

Herb Citrin's Exclusive to PT:

"Lawry's called a couple of weeks before I was to start and told me there was a problem. Seemed their existing operator had a 30-day cancellation clause. I was expecting to start right away and had spent a lot of money on uniforms. I needed the job right then."

"They told me they would work something out."

"I went by the next day, and they dressed me in a chef's uniform. Lawry's signature is huge stainless-steel serving carts that allow chefs to carve the prime rib right at the table. My job was to go around to each cart and refill the gravy and au jus."

"I was the first one to ever do this. Before, the chefs had to leave their stations and return to the kitchen." The concept worked so well that when I left a month later to park cars, they had to hire a replacement for me."

"Someone has been filling that job ever since."

Citrin's company has provided valet services for the Academy Awards for more than 30 years. It covers the Emmys, Golden Globes and other major Hollywood events, and supplies a permanent staff to Hugh Hefner's Playboy mansion.

"Most people don't understand that no matter what it says on the ticket, valet operations take responsibility for the car when you drop it off. Any damage or loss and we have to pay. The insurance deductible is high."

In the beginning, parking was provided free at the restaurants. VPS worked for tips and maybe a little support from its customer. Labor laws changed, and it was no longer able to require that the valets turn their tips over to the company.

"It was a problem to get the restaurants to agree to let us charge. They all told us that when Lawry's did, they would. We began charging \$1.50 a car at Lawry's in 1978. Think about it. Thirty years later, we can't get more than \$4.50 in most locations; \$5 is a lot. At the fanciest restaurant in Beverly Hills, we get \$7. That's less than the cost for one martini and we are accepting responsibility for a \$100,000 vehicle. Makes no sense."

The restaurants fear that if they charge more, customers will go somewhere else. **PT** commented that it was strange that folks would pay \$10 to park at Dodger Stadium or the Hollywood Bowl, but balk at \$5 for valet service. "It's the way it is," Herb says.

Do they lose locations? "Sure – but usually we give them up when they become financially negative. In the beginning, we were paid to park the cars; now, in some cases, we pay the restaurants rent for the right to park the cars. When they demand more than is reasonable, or when a competitor overbids us, it may be time to move on. Sometimes a new owner will come in and bring a parking company with them."

Citrin was first with valet parking at an airport, started the first valet services for special events, and while most valet companies had one or two locations, he grew his operation to more than 200 locations and 1,500 employees.

He sought retirement, and sold Valet Parking Service in 2003. The commercial self-park portion went to Ampco System, and the valet portion was sold to his two senior staff members, Tony Policella and Victor Morad. Herb was provided a three-year consulting contract.

A former member of the National Parking Association's Board of Directors, Citrin keeps in touch with people across the country. "I have a lot of contacts, and do a little additional consulting now and then."

"We have made quite a difference in the parking business, particularly in L.A. At least half the valet companies in town were started by former Valet Parking Services staff."

As we pick up the car after lunch, sure enough, the manager of the garage comes out and shakes hands with Herb. A former employee. Herb remembers him by name and smiles as he notes that he now works for a competitor.

Retire? He still keeps a desk at VPS and goes in often. "It wouldn't seem right. I've been doing this all my life." Herb Citrin is 84, plays tennis twice a week, and works out with a trainer the other days. He lives in a Century City high rise with his wife, Ione, and two cats.

Would he use a valet or park on the street? "If there's a spot on the curb out front, I'll take it. Frankly, I'll use whatever's closer. I want convenience."

And that's what he gave his customers.

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UK Parking Wardens Face Increasing Number of Attacks

Attacks on London parking attendants, which include assaults with guns and knives, now number around 1,000 a year, a newspaper reports.

Wardens in the capital have had to contend with 2,118 attacks in the last two years, according to figures in London's Evening Standard.

The figures were "deeply disturbing," said Tim Cowen, director of communications at car park company NCP, which employs wardens for seven local authorities in London.

In Lambeth in south London, there are 70 wardens, and there have been 241 attacks in the last two years. Hillingdon in west London has 25 wardens, and there have been 145 attacks. In contrast, the City of London has 40 wardens, but the area has seen only four attacks in the last two years.

A spokesman for Lambeth Council said: "Some of the attacks are pretty ferocious. In one incident, a driver who was issued with a ticket went home and returned with a chainsaw to attack the attendant."

