



## From The Desk Of The President

**Dear Colleagues:**

The holiday season is upon us once again and for those of us in the parking business at our nation's airports; it is also our busiest time of the year and providing quality service to our customer is the name of the game. During the past year we have seen resurgence in the meaning and value of providing quality customer service to our customers. As the overall general economy slows and with the cost of everything on the increase, our customers may feel the need to reevaluate their spending habits. In some parking operations there is little or no competition between parking operators due in part to the customer being defined by their relationship to the association providing the parking service. In other parking operations where continued success is often defined by the operations' market share among competing operators, providing quality services, or the lack thereof, will be the defining moment the customer most certainly remembers about your operation.

The meaning and value of customer service has not been lost to the Texas Parking Association. Our association understands that the customer of the Texas Parking Association is each individual member of the TPA, with some instances where membership in the association is not a prerequisite. This past year the TPA has focused on serving our membership throughout the year by conducting quarterly Round Table Sessions, where we bring to the member or non-member a half-day session of interaction and learning with our peers in the industry. These sessions are important to the TPA's initiative to become a resource to our membership throughout the year and not simply an annual opportunity to network. The meaning of customer service and the value of the Round Table Sessions are intertwined, and has been favorably commented on by every person having attended one of the sessions.

The 2009 Texas Parking Association Conference and Trade Show is scheduled for March 30<sup>th</sup> thru April 2<sup>nd</sup> at the AT&T Executive Education and Conference Center in Austin, Texas. The Host Committee, chaired by Bob Harkins, has been working hard planning the conference, breakout sessions and entertainment. Our thanks to Bob and his team for their effort to plan what most certainly will be a great conference. Please mark the date on your calendar and plan to attend.

Regards,  
Jerry Dinse, President  
Texas Parking Association

**Newsletter Highlights:**

President's Message

2009 Texas Parking Association Annual Conference

A Kinder, Gentler Parking Services Office

E-Business: An Investment in Success

Promotions, Accommodations, & Certifications

Team Work leads to Recognition and Promotion

Words from Newsletter TPA Co-Chairs

2009 Texas Parking Association Annual Conference



March 31 – April 2, 2009

AT&T Executive Education and Conference Center

[www.meetatexas.com](http://www.meetatexas.com)

The conference theme of customer service will include presentations & panels on Special Events Parking, Sustainability in Parking Design, Alternative Transportation Programs and much more.

The conference highlights include campus & city tours, a Lake Austin riverboat casino night cruise, and ample vendor interaction time!

## A Kinder, Gentler Parking Services Office

**From parking tickets to car boots, University Parking Services is not always top on the list of favorite office at Texas Tech. But they are working to change that.**

From parking tickets to car boots, University Parking Services is not always top on the list of Entry station attendants like Maria are eager to assist the university community and visitors to the campus.



*Continued*

**University Parking Services** is implementing some new programs – and getting the word out about their old ones that will have students and everyone on campus giving them a second chance.



“We want to become a kinder, gentler parking services office,” said Heather Medley, marking and training coordinator of parking services. “We are working to become much more service-oriented. We want people to come talk to us so that they can better understand the parking system on campus, and we are always eager to hear any suggestions people have for us.”

The office’s new managing director since 2008, Eric Crouch, is interested in hearing about the needs of people on campus, Medley said. He never refuses a meeting with students, whether they want information for a class report or if they are simply curious about parking rules.

“Eric actually has his car towed by the office when he was a student here,” Medley said. “He knows how students view the office and understands both sides of the issue.”

### **Did you know?**

University Parking Services is a 24-hour office that issues more than 60,000 parking permits per year. Located off of Fourth Street in the heart of the Martha Sharp Freeway construction, the department houses the Permits Office, Events and Guest Relations staff, as well as the Parking Enforcement.

