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Volume 12, Number 1-January 2007

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# PARKING TODAY

volume 12 number 1

## January 2007 Features

- 13** Pieces, Pieces Everywhere – A Revenue Conundrum’
- 16** Rochester, MN, Revenue System Joined at the Hip
- 20** New SF Ordinance More ‘Operator Friendly’
- 25** Have You Suspected Low Revenue Due to Inaccurate Vehicle Counts?
- 28** A Leadership Test, More or Less
- 30** Now, How to Get Prepared for the Worst!
- 42** Hourly Rates “Out” in Spain
- 52** The Revenue Survey



PT and the Law ...Page 26

## Regular Features

- Point of View .....6
- Industry Notes .....8
- PT and the Law .....26
- New Products .....36
- Where in the World is JVH? .....41
- Death by Parking.....46
- PT the Auditor .....48
- Advertisers Index .....57
- Classified Advertising .....58
- Dealers, Installers & Suppliers .....60
- Upcoming Events .....62

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# The New Year – PC – and Some Predictions

BY JOHN VAN HORN

**T**he parking world seems to be bubbling right along, thank you very much.

As we start the new year, we have much about which to be optimistic. Gas prices have leveled off, although they didn't seem to affect our parking operations too much. The economy has gone from super-heated to "hot to the touch." Maybe that will keep the Fed's hands off.

Those involved in construction of parking facilities have only one major problem – not enough workers to build all the garages that have been "green-lighted." (How's that for Hollywood-speak?)

There is a confidence in the vendor side of the market. Manufacturers are predicting double-digit increases in their sales, and frankly, it seems that owners are looking to replace equipment, both on- and off-street, at record rates. (One told me he was expecting to double his already comfortable business this year.)

If you look at what has been happening in the past decade, it makes sense.

About 15 years ago, the concept of a computer-controlled garage had just gotten off the ground. Companies were racing to get the first non-PC (that's personal computer, you knuckleheads) systems up and running. They had some success, but the market was suspicious. Then about 10 years ago, the PC-based systems came into play. However, they were a bit ahead of their time, and the market once again bought but took the products with a grain of salt.

OK, now comes about five years ago – PC-based systems came into their own. A lot of companies put them on the market, and they sold and sort of worked. Folks were beginning to feel comfortable with the new technology.

Today, such systems are routine, and the wonders of the Internet and PC-based technology are bringing control and information to the parking world unheard of a decade ago.

Another factor seems to be more prevalent – spending. It is not unusual for a city, university or developer to spend upwards of a high six or low seven figures for a parking control system, on- or off-street. We are not seeing the price reluctance or sticker shock we saw even five or so years ago.

Customers want information, they want control, they want ease of operation, and the marketplace is coming to the table. Of course, there are still problems. Of course, there are systems that don't work "quite as well" as others. JVH's law "Nothing works and everything works" is still in play.

However, many of the problems manufacturers and consumers faced a decade ago are now history. The problems that replaced them still haunt the unwary user, but today's users, I

think, have a bit more savvy and caveat emptor. They know they must beware. And most manufacturers know they must perform.

All this leads to an exciting marketplace. And one that sees new equipment going in almost as fast as it can be manufactured. Innovation has meant that systems are being replaced at a rapid rate. A new feature that could reduce the manpower by five people in a large garage might be worth buying, even though the existing equipment is only three years old. And it's happening.

\*\*\*

My prediction – this will be the year of on-street parking. Cities and universities will start to move rapidly in the replacement of their existing (and sometimes nonexistent) on-street systems. The need to have information about their on-street space so they can maximize income, reduce labor and provide better service will drive cities to embrace technology that is just emerging.

The desire to increase parking rates and collect more of the on-street money will see equipment that accepts all types of cards and phone payment plans appear rapidly on the country's streets. Ideas such as Don Shoup's concept of leaving the money generated

in the neighborhoods from whence it came will mean that the reluctance to charge market rates for on-street parking will wane.

