

# Parking Spaces

Winter Issue - 2003/2004

COMMUNICATIONS FROM AND FOR THE MEMBERS  
OF THE MICHIGAN PARKING ASSOCIATION



An allied association of the International Parking Institute

## President's Parking Space

Jon Frederick



As your new President, I would like to take this opportunity to introduce myself.

For those of you who don't know me, I've been in the parking industry for 20 years. Believe me it doesn't seem that long and I'm really not that old.

I started my parking career years ago as a parking attendant for System Parking in Cleveland, now Ampco System Parking, and worked my way through the ranks. I later took a position as the Director of Parking with Olympia Entertainment, Inc. and a little over 3 years back decided to accept another opportunity and became the Director of Parking and Transportation at Wayne State University where I currently reside. I have been a member of this wonderful organization since somewhere around 1989 when Tyrone Mack, former President and long time member, told me about the organization and got me involved. Thank you Tyrone, I truly enjoy being a member and really appreciate the opportunities and friendships the organization has created for its members and myself.

So enough about me, as we wrap up the year I want to thank all the MPA members, vendors, Board members and past president, Debby Nyenhuis, for another successful year. All the events this year turned out great. In addition, I'd especially like to thank all of our sponsors for their continued support. Without their help, we would not be able to put on such first rate events while keeping our cost so affordable.

I am looking forward to the upcoming year and events. The MPA board has a lot in store for us and we hope everyone can take advantage of the trainings, spring workshop, summer golf outing and fall conference. Please don't forget these events are our member's events and your input / feedback is necessary to keep providing you with the information you need. We also ask that you tell others about our organization to help us grow. There are a lot of companies and individuals whom I'm sure would join if they knew about us.

I wish everyone a very safe and happy holiday and a prosperous new year and look forward to seeing everyone throughout the year.

## 2004 Upcoming Events Calendar

Tentative

Front Line Training - Lansing, February 4

Golf Outing - July 22

Spring Conference - Lansing, April 24

Fall Conference - Kalamazoo, October 6-9

## New Board Members

### *New MPA Member at Large*

***Elaine M. Kellicut***

Thank you for your support at the Fall Conference when I was elected to the Board. I would like to take this opportunity to introduce myself. I have worked in the parking industry for over 23 years (I started when I was very, very, young). In August 1975, I started with the City of Lansing's Parking Division and stayed until January 1981. I had twins in May 1980 and we lived over 50 miles from Lansing so I decided to stay home and be a full time mom. In January 1986, I went back to work for the City of Lansing, Parking Division but at that time it was called the Transportation Division and now it is called the Transportation and Parking Office. I have formally and/or informally held just about every position within the Parking System. Most recently, I was acting Parking Superintendent for almost a year and then received the position permanently April 2003.

I have been a member of the MPA since 1990. I was a very active member and even prepared the first newsletters, however, I have not been as active in the MPA the last few years but now I am back and ready to serve. Thanks again to everyone!

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### *New MPA Associate Member at Large*

***Tim Frey***

I am the General Manager for Central Parking Corporation for the region encompassing the state of Michigan and Toledo, Ohio. Currently, I oversee more than thirty locations in Birmingham, Detroit, Pontiac and Toledo. I was born in Detroit, Michigan in 1964.

I majored in Electrical Engineering at Texas A&M University. I have held the positions of Branch Manager and Asst. Regional Marketing Manager with Ampco System Parking before joining Central Parking in 2000. In February 2003, I was promoted to my current position and relocated my family to Michigan. Over the past nine months myself, my wife Vicki and our three children, Lauren (4), Kevin (8) and Sean (9), have enjoyed many of the outdoor activities that Michigan has to offer.

I hold the CPFM certification from the NPA am a member of the Detroit Metropolitan area BOMA. Vicki and I are both leaders in their local cub scout organization.

