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PARKING TODAY

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Santa Fe, Scottsdale, the UK and Electric Cars



BY JOHN VAN HORN

I'm in Santa Fe, NM. The Southwest Parking Association (SWPA) was nice enough to invite me to speak before their group in Albuquerque. I decided that since I had never seen Santa Fe, I should stay up here (it's about 45 minutes north of Albuquerque).

I walked to the famous downtown Plaza and noted that the on-street parking was filled and the parking structure was empty. Here are the rates – on-street, \$1 an hour, two hour max; off-street, \$1.80 an hour. Off-street is 80% more than on-street – a classic Shoupista problem.

Just think, changing a few signs could fix the parking issues in Santa Fe.

Of course, my foot-in-mouth problem was emphasized when I told this story at lunch at the SWPA and Bill Hon, Santa Fe's Parking Director, was sitting right across from me. It did help that he agreed.

I need a little help here: Scottsdale, AZ – and, I assume, other cities – regulates its temporary on-street valet operations. If a business or an individual holds a party, an opening or whatever, it has to get approval from the local board or whatever before the valet operation is allowed. My question is “why?”

Gotrocks Gallery has a function to hawk the opening of its new display of Antarctic Penguin Art and feels that since there will be a lot of people coming and there isn't a lot of space to park in the area, it should help by laying on a valet operation to handle the cars. Very Fine Valet shows up in dinner jackets and takes cars from the attendees, parks them away from the area either on-street, where it has to follow all the rules, or cuts a deal with a nearby bank to park the cars in its lot after-hours. Everyone profits.

The gallery gets a better function, the city gets any revenue generated from on- or off-street parking by the valets in their lots. Plus, the city gets reduced traffic from cruising, and the bank makes a few bucks by letting the valets park in its unused lot.

Ahhh, but if you read about this in the local press, you discover the real issue. The city wants more money. It now charges \$60 for a one-time-use license to valet park and wants to raise it to \$275. Not bad – a 450% hike.

Mike Pendergraft, local valet operator and President of the National Valet Parking Association, notes that he does 100 such events a month. That's an additional \$22,400 in revenue a month from Mike alone, and there are, of course, other valet companies in Scottsdale.

The city says it wants to prevent congestion and keep it orderly. The city neglected to mention that it also wants the money. I'm sure the extra quarter of a mil in the city coffers each year would

help out a lot in balancing that budget in a smaller city such as Scottsdale.

In the end, Mike has to do a lot more paperwork, and either the businesses or the parkers will pay. Let's see, if I'm a business and I have to cough up an extra \$200 to have a valet, maybe I'll pass on the valet and let my attendees fend for themselves. If the city thinks there's a congestion problem now, think what will happen when a couple hundred cars are cruising around looking for a parking space.

Or is that the real issue? Does the city have a few lots around but the valets are parking the cars elsewhere? I don't know about that, and frankly I'm making that up. Someone drop me a note and let me know if I'm right. Follow the money.

I guess we get stories like this here in the US; there have to be boneheaded cops everywhere. But this is rather “over the top.”

In Gosport, Hampshire, UK, someone has been going around putting parking tickets on cars and telling people to send the money to a PO Box in another city. When the BBC checked, sure enough, the company on the ticket was listed in that other city.

So what are the local bobbies going to do? Of course, put on extra patrols to catch the rotters in the act.

No one thought about strolling down to the company named on the ticket and having a “quiet word” about bogus tickets, rather than promote the fact that they were laying on extra patrols.

By now, the offices of Responsive Solutions LTD, in Essex, are empty, the PO Box is closed and there will be no forwarding address.

The Brits do a great job catching terrorists, but they seem to lose it when it comes to parking issues.

Haven't the city fathers in Philadelphia got the idea? Electric cars became obsolete in 1910. GM and Honda tried to sell them in the 1990s and failed completely. Folks simply don't want these boat anchors. Period. For Greenies, hybrids are the way to go, and getting 45 or 50 mpg from your Prius is great, thank you very much.

In Philadelphia, a city councilman wanted to give people with electric cars a reserved spot in front of their houses. To get it, the car owner would have to install an electric plug so they could charge the critter between uses.

Sorry, does not compute. If a person buys an electric car, one would have thought that they had considered where they were going to plug it in – or the cost of the very long extension cord.

