

# Issues



touch here. Most circuits are 20 amps or 2400 watts; just add 'em up. If a heater is 1500 watts and the coffeepot is 500 watts and the computer is 500 watts and the desk lamp is 150 watts and the printer is 900 watts (I just checked the boss' setup), you got a real problem.

What happens is that not all of these are on at the same time. The printer draws 900 only when it is running; ditto the coffeepot and heater. However, when they do go on at the same time, you will either blow a fuse or start a fire.

Oh, about that computer – when the heater and coffeepot and printer kick in, you will get a power spike on your computer – and baaaad things will happen.

Oh, there's one sure way to figure out if you have a problem. If a plug expander (you know, those things that make two outlets into four) is stuck into the wall, you probably have a problem.

While you are reaching out, is it warm or cold in the booth or office? Are the windows broken?

I ascribe to the Rudy Giuliani school of crime prevention: Fix the broken windows and remove the graffiti, and the rest takes care of itself.

Walk through your garage during a rain – if you feel moisture on your head when you walk under an expansion joint, you have a problem. Water is going through the joint and is probably also soaking into the concrete and causing the dreaded spalling, mentioned above.

In addition, check all the drains and trenches to be sure they are clean and running freely. This means that water will be carried off and not come cascading down your ramps during a soft summer rain. Sure, that's pretty, but it can also back up and cause safety as well as maintenance issues.

Now the following doesn't bother me as much as it does humans -- but take a moment and sit in all the chairs in your facility. Go into the booths and offices. Are they comfortable?

Remember, when you bought them, you got them on sale, and the chairs you bought were designed for eight-hour days and five-day weeks. Your operation is open 24/7. Chairs wear out quickly. Your staff will greatly appreciate it if, when they sit down, they don't discover a spring or have to balance with a broken caster.

**Smell:** I'm a little closer to the ground than you are, but even during hay fever season, you can use your schnoz to check out a few things. Walk into the stairwell. If it smells like the restroom at Yankee Stadium after the seventh-inning stretch, you have a problem. Clean it up. Steam-cleaning is often the only way. If you keep your stairwells clean, the problem moves elsewhere.

Continued on Page 27

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# 'The High Cost of Free Parking' – A Textbook About Your Profession

By John Van Horn



Someone asked a New York Times critic why he wrote so many negative reviews. He said that finding bad things to say quickly filled the 17 inches of newsprint reserved for his piece. A good review is hard.

So it is with UCLA Professor Don Shoup's new book, "The High Cost of Free Parking." Suffice it to say that if you are in the parking or urban planning business, city government, or urban renewal or development, you should read this book.

This is a textbook of sorts, but its tone reflects its author. It is clear, fun and an enjoyable way to spend a few hours getting better at your profession. Of course, it helps if your profession relates to parking, as I would hope anyone who reads this does.

A textbook!! Gadzooks!! I got over them when I left college. Do I really want to wade through graphs, charts and endless, boring self-serving prose that was written simply to keep alive the "publish or perish" credo at a major university?

Yes, you do. "The High Cost of Free Parking" is a refreshing change from the tomes you schlepped back and forth to class in your undergrad days. It has one premise, and spends its 700-plus well-documented pages describing it, proving it and then providing a way to change its paradigm.

Shoup takes on the urban planning profession and quickly discounts virtually everything it does that relates to parking. His not so tongue-in-cheek comments should make the profession rethink its role in the design of the urban landscape. He not only says that much of urban planning is black magic that is typically wrong, but also proves it with example after example, some hilarious, of how planners have set the number of spaces required for a typical land use.

In the case of funeral parlors, the number of spaces is based on how many viewing rooms it has. It doesn't take into account that virtually never are all the rooms in a parlor in use at the same time or that it would be impossible for more than one funeral to take place at the mortuary simultaneously. Planners somewhere have set the number, and that is what it should be.

A shopping center's parking requirement is set based on the use for a dozen or so days a year. The rest of the time, the huge lots or the expensive structures around the centers are only partly used.

The list is endless.

Shoup's solution: "Drop the city's requirements for parking." Let the individual developer decide how much parking is needed, and keep the planners out of the process. Less parking would be built, and that's a good thing, he writes, since the vast majority of parking goes unused anyway and it would force commuters to look for alternatives.

The second part of "High Cost" concerns on-street parking, its availability and cost. The book includes studies that

show drivers will cruise almost indefinitely looking for a free or low-priced space to park on-street, rather than park off-street at a higher price. This adds to congestion and pollution.

The solution: Price on-street parking so that 15% of the spaces are free at all times.

