

issue with parking enforcement," Flowers said.

"Another thing to remember: We are in a severe environment -- hot in the summer and blizzard conditions in the winter. The vehicles need to provide heat and cooling for the enforcement officers. The CNG vehicles do that even when idling for long periods, something we avoided doing with gasoline cars.

"I did have to build my own fueling center; however, it's no more complicated than any in-house fuel operation," Flowers said. "The gas comes through the same lines that service your home. We just have a bigger pipe in from the street. The gas is then compressed and stored under pressure in tanks ready for filling the vehicles. We have no fuel truck deliveries, since the natural gas is delivered constantly through the pipeline.

"We get around 150 miles or so to the tankful. The car will do more than 200, but in our application, where the drivers spend a large part of their time idling, the mileage is a bit lower. However, when (the vehicles) are idling, they are producing no pollution, and the fuel they are burning is less expensive. The range of the CNG vehicles is solely dependent on the size of the fuel tanks. CNG takes more space than gasoline, and if you install larger tanks, you have less trunk or passenger room."

CNG vehicles are about 15% more expensive than standard gasoline-powered vehicles; however, that differential is quickly resolved with lower fuel and maintenance costs, and the unit's longer usable life.

According to Steve Ellis, Manager of Alternative-Fuel Vehicles with American Honda Motor Co., the next big concern after clean air will be alternative fuels. "You've heard about fuel cells, hybrid vehicles and fully electric cars. CNG vehicles have been around for over a decade, and the infrastructure for fueling is growing rapidly," Ellis said. "Early next year, there will be the capability for private owners to fuel their vehicles directly from the natural gas supply in their homes.

"We are talking about energy security and independence here," said Ellis, who also sits on California Gov.

## Why CNG Vehicles?

- Meet all Clean Air Act and Energy Policy Act requirements
- Support energy security
- Lower fuel costs
- Lower maintenance costs
- Longer life expectancy
- Allow use of available grant funds
- Comfortable for staff use
- Increased worker job satisfaction
- Enhancement of public image

Arnold Schwarzenegger's Alternative Fuels Committee. "A lot of our gasoline comes from oil that is sourced in some of the world's trouble spots. Alternative fuel, like CNG, is a security issue as well as an environmental issue.

"Although fuel cells may be the ultimate solution, we are at least a decade or more away from having a commercially viable fuel cell vehicle and a way to deliver the fuel on a widespread basis," Ellis said.

"Natural gas is a plentiful fuel that we have available right here in North America. Our Canadian neighbors have a tremendous supply of natural gas, and the delivery pipeline systems are already in place. Fueling stations are abundant -- mostly connected to fleet operations -- and are also uncomplicated to install.

"CNG vehicles use an alternative fuel to imported oil," Ellis said. "Municipal and statewide fleet operations can lead the way to energy independence."

PT

## San Francisco Legislates Alternative-Fuel Requirement

San Francisco has been a leader in alternative-fuel vehicles. According to Rick Ruvolo of the city's Environmental Department, since the mid to late 1980s, San Francisco has been concerned about energy security and searching for alternatives to gasoline to power its vehicles.

Ruvolo said the city fulfills a "social conscience" in protecting the environment and providing leadership in energy security through the use of alternative-fuel and zero-emission vehicles.

It passed legislation mandating that city departments purchase alternative-fuel vehicles wherever possible and designed a guide to purchasing vehicles to assist fleet managers with their vehicle purchases.

Currently, the city has more than 700 alternative-

fuel vehicles; more than 500 are CNG-powered.

The Parking Department uses small "three wheeler" type of vehicles for enforcement, Ruvolo said, and has not been able to source an alternative fuel vehicle for that application, although a number of vendors are working on the problem. He did note, however, that supervisory transportation and special operations (such as booting, emergency calls for cars blocking driveways, etc.) are meeting the alternative-fuel requirement.

They have answered numerous requests from other jurisdictions nationwide for information concerning its municipal code and guidelines on the alternative-fuel requirement.