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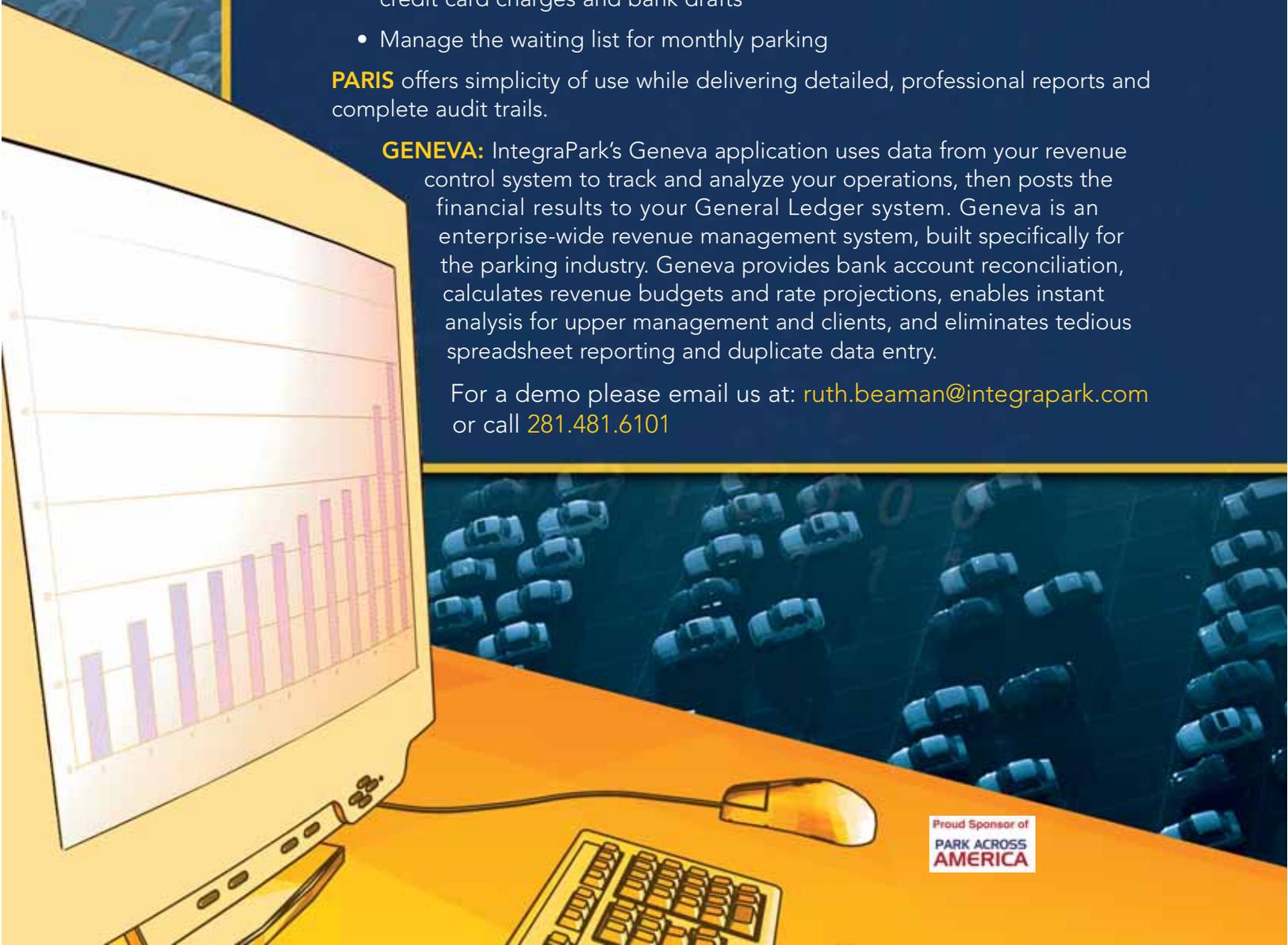
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Industry Notes

Ken Greenwood has been named head of Business Development for **Cubic Transportation Systems** in England. He notes that his new job takes him slightly outside the parking industry, but not too far. Cubic's US headquarters is in San Diego.

Rachelle Bowers has joined **SysParc** as Director of Marketing and Business Development, said CEO Bijan Rad. She most recently was the owner of Bowers

Marketing Management, an LA-based contracting referral business.

