

PARKING TODAY®

Volume 10, Number 11-November 2005

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See Page 36



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TABLE OF CONTENTS

PARKING TODAY

VOLUME 10 NUMBER 11



A Good Day in White Rock

Page 26



New York City Goes P and D

See Page 18

NOVEMBER 2005 FEATURES

Credit Card Security Promoted by CC Firms16

New York City Goes P and D18

Displays Are Important at MSP.....22

What Makes a Thermal Ticket ‘Tick?’24

A Good Day in White Rock.....26

CCTV Puts Brakes on Vandal34

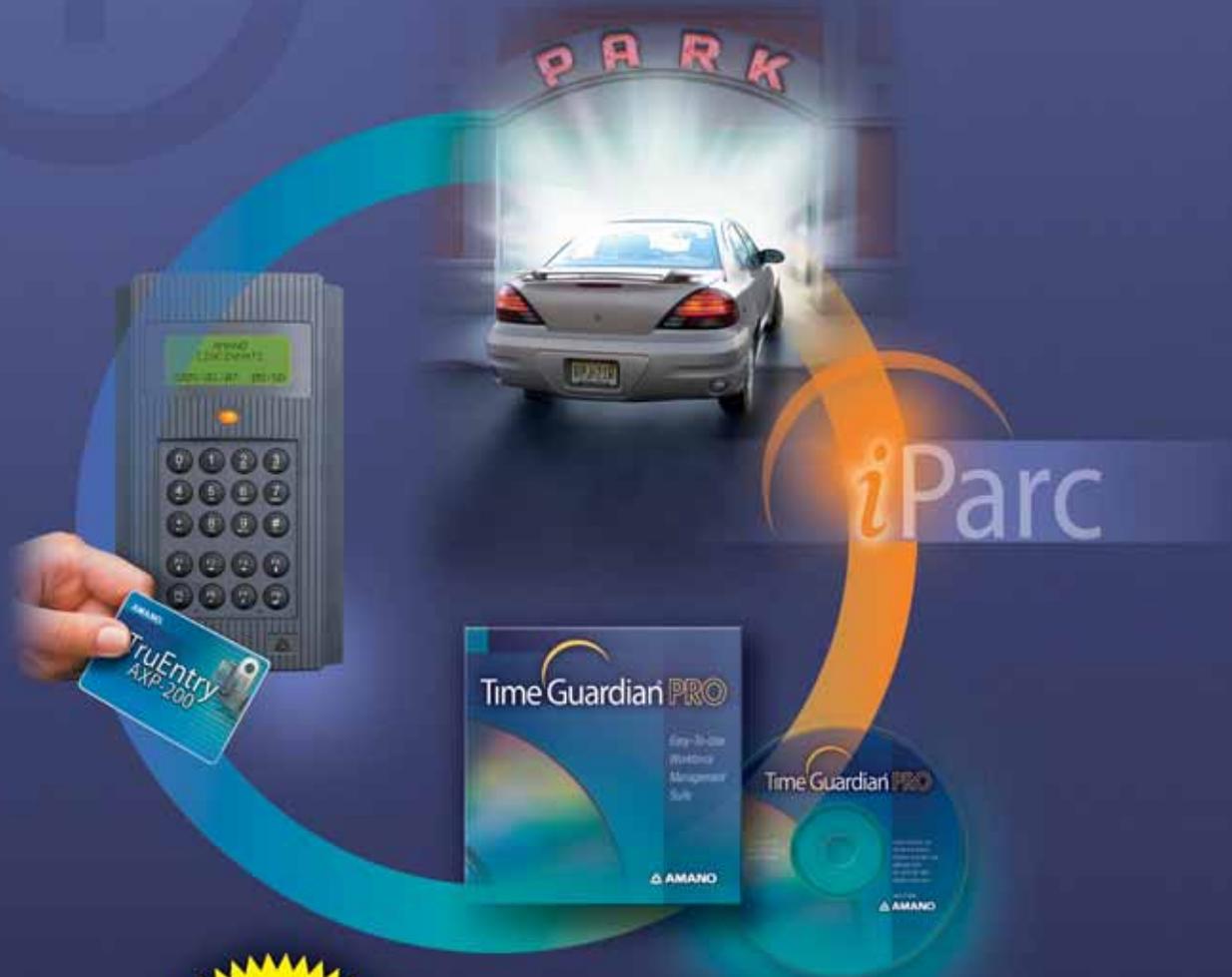
In 2005, a New Parking Formula?36

The Case of the Mysterious Old Ticket Switcheroo50

Death by Parking52

PT Blog54

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MORE



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Brakes on Vandal**

See Page 34

REGULAR FEATURES

Point of View8

Industry Notes 10

Letters 14

New Products.....32

Reader Service Information57

Classified Advertising58

Dealers, Installers & Suppliers.....61

Upcoming Events62

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Palestinians, Pakistanis, and PIE

