

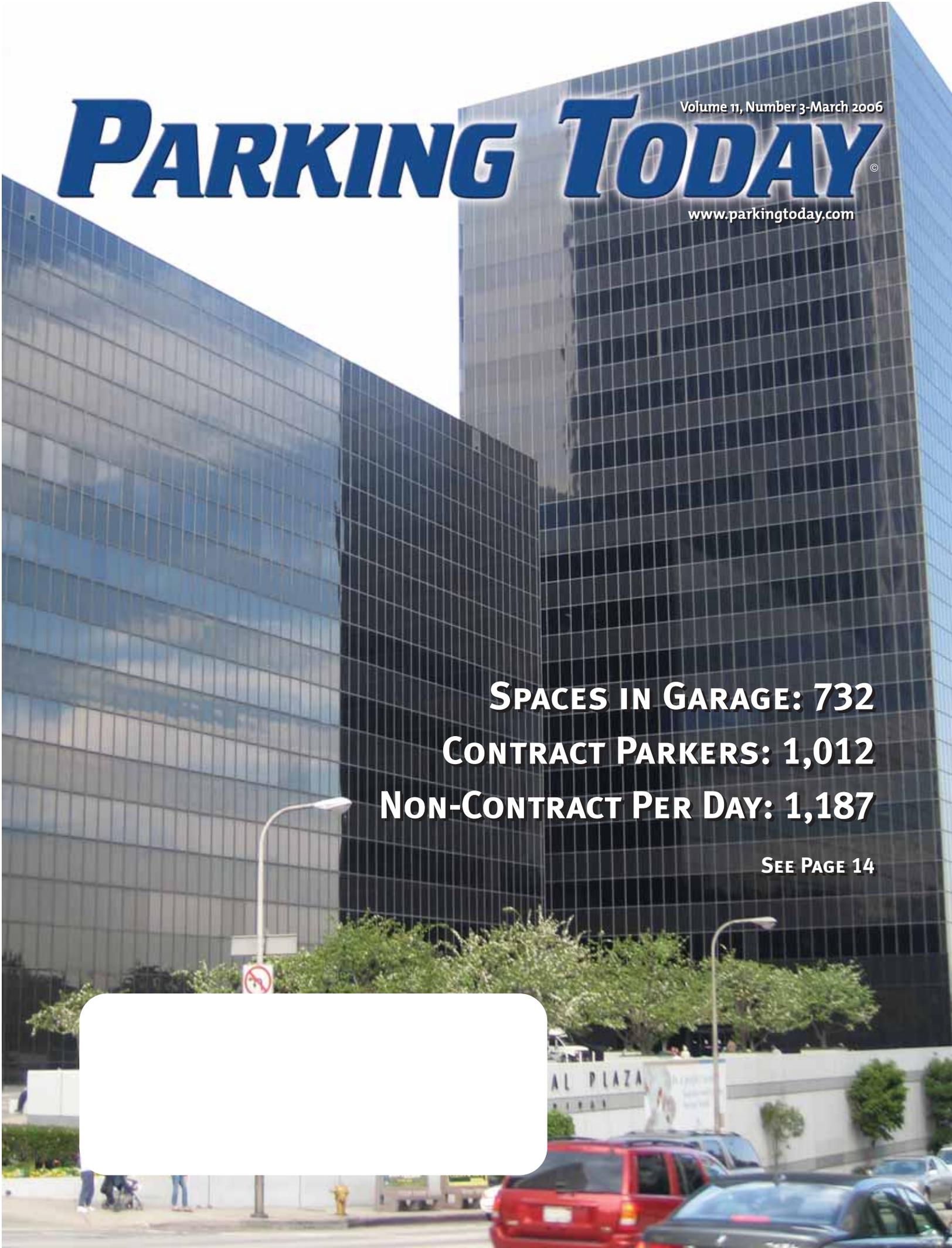
# **PARKING TODAY**

Volume 11, Number 3-March 2006

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**SPACES IN GARAGE: 732**  
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**SEE PAGE 14**



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# PARKING TODAY

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# Stadiums in Kansas City, Valets, and Murphy

**T**hey are passing a law in Missouri that says folks from the “show me” state will receive a 50% discount on parking at the stadiums where the Kansas City Chiefs and Royals play.

