

Fear the Parking Structure



If the setting weren't so frightening (and unflattering), the geography would still do us in completely. As an intelligent woman with decent map skills and a Type A attention to detail, I am still reduced to uncertainty in a parking structure. Every floor looks the same, and though I make a tremendous effort to identify my location before I leave my car, there is always the concern: What if I forget? What if, in the chaos of

loading children and luggage and talking on my cellphone I do not make note of the floor and space and walk away from my car never to find it again? What if I become trapped in the stairwell with its 80-pound doors and rapidly depleting oxygen? What if that well-dressed man carrying a briefcase who's probably some kind

of executive turns out to be a ruthless killer? What if I stay two minutes too long and end up paying the day rate?

Speaking of payment, that's often one of the worst parts of the whole experience. I never know where to put my ticket. Does it go in my purse in the hopes of future validation or am I required to leave it on the dash? Sometimes I leave it on the console or pop it in the glove compartment (also known as the safest and most easily forgotten place). But without fail, as I drive up to the agent at the booth, I am scrambling, frantically searching my vehicle and belongings for a piece of paper about the size of the ATM card I also misplace regularly.

Obviously, the industry could address some of women's fears: better lighting, soothing paint colors, piped-in music (something upbeat and encouraging like the Beach Boys or soothing like Enya), huge numbers and arrows pointing the way like Dorothy's Yellow Brick Road. And we could all take karate lessons and stop talking on our cellphones so much.

Melissa Bean Sterzick is a writer, proofreader, mom and amateur parker in the Los Angeles area. She can be reached at Melissa@parkingtoday.com.

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A Smart Lighting Cho

BY KEVIN ORTH

Parking lots and garages are familiar sites. But what drivers don't realize are the many decisions that go into making that parking area aesthetically pleasing, easier to navigate, safer and more cost-efficient.



There are many considerations to make during construction and renovation of garages or surface lots, including important decisions about lighting. It can have a tremendous impact on the look and feel, as well as the bottom line

Many of us have driven into a lot at night that uses way too much light. The result is not only high electric bills for the owner/operator, but light pollution that affects neighbors and creates a



LED lighted area (L) and HID side by side.

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glare. You don't want to over-light the parking lot. You want to draw people into your building, not upstage it by creating a light curtain that is hard to see beyond.

If a parking lot or garage is over-lit, when people leave the establishment they have to re-adapt to the 1 foot-candle of street lighting. It could take several minutes for this to happen, particularly with older drivers, with the potential for accidents because of the extreme contrast.

Typically, developers and engineers specify high-intensity discharge (HID) sources such as high-pressure sodium or metal halide for outdoor use. However, there is a more cost-effective, energy-efficient and greater lumen-output choice: light-emitting diodes.

LEDs have been around for a long time. The small digital devices can be used to produce millions of different colors and brightness levels of light, but they use significantly less energy than traditional lighting methods.

Until recently, LEDs did not have the output necessary to match HID light sources. Previously, conventional approaches to developing general illumination LEDs often involved retrofitting existing fixtures to house the new LED technology. Many early attempts simply used traditional standards and housings, resulting in poor performance, inefficient lighting and lower fixture life.

LED Advantages

LEDs provide virtually no need for maintenance, plus tremendous energy savings and the reduction of greenhouse gas emissions. For example, replacing a 175 watt metal-halide parking garage fixture with an LED one provides a 44 percent energy savings. The long life and reliability of LED light sources diminish maintenance costs, especially in large installations. Another advantage of LEDs over HID

Choice for Parking Areas

sources is that they re-strike instantly after a power interruption, which improves safety.

An LED does not burn out like a standard lamp, so individual diodes do not need to be replaced. Instead, they gradually produce lower output levels over a very long time. If one LED fails, it does not produce a complete fixture outage.

Many light sources in use today are not well-suited for cold environments. However, LEDs do not require any special equip-

An LED does not burn out like a standard lamp.

ment to deal with low temperature conditions, and they tolerate high heat and humidity. This allows for instant on/off control without specially designed circuitry.

Additionally, LED lighting for general outdoor use provides:

Durability – LEDs are solid-state devices containing no moving parts, no filaments or fragile glass to break, eliminating the risk of damage during transportation and installation. And unlike conventional light sources, LEDs are not subject to sudden failure or burnout.