The book's third section, with the heading "Cashing In on Curb Parking," notes that in the past, the main difficulty for charging more for on-street parking was in collecting the money. Technology has solved that problem with in-car meters, pay-and-display/by-space, cell phone payments and other such technologies. Make parking available to everyone, but let the price do the planning.

I can hear the screams now. The city will be destroyed if parking were priced at that level. Shoup makes a good case for the contrary. However, the money from parking should be used for the infrastructure where it was collected, not simply dumped into the general fund, never to be seen again.

Citizen attitudes change when they can see the results of revenue collection: new streets, parks, lighting, security, and a cleaner environment. Plus, it's being paid for by visitors from outside the neighborhood. Suddenly, the attitude of the local property owners goes through its own paradigm shift. Examples of this from Pasadena, CA, on the plus side to the Westwood area of Los Angeles on the minus make his case in spades.

Unbundling parking costs is a key to the success of Shoup's proposal. If you charge market rates for all parking, you can reduce the price of the building the parking supports. Let the new apartment dweller decide if they want parking included with their unit, then charge more for those that do. Ditto the office buildings.

The market will then provide alternatives to auto use for those who elect not to pay the "true cost" of free parking -- which, Shoup shows graphically, is usually more than the actual cost of the vehicle itself.

You can easily skim the charts, graphs and technical jargon, or take time to review it if it piques your interest. However, the meat of this book is in the clear, well-written, interesting prose that makes a good case for how our industry can actually change the face of the urban landscape.

Oh, by the way, don't panic. Change as Shoup envisions would mean only more parking technology, plus more and better operators who would be properly paid for their services, and a more focused municipal and institutional parking environment, where the money collected would go to visible improvements in the urban landscape.

"The High Cost of Free Parking" is available from the American Planning Association ([www.planning.org](http://www.planning.org)) or at Amazon.com.

*Donald Shoup is professor of Urban Planning at UCLA, holds a doctorate in economics from Yale and is a Fellow of the American Institute of Certified Planners*

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from Page 25

I know an owner who, when he visits his garages, goes immediately to the restrooms. If they are dirty, he knows he doesn't have to look any further. He knows the entire place is a mess.

Be careful about fumes. Are your extractor fans working properly? People can become very ill and even die if you allow the CO to build up in the garage. This is particularly true in below-grade facilities.

And one other thing – how about your employees? Are their personal habits up to your standards? If not, it might be time for a walk on the beach. After all, you are in the service business and want to put your best foot forward to the public.

**What about hearing?** Listen for strange sounds. Beeping and electronic sounds could mean your detectors aren't working properly. Rattling or squeaking in your gates or dispensers could mean a problem waiting to happen. Does the computer in your office sound like a thrashing machine? If so, the fan is on its way out and so is your machine. That rustling in the corners could mean that some four-legged inhabitants have moved in.

Maintenance isn't a mystery, and it isn't expensive. Just use your senses, the most important one being that named "common."

Woof!

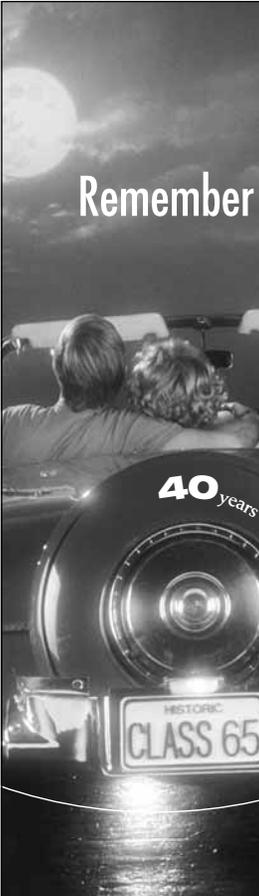
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## Joint Venture in New Orleans

A joint venture between Standard Parking and Parking Solutions, a New Orleans-based minority-owned business, is replacing approximately 2,600 single and dual-space parking meters in New Orleans. Four hundred new solar-powered Parkeon multispace pay-and-display terminals will now control some 3,700 spaces across a major part of the city. Removing designated single bays will increase on-street parking capacity, making it easier for drivers to find a space while also generating increased parking revenues.

The units accept coins, as well as debit and credit cards. Being able to use a card to pay for parking is more convenient for many drivers because they do not have to worry about finding the right change. The credit card payments make revenue collections easier and more economical, reducing the volumes of coins that have to be collected, counted and deposited, and also limiting the opportunities for fraud and theft. Credit card payments are authorized and processed -- in real time -- via the Velocita Wireless dedicated data-only network and the CreditCall Communications CardEase secure payment service, which is integrated with the terminals.

