

# Parking Spaces

Winter Issue - 2005/2006

COMMUNICATIONS FROM AND FOR THE MEMBERS  
OF THE MICHIGAN PARKING ASSOCIATION



An allied association of the International Parking Institute

## President's Parking Space

**Eric A. Glohr**



As your new President this is my first opportunity to let you know how honored I am at the trust you have placed in me by electing me President. I am looking forward to continuing the work initiated by past Presidents and Boards, and working with the current Board to continue to strengthen your association. We are excited by the opportunities and challenges in the upcoming year and beyond. The Board has begun putting together what we hope will be an educational, beneficial, and fun slate of events for next year. Information on events can be found in issues of Parking Spaces and on the MPA website.

I would like to thank everyone who works to make MPA the great association it is. We would not be the association that we are without dedicated Board members and volunteers, without the fantastic vendors who sponsor and support MPA events, the speakers who provide us with new ideas and knowledge at MPA's conference and workshops, and the members who support MPA through membership and participating in MPA events.

To continue to move forward MPA must address a number of issues. One issue facing the association and the Board is how to increase membership. We need to market the benefits of membership to the various public and private

parking sectors, municipalities, colleges and universities, hospitals, airports, shopping centers, private operators, the vendors and suppliers of parking equipment. Perhaps MPA needs to look at adding membership outside the state, to those states who border Michigan and do not have an active parking association. Another issue MPA is always dealing with is finding speakers for workshops and the conference. If you would like to present or know someone who would like to present at a future event, please contact me or another Board member.

I ask each of the members to take a minute and reflect on these wonderful events, what knowledge and techniques did you learn or get up-dated on, and what could be done differently to ensure that future events are as great or greater. In addition, what benefits do you receive from MPA membership, and what benefits do you think MPA might want to offer members in the future. I invite you to send your ideas, suggestion, or concerns to myself or other Board members.

As the end of the year approaches and the days get shorter, colder weather isn't far away. As we prepare for snowy days, with the problems and issues the weather brings, remember warmer weather will follow. I wish everyone a safe and enjoyable holiday season, and look forward to seeing you at MPA events throughout the upcoming year.

## New Board Members

*Member At Large*  
**Jeff Timar**

Jeff is the General/Sales Manager for Traffic and Safety Control Systems, Inc., in Wixom, Michigan. Jeff joined Traffic and Safety in February 2005 to bring new marketing and sales initiatives to the Michigan market in parking control solutions. With 25 years in marketing and sales, engineering, program management and cost reduction, Jeff plans to bring new ideas and help grow the membership to the MPA.

*Associate Member*  
**Tim Lynch**

Tim attended Michigan State University and graduated with a Bachelor of Arts degree in Business Administration. He spent the better part of 19 years in the Industrial Packaging industry in various sales and marketing capacities servicing primarily the food, chemical, and pharmaceutical industries. Tim's professional career has spanned from Chicago to California, and he has been back in Michigan for the past 6 years. He started with Minuteman PowerBoss in March of 2005 as a Strategic Accounts Manager based out of Detroit. Minuteman PowerBoss is a full line manufacturer of industrial sweepers and scrubbers that services many different markets including the parking industry.

*Associate Member*  
**Patrick Green**

Patrick makes his home in New Baltimore with his wife, Michelle, and two children, Laurynn (age 6) and Carter (age 2), and has been a life long resident of Michigan. He attended Western Michigan University and has degrees in Marketing and Management. While in college, Patrick owned a valet parking company for 3 years. He joined the MPA three years ago, with eight years of various parking experience. Currently, he is Vice President of Innovative Parking Services, specializing in parking structures, concierge services, and valet parking. Also, Patrick is the Vice President of "sister" company, Healthcare Parking Systems of America, specializing in hospital valet parking, garage management, greeters, and shuttle operations. Patrick's responsibilities include 25 locations, with operations in Michigan, New York, Ohio, and Wisconsin, and by January 1, 2006, he will be responsible for operations in Indiana and Illinois as well.

### Reminder

Send in your MPA membership dues if you haven't already. The cost is \$75 per person.