Longer life span – LEDs last vastly longer than incandescent, fluorescent or HID lamp sources; even after 50,000 hours, it is still producing 70 percent of its original output.

I am quick to tell owners and developers that while some LEDs may fit into existing housing, that design won't leverage their positive qualities. Retrofitting can't handle the challenges of thermal management, and the optical design will likely fall short of the LED's maximum efficiency.

Installing LED outdoor lighting for parking garages can also result in intangible benefits:

- Improved employee productivity and safety.
- Optimized operations.
- Regulatory compliance.
- Strategic maintenance planning.
- Reliability and reduced downtime.
- Public relations and shareholder value.

Meeting Needs

Both private and municipal lot owners and operators want to provide a safe and secure environment while also try-

ing to control skyrocketing energy costs. Therefore, lighting is an essential component for the electrical design of the lot or garage. Light choices need to be energy-efficient, offer long lamp life and have a good "Color Rendering Index."

Responsibilities

It's important that I emphasize one other key factor that affects the owner of a parking lot or garage – the responsibility for maintaining it in a manner that is reasonably safe for people using it.

Inadequate lighting may lead to accidents involving falls due to unseen holes, cracks and uneven surfaces. Uniform lighting with adequate light levels can reduce these potential dangers and provide an inviting and safe environment for customers.

Both public and private owners of parking garages and lots can reap tremendous energy savings for themselves while providing improved safety and security for their patrons through the use of state-of-the-art LEDs for general purpose lighting.

Kevin Orth is National Sales Manager for Beta LED. He may be reached at (800) 236-6800, Ext. 3132 or at Kevin_orth@beta-kramer.com.

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Do You Have a Potential Illeg

BY W. DAVID OSBORNE

For years, the Social Security Administration (SSA) has been sending “no-match letters” to employers who had a significant number of employees whose Social Security numbers (SSN) did not match their personal information. The SSA, however, provided unclear guidance for responding to the letters, and little consequence appeared to befall those employers who ignored them.

Last year, U.S. Immigration and Customs Enforcement changed all that. It announced the use of no-match letters to target employers in high-profile immigration raids, including the April 2006 raid of IFCO Systems that led to the arrests of thousands of undocumented



workers and numerous current and former IFCO Executives.

In June 2006, the Department of Homeland Security followed up the IFCO

raids with proposed regulations regarding responding to no-match letters. The final version of those regulations was announced on Aug. 10, 2007, and was published in the Federal Register on Aug.

15, 2007. Employers who do not comply with the regulations will be considered to have “constructive notice” of the unauthorized status of those unauthorized workers who were subjects of a no-match letter and whose employment eligibility the employer failed to re-verify.

In addition to announcing the final regulations, the Department of Homeland Security also announced that it would increase civil penalties by approximately 25% and expand criminal investigations of those employers who knowingly hire unauthorized workers. Employers therefore now face the potential of significant civil penalties and criminal sanctions for ignoring no-match letters.

What should employers do? Here is a brief summary of the steps employers should take after receiving a no-match letter:

1) Within 30 days of receipt of a no-match letter, employers must check their personnel and payroll records to determine if an SSN mismatch was the result of an internal clerical error (such as transposing numbers in a tax form). The employer must then notify the Social Security Administration of the clerical error and verify that a corrected SSN matches SSA records.

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2) If the employer is unable to find an internal clerical error for a mismatched SSN, the employer must notify the employee about the no-match letter and ask the employee if the employer's records are correct. If the employee claims the records are incorrect, then the employee should provide a corrected SSN, which the employer must verify with the SSA.

3) If the employee claims the employer's information is correct, the employer should direct the employee to resolve the discrepancy directly with SSA. If the employee states that the discrepancy has been resolved, the employer must verify the employee's representation. If, however, the employee is unable

resolve the situation within 90 days of the date of the no-match letter, the employer must re-verify the employee's eligibility

... how employers should harmonize their anti-discrimination obligations with their heightened immigration-compliance responsibilities.

status within three days after expiration of the 90-day period. The re-verification procedure is the same as for new employees, except that the employee may not use a document with the disputed Social Security number and the document used to establish identity must include a photograph. Employers must retain the new I-9 in addition to their prior I-9.

What the regulations do not clarify are how employers should respond to a subsequent SSN no-match for an employee who provides a new SSN in response to a no-match letter, how the SSA will handle the new administrative workload; and how employers should harmonize their anti-discrimination obligations with their heightened immigration-compliance responsibilities.