Login Parking has added **Bob Bartley** as National Sales Manager. He will focus on the company's first-class suite of parking products and services. Bartley previously worked in sales at Duncan Parking Industries and Parcsmart Technologies; he also has an extensive background in the telecommunications industry.

Walter P. Moore has opened a new

office – its 10th – in El Paso, TX. Its manager is **Lourdes "Lulu" Cardenas, P.E.**, who has played a significant role in engineering El Paso's traffic and ITS infrastructure for more than 20 years. The El Paso office will expand the company's traffic and Intelligent Transportation Systems services, including traffic signalization, freeway and incident management systems, communication engineering and wireless design.

Continued on Page 10

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Industry Notes

from Page 8

The company also announced that **Matthew Brightman**, P.E., S.E., LEED AP, has been chosen the 2007 recipient of the firm's "Javier F. Horvilleur Outstanding Young Engineer Award." Named in honor and memory of the Walter P. Moore Senior Principal who died in September 2002, this award is presented annually to one young structural engineer at the firm to recognize design excellence, outstanding client service and business acumen.

Dale Henry and John Bagnall have joined **The Parking Network** team in the Austin office and Los Angeles offices; Dale comes to TPN with 25 years public accounting experience having worked in the past for Deloitte & Touche and the City of Austin. He will be the director of Accounting. John is a Vice President and is currently working out of the Los Angeles TPN office. John's responsibilities will include increasing TPN's presence on the West Coast, marketing TPN's Parking Financial programs nationally, and bringing his vast experiences to each of the TPN programs.

Dave Witts has been appointed president of **Metric Group Inc.** "My biggest objective is to grow the Metric product acceptance across the country so that we become one of the key players for pay-and-display parking machines," Witt said. He spent 13 years in senior positions with Schlumberger/Parkeon's parking division.

Laz Parking has been awarded the contract to manage the valet parking services for Hyatt Regency Chicago, at 151 E. Wacker Drive. Hyatt Regency Chicago is recognized among the area hotels for its excellence in hospitality, outstanding amenities and proximity to countless downtown attractions. More than 900 drivers utilize Hyatt Regency Chicago's valet services daily. In 2007, the hotel hosted more than 1,600 meetings, conventions and social functions, welcoming thousands of Chicago-area residents and out-of-town travelers.

TagMaster announces that the former CTO **Mikael Willgert** has decided to leave the company after several years of successful work, for new challenges within the sector of renewable energy. Mikael will still be available for technical consultation and questions concerning patents. "Mikael has worked for TagMaster for several years. He has built up a strong development function, a part of the organisation that has made TagMaster very successful and competitive. As Mikael has chosen to seek new challenges we are glad to have him as an adviser in special cases in the future. We wish Mikael the best of luck and success in his new job", says Anders Holmlund, CEO TagMaster AB.

POM Inc. has been awarded a \$626,000 contract to provide 2,900 new electronic parking meter mechanisms to the city of Fort Lauderdale, FL. The mechanisms will fit inside the city's existing meter housings, upgrading them to accept the Parcxmart card. Other features include POM's patented communications through the payment slot; jam- and cheat-resistant coin chute; and the ability to integrate with vehicle detection and wireless network. POM has integrated with **Parcxmart** for similar installations in New Haven and Bridgeport, CT.

Central Parking System has been selected by Brookfield Real Estate Opportunity Fund to operate a portfolio of four parking facilities in Milwaukee, WI; Charleston, WV; Baton Rouge, LA; and Arlington, VA. These facilities,

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which will be operated under lease agreements, contain 1,600 spaces and serve the attached commercial office buildings. The facilities will be operated on a 24/7 basis.

The company also has been selected by Anaheim GW II to operate a 3,100 space garage for Anaheim Garden Walk, a large, mixed-use development in Orange County, CA, adjacent to the main gate at Disneyland. Central Parking also will provide valet parking services for the project. The 19.3-acre project will feature more than 440,000 square feet of stores, restaurants and cinemas and include a 400-unit timeshare atop the garage and 866 hotel rooms.

Walker Parking Consultants has named **Casey Wagner, P.E.**, as Managing Principal of its Houston office. Wagner, who joined the firm in 1996, has extensive experience in technical quality assurance, client relationship management, and staff workload projections. As managing principal, he oversees client relations and the production of all projects involving new design, restoration, new construction and study services. He facilitates projects through conceptual development, design, bidding, planning, scheduling, budgeting and construction administration.