In another incident, in Ilford, east London, a driver in a ticket dispute mounted the pavement and ran over a warden.

ITS Slates Congress for October in London

What many consider the most important international event for building fast, reliable and safe transport systems – the 13th annual World Congress and Exhibition on Intelligent Transport Systems and Services – will be taking place this year in London. The annual event, which rotates among Europe, the Americas and the Asia-Pacific region, comes to the UK for the first time and takes place Oct. 8-12 at ExCeL London.

The ITS World Congress is organized by the ITS Congress Association on behalf of ERTTCO, in cooperation with ITS United Kingdom, Transport for London, the Department for Transport and the Department of Trade and Industry. In the past, such events have received the highest level of support throughout the ITS world from government, industry and other organizations – and this year's World Congress is no exception.

The congress will run alongside the exhibition, which has proven to be one of the most renowned trade fairs in promoting ITS-related technologies, services and specific projects to an experienced audience. The exhibition provides a unique opportunity to meet the key buyers from around the world.

There are many opportunities to take part in this year's ITS World Congress and Exhibition as a delegate, speaker, exhibitor and visitor. To register your interest, please visit www.itsworldcongress.com.

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Gameday Transports 112,000 at Daytona Speedweeks Events

It was a smooth ride for the record number of race fans who took advantage of the free parking and shuttle service during Speedweeks at Daytona (FL) International Speedway in February. Gameday Management Group managed the shuttle operations on the north and south sides of the Speedway, transporting an estimated 112,000 people throughout Speedweeks events that concluded with the Daytona 500.

Project lead Erin Mitchell coordinates Gameday's efforts with the Speedway for both the Speedweeks events and the Pepsi 400 race in July. Planning efforts begin nearly six months before each event in order to secure buses and staffing needed for the massive operation.

The Speedweeks events continued a busy start to 2006 for the Orlando-based company. After providing transportation support for teams participating in the Capital One Bowl at the Florida Citrus Bowl, Gameday then focused most of its efforts on Detroit for Super Bowl XL operations involving teams, press, corporate sponsors, NFL staff and performing groups.

For more information, visit www.gamedaymanagement.com.

'Near Field Communication' Test Scheduled for Europe

Q-park of the Netherlands was expected to launch a pilot this month on parking lot access control through mobile phones. "Near Field Communication" is the technology that will enable its users to send wireless data over a short range. The pilot will be executed at the Byzantium parking in Amsterdam, in cooperation with Skidata, which delivers the parking equipment.

Using a mobile phone, the NFC technology enables its user to hold the phone near the parking lot entry to open the barriers. In the first phase of the pilot, subscription holders will pay a monthly fixed fee to get their mobile access. At a later stage, automatic payment machines will be equipped with NFC to make this convenient way of parking access available to virtually every motorist.

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Parking Tickets: A

Breckenridge, Colo., a ski resort community 9,600 feet high in the Rocky Mountains, attracts more than 1.5 million visitors a year. Tourism being the community's one and only industry, the last thing the town needed was parking complications to keep visitors from returning.

While many municipalities view parking as a source of revenue, it is quite the opposite when tourism is a town's primary industry. Obviously, the main focus must be on attracting visitors and giving them a positive experience – with the hopes they will come back soon and often. And when the municipality relies heavily on tourism for revenue, parking shouldn't get in the way.

In fact, the issuance of first-offense tickets and poorly planned parking can be extremely costly for a resort town and can actually lead to loss of revenue. A tourist's first impression can make or break an opinion of such a municipality, and vacation memories shouldn't include problems finding parking spots or being ticketed.

Breckenridge saw room for improvement in how parking was managed. Jim Benkelman, its Transit Director, initiated a comprehensive study to learn how his town could improve parking inefficiencies.

"We needed to control traffic congestion and make access easy to restaurants, shops and ski slopes without upsetting visitors," Benkelman said. "To us, parking enforcement is needed to maintain parking turnover, not generate revenue."

The town previously had limited data and means for communicating with first-time offenders, so it set out to improve its communications processes with enforcement officers working in the field. It also focused on finding a more user-friendly back-office software system that would help integrate all of its parking issues and processes.

To help meet its goals, Breckenridge looked to T2 Systems, a provider of parking software systems. "The way we interact with the software and the amount of information available to us is one of the biggest advantages we've realized," Benkelman said. "Our database stores vital information that can be pulled up whenever needed."