Therefore, we advise employers to seek assistance from legal counsel if they

have to navigate the intricacies of these new regulations.

W. David Osborne is an attorney in Orange County, CA. He can be reached at dosborne@cdflaborlaw.com. This article originally was written for the California Lodging Industry.

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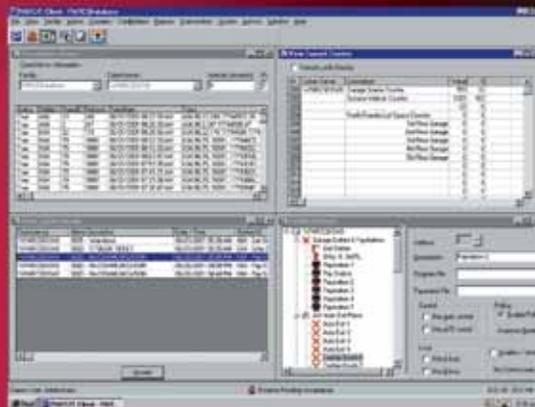
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Business as Usual in New Orleans

I got a call from a friend the other day. Basically, it's a story about a local (well-loved) New Orleans politician who allegedly was caught taking a bribe and it names other prominent in New Orleans politicians and bagmen. The reason for the bribes? To keep certain unnamed parking operators in their locations.

In checking with my contacts in the Big Easy, I find that this is just business as usual. Virtually all dealings with the city government is propelled by the fuel of bribery. In fact, my contacts in the business say that the folks named are "good friends" and well-known to those in the parking business in New Orleans.

This investigation is brought to light because City Councilman-at-Large Oliver Thomas had been considered a rising star in New Orleans politics. Had he been just another political hack, no one would probably have noticed the story and how bagman Stan "Pappy" Barra, a local restaurateur and partner in a company that wanted to keep running parking facilities for the city in the French Quarter allegedly bribed Thomas with a mere \$20K.

Were any of the parking companies' New Orleans managers quaking in their boots when they found out that Barra had turned state's evidence to get a shorter sentence and was naming names? Probably not. This is small potatoes in the state of Louisiana.

All will soon be forgotten and life will go on, just as it has with other such deals, some much larger.

Sad, isn't it?

Up to His Neck in Koi

Joe Zuritsky is CEO of Parkway Corp., which operates more than 100 parking garages in the Philadelphia area. His company also is involved in developing many projects not only in Philly, but throughout the East Coast. So why was there a picture of him literally up to his neck in koi in a recent issue of Fortune Small Business?

Seems his hobby for the past few years has been the study of koi. He built a farm in Southern Jersey and is raising the pricey fish and selling them to wholesalers around the country. Most koi come from Japan, but Joe's Quality Koi Co. can breed and sell them for a third less. Joe says he will sell up to 30,000 fish this year.

And he doesn't have to worry about lost tickets or over-selling a garage.

JVH

Charlotte Airport Has 'a problem'

It's an old story. People simply act in their own best interest, no matter how much government would like them to do otherwise. Charlotte Airport has nearly 20,000 parking spaces, of which almost half are cheap \$3 a day and the rest are \$7 a day. Can you guess where most people park? And can you guess what the biggest complaint is at the airport? Right – there's not enough cheap parking.