So, to summarize – new construction and equipment upgrades will drive the off-street parking market, and technology innovation will keep on-street manufacturers rolling.

Cities will follow the lead of Seattle, Portland, Houston, Denver, New York, Chicago, and a myriad of others. These are no longer "unproven" technologies. They are here, now.

At least half a dozen or more companies offer sensor technology that monitors spaces and tells cities when and where violations occur. And this is the next step.

In parking, knowledge is king. Information is king. If you have it, you can ensure that your operation is doing what it should.

With it, you can change rates so you always have enough parking. You can ensure that your off-street garages are filled and that your on-street spaces remain convenient.

\*\*\*

2007 is a bridge year. This is the time when technology is being proven, when those who fail will be shaken out and those who succeed will be the winners.

It's a wonderful time to be in parking.

Happy New Year!!!

---

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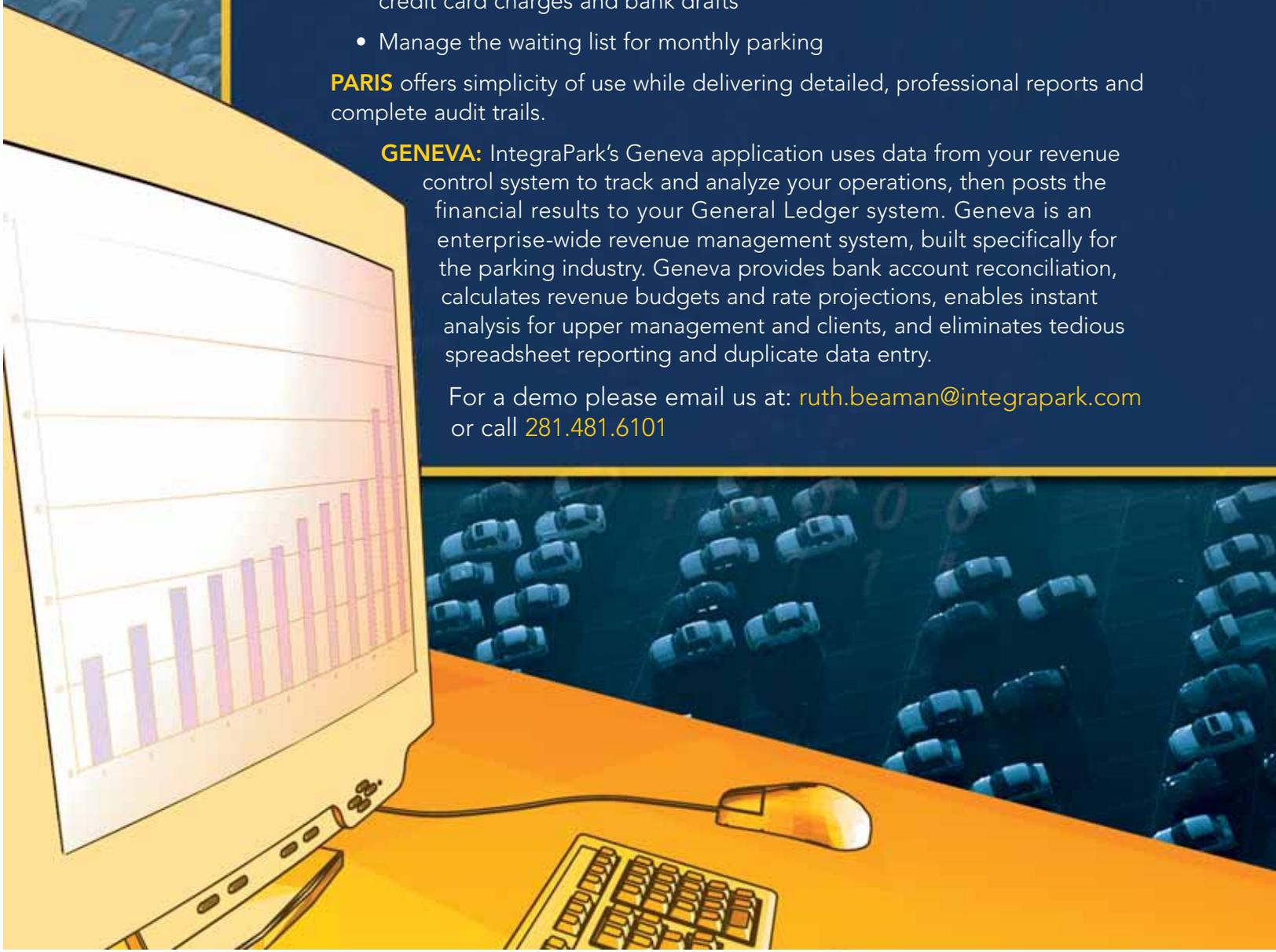
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## Industry Notes