### *New MPA Associate Member at Large*

***Claire Webb***

Hello, my name is Claire Webb. I am a new Associate MPA Member at Large, but I have been an active member of the Michigan Parking Association for the past ten years. I am a graduate of Davenport University with a Bachelor of Science Degree in Business/Office Administration. Currently, I work under the direction of Albert Mooney, City Treasurer and Fred Raabe, Deputy City Treasurer in the position of Account Adjustment Coordinator in the City of Grand Rapids Treasurer's Department.

My duties entail providing for the customer service needs for the citizens. As the Supervisor, I work on a team of five people who provide quality service to our 62,000 property tax citizens and ticket violator customers. The challenging part of my job is dealing with issues involving parking ticket violators. Although it can be frustrating at times, it is also rewarding to resolve the problems concerning the ticket.

From my job perspective, parking is a very important part of our everyday lifestyle. Our plans of driving anywhere would be greatly impaired without a place to park the vehicle. I became fully aware of this fact when I began attending the MPA meetings and related functions. I enjoy meeting and learning from professional parking consultants, engineers, and parking vendors. They are the ones who put the plans and designs together for the useful and needed parking facilities we all enjoy. I am excited and honored to work and be a part of the MPA.

## 2004 MPA Board Meeting Schedule

January 19 - 11:30 am	Face to face meeting
February 17 - 2:00 pm	Phone meeting
March 16 - 11:30 am	Face to face meeting
April 20 - 2:00 pm	Phone meeting
May 18 - 11:30 am	Face to face meeting
June 15 - 2:00 pm	Phone meeting
July 20 - 11:30 am	Face to face meeting
August 17 - 2:00 pm	Phone meeting
September 21 - 11:30 am	Face to face meeting
October 19 - 2:00 pm	Phone meeting
November 16 - 11:30 am	Face to face meeting
December 21 - 2:00 pm	Phone meeting

## Member News

### Sparrow Hospital

Source: Sparrow Labor Community News

Date: October 2003

Sparrow Hospital opened a new 1,200 space parking structure to address "the number one patient satisfaction concern at the hospital." The parking structure opened October 1, 2003, three months ahead of schedule.

### Gerald R. Ford International Airport

The Gerald R. Ford International Airport is finalizing the installation of a new Revenue control system. The airport installed a new Federal APD SST Scannet revenue control system. The new features and additions to the system have proven to improve the overall quality of the system. The airport has been pleased with the installation and looks forward to having the system in and completely operational soon.

### City of Grand Rapids

Monroe Center Ramp

Opened August 25, 2003

544 spaces

1 block from Van Andel arena and across the street from soon to be built Grand Rapids Art Museum.

\$6.25 for event parking, \$115/month for card access, and \$1.90/hour for visitor parking.

Neo-italianate style that blends with the architecture of the surrounding buildings.

Fishbeck, Thompson, Carr and Huber - Architects

Owen Ames Kimball - General Contractors

First ramp to be built with street-level commercial space - 13,000 sq. ft. leased to the former manager of Grand Rapids Charley's Crab, will be a restaurant, open spring 2004.

Built in part to replace 42 year old City Centre ramp, which will close December 31, 2003.

## A Parking Legend Celebrates His Golden Anniversary

Detroit is the automobile capital of America, so it makes sense that it would also be the parking capital. In fact, many of the giants of the parking design and planning industry emerged from Detroit in the 1950s and '60s. Among those giants, no one stands taller than Richard C. (Dick) Rich. This year, Rich marks his 50th anniversary in the parking business, as well as the 40th anniversary of his company, Rich and Associates of Southfield.

Dick Rich was a true pioneer, and the creative force behind many of the design innovations that we take for granted today. For instance, he designed the first "mega-structures," and was even listed in the Guinness Book of World Records for a parking structure he designed at O'Hare International Airport. He was also one of the first parking consultants to design self-park garages, and he invented the comprehensive parking needs and feasibility study model that has become the industry standard. Rich's model has been used to determine parking needs in more than 500 cities and towns across the United States.

Dick Rich's professional accomplishments are just part of the story. He is also one of the industry's more colorful characters. Stories about his exploits-including the time he drove a rental car into the wall of a parking structure to demonstrate that it could withstand a crash-abound.