According to city officials, the P and D terminals are expected to increase parking revenues by about 15%, as compared to the old system.



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# Communications in Garages Go Cutting-Edge

By Samuel Shanes

**V**oIP (Voice over Internet Protocol) is probably today's most talked about telecommunication development. The implications for security issues at parking facilities are numerous. The bottom line, however, is that regardless of what difficulties may exist in conversion from traditional analog systems, VoIP will continue to spread at an ever-increasing rate.

VoIP, or Ethernet connectivity, provides many advantages in deploying emergency phone systems. You do not have to run separate phone line home runs back to a head-end frame, but rather can connect "Ethernet drops" wherever you need them on an existing Ethernet computer communication system. You can also connect IP CCTV cameras to these same drops, easily installing and integrating these two security elements that are so often found together.

Therefore, in selecting emergency phone equipment, whether you have VoIP capability now or are planning for it in the future, be sure that what you select has VoIP capability. Otherwise, you will be forced to run supplemental analog lines to support these units, and possibly obsolete these units when your facility goes totally VoIP. An additional benefit of VoIP is that if a facility has established campus-wide Wi-Fi "hot spots," you can easily connect VoIP-RF-enabled emergency phones into the system.

## HOMELAND SECURITY PARKING FACILITY

Barry Security Systems of Tewksbury, MA, was selected by the U.S. Department of Transportation to install security equipment at a Homeland Security-related parking facility in the Boston area. In specifying equipment for this project, Sales Manager Joe Gillis was guided by the following statement posted on its Web site:

The project required a highly reliable emergency communication system with integrated CCTV to be installed throughout the parking facility at the site, at access points and at certain indoor locations. The entire state-of-the-art system was to run on IP, not only providing a great deal of system flexibility, but also saving the customer \$65,000 as compared to a traditional cable installation. The project

required integrating hardwired equipment and wireless equipment to a single head-end without tunneling. This required the ability to integrate the products of several manufacturers into one smoothly functioning system.

Hands-free emergency phones installed in stainless-steel wall mounts, with integrated blue light/strobe, were mounted to existing poles on-site. Other locations used two-button ("Emergency" and "Info") phones. The phones operate as VoIP, utilizing the manufacturer's equipment.

At the Security Command Center, Gillis installed a PBX with two guard phones, also from the emergency phone manufacturer.

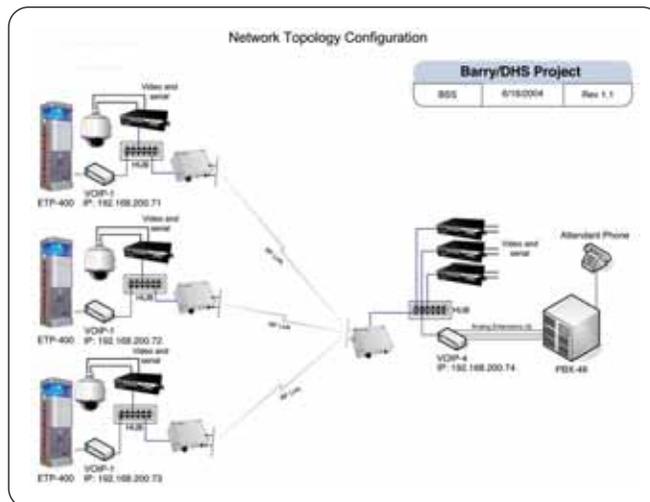
The stainless-steel wall mount and emergency phones were selected because of their durability, quality presentation, and performance. Simply pushing the button initiates the emergency call to the Security Command Center as a VoIP call and automatically activates the strobe in the wall mount. Using standard software from its Alliance partner, the system also can

perform an automatic PTZ call-up of the camera or cameras associated with that calling unit.

At certain access points, Barry Security installed the surface-mounting emergency phones, which are also connected via IP and have auxiliary outputs to be able to drive related devices such as strobes.

RF video over IP was achieved using PTZ cameras with RF video connection, which also was routed through the Talk-A-Phone VoIP units. The cameras are integrated with the emergency phone system at the head end, with the cameras being controlled through a Panasonic matrix.

"We selected our vendor because we have extensive experience with both the company and their products," Gillis said. "They provided us with a reliable, cutting-edge solution to the issues that we faced in this project. Although we have been using their emergency phone systems in a wide variety of applications for some time, this was our first experience with VoIP on emergency phones. The entire experience went very smoothly. The software is very easy to use, and the installation itself was fairly straightforward. The system has been in for several months and is operating flawlessly."