Continued on Page 40

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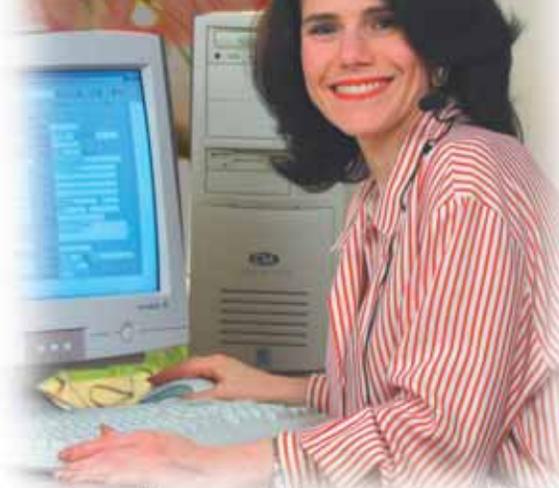
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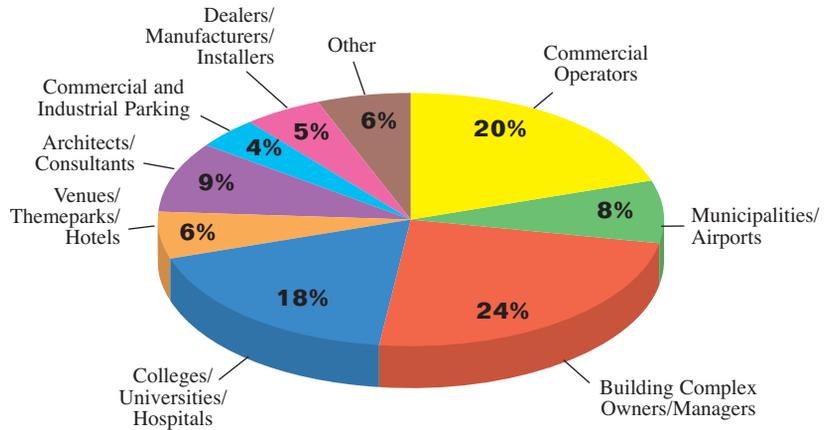
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NOTES FROM BIG BEN ...

Edinburgh, Canberra, and London

BY PETER GUEST

First a complaint, in his blog our glorious leader referred to an article from India and commented on “the King’s English”. I realize that sometimes the news make take a little time to make it out to the colonies John but since 1953 the mother country has had a Queen and so what we all use now is the Queens English. Do try and keep up.

It’s been pretty quiet here over summer (that’s when the rain gets warmer), so there is not too much to tell you. But here’s a roundup of what’s been happening.

In Edinburgh, the City Council has just rolled out extended controlled parking and, you guessed it, they are going to

get money out of it. This newspaper report is quite specific – and completely inaccurate. It’s not the city that’s making the money, it’s the council chiefs.

Public reaction is mixed and split between those who see this as another example of the work of the devil (i.e., charging for parking at all) and those (mostly local residents) who suffer from the problems that the scheme is designed to address (i.e., that workers in the city would rather park in the streets for free than pay to use a car park).

Meanwhile, in Canberra, Australia, the government has just launched a review of disabled parking provisions in the capital on the grounds that the local population is getting older. This seems eminently sensible, and I wonder why most of the UK isn’t doing the same.

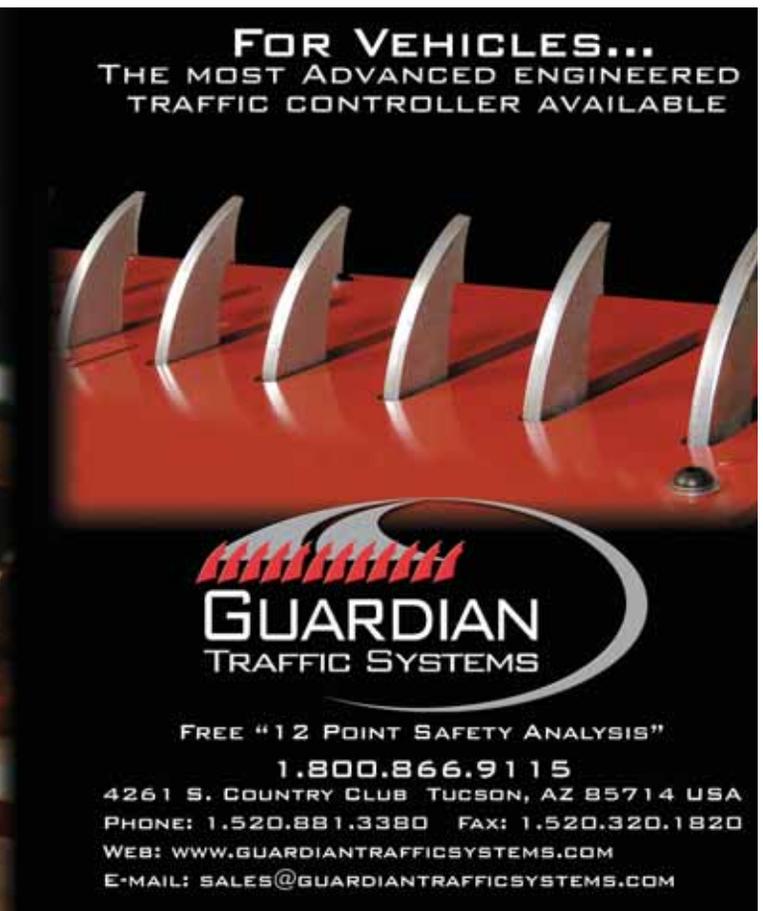
Disabled parking is a big issue here. The rules are crazy. For example, parents of disabled children cannot get an



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London – Parking Problems All

exemption no matter how pressing their need. Yet when use of the system is checked, up to 70% of those using permits are doing so fraudulently, using forged or stolen permits or permits that belong to another family member. Seems wrong to me.

