A newly built parking structure at Reservoir Woods, an office complex in Waltham, MA, is cloaked in a Parkade mesh solution from Cambridge Architectural. The company said the metal fabric application is a functional, sustainable and affordable exterior cladding solution for the four-story, 871-space garage.
Herb Anderson Selected National Parking Association Chair-Elect

Herb Anderson, vice chairman and chief executive officer of Vancouver-based Impark, has been named chair-elect of the National Parking Association (NPA). He was selected during a recent meeting of the NPA Executive Committee in New Orleans. Anderson is expected to be elected to a two-year term as chair by the Board of Directors at NPA’s 57th Annual Convention and Expo to be held Sept. 15-18 in Las Vegas. NPA also will elect a new slate of officers at the convention.

Anderson, who has been a member of NPA since 1994, has served as vice president since 2000. “I am honored to be named the chair-elect of the NPA,” he said. “With the recent adoption of a five-year strategic plan, it’s an exciting time for the organization. I look forward to working with the Executive Committee, the Board of Directors and NPA members to bring the many initiatives contained in the plan to fruition.”

“Herb Anderson has been a great friend of NPA for a long time,” said Andrew Blair, NPA’s current chair. “His business acumen and parking industry expertise have been invaluable assets to NPA. I know I will be leaving the association in great hands when I turn the gavel over to him in September.”

“The NPA staff and I are looking forward to working with Herb Anderson to further the initiatives outlined in our new strategic plan,” said Martin L. Stein, NPA president. “I know Herb will be a worthy successor to Andrew Blair, who, as the primary architect of the strategic plan, has been a true visionary.”

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Doctor Gives 4 Tips to Gauge Your Health Before It's Too Late

The kind, gentle family practitioner keeping an eye out for the patient's overall health is a thing of the past. These days, doctors are as swamped with HMO paperwork as they are with patients.

The New England Journal of Medicine reports the average doctor's appointment lasts less than 22 minutes. An American Medical Association report cites patients changing health insurance providers as a reason few have the same "family doctor" watching over them year after year. It's becoming the patient's responsibility to keep an eye on their own changing health, guide their doctors, and do preventive maintenance on their own bodies.

In his new book, "Medical Crisis: Secrets your doctor won't share with you," Dr. Anthony Martin, who has a Ph.D. in nutrition, asserts that breast cancer and prostate cancer are nearly 100-percent preventable. It takes more than five years for most cancers to grow to the size of the tip of a ballpoint pen. By the time cancer is found by routine blood tests or feeling a lump, the patient may have missed precious time.

Here are Martin's four warning signs to find out if you are on the path to cancer, stroke or other illnesses:

1) Energy. "If you've been tired for three weeks straight, your body is trying to tell you something is wrong." Long-term fatigue is tied to red blood cells. Red blood cell problems can lead to liver, kidney or brain trouble. Check yourself: Ask your doctor for a simple blood test.

2) pH Balance. Seventy percent of the human body is water. As in your swimming pool, water is either acidic or alkaline. An unbalanced pH is a breeding ground for cancer, cardiovascular disease, diabetes and pre-mature aging. Check yourself: Ask your doctor for a saliva test.

3) Free Radicals. The body produces free radicals as a process of detoxifying itself. When balanced, they are used by the immune system to destroy bacteria and viruses. Unbalanced free radicals can lead to cancer, coronary heart disease, stroke, arthritis or Alzheimer's. Check yourself: Ask your doctor for a urine test.

4) Inflammation. You need cells to "puff up" to stop bleeding, but too much can strangle the arteries and cause coronary heart disease. Fat cells are a side effect of obesity. Too many fat cells or cells that are too "puffy" can lead to asthma, diabetes and cardiovascular disease. Check yourself: Ask your doctor for a blood test.

"More than half of the people who make appointments with their doctor complain of fatigue," Martin says. "But doctors rarely bother to ask why ... or how that affects long-term health. (Doctors) wind up prescribing sleeping pills, or dealing with the short-term effects of exhaustion. They don't stop to think that lack of energy is a big, red, flashing warning sign that something is seriously about to go wrong with the body."
Letters

Parking in Front of a Business ...

