

July 2007  
Volume 1, Issue 2  
Page 1

Did you know.....

Beaumont to El Paso : 742 Miles

Beaumont to Chicago: 770 Miles

Did you know.....

El Paso is closer to Needles, California than it is to Dallas.

If Texas was one big parking lot, there would be approximately 4.5 trillion parking spaces.

**Individual Highlights:**

- President's Message
- Demand > Space?
- TMC-Hurricane Season
- Conference Recap
- Membership

## From The Desk Of The President



**Dear Texas Parking Colleagues:**

I am Jerry Dinse, Parking Program Manager for the City of Austin, Department of Aviation, at Austin-Bergstrom International Airport. I have been with the department for over 18 years and have been managing the parking operation for the new airport since 1999. Last April during the conference in San Antonio, I was elected to serve as President. Prior to this, I've served the association as the Vice President in 2005 and the Treasurer in 2006.

Our association exists to serve the needs of the membership. The TPA's Mission Statement reads; "To further the growth of parking and transportation knowledge through leadership, education, technical resources, information to members, and to assist in solving problems of the members of parking profession and related fields." Whether we are employed in the medical community, university setting, municipalities or private industry, each of us encounter challenges in our daily work that can often be helped by one of our fellow members or one of the many companies that specialize in the parking and transportation industry and actively participates in the Texas Parking Association. I encourage each of you to visit the TPA website and click on the link to bring up the vendor and institutional member listing. I have visited with representatives from some of these great companies and each has expressed a desire to be of service to our members in helping to resolve any problems they may have. Sometimes it helps to have an opportunity to discuss issues with a third person not emotionally connected to the problem.

The next Texas Parking Association Conference and Trade Show is scheduled for April 9<sup>th</sup> thru the 11<sup>th</sup> in College Station, Texas. Please mark your calendars and plan to attend. The Texas A & M team lead by Rod Weis is working hard to bring together another great conference. I'll look forward to seeing you in College Station.

Finally, the Texas Parking Association is lead by a Board of Directors comprised of individuals who have volunteered and committed their time to serve the general membership. I believe there are others within our association who would enjoy working on the board when openings occur but for whatever reason have not made their interest known. If you would like to volunteer and serve, please contact any member of the current board. Individual Board Member contact information is available on the TPA website.

Regards,  
Jerry Dinse, President  
Texas Parking Association

## More Parking Demand than Space?

By A. Curtis “Butch” Lynch, CAPP

If all your parking is being used at all times, you have some options that are less expensive than building new off street parking lots that may cost between \$2,000 - \$3,000 per parking space, or a new parking garage that may cost \$12,000 - \$15,000 per space. These figures do not include the cost of the land and the fact that you could have used that land for other purposes. Here are a few tips that may help your dilemma.

- Look at opportunities to negotiate with owners of adjacent underutilized parking lots such as at a church that could be used by your patrons during your typical operating hours.
- Perhaps there are satellite parking areas that could be reached by shuttle that are underutilized. Take advantage of these, even if they are not owned by your organization, usage plans could be negotiated.
- If you don't have one, create a Transportation Demand Management Office that can work with patrons to provide incentives for carpooling, biking, walking and use of public transportation, if available. Generally speaking, a bike rack should be in view of every building entrance.
- If the pavement is at least 52 feet wide and the street is not very busy, you may want to look at creating diagonal (angle) parking on one side of the street. If the pavement is at least 60 feet wide, you may want to consider angle parking on both sides of the street, again only if the street is not very busy. This could cause traffic problems and accidents since vehicles have to back into the street. If the street belongs to the city or state, before any modification can be done, you will need to consult with the city and/or your local Department of Transportation (DOT).
- If possible, convert any unattended lots into either short term parking lots or valet parking lots. This will automatically increase the parking capacity because more vehicles can be packed into less space.

Here are six strategies that will help you to maximize the use of your existing parking supply:

1. **Convenient short-term parking.**

If you have on street parking, ensure that it is available to short term parking users. Short term parkers are more sensitive to walking distances than long term parking users.

2. **Balance Long Term Parking with Short Term Parking.**

It is important to balance your short term close proximity parking areas with extremity long term parking areas. Short term parking should be protected from use by long term parking users. This should be done through parking enforcement with tickets and towing. This strategy makes it convenient for those who need short term parking, such as shoppers, customers, clients, and visitors. A good incentive program for walking, biking, carpooling and transit use is encouraged to compliment this strategy.

