

Parking Spaces

Quarterly Newsletter Of The Michigan Parking Association

Upcoming Events

Spring Workshop

Wednesday, April 25
Lansing Center, Lansing
See page 2 for details.

Annual MPA Golf Outing

Thursday, July 26
Timber Ridge Golf Club, Lansing
Contact: Jeff Timar or Jon
Frederick

Fall Conference

Theme: Parking Partnerships
Wednesday-Friday, October 3-5
in Grand Rapids

For more information on events
or to register online, visit: www.michiganparkingassociation.org
or feel free to call any MPA Board
member.



www.michiganparkingassociation.org

President's Parking Space

by Jon Frederick, MPA President



I HOPE 2007 HAS EVERYONE DOING WELL. With spring right around the corner the board is revving up and getting ready for the rest of this year's events. For those who missed our spring training, once you read further in the newsletter you'll realize you won't want to miss another. Kirsten Dolan, from Advanced Parking Solutions did an excellent job. Thank you, Kirsten. Also, special thanks to Elaine Kellicut for organizing the training and the Kellogg Center for providing us with a very nice venue to host the training.

The board has been working on and started to implement several new items. One of which you may have noticed was the ability to register online for this past training. We currently are not able to take payments online since we don't have the ability to process credit cards; however, we have decided to keep moving forward with online registrations and allow you to send in your payments after registering. We will continue to explore the cost effectiveness and our ability to take credit card payments and will let you know if and when this will occur. We also are working on publishing a directory for our members and establishing a constant link email mechanism with our members. So, if you haven't submitted your email address previously, please make sure we have it. We are also accepting advertisements in the MPA Newsletter. Over the years we have had many inquires to advertise in the newsletter. Please see the first advertisement in this newsletter on page 3. Please send your comments on this advertisement and any other opportunities you feel would support the goals and direction of the MPA.

The Spring Work Shop, Annual Golf Outing and Fall Conference are all shaping up nicely. The Spring Work Shop's details are on the next page. This year's golf outing will be moved back to the Lansing area at Timber Ridge Golf Club on Thursday, July, 26, 2007. Save the date and reschedule your vacations, this years outing is teeing up to be one of the biggest and best yet. The fall conference will be held in Grand Rapids October 3-5, 2007 with the theme of "Parking Partnerships." You won't want to miss this either.

We are currently putting out the call for sponsorship opportunities for all the up coming events as well as speakers and programs opportunities for the fall conference. If you have a product or idea you want to showcase, would like to get your name or products information in our member's hands or if you are just looking for additional ways to help promote your company and products, please contact me or any of the board members.

In regards to speakers and programs at the fall conference, please let us know if you or someone from your team would like to share your experience and expertise with the rest of us. We are all looking to gain knowledge from what you've learned.

As always, please let us know if you have any suggestions or ideas that may benefit the organization and/or our events. We are here for you and want you take advantage of everything the organization has to offer.

I look forward to seeing and talking with you all throughout the year.

Workshop Details

Wednesday, April 25

8 am - 4 pm
Lansing Center
333 E. Michigan Avenue,
Lansing, Michigan
For driving directions, go to:
www.lansingcenter.com

Theme

Cost Reductions &
Increasing Revenues

Cost

\$85 for members
\$160 for non-members
(\$160 includes the \$75 MPA
membership fee for 2007)

To register

Mail in the form at the bottom of
the page by April 16 or register
online at www.michiganparkingassociation.org

Contact Elaine Kellicut at
(517) 483-4239 with questions.

Spring Workshop

Wednesday, April 25, 2007

Agenda

8 am till 9 am	Registration and Breakfast Opening Remarks and Welcome by Jon Frederick
9 am till 10 am	<i>Reducing Risk Utilizing Safety Practices</i> Chris Kaminski, Safety Manager, Wayne County Airport Authority
10 am till 11am	<i>Dynamics of Combating Cashier Theft & Fraud in the Parking Industry</i> Ed Blackburn, Manager for Loss Prevention and Risk Management, Motor City Central Parking
11 am till 12 pm	<i>Increasing Your Parking Revenues</i> Matt McGowan, Director of Landside Services, Wayne County Airport Authority
12:00 till 1:30 pm	Lunch and Telephone Break
1:30 till 2:30 pm	Shop Talk: <i>"Cost Reductions & Increasing Revenue"</i> A Round Table discussion among your peers to talk about "Driving Revenues and Reducing your Operating Costs" in your operations. MPA Board Members will be a part of your group to lead discussion. A lot of HIGH energy during this part of the Workshop.
2: 30 till 3:30 pm	<i>Parking Operations Cost Reduction Strategies</i> Gary Cudney, P.E., President, Carl Walker, Inc.
3:30 till 4:00 pm	Open Discussion Golf Outing Highlights Questions and Answers

Spring Workshop Registration

Please mail this form, with
payment to:
MPA c/o Elaine M. Kellicut
City of Lansing
Transportation & Parking Office
219 N. Grand Avenue
Lansing, MI 48933

Please make checks payable to
the Michigan Parking Association.

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{ IN REVIEW }

Spring Training Wrap-Up

articles by Kirsten Dolan, Advanced Parking Solutions

“Dealing with Difficult People— Customers/Coworkers/Bosses” Workshop

1. Fine Tuning Our Own Personalities – We may not be able to control the way other people act, but we can set ourselves up for better attitudes when dealing with difficult situations.