**Mike Nickolaus**, President of **Duncan Solutions**, has taken on the additional title and responsibilities of Chief Executive Officer. In this role, he will be responsible for all company operations in North America. He will be based in Milwaukee, the firm's North American headquarters. Also, **Paul Descombes**, formerly Duncan's Mid-Atlantic Regional VP, is now vice president responsible for the company's overall single-space parking meter sales. In addition, Duncan has hired Duke Hanson as its new Mid-Atlantic Regional VP.

**Walker Parking Consultants** (WPC) has hired **Anne Crowe Kroger** as Director of Business Development for the Boston office. "Anne was the ideal choice to lead our business development efforts, due to her wealth of marketing knowledge, the industry and her extensive network of contacts," said **Art Stadig**, PE, Vice President and Managing Principal of the Boston office. Restoration services and parking consulting are focus areas for WPC and Crowe Kroger, the company said. She will concentrate her efforts on building the firm's client base in these two important areas, as well as client development and marketing for the Boston office.

The **Hectronic** factory in Germany celebrated as the company's 20,000th PA2 Parking Ticket Automat came off the assembly line. "It was truly a reason to celebrate," said Sales Manager **Kleta Brugger**, and so Brugger, developers, purchasers and production employees got together for a glass of champagne. "This parking ticket automat is a remarkable achievement in the long history of parking equipment at Kienzle and Hectronic," Brugger said.

**Extreme CCTV International** announced its first sales of REG license plate capture cameras into India. The project required a specially engineered model of REG that was designed to address the nuances of Indian license plates. The company said these first sales represent an important milestone for REG outside its traditional markets in North America and Europe, where demand for license plate capture has grown rapidly. REG is currently in use in large-scale projects in London and Stockholm and at numerous sites across the United States.

**Structural Preservation Systems** (SPS) – a Baltimore-based specialty contracting firm that delivers services, systems and technologies to build, repair, protect, strengthen and reinforce concrete, steel, masonry, timber and soils – celebrated its 30th business anniversary in December. "Our continual commitment to quality and building long-term solutions has earned SPS recognition as the industry's leading contractor dedicated to repair," said **Peter Emmons**, Structural Group CEO. "We are proud to reach this milestone, and we look forward to continuing to develop new technologies for meeting owners' repair and protection needs. By moving forward and continuing to develop our company through expansions and new technologies, we will create growth, diversification and new opportunities for all employees, as well as cost-effective and successful solutions for our customers."

**Jim Collins** has joined **Reigstad & Associates** as a Senior Parking Consultant to manage its Parking Garage Division. Company President **Gordon Reigstad** said Collins would devote his time to developing and expanding the division, as well as in providing functional and conceptual design.

**Serco Inc.** has won two contract renewals from the city of Chicago for parking management and support representing combined annual revenues of more than \$10 million over the next five years. **Keith Hulbert**, Vice President of Transporta-

tion, said Serco's 12-year relationship with the city was an important factor in earning the renewals. Also, he said, "these contracts support the beginning of our launch of other world-class transportation initiatives throughout the Midwest."

