the parking gate only opens if the order information entered in the app matches the arriving vehicle. For landowners, this mechanism monetizes unused land while contributing to solving industry challenges.



Web View of TPC Marketplace³

From Miami to Chattanooga, a Logistics Hub

In 2023, the company relocated its base from Miami, Florida, to Chattanooga, Tennessee, a key logistics hub. Chattanooga is located within an 8–10-hour drive of major U.S. markets, offers excellent access to truck transportation routes, and is one of the regions with the highest parking demand. The area also hosts the headquarters of several of the nation's top 20 trucking companies, creating networking and customer acquisition opportunities. Furthermore, Shelley states that low cost of living, high-speed internet infrastructure, and a supportive tech ecosystem were major reasons for the move. For tech companies based outside major metropolitan areas, poor connectivity can be a critical obstacle. Chattanooga is known as one of the earliest U.S. cities to adopt high-speed fiber optics, providing reliable infrastructure and an environment conducive to innovation. He stated that Chattanooga's superior digital infrastructure is essential for growth, enabling the company to focus on developing new services by leveraging its network capabilities.

The company is actively pursuing partnerships with trucking-related firms. In 2025, it received investment from CAT Scale Company, which operates over 2,275 load weight measurement sites nationwide. Truck Parking Club also collaborated with Trimble and Platform Science to build a system integrating parking reservation functionality into each company's fleet management platform. It is also advancing initiatives to monetize underutilized facilities as low-cost parking lots through partnerships with major warehouse operators like Prime Storage.

Tech-Savvy Truck Drivers

One of the company's defining features is its customer service. Since Shelley himself has no experience as a truck driver or working for a trucking company, he employs former truck drivers in customer service roles, establishing a system capable of providing customer support grounded in field experience. Furthermore, the company is actively leveraging AI, currently developing a generative AI assistant to handle standard queries like booking methods and payment terms. This will enable a more intuitive interface, personalized service recommendations, demand forecasting, and optimal pricing. Integration with real-time navigation will likely make parking reservations a standard part of delivery planning.

The AI assistant complements human customer service representatives, providing immediate answers to simple queries and connecting users to knowledgeable staff during emergencies. This hybrid model achieves both 24/7 availability and high service quality. Shelley also noted, "I was pleasantly surprised by the high level of digital skills among drivers." This unexpectedly strong digital adaptability among users is driving the service's expansion.

Future Outlook

The number of registered parking locations, which stood at 550 sites as of September 2024, rapidly expanded to over 3,000 sites by late 2025, with total parking capacity exceeding 50,000 vehicles. Currently, truck drivers from 70 of the top 100 U.S. carriers use the service, with a goal to expand to 10,000 locations by the end of 2026. By tackling problems through technology, the company demonstrates that new businesses can be launched outside major metropolitan areas like Silicon Valley or Boston, positioning itself as a trailblazer reshaping the U.S. economic landscape. It aims for a future where the industry's biggest problem—finding truck parking—is nearly solved. Shelley's goal is simple yet transformative.

This comes as the U.S. trucking industry faces headwinds including inflation, soaring material costs, rising insurance premiums, tariff issues, and declining imports. Solving the parking problem could enhance efficiency and provide a starting point for future improvements within this challenging environment.

Endnote

1. <https://www.overdriveonline.com/parking/article/15676443/free-spaces-now-paytopark-the-future-of-truck-parking>
2. <https://truckparkingclub.com/>
3. <https://truckparkingclub.com/truck-parking?lat=39.906883&lng=-98.163375&zoom=4.00000>



Evan Shelley is Co-founder and CEO of **Truck Parking Club**, a company providing parking for truckers by monetizing vacant properties for landowners.

Evan is a truck parking expert with a deep knowledge of the business. Using his experiences in truck parking and real estate he is working to help solve the truck parking shortage and bring awareness to the issue.

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