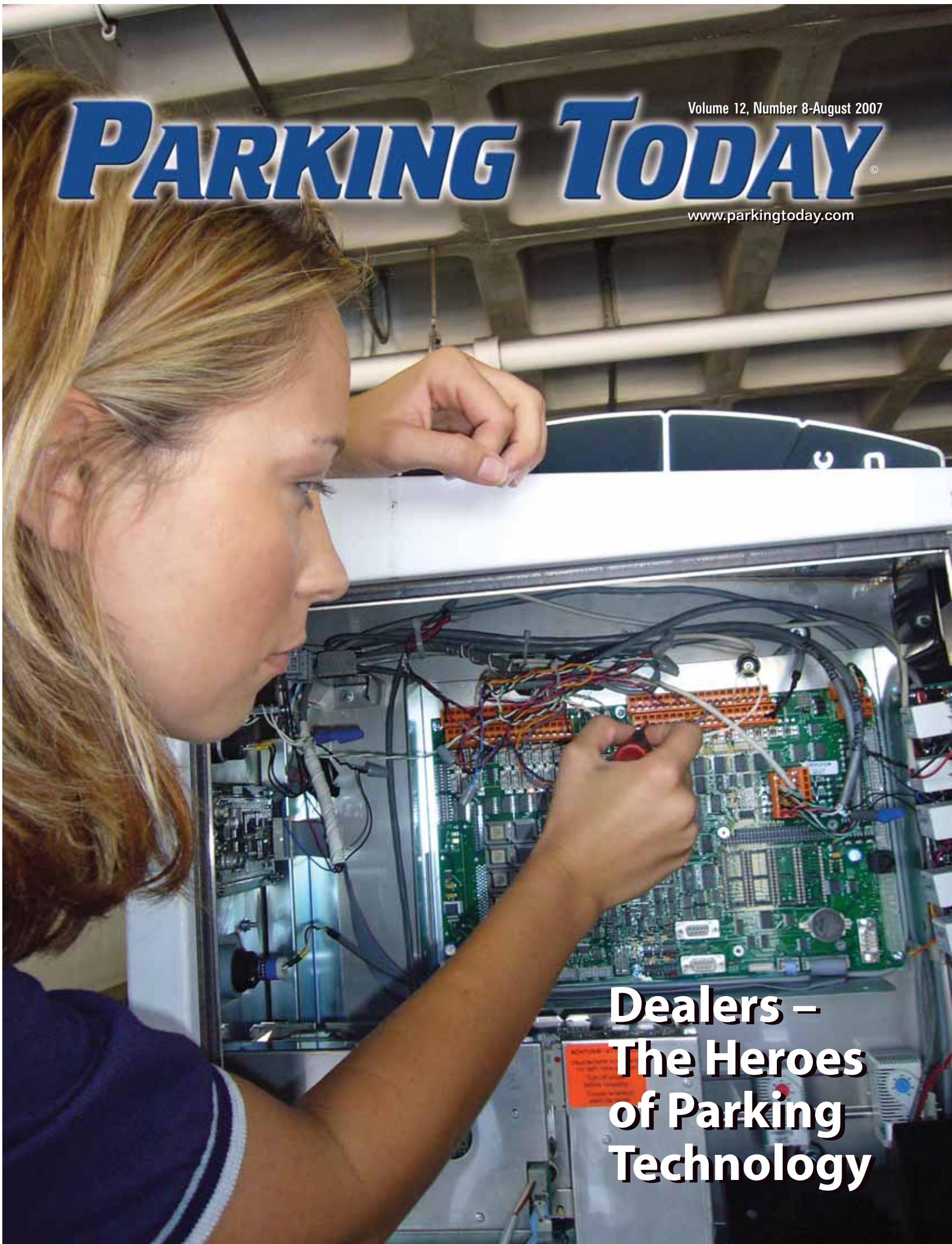


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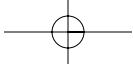
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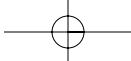
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# PARKING TODAY

volume 12 number 8

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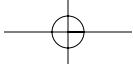
Cover:  
Michelle Morris of Integrated Access Systems in Los Angeles checks a circuit board in a gate at one of the company's customer locations.