This has been a busy month for the *Parking Today* crowd. We published the September magazine during the Intertraffic/PIE show – in fact, we held up the mag for a few days so we could have some pictures of the event. (See my comments below.)

After that, I took a week off and cruised the North Atlantic with 3,000 of my dearest friends on the Carnival Triumph. It was a new experience for me, and if nothing else, it does force you to rest. Now it's time to get back to work, with traveling to the NPA next week, and then the MAPA and Florida conferences the following week. Southwest Airlines and I are becoming quite good friends.

As for parking, the world goes on. You'll love this one. Here is a headline I found in the parking news feed we have on our Web site: "Palestinians Shoot It Out Over a Parking Space." It took only a couple of weeks after the Israelis bailed on the Gaza Strip. A member of a Palestinian commando unit was told he couldn't park his car in a certain spot by a member of the national security forces. He returned later with more of his gang and proceeded to shoot up the area. No one appeared to have been injured.

I guess the Palestinians are coming of age quicker than we thought they would. I have always held that if people have responsibility for governing themselves and have to spend their time worrying about sewage, schools, roads, hospitals and, yes, parking, they will find that trying to take over the country next door is pretty far down on the list. However, if they have a dictator who takes care of all that, and feeds them full of crapola about what's going on in the world, they have time to hate their neighbors and blame them for all their problems.

Pretty simplistic, but maybe parking is a metaphor for just how the world works.

I am being proven right almost by the second. In the very next article I read on our Yahoo news line, I found a gem about the problems of parking in Islamabad. How can a terrorist go about his grisly business if he can't find a place to park? The city government is under pressure to solve the parking issues, as people are parking in the green belts and ruining the beauty of the Pakistani capital. Now that's what we want these folks to be worried about. Parking may just yet save the day, and maybe the world.

A few words about the Intertraffic/PIE show. I wrote the article last month just after the opening of the show. We had a great turnout for Day One and expected a high concentration of walk-ins from the traffic side on days two and three. So, I used some journalistic license to predict the total attendance for the show. I was off by a few hundred.

Here are the numbers: attendees, 1,300; exhibitor personnel, 1,000. I was frankly expecting more, but I guess we shouldn't be displeased. More than 1,000 of those attendees were parking-only folks, and if you compare that with other events, we certainly held up our end of the deal.

It was a big show, and 1,300 people can get lost in a place that size. The pros in the exhibition business say that for a show to "look" crowded, there should be one person in attendance for every 10 square meters of floor space. We had 35,000 square meters, so that means we needed 3,500 folks to feel crowded. Check us out next year.

The show had a great "look." It was truly a professionally run event. Large booths, lots of equipment and services on display, and a good number of professionals there to fill you in on what they had to solve your parking problems. Almost 100 parking exhibiting companies were on the floor.

The traffic side was focused on safety and construction. I'm sure many of the parking attendees were mesmerized with the strange barriers and reflecting devices on display. I know I was. The traffic and transportation portion of the event was not as well attended, by far, as the parking side. I'm sure that a lot of soul-searching will go into finding out why. Fortunately, that's not our issue.

There were some things we will change in the future. The food, or lack thereof, was a problem, as was the timing of some of the professional sessions. There were many layers of administration between those of us on the floor trying to solve a problem and the folks who could actually do it. We have solved all this for PIE 2006.

The next Parking Industry Exhibition will go back to our familiar venue in Chicago. We have a lot of fresh ideas for not only the exhibition hall layout, but also the seminar program. Can you say, "Interactive, online and nationwide?"

I can't -- or won't -- say more right now, but tie your laces tight, because PIE 2006 will knock your socks off. Mark my words.

