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The Baltimore Convention Center is on the Inner Harbor, a great destination location with events, restaurants and hotels surrounding the venue. It is across the street from Camden Yards, the home of the Baltimore Orioles ballpark and the Baltimore Ravens Football Stadium.

The event will be held biennially beginning in 2005. PIE will return to Chicago in 2006.

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Industry Notes

from Page 11

P.E., in its Mount Prospect, IL, office as a Project Manager. He brings more than 15 years of experience in the precast industry to CEG. His presence will further enhance CEG's project management and engineering capabilities.

Eric J. Tripi, P.E., P.T.O.E., has joined **Wilbur Smith Associates** as Director of Traffic Engineering. In this role, Tripi will lead WSA's Traffic Engineering practice in South Carolina while based in Charleston. He specializes in traffic impact studies, traffic signals (design, timing, warrants and optimization), intersection analysis/design, traffic operations and traffic estimation.

The City of Fort Myers, FL, has selected **Standard Parking** to manage its entire parking operation, including two garages and seven surface lots. The multi-year agreement also includes enforcement, collections and maintenance responsibilities for 800 parking meters.

Municipal debt collection company **Law Enforcement Systems** (LES) has moved into a new 15,000-square-foot headquarters in Long Island City, NY. Moving from a nearby 6,000-square-foot office, the expanded space will accommodate upwards of 100 potential new employees to service a backlog of new municipal collection accounts. "Our new state-of-the-art call center will allow LES to provide enhanced collection services in our target markets of parking, traffic, red light and electronic toll violations,"

said **Dawn Carrier**, VP of Client Services. The new office is at 30-00 47th Ave.

Sto Corp., the innovative world leader in cladding, coating and restoration systems, announces that its Sto Powerwall Stucco System was recently chosen for top multi-family division honors in a design awards competition sponsored by the National One Coat Stucco Association.

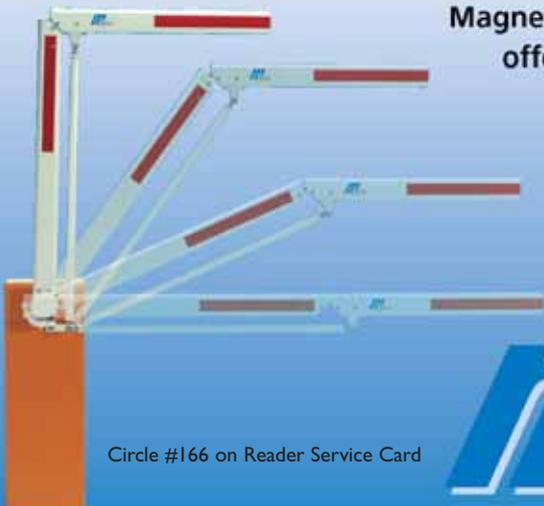
Walter P. Moore has been ranked among the top two structural engineering firms for which to work in the United States by the judges of the second annual Structural Engineer "Best Structural Engineering Firm to Work for Contest." That position is up from third place last year. A five-person judging panel ranked the top firms after interviewing staff members, evaluating 15 essay questions completed by staff members at each of the top firms, and considering the 39-question entry form each company completed. The winning firms were recognized in the publication's June issue.

Carl Walker Inc., a national parking consulting firm with regional offices throughout the United States, has announced that **Mark L. Yedinak** joined the firm as a Parking Operations Specialist. Yedinak previously worked as Manager of Parking Systems for a firm engaged in integrating AVI and smart card technology into airport and municipal off-street parking operations. In that role, he was involved in leading-edge programs designed to broaden the application of single-source electronic payment options in multiple environments.

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Parking Safety without all the Accoutrements

Editor, *Parking Today*:

The cover story of the May issue of PT touts a sophisticated English parking installation. It's a retrofit of an existing garage, wherein the vehicles are owner-driven around the existing five-level ramp structure to seek a parking space and, again, to exit.