Editor, Parking Today:

After reading the article “He’s got that right, but they have it wrong,” I cannot understand why business owners and employees think it’s a good idea to park in front of their place of business. It seems that this is a national trend. If parking meters are downtown, they are the first to blame and then the tickets. No one ever complains about parking at a ball game or the state fair and so on, but they can complain about a ridiculous issue such as a parking meter or a parking ticket.

Frank Chaney, Florence, AL

A Clarification and Explanation

In the May Issue of Parking Today the L&R ad contained four lines of garbled type. This was due to a software issue that went unnoticed by the PT staff. The electronic ad sent to us by L&R was correct, however when we converted it for use by our printer, the problem occurred. Systems have been put in place to prevent this from happening in the future. We apologize for any inconvenience this may have caused L&R or our readers.

PIE, Trade Shows, and RFK Jr.

Mr. Van Horn:

We’ve met at the IPI show a time or two.
First, I sent my #2, Kathy, to the Parking Industry Exhibition (her first exposure to a parking conference and our first to PIE), and she roundly enjoyed it and found it to be meaningful. ... We’ll be back!!
Second, regarding your CEO friend, my instant thought was, “There is a means; it’s called a ‘private’ showing at the Trade Show.” I’ve done a couple of them over the years, after-hours, all pre-arranged. It’s a great opportunity for the intimacy with serious customers that he rather wishes to make contact with. I found them to be very good and would think that the two vendors found it to be the same.
Third, I’m wholly unimpressed with RFK Jr., and would skip that one. Waste of resources, I say. You’re right that he’s a “big name,” but most of that is piggybacking on his dad’s name. I realize that green initiatives aren’t the hallmark of Texas (I hail originally from Washington, where they are), but we probably could’ve found someone with more knowledge and less “name.”
I very much enjoy the mag and your blog; you’re a good egg!!

Greg Lawrence, San Antonio

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See us at the IPI Booth #303
e are no longer alone in the market; we now have to compete.” Parkeon’s Yves Chambeau was describing the changes his company was making in its worldwide operations. “We have 60% of the pay-and-display market, and at one time, when we were Schlumberger, we were all there was. Today, it’s different.”

Parking Today spoke with the company’s chairman and CEO at Intertraffic Amsterdam 2008 in April.

“Parkeon is growing and changing,” Chambeau said. “Take the U.S. market. We are moving manufacturing and research and development to our North American operations. We are becoming self-sufficient in the U.S.

“I don’t want Parkeon to be perceived as a European company. We must listen to our customers and be as close to them as possible, and then be able to react quickly to their needs. We must have a culture that matches theirs.

“We are expanding our approach to the marketplace with a global parking management solution. Pay-and-display is only one way to sell the right to park a car. There are different channels for that solution, and all those channels need to be managed.

“Companies that will exist tomorrow must be able to integrate all technologies. The market demands an integrated solution. Asia, for instance, is for all intents a cashless society. The core business is system integration and processing collections. We see this approach coming quickly to the U.S. Whether its pay-and-display, pay-by-cellphone, in-car connectivity – all the systems have to be integrated.”

The chief exec says “mobility” is the key word. The idea that a person can move from parking to the train or bus, and then to a concert or retail store, and use the same payment technology is most important.

“This isn’t years in the future,” Chambeau said. “In many places around the world, it’s now. . .”

“Our central ‘hub’ allows our customers to continue to use their long-term equipment providers and still receive the information needed in one place where it can be in a form that fits their needs. We are talking to our customers and reacting to that conversation.”

Chambeau spoke about innovation. Parkeon spends 7% of its gross sales annually on research and development. “Our customers have an expectation that our equipment will be very reliable. As we change our designs to fit the needs of a changing market, we must keep that reliability first in our minds.”

A major issue with on-street devices is power. Ninety percent of all pay-and-display equipment produced by Parkeon is solar powered, he said. “Power consumption is a major issue. We must reduce power consumption of the equipment so we can use smaller and more efficient solar panels. We are constantly working to extend the battery life.