Complus Data Innovations says the popularity of its web-based parking ticket payment service has vaulted the company into the top 1% of companies processing web-based payment transactions nationwide. "The credit card companies informed us that we process more transactions than 99.9% of companies utilizing web-based transactions," said CDI's COO **Stephen J. Hittman**.

Nova Bus has appointed **Anthony Kouneski** as Strategic Advisor. In this role, he will be calling on key industry stakeholders in order to develop long-term business partnerships with bus operators in selected markets. He has more than 35 years of experience managing and operating US public transportation systems. Most recently, Kouneski served 12 years as Vice President - Member Services of the American Public Transportation Association.

Kristian Hansen has been named Chief Financial Officer of **TagMaster AB**. He replaces Lars Bergström, who has decided to retire. Hansen has previously run his own consultancy firm within the areas of finance, accounting, business control and management.

Before that, Hansen worked for Song Networks' Swedish subsidiary as Finance Director and for Thorn PLC as Internal Auditor.

Euclid Chemical Co. has added **Aimee Pergalsky** as Staff Representative to the Technical Support Group, headed **Jennifer Crisman**. A Pergalsky's experience in the construction industry encompasses 25 years of product research and development, project management and product marketing. At Euclid, she is the first point of contact for supplying the

expertise and technical support for the company's construction product line.

Airport Fast Park has added 600 spaces to its off-site parking facility at Austin-Bergstrom International Airport in Texas. The new spaces are to support the company's growing customer base and to help accommodate travelers during the upcoming travel season. The Cincinnati-based company is one of the country's largest off-site airport parking providers.

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You Never Really Retire

PT had lunch with Ray Liesegang, Founder of Century Parking, and Herb Citrin, founder of Valet Parking Services, in Beverly Hills last month. We took a few notes. Here's the result:

Ray: When I started with Meyers Brothers in New York, it was all about leases. We would lease the parking garage and run it as if it was our own. But when I came to Los Angeles, we had to go with management contracts and convince owners that we could do the job. Earlier – management contracts were unheard of; owners wanted the security of a lease, and solid income. It was better for everyone.

Let's face it. Landlords were unsophisticated. When they wised up and realized they could make more with management contracts, the entire face of the parking industry changed overnight.

My first deal was with First Fidelity in Long Beach. I proposed a management fee of \$500, plus \$100 for off-site book-keeping. He did not want to pay the \$100. I asked if he was a gambling man, and he said yes; we tossed a coin and I lost.

It's all about contacts.

Herb: But you had to perform a better job than your competitor.

Ray: You don't want to hear from them; you want to call them when things are good, not just hear from them when things are bad.

Herb: There's not as much loyalty today as there was in the past.

Ray: I never wanted an account that had a "bed" in it.

Herb: Condos are worse – everyone is an owner.

In many locations, Ray ran the garage, Herb ran the valet. They let the one who had the expertise handle that end of the project.

Ray: We called it Century Parking because our first major account was to be Century City here in L.A., but it never materialized.

Herb: You need someone who has experience to talk to the owners. And, frankly, that was me.

Ray: I did a lot of consulting. I would tell them what they needed to do. People have expectations ... I could never go up against Herb; he was the valet expert.

Herb: Each person has their one way to maintain the relationship – lunch, golf, etc.

Ray: Never say no.

Herb: Why would I go to Hawaii to run a parking garage? It made no sense, but I did it anyway. We were after the locations. There was a lot of romance in having locations in Hawaii, and Chicago and Texas.

Ray: And Las Vegas and Washington, DC.

Ray spent three years in London running garages for Meyers before he came to LA. "It's all about 'how things happen,' " he says.

Herb: Business is based on relationships – people trust you. I kept accounts because I stayed in touch.

Ray: I got 10 in Austin and 2 in Las Vegas ... based on contacts over time. There was one account – I got it, lost it, got it back, lost it again, got it back. Then they went in-house.

Herb: Hotels – it's not just money, it's service ... You better have control over the service ... you must run it in their "manner."



Ray Liesegang and Herb Citrin

Hotels are difficult – you never know who owns the car you are parking. It might be their most important guest, or the owner. You have to treat them all the same, with VIP service.