*Ruvolo can be reached at [rick.ruvolo@sfgov.org](mailto:rick.ruvolo@sfgov.org).*

PT

# Parking Is Easy at BWI

By John Van Horn

**B**altimore/Washington International Airport officials not only were concerned with telling their parkers there was space in the garage and on which floor it was located, but they also wanted parkers to be directed to the exact space that was available.

If you have 400 spaces on a floor, the 10% that are available can be hard to find. There may be 10 rows of 40 cars each and four spaces available on each row. Or worse, no space is available on five of the 10 rows, and more “in

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**A sign points out the route to take, or to avoid, with the help of numbers and green or red arrows.**

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the back.” The parker then spends time and energy searching for, rather than going directly to, the available space.

The solution at BWI was to take the parking direction from the entrance and continue it on to the floor, row and space. This required a system of sensors seldom seen in a parking garage. Not only were the floors monitored so the computerized count system could note the number of spaces on each floor, but also a sensor at each space tracks its availability.

The specially developed detector, equipped with pilot lights, is installed above each parking space. It constantly

Continued on Page 18



## Benefits to a parker:

- Assurance of trouble-free parking
- Easy-to-see signs and lights, visible from 100 yards
- Takes the guesswork out of finding a space
- 100% accurate in real-time
- A fraction of the time to find a space
- Eliminates stress
- Saves fuel and tires
- Comfort and convenience
- Far less risk of damage to vehicles
- Navigation with familiar and easy-to-understand informational and directional signs

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## Parking Is Easy at BWI

from Page 16

checks whether a vehicle is present, or not, and immediately sends its observations to a central computer. The computer processes these data in order to update the information supplied to the parkers by easy-to-understand informational and directional signs, which are installed on each level.

As soon as the parker is confronted with a choice of direction (floor, zone, aisle), a sign points out the route to take, or to avoid, with the help of numbers and green or red arrows. Then all the parker has to do is follow these indicators to find a vacant space that is clearly indicated by green LED's on the detector.

The central computer indicates, in real-time, the occupancy rate of the parking garage by level and by zone. If required, the control center can count the number of places reserved for regular customers and deduct them from the total vacant places. The data centralization enables the operator to selectively control certain critical zones.

When an entrance detector indicates that a vehicle is entering a section that is almost full, the control center can bar further access (with advanced FULL display) for a time sufficient for parking. After this delay, the control center verifies whether there are still vacant places. If there are, the next vehicle is allowed in. This procedure prevents congestion and aids in maintaining smooth traffic. If necessary, the central computer allows manual control of the display signs. This enables a zone to be closed for painting, maintenance work or special reservations.

Parkers are notified at every turn of space availability. Automatic signage directs them to the proper row and then to the exact space available. They can see the green light above the space from the end of the row. They know immediately where space is available and the direction they need to drive to reach it.

Several statistics are possible, such as the number of occupied places, the number of entrances and exits open, and the number of vehicles present during any designated time frame. All data are available on a file that can be monitored via network. A written log can be produced of various events, such as the date and the time of an alarm and its acknowledgement; the general parking lot situation for statistical analyses; a list of parking spots where the authorized occupation time has been exceeded; and so forth.

Other information can be transmitted by the system, such as excessive heat indicators, excessive carbon monoxide levels, violence alarms, etc., with precise location of the signal's origin.

Facility operators are informed continuously as to the number and location of available spaces. Vehicles abandoned or "stored" in the facility can be easily spotted (they have a yellow light), and can be tagged or booted as necessary.

According to Bill Lins, Director of Airport Technology at BWI, the information at the operator's fingertips gives them the best possible control over their garage. "We can make operational changes based on minute-to-minute changes in available capacity. Plus, our customers can move in and out of the airport more quickly. It's a win/win."

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# Selecting the Right Bus for Your Parking Operation

By Jeff Shank and Robert Jones

**T**ransportation services are playing a greater role in everyday operations at airports, hotels, colleges and universities nationwide. These services are helping travelers get to their flights, guests to their beds, students to classes and sports teams to away games.