We recently had yet another TV exposé of the evils of parking enforcement, this time presented by the BBC's former royal correspondent – someone obviously well-qualified to comment on the intricacies of street management.

Her basic thesis was that the wicked parking people spent all day going round unfairly giving tickets to innocent drivers. She even convinced one parking company to allow her to go out on the street for the day.

The program kind of went a bit

wrong here, because far from issuing the hundreds of tickets she had expected, she found out that, because the people she was working with were doing a good job,

Public reaction is that this is another example of the work of the devil (i.e., charging for parking at all).

nobody was breaking the rules and the system was working.

The only driver she found to “persecute” was a truck driver loading in a no-loading zone. Not only was he in a no-loading zone, he also had put his truck on the footway (next to the sign) so he didn't block traffic.

Meanwhile, down by the sea at Eastbourne in Sussex, the locals are revolt-

ing. In the UK, responsibility for public parking is split between the local town councils – called District Councils and responsible for off-street car parks – and the County Councils, which are responsible for the streets. Sussex County Council has decided to implement street parking controls in Eastbourne, but the local leaders don't agree. Both sides have met with the Transport

Minister, but if I lived in Eastbourne, I wouldn't be holding my breath.

One big piece of news here is that finally, one year late, the government has published new draft regulations for municipal parking enforcement. The new rules expand the range of traffic violations that the municipality can deal with to include things such as making a

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Edinburgh, Canberra, and London – Parking Problems All

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banned turn. The new rules also tighten up on things such as using clamping only against scofflaws (yes, I know that you guys worked this out more than 25 years ago).

Once again the municipalities have been told that their parking powers are to control traffic, not raise money, and once again I suspect that most of the elected members faced with a choice between raising parking charges and raising local taxes will totally ignore this.

A good thing in the new powers is that councils will have stronger powers to issue parking tickets by post. In the past, the ticket had to be fixed to the car or handed to the driver, and many drivers simply drove off to avoid the ticket. The new rules will make it easier to issue a ticket by post if the driver leaves before the ticket is issued.

Meanwhile, in London, a 33-year-old native of Albania has been sentenced to life in prison for shooting dead a rival in a dispute between two gangs over territorial rights in a scam stealing money from parking meters. Last year, Westminster, in central London, lost more than \$2.5 million to these gangs, which originally simply cut off the meter heads, but later made counterfeit keys that they even “rented” to other criminals.

I did some work on a feasibility study for the mayor of Tirana, Albania, in 2005 and have just started working for a company that is bidding to implement the program. Perhaps I

should buy a flak jacket?

And, finally, I think they are getting at me. It was she-who-must-be-obeyed’s birthday recently, and one of her birthday cards had the following message:

“Why are men like parking spots?”

“The good ones are already taken, and the rest are several inches too small.”

With friends like that ...

Peter Guest is immediate past president of the British Parking Association. He can be reached at peterguestparking@hotmail.co.uk

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//s// John Van Horn, Publisher.		

Hollywood "Location" for NPA Annual Event

The National Parking Association will hold its 56th Annual Parking, Transportation and Services Convention and Exposition on Oct. 22-25, 2007, at the Renaissance Hollywood Hotel, Los Angeles, CA.

"NPA's annual convention provides a unique opportunity for networking and information sharing for all parking industry professionals," said Martin L. Stein, executive director. "We have planned an unparalleled educational experience with a dynamic line-up of speakers, general and business sessions, and roundtable discussions. In addition, approximately 85-90 companies representing all facets of the parking industry will exhibit their products and services in the hotel's Grand Ballroom."

Opening the convention on Oct. 23 will be Howard Fineman, *Newsweek's* senior Washington correspondent and columnist, with "A View from Washington: How Hot Button Issues Will Affect the Political Landscape." Fineman has interviewed every major presidential candidate since 1984, focusing in recent years on the roots, rise and presidency of George W. Bush. Fineman's humor and insight will lead an animated discussion of the current issues affecting our nation and he will answer questions about the most pressing political issues in Washington, DC, as well as the 2008 presidential election.