This month, PT celebrates consultants. The consulting companies you find herein represent the finest in parking knowledge base. Whether it's building, staffing or running a parking facility, these companies can provide you with assistance and expertise. It's worth the effort to read about their work and staff.

See you in December.

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Walter P. Moore announces that **Vicki Ford, P.E.**, has been chosen the 2005 recipient of the firm's Javier F. Horvilleur Outstanding Young Engineer Award. Named in honor and memory of Javier F. Horvilleur, P.E., a Senior Principal of the company who died unexpectedly in September 2002, this award is presented annually to one young structural engineer at Walter P. Moore to recognize design excellence, outstanding client service and business acumen. The company also announced that **E. Hal Christensen, P.E.**, has joined the firm as Managing Director, Houston Civil Engineering Services. He will be responsible for managing the group's project operations and client services, working closely with the leadership team already in place.

Carl Walker Inc. announces that seven employees have been named as Principals within the organization. They are **E. Lee Bourque** (Atlanta), **John Carter, P.E.** (Tampa), **Blake Hodge, P.E.** (Dallas), **Al Klag Jr., P.E.** (Philadelphia), **Mark Sampson** (Kalamazoo), **Ray Smith, P.E.** (Indianapolis) and **Torrey Thompson, E.I.T.** (Chicago). Company president **Gary Cudney, P.E.**, said: "The appointment of our new Principals will enhance and expand the Carl Walker management team with the addition of highly experienced, senior-level parking professionals and allow us to offer their extensive expertise to our clients throughout the United States."

SIMA, the Snow & Ice Management Association, recently announced the addition of **Todd Hardy** to the newly created staff position of director of client services. Hardy brings years of development and leadership experience to the day-to-day operations of SIMA, and will work to strengthen relationships with snow and ice service buyers, vendors to SIMA members and other associations related to the industry. SIMA Executive Director **Tammy Higham, CAE**, said: "With Todd in this position, we've put a fresh face on SIMA's working relationships with snow and ice industry leaders and brought on a strong advocate and spokesman for our members' interests."

DAP Technologies, a manufacturer of mobile computing solutions and services, has promoted **Brian Aldham** to the newly created role of Director of Marketing and Service. Aldham has more than 25 years of experience in the mobile service industry, including 2 1/2 years at DAP. In his new role, Aldham will guide and oversee the company's customer service in all its commercial applications. He will be based at DAP's head office in Quebec City.

T2 Systems and **Casio Computer** have teamed up to offer an event parking solution to sports arenas, concert venues, municipalities and campuses. T2 PermitNow

Continued on Page 13



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INDUSTRY NOTES

from Page 10

software, designed for issuing and taking payment for parking permits in locations without revenue control equipment, now runs on the Casio IT-3000, a rugged handheld computer with an integrated high-speed thermal printer and magnetic stripe reader. "Running PermitNow on our IT-3000 is a natural fit," said **George Baraona**, Casio Director of Sales. "Speed is very important in this application, and the IT-3000 high-speed integrated printer is capable of up to 28 lines per second. The integrated magnetic stripe and barcode readers allow the attendant to accept credit or debit cards along with cash, checks or preprinted parking permits with a barcode."

Gloria Payne has accepted a position as Parking Operations Consultant with **Watry Design** of Redwood City, CA. Payne brings to the firm her background with private operators in San Francisco and Los Angeles, with equipment manufacturing, and with the public sector (Sausalito and BART). She can be reached at gpayne@watrydesign.com.

Delta Scientific, a manufacturer of counter-terrorist vehicle control systems, says that its automated linear gates are being used to protect vulnerable piers at Naval Station Pearl Harbor, HI. "The Navy installed this barrier system to provide an adequate level of force protection while maintaining a high level of efficiency on the piers," said Andrew Iuvale, Anti-Terrorism Director, Navy Region Hawaii. "Before the Delta SC3000 gates were installed, as one approached the pier, they came upon a swing gate guarded by a sentry. It was the sentry's responsibility exclusively to assess and then grant or deny access. For a bad guy to access the piers, they only had to overcome the sentry."

Structural Group – a Baltimore-based specialty-contracting firm that delivers services, systems, and technologies that build, repair, protect, strengthen and reinforce concrete,

steel, masonry, timber and soils – has promoted **Jason Kasch** to Director of Information Technology and **Laura Waltrup** to Director of Risk Management. The company also promoted **Angela Mease** to Director of Finance and added **Robbie Marsh** as Corporate Controller.