*PARKING TODAY* is circulated free of charge to those who have an interest in the parking industry. In order to facilitate delivery, readers outside North America are charged \$60. Post Office receipt available upon request. Single copy price \$15.

Manuscripts, photographs, artwork, product releases and all contributed materials are welcomed by *PARKING TODAY*; however submissions are subject to editing. Advertisers and advertising agencies assume liability for all content (including text, representations and illustrations of advertisements printed and also any and all claims made against the publisher. Publisher's sole responsibility for error in advertising content extends to correction in the succeeding issue.

*PARKING TODAY* (ISSN: 10955062) is published monthly by Bricepac, Inc., 12228 Venice Boulevard, #541, Los Angeles, California 90066. Periodicals postage paid at Los Angeles, CA and additional mailing offices.

POSTMASTER: Send address changes to PARKING TODAY, P.O. Box 66515, Los Angeles, CA 90066 In Canada to Station A, P.O. Box 54, Windsor, ON N9A 6J5. Publications Agreement Number 40826055. ©2007, Bricepac, Inc.



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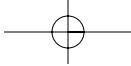


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## Point of View

# Congestion, Amnesty, Death and Nudity ...



BY JOHN VAN HORN

**I** have been thinking a lot about “congestion pricing” – the concept of charging people to drive on public streets at certain times. The idea is to reduce congestion, pollution, and generally make the world safe for democracy and free from original sin. They are doing it in London, and Mayor Bloomberg is touting the plan for Manhattan.

But what is really going to be accomplished? It seems to me that this is a plan to collect another tax. Look at it this way. The city can't raise its income and property taxes any higher (they would be pilloried), so they are looking for a tax that doesn't seem like a tax. In this case, it's a tax on drivers. The charge would be \$8 a car. People living on the edge of the congestion zone fear that folks will drive into the city, park in their neighborhoods, and then take public transportation to work. Well, of course they will.

So Hizzoner is proposing a permit program for the area just outside the congestion zone to handle this unintended consequence. The money from the permits will go into the general fund (another tax?), and the amount of the permit costs is going to be discussed later.

It seems the city is simply creating a large bureaucracy to collect money to pay for that large bureaucracy. Why not charge market rates for on-street parking in New York? Wouldn't that have the same effect? Wouldn't people think twice about driving into the city if they knew they were going to have to pay \$30 or \$40 to park on-street? Off-street rates would go up in kind. Legitimate residents could pay a lower fee or whatever. Set the rates so there is a 15% vacancy factor.

This could be done with the infrastructure that is in place. A new taxing plan would not have to be implemented. No one would have to pass laws. There would be no need for “congestion police” to go after those who haven't a clue, and we wouldn't be creating a whole new class of lawbreaker.

This isn't a problem unique to the uninformed who actually want to drive in Manhattan. Gov. Schwarzenegger wants to do something like congestion pricing in California, and other cities are eying the prospect.

I just read an article by August New York Times columnist Thomas Friedman who supports the concept based on the fact that it's “green” and also that its technology based. Seems IBM supplied the technology that is used in Stockholm for their congestion pricing model. I don't have room to comment here – check out my July 16 blog entry at [www.parkingtoday.com](http://www.parkingtoday.com). More on this in September.

\*\*\*

Those attending the IPI Infrastructure Privatization Summary of Chicago's Downtown Parking System – at least those in the

back row – were treated to an “off the cuff comment.” Thomas Lanctot of William Blair & Company was saying, “We could have made this 25 years, or 50 years, or 75 years, but we made it 99 years. And do you know why? Do you know why?” At that point he was holding one finger in the air to emphasize to the audience how important his statement was going to be.

From the back came a deadpan delivery: “Because you're all dead then.” It was reported that some had to leave the room before collapsing in laughter.