Under the extended contracts, Serco will perform managed operations, mechanical maintenance identification, parking enforcement and revenue reporting. Serco currently conducts parking enforcement in all areas of the city and collects from approximately 100,000 meters per month.

Munich Airport has awarded a contract to **Skidata** for a new car-access solution to provide the latest parking management technology for its car parks. Munich Airport is Germany's second largest (after Frankfurt) and among the top 10 international airports in Europe. When it opened in the early 1990s as a larger alternative to the previous facilities at Munich Riem, Airport Munich "Franz Josef Strauss" – as it's officially known – chose Skidata as the exclusive provider of parking management technology for Terminal 1.

The **Mid-South Transportation & Parking Association (MSTPA)** has announced that its 2007 conference will be March 20-21 at the Round House in Huntsville, AL. MSTPA's mission is to provide professional growth, development and interaction among people involved in the operation of transportation and parking programs within Alabama, Kentucky, Tennessee and adjacent states.

**Anders Holmlund** has been named Acting Managing Director for **TagMaster AB**. Board Chairman **Jan Westlund** said his solid background and extensive experience will ensure TagMaster's continued growth and development. Over

Continued on Page 10

# Park It

## Parking Lot Management Desktop Software



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## Industry Notes

from Page 9

the past three years, Holmlund has been its Director of Business Development, with a special focus on TagMaster's Chinese establishment.

Also, the company noted that TagMaster controls vehicle access to Kent State University in Ohio with its long-range RFID system. The systems integrator is **PTC Industries**. "The client is very pleased," said **Lee D. Shorts**, President of PTC, "and we are now looking to implement a university-wide RFID network for vehicle access control." Added **Ali Khaksar** of TagMaster North America: "This installation is certainly a strong validation of a growing long-range RFID market and an increased global demand for this technology."

The **Concrete Industry Management (CIM)** program – a business-intensive program that awards students a four-year Bachelor of Science degree in Concrete Industry Management – has announced the date for the 2007 World of Concrete CIM Auction. Building on the success of the 2006 auction that raised more than \$250,000, this year's event is scheduled for noon on Thursday, Jan. 25. It is expected to raise more than \$500,000, according to **Brian Gallagher**, Chairman of the CIM Marketing Committee. "Thanks to countless CIM patrons, the 2006 auction helped raise valuable dollars for the CIM program," said its Executive Director, **Earl Keese**. "With the growth of the CIM program and its importance in the industry, we hope this year's event will be even bigger."

**Carl Walker Construction (CWC)** – experts in the construction, repair and maintenance of parking structures – has been awarded a \$3.2 million contract from St. Joseph's Hospital in Parkersburg, WV, for the repair and restoration of a four-level parking garage. CWC will conduct the restoration while maintaining public access. The garage, which is about 40 years old, consists of a hybrid precast and post-tensioned concrete structural frame. CWC will be performing concrete repair and replacement, carbon fiber strengthening and supplemental bracing. The structural engineer on this project is B-2 in Haddonfield, NJ. Work is slated to begin this month.

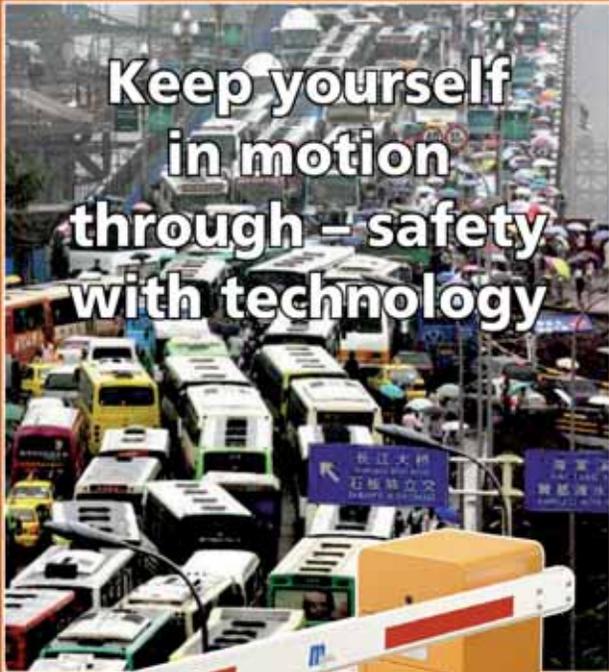
**Nedap** was awarded second place in the 2006 Innovation award competition, organized by HID Global.Connect, the partnership arm of **HID Global**, a leading manufacturer in the access control industry. Awards were announced at the Innovation 2006 conference in San Diego. The competition was judged by Avisian Publishing's editorial team, headed by executive editor and recognized industry veteran **Chris Corum**. Each entry was evaluated based on the various measures of innovation in using HID 13.56 MHz iCLASS and 125 kHz proximity technologies as development platforms.