*Submitted by  
Bill Smith  
Smith Phillips*



## Fall Conference Review

Traverse City played host to the 2003 MPA Fall Conference. What a great setting for our members to learn more about the industry, meet new exciting people and network with other parking professionals, all while having a good time. A special thank you goes out to Gil Rupp and the city for such fine accommodations. The weather was outstanding, and for those of you who were there, this section should bring back a lot of memories (all good we hope). For those of you who couldn't make it, this is just a glimpse of what you missed and some of the things you can look forward to at an MPA event. We hope to see all of you at our events throughout the year.

*A special thank you to Light and Breuning and Traffic and Safety Inc. for their sponsoring of the open bar at the conference.*

### **Speaker Andy Miller**

#### **How to Develop an Annual Parking Report**

Andy gave a presentation to the group that reviewed effective strategies for developing an annual parking report. By documenting parking challenges, successes and needs in a positive, professional and pro-active manner, he explained how a parking professional can promote the overall parking operation and garner support from management and the general public through the development of an effective annual report.

Primary topics covered in the presentation included basic information that should be included in any annual parking report, along with advanced subject areas that may or may not be required depending on various institutional needs. Some of the more important topics covered included the need to establish parking benchmarks to effectively rate your parking system in order to measure performance, how to develop methods for determining current parking demand and projecting future needs, and ways of identifying opportunities to improve efficiencies in parking operations and management.

Andy summarized his presentation by stressing the importance of effective communications when dealing with your various parking constituents, by "arming yourself with good information." As an added bonus, attendees were provided with an actual computer file template for an annual report in Microsoft Word format.

### **Speaker Khurshid Hoda**

Khurshid Hoda from Walker Parking Consultants presented information on Pedestrian Safety at Hospital Campuses. He first gave some pedestrian safety statistics: a pedestrian is killed in a traffic crash approximately every 111 minutes; a pedestrian is injured in a traffic crash approximately every 7 minutes; pedestrian fatalities are the second largest category of death from traffic crashes – motor-vehicle occupants are the highest; pedestrian fatalities accounted for 85% of all non-occupant fatalities in 2000. He then discussed the major factors that affect pedestrian safety: roadway width, traffic volume, pedestrian volume, traffic speed, and gaps in traffic stream. Mr. Hoda gave typical pedestrian safety evaluation methods as: volume studies, walking speed studies, gap studies, group size studies, and pedestrian behavior studies. Mr. Hoda then discussed specific problems and their possible solutions, stressing that, generally, one solution does NOT provide the desired results. A combination of solutions should be applied to reach the goal. He illustrated this point with various case studies.

### **Speaker Jake Jeppeson**

Jake Jeppeson spoke to attendees about the basic elements of a parking structure asset management plan. Jake discussed the wide range of responsibilities that a parking system manager must shoulder and the ever-present expectations that the manager faces. These expectations have grown in the past few years as has the sophistication of the parking industry's technology and management practices. Because parking structures represent a considerable capital investment, having a basic asset management plan is essential in order to effectively manage their long term maintenance and repair.

Jake reviewed common past practices employed by parking system managers when considering repairs to their parking structures. The questions are:

- Do I have a problem? (or, how bad is it?)
- How can I fix it?
- How much will it cost?
- What should I fix first?
- How do I survive construction?
- Can I survive deferred maintenance for another year?

This was followed by discussion about deferred maintenance and how it affects the service life of the parking structure.

Jake observed that the parking industry, nowadays, requires more sophisticated management, has higher demands for accountability, and in some cases, has legal mandates requiring more formal asset management practices. This forces the effective parking system manager to adopt a proactive approach in planning and budgeting for parking structure maintenance and repair.

Jake then discussed the basic elements of an asset management plan. They include evaluation, immediate response, programming, and program continuity. After presenting and discussing the four basic elements, Jake pointed out the professional and personal benefits that can be derived from an asset management approach for structured parking.