“A major concern of pay-and-display customers is battery replacement. Even if a piece of equipment is solar powered, batteries must be included to provide power when solar power is unavailable. These batteries have a finite life and need to be periodically replaced. This is not only an expensive process, but can be an environmental nightmare. By designing electronics that use less and less power, the useful life of the batteries can be extended,” Chambeau said.

“And to reduce fraud, your equipment must be online so that each credit card transaction is approved as it is used. This means we must have communications that work in sometimes very hostile environments.”

Another aspect of technology stressed by Chambeau is that when the equipment is online, enforcement is easier. “We understand
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- ELIMINATE FAST TIME COMPLAINTS
stand that when real-time information is available, particularly with pay-by-space, enforcement officers can be directed to problem areas. This means better, more consistent enforcement, and an overall better parking operation.”

The human interface is important. Chambeau pointed out that his company focuses on ergonomics. “We do this research close to the customer base that uses the equipment. Americans may approach the equipment differently than Europeans. We have to be aware of those differences and incorporate them into our machines.”

Parkeon, and its predecessor Schlumberger, have 35 years of experience and are active in fare collection as well as parking. “We take this experience in two markets and are able to transfer technology that we develop for one into the other,” he said.

With more than 10,000 pay-and-display meters installed in the U.S., the chief exec of the Paris-based company said it only makes sense to become a U.S.-based company for the U.S. market. “We have made many changes in our U.S. operations, and that includes personnel as well as our technology base. Our New Jersey operation looks considerably different than it did just a couple of years ago. We are evolving from a product supplier to a systems integrator.”

Chambeau said his company would be introducing its new line of Strada equipment at this month’s IPI convention in Dallas.
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My Solution to Consolidated Rental Car Projects

There was a nice article in the New York Times recently about consolidated rental car locations at airports. I have mixed emotions about these places. They take the “service” component out of the rental car business. I like my guys (I use Budget) because they usually have a lot of buses and I don’t have to wait long in front of the terminal in freezing snow (Chicago) or blazing heat (Miami). I just think it’s part of the business. If you do a good job with the vans, the rest follows.

However, I also see the airport’s side. If we could get 50 rental car vans out of the loop (such as at BWI or Phoenix) and just have a few giant buses going around, it does reduce the traffic. But I have a much better idea.

Put the rental car location on the airport within walking distance of the gates, such as in Seattle or at Midway in Chicago, for instance. I just walk out of the terminal, across a bridge, get my car and drive away. When I return, I don’t have to worry about being late or “just missing” the rental van. I just walk over to the terminal and I’m off.

Of course, this doesn’t work in many airports such as JFK where the terminals are miles apart and there would have to be a rental car agency from each company for each one.

The article notes that they are planning to build an $800 million consolidated rental car facility at LAX. The airport says that, due to state mandates, they can’t charge the rental car companies enough to pay the bill, and are looking for taxpayer money to fund the project. WOW!

Here’s what I would do. I would privatize the entire thing.

I would have someone with some deep pockets come in and build the project, but make it a bit larger than required and put a thousand or so spaces on the roof. They did something similar to this in Anchorage (privatized but no parking), and it seems to work out well. That way they can become an “off airport” parking operation, too, and use the money from the parking to help fund the project. The airport could help by closing some of its long-term lots and feeding cars to the off-airport operations, including this one.

My guess is, however, that the airport would rather the taxpayers foot the bill because my solution is going to mean that they will have to lose some good parking revenue. Still … it seems like a small price to pay to cut traffic around the terminals, make it easier for people coming and going, and upgrade the quality of service at the third-busiest airport in the U.S.

Hotel Parking on Public Land …

I got this e-mail:

Hi, I just found your site, but I didn’t find out what I was looking for: I work at a hotel in South Carolina, and all the hotel parking belongs to the city. Other than valet parking, is it legal for the hotel to charge guests or employees to park in the public parking spaces?

My answer is that if it isn’t, a lot of folks are going to jail. Of course, the hotel has to have cut a deal with the city and pay it for the spaces, unless the city is in the “donate to the hotel” business. However, if this is a “free” garage and the hotel is charging guests to park there, then caveat emptor on the guests. Why do they pay at all?