The office is responsible for monitoring traffic entering campus, distributing and enforcing appropriate parking permits to students, faculty, staff and visitors, and assisting with parking for university events. Additional services include the Motorist Assist Program, Expectant Mother Parking, Parking Information on AM 1610, Toys for Tickets, Car Clinic, and the Guaranteed Ride Home Program.

Additional services include the Motorist Assist Program, Expectant Mother Parking, Parking Information on AM 1610, Toys for Tickets, Car Clinic, and the Guaranteed Ride Home Program. “I don’t think people realize the entire scope of what we do,” Medley said.

### **Motorist Assistance Program**

With the Motorist Assistance Program, anyone – faculty, staff, student or visitor – on campus can call 742-MAPP and get on-site car help, such as tire air, a gallon of free gasoline, a car door unlock, or a battery boost.

### **Expectant Mother Parking**

The Expectant Mother Parking program works with an expectant mother and offers parking assistance on campus near her destination for up to 12 weeks prior to the pregnancy.

### **AM1610**

AM 1610 is the radio frequency that broadcasts parking reports, construction updates and parking for events and game days.

Continued

### TELL US YOUR PARKING STORY

Have a parking story to share? Eric Crouch wants to hear from you. What kind of car did you drive when you were a student? Did you have a parking permit? Where did you park? Submit your parking stories to [parking@ttu.edu](mailto:parking@ttu.edu).

### 742-MAPP

**Flat tire?** We will bring an air tank to inflate it.

**Out of gas?** We will bring a free gallon of gas to get you to the station.

**Dead battery?** We will provide a “boost” so that you can get on your way.

**Locked your keys in the car?** We will contact our partners, Pop-a-lock, and pay for them to help you unlock your vehicle as quickly as they can.

If you find yourself in need of assistance, just call (806) 742-MAPP.

### Toys for Tickets

During the holiday season, students can pay off citations by bringing a toy and a receipt to the office during the Toys for Tickets program. The toys must be of an equal or greater monetary value than the citation. These toys are then donated to the Marines Toys for Tots Program.

University Parking Services staff emphasize friendliness and customer service in both in and out of the office.

### FREE Car Clinic

Three times a year, the office hosts a FREE Car Clinic for anyone on campus. Scott's Car Care sets up a booth and performs free car checks before the start of fall semester, before the holidays and spring break.

### Guaranteed Ride Program

In order to reduce the demand on our ADA parking spaces for the handicapped and to assist campus community members with parking during periods of short-term need, we created the Short-Term parking Assistance Program. Based on doctors recommendation and needed location on campus, we offer individuals assistance finding closer parking to the areas of campus they need to go.

### Dependant Parking Scholarship

For students with parents working at Texas Tech, we offer a free satellite parking permit to help defray some of the expenses of going to college.

*Continued*

### Online Services

University Parking Services also has a range of online services. Faculty, staff and students can sign in with their eRaider username and password to update their information, register vehicles, buy parking permits and appeals or pay for a citation.



### An Approachable Group

Though many people don't like going through the booths to get on campus or dealing with the parking enforcement patrol, parking services wants everyone to know that they really are quite approachable.

"Parking gets a bad reputation at any school because it is just so hard to accommodate that many people," said Jeanne Jasper, entry station supervisor who also working in parking at the University of Oklahoma. "But we are only here to offer assistance."

If you buy your permit and park where you are supposed to park, you'll be fine," Medley said. "Just follow the rules and you will never have to worry about getting a ticket."

## E-Business: An Investment in Success

Texas A & M University Transportation Services

There are many benefits to investing in e-business including a higher level of customer service without an increase in staff. Customers can do business at the time which is most convenient for them; they are not restricted to our office hours. Automated processes also make for quicker turnaround time since online payments, appeals, and purchases are posted immediately. According to Associate Director Peter Lange, "You should start by implementing a good web site with up-to-date information. The first e-service should be citation payment." The introduction of online citation payments allows the department to work through any obstacles of taking credit cards online before launching other services. Citations are easy to process and involve very few business rules. The next recommended service is online appeals. "This goes along with citation payments and lets you work the kinks out of logging in customers to your e-business site", suggests Lange.