People and vehicles still have to play "dodge- 'em" as they share the common space. Passenger elevators, lighting and ventilation still must be provided 24/7, and the vehicles consume petrol. Housekeeping and maintenance remain the same as in any existing garage or ramp structure, and real estate occupation is not optimized.

The newsworthy feature is the sophisticated accoutrements of advanced sensors and communications devices that allow 100% monitoring of the facility and the application of security doors to provide absolute security. That's applaudable.

An automatic mechanical parking system (AMPS) design will obviate most of the problems associated with this ramp (or any other ramp or garage) by virtue of the fact that no one has access to the vehicle storage space. Vehicles enter on the ground level and are automatically transported to a storage position.

Vehicles will be retrieved in less than 90 seconds and, of course, it is a cashless and unattended facility with remote monitoring. It requires only 35 square feet of land per stall, as opposed to 60 square feet in a ramp.

Beyond this featured article, there is a special section to address security. One set of principles, known as CPTED, is increasingly being applied at the initial design stage. The AMPS design inherently solves all security issues. Another article in the May PT was titled "Steel Could Make Sense in Your Next Parking Garage." AMPS is a steel structure.

William Sternad
President, *SafePark Inc.*

Guaranteed Space with Residential Permits

Editor, *Parking Today*:

A recent issue of *Parking Today* included an article on residential permit parking (RPP), and stated that having a permit was not a guarantee of easily finding a parking space. In San Francisco, we are considering changing our RPP ordinance to limit the number of permits issued to some-

thing less than the number of spaces in an RPP district in order to nearly guarantee a permit holder a nearby parking space. I would like to know if any of your readers have tried this version of RPP and how it is working.

Howard Strassner
ruthow@juno.com

PT



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IPI Hosts a “Super” Show In New Orleans’s Superdome

The International Parking Institute hosted its annual Convention and Exhibition in New Orleans in late June. According to the attendee lists, nearly 700 people attended the three-day event, which was divided between the Hyatt Regency Hotel and the world-famous Superdome.

The centerpiece of the convention was the trade show held on the Superdome floor. In an area in which one could build a 12-story building, parking equipment supplies of all types were exhibited during the 11 hours that the Superdome was open.

The IPI opened the Exhibition with a marching Dixieland Band leading the attendees into the Superdome from their conference sessions at the hotel. Attendees entered in the second level and then walked down through the seats and down a temporary stairway to the Exhibit Floor. Enter-

ing near a large, two-story booth, they were regaled by exhibitors who tossed the famous Bourbon Street beads into the crowd.

Food and drink were available on the floor. Although it was warm and humid outside, air conditioning kept the Superdome comfortable.

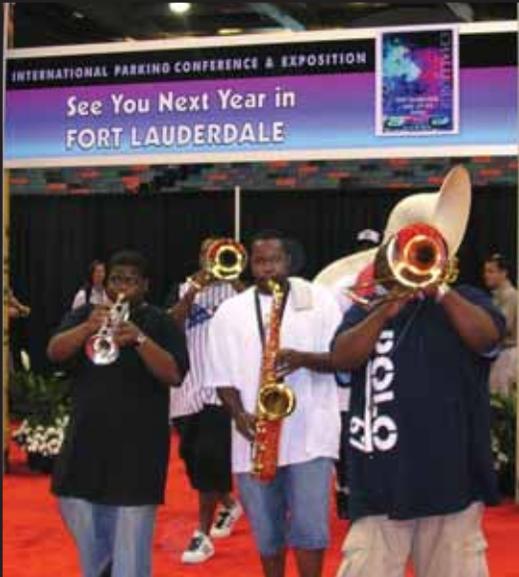
In addition to the exhibition, the IPI held numerous seminars and training sessions for its members. More than 30 seminars and presentations were available to attendees. The event began with a golf tournament and concluded with a New Orleans-style party.