Buses and motorcoaches are an extension of your primary business. As such, the vehicles you purchase may have an impact on efficiency, usage frequency and overall customer satisfaction.

Here are some tips to get an A+ on your next new bus purchase:

## How will you use the bus?

**Shuttle services** are similar to transit fixed-route schedules, transporting your customers to the airport from parking facilities and hotels or throughout campus, shopping and housing. These trips are usually short, and buses may need to be loaded and unloaded quickly. Small to mid-size buses frequently meet these needs.

**Travel/tour services** are longer trips that may last all day or several days. Motorcoaches and buses, which are equipped for long hours of travel, are typically used. Companies and universities that don't own coaches for this purpose will often charter these from area tour companies.

## What are your passenger needs?

Passenger **capacity** (total number of passengers at one time, seated or standing).



**Frequency** (how often a shuttle will move X-number of people in Y-amount of time).

**Number** of buses to meet the objective (accurately identifying the size and frequency will help calculate how many buses are required).

Passenger **carry-ons** (briefcases, backpacks, shopping bags or luggage).

**Length of ride** (longer trips require more comfortable seats, greater leg room and other options, including tray tables, foot rests, individual lighting and Internet access).

Effective heating/cooling, especially in areas with extreme climate.

## Which bus best meets your needs?

**Small buses** -- Versatile buses that use a commercial bus door are about 22 feet in length, with a passenger capacity of 12. These can be ideal for shuttle services or for special-needs applications when equipped with a wheelchair lift.

**Small to mid-size cutaway buses** -- These typically are a truck- or van-based chassis, with a cab and body that are 20 to 28 feet in length, and with a passenger capacity of 13 to 25. These are primarily suited for airport shuttle use, but can be loaded with luxury options for traveling.

**Mid-size transit-style buses** -- These are approximately 29 to 35 feet in length, with a passenger capacity up to 37 (more with standees). For greater accessibility, many are available with a low-floor design, multiple doors and a

Continued on Page 22



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## Selecting the Right Bus for Your Parking Operation

from Page 20

kneeling feature. They are best-suited to airport, hotel and campus shuttle operations.

**Motorcoaches** -- Typically 45 feet in length, with a passenger capacity of up to 58, these are built specifically for longer trips with a baggage compartment under the passenger cabin. Coaches are available with many options, including reclining seats, audio/video entertainment systems and electrical power outlets.

### How accessible should your bus be?

Easy access is paramount for three reasons: customer comfort, safety and efficiency. Low-floor buses can greatly improve loading and unloading times, which helps keep buses on schedule. High-floor buses have more steps and a greater distance from the ground to the first step, which may make boarding more difficult for passengers with special needs, for seniors or for those carrying bulky luggage. Many small and mid-size buses are available with a kneeling capability, which lowers the bus to create an easier step-in height. Motorcoaches are offered with kneeling features, but not low floors.

If your bus will be used for handicapped or passengers with special needs, it must be ADA compliant. Many high-floor buses offer wheelchair lifts, while low-floor buses typically use a ramp with the kneeling feature. Ramps are also ideal for elderly passengers and parents with strollers.

### Evaluate life-cycle cost vs. purchase price

The best way to determine the true value of a bus is to review life-cycle costs. Such costing considers all the variable costs for the lifetime or expected operating life of the vehicle. These costs, in addition to the capital costs of the purchase or lease, include fuel efficiency, scheduled maintenance and life expectancy of components, as well as fixed costs such as administration and insurance.



• Evaluating the life-cycle costs of a vehicle can also help determine operating budgets. In the long run, the least expensive vehicle may actually cost more than its competitors when all factors are considered.