**Nelson Galeano** has joined **McMahon Associates**, a full-service transportation engineering and planning firm, as Senior Project Engineer in its Fort Myers, FL, traffic department. He has been involved in transportation engineering since 1992.

**Walter P. Moore** has been named the No. 1 company in the third annual Structural Engineer ranking of "Best Structural Engineering Firm to Work For." The program ranks firms based on the quality of their workplace environment. All contest participants completed an extensive questionnaire about workplace participants and executed a confidential Employee Satisfaction Survey to their staff.

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## Standard Says Airport Awarded Contract Improperly

A lawsuit has been filed in federal court by Standard Parking alleging that two brothers conspired with the acting director of the Greater Rochester International Airport to give local owners the contract to run airport parking.

According to the Rochester Democrat and Chronicle, the suit alleges that Richard and Leslie Goldstein, owners of Mapco Auto Parks Ltd., improperly worked behind the scenes with acting airport Director David P. Damelio.

“This case is about illegal political favoritism in public contracting and the betrayal of Standard Parking by its long-time business partners, defendants Richard and Leslie Goldstein,” says the opening paragraph of the civil lawsuit.

The Goldsteins did not respond to requests to comment on the lawsuits. Standard Parking filed a second lawsuit in state Supreme Court against the county Airport Authority seeking to reopen the contract process.

The Monroe County Legislature voted 17-12 along party lines to award the five-year contract for airport parking to Mapco.

Standard Parking and Mapco are partners in a joint venture called A-M Monroe

Parking Co., which manages public parking at the airport. That contract expires at the end of the year, with Mapco slated to run the parking beginning in January.

The federal lawsuit alleges that the Goldsteins told Standard Parking that they were no longer interested in continuing the business and that there was “not enough money in it” to make it worth their time.

The lawsuit goes on to say, “Unaware of the Goldsteins true intentions — their plot with the airport to rig the outcome of the purported competition — Standard Parking shared competitive confidential information with them concerning the preparation of its proposal.”

The suit alleges that the Goldsteins gained an unfair advantage and that Damelio, who was on the four-member selection committee for a new contract, knew or should have known that the procurement process had been manipulated.

More than \$8 million in damages are sought in the lawsuit in federal court, with the state court action seeking an injunction against the airport implementing the contract.

In addition to Standard Parking and Mapco, Los Angeles based Ampco Systems

Parking and Nashville based Central Parking submitted proposals.

Representatives for the airport said the lowest bid — submitted by Ampco — was not the only factor considered.

## First Fully Automated Garage Opens in Manhattan in January

AutoMotion Parking Systems will introduce the first fully automated parking garage system in New York City this coming January. The facility will be open to building residents, tenants and the parking public. Using state of the art technology, it allows the easiest, fastest and safest way to park available. Myriad consumer benefits ensure AutoMotion automated parking will be the next wave of technology incorporated into daily living, dramatically enhancing car-owning and driving pleasure. The innovative parking system is located within the new 123 Baxter Street luxury condominium building featuring the ultimate of amenities, retail stores and public parking adjacent to the city’s vibrant Nolita neighborhood.