It’s like this: If you live in Kansas and drive the few miles to see your team the Chiefs play football or the Royals play baseball, you will pay 50% more to park than those who drive a few miles to see their teams play but live in Missouri. (Kansas City, for you geographically challenged, is on the Missouri/Kansas state line. You can live in Kansas City KA, and your friend in Kansas City MO, and actually be only a few feet from each other.)

Sooooo, I show up for the game and drive up to the parking attendant. How does he tell where I’m from? Does he check my license number (I’m sure there are a lot of folks who actually live in Kansas and have “MO” license plates and vice versa) or what, my driver’s license or water bill?

The justification for this is that some politician feels that the Kansas folks should pay more since the Missouri folks are paying for the refurbishment of the stadium with their sales tax. That in itself makes no sense to me. If the Chiefs and Royals want a prettier place, let them pay for it. If they can’t afford it, raise the ticket prices to all the people who come to see the games, or lower the outrageous salaries of the players. I’m sure there will be a lot of people who will pay the increased taxes in Missouri who will never attend a game. (Whoops, that’s a bit off the subject, isn’t it.) But that isn’t fair, either since this tax increase is only in Jackson County, where I assume Kansas City, MO, is located. What about people from the ’burbs outside Jackson County. Do they get the half rate? They won’t be paying the extra taxes.

The pols have an answer to that. They say that folks in surrounding counties will shop in Kansas City, MO, and therefore pay the extra taxes (about 30%). Now, does that mean the folks from Kansas don’t cross the state line and visit the fine stores at Crown Center in Kansas City, MO?

In the end, the only people who will profit from this will be the attendants who will simply have no Kansas folks in their line, ever.

I had dinner the other night with a fellow who ran a lot of event parking in Missouri. It was flat rate collected on entrance. He had all sorts of ways to ensure that the right amount of money was collected per car. Most of them seemed to work well, but none of them allowed for a different amount to be collected depending on the origin of the car, or its contents.

These people are on the ragged edge.

We are beginning a new feature this month, taken from a list created by a focus group on PT that met in January in Chicago. The list was long, and you will be seeing changes in your favorite parking magazine throughout the year. This month, an old friend and colleague of mine, Peter Guest, is beginning an ongoing column featuring parking in Europe. You may remember Peter’s work in past issues of PT, particularly a great article on parking in China.

This next item is appropriate, since we have a couple of topics on valet parking in this month’s PT. It seems that these operations may be money losers for airports, even though they are popular with the traveler.

If a valet operation takes up the most expensive parking spaces in the airport – those that are closest to the terminals – then they end up competing with their own self-park. At least that’s the argument. I don’t really understand it, however, because if a person normally pays \$25 a day to park in self-park and you charge \$35 a day for the same space parked by a valet, what’s the problem?

I can, of course, see one issue that needs to be finessed – if the valet operation blocks out, say, 200 spaces for valet, and the garage fills with self-park but not valet, then those unused valet spaces could cost some revenue. However, it would seem they could make the valet area fluid enough to cover this issue.

If the cost of the valet portion of the operation is more than the \$10, charge \$40 or whatever it takes to cover your costs. By the way, you should be able to get more cars into a valet operation than in regular parking, because you can stack-park based on when a person is scheduled to return. And if they can’t make a profit at \$10 or \$15 a car to park it valet, turn the operation over to a professional valet company and let them do it. I’m sure there are some that would kill to get the job of parking cars at \$15 per.

I visited a site in Los Angeles where a new very high-tech valet/contract system was installed. It was running smooth as glass. Card holders used an AVI system with the AVI tags installed under the front license plate of the vehicle. You barely had to slow down to gain entry.

Except, of course, for one person. The installing company was dealing with the problem as I was there. Although nearly 1,500 cards worked perfectly every day, this one didn’t, for whatever reason.

Who was it? The owner of the property, of course. Murphy’s Law in spades.