### Never buy without a test drive

This is your opportunity to see how well the bus performs under your unique operating conditions. Take into account all of the points above, including its ability to maneuver efficiently and safely. This is particularly true for airport parking operations with the need to move up and down tight aisles. But don't feel limited to purchasing a smaller bus. Today's mid-size buses and coaches can often maneuver better than their smaller counterparts.

Test several vehicles of varying size and features to identify the bus that best meets your needs. Following these guidelines should ensure satisfaction with your bus or coach for years to come.

*Jeff Shank is Vice President of Sales and Marketing for DaimlerChrysler Commercial Buses. Robert Jones is Vice President of Sales and Marketing for Setra of North America. They can be reached through [www.dcbusna.com](http://www.dcbusna.com).*

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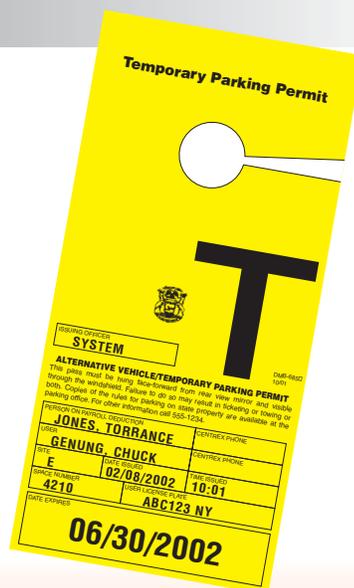
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# BART Center of Parking Study

By John Van Horn

California Partners for Advanced Transit and Highways (PATH), in coordination with the Bay Area Rapid Transit (BART) District and the California Department of Transportation (Caltrans), has spearheaded a three-year study whose goal is to put more vehicles in BART's park-and-ride facilities and more riders on its commuter trains.

The study resulted in two reports: "Transit-Based Smart Parking In The San Francisco Bay Area: An Assessment Of User Demand And Behavioral Effects" and "Applying Integrated ITS Technologies To Parking Management Systems: A Transit-Based Case Study In The San Francisco Bay Area."

Two important conclusions from this study were that the lack of parking spaces at transit stations may be a significant constraint to transit use and that pre-trip and, perhaps, en-route information on parking availability at transit stations may increase transit use. A survey of commuters at the Rockridge BART station -- implemented to gain insight into parking information needs, the travel effects of a new monthly paid parking program, and the potential travel effects of a smart parking service -- led to the following:

First, it was found that a potential market exists for a daily paid parking information service among current and new riders with relatively high incomes, high auto availability, and variable work locations and schedules.

Second, the current monthly reserved paid parking service may have increased the frequency of BART use among subscribers, but it has not reduced net auto travel because of diversions to BART from carpool, bus and bike modes for their main commute and increased drive-alone access to the BART station.

Observational analyses at the station indicated that existing parking supply exceeded demand and thus "smart parking" technologies could be applied to optimize capacity and potentially increase ridership.

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## A number of drivers were frustrated by going to the parking facility and driving around and finding no space

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Focus groups and surveys were conducted to gauge interest in smart parking services. Key results included: significant commuter frustration with parking shortages and interest in smart parking services; the importance of accurate parking counts and parking enforcement to ensure system reliability; and the potential for greater transit use among users of smart parking services.

The field test technology includes traffic sensors that count vehicles in and out of the parking lot; a central com-



Signage on the freeway indicated the number of spaces available. The rains were typical of the December/January weather in California.

puter that calculates space availability; an advanced and en-route reservation system accessed via cell phone, telephone, PDA and Internet; and real-time parking information displayed on changeable message signs located on a highway next to the station.

The study group then began a test using high-tech counters, signage and Internet-based reservation systems. Taking 50 spaces carved out of the RockRidge BART station's parking facility, it set up an operation to test the thesis set forth in the studies noted above.

An area was blocked off and channeling created to ensure that the counting was accurate. Counters were installed and tied to a message sign in the nearby freeway. Drivers were then notified in real-time as to the number of spaces available in the test area.

In addition, an Internet-based reservation system was established and promoted to parkers currently using the facility. They could, on line, reserve a space up to a week in advance at no cost.