## Front-Line Training

**Mark your calendars!**

Front-line training for supervisors/managers is tentatively scheduled for February 15 & 16, 2006 at Lansing Community College. The theme is Auditing & Personnel Issue Resolution. More details will appear on the MPA website in December, but you may register today by mailing in the adjacent registration form.

Michigan Parking Association  
Mc7401  
Lansing Community College  
P O Box 40010  
Lansing, MI 48901-7210

Contact Eric Glohr at (517) 483-1797 with questions  
Training is \$25 for 2006 MPA members and  
\$100 for non-members (includes \$75 membership fee)  
Make checks payable to Michigan Parking Association

Name \_\_\_\_\_

New 2006 MPA Membership \$75 \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

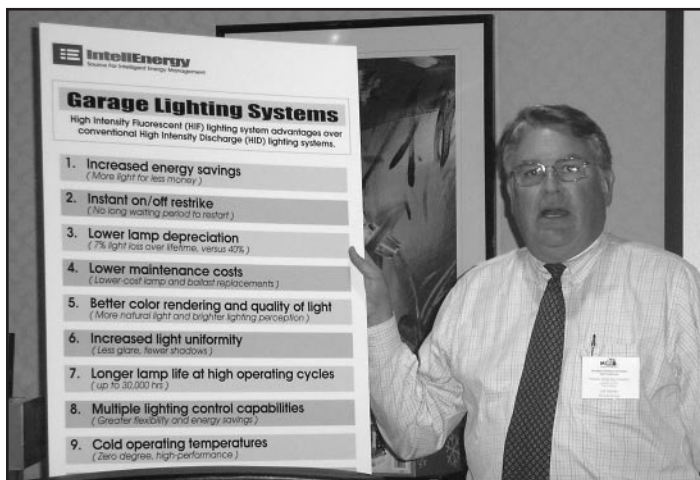
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## Fall Conference Review

### *Parking for Detroit's Super Bowl/ Super Bowl Host Committee*

Marc Koretzky, Director of Operations for Detroit Super Bowl XL, started off the fall conference with a bang. Marc, with his high energy and enthusiasm went over all the ins and outs of what is being done to prepare for the biggest one day event in the world, Super Bowl XL which will be played in Detroit on February 5, 2006 at Ford Field.

He gave the group an overview of the entire event including the affects on the city and surrounding areas. He discussed the impact in regards to city improvements, new construction and the local economy. He went on to discuss in detail the parking and transportation plans for the week leading up to Super Bowl all the way through game day. For more information regarding the Super Bowl, please visit their website at [www.sbxl.org](http://www.sbxl.org).



### *Pay On Foot and Pay Island Technologies*

Michelle Copas, Regional Sales Manager for Amano Cincinnati, Inc. Michelle talked about how demand for automation is escalating in the U.S., influenced by pay-at-the-pump at gas stations, ATM's, airline check-in kiosks, and self-check out lanes in grocery stores. For customers, self-service has become a survival concept, and technology has enabled it to happen. For the owner/operator, technology improves customer service, eases labor shortage problems, reduces cash handling, and expedites and simplifies payment procedures.

Michelle discussed how automated system options for off-street parking revenue control include Central Pay On Foot, Credit Card In/Out, and Cashierless Exit Pay, as well as a combination of one or all of the solutions. These solutions are cashierless gated systems using mag-stripe technology for optimal performance.

Michelle suggested asking the following questions when considering the type of equipment and operation in your facility: Are you a hospital, office building, university, airport, municipality, mall, casino, or a mixture? Is it your goal to maximize revenue and/or provide customer service? How many lanes are in the facility? What is the mix of transient versus contract parkers? Do you accept credit cards? Is the facility new construction or a retrofit? Are you a 24-hour facility or intend to be?

Before you install your new automated parking system, you will need to assess how it will affect your current operation. With fewer or no staff in the exit lanes, you will want to work out interactive resolutions for patrons to communicate with your office. In addition, pay station security needs addressed as it relates to alarms, CCTV and staff patrols, as well as equipment configuration, locations, fee structures, forms of payment (whether to accept credit card), processes and assignments for collecting money from units; how much money to keep in the machines, how often money removal may be required, when to retrieve reports and credit card settlements, etc. all need addressed prior to system implementation and/or start-up.