Ray: Airports are not just about parking, but can include shuttle buses, baggage handling, taxi dispatching ...

Ray: Problems happen if you park 10,000 cars a day. Something can and will go wrong ... I can't personally be there to supervise over 600 employees.

Herb: But you are still personally responsible.

Ray: Based on fees alone, you can't survive. You need to provide ancillary services to the client. The management agreement – you must account for every dollar – and you're open to more criticism from the client.

Herb: If you grow too big, it's hard to manage everything all the time.

Ray: For instance ... we got a cancellation notice. I went to see the customer. He complained that he never saw the field supervisor ... He wanted to be kept informed as to what was going on. Often the field person, who is an expert in parking cars, doesn't have the personality to meet with the customer.

Ray parked his first car in 1951. "Started my own company, Century Parking in 1968. Grew it to 265 locations ... 10 were leases."

Herb: I started VPS in 1946 with one account. When Herb came to town in the '60s, we shared some locations ... Ray called and needed help with valet operations in Chicago. I didn't want just one location in Chicago, but decided to help out. We grew it, but eventually decided that parking was personal ... We sold the name in both Chicago and Texas. Like politics, all parking is local.

PT: But with all these difficulties, and the fact that one or two locations in Austin or Chicago or Hawaii, or contract locations that made you \$500 a month were obvious losers, why go after them?

The two parking legends smiled. We missed who actually gave this answer, but both concurred:

Ray and Herb: Parking in our day was a true entrepreneurial business. It was the 'deal,' not the business. We wanted locations, we wanted to have more than our competitors, we wanted that sign on the street, on a lot of streets."

Retire? Both currently consult – Herb independently and Ray for Standard Parking, which bought his company in 1998.

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The Lexicon of Parking

(Wherein the vocabulary of the parking industry is given its true definition.)

BY MATT FEAGINS

Aisle, driving, n

the pathway through a parking lot used by delivery trucks to park and block access.

All-day parking, n

1. operator definition: parking from the morning until evening.

2. customer definition: the length of stay for parking in a facility they are being charged for, even if they stay only five minutes.

Allocation model, n

the “best guess” used to determine the proportion of parking spaces to be used by various users. Many practitioners use the random-number generator found on their computer to make this model.

Ambient light, n

the magic pill many use to go to sleep every night, in a less powerful version.

Audit procedures, n

1. operator definition: the method used to torture a parking facility operator by outsiders in the most excruciating manner available.

2. owner definition: the method used to torture a parking facility operator by their agent to find missing/stolen money that rightly belongs to them.

Automated cashiering, n

a method of paying for parking at an ATM-like machine used by customers to pay for their bill. These machines are generally known to be designed by the same team that planned the Ford Pinto and are about as user-friendly and reliable.

Automated parking facility, n

a garage operated by automatic robotic parking equipment wherein the car is mangled or indefinitely marooned inside the machine.

AVI, n

1. parking control system using wireless means to communicate with the vehicle.

2. multimedia computer format introduced by Microsoft.

3. Newberry Award-winning children’s author.

Bay, parking, n

an area where boats are usually used.

Brightness differential, n

derogatory term often used by irate parking customers to parking staff. Often used in combination with a curse word.

Bumper stop, n

the bumper of another vehicle used as a cushion to slow down customer’s vehicle. (Also see valet driver.)

Candle power, n

the lighting device used in most parking facilities.

Card reader, n

1. a device used to open parking gates. Usually placed 1 inch beyond the driver’s reach to ensure that traffic entering the facility moves at a safe pace.

2. a mentalist who specializes in playing cards.

Circular ramp, n

1. a ramp between floors of a parking facility whose centerline is circular.

2. a merry-go-round-like ramp designed to confuse and nauseate users.

Column, n

vertical support of a structure best used for mangling bumpers.

Compact car, n

1. a small car, usually less than 15 feet in overall length and 72 inches in width.

2. the rare and elusive vehicle rumored to be available in the United States.

Design/build system, n

a system in which the facility is designed before it is built. This is in contrast to the usual method of building and then designing the facility.

Double helix, n

1. the shape of a DNA molecule.

2. garage designed such that it is sized like a DNA molecule. Most New York garages take this form.

Double-tee, n

1. a structural element of precast concrete used to form the beam of a parking structure; shaped like a pair of T’s.

2. the second afternoon tea time celebrated in certain areas of England.