## MULTIPLE MUNICIPAL PARKING FACILITIES TIED TO POLICE

A city operates 12 garages, and wants to tie the emergency phone system into the Police Department. Although it wants to provide the ability for an employee to be present at each site to receive calls, or call certain emergency phone locations, it is contemplated that at most times, these eventually will be unattended, automated municipal parking facilities.

ADA-compliant hands-free emergency phones are installed throughout the facilities in stainless-steel wall mounts and in towers. Initially, while personnel are still assigned to each of the garages, the calls are routed to the parking office. If no one answers within a reasonable period of time, the call can be automatically routed over the city's IP network to the Police Department. Later, as the facilities go to an unattended mode of operation, the calls can go directly to the Police Department. In addition, IP cameras can be easily integrated into the system, allowing the police to see, as well as hear, what is happening at the site

when a call is received, as well as to proactively monitor the facility on a continuing real-time basis.

## CONCLUSION

In some sense, comparing VoIP technology to analog phone lines is like comparing DVD's to VCR's. The VCR tape costs more to produce, holds much less data, and delivers it in a much more cumbersome manner than DVD. VoIP emergency phone systems can be installed less expensively; integrate with CCTV (the other technology most often used in parking lots) quickly and effectively; and provide ease and flexibility of operation for those responsible for parking facility security.

*Samuel Shanes is Executive Vice President and General Counsel of Talk-A-Phone Co., Chicago. He has been a close observer of the communications industry and changing technology, as well as the legal issues surrounding both, for many years. He can be reached at [sshanes@talkaphone.com](mailto:sshanes@talkaphone.com).*

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## Brett Harwood a 2005 Honoree of LibertyHealth Foundation

Brett Harwood, a leader in the parking services industry, has been honored for his service and commitment to LibertyHealth, a health network based in Hudson County, NJ. The ceremony took place May 5 at its Spring Celebration at the Hyatt Regency Jersey City On The Hudson.

Harwood is principal of the recently formed Brett Harwood Parking Strategies, which provides special advisory services to operators of parking facilities nationwide. He currently serves as a director of the National Parking Association and is a former president and chairman of the industry organization.

He has served as house counsel, vice president, executive vice president, president and director of Square Industries, a publicly traded parking services company founded by his grandfather in

1920. It was sold to Central Parking in 1997, but the family retained several parking operations in Jersey City, New York, Boston and Philadelphia under the Harwood Properties name. These are all still owned by the family -- including Harwood, his father Sandy, his uncle Lowell, his brother Scott and cousins Leslie and Craig -- along with partner Mike Berman.

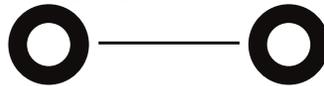
Harwood, who joined the board of LibertyHealth in 1992 and was later elected vice chairman, was instrumental in making the dream of the new Jersey City Medical Center a reality. He made the first monetary pledge to the Reshaping History campaign, which has successfully raised approximately \$16 million to date.

## Crackdown on Parking Tickets up to 20 Years Old

The New Zealand Justice Ministry is chasing down more than 2,750 parking tickets dating back up to 20 years to try to recover millions of dollars in overdue fines.

Unpaid parking fines at the end of March totaled \$28 million. This includes \$19 million in overdue parking fines. About \$300,000 was owed on parking fines older than 15 years, with \$111 (which includes enforcement fees and court costs) being the average amount owed.

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# PIE exhibitors as of May 1, 2005

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#### 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, take the equipment out of the hustle and bustle of the trade floor and allow 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.

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**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.**

# Temporary Parking Surface Solves Short-Term Problems

**W**hen the rains fell on opening day of the 2005 Bay Hill Invitational at Bay Hill Club & Lodge near Orlando, golf fans were saved from walking and driving through muddy and waterlogged entrances by an innovative surfacing solution called TempPark, a roll-out surface that is a water-permeable and mold-, mildew- and UV-resistant material.

The specially manufactured polypropylene geotextile geonet composite creates a clean, strong, sturdy surface while maintaining natural drainage, and does so at a cost much lower than using asphalt.

"The beauty of TempPark is there is no permitting, or retention ponds necessary," said Leslie Polivka-Adams, company marketing VP. "You grade the surface and roll it out, stripe it and you can park on it." The product is now being used in the special event industry, at outdoor sporting events, corporate events and concerts, and in tents, pedestrian walkways and any necessary dry ground cover.

Walkways allow for pedestrian traffic pathways at special events. Especially in unfavorable weather conditions, TempPark temporary walkways provide a convenient means



for short travel from parking space to event.

Temporary parking areas -- usually required in rail yards and at auto production facilities before transfer and/or distribution -- are typically needed for short periods of time. Construction time and expense are critical.