### **Speaker Richard Easley**

Richard Easley of E-Squared Engineering (representing IPI) spoke to the MPA membership on Electronic Payment Systems for parking and, more specifically, on organizational adoption of the IPI EPS Guiding Principles for the parking industry. Mr. Easley explained that the guiding principles are a high level set of statements that have been developed by the IPI EPS Committee and designed so that all parking concerns in Michigan will look to them before making any EPS related deployment decisions. Mr. Easley went on to say that these principles should be a 'measuring stick' for any parking concern that: a) has or will be investing in electronic meters, b) is looking to automate their payment collection systems for garages/surface lots, and c) wants to make sure that any future investments in EPS can be leveraged off other EPS applications emerging in the industry.

The EPS Guiding Principles were presented to the MPA membership with an opportunity for discussion. At the conclusion of the presentation and Q&A session, the membership voted unanimously to endorse the principles. Mr. Easley then stated that this endorsement will be put in writing and added to the endorsements of the other state and regional parking associations.

*Note: The MPA has since sent a Declaration of Endorsement letter to the IPI.*

## Fall Conference Review



*Andy Miller*



*Board Members*



*Jake Jeppeson*



*Gil Rupp New Ramp*



*Khurshid Hoda*



*Karaoke*



*Richard Easley*



*Trolley Tour*

## Survey Results

The following are the results of the member survey from the MPA Fall Conference in Traverse City. The conference was very well received, and as the survey results convey, the material presented by the speakers was of interest to the conference attendees. A number of areas were identified for development and/or for potential presentations at future workshops or conferences. Other topics of interest that may be potential presentations can be sent to: [eglohr@lcc.edu](mailto:eglohr@lcc.edu).

**Number of surveys collected and scored: 19**

***I received advanced registration information about the Conference that was timely:***

Strongly Agree - 13  
 Mostly Agree - 4  
 Agree - 2  
 Mostly Disagree - 0  
 Strongly Disagree - 0  
 Average - 4.58

***The conference facility was clean and appropriate for this conference:***

Strongly Agree - 12  
 Mostly Agree - 6  
 Agree - 1  
 Mostly Disagree - 0  
 Strongly Disagree - 0  
 Average - 4.58

***The topics discussed were relevant to my work place responsibilities and position:***

Strongly Agree - 9  
 Mostly Agree - 4  
 Agree - 5  
 Mostly Disagree - 1  
 Strongly Disagree - 0  
 Average - 4.11

***The conference provided me with new and valuable information as well as technique:***

Strongly Agree - 8  
 Mostly Agree - 8  
 Agree - 2  
 Mostly Disagree - 1  
 Strongly Disagree - 0  
 Average - 4.21

***I would recommend an MPA conference to other Parking Professionals:***

Strongly Agree - 15  
 Mostly Agree - 3  
 Agree - 1  
 Mostly Disagree - 0  
 Strongly Disagree - 0  
 Average - 4.74

***Which topics would you like to see at future MPA conferences?***

Policy/Procedure Development and Implementation	8
Parking Maintenance Issues	7
Employment Issues	8
Trends in the Industry	13
Revenue Control	11
Case Study	8
Other: (Please be specific)	
Web site (keeping it up to date and/or making improvements	1
Customer Service issues regarding angry customers, etc.	1
Employee relations/Union issues	1
Prepaid debit systems	1

***Is there any activity that you would like to see incorporated into our next conference agenda?***

Karaoke	1
Boat ride	1
Play	1
Bowling	1
Tours of local parking facilities are always interesting and informative	1
More polkas	1

***Are there any other activities that the MPA should be hosting beyond our current calendar of events?***

***Please be specific:***

Joint event with other state or regional groups	1
Workshops or working groups dealing with specific problems/issues or technology	1
Equipment maintenance items	1

***Are there any other topics or issues that you believe the MPA organization should be addressing?***

***Please be specific:***

Parking ramp themes or customer based improvements	1
More information on marketing parking services/enhancing the image of parking	1
Internet functions (dynamic websites) as it/they relate to parking services	1
Dress clothes for middle day evening meals	1

***Other Comments:***

Mackinaw Island for Fall Conference	1
Great conference. Very well done. Hats off to all making this a success.	1
Nice job this year!	1
Suggest a marketing program to get more customers to attend	1
Think attendance	1
Appreciate the hard work	1

## Getting a Handle on America's Latest Crisis: Parking

In the shadow of a highrise, a 2003 Lexus LS400 slides through traffic, turns off from the street and slips into an underground garage. Its brake lights glow, reflecting off a sign that reads, "Park All Day, \$25."