Double-zero traffic flow pattern, n

a garage designed such that zero users times two are able to find their way within.

Express ramps, n

an interfloor circulation system using non-parking sloping ramps. Frequently used by some to recreate scenes from the movie “Bullitt.”

Functional design, n

design of a parking structure so that it provides an absence of lucidity to the user.

Gate arm, n

a barrier extending out from a gate cabinet that is used to inflict damage on vehicles.

Geometries, n

the class in middle school that is the bane of all students.

Graphics, n

signs used to help pedestrians and drivers find their way in a parking facility. See Supergraphics, below.

Half-bay, n

a parking facility unit that has only one row of car stalls and a central drive aisle. This is really a misnomer as it represents about 2/3rds of a bay.

Head-in parking, n

the stoner who is in charge of the parking facility.

Continued on Page 16



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Since 2000

The Lexicon of Parking

from Page 14

Joint, n

1. a separation between areas of floor that permits the expansion or contraction of the floor.
2. sometimes found in the stairways of some parking facilities.

Lexicon, n

jargon used by a profession, such as the parking, to baffle those not proficient in the field.

Manlift, n

1. a mechanical means of conveying parking attendants between floors of a parking facility.
2. excellent means by which to mangle employees.

Mass transportation, n

1. means of transporting herds of people in groups rather than their God-given right to travel via the personal automobile.
2. the enemy of all that is parking.

One-way, n

aisles set up so that traffic flows in one direction. In many facilities, this is theoretical rather than what happens in reality.

Parallel parking spaces, n

confoundingly difficult parking spaces for some users. These spaces are not known to be grandma-friendly.

Park-on-ramp system, n

an interfloor circulation system whereby sloping floors with parking located therein are used to travel between floors. Best known for its ability to cause door dings.

Parking fee, n

the exorbitant amount charged for parking a vehicle. Many Americans prefer that this be abolished.

Parking revenue control equipment, n

means by which parking operators attempt to keep customers and visitors from stealing money from them.

Parking space, n

the ridiculously small space between two parallel lines that users are expected to park in.

Precast concrete, n

Tinkertoy-like building system for garages.

Revenue control equipment, n

See Parking revenue control equipment, above.

Revenue projections, n

the revenue anticipated for a parking facility. Weather-forecasting a year in advance is known to be about as accurate.

Search pattern, n

1. the process by which a driver attempts to find the last space in a packed mall parking lot during Christmas time.
2. the equally fruitless process they undergo when trying to find their car again.

Short span, n

A garage span that is shorter than a long span.

Single-tee, n

a small structural element used to hold up the golf ball for hitting. Good golfers use only a single-tee as opposed to poor golfers who use double-tees.

Stall, n

1. the area demarked by two parallel lines in which a vehicle is supposed to park.
2. the method used by a valet to calm an irate customer while they look for their lost vehicle.

Stall depth, n

complicated way of saying stall length.

Subcompact car, n

1. a really small vehicle.
2. in Texas, a mythical creature akin to the Loch Ness Monster.

Supergraphics, n

graphics that are of a superior nature to regular graphics. See Graphics, above.

Transient parkers, n

fancy way of saying short-term parkers.

Valet parking, n

the method used by owners of Ferraris and Porsches to show off their vehicles to best advantage.

Wayfinding, n

the often fruitless process that users undertake when finding their cars in a parking garage (a.k.a. non-wayfinding).

Wheelstop, n

a ramp placed at the front of parking spaces used to propel vehicles up and over the spandrel.

Matt Feagins is a Senior Parking Consultant with Walter P. Moore. He can be reached at MFeagins@walterpmoore.com or (800) 364-7300.

PT

Letters

Findings Confirmed

I read with interest Paul Mack's article "Separate the Stalls, One Line or Two?" in the September 2007 issue. It was surprising, however, that he did not identify and compare his results with my study – "Effect of Single- vs. Double-Line Parking Stall Marking" that appeared in the May 1994 issue of the ITE Journal. While I excluded deliberately mis-parked vehicles, tabulated the data from parking lots as well as garages, and looked at three states, my findings were similar – there is no apparent advantage in "hairpin" markings.

Very truly yours,
Paul C. Box

It must be comforting to know that findings don't change, nearly a decade and a half later. Facts are facts, and physics is physics. Editor.

PT

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