Sometimes, visitors just want to know where they can park and the town's policies. With the help of the database, new procedures allow for more education and warnings, and few-

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er citations and tickets for visitors.

Breckenridge is able to track and store tourists' vehicle information using an Internet browser-based registered owner look-up service. The improved data make it possible for parking officers to offer a first-time parking offense warning, saving visitors the irritation of receiving a violation while on vacation.

"Our traffic officers can check to see if it's a first offense and print out a warning, all from a handheld computer," Benkelman said. "The warnings are used to educate residents and tourists on parking lots that are available to them and increase turnover. It's much more valuable than seeing a vehicle as just another car."

Another area needing improvement, according to the study, was availability of parking spaces. To eliminate congestion and help preserve the old mining town's charm, delivery trucks that had flooded the town's Main Street were rerouted and better organized, creating more space for tourist parking.

"We've increased our delivery zones from 20 to 85, establishing these in places that make the most sense without affecting visitors' perceptions,"

Parking enforcement is needed to maintain parking turnover, not generate revenue.

added Benkelman. "Better yet, the database helps us track the permits and make changes if needed so things continue to run smoothly."

Operations are running more smoothly behind the scenes as well. The system now helps Benkelman manage other parking-related functions, such as accounts receivable, citations and appeals. "Having the new integrated system has totally reduced the amount of paperwork on my desk," he said.

Benkelman also noted that the new system enables the town to address parking issues that are most pertinent to a resort community, and specific to Breckenridge. "Every time we open up the new software, it's as though it was

specifically built for us – the personalization for our needs has been great."