- a. Be willing to accept change - Being resistant to new things can cause more difficulty. Change needs to be viewed as a positive and an opportunity for growth.
- b. Put ego on hold – Sometimes it is hard to remember that we are there to serve the customer, coworker or boss that is yelling at us. The key is to maintain a clear mental difference between you and your role. Simply put...don't take it personally. It's probably not about you.
- c. Remember that people may not remember what you say but they will remember how you said it to them.

2. Secrets to Dealing with Difficult People – During the session we discussed over twenty five common conflicts that occur in the parking industry. We discussed everything from insults and customers in a hurry to language barriers and gossipers at work. Here are some of the common themes to dealing with any conflict situation.

- a. Avoid the Conflict Traps – Resist the urge to have the last word when there is conflict. Don't say everything is okay if it is not. Not talking about the problem allows it to fester and become worse. Don't stoop to serving put downs. Sometimes people feel if they tear others down, they elevate themselves.
- b. Let the other person vent – Resolving a problem too quickly can actually make the situation worse. Allow the person time to get everything off their chest before trying to automatically fix the problem.
- c. Remain calm – Some people actually become excitable and defensive. Just remember that for every action there is an equal and opposite reaction.

Most people have the tools and know how to deal with difficult individuals. Many times they just forget or take comments personally, creating an attitude and wrong response to the individual. Make the commitment to change yourself and understand you cannot change the other person but you can manage the situation. We hope this class was a fun way to remind everyone that in any job there are difficult customers, coworkers and bosses, but it's all in how you handle them that makes the difference.

All Filled Up And Nowhere to Park

Typically when a facility is between 85-90% full, the thought is that the rate is too low and prices need to be raised to offset demand. Unfortunately, not all entities have the authority or desire to perform this easy fix. As a result, the facility may have a reputation of having bad parking.

We have helped several entities across the country overcome their lack of space problems sometimes by raising rates, changing operating modes or a combination thereof. What we have found is that the most important factor in determining your true shortage of parking is understanding diversity and oversell and how it applies specifically to your facility. Many of our clients believe they have a shortage when they do not, or some have underestimated their problem by not fully understanding the calculation. Since the proper and exact calculation of diversity and oversell is a training session within itself we are limiting this article to some other alternatives to explore if you find you self in this situation (even if it is only at certain times in the year).

{continued on next page}

This year's spring training was held at the Kellogg Center in Lansing. The snowstorm prevented some of the planned participants from being able to attend the workshop, but the event was well attended both days and participation levels were high (especially when we talked about difficult bosses).

Over the two seminar days, attendees learned about the different types of difficult people and a lot of common sense reminders on how to deal with them. For those of you who were unable to attend, here are some of the highlights that can be taken away and shared.

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All Filled Up and Nowhere to Park *{continued from previous page}*

1. Re-stripping for more efficiency – Ask an expert to look at your layout and determine if there is a better way to get more space.
2. Changing operating mode – Consider full valet or tandem assist operations to increase capacity. Tandem assist requires less manpower and means movement of fewer cars. It also gives customers that do not like allowing someone to park their vehicle the ability to park their own car. Keys are held only for those vehicles that are blocking other cars. This is a great way to manage seasonal or temporary demands on parking.
3. Consider the use of lifts – Depending upon the revenue return of your facility and the height clearance, this may be a viable option. This works well where space is a premium. Costs are approximately \$7,500 each.
4. Shuttling from off site or remote locations – This can be costly but it works well in campus settings and in situations where there is no other alternative.
5. Reduction of reserved spaces – In no instance should more than 30% of total spaces be reserved. If you have a full lot, this number should be as close to zero as possible.
6. Encourage carpool or alternate modes of transportation.
7. Segregation of secondary customers from primary customer – The best example of this is retail. Retail employees are typically segregated with nesting gates to ensure that they go to the least convenient parking and allow customers into the most convenient parking. The best way to do this is through the use of technology.

If the biggest parking complaint in your organization is lack of convenient space, hopefully one of these suggestions can help you remedy the situation. If you would like further information on diversity and oversell or space maximization, contact me at kdolan@advancedparkingsolutions.com.

{ IN THE NEWS }

Traverse City Upgrades Auto Parking System

Article submitted by Nicole VanNess, Traverse City Parking Department

Traverse City's Auto Parking System has been transitioning to move the Parking Violations Bureau from the city's Finance Department at City Hall to the parking office at the Larry C. Hardy Parking Deck. With the transition, their goal is to improve customer service by offering convenient hours open to the public seven days a week. They will use their current staff to aid in preparing and mailing of collection reminders. The Commission also has approved the purchase of T2's PowerPark Flex collection management software to replace their in-house AS/400 program. The new software has been up and running since the beginning of February. The new T2 System will include new handhelds for the enforcement staff. The T2 software benefits have already proven to have increased communications between the Parking Office, enforcement officers, and Treasurers Department with real-time information.

To receive the MPA newsletter, as well as information regarding upcoming conferences and workshops, via e-mail, please send your name and e-mail address to news@michiganparkingassociation.org.

To learn more about our organization, visit us online at www.michiganparkingassociation.org.



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