## Fall Conference Review

### *Multi-Space Parking Meters – A Platform for the Future*

David Ferguson, Regional Account Manager with Digital Payment Technologies spoke to the group about multi-space parking meters. David explained how sales of multi-space parking meters are growing and cities, municipalities, universities and parking operators are increasingly looking to multi-space parking meters to increase revenue, reduce costs and increase customer service. Here is an overview of the information presented in his presentation:

Today's basic multi-space meters provide a familiar series of benefits, including expanded payment options, lower maintenance cost, higher cash handling security, and flexible rate structures. But the future offers innovative features that will drive further revenue increases, uncover additional cost savings and offer customers more convenience and satisfaction.

The new payment options available to customers may offer the most interesting examples. Cell phone payment allows customers to skip the pay station altogether and run to grab the morning train, and then pay for their parking as they ride to work. Cell phones can remind customers that their parking is about to expire, and give them the option to extend their parking while in a meeting, during lunch or from a remote location at the touch of a button.

Account-based value cards or transit cards can be accepted by multi-space meters that are supported by the right technology platform, as the pay station can access the internet to validate the cards against a variety of databases. Customers see more convenience by using a consistent transportation payment system.

Real-time Remote Rate configuration allows parking managers to change welcome messages on all their pay stations without leaving their PC. At the touch of a button, important community announcements or amber alerts could be sent to the pay stations to help support community safety and security.

The future offers more exciting new features like the ability to pay boot fees at the pay station and have

staff automatically dispatched to the car to remove the boot once payment is made. Customers will be paying citations before they leave the lot, which dramatically improves their payment compliance. Some operators will chose to earn advertising revenue or provide traffic information on their pay stations. Some pay stations will incorporate a touch screen or voice recognition.

However, if you make your purchase decision based solely on your needs today, you will be unable to consider these exciting new options in the future. The smart purchaser will balance their needs today and their needs tomorrow to ensure that they end up with the right system for the long term.

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### *New Software Technologies*

Kevin Campbell, Technical Relationship Manager, Cernium, Inc. presented information on a revolutionary new technology called Perceptrak Intelligent Video Surveillance and Management System.

Perceptrak's Intelligent Video Management System provides pro-active behavior-recognition technology that alerts security personnel to suspicious events as they occur in real time, allowing for immediate action to reduce or prevent incidents. Perceptrak allows one person to monitor dozens or even hundreds of cameras effectively and can provide rapid return on investment through personnel efficiencies and reduced incidents.

Perceptrak uses its advanced, patented technology to dramatically increase the efficiency of digital video recording, capturing images of security events at a higher resolution than the background. The technology also analyzes incoming CCTV video in real time, constantly watching for and detecting any of 16 security events including: lurking person, erratic person, left-behind object, fast-moving person, slow-moving or suddenly-stopped vehicle, crowd forming, and more.

## Fall Conference Review

### *In Car Meters*

Barbara Singleton of the City of Grand Rapids presented on the new “in car meters” that are currently in use in Grand Rapids. We all had the opportunity to see the “meters” and she explained Grand Rapids’ process to make the final decision. This technology was detailed in the Summer 2005 issue of the MPA Newsletter.

### *Snow Melt Technologies*

Mark Postma, with Carl Walker, Inc. came through with the homework that was assigned to him during the spring workshop. During the conference he presented to the group a wealth of information regarding snow melts/deicers. He went through the majority of the products currently on the market and described their composition and their effectiveness at all different temperatures. The information was as timely as could be with winter right around the corner.

### *Tour de'Troit*

Did you miss the Tour de'Troit (tour of Detroit)? What a great time! We went to the Ford Field; Tiger Stadium; Motown Museum (and the “singers” there, well let me tell you....); Renaissance Center; Wayne State University; and around Detroit.

The MPA Board would like to send a thank you to the following vendors for all of their help making the 2005 Fall Conference such a success.

**Intellenergy**  
**Traffic & Safety**  
**UTS Parking**  
**VPSI**  
**Cognisa Transportation**  
**Structural Group**  
**EDC**  
**Minuteman Powerboss**  
**ParKut Intl.**  
**ESS**





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**MPA Web Site:**  
[www.michiganparkingassociation.org](http://www.michiganparkingassociation.org)

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