As for the valets, that’s a different story. Many times, valet companies will co-opt on-street spaces and use them and pay the city nothing; likewise in “free” garages. In fact, some valets will use nearby garages after-hours to park cars and simply not tell anyone they are doing so. This is usually done by individual valets and not sanctioned by the valet company.

In your case, we need to know a bit more about the operation. Does the city charge to park in the garages? Does the hotel have a contract with the city to use the garage? How about the valets: Do they have such a contract?
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Replacing the lighting fixtures in a garage is often a daunting decision. Is it cost effective? Which is the right supplier? Does the change warrant the process? One organization found answers that fit its needs.

A leading integrated health plan organization headquartered in California was looking to reduce energy costs in six multi-level parking garages. The company partnered with Monterey Lighting Solutions to devise an energy efficient lighting system upgrade.

The facility’s existing system, 1185 one-hundred-and-fifty watt high pressure sodium canopy fixtures, consumed over 188 watts per fixture drawing over 1.8 million kilowatt hours annually. With 24/7 operation, the parking garage’s annual operating energy costs exceeded $200,000.

Monterey Lighting Solutions, which specializes in offering their customers energy-efficient, cost-effective lighting systems, recommended a one for one retrofit of their existing canopy lights with Metalux VT3 Vaportite luminaires from Cooper Lighting.

The resulting retrofit of their installed HID fixtures with energy efficient fluorescent Vaportite fixtures resulted in a 67% energy savings.

The lighting system upgrade provided annual energy savings exceeding $130,000 and a payback of less than 2 years. With the goal of energy savings in mind, the customer selected a one lamp 54W T5HO luminaire with 5,000 initial lumens and 62 input watts.

The luminaire was supplied with an optional 95% specular Miro 4 reflector providing increased optical efficiency by directing more useful light out of the fixture into the parking structure. In parking garages where the safety and security of the occupants is a necessity, the high color rendering and increased visual acuity of fluorescent lighting systems versus traditional HID sources offered a visible improvement.

In addition to the financial savings reaped through this upgrade, the customer decreased its overall carbon footprint because local power plants will not need to burn fossil fuels to support the former lighting system. The savings achieved by this lighting system upgrade is equivalent to 858 tons of CO2 emissions. By removing those quantities of pollutants from the air, this lighting project will have the same annual affect on the environment as planting 2531 trees or removing 153 cars from the road.

For more information on Cooper Lighting’s VT3 Series please visit www.cooperlighting.com. For more information on Monterey Lighting Solutions visit www.montereycorp.com

Former Hospitality Execs Launch Niche Advisors

Joshua Miller and Sang Hwang have combined 40 years of industry experience to form Niche Advisors, a consulting firm dedicated to providing specialty asset management and advisory services to the hospitality industry. After extensive careers in hotel operations, Miller and Hwang spent the past several years working together to grow and develop the business of HVS/Ultimate Hotel Parking Solutions, a division of HVS Global Hospitality Services.

HVS/Ultimate Hotel Parking Solutions focused on providing hotel developers owners, and operators with hotel parking consulting, feasibility and development planning, and asset management services designed to enhance the value of hotel assets.

While working together at HVS, Miller and Hwang consulted for more than 100 hotel clients, offering asset management, real estate development planning, and parking consulting services throughout the United States. The specific services offered by Niche Advisors will initially be similar to those offered by HVS but will eventually include other hotel services not specific to parking.
Is your parking garage costing you too much money?

If you answered yes, have you considered an energy efficient lighting system upgrade?

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F or urban residents and commuters, the search for a parking space is unquestionably one of the biggest and most irritating problems confronting them.

It is not unheard of for a condominium parking space to sell for $150,000 to $250,000 in Boston or New York, and the daily search for parking generates a tremendous amount of pollution and wastes millions of dollars of fuel each day. Parking garages and lots typically charge more than $30 for an eight-hour workday, which is not affordable for the average urban resident or commuter.

The scale of this problem far surpasses mere inconvenience and represents one of the largest hidden transportation, traffic and environmental problems that cities struggle with at immense cost.