Numerous vendors held events for attendees, including steamboat trips on the Mississippi and cocktail parties and dinners in some of New Orleans’ finest restaurants.

The next IPI Conference will be May 21-25, 2005, in Fort Lauderdale.

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UCSB Is Using 21st Century Tech to Boost Parking Service and R

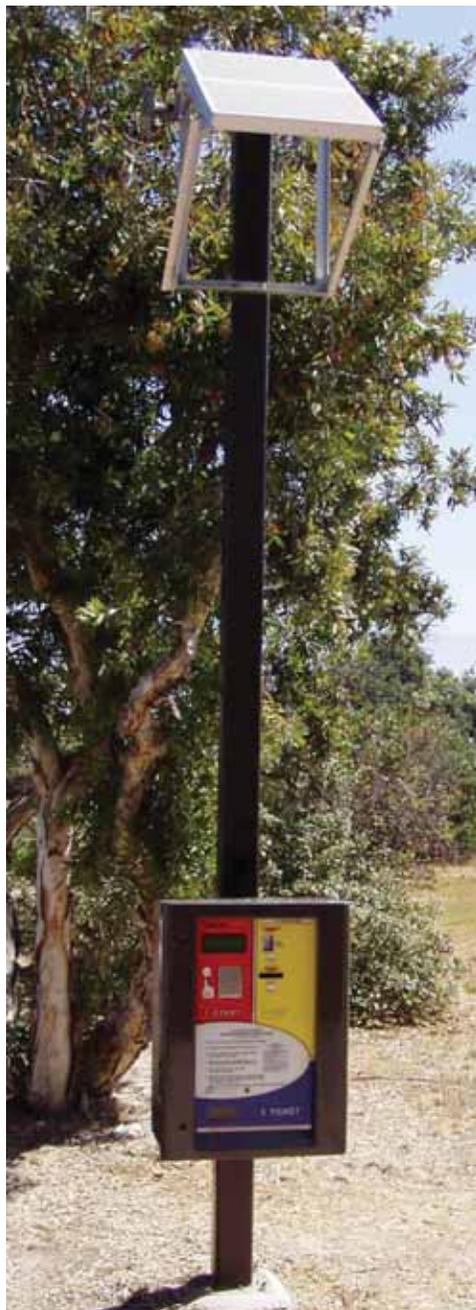
What started out as a routine overhaul of the parking systems at the University of California, Santa Barbara has ended up becoming a showcase for many of the leading off-street parking technology innovations perfected over the past 10 years. It is an example that demonstrates cutting-edge features, such as advanced wireless 802.11 networking for pay stations and pay-by-cell phone options, and environmentally friendly, solar-powered functionality.

"Our previous system was three decades old, so when I came on board in 2002, the decision was already made to update," said Tom Roberts, Director of Transportation & Parking Services at UCSB. "Being new to the industry, I didn't know what was really possible, so I consulted with my staff, and we just kept brainstorming ideas for features we knew existed and we wanted to incorporate into a total pay-by-space parking operation."

With 18,000 undergraduates, UCSB is a mid-size school within the University of California system. Its parking program -- 6,000 parking stalls on more than 900 acres of land that previously utilized three staffed kiosks (two at key campus entrances) -- is now controlled by 53 pay stations and a state-of-the-art wireless 802.11 network.

Previously, every vehicle entering campus had to funnel through one of the two main entrance gates (a third kiosk was in the university's only parking structure) and purchase a parking permit. Lineups of vehicles all day long were a common sight, and it was enough to give visitors a bad first impression. The parking kiosks were actually dragging the parking system down.

The annual operating and staffing costs for the three kiosks



In keeping with UCSB's commitment to an environmentally conscious campus, 42 of the 53 new Pay on foot machines are powered by solar power. Four of the machines are portable and are battery operated while the remainder have hard-wired power. Here, the solar generator is located on top of the pole holding the payment machine in place.