Traditional parking lots, formed by covering a land area with concrete or asphalt, provide the desired hard surface but are time-consuming and expensive. And there are often complications such as moisture retention. Existing temporary solutions, such as gravel, wood chips and shredded recycled rubber tires, do not provide the desired parking surface and can lead to vehicle damage when excessive rain washes away the temporary surface and leaves a muddy quagmire.

TempPark was used for the 57-acre parking lot in Oakville, Canada to store 9,000 new vehicles. Construction on the project took 60 days. The material was heat-welded, then anchor-trenched in 100-by-400-foot panels, consisting of 14 rolls. The panels were then tensioned to minimize wrinkling, and, finally, the lot was striped.

Bay Hill tournament officials were made aware of TempPark through a recommendation from T & B Equipment, which provides spectator stands at several professional golf tours. Tournament officials were very pleased with the results.

In the past, they had used patches of an AstroTurf-type of material to cover surfaces, but they did a poor job of protecting the course and had to be destroyed after one use.

The University of Central Florida will be the next major Orlando-area client for TempPark when it will be used as a temporary lot for 385 cars near the site of its new 10,000-seat convocation center and arena.

PT

**ARE ENERGY COSTS SUCKING UP YOUR PROFITS?**

A cartoon illustration of a man with a distressed, sweating face, holding a sign that says "TEMP PARK". He is surrounded by broken pieces of machinery and a large gear, suggesting a state of mechanical failure or high energy costs. The background is dark and industrial.

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## Lawyer's Parking Ticket Defense Has Pennsylvania Cities Scrambling

Chuck Pascal was just fighting a \$5 parking ticket. But when he beat the ticket by discovering the parking meter had not been certified as accurate by state inspectors, Pascal, a lawyer, sent a shudder through many other Pennsylvania towns and cities. They, too, realized that their meters had not been certified.

Now towns are hounding regulators to test their parking meters. Meanwhile, some communities have stopped writing parking tickets altogether, losing an important source of revenue. The backlog could take several months to clear.

Every meter head has to be brought to a central testing location. By law, meters cannot shortchange parkers, nor can they give more than nine minutes extra time for every two hours paid. The state Weights and Measures Division is supposed to certify meters every three years, but there are too few workers, thus creating the backlog.

In Butler, the Pittsburgh suburb where Pascal was ticketed, the police chief ordered officers to stop ticketing until meters were certified, no small matter in a cash-strapped city that has collected \$24,000 in parking fines so far this year.

## Phoenix Selects Transcore, Gatekeeper For AVI/GPS Shuttle Tracking System

Phoenix Sky Harbor International Airport has selected TransCor and Gatekeeper systems to design and integrate a first-of-its-kind vehicle tracking system, utilizing radio frequency identification (RFID)-based automatic vehicle identification (AVI) and GPS-based automatic vehicle location (AVL) capabilities. The RFID / GPS system will allow the airport to optimize tracking of the hundreds of shuttles, taxis and commercial vehicles that use the airport roadways.

Supporting TransCore in this initiative is Bridge Technology Inc., a Phoenix company that provides AVL services accessed via the Internet, using GPS-based location technology. This enables airport shuttle operations, public and private transportation organizations, and municipalities to monitor their vehicles at all times, thereby increasing security, and enhancing passenger service. The company's first AVL system was installed at Oakland International Airport in 2002. The original system included tracking for 20 buses, seven display and announcement stations, four-airside security, three landside, and two facility vehicles. The airport has added 41 buses to the system, including 28 rental car center buses.

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## NEW PRODUCTS

### NEW SIDE DOOR ARCHITEK



United Receptacle has added two new Side Door models to the Architek line of steel outdoor receptacles. The models feature an ergonomic liner delivery system for easy emptying.

The Architek line features clean contoured lines with horizontally patterned perforated steel. It includes 38-gallon-capacity waste receptacles; 17-gallon waste receptacles and ash/trash receptacles; and new 5-gallon waste receptacles and smokers urns. All models include rigid plastic liners.

Two standard color combinations are available: Jet Black / Anthracite and Architectural Bronze / Sand. Custom color combinations also are available, which are ideal for sports facilities; retail and corporate environments; recreational facilities and municipalities. Custom laser-cut steel panels are available to prominently display team or corporate logos. All models feature United's own durable Uni-Koat powder-coated finish.

For more information, log on to [www.parkingtoday.com](http://www.parkingtoday.com) and click on ePIP.

Continued on Page 38

The Largest Parking Event  
in the US -- Intertraffic NA/PIE  
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