Topics of other business sessions include hospital and hotel parking, safety and risk management, facility marketing, valet parking, universities and municipalities, understanding the value of your business, automation, business presentation skills, off-airport parking locations,

revenue control and building owners and managers. In addition, Michael Stevens, a partner in the Washington, DC, law firm of Arent Fox, will provide a legal update for the parking industry.

On Oct. 22, the Helen and Jerry Stocks Memorial Golf Tournament will be held at Angeles National Golf Course in Sunland, CA. The tournament will benefit the Parking Industry Institute (PII) Scholarship Fund. PII is a foundation of the NPA and has provided more than \$300,000 in college scholarships since 1986.

For registration and general information on the convention and exposition, contact Bobbie Westmoreland at 202.296.4336. Companies interested in exhibiting or sponsorship opportunities should contact Pat Langfeld, director, marketing and business development, at 202.296.4336, ext. 205, or go to www.npapark.org.

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PT Blog

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I also note from that that the management of the lots is a bit haphazard, in that lots are sometimes closed even when there are spaces available. The airport, to keep costs down, fills one lot first and then opens the second. They also "don't try to fill every space."

So people drive by a closed lot and see empty spaces. Boy, that pisses me off. It would seem that a couple of counters in the entrance and exit lanes, reset each night, could tell them when the lot was full, exactly. It might also help when dealing with audits, but I digress.

Let's see, if I fill lot "A" and then close it and move on to lot "B," I would guess that folks when parked in lot "A" will return first and begin to increase the number of free spaces in "A." A sign outside "A" telling people how many spaces are available (see previous paragraph) would give people a choice of whether to search for 10 spaces in 1,000 or move on to Lot "B." Yes, it may require more shuttle drivers, but my guess is that folks wouldn't

complain about a 50-cents-a-day hike in pricing to pay for the convenience.

I suppose that when one is used to paying \$20 a day for long-term, \$3 seems cheap. And I know that Charlotte Airport won't bear such a price increase, or even close to it. But it seems to me that some creative pricing might be in order. Why not do a study and find out how long people actually park in the lot? Go for the average, say, four days. Then charge \$3 for the first four days and increase the rate to \$5 or \$10 for days five and above. That would motivate people to take alternative forms of transportation if they are traveling for a longer period; open up space in the lots; and still ensure that those on short or business trips aren't inconvenienced.

How to Always Find Your Car ...

Here's a great idea – when you park your car at the airport or in a large garage, use your cellphone camera to take a couple of pictures of the location of the

vehicle (floor number and aisle markings). When you return, either hours or days later, you can simply look at the picture and voila ...

Another idea – when the plane lands, go directly to the shuttle and pick up your car. After you leave the long-term lot, drive back to the terminal, park nearby. Go inside and pick up your bag, return to the car and be off. You will save considerable time, and at most airports the first half hour or so is free.

See what you learn when you read an entire article and the comments at the end of it.

JVH

Some of these blog entries were in May and June. You could have read them then, and commented if you liked, by logging on to www.parkingtoday.com and clicking on "blog." JVH updates the blog almost every day.

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Coming to

PARKING TODAY's website

in October

The Parking Swap Meet

List your used parking "stuff"
and sell it on line.

There will be everything including

Meters

Meter Parts

Used Revenue Control Equipment

Gates

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Patrol Vehicles

Clean out that back room and make some quick bucks.

Log on to www.parkingtoday.com
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You can put your products there on line in real time.

Questions? Call Sandra at 310 390 5722 Ext 4

New Products

FULL SPECTRUM SOLUTIONS DEBUTS EVERLAST



What if maintaining facility lighting becomes affordable and easy? With such lighting technology, businesses can increase not only the bottom line, but safety as well. With a rated lamp-life of up to 100,000 hours, Full Spectrum Solution's EverLast is designed for durability. The longevity of this lighting technology occurs because it is essentially a fluorescent lamp without electrodes. The lamp relies on the fundamental principles of gas discharge and electromagnetic induction to produce light.

This lighting also is ideal for low-temperature environments.

For more information, log on to www.parkingtoday.com and click on "Products and Services/New Products."