Photo: Larry Parsons, UCSB.

were in excess of \$300,000; the problems associated with personnel and cash security were growing; and the outlook pointed only to future cost increases.

"There's no question it was time for an upgrade to bring our parking system into the 21st century," said Roberts. "We had to envision what our users needed and find solutions to problems they didn't even know they had."

A review was undertaken and, among other new programs, it was decided that the parking system needed to be expanded to begin charging for parking in the evenings and on weekends. In addition, increased service and options such as paying by credit card, student campus card and cell phone were deemed essential to the mix.

UCSB Moves to Cutting Edge of Parking Technology

To address these issues, UCSB's Transportation & Parking Services decided to move to a pay-by-space configuration for its entire parking program, and to make automated payment stations its foundation. They also determined that the time was right to take a leadership role in implementing a range of new parking technologies and services that had by that time begun to emerge.

The top concern for Roberts was in expanding customer choice and service. He and his team believed, and the accounting results later confirmed, that parking revenues were constrained by the lack of options for payment. Further, research indicated that university parkers were not receiving the levels of service generally available in private-sector parking operations.

UCSB asked its vendor, Digital Payment Technologies of Vancou-

Technologies Revenues

By Steve Campbell

ver, Canada, to deliver all available payment options, including pay-by-cell phone, and to find new ways to improve service, productivity and efficiency. The result comprised a number of industry and university technology firsts.

Pay-by-Cell Phone and a Campus-Wide 802.11 Real-Time Parking Network

One of the most interesting features of the UCSB system is the pay-by-cell phone (PBC) payment option. Upon parking, drivers simply call the toll-free PBC vendor (Verrus) phone number listed on the front of each pay station (as well as on individual lot signs), provide their stall number, and initiate an account with their first call. The cell-phone payment system bills either Visa or MasterCard, and there is an additional 25 cents service charge paid to Verrus each time this payment method is selected.

The major benefit of pay-by-cell phone is that parkers need never go to a pay station, stand in line or brave the elements in order to pay for parking. Five minutes before expiration of a parking permit, the customer receives a text message letting them know their parking is about to expire. If they decide to purchase more time using their Verrus account, there is no need to access a pay station or return to the vehicle. Another toll-free call solves the problem.

The new UCSB parking program tracks enforcement via a wireless 802.11 network connecting all 53 payment stations into one system. This is the first pay-by-space network to integrate cell-phone payment, to communicate in real-time and to provide enforcement data via handheld devices. PDA enforcement is also capable of streaming live data using GPS coordinates, so that field

Continued on Page 20

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UCSB Is Using 21st Century Technologies to Boost Parking Service and Revenues

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officers may update paid/unpaid stall status without returning to a pay station to generate an enforcement report. This technology saves time and eliminates erroneous citations while simultaneously improving service levels and productivity.

Solar-Powered Pay Stations

The university's commitment to green projects and the cost of hard-wiring more than 50 pay stations -- some in remote locations with little power nearby -- were driving factors in choosing a solar application. Another innovative approach taken by UCSB was the creation of a mobile platform for pay stations designed for use at special events in which high demand might temporarily overwhelm fixed machines. Custom-built trailers developed by the UCSB pay station project crew transport the four machines to and from locations as needed.

The networked system enables the university to closely monitor and fine-tune its parking program on a continual basis. The electronic reporting function provides information about where and when cars are being parked, allowing the parking department to increase efficiency in enforcement and security, as well as to extract high-quality information for planning purposes.

Personal-use coupons are another innovation arising from the new system. UCSB provides free, occasional-use, incentive parking for commuters using public or mass transportation as their primary form of getting to and from campus. Coupon numbers are issued to occasional parkers, enabling them to vend their parking at no charge from the pay station by inputting a one-use numerical code.