“While the first application of AutoMotion technology in New York is within a luxury condominium development, it is fully adaptable to service business complexes, hospitals, retail centers and other parking intensive projects,” says Perry Finkelman, Partner and Managing Director of AutoMotion Parking systems. The automated parking system technology enabled the transformation of a former 100 parking space lot into a 67 parking space garage with 24 condominium units and retail shops.

AutoMotion technology has been the global leader in automated parking since 1996 when the first installation was completed in Kronach, Germany. Today, 28 facilities operate in 11 countries worldwide. Ari Milstein, Director of Planning for AutoMotion, leads the firm’s efforts to establish AutoMotion parking systems throughout the United States and Canada, with projected installations in the South and Midwest states to be announced shortly. AutoMotion is an affiliated company of American Development Group, LLC, based in West Hempstead, New York.

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# Pieces, Pieces Everywhere – A Revenue Conundrum

BY PETER LANGE

“All the King’s Horses and All the King’s Men ...”

**P**ieces, pieces everywhere. Putting pieces together seamlessly is difficult. In fact, it’s outright impossible. Yet that’s what we’ve been trying to do in the parking industry for years. As technology grows, more is available to help us manage our parking access and revenue control hardware, management software, LPR, payroll deductions, Internet sales, account management, citation issuance, event parking, pay-by-cell, security cameras, signage, BMV data ... the list goes on and on.

We need all of these things, so we build interfaces trying to pull all of the pieces together. And despite our valiant efforts and expertise, it’s a messy and painful process.

My dream is to unify all of the pieces to simplify our work. Here are some of the complex subsystems that I want to unify:

- Revenue Control

Dispenser tickets – card-in/card-out, in-lane cashier, central cashier, pay-on-foot, pay-by-cell...

- Access Control

Credentials, transponders, manned booths, proximity cards, gates and lane equipment ...

- Permits

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- Metering Devices

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- Enforcement

Warnings, tickets, citations, handhelds, appeals, processing, scofflaw, boot, tow ...

- Money

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This is the way it has always been, but the question is: Does it have to stay that way?

## Why can't we:

Have one system that pulls together all financial information to help us manage and report on revenue from multiple sources?

Allow our customers to pay for anything related to parking at any of our physical or virtual locations?

Have a complete view into our operation, rather than multiple separate views?

Manage all our spaces in a consistent unified manner?

Upgrade one piece without reconfiguring all of the other pieces?

Have one point of contact for questions and maintenance of the pieces?

These are the questions we have asked ourselves for a long time, and the answer has usually been “no,” to the point where we feel foolish asking them.

Some could argue that today’s parking technology has become too complicated. It now requires multiple systems to manage all of the different areas of your parking operation. It is not anyone’s fault - just the natural progression of technology. A new technology is available, put in the marketplace and accepted, then suddenly this innovation is a must-have, but unfortunately does not integrate well with your existing technology.

We, large users of parking technology, have asked the market for a simpler and more unified solution for managing our parking technology problems. Unifying disparate systems seems like the next logical step. From the access control perspective, having all of parking, citations, demographics, permits and access history in one database is a major step forward. The next logical step is to add the revenue control component to our existing permit and citation revenue functions.

## The Beginning of a Dream Come True

I’ve shared my dream with you, but it’s not just mine. For years, many of us have been dreaming about a system that will help us manage our parking operations the way we want to. That is, until two years ago, when a group of industry colleagues – frustrated with existing solutions and workarounds – decided to make it happen, rather than continue dreaming.

Together, parking directors from Indiana University Purdue University Indianapolis (IUPUI), Texas A&M and the University of Arizona set out to “unify” separate systems into a complete, singular solution that each can tailor to their specific needs. The goal was to simplify management of a large parking operation by bringing together all information regarding customers, vehicles, parking permits and other credentials, citations, parking capacity, facilities and finances into one system.

Continued on Page 14



## Pieces, Pieces Everywhere – A Revenue Conundrum

from Page 13

So why is this project important for the industry? Because the system that was developed offers one unified solution for a complex parking operation that today is managed with multiple systems.