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**3. Special parking.**

You will need to have a supply of 15-30 minute parking spaces as well as spaces for loading and unloading in areas that require such utilization. Disabled parking and bicycle parking should also be considered. While the Americans with Disabilities Act (ADA) does not require striped parking spaces on streets, it does require a parking program that meets the accessible needs of ADA-eligible parkers. The act does require that both private and public entities provide a particular number of accessible spaces in off-street parking areas.

**4. Good Signage.**

Make sure that you have informative and easy to read and understand signage directing users to your parking areas. Signs that designate who can use certain parking areas and the time allotment should also be easy to read, clear and understandable. Pedestrian crossings should also be clearly marked for pedestrian safety when crossing streets from parking areas.

**5. Maximize use of existing space.**

As we mentioned earlier, there may be existing excessive parking spaces not owned by your organization. Those owners may be willing to let you use the extra parking free of charge or lease it to you during your peak times of need. These types of spaces can be utilized to meet the needs of long term parking, such as employees, students or business owners. An insurance policy may be needed if there are concerns of liability issues by the owners of the extra parking.

**6. Anticipate the needs of the user.**

If there are special needs for different sized parking spaces, such as RVs and sometimes SUVs, make sure that there is an ample amount of such spaces. Otherwise, you will find larger vehicles parked in regular spaces, thus reducing the amount of your regular sized spaces. You must also think about the location of such spaces, considering electrical and water connections as well as the sight plain, so as not to obstruct the vision of drivers in regular size vehicles.

By starting outside your establishment to provide easier access and worry-free parking, I hope that these tips will improve your customer service. I hope that using some of this information will help you to meet the parking needs of all your clients in today's rapidly changing world of parking and transportation.

## Texas Medical Center Readies for Hurricane Season

By Eve Grubb

### Texas Medical Center

#### 2007 Exhibitors

- Ampco System Parking
- ASCOM Transport Systems
- Associated Time & Parking Controls
- AWID
- BP Equipment Company
- Carl Walker, Inc.
- Cognisa Transportation
- Daktronics, Inc.
- Federal APD
- iParq, LLC
- Lasseter Bus & Mobility
- Law Enforcement Systems, Inc.
- Medeco Security Locks
- Mitchell Time & Parking
- Rydin Decal
- Parkeon
- Park Trak
- Scheidt & Bachmann USA, Inc.
- Skidata, Inc.
- Southland Printing Co., Inc.
- Spacesaver Parking
- T2 Systems
- Traffic Payment.com
- Vault Technologies
- Walker Parking Consultants

Ever heard of a parking operation that wanted to keep cars *out* of their garages? That's just the position Texas Medical Center will take if faced with a hurricane or severe storm threatening the Houston-Galveston area.

During the Hurricane Rita scare in 2005, on the tails of the Hurricane Katrina devastation in New Orleans, Texas Medical Center found some of its parking facilities being crowded with people not looking for medical attention or having any reason to be at the medical center. These people were looking for shelter for themselves and their vehicles to ride out the approaching storm. The problem became one of not having enough parking spaces for the essential personnel needed to run the hospitals, clinics and emergency rooms located on the TMC campus. Luckily, Hurricane Rita did not hit the Houston-Galveston area and Texas Medical Center avoided a potentially dangerous situation.

Shortly after this experience, TMC put into place a Hurricane Parking Plan for its 19 garages and 26 surface lots. The primary goal of the plan is to assure that adequate space is available close to the six major hospitals on the main campus to house the doctors, nurses and support staff necessary to sustain the facilities for the duration of a weather disaster. The plan begins 96 hours before anticipated landfall of a storm in the cone of uncertainty. The early stages of the plan include time to confirm and assemble the ride out team and necessary supplies. While the plan is flexible and the time line can be easily moved depending on the risks and potential exposure of specific storms, it requires closing the parking facilities to all but essential personnel approximately 24-72 hours before predicted landfall.

The plan calls for each facility to be staffed at entrance by trained Parking Ambassadors. The Ambassadors will have lists of the personnel designated as essential from each hospital and will allow those persons into the parking facility. Many of the hospitals will issue special identification in the form of wrist bands or special badges identifying the staff as essential to the hospital. All those non-essential personnel that attempt to enter a parking facility, including family and non-essential staff members, will be directed to public parking outside Texas Medical Center main campus.