In making the overall parking system more convenient, the univer-

sity has also decided to streamline the process by which annual and quarterly permits for students, faculty and staff are distributed each year. Previously, it took 10 days and the addition of temporary staff working from a tent in a parking lot to distribute parking permits for students. Today, permits are ordered online and received via mail delivery, resulting in a process that is not only more cost-efficient for the parking department but also saves countless hours of students, faculty and staff time in picking up their parking permit each year.

Impressive Financial Results and Early Payoff

The early returns from the changeover have been significant. So far the university has closed two of the original three kiosks and been able to reassign staff. And with the new system expected to handle a substantial increase in parking and revenues without the need for additional staff, Roberts does not anticipate any increase in full-time equivalents.

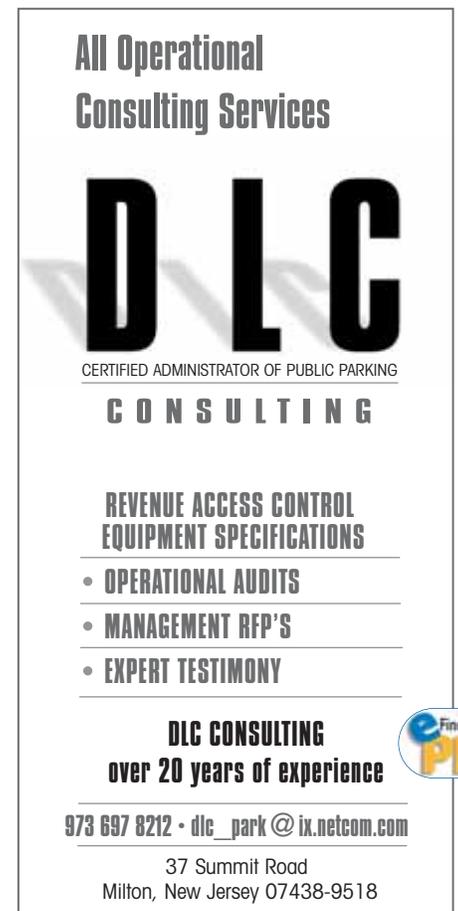
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The new UCSB parking system enables students to purchase parking for any numbered parking stall on campus from any of the many parking machines throughout the campus. Here, student Matta Menna has just purchased parking using his UCSB student access card. The receipt is kept by the parker. If the parker requires extra time, they can go to any parking machine and simply add more time to that parking space number.

Photo: Larry Parsons, UCSB.

Although he had anticipated total revenue to rise, Roberts admits he was still surprised to see an increase of 26% in the first year. In his opinion, this unexpected financial return is the result of better parking choices and expanded payment options. These important advances have enabled people to tailor their parking purchase more closely to what they need, rather than having to select the closest appropriate choice from a severely limited group.

With these returns, the UCSB system upgrade is now projected to pay for itself in less than two years -- a reasonable payback period by any standards, but particularly considering the many changes made. In providing a model of innovation for the at-large parking industry, UCSB has crystallized another equally important payback: the one provided by advanced education in our high-powered, technology-driven society.

Steve Campbell is a technology writer. He can be reached at scampbell@campbellpr.bc.ca.

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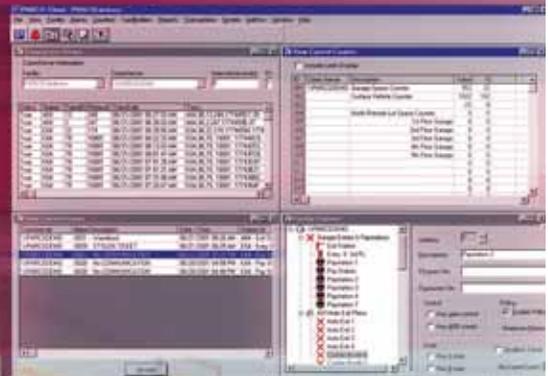
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Off-Airport Parking Rebounds To Surpass Pre-9/11/2001 Levels

The off-airport parking industry has recovered from 9/11. At many major airports, parking revenues are exceeding 2001 sales.