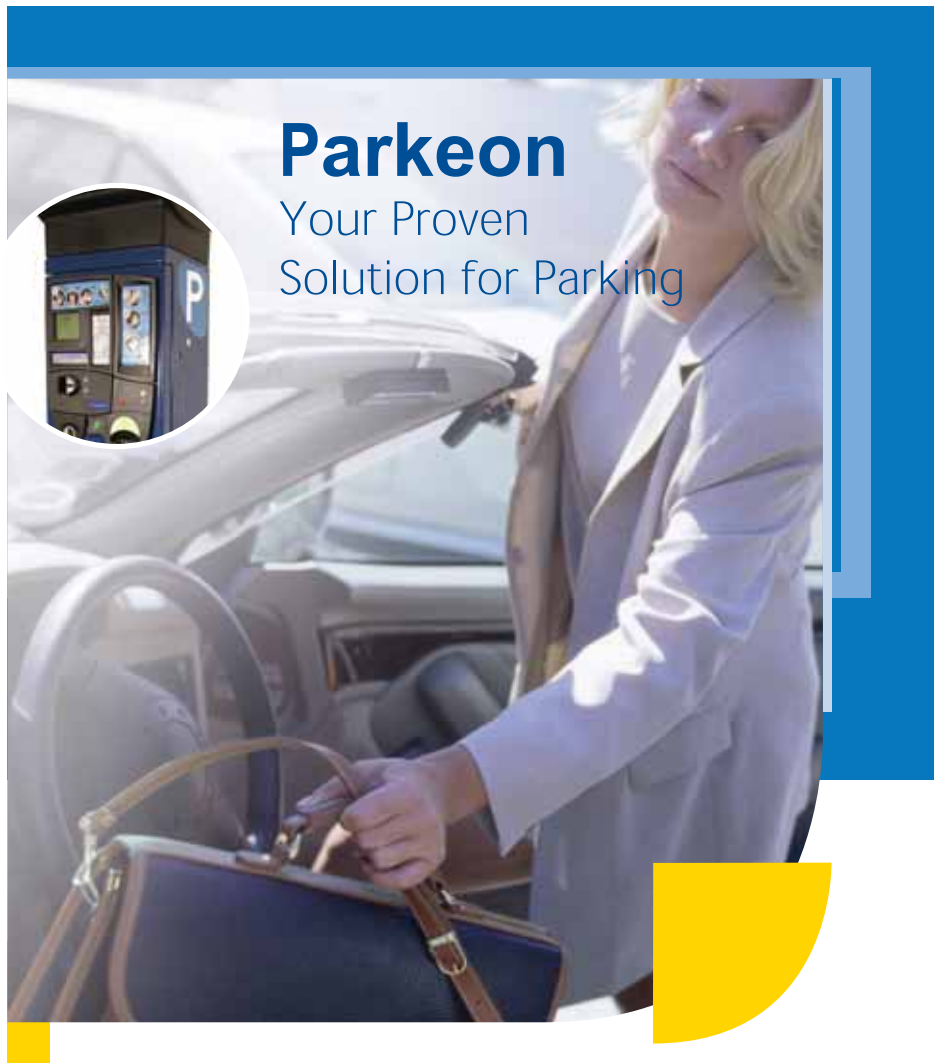
Breckenridge Isn't Alone

Aspen, Colo., and Winnipeg, Canada, also have invested much research and technology into their parking operations to ensure that their objectives are met. Like Breckenridge, those municipalities now use

a unified platform for parking to minimize duplicate work between various systems.

When it comes to resort town parking, the common goal is to manage an efficient operation while avoiding activities and practices that can leave bad impressions with visitors. And for Breckenridge, Aspen and Winnipeg, visitors are everything.

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Chicago Takes a Peek at a 'Shoupista' Solution

A recent **Chicago Tribune** column, headlined "Parking lots full despite traffic woes," noted that construction on city freeways was expected to cause chaos but hadn't. That column is excerpted below. The adjacent letter to the Tribune was sent to **PT** by its author, Chicago parking consultant John W. Hammerschlag. – Editor.

From the Chicago Tribune:

Fears that traffic jams from the Dan Ryan Expressway reconstruction would spread to virtually every other Chicago-area highway did not scare away many commuters who park downtown.

That by itself is somewhat scary, suggesting that even with tens of thousands more vehicles expected to converge on downtown in the years ahead, it will be enormously difficult to alter the historical patterns of how people travel to work.

Half of the lanes on the Ryan (Interstate 90/94) were shut down ... but business remained steady at the approximately 200 parking garages and lots in the downtown, according to the Parking Industry Labor Management Council.

"I don't see any effect from the Ryan project on our daily parking," said Michael Prussian, chairman of the council, which promotes the parking industry in the city.

"An insignificant number of our monthly parking customers, 0.2 percent of the total, canceled their parking and specifically cited the Ryan as the reason," added Prussian, who also is president of General Parking Corp.

But just when you thought downtown needed the Heimlich maneuver to dislodge some of the traffic, even more cars are on their way. About 40,000 to 60,000 additional vehicles will be driven to work downtown by 2020, according to a separate study of growth and development trends conducted for the parking council.

Opinions differ about what to do.

"It is time for a new consensus that is based on the realization that we will never get Americans out of their cars," Robert Atkinson, vice president of the Progressive Policy Institute, wrote last year in a paper titled "The Politics of Gridlock."

Most of the downtown parking facilities owned by the city and the Chicago Park District are east of Michigan Avenue and require at least a short walk to office buildings. Many of the pri-



The "Trib" Makes a Comment – Parking Responds.

vate garages and lots, on the other hand, are located close to or under the CTA's Loop elevated tracks. By 10 a.m. on weekdays, "parking full" signs are out in front of many garages.

"It does not seem that the high cost of parking is deterring people from driving downtown," said Peter Skosey, vice president of external relations at the Metropolitan Planning Council.

"But you aren't going to get people to switch to transit by making driving less attractive," Skosey said. "We need more frequent service and clean new stations. It is key to helping the central business district continue to grow, to add office space and to compete for business against other cities."

An urban planning professor who is an expert on parking offers a controversial solution to help fund transit improvements. Parking meter fees in the downtown should be increased to match the rates at parking garages and lots, said Donald Shoup of the University of California Los Angeles.

"The only under-priced parking I saw when I visited Chicago was the curbside parking," said Shoup, who has researched the impact of

inexpensive or free parking on a range of issues, including traffic flow, the environment, municipal finances and housing costs.

The cheaper meter rate gives the false impression of a parking shortage, Shoup said. It encourages drivers to cruise the downtown in search of an open meter space, adding to traffic congestion and wasting fuel.

In his book, "**The High Cost of Free Parking**," Shoup argues that on-street parking rates should be increased to match market prices, resulting in an 85 percent occupancy rate. He said drivers should be required to feed the meters 24 hours per day. Most important, cities should dedicate the revenue to making transportation improvements in the areas where the money is collected, instead of putting it in the general fund.