This service allows the customer to either pay the citation or appeal. The next step suggested is the addition of an easy permit sale such as the summer or commuter permit. This easy sale uses the credit card payment process that was put in place for citations and the log in process utilized for appeals. The log in process pulls all pertinent data on the customer which makes the transaction easier, faster and more accurate because the customer is not typing the information into the system. Such an example is the New Student Conference permit, whereby over 5000 students log in and print a permit to use for their conference parking. No mailing of permits is required and students may log back in should they forget to print and then reprint the permit for display on their dashboard. These e-services are combined into one product named "My Parking Account". This personalized product serves as one-stop-shopping for the customer when paying citations, making appeals, buying a permit, sending correspondence to the department, and even requesting payroll deductions. Contact information is automatically updated through the University's student information system and the human resources system.

Continued

Customer Assistance, under the management of Debbie Hoffmann, has also experienced greater job satisfaction for the frontline staff as a result of an increase in e-business.

“Their role becomes expanded to more than simply cashiering – they are now able to focus their attention on more complex situations and are empowered to make decisions to solve issues for these customers” explains Hoffmann. The customer assistance staff are now able to take on a wider span of responsibilities as a result of more down time on the front line. Moving the annual permit registration process to the web is another example of reducing the demand on personnel while increasing the level of customer service. Over 36,000 permits are automatically processed by Transportation Services and fulfilled by Weldon Williams and Lick (WW&L) within a 2 week period each year. “Our customers are provided more time to complete the process, offered more options, and receive greater service than ever before”, says Hoffmann.

**Select a Permit**

Please select the permit type from the list below. Then read the Permit Agreement and select 'I Agree' or 'I Disagree'.

**NOTE:** Your annual permit will NOT be available at Koldus. Your annual permit will be mailed to you. Please allow 5 business days for US Mail delivery. Print your receipt and display on your dashboard as a temporary permit for up to 14 days.

**Choose a Permit Type:**

Please select a permit

- Please select a permit
- 2008-09 LOT 100 - Ungated--Reed Arena - No Overnite Parking--\$264
- 2008-09 Lot 051 Emp Guaranteed--Bonfire Memorial--\$264
- 2008-09 Lot 074 Emp Guaranteed--Rosenthal--\$264
- 2008-09 Lot 077 Emp Guaranteed--Bell Building--\$264
- 2008-09 Lot 088 Emp Guaranteed--GSC--\$264
- 2008-09 Lot 089 Emp Guaranteed--Grounds Maintenance East--\$264
- 2008-09 Lot 090 Emp Guaranteed--Children's Center--\$264
- 2008-09 Lot 112 Emp Guaranteed--Dairy Products Research--\$264
- 2008-09 MOTORCYCLE--Motorcycle--\$85
- 2008-09 NIGHT--Night Privileges--\$85
- RV Lot 50 \$60 Game 5 - Texas Tech--RV LOT 50 \$60 Game 5--\$60
- RV Lot 50 \$60 Game 6 - Colorado--RV LOT 50 \$60 Game 6--\$60
- RV Lot 50 \$60 Game 7 - Oklahoma--RV LOT 50 \$60 Game 7--\$60

**Permit Agreement:**

I agree to abide by Texas A Texas A&M University prop should I fail to follow these permit. I understand that T while parked on University PERMIT IS ISSUED FOR TH Texas A&M University PAR

I Disagree

I Agree

Continued

### PURCHASE A PERMIT

**Payment & Payment Method**

Permit Payment Information

| Item                               | Amount         |
|------------------------------------|----------------|
| RV LOT 50 \$60 GAME 5 - TEXAS TECH | \$60.00        |
| <b>TOTAL</b>                       | <b>\$60.00</b> |

Permit Payment Type

Choose a Payment Type:

### Control Groups for Number Range 9RV0500401 - 9RV0500500

Permit Control Groups (1) [Add]

| RV Lot 50 \$60 Game 5 - Texas Tech | Special Events | Subclassifications (21) | Facilities (1) | Fees (1) | Times (0) |
|------------------------------------|----------------|-------------------------|----------------|----------|-----------|
|------------------------------------|----------------|-------------------------|----------------|----------|-----------|

...Back to Number Range List

Set at Point of Sale

Available for Sale Date: 7/14/2008

Available End Date: 10/16/2008

Is Renewable:

Sales Restricted to Waiting List:

Include Inactive Permits in PCG Limit:

WS Location Desc: RV LOT 50 \$60 Game 5

REG Display as WL Choice?:

REG PCG is not renewable?:

WS Permit Use Text: Permits will be mailed to

DW Default Scan Pkg: N/A

REG Guaranteed Lot?:

WS Permit Type: 050RV60

WS Supress Addresses:

WS APD Payable Permit?:

WS Permit Sales are Restricted by Areas:

REG Resident Priority Lot?:

WS Facility Area Code: 050RV605

Copy Custom Fields to Permits:

Untitled - Notepad

File Edit Format View Help

Permits will be mailed to you within 2 weeks.






MY ACCESS METHOD

This is a current list from your parking account of access devices and the facilities to which you have access. If you have recently purchased a permit, it may take up to 15 minutes to update. To change the access method at a particular facility, click on the preferred access device for that facility. (Note: If you have a permit for Lot 19, University Center Garage, Northside Garage or Southside Garage please notice all of your current access methods are active for that facility. That permit is not listed on this page since you don't need to change access method.)

REMEMBER:

\* Changes are effective after 15 minutes.

\* The Aggie ID may be selected for ONLY ONE facility at a time.

| Permit #  | Permit                       | Access Method  |
|-----------|------------------------------|--|
| 9UCG00112 | 2008-09 UCG - Priority Space | <input type="radio"/> Magstripe Permit 7117110200160101   |
|           |                              | <input type="radio"/> Aggie ID 6016422013068122           |
|           |                              | <input type="radio"/> Handsfree Transcore/Toll Tag 00035  |
|           |                              | <input checked="" type="radio"/> Handsfree TIRIS TD2887   |

Save Changes

Print your receipt and display on your dashboard as a temporary permit for up to 14 days.

To see all screen shots or for more information please email: [June A. Broughton, june@tamu.edu](mailto:june@tamu.edu) Marketing & Communications Manager, Transportation Services. Texas A & M University 1250 TAMU | College Station, TX 77843 Tel. 979.862.7371 | Fax. 979.847.8685 <http://transport.tamu.edu>

TEXAS A&M UNIVERSITY  
**TRANSPORTATION SERVICES**  
 MOVING FORWARD FOR YOU™

TAMU Flex  
 Version 6.3.237  
 TAMU Flex / Peter L

- Create
- Search
- Account
- Financial
- Cash Drawer
- Processing
- Monitoring System
- Configuration
- My Settings

**Insert/Edit Permit Control Group**

Permit Number Range: 904000001 - 904002000 Lot 040

Name: 2008-09 LOT 040 - Unj

Permit Class: Surface Lot

Use with External Access Control System:

Occupancy Type: Non-Transient

Passback Enforcement: Use Facility Settings

Apply Vendor & Service Tax:

Def Per GL Account: 300540-17000-0509 Permits

Refund GL Account: 300540-17000-0509 Permits

Deposit Amount: 0

Deposit GL Account:

Effective Date:  on 8/16/2008

Current Date

Set at Point of Sale

Expiration Date:  on 8/14/2009

Days past effective date

Month(s) past effective date

Force Term Cutoff

Day of The Month For Cutoff

Last Day of The Month For Cutoff

Set at Point of Sale

Available for Sale Date: 7/14/2008

Available End Date: 8/15/2009

Is Renewable:

Sales Restricted to Waiting List:

Include Inactive Permits in PCG Limit:

WS Location Desc: South Area Residence I

REG Display as WL Choice?:

REG PCG is not renewable?:

WS Permit Use Text: rmit for up to 14 days.