\*\*\*

I have to agree with what Craig Bagdon says about amnesty. No, not that amnesty. Amnesty for parking tickets. “It sets a horrible precedent,” says Craig. “Once the amnesty period ends, revenues plummet because violators figure they can just wait around until the next ‘amnesty period. I have seen this happen every time.”

New Orleans just held a week-long amnesty. If you had a past-due ticket, you could go in and pay it without all the fees and up-charges because you were late. Many cities do this periodically. So what?, says you. Well, says I, what does that mean to the people who actually paid their fines and

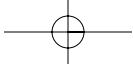
fees on time, or paid the penalty because they were a couple of weeks late? Some nincompoop decides to ignore the rules, runs up thousands in fees and fines, and then waltzes in during the amnesty and pays the tickets. I don't like it.

Why have rules at all? As my British friend asks: “Are these laws, rules or simply suggestions?” Personally, I think the laws should be enforced, and if you don't pay the fine, your car should be immobilized or towed, and if you want it back, you have to pay all the fees. This is like the broken window theory. If you clean up the broken windows and graffiti, you don't have as many assaults, robberies and murders – it's proven; it works. Why shouldn't parking be the same? My guess is that if you enforce parking regulations, you don't have as much littering or vandalism, or as many cars that don't meet minimum safety standards.

\*\*\*

Yes, it's true – and of course could happen only in my favorite hive of sin and villainy: Amsterdam. Photographer Spencer Tunick posed a lot of nude men and women in a parking garage in the Dutch city. I've heard of parking structures being used for movie sets, garage sales, used car lots, storage, fine dining, dances, parties, and practically every other possible use, including parking cars, but this is a first.

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## Industry Notes

**Thomas Braunwalder** left the **Zeag** organization at the end of June in order to join the **Magnetic Group** of companies as their new Chief Operations Officer. "Great challenges and exciting perspectives made me decide in favor of the world's leading barrier and access solution provider," he said. "I am looking back on a successful 23 years in the parking industry with Zeag – working up the ranks from Area Sales Manager to shareholder and director, and finally expanding the business in the position as the Zeag Group's Senior Executive and VP Market Development. During these years I had the pleasure to introduce eight product generations ... appointed distribution partners in more than 20 countries around the globe, and assisted in the building up of the business in the subsidiary companies in Canada, UK and the USA."

**Skidata** distribution partner **Wilson Parking Australia** has been named runner-up for the Property Council of Australia's "Best Emerging Asset" award for its achievements in using Skidata technology to drive the innovation process in that country's parking management market. Wilson has been gaining a strong footing in that market, offering parking access and security services with the unique benefit of advanced Skidata high-tech. The most prominent project so far has been the networking of almost 80 car parks across Australia, all of which are controlled from a central facility in Sydney. "Our custom-built 24/7 security control room is the most advanced of its kind in the world," said Wilson CEO **Craig Smith**.

**Linear LLC** has strengthened its position in the entry-systems marketplace with the acquisition of **Allstar Corp.**, a Downingtown, PA-based manufacturer of gate operators, commercial and residential garage door operators, and radio controls. The purchase became effective April 10, 2007. The new company's name is AllStar Pro LLC. No terms of the deal were disclosed.

**Ampco System Parking** has been awarded a multiyear, multimillion-dollar contract renewal with Orlando (FL) International Airport, which is operated by the Greater Orlando Aviation Authority. The contract covers all valet and public parking operations for the airport's parking facilities, encompassing more than 21,000 parking stalls.

The company also announced that it has acquired assets of **HealthCare Parking Systems of America** (HPSA), a provider of healthcare-related parking services based in Tampa. With annual revenues in excess of \$26 million, HPSA is a provider of "five-star" parking management services exclusively to hospitals, health centers and medical office buildings across the United States. Ampco said the acquisition would greatly expand its nationwide capabilities by increasing the number of states in which it provides services from 29 to 39, with much of the expansion occurring on the East Coast. Contracts associated with some of the most prestigious medical facilities in Florida, New York, North Carolina, Pennsylvania and Virginia are included in the acquisition.