The first implementation of this system was at IUPUI in Indianapolis. Says Carol Pferer, Director of Parking and Transportation: “Having one system, one software application and one support contact has given us many efficiencies from the front to the back end of our parking operation. I’m very excited about the reality of a unified system. I see this as the beginning of a long-overdue change in the way we do business in the parking industry.”

Here at Texas A&M, we started with access-controlled lots in December, and plan to continue our rollout and add revenue-controlled facilities to our system early this year. We’ll then incorporate ungated facility permit management and parking enforcement by the end of the year. At that point, we will be using a single system to manage all of the elements of our parking operation.

The team that developed the system included parking professionals with many years of experience – and a vendor willing to listen to what customers want.

Why is this unified system groundbreaking? Here are just a few innovative things it does:

- Seeing and managing all customer activity and information from a single user interface, with no bouncing from one system to another.
- Managing all permits and access cards in one database with no duplication of data or data entry.
- Reporting on all sources of revenue from one system.
- Collecting ISF as part of overall invoicing and collection process, together with permits, citations, etc.
- Taking payment for any parking item at any outlet – ISF at the office or online; citations at the pay station in a garage, all online, etc.
- Unified inventory and management of all parking spaces, audited or access/revenue-controlled.
- Unified management of all waiting lists.
- Single point of online access to everything parking for our customers.
- Unified reporting and business-process configuration and tracking.
- Single organization for software support and consolidated training for software users.

While we were developing a new system, we decided to add wish-list features to the revenue control system, such as:

- No more forms. All data requirements are entered into the cashier station and stored in the database for reporting, letter and

**Access Control:** Credentials, transponders, manned booth, proximity cards, gates and lane equipment...

**Revenue Control:** Dispenser tickets, card-in-card-out, in-lane cashier, central cashier, pay-on-foot, pay-by-cell ...

**Metering Devices:** Single space, multi-space, pay-by-space, pay-and-display, in-car meters, mobile LPR...

**Permits:** Application, registration, waitlists, hangtags, online sales, kiosk, decals...

**Money:** Debits, Credits, Receivables, Transfers, Collections...

**Enforcement:** Warnings, tickets, citations, handhelds, appeals, processing, scofflaw, boot, tow...

invoice generation. Lost ticket information and ISF transactions are all handled in the system.

- Customized transaction-processing requirements. For each transaction type, you can select the processing requirements you want and don’t want – including customer information, customer history, supervisor approval, dual entry, reference fields and more. All of the information captured by these processing options is stored in the database and available for reports, customer letters and invoices.

- Configurable thresholds for transaction types and permit activity. Let’s say that your permit holder forgets his permit, enters with a ticket, and wants to exit without paying. You can set a threshold that allows this to happen up to a specified limit. For example, you can set a threshold that allows a permit parker to exit free with a ticket one time a month. Once the threshold is exceeded, the permit parker must pay to exit.

- Cashier performance trend reports – this replaces the Excel spreadsheets manually created to audit exception transaction and other high-risk activity.

- Easily configurable cashier stations with programmable hot keys, an unlimited number of validation accounts or miscellaneous fees, and replacement ticket functionality.

- Global functionality or for individual units from any computer with Internet access.

We have many more ideas to add to the unified system, and this is an incredible start to making the dream a reality. Come join us in this great adventure!

The University relied on the expertise of T2 systems in designing its systems.