"We are finally out of the woods and enjoying the growth increases we saw in the late '90s and pre-9/11," said Peter Carrea Jr., owner of Winner Airport Parking in Philadelphia.

"After 20 years in the off-airport parking business, I opened a new lot during the downturn of 2002, and now my business is bursting at the seams," said Al Pasley, owner of Sky Harbor Airport Parking in Phoenix.

AirportParkingReservations.com, the first online airport parking Web site, debuted in January of 2001 and enjoyed instant success by listing most major airports in the U.S. However, after 9/11, off-airport parking suffered the same severe and rapid declines as most sectors of the travel industry.

While business travel is still a bit sluggish, the void is being filled by leisure travelers discovering too many online travel bargains to stay home. The leisure traveler continues to migrate to off-airport parking because, in many cases, it's less expensive than the on-airport parking lots and garages and offers more amenities, including valet parking, car-care service and luggage assistance.

"We've grown from offering 45 parking lots in 2001 to over 140 lots today, including Canada and the UK," Tom Lombardi, founder of the online reservations company. "We're a significant source of new business for the off-airport parking industry, and it's no secret that many of these customers are switching from on-airport parking lots -- many of which raised their rates to compensate for a decrease in parking revenue following 9/11. And now that travel is rebounding, holidays and long weekends cause a strain on available parking spaces, making a guaranteed airport parking reservation advisable and, at some airports, mandatory."

Guy Piccolo, owner of Executive Valet Parking at Bradley International Airport in Hartford, CT, and a founding partner in AirportParkingReservations.com, has moved 80% of his advertising dollars to the Internet.

"When we first launched AirportParkingReservations.com, my expectations of attracting new customers to my lot were modest," Piccolo said. "Today, 33% of my business is generated online, and 80% of my new customers find us through the Internet. We're successful because travelers want the certainty of a guaranteed parking space at a discounted rate."

Many travel publications predicted a strong summer for leisure air travel, and the online reservations company ramped up to handle the projected deluge of summer travelers.

"A few parking lots in major airport markets have implemented blackouts for peak summer travel weekends and the autumn holidays, but we continue to rapidly add new lots to meet the demand," said Robert Bielecki, the company's Vice President of Operations.

*Tom Lombardi can be reached at
T.Lombardi@AirportParkingReservations.com*

Communication Planning in New Construction and Upgrades

By Samuel Shanes

Whether planning to build or remodel your house or a new or upgraded campus facility, the more that you plan, the less the ultimate cost of the project and the better the job. One basic element of most campuses today is the communication system. This may be for student, staff or faculty use in an emergency or for customer-service issues, or both. But planning will allow you to get the system you want for the least total cost.

The best time to determine conduit requirements, whether power is needed and whether it is 120 volts AC or 24 volts DC is during the planning stage. It's also the best time to consider the optimal locations for communication equipment, both in and around the structure as at the security or administration office.

Several basic issues must be decided in the planning of a communication system on a campus. The answers to these and some related questions will help you determine what size conduit to run, how many to run, and where they go. It will help you determine if conduit should come out of the wall or out of the floor. In addition, it will help you determine power issues, such as 120 volts AC versus 24 volts DC. Answers to these questions also help you determine your communication routing, either within the facility, off-site, or both. Finally, they also help address integration issues with other technologies, such as surveillance and access control.

1. What is the purpose of the system?

- a. Emergency use only.
- b. Customer service only.
- c. Both emergency and customer service.

This decision can immediately affect power and conduit issues. Since the emergency phone itself can be powered from the telephone line (whether PBX or regular telephone service), external power may not be required if only the phone itself is being installed. However, if emergency use is a consideration, you may want to have blue light/strobes that indicate to patrons the location of the phone and strobe when the emergency button is activated. External power would be required, but you can decide if you want the



blue light/strobe to be 120-volt AC or 24-volt DC. If they are low voltage, in most instances the communication wire and the low-voltage power wire can be pulled in the same conduit, which can be a considerable savings. It is important, of course, to verify compliance with all applicable codes and ordinances.