Meanwhile, a 1985 Mercury Tracer with a missing hubcap rattles around the block - circling and circling and circling - searching for a parking spot.

It's a scene played out daily in the financial districts of cities across the nation. The makes and models may vary, but a whiff of injustice as distinct as tailpipe exhaust remains the same. Call it America's affordable parking crisis.

As American crises go, the affordable parking crisis has been slow to gain currency. The affordable housing crisis and affordable health-care crisis seem to get all the publicity. Yet, the parking issue has parallels to those better-known concerns. It illustrates the gap between the rich and poor, haves and have-nots, the well-wheeled and the low-heeled. In short, it's a crisis ripe for plucking.

Parking has never been an egalitarian affair. Historically, the best spots, often located in covered garages beside mansions, went to the owners. Hired help - gardeners, butlers, maids - had to park, at best, in the bushes beyond the gazebo.

Now, with the majority of jobs concentrated in central business districts, matters have gotten worse. Despite the weak economy, tight job market and pressure on salaries, the price of parking has held steady. Yet, scattered reports of Hyundai Accents parking in cardboard boxes under the freeway have failed to stir public outcry.

One obstacle has been coming up with a suitable definition for affordable parking. What exactly constitutes "affordable"? Clearly, the answer varies from person to person.

Academics are starting to study the matter. They have devised a list of questions to help zero in on a definition. A sample:

- Have parking rates ever forced you to choose between a parking spot and a case of beer?
- Have you ever abandoned a car after losing your parking stub?
- Have you ever tried to barter with a parking attendant?

If you answered yes to any of these questions, you fall within a range of people for whom parking can be deemed unaffordable.

More research needs to be done. In the meantime, affordable parking remains a cause in search of a champion. Business leaders should seize the day. Affordable parking as a business issue. They realize that unless someone innovates an end-to-end solution to turn this challenge into a win-win, their paradigms may be forced to shift. What's more, the lack of affordable parking could become a barrier to attracting and retaining talented employees.

Companies often recruit talent from distant college campuses. What happens when those promising eager beavers drive to their first day of work only to discover they can't afford to park? Some will head for the closest entrance ramp out of town and join competing companies in the suburbs. Others will hang a U-turn and move back in with their parents.

To protect their business interests, CEOs may want to consider a variety of actions, from subsidizing a certain number of affordable parking spots to offering valet parking to employees who drive vehicles more than five years old.

Whatever road they take, CEOs need to get ahead of the issue. If community activists nab affordable parking as their crisis du jour - with subsequent task forces, coalitions and initiatives - anything can happen, including the redistribution of parking places. CEOs, be forewarned: The parking spot you lose may be your own.

*By Steve Symanovich*

*from the Memphis Business Journal*

### 2004 MPA Membership

***This year a special incentive is being offered for membership referrals.***

**Refer One New Member and receive an MPA Hat!**

**Refer Two New Members and receive an MPA Golf Shirt!**

**Refer Three New Members and receive an MPA Jacket!**

Federal ID # 38-3219064

2004 MPA MEMBERSHIP FEE: \$75.00

Due Date: March 28, 2004

Please return this portion with your payment

Make checks payable to Michigan Parking Association

Michigan Parking Association  
c/o City of Grand Rapids  
PO Box 1968  
Grand Rapids, MI 49501-1968  
January, 2004

Name \_\_\_\_\_ Email \_\_\_\_\_

Employer \_\_\_\_\_ Position \_\_\_\_\_

Referred by \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_



# 2004 Board of Directors

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Dated Material - Open Immediately

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