

The Parking Professional

THE INTERNATIONAL PARKING INSTITUTE

ADVANCING TRANSPORTATION AND MOBILITY

MARCH 2018

36 SPARKS OF CREATIVITY

Looking to revitalize a parking program? Eugene, Ore., found creativity was the key.



**YOUR
OPINION
COUNTS!**

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OFF THE BEATEN PATH

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AN INVESTMENT PAYS OFF

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HIGH-TECH, NEW FRONTIERS

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DEAR FRIEND

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ASK THE EXPERTS

If you could go back and tell your college-age self one thing about parking, what would it be?



Mark Lyons, CAPP
General Manager,
Parking Division
City of Sarasota, Fla.

If you want a career that is not boring and delivers a job with change and challenges, a parking career would be rewarding. Take advantage of peer relationships and learn everything possible about what affects your job. Also, avoid parking tickets and park between the lines!



Brian Shaw, CAPP
Executive Director,
Parking and
Transportation
Stanford University

Parking is never, ever free. Embrace having to occasionally pay for it and stop expecting parking to be provided at no cost to you.



Stephen J. Rebora, RA
President
DESMAN Design
Management

Parking is a vital commodity. Pay attention to it—it is everywhere. As a designer, it will serve as an endless canvas to express your ideas in every city in the U.S.



Debbie Hoffmann, CAPP, MS
Associate Director,
Transportation
Services
Texas A&M University

Take parking seriously as it will be your job one day. Don't wait until then to absorb the best (and worst) ideas that can make your operation great. Remember, parking always costs money, even when it is advertised as free. Look beyond the lots and garages to collect ideas about all the other ways you can help get people where they are going.



David Hill, CAPP
Principal
Clayton Hill
Associates

Hold out for the Corvette.

||| HAVE A QUESTION? Send it to editor@parking.org and watch this space for answers from the experts.

The opinions and thoughts expressed by the contributors do not necessarily reflect the opinions and viewpoints of the International Parking Institute or official policies of IPI.

The Memory Game

When the University of California, Irvine, first began using license plate recognition to enforce parking at some of the housing communities, a resident approached one of the campus enforcement officers. The resident asked him, "Is it true that all residents have to register their license plate numbers in the system and that we won't have to display a permit?" After the enforcement officer replied in the affirmative, the resident stated, "Well, I have a question I've been dying to ask you. How do you memorize all those license plate numbers?!"

—Ronald M. Fleming

Director, Transportation and Distribution Services
University of California, Irvine



Spatial Discernment Gone Awry

A few years ago, we had one of those situations that has you asking, "Really?" One of our garages in the middle of campus has an entry clearance of six feet, eight inches. It is clearly marked and has a large PVC pipe over-height bar in place. Being in Texas, we fairly often have a tall truck or van that attempts to enter but will not fit into the garage and is required to back out. Most drivers know when they may be close and pay attention. Most. All but this one guy ...

One afternoon, I got a call from the officer working in the security booth who said that we had an issue at the entry to the garage. He asked me to come up and take a look. As I headed up the ramp and rounded the corner, I saw something I never thought I would see. There, wedged into the entrance of the garage, was a U-Haul truck. The cab of the truck was completely wedged and partially crumpled against the ceiling of the garage. The over-height bar had been knocked off its mounting and was about 30 feet on the other side of the entry gates from where it started.

To make things even better, the driver had abandoned the truck. Fortunately for us, he left the keys in the ignition. However, the truck was so wedged that it would not budge when we tried to back it out.

Long story short, we pulled the valve stems out of all the tires to completely deflate them and then had several good-sized guys stand on the bumpers to depress the truck's springs. After much scraping on the ceiling, the truck finally came free.

Fortunately, there was a small surface lot immediately across the street. We parked the truck there, called U-Haul, and asked them to come get their truck.

—Dell Hamilton

Manager, Transportation Services
Texas A&M University

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