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## INDUSTRY NOTES

San Diego-based **Ace Parking Management** has added to its growing list of airport contracts: Palm Springs (CA) International Airport. It officially took over from a 29-year incumbent on Feb. 1. Ace said it now runs five airport parking operations: Phoenix Sky Harbor, Portland International, Tucson International and Fresno-Yosemite International Airport. It also conducts major off-air-

port operations at eight other locations: Dallas-Fort Worth, Houston, Seattle/Tacoma, Los Angeles, Oakland, Burbank, San Jose and San Francisco. "We're energized that Ace will be conducting our parking operations," said **Steven Zehr**, Assistant Director of Aviation for Palm Springs International Airport. "The management and staff have an impressive track record at a variety of airports in the West. The fit seems like a natural one."

**Ron Saxton**, formerly with IPD, has left the company and formed **Parking Design Consulting (PDC)**. For more than 34 years, he has provided parking design and consulting services to owners, developers, contractors and architects for a variety of different parking projects, including colleges, municipalities, medical offices, entertainment and residential. He started his own firm with the desire and commitment to bring value to each project. He can be reached in his Valencia, CA, office at (213) 706-7790 or online at parkingdesign@aol.com.

The Georgia Chapter of the **American Concrete Institute (ACI)** has selected a **Carl Walker Inc.** parking deck as a 2005 Award of Excellence recipient. It was presented at an ACI ceremony Jan. 26 in Atlanta. The \$2 billion, 138-acre Atlantic Station community is a mixed-use development in the heart of midtown Atlanta. The gateway to Atlantic Station is The District, a high-density area with 1 million square feet of open-air retail and entertainment venues. Carl Walker served as

Continued on Page 10

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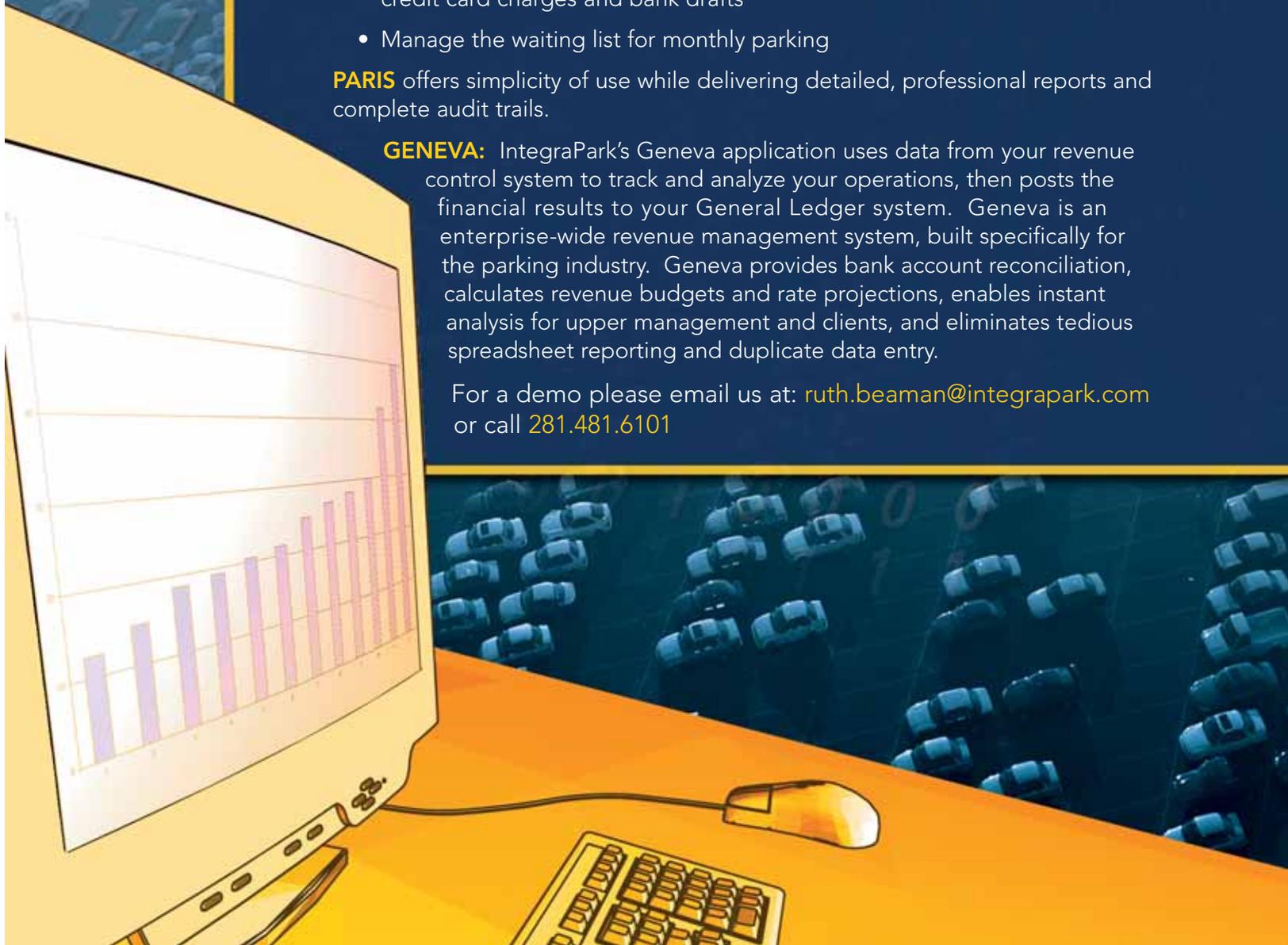
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## INDUSTRY NOTES