DW Default Scan Flg: N/A

REG Guaranteed Lot?:

WS Permit Type: 040

WS Supress Addresses:

WS APD Payable Permit?:

WS Permit Sales are Restricted by Areas:

REG Resident Priority Lot?:

WS Facility Area Code: 040

Copy Custom Fields to Permits:

Alerting this Permit Control Group will not change any data on Permits that have already been sold. Use a batch update task to make changes to sold Permits.

[ Cancel ] [ Clone ] [ Save ]

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**Promotions, Accommodations & Certifications****Bobby J. Stone Appointed to Director**

Dr. Gerald (Bob) Harkins, Associate Vice President for Campus Safety and Security at The University of Texas at Austin announces the appointment of Bobby J. Stone as the Director of Parking & Transportation Services. Bobby has worked for The University of Texas at Austin (UT) and Parking & Transportation Services for over 22 years. He has a strong background in garage operations, having been involved with the garages since they first opened here on campus. Bobby is currently active in parking, fleet, and alternative transportation national organizations; including serving as the Vice President of the Lone Star Chapter of the Association for Commuter Transportation. Bobby has brought recognition to the alternative transportation programs at UT by publishing articles in national trade magazines. Bobby looks forward to continuing to meet the challenges of parking and transportation at UT through strong community outreach, equitable policies and procedures, and by continuing a solution based management approach to parking and transportation for the campus.

**Business Auxiliary Services Expands**

(Oct. 8, 2008)--**Pamela Bacon**, UTSA Associate Vice President for Administration, announced today the consolidation of Parking and Transportation Services and the existing Business Auxiliary Services into a single department.

Parking and Transportation Services handles operations related to permit distribution, parking enforcement and shuttle services. Business Auxiliary Services currently manages UTSA dining services, bookstores, and vending and copier contracts, as well as the UTSA Card Office.

"I am excited about the efficiencies and synergistic effects of this new organization," said **Jane Wilcox**, Director of Business Auxiliary Services. "Business Auxiliary Services will continue to work to enhance the quality of student life by delivering a variety of essential goods and services with an emphasis on creativity, innovation and customer service."

To house the new department, an office will be constructed in the "horseshoe" across the green space from University Center III on the 1604 Campus.

## Team Work leads to Recognition and Promotion

By Melonie Curry, MBA

Have a parking question in Houston? There once was a time when you had to determine whether to contact the Police, Public Works, Finance and Administration or Municipal Courts. Once an afterthought and a fractured division, The City of Houston's Parking Management Division has made significant strides in the last three years. The country's largest deployment of pay and display meters has led to unprecedented revenue growth and national recognition. The contribution of individual team members, under the leadership of Liliana Rambo, CAPP, has been recognized with recent promotions.

In 2002, Carlos Medel began working with collections in Municipal Courts and transferred to Parking Management's customer service. He draws on that experience to serve as the supervisor of the newly established permitting section. He and his staff oversee the issuance of residential, valet, meter bagging, newsack and commercial vehicle permits. As the liaison for Houston's Public Parking Commission, Melonie Curry has gained knowledge of the many facets of the parking industry and stakeholder involvement. As the division's new administrative specialist, she will facilitate customer service requests, coordinate petitions for Residential Permit Parking areas and continue to support the activities of the Parking Commission.

James Connolly has utilized his Las Vegas security experience to become the evening enforcement supervisor. As a Hurricane Katrina evacuee, Kevia Stroder's seven years of experience as a New Orleans senior parking control officer has led to her promotion as enforcement leader for the evening shift. Earline Jones was also added to provide administrative support for enforcement.