**Richard T. Lansu**, P.E., S.E., was promoted from Director of Operations to Vice President of **Walker Parking Consultants**. Rich joined its Chicago office in 1987 as a Structural Engineer. He received his master's degree in Civil Engineering from the University of California at Berkeley and a bachelor's degree in Material Engineering from the University of Illinois at Chicago. Also, **David W. Ryan**, P.E., was promoted to Director of Operations of the firm's Chicago office. He joined Walker in 1998 as a Design Engineer.

## Industry Notes

He received his bachelor's degree in Civil Engineering from the University of Illinois at Urbana-Champaign.

**Integrated Parking Solutions** has announced that the company's wireless parking solutions have been tested and validated by Motorola for use on its Canopy Wireless, MOTOMESH and HotZone Duo Wireless Broadband Networks as part of the MOTOWi4 Ready Application program.

Underwriters' Laboratories of Canada has issued a Level V listing for Internet or intranet communications via XR100 and XR500 Series control panels. "Manufacturer DMP announced." The listing requires Version 119 software updates to the XR100 and XR500, and Version 202 updates to the SCS-101 receiver. Both updates were available in May. The updated software provides the necessary operation to meet the ULC S304 Standard for Central and Monitoring Station Burglar Alarm Units.

**ParkingCarma Inc.** has just been chosen as one of the top 10 nationwide finalists for the Dell/NFIB (National Federation of Independent Business) Small Business Excellence in Customer Experience Award, which recognizes small businesses for their innovative use of technology to deliver superior customer value and experience. The Flint, MI-company enables members to locate and obtain virtual parking permits in real-time via cell-phone, the Internet or on-board navigation systems, reducing traffic congestion and negative environmental impact, as well as increasing the utilization of available parking spaces and the usage of mass transit.

**Cambridge Architectural**, a manufacturer of total solution architectural mesh systems, introduced its new product line at an

exhibit at AIA Expo 2007 May 3-5 in San Antonio, TX. The display's woven metal fabric panels were aglow with Integrated LED and Integrated Lighting, the latest offerings in a unique series of effects dubbed "Mesh/FX," now available on the company's seven metal fabric systems.

Austin Business Journal has awarded **Barnes Gromatsky Architects** with the Best Architectural Design award at the 2007 Best Real Estate Awards held in April. **ParkingPlanners** was a part of the design team led by Barnes Gromatsky Architects for the Austin Convention Center Parking Garage. It provides additional parking to the city's convention center. ParkingPlanners was responsible for parking specialties, including functional design, circulation patterns, ramp concepts and parking access revenue control systems for the four-story, 650-space structure.

**Central Parking Corp.** announced that its partnership has assumed management of parking operations at Los Angeles International Airport and Van Nuys (CA) Airport. **New South Parking**, a partnership between **Central Parking System** and **Global Parking Systems**, was awarded the contract, which has an initial term of three years, with two one-year renewal options. The partnership assumed operations on June 1.

The board of directors of **National Ticket Co.** has appointed **Earl Foura** as President. He joined the company as Controller in 1976. He served as Vice President of Finance and Administration from 1982 to 2002. In 2002, he was named CFO/Treasurer. Foura also has served as a member of the company's Executive Management Committee since 1980. Foura is a graduate of Penn State University with a bachelor's degree in Business Administration.

Continued on Page 10

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## Industry Notes

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**FastPark**, a Cincinnati-based off-site airport parking and transportation company, has acquired the **Allright/Central Parking System** facility near Cincinnati/Northern Kentucky International Airport. The covered and uncovered parking facility in Hebron, KY, will continue to operate under the Allright/Central Parking System name until the fall, when FastPark will re-brand the lot as FastPark & Relax. It also plans a number of upgrades, including a new revenue control system to expedite entrance and exit times; an expanded loyalty program, Relax for Rewards; and customer amenities such as free newspapers, bottled water and luggage assistance. The company operates 15 off-airport parking facilities throughout the country.