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prime parking consultant, structural engineer and functional designer for the 38-acre central parking structure that lies underneath.

Impark has acquired **Canada Wide Parking** in London, Ontario. The purchase will add 30 new accounts, 24 staff and 4,840 parking spaces to the company's London portfolio, with the integration being managed by **Lloyd Stacey**, General Manager for London and Windsor, Canada.

**Arthur M. Dinitz**, Chairman and CEO of **Transpo Industries** of New Rochelle, NY, received the Kenneth A. Stonex National Roadside Safety Award on Jan. 24. It was presented by the Roadside Safety Design Committee at the 85th annual meeting of the National Academy of Science Transportation Research Board (TRB) in Washington, DC.

**Scheidt & Bachmann** has announced several new contracts. San Francisco International Airport and Reno International Airport will use the company's pay-on-foot and license plate inventory systems. The Baltimore City Parking Authority will install a fully automated system at its Penn Station Garage. The operation will feature credit card in/out in all lanes and an automated pay-on-foot system. The University of Houston has awarded the contract to install equipment in its newly developed parking facility. It will feature traditional exit cashier, an automated pay-on-foot system, and AVI entry and exit. Also, The Woodlands, TX, project 25 Waterway will serve the Marriott Hotel and Convention Center. It will feature traditional exit cashier with transaction panels located in the booths, valet, and AVI entry and exit. Redmond Regional Airport will feature credit card in/out in all lanes, traditional exit cashier, express exit, and license plate inventory. Portland International Airport is finalizing an agreement with Scheidt & Bachmann to install a single-space detection system in its 3,300-space garage.

The **Portland Cement Association (PCA)** and the **Post-Tensioning Institute (PTI)** will co-host a series of seminars this spring on the fundamentals of post-tensioning. The seminars will provide a basic understanding of post-tensioning as it applies to elevated structures. Attendees will discover basic concepts, code requirements, and practical design and construction tips. Project examples will be used to illustrate the various uses of post-tensioning. For more information, log on to [www.post-tensioning.org](http://www.post-tensioning.org).

**Skidata Inc.** and **ZipPark Inc.** have signed a definitive agreement allowing Skidata to develop, market, sell and distribute a valet parking management system based on ZipPark's zControl Valet Parking Management System. It allows one ticket to be used for the entire parking and revenue control system, no matter which system the ticket originates. The move was in response to customers' increasing requests for a valet system in hotels, hospitals and other locations where enhancing customer service is important to revenue growth and customer retention.

"Our agreement marks an important transition for our US-based operations from a sales and support organization

Continued on Page 12

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## INDUSTRY NOTES

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to a company that develops and markets products globally," said Tom Rollo, Senior Executive Vice President of Skidata. **Barry Lazowski**, ZipPark President and Founder, added: "When we developed the ZipPark solution for gateless parking in 2000, our intention was to complement traditional PARC manufacturers' offerings, not compete. It's exciting to realize our vision and have immediate global impact."