"Our goal was to test the technology and ensure that it worked as we hoped it would before expanding the program to the entire system," said Kevin Hagerity, Director of Parking Operations at BART. "We're only about two

months into the program and will review it after three and six months." The study is to last a year.

"Although we have seen some change in driving habits after the signs went into operation, we hope to get more data as to when drivers make the decision to use the parking facility and take the train," Hagerity said. "My guess is that many drivers see the sign and say, 'Parking is available,' and then make the decision the next day to use the train."

"We are very pleased with the coordination and help we have received from Caltrans in this pilot program," he added. "They not only funded the project, but also have given technical and operation support and assistance."

"Once we have the program established, I can see us working with Caltrans to combine messages in real-time. Something like: 'Traffic Congested Ahead, 30-Minute Delay, Consider BART, 30 Parking Spaces Available.' "

The study found that a number of drivers were frustrated by going to the parking facility and driving around and finding no space. They then had to get back on the freeway, and the detour added as much as 20 to 30 minutes to their commute. Others actually went from station to station looking for parking.

The Smart Park program uses an Internet-based interface to enable parkers to reserve spaces up to two weeks in advance in the "smart park" area. There is no charge for this; however, the parkers are expected to fill out a survey form. A limited number of spaces in the smart park area are reserved for drivers who saw the signs on the freeway and came in based on parking availability.

According to Hagerity, the goal is to give BART riders

more options in their parking. Currently, BART allows customers to purchase monthly reserved parking; however, daily reserved parking and the freeway notification are new.

"We hope also to give potential riders the option to begin using rapid transit during off-hours," he said. "It would be beneficial if we could get riders to use BART for sporting events, concerts or 'evening-outs' in the city."

The project was led by PATH, which was established in 1986. It is administered by the Institute of Transportation Studies (ITS) at UC Berkeley, in collaboration with Caltrans. PATH is a multi-disciplinary program with staff, faculty and students from universities statewide, and cooperative projects with private industry, state and local agencies, and nonprofit institutions.

PATH's mission is to develop solutions to the problems of California's surface transportation systems through cutting-edge research. It develops these solutions by harnessing the knowledge of transportation researchers, working in conjunction with experts in the fields of information technology, electrical and mechanical engineering, economics, transportation policy and behavioral studies.

Heading the project for PATH are Caroline Rodier, PhD, and Susan Shaheen, PhD. Working with PATH, BART and Caltrans were Parking Carma, a software division of Acme Innovations, and Quixote Corp. The former company supplied the software and computer hardware for the program, and the latter provided the barriers, counters and highway signage.

Complete texts of the two PATH reports can be found at [www.path.berkeley.edu](http://www.path.berkeley.edu).

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# Collect on Your Citations

Those in the parking industry know there are three, not two, certainties in life: death, taxes and people who refuse to pay parking tickets. But is it possible to, if not completely eliminate, then greatly curtail this "Third Rail of Certainty"? Well, over the years, parking officials have tried valiantly, with some excellent results. The advent of aggressive towing and booting programs, combined with greatly improved data utilization via handheld devices and database management software, have changed the manner by which municipalities collect their outstanding revenue. This has led to increased collection rates in many markets. This is due to not only prompting payment through collections, but also that malleable form of communication known as word of mouth. There's nothing like Johnny Scofflaw walking by a bright yellow boot on Main Street to get him running down to City Hall to pay up!

But the municipal collection issue has reached a very interesting threshold. As the totals owed municipalities have increased, so has the level of the collection effort. Municipal budgets are stretched further than ever in most cities and that looming dollar total, owed to the city fair and square, would be mighty nice to have in the city's coffers. So although it's unpopular with motorists, booting has

become the obvious solution to prompt real-time payment from motorists with outstanding parking or vehicle-related fines. Towing used to be the go-to solution, but the hassles of towing soon gave way to the almighty boot.