2. How do you want to mount the emergency phones themselves? Are they wall-mounted with integrated blue light/strobe, or a separate surface mounting box and blue light/strobe? Or are the emergency phones being mounted in self-standing towers with built-in blue light/strobes?

The significance of this question relates to conduit location. If using an integrated wall-mount unit, then all wire can either enter from a flush-mounted electrical box behind the

wall mount or from conduit runs above or below the wall mount. If the phone is in its own surface mount with the blue light/strobe mounted above it on the wall, then connection provision must be made for the communication wire to the surface mount box, power to the blue light strobe, and a control line between the blue light/strobe and the phone. Provision for a 1600 box for mounting of the blue light/strobe's mounting bracket can also be planned. If self-standing towers are to be used, the conduit should be brought in from below and mounting bolts installed at the time the concrete is poured.

3. Are the phones going to be calling on-site, off-site or both? If on-site only, are they connecting to the site's PBX or do you want to provide a "complete system solution"? If using regular telephone lines (or the site's PBX), do you want to save telephone or extension lines by using a consolidator on each floor of the structure, enabling up to eight phones to be connected via one telephone or extension line?

These questions are significant for several reasons. First, they affect how much conduit you will be providing between each level of a multi-story building and where the communication lines are placed. If you have eight-channel consolidators on each level of the deck, you can just run the lines from each phone to

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Communication Planning in New Construction and Upgrades

from Page 23

the consolidator, usually located in a machine room on each level. You then run one line back from the consolidator to the PBX or standard telephone line demark point. The consolidator provides power for the phones and requires access to 120 volts of emergency backed-up power. Standard Uninterruptible Power Supplies are available for that purpose if house power is not backed-up. This issue also affects the nature of your head-end facility, which should be planned with the same care as the rest of the system.

4. Do you want to integrate surveillance with the communication system?

The use of both fixed and pan-tilt-zoom (PTZ) cameras has become very common on campuses. These devices can be integrated with the emergency phone system in several ways. The emergency phone has auxiliary outputs, one of which can go to the camera to activate it when the "Emergency" button is pushed. This requires a wiring connection, usually in conduit, from the phone to the camera. Alternatively, PTZ cameras in particular can be integrated through a

computer software package available from some emergency phone manufacturers. In this way, when a call comes in, the camera associated with that station will automatically swing to a certain position, allowing the security officer to see as well as hear what is going on. When integration is done in this manner, additional conduit from the phone to the camera is avoided.

A review of these and some related issues while planning your new or upgraded campus can save

you money at time of construction, allows you to consider various options that meet the particular needs of each project and ensures that you will have all the communication features and capabilities you want.

Samuel Shanes is the Executive Vice President and General Counsel of Talk-A-Phone Co. (www.talkaphone.com). He can be reached at sshanes@talkaphone.com. This article is not intended as legal advice, and the opinions are those of the author.

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Spectrum SDI

SentryScope™ is designed to monitor parking lots and identify license plates and people live or in stored video. SentryScope is always pointed in the right direction - recording a 90° horizontal field of view continuously, even if zoomed live into a portion of the monitored field. SentryScope is always zoomed to the correct level - at 21 million pixels per image, objects from close range to 200' or more



away are in focus. With SentryScope no operator is required to operate pan, tilt, and zoom cameras - the 90° field of view is monitored continuously in ultra-high resolution eliminating missed events or lower resolution images that do not provide useful data for analysis. Images can be monitored remotely from one or more SentryScope cameras - multi-camera parking lots and multiple sites can be conveniently monitored from a central location. SentryScope is the perfect parking lot video surveillance solution!

Circle #122 on Reader Service Card