Continued on Page 30

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Chicago Takes a Peek at a 'Shoupista' Solution

from Page 28

"I think Michigan Avenue is one of the most splendid streets I have ever seen, but you don't have to walk too far to see places with ragged edges," Shoup said. "The city under-prices street parking for political reasons. Why should Chicago practically give away downtown parking when it is a source of increased revenue that can be used to clean up alleys and fix up neighborhoods?"

The Metropolitan Planning Council is working with City Hall to begin a study to test Shoup's concepts, Skosey said.

The proposal focuses on creating a parking improvement district on the 53rd Street business district in Hyde Park. Parking revenue collected in Hyde Park would be used to upgrade street amenities and to beautify transit stations in the neighborhood, he said.

"Use the extra parking revenue to improve transportation where the parking is located," Skosey said.

Letter to the Tribune:

The Dan Ryan construction has had almost no impact on our parking facilities. That being said, it's still very early. I would expect that we will see some impact by summertime as the construction is still new to many drivers.

On a different note, the [headline on] your article, "Parking lots full despite traffic woes," is a misperception and largely inac-

curate. Almost all parking facilities in the Loop do not fill to capacity. Even those at the prime locations (including our self-parks at 201 West Madison and Washington Franklin) have available space on most days.

And I can tell you, based on frequent personal observation, that many of the facilities within three to five blocks of those referenced above have substantial vacancy at almost all times! Again, that being said, there are certain days in the year when I would expect that all parking spaces in the city will be filled because of seasonal demands.

Many people remember those few highly congested days or have parked in the best-located parking facilities and extrapolate incorrectly that all parking lots are always full.

And while it may be self-serving, Professor Donald Shoup is right on target, and I would take his views one step further: Curb parking is the most easily accessed and convenient parking in the city. It should be viewed as "premium" (like the seats behind the Cubs dugout at Wrigley Field) parking and priced even higher than garage parking, as it would encourage most casual parkers to utilize private facilities and leave the best parking spaces for the short term in-and-out users who desire/require speed and convenience in their daily urban transactions.

These curb stalls, if appropriately priced, would reduce traffic congestion, turn over rapidly and generate millions of additional dollars for the city – as well as create additional jobs for parking enforcement, which would further increase revenues.

John W. Hammerschlag
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Intertraffic Hosts 23,890 – Largest Trade Fair on Earth

Intertraffic Amsterdam 2006, the biannual exhibition for infrastructure, traffic management, safety and parking attracted 23,890 visitors from no fewer than 110 countries. Organized by Amsterdam RAI, it took place April 4-7 at the Amsterdam RAI Congress & Exhibition Center.

The exhibitor number increased compared with the last edition of Intertraffic Amsterdam in 2004. This year, 690 participants from 41 countries presented their latest products and services, whereas two years ago, 679 exhibitors from 39 countries were present. Of the 23,890 visitors, 56% came from outside the Netherlands.

Jacques Teichmann, CEO of the Span-



Ken Greenwood of Politesse and his featured product.

ish company IV Solar, commented that its booth was crowded every day. “Our expectations were more than fulfilled. The international attendance was impressive and very professional.”

Rudolf Broer, Managing Director of the German company RTB GmbH + Co. KG, added that the exhibition was, as always, inspiring: “Interesting ideas, interesting conversations and interesting people. Intertraffic Amsterdam 2006 was a complete success for our company, and the visitor profile holds great promise for the 2008 edition. We are already looking forward to it.”

Roland Michali, Marketing Communications Manager of Germany-based Siemens AG, needed only two words to describe his feelings about Intertraffic: “perfect, excellent.”

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Tom Lucas of Dominion Self Park in Canada and Glen Holdsworth of the TTM group in Australia with Clara Jeong from Misco.



John Lovell, Derek Kiley and Chris Iles in an Intercompany moment.

Intertraffic Hosts 23,890 – Largest Trade Fair on Earth

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Jeanneke Bolscher, Senior Product Manager of Intertraffic with Amsterdam RAI, was very happy with the positive reactions of the exhibitors. “The show was very successful. We raised the quality of the event even further by introducing a number of new initiatives, such as the ‘Future Plaza’ and a comprehensive seminar program. Also, the implementation of the product segmentation on the show floor augmented the convenience for the visitor.”