Still, municipal politicians have had to precariously balance their desire to collect these debts owed and their perceived positions as public servants. Citizen outcry has been a serious issue for politicians to contend with when making decisions on how to proceed with collections. The problem is now being taken very seriously by every city hall in the U.S. But the questions have always remained: Is there a better way? Can we do it without our citizens re-enacting the French Revolution? And what if there were no scofflaws, no lengthy collections, and even no boot lists?

## Sound like science fiction?

Hoboken Parking Utility Director John Corea believes he has found a way. And in a market as unique as Hoboken, this is no easy task. Hoboken is a mile-square city nestled on the Hudson River, smack-dab in the middle of the country's most populous region. With an unbelievable number of cars per capita, city streets are always packed, and it is extremely difficult for residents to find on-street



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By Lawrence Berman and Charles Smith

parking. The city implemented a resident parking permit program three years ago, which helped alleviate some problems. However, because the city has so many visitors on all days of the week, residents were often coming home from work to find absolutely no available parking. The city elected to implement an aggressive on-street plan to combat the problem. Currently, one side of many streets is reserved exclusively for resident permit holders only. Unlike some cities where booting is done only in scofflaw situations, Parking Enforcement will boot any violators of the city's resident parking permit ordinance regardless of their past history.

John Corea looks at it this way: "It's just not worth the hassle to chase after out-of-town scofflaws through traditional collections. We are not interested in creating an opportunity to not pay a ticket. I can ticket non-permit holders all day, but if they don't pay, and they keep parking in resident spaces, then I am just chasing my own tail." Corea has measured the success of the tactic as follows: "I'll tell you what -- these guys don't want to get booted twice. If it was just a matter of these guys collecting tickets, I would have a scofflaw list a mile long, and right now, we don't have a scofflaw list. If you don't live in Hoboken and you don't want to read our warning signs, it's OK; you'll be educated soon enough."

Correa estimates that more than 75% of booted motorists are nonresidents. This makes the actual booting process slightly more politically friendly for elected officials, but still leaves the Hoboken Parking Utility with inefficiencies, especially during its busiest times of year. With limited staff resources, the nature of a "traditional" aggressive booting program in any city puts a strain on the entire operation. First, officials in the street cannot be constantly looking for violators, because more than half their time is spent returning to violator's cars in order to remove the boot after payment has been made. Second, the violators are often extremely angry over the whole process, and there have been multiple instances of abusive and sometimes physical behavior. Third, the Parking Utility's small office staff is often overrun dealing with violators lined up to pay their boot-removal fee, which takes away from the staff's other responsibilities. Finally, the cost of actual boots is very expensive, and there is a constant need to replenish their inventory.

These factors prompted Corea to begin investigating other options, leading to a contract with a fellow New Jersey company, PayLock Inc., which has developed a system under the credo that there must be a better booting model for everyone involved.

A Parking Enforcement officer locates a bootable violator on the street and applies the SmartBoot -- a self-removable wheel immobilizer from PayLock -- and then calls into dispatch with the details. At this point, the officer's job is done, and he or she moves on to find more violators. The dispatcher enters all the details of the violation via an Internet interface.



Upon completion, a rep at the 24-hour call center is automatically alerted that a boot has been applied. The violator returns to his car and is prompted to call the center. The rep walks the violator through the multiple payment options and, upon payment clearance, issues the violator the boot code. The violator enters the code into the four-digit key pad on the SmartBoot, and it automatically disengages. The violator then has 24 hours to take the SmartBoot to one of the many return centers throughout the city.

The company supplies each city with all the equipment, software and training at no cost to the municipality. A small percentage or a flat transaction fee is charged through to the violator, and each week, all revenue is wired into the municipal account.

"What's great about the system," Corea says, "is that it enables my staff to become more efficient, while also letting the motorist get back on the road in about five minutes. I used to feel awful when violators had to trek in the snow down to our offices at City Hall, but now they don't have to do that. They can even get the boot off in the middle of the night, when City Hall is closed. Plus, we take checks by phone, debit cards, and manage payment plans. It's all the stuff we wanted to offer people, as it had come up a lot, but we just couldn't manage those services in-house right now. It was perfect timing for this."