**Digital Payment Technologies Corp.**, a supplier of revenue management solutions for the global parking industry, has been named "Emerging Company of the Year" by the British Columbia (Canada) Technology Industry Association in its 2007 Technology Impact Awards. The award acknowledges an emerging company (more than three years old with more than 30 employees and at least \$3 million in revenues) that demonstrates outstanding performance as a technology enterprise. Such a company has expanding revenues, is on-track according to its business plan, and has the potential of becoming a leader in its market.

On June 1, hundreds of **Pelco** employees braved the afternoon heat of Clovis, CA, joining Pelco President and CEO **David L. McDonald** in celebrating the company's 20th anniversary. In 1987, several entrepreneurial-minded employees walked away from corporate America and staked everything

they had on a smaller, niche company called Pelco. Although founded in 1957 in Southern California, the company recognizes the beginning of the "new" Pelco as June 1, 1987, when acquired by its current ownership group.

**Green Courte Partners**, a private real estate investment firm targeting niche sectors, appointed **Michael A. Tarkington** as Managing Director and Chief Financial Officer. He will be responsible for directing the ongoing development of the firm's financial reporting, financial management and accounting functions. Tarkington joins Green Courte Partners from **Transwestern Investment Co.**, where he was Development Controller with responsibility for financial management of the development portfolio; GAAP and tax basis financial reporting and projections; and restructuring financial reporting methodologies and processes.

**Richard C. Rich**, P.E., president of **Rich and Associates**, announced that his firm has been selected by the city of Grosse Pointe, MI, to design a 242-space parking structure downtown. The facility, which will be known as the Village Municipal Parking Structure, will be a key element in the redevelopment of the former Jacobson's Building into a mixed-use development called Kercheval Place.

**Allpro Parking**, a western New York private parking manager and operator, has been named by the Buffalo Niagara Medical Campus (BNMC) to manage all current and future off-street parking facilities in the 100-acre campus. Allpro will service both physician/staff lots and visitor/patient lots. Managing the BNMC lot on Washington Street since January, Allpro was to commence management of five additional BNMC lots on July 1, all of which are owned and controlled by **Kaleida Health**.

Also, on completion of clearing, grading and paving of the 50 High Street site in late summer, two more lots will be opened under Allpro's management.

Following the successful launch of **Intertraffic China**, which was held March 15-17 in the Beijing Exhibition Centre, the show will make a swift return in 2008. Consultation with exhibitors and visitors made clear the demand for an international business platform on an annual basis, instead of every two years. The second edition of Intertraffic China will take place April 24-26, 2008, in conjunction with the ninth International Exhibition on Road and Water Transport Technology and Equipment (China Transpo 2008).

**McMahon Associates**, a full-service transportation engineering and planning firm with more than 31 years of service, was honored with the Professional Development Award from the Pennsylvania Professional Engineers in Private Practice (Pa/PEPP) and affiliated with the PA Society of Professional Engineers. McMahon was honored for its outstanding contributions to the advancement and improvement of the engineering profession through its employment policies and practices.

**Networkcar**, a leader in wireless vehicle management, has named **Anne Perry** as Director of Operations. She will be responsible for leading the strategic direction and implementation of all field operations, customer service, project management, manufacturing, fulfillment, inventory, and service/repair functions. Perry brings an extensive background in operations and project management to Networkcar. As a consultant, she honed her skills working with companies such as IBM, JD Edwards, Eveready, and Coca-Cola. Her global experience includes owning a consulting business in