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**PT**

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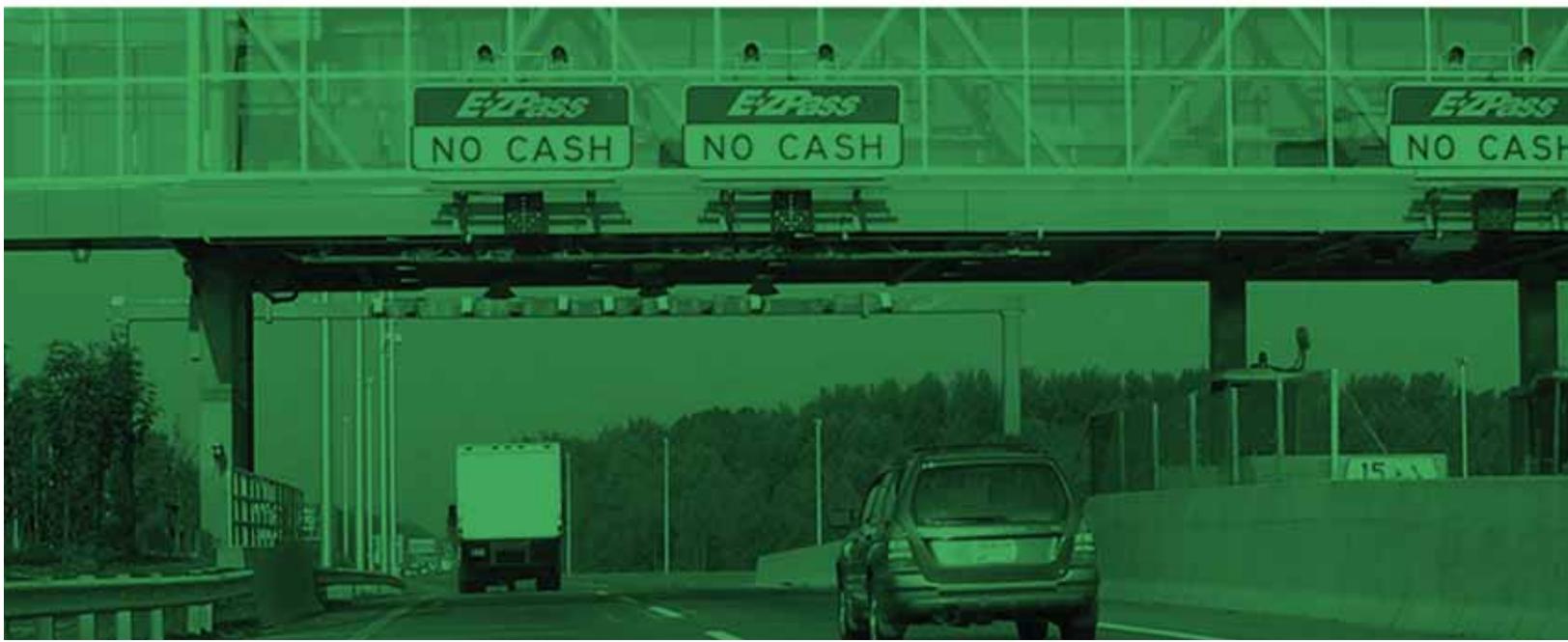
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# Rochester, MN, Revenue System Joined at the Hip

BY JOHN VAN HORN

“I can’t stress the importance of having the customer involved in the installation,” says Dan Stublaski, President of Don Harstad Co., which installed the city’s new revenue control system in Rochester, MN.

“The city’s maintenance staff worked alongside our crews during the installation process. They bought into the system. This means they become part of the process, and will work to ensure that the system performs as it should.

“I think this may be one of the most important parts of any new project. The customer should be involved at every level. If we go in, install the system, bring it up, make it work and then hand them the keys, the connection isn’t there. We aren’t providing a new car.”

The system in Rochester covers four city garages with a total of 25 lanes of equipment. There is a central data-gathering computer, but each garage runs independently.

“We had some challenges,” Stublaski says. “We were replacing equipment that had been in place for over two decades. The technology was jumping several generations. The staff at the city was used to 1980s technology, and we were installing state-of-the-art. We had to not only train the operator, but the customer too.

“Another challenge involved implementation without disrupting the garage operation,” he says. “We couldn’t shut down a garage and install the equipment. We had to do it one lane at a time. After we finished the first facility, we had a built-in pause in the installation schedule. This gave the operator and users time to learn and embrace the new technology. Then we con-

Continued on Page 18