Other aspects of the plan include referring all vehicles approaching the parking facilities with someone in need of medical attention to the five emergency rooms on campus. And no pets, even those of essential personnel, will be allowed in Texas Medical Center parking facilities.

Texas Medical Center hopes it never has to put this plan into action. But if a storm threatens Houston and Galveston, the staff required to keep Texas Medical Center hospitals in operation should be able to find a place to park.

## 2007 Conference Recap

By Larry DeLuca

### Ampco System Parking

The 2007 Texas Parking Association Conference was a great success. With over 160 attendees and 25 booths, this year's event provided everyone with the perfect balance of entertainment, networking and information. San Antonio is one of the best places in the state to hold a conference and the foundation members who helped coordinate the event should be commended.

The next Texas Parking Association Conference and Trade Show is scheduled for April 9<sup>th</sup> thru the 11<sup>th</sup> in College Station, Texas. Please mark your calendars and plan to attend. Rod Weis, with the Texas A & M team, is in the process of putting together a another great conference in their fair city. Hope to see everyone there.

On behalf of the Texas Parking Association, please join together in welcoming several new appointees to our board:

Jerry Dinse, President, has been with the Texas Parking Association for several years, serving as Vice President in 2005 and Treasurer in 2006. Jerry is the Program Manager for the City of Austin, Department of Aviation, at Austin-Bergstrom International Airport.

Scott Kangas, from the University of North Texas, has joined the board of directors. Scott is the Assoc Director of UNT's parking services. UNT has approximately 35,500 students each semester, making it one of the largest universities in Texas.

Liliana Rambo, from the City of Houston Parking Management, has also joined our board of directors. The City of Houston Parking Management is a division of the City of Houston Convention and Entertainment and Facilities Department. They service and maintain approximately 6,000 on-street parking spaces across Greater Houston.

Larry DeLuca has replaced Jerry Dinse as our Treasurer. Larry works for Ampco System Parking at the Austin-Bergstrom International Airport in Austin.

Welcome and thanks to all of our new board members for volunteering their time. We all know how valuable our time is and the sacrifice required to be a board member of an association.

We would also like to thank Bob Harkins for stepping in and serving as our interim President during our last transition. His excellent leadership skills and ability to step up when needed has been a valuable asset to the Association for many years.

**Texas Parking Association**

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Want to submit an article for consideration, or you have a request for a specific topic...send your request to Larry DeLuca at [ldeluca@abm.com](mailto:ldeluca@abm.com)

We're on the Web!  
See us at:  
[www.TEXASPARKING.ORG](http://www.TEXASPARKING.ORG)

**Membership Has Its Privileges**

The Texas Parking Association offers three different levels of membership. They include:

**Regular.....\$125 [Voting privileges]** (Representatives of municipalities or other government bodies or parking authorities, transportation authorities, boards, bureaus, commissions or departments, also including universities, colleges, airports, hospitals, stadiums and auditoriums, or other institutions having similar responsibility for the establishment, operation, maintenance, control or direction of public parking.)

**Affiliate.....\$150 [Voting privileges]** (Representatives of corporations or consultants, private developers or individuals engaged in supplying goods or services to the parking industry or interested in or involved with the operation and development of institutional or municipal parking, whether for profit or otherwise and who support the objectives of the Texas Parking Association.)

**Associate.....\$75 [No voting privileges]** (Representatives of the Regular and Affiliate members or any other individual, corporation or Association that the Board may elect.)

A download of the application can be found at [www.texasparking.org](http://www.texasparking.org).

**Coming Next Issue:**  
*PCI Compliance*  
*Weathering the Storm*

**2008 Conference Updates**

**TPA Board**

The foundation of the TPA is that it is a volunteer based organization designed to enhance the parking industry within the State of Texas. Listed below is the current 2007 Board:

- President - Jerry Dinse - Austin-Bergstrom Int'l Airport      Chris Golgert - Program Management
- Vice President - Brad Conner - Federal APD      Chris Archer - Associated Time and Parking Controls
- Secretary - Eve Grubb - Texas Medical Center      Rod Weis - Texas A&M
- Treasurer - Larry DeLuca - Ampco System Parking      Scott Kangas - University of North Texas
- Executive Director - Bob Harkins - University of Texas At Austin      Liliana Rambo – City of Houston Parking Mgt
- One Seat Vacant