Correa also plans to take advantage of the reporting and management options contained in the Internet-based software. He can check how many boots he has in the field, how many boots each of his Parking Enforcement Officers has applied and how much revenue the system has generated -- all in real-time.

Cory Marchasin, Chief Operating Officer for PayLock Inc., says the Hoboken installation is "a great example of using a creative approach to solve a complex parking issue. It speaks to the flexibility of our system. Hoboken is certainly not a traditional booting environment. The PayLock system was designed with scofflaw collections in mind, and it does that extremely well. But we realized quickly that with a kinder, gentler booting system come more opportunities to prompt immediate payment using our SmartBoot program."

What if there were no tickets at all? What if your hand-

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# #1

**PIE** Parking Industry Exhibition  
2005 and Conference of Parking  
Management and Technology



## SEPTEMBER 26-29, 2005

## BALTIMORE CONVENTION CENTER • BALTIMORE, MD

**PARKING TRAINING, SEMINARS, ROUND TABLES AND PRESENTATIONS AT ALL LEVELS**

### PARKING BOOT CAMP:

**Bootcamp** - Four hours of parking from the beginning. This is for newcomers, whether you work in a garage, own a lot, or are responsible for a parking facility. You will learn about equipment, rates, management, and contracts. You will come away from this four hours with enough knowledge to ask the right questions, and expect the right answers. This is directed to beginners in parking.

### ADVANCED PARKING TRAINING - It's for Senior Managers

**And Our Advanced Parking Seminar** - A half day of parking for senior managers. Do you need more parking? Ways to get more out of less. Projections for five years into the future. Can you do it? And How? This is a strategic session for those with senior level responsibilities.

### PARKING TRAINING PROGRAM

Two-Day program that focuses on the two aspects of Parking: On Street and Off Street. Industry experts bring these topics to life and bring you the information you need for success. The On Street Program covers equipment, enforcement, legal, and policy issues. The Off Street program covers equipment, personnel, operations, and revenue control. These day long programs are designed for attendees with more than five years experience in the parking industry. If you are unsure, you should take the Parking Boot Camp before entering into either of these courses. On Street will be held on Wed. September 28, Off Street on Thurs. September 29.

### VENDOR PRESENTATION

Major Parking Vendors who are exhibiting at the associated PIE/Intertraffic exhibition have been given the opportunity to give two hour in depth training/familiarization programs. These classroom style presentations, takes the equipment out of the hustle and bustle of the trade floor and allows the manufacturers the opportunity to give their customers and potential customers a good look at the equipment and its features.

This program is designed to allow existing customers to learn more about the features of their equipment and potential customers to get a "feel" for the product before making that final purchase decision. Please see the schedule for the time of the vendor presentation you wish to see. NOTE: There is no reason why you can't attend more than one.

### THE TRADE SHOW AND EXHIBITION

Seventeen hours of exhibition time gives all attendees ample opportunity to view the more than 300 exhibitors, of which 150 are focused on Parking. This Exhibition combines the Parking Industry Exhibition with the Intertraffic Trade Fair. This means that in addition to parking, over 200 exhibits will be available for those interested in transportation, traffic, and related fields. This is a perfect place for engineers and traffic planners to get all the most current information.

### POTENTIAL EXHIBITORS

**The buzz in the industry says that this will be the number one parking event of the year. Over 800 parking professionals are expected, plus an additional 1000 traffic and transportation experts. More than 300 booths, exhibits, and presentations.**

**These are senior level decision makers. They are the people that come to do business. Already 65% of the exhibit space is sold out. Take a look at the exhibit floor on our web site ([www.parkingtoday.com/pie](http://www.parkingtoday.com/pie)). 400 Square foot booths are not unusual. The parking industry is investing in PIE/Intertraffic.**