The Nova LFS Suburban for Gaylord Opryland, a new **Nova Bus** customer, was unveiled at the United Motorcoach Association (UMA) Expo at the Tampa Convention Center. Gaylord Opryland Resort and Convention Center, located in Nashville, TN, will use its Nova LFS Suburban to transport guests to its numerous entertainment and leisure activities, as well as to various tourist sites in and around Nashville.

**Delta Scientific** and US State Department veteran **Troy Bischof** have opened the first of a series of Delta Scientific branch service engineering offices. The Tampa, FL, office will cover the Southeast. "With the enormous growth we've experienced over the past several years, it is becoming increasingly important to get closer to our customers," said **David Dickinson**, Delta Scientific Senior Vice President. "With his vast experience, Troy Bischof is the perfect choice to head up the first of these branch offices."

**Standard Parking** has been awarded contracts to provide parking management services at the Cincinnati/Northern Kentucky International Airport, George Mason University and Boston University.

Under its contract to manage the public parking facilities at the Cincinnati/Northern Kentucky airport, Standard will collect parking revenue, provide maintenance services and conduct marketing activities to promote airport parking. Its parking capacity includes about 12,000 spaces in multiple garages and surface lots. George Mason University selected Standard to provide a range of parking-related services, including management of two parking garages, responsibility for issuing parking permits, and parking meter enforcement. At Boston University, Standard will operate three garages and surface lots, some of which are used for parking during Boston Red Sox games. One garage also serves the school's recently opened Agganis Arena, which hosts basketball and hockey games, concerts and other special events.

The Las Vegas City Council was expected to approve the purchase of 50 new parking meters that accept credit cards. The meters are made by **Reino Parking Systems**. Each meter can handle payments for 10 spaces, and customers use a numbered keypad to identify which space they're in. A city spokesman says the new meters would likely go in around the courthouse and the University Medical Center. The meters will cost around \$220,000. They take coins and credit cards, and can even be paid by cell-phone if the customer has an account with the company.

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# System Solves Valet Deliv

**“T**his thing solves so many problems. What a great customer service tool.” Jeff Buttikofer, CFO of Realtech, owner of Century City Medical Center and the associated Doctors Hospital building, actually gushed ... well, a little.

He was talking about a new parking reporting system installed in the garage located 20 stories beneath him in the upscale Century City area of Los Angeles.

Each day, his operator, Ampco System, parks nearly 1,000 daily parkers and quite a large portion of their



Realtech CFO Jeff Buttikofer checks a valet average response time report he generated in his office.

nearly 1,012 card holders in the 732-space garage. You can imagine there are issues. The garage is 100% valet for dailies and valet assist for monthlies.

Buttikofer is sensitive to his tenants. Almost all are doctors and have little time for issues involving their patients. Parking is always atop the complaint list. “It took 30 minutes to get my car.” “I’m changing doctors because of the parking mess downstairs.”

He needed help. His equipment vendor was Secom International. They set out to design a system to speed up the valets and also have a record of retrieval time so Buttikofer could have answers for his tenants.

The system works like this:

Drivers get a multi-part ticket at a TD on entry. They then drive to the valet staging area, where their car is accepted by the valet. The valet parks the car on a lower level, notes on the ticket that goes with the keys where the car is located, and takes the keys and ticket to the dispatcher. The dispatcher scans the car “in” and puts the keys and ticket in the rack.

When drivers return to the garage, they dip their ticket into a reader that immediately notifies the dispatcher that they are in the garage and waiting for their car. They can then pay at a POF or a cashier. If they don’t dip their ticket, when they pay, the dispatcher is automatically notified.

The dispatcher sees the ticket number come up on the screen, finds the key, logs the ticket out and gives the key to the valet. Drivers then receive their cars and use their ticket as an exit receipt. If they didn’t pay at the POF or cashier, they can pay on exit with a credit card.

The system records all these times and allows Buttikofer to see how long it takes to return the car from



Century City Medical Plaza