Mirjam Visser, Communications Manager for Vialis, said that Intertraffic was the most important event for his company to exchange views with dedicated customers and new prospects in an informal environment. “The 2006 exhibition has again been very successful for Vialis, not in the least because Vialis Traffic received the prestigious innovation award.”

First Intertraffic China in March 2007

During Intertraffic Amsterdam 2006, Amsterdam RAI launched its Intertraffic China event. Two experts in the industry, Feng Maorun (Chief Engineer of the Ministry of Communications) and Li Mei (Secretary General of the China Traffic Engineering Association) shared their views on market developments and investment opportunities in contemporary China to an eager audience.

Intertraffic China is scheduled for March 15-17, 2007, in the Beijing Exhibition Center. By organizing an Intertraffic exhibition in China, Amsterdam RAI adds an important new location to its portfolio. In addition to the “mother exhibition” in Amsterdam, there also are fairs in North America and Turkey. The next edition of Intertraffic Amsterdam is scheduled for April 1-4, 2008.



Keith Lynch demonstrated a credit card payment machine.



The irrepresible Klaus Gindl and his exhibit staff.



After all, it was Amsterdam



Bill Laurie and Metric's new Aura.

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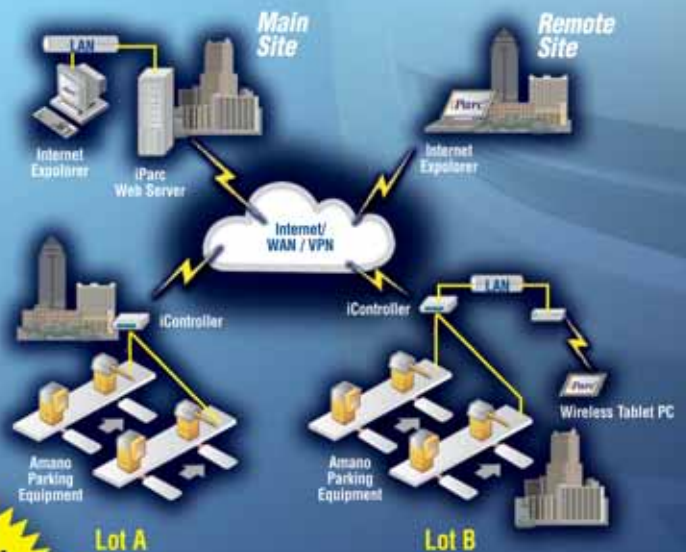
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Cramer Airport Parking Loses First Round in Court

The U.S. Middle District Court has handed Harrisburg (PA) International Airport a victory in its battle to force a small-business owner to sell land that is used for a parking lot.

However, **PT** has learned that the state of Pennsylvania will most likely continue its actions against the airport in the Court of Common Pleas. Legal scholars familiar with the case had thought from the beginning that the state's position – that of using antitrust laws – was weak due to the venue and that a different tact would have put its case on firmer ground.

Judge Christopher C. Conner dismissed a lawsuit filed last year by state Atty. Gen. Tom Corbett's office. The suit alleged that the airport's attempt to force the sale of 17 acres owned by Cramer Airport Parking violated federal antitrust laws.

Corbett had argued that the airport owner, Susquehanna Area Regional Airport Authority (SARAA), improperly sought to force a sale under the rules of "eminent domain" so that it could shut down a competitor for parking business.

"Regardless of SARAA's motives," Conner wrote, "SARAA's actions are decidedly governmental and therefore" immune from federal antitrust laws. The rules of eminent domain allow a government to force a property owner to sell land if the sale is for the larger public good.

"The court would be remiss if it did not acknowledge the obvious anti-competitive impact of the taking," Conner noted. "It is not unsympathetic to the concerns expressed in the complaint. However, these concerns must be addressed in the eminent domain proceedings, and the court is confident that the Court of Common Pleas of Dauphin County will ensure that the taking satisfies constitutional requirements of public use and just compensation."

The airport authority says the Cramer land is needed to expand airport-cargo facilities or corporate-aviation facilities. HIA Aviation Director Fred Testa passed out copies of Conner's opinion to authority members during the board's most recent monthly meeting.

**Upcoming
in June PT**

**A Report on Precast
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**The IPI show...
and the Parkex
show in the UK**

**Garage Design for
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