This article presents a new strategic management methodology that addresses residential parking in dense urban neighborhoods and urban commuter parking, while at the same time reducing carbon emissions and creating an enormous new source of municipal “non-tax” income for cities and neighborhoods.

A City Lease Parking Program solves these problems through the long-term leasing of public residential-street parking spaces to residents and institutions for 5% of the assessed value of their property. They take out a long-term mortgage on their parking space, which allows the city to be paid its entire lease price at the beginning of the lease period, while enabling the resident to pay for the reserved space on a monthly basis (over 20 years at an affordable $3.75 a day).

The lease revenue to the average city, per parking space, is estimated at $20,000. At $20,000 per space, an average city could realize $1 billion in non-tax income every 20 years. Each participating neighborhood would get back 50% of the revenue paid to the city in the form of a Neighborhood Preservation Trust, which would fund the cost of developing more parking and paying for neighborhood improvements, from crime prevention to parks, thereby making the program self-sustaining.

By leasing curb parking spaces directly to residents, the program benefits municipalities and its vehicle owners in the following ways:

**Residents and Commuters**
- Reserves parking close to home/work
- Low-cost, affordable lease payments
- Sublet to commuters to offset costs
- Reduces gasoline consumption
- Reduces vulnerability to street crime

**Cities and Neighborhoods**
- Significant new revenue stream
- Revitalizes and preserves urban neighborhoods
- Reduces CO2 emissions
- Reduces accidents
- Reduces crime opportunities

If the average city with 60,000 residential parking spaces leases them – based on the formula of 5% of the average assessed value of the residential property on which they front – it could realize $1 billion in new, non-tax income, most of that in the first year! If institutional land uses are included, the total could be half again that amount. Additionally, a city would receive shared towing fees, fines and saved costs each year during the remaining 19 years of the lease.

If an average urban resident had to pay only $3 per day for a reserved parking space in front of their home, most would take such a lease, especially if they could sublet the space to a daytime commuter, thereby paying nothing for night and weekend parking. Commuters benefit by being able to sublet a parking space near where they work at a fraction of what they would normally have to pay – $0.38 an hour compared with $4.25 an hour for a garage space.

The 20-year lease term can be repeated indefinitely. This means that every 20 years an average city could count on an extra billion non-tax dollars, plus ancillary income and savings. Neighborhoods benefit by receiving 50% of the city’s revenue back in the form of Neighborhood Preservation Trusts.

**The parking issues that the program helps solve include:**
- **Urban Residential Parking:** The daily problem of urban residents who do not have off-street parking searching for a public parking space at or near their home.
- **Commuter Parking:** The equally irritating daily problem of commuters searching for a public parking space near where they work or near a mass-transit stop.
- **Institutional Parking:** The search for convenient, safe and low-cost parking for urban colleges and hospitals.
- **Handicapped Parking:** Reducing the illegal proliferation of handicapped parking spaces and stickers.

In his landmark book, “The High Cost of Free Parking,” Professor Donald Shoup calculates the amount of time the average driver will spend in “cruising” for a parking space – 3.3 minutes – and, therefore, the extraordinary amount of CO2 that is generated and expelled into the environment: 1.55 tons of CO2 per parking space per year.

Not only is there a massive amount of unnecessary air pollution, there also is unnecessary waste of gasoline – 100 gallons of gas per space per year – and its direct dollar cost to drivers ($300/year) and in time lost in cruising, 212.77 hours per parking space per year.

**If this concept is so good, why hasn’t someone done it before?**

Realistically, it has been done – from the standpoint that cities, for nearly 100 years, have leased government-owned property for parking lots, garages and hourly metered parking spaces. The only difference between hourly metered parking spaces and this program is the length of rental time.

**It would be difficult to implement.**

The program would be completely voluntary. As part of the lease application form, there would be a box that a single-family home owner or a majority of condominium owners or renters can check to not have their fronting parking space be included in a City Lease Program. These curb spaces would be left open to the public, and anyone would be able to park in them as long as they find it first. No one would be forced to participate in the program.