Bill Heinig has joined **Structural Preservation Systems** -- a specialty-contracting firm focusing on the repair, protection and strengthening of structures – as a Project Manager in its Sarasota, FL, office.

Dedicated to providing engineers, architects, contractors and others with a better understanding new code provisions, PCA Notes on ACI 318-05 Building Code Requirements for Structural Concrete with Design Applications offers detailed coverage of relevant ACI 318-05 chapters.

Additionally, more than 45 regional seminars allow concrete designers and specifiers to understand why the codes were changed and what the changes mean to them and their projects. The seminars, co-sponsored by the **American Concrete Institute (ACI)** and the **Portland Cement Association (PCA)**, give a step-by-step guide to the new code provisions and show participants how to implement them in their day-to-day work activities. Instructors are members of the ACI committee that produced the codes. For more information, seminar locations and to register, visit www.concrete.org or call (248) 848-3814.

FKI Logistex, an integrated material handling solutions company, has appointed **Dick Braatz** as vice president of manufacturing for its North American business unit. Braatz, a seasoned manufacturing professional, reports to **Steve Ackerman**, President of FKI Logistex North America. Braatz comes to the company from positions at industry leaders L-3 Communications, Ingersoll-Rand, Wilcox Electric and Allen-Bradley.

Continued on Page 33

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You'll Love This One

Editor, *Parking Today*:

Last week, the Charlotte (NC) Police Department and a center-city development group asked parking operators for their help in improving traffic problems at night and on weekends in the center city. The problem is cruising -- they can't control it. Their solution is for the operators to staff their lots at night and collect parking fees to reduce loitering and improve security -- all this while they continue to have free on-street parking during the problem hours. What a classic example of the "Shoupista" method of poor municipal traffic management.

I suggested that they first start collecting parking fees during these hours to reduce "cruising" for free spaces; then it would make economic sense for operators to collect parking fees. After all, how can we successfully charge for something that the city gives away for free? Parkers will drive past attended lots to look for free on-street parking, creating more cruising issues. I further pointed out that the parking rates should be higher than the pennies they now charge during the day, to encourage parking in the most convenient space for the driver, not just the cheapest. Again, this would reduce the cruising problem. In addition to reducing the problem, the collected parking fees could then be funneled back into the same areas for improved police, lighting, etc.

The response was typical for many cities: We have never considered this, and we won't discuss it. We will gather data about other cities to see what they do, and get back to you. Their argument is that no one will come to the center city if they have to pay for parking, yet they want operators to start collecting fees to "solve" the traffic problems caused by free parking! This, of course, comes after years of political pressure brought on by the major businesses and these same groups for operators to give away parking at night. When I pointed out that other cities charge more at night and on weekends, and cited examples of their vibrant night life despite the evil parking fees, they were speechless and changed the subject.

So I have to wonder what they will come up with next.

David R. Fairbaugh
Vice President
Preferred Parking Service

The Shoupistas David refers to are advocates of parking charges as designed by Don Shoup in his book "The High Cost of Free Parking." -- Editor

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Summary of Card Company Requirements Governing Cardholder Information Security

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Destruction of Cardholder Information	<ul style="list-style-type: none"> ▪ Destroy or purge all media containing obsolete transaction data with cardholder information.
Use of Agents or Third Parties (Vendors, Processors, Software Providers, Payment Gateways, or Other Service Providers)	<ul style="list-style-type: none"> ▪ Advise each merchant bank or processing contact (representing each of your card brands) of any agents that engage in, or propose to engage in, the processing or storage of transaction data on your behalf—regardless of the manner or duration of such activities. ▪ Make sure these agents adhere to all rules and regulations governing cardholder information security. Any violation by your agent may result in unnecessary financial exposure and inconvenience to your business.
Reporting a Security Incident	<ul style="list-style-type: none"> ▪ In the event that transaction data is accessed or retrieved by any unauthorized entity, notify the merchant bank or processing contact for each card brand immediately. ▪ This report will not only minimize risk to the payment system, but protect your customers in the most responsible manner. Systems and procedures are in place to immediately stop the unauthorized use of compromised data, but are effective only when you do your part to promptly report a security incident.

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