With eight years of project management for revenue control installations including the Houston Airport System, Jerry Keeth led the successful deployment of pay and display meters. Keeth has now earned the title of Administrative Manager for Meter Operations. The experience Nicole Chinaea gained in Hollywood, Florida in code enforcement and permitting, storage lots, and parking enforcement led to her ability to provide the coordination required for the meter project. Recognizing the importance of her support during the project, Chinaea now serves as the assistant superintendent for Meter Operations.

Adding to the team her experience in strategic purchasing for the State of Texas, the division also welcomes Catherine Brown as the new Financial Analyst.

*Melonie Curry is a member of the City of Houston's Parking Management Division customer service team and is the Liaison for the Public Parking Commission - the first of its kind in Texas. Email: [melonie.curry@cityofhouston.net](mailto:melonie.curry@cityofhouston.net)*

## Words from TPA Newsletter Co-Chairs

As co-chairs of the Newsletter Committee, we would like to wish everyone a joyous holiday season. Thanks to all who assisted in the creation of this newsletter and making the last publication a success. In addition, we would like to give special thanks to the Board of Directors for all the support given while producing this publication. In these tough economic times, we have not seen a decrease in our member's passion to disseminate information throughout the parking industry. In fact, these difficult times seemed to have sparked an increased enthusiasm within the industry to create and acquire new business ideas to withstand the slowdown in the economy.

We are extremely proud to report that the three roundtables hosted this year by the TPA have received rave reviews from attendees, which is a direct correlation to the diligent work efforts performed by Liliana Rambo, CAPP and her staff. This issue of the newsletter places heavy emphasis on the necessity to provide world-class customer service, whether it is through "front line" employees, new programs, or new technology. Exceptional Service will lead companies to create more opportunities to attract and retain loyal customers; thus providing safe and efficient operations that ultimately render higher revenue yields.

We encourage all members to share information concerning their business and personal successes, operational and technological enhancements, or any other information that would be helpful to the industry. Your input and expertise will allow this publication to be a valuable source of information for those who are in the parking business. If you are not currently a member of the TPA, please visit our website at [www.texasparking.org](http://www.texasparking.org) to discover all the benefits and features this association can provide for you and your company now and into the future. It is truly an honor to be a part of a growing and progressive organization that values and supports its members. We look forward to seeing all of you at the annual TPA Conference in Austin, Texas beginning on March 31, 2009. Please refer to our website for more details on the upcoming conference. Please forward any information such as articles, information, accommodations, promotions etc. to [mabry@uta.edu](mailto:mabry@uta.edu) or [dahmad@dfwairport.com](mailto:dahmad@dfwairport.com).

Sincerely,

Mary Mabry and Dean Ahmad



## Texas Parking Association

P.O. Box 141004  
Austin, Texas  
78714  
Phone:  
1-800-880-0066  
Fax:  
1-800-880-0066

Want to submit an article for consideration, or you have a request for a specific topic...send your request to  
Mary Mabry  
[mabry@uta.edu](mailto:mabry@uta.edu) or  
Dean Ahmand  
[dahmad@dfwairport.com](mailto:dahmad@dfwairport.com)

We're on the Web!  
See us at:  
**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).

## 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 2008 Board:

President - Jerry Dinse – Parking Program Mgr - Austin-Bergstrom International Airport

Vice President - Brad Conner – Associated Time & Parking

Secretary - Eve Grubb - Texas Medical Center

Treasurer - Larry DeLuca - Ampco System Parking

Bob Harkins – Parking and Transportation Services - University of Texas At Austin

Liliana Rambo, CAPP – City of Houston Parking Mgt

Chris Archer - Associated Time and Parking Controls

Rod Weis – Transportation Services - TAMU

Scott Kangas - University of North Texas

Mary Mabry, CAPP – The University of Texas at Arlington

Dean Ahmad – DFW International Airport

### Coming Next Issue:

2009 Annual TPA

Conference