NEW LIGHTING LINE HARMONIZES INTERIOR/EXTERIOR DESIGN



Crescent/Stonco, a division of the Genlyte Group, has introduced Xpressives, two revolutionary lines of decorative commercial lighting. The Xpressives series includes a line of premium RLM lighting and linear fluorescent lighting. Both models allow designers to match interior and exterior decor to fixtures with a variety of color schemes and styles by using fluorescent, incandescent, quartz-halogen and/or HID lamp sources. Each line is available in seven colors, three textures and four

metallic finishes, as well as an expanded range of shade and arm styles.

For more information, log on to www.parkingtoday.com and click on "Products and Services/New Products."

TCP INC. INTRODUCES ENERGY-EFFICIENT LAMPS



TCP Inc., a lighting innovator and manufacturer of energy-efficient lighting products, has added high-pressure sodium lamps to its HID product line. With three times the efficiency and five times the life of an incandescent light bulb, these lamps last more than 24,000 hours. They are ideal for general lighting applications where high efficiency and long life are desired, and are recommended for indoor and outdoor applications, industrial facilities and roadways. Available in 35 watts through 1,000 watts, high-pressure sodium lamps provide light levels of up to 100 lumens per watt, and produce a warm, incandescent-like color with exceptional brightness.

They operate on standard high-pressure sodium ballasts and auxiliary equipment, and are rated for use in open and enclosed fixtures.

For more information, log on to www.parkingtoday.com and click on "Products and Services/New Products."

PIPS 'SPIKE2' – FOR MAXIMUM PERFORMANCE ANPR APPLICATIONS



PIPS Technology announces another addition to its award-winning family of Spike products. PIPS P382 Spike2 is a fully integrated number plate reading system, designed for use in the highest performance applications where multiple lane coverage is required from a single ANPR unit. Spike2, like its counterpart Spike, is a combination of color and infrared CCTV cameras, a computer, mobile phone, digital video recorder and power cables integrated into one smaller, less disruptive and cost-effective unit that operates 24 hours a day.

For more information, log on to www.parkingtoday.com and click on "Products and Services/New Products."

IDEAL POWERPLUG MEETS NEW CEC AND NEC SAFETY REQUIREMENTS



Marking another industry breakthrough, Ideal Industries has introduced the PowerPlug – the first ballast disconnect to fully meet new Canadian Electrical Code (CEC 30-308(4)) and National Electrical Code (NEC 410.73 (G), 2005 edition) safety

requirements for use with non-residential fluorescent fixtures. Developed in response to these code changes, the PowerPlug allows electricians to disconnect power to fluorescent lighting fixtures for servicing without exposure to dangerous live wires, says Ned Camuti, company Vice President and General Manager. "It is extremely dangerous for electricians to service energized fluorescent fixtures where one wrong move can put them in contact with live voltage, resulting in shock or electrocution. PowerPlug is a simple, cost-effective method of disconnecting all conductors to the ballasts prior to fixture servicing."

For more information, log on to www.parkingtoday.com and click on "Products and Services/New Products."

ALLMAND BROS. INTRODUCES CUSTOMIZED NIGHT-LITE PRO SERIES



Allmand introduces customized Night-Lite PRO Series packages, offering geographic-specific features while maintaining the reasonable prices that have attracted a variety of markets in the past. In addition to the standard Night-Lite PRO, Allmand now also offers the Night-Lite PRO International, Night-Lite PRO Arctic Special and Night-Lite PRO CSA Approved. Rather than GFCI duplex outlets, the International package features two Schuko receptacles and a 6-kilowatt, 220-volt, 50-hertz power generator to make it suitable for locations outside the United States.

For more information, log on to www.parkingtoday.com and click on "Products and Services/New Products."

METALOPTICS ANNOUNCES 10-DAY DELIVERY



MetalOptics has launched a 10-day delivery program for 4-lamp and 6-lamp fluorescent high bay lighting fixtures. Designed to meet fast-track commercial projects, this program delivers – not just ships, but delivers – high bay fixtures to any job site in the continental United States in just 10 business days. Fixtures are shipped with pre-installed T8 or T5 HO lamps and Alanod MIRO 4 high-performance optics. Ideal for lighting warehouses and "big box" retail stores, these energy-efficient fixtures are designed for mounting heights of 15 feet to 40 feet, and are available in five light distributions:

focus, task, normal, spread and broad.

For more information, log on to www.parkingtoday.com and click on "Products and Services/New Products."