Continued on Page 13

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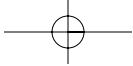
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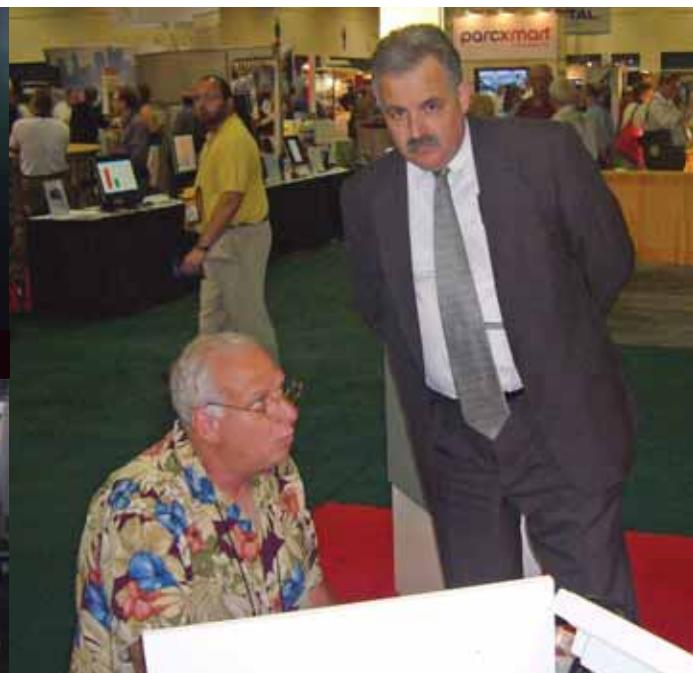
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Skidata VP Tom Rollo outside his booth.



Eliot Nemerson of Modern Access shows his product to international visitor Arturo Garza from Mexico.

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## Virtual IPI



Andy Van Horn catches Kirby Andrews of Street Smart on Tape – See the IPI in full video at PT's web site: [www.parkingtoday.com](http://www.parkingtoday.com)

## Industry Notes

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South Africa, working with Sony Music in Britain, and consulting with a technology company in the Netherlands.

**The Spancrete Group**, the leading provider of architectural and structural precast construction solutions, along with **Corna/Kokosing Construction Co.**, recently received a Wisconsin Builder Top Projects of 2006 award for its work on the Bayshore Town Center North Parking Structure. Located in Glendale, WI, the north parking structure is a 600,000 square foot mixed-use facility providing retail, parking and residential space to nearby Bayshore Town Center. "Being involved with a project the caliber of Bayshore was an honor," said company President **John Nagy**. "Bayshore is a fantastic looking building and the actual construction process is a true testament to the time- and cost-efficiencies of using precast."

**Modern Parking**, a Los Angeles-based, full-service, parking management company, has named **Manuel Rubio** as Vice President, Quality and Revenue. In this new position, he will focus on implementing policies and procedures that will strengthen revenue controls and provide additional value to customers. A parking professional with more than 20 years of experience, Rubio joins the firm from **Walker Parking Consultants**, where he was Managing Principal of its Burbank, CA, office.

PT

# Login radar

remote asset data accesss reporting  
with RFID

### Transportation Systems

Bridgers, Subways, Buses, Garages,  
Parking Lots, Toll Stations, Bicycle  
Racks, Access Gates

### Street Equipment

Lights, Signs, Signals, Trash Cans, Park  
Benches, Generators, Tools, Call Boxes,  
Cameras, Fire Hydrants

### Parking Control

Meters, Collection Banks, Meter Hoods,  
Gates, Speed & Detour Control Trailers,  
Barricades, Handhelds

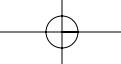
### Any Asset You Have

Automate your field record keeping with electronic data collection. Put a date and time stamp on all inspections and maintenance functions. This system will increase data accuracy and employee productivity. RFID is wireless, contactless and designed for extreme environments. Multiuser and web based access and reporting.

**Complete Systems starting at \$1500.00**



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# Over 1000 Attend IPI Event



Exhibitors Greg Parzych of TCS and Leonard Simek of Southland Printing.



Norman Mineta addresses the opening session.



The Hall was busy with over 1,000 attendees representing 197 cities, 146 colleges and universities, and 38 airports.



The PT Booth Staff: Marcy Sparrow, Andy Van Horn, Pat Restivo and guest, Dennis Cunning



One booth used reverse psychology to attract visitors.



Robert Milner of the University of Maryland and outgoing IPI president Dorothy L M Harris.



It looked like this 24 hours before the opening.



Thingamajiggers?



A marching band led attendees from the opening session to the exhibit hall.

