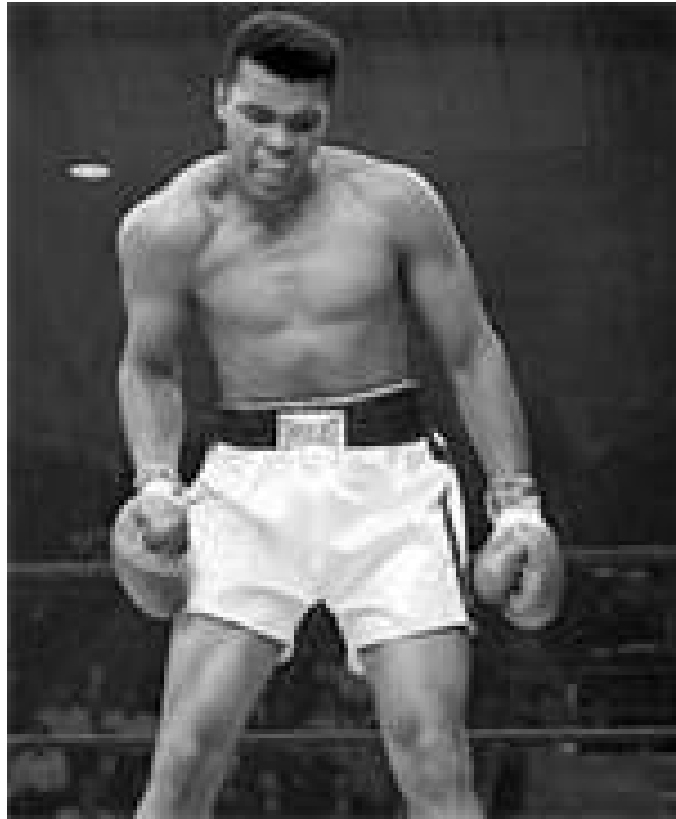


Hot Topics in Parking

A Structured, Open Debate



Hot Topics in Parking

Public – Private Partnerships (P3)

Technology

Sustainability

+++++

Suggestions

Structure

Three 3-minute rounds per topic

- Point**
- Counterpoint**
- Final Word**



Your questions / comments after each topic (up to 5 minutes)

Disclaimer

The *views and opinions* expressed in this debate **are not necessarily those** of:

- the IPI, its affiliates or directors,*
- the debaters, moderator or referee...*



Tale of the Tape

MANNY PACQUIAO		ANTONIO MARGARITO
5' 6½"	HEIGHT	5'11"
66½"	REACH	73"
38"	CHEST NORMAL	40"
41"	CHEST EXPANDED	42"
13"	BICEPS	14"
12"	FOREARM	11½"
28"	WAIST	32"
20"	THIGH	18"
13"	CALF	14½"
16"	NECK	16"
8"	WRIST	7½"
10"	FIST	11"
51-3-2, 38 KOs	RECORD	38-6, 27 KOs



In the RED Corner

Turned pro: 1982

Titles held:

- University professor, Planning Commissioner
- Director, On-Street Parking Bureau
- Founder, President, CEO
- IPI's 2011 Parking Professional of the Year

Reach: Taught every CAPP class

Training regimen: Tai Bo

Home town: Philadelphia, b/w/o Kansas



In the GREEN Corner

Turned pro: 1989, is a CAPP

Titles held:

- ❑ Director of Parking and Executive for Security; Director of Transportation Services; Managing Director of Transportation and The Campus Service Center, Harvard

Reach: Former Pres. of NEPC, former member of IPI BOA and BOD

Training regimen: Goes to Red Sox and Patriots games

Home town: Boston, MA



In the Black Corner

Turned Pro: 1979, is a CAPP

Titles held:

- Executive Director, Albany Parking Authority
- Director, Parking & Transportation Services @ SUNY Stonybrook; UNC Chapel Hill; Syracuse University

Reach: IPI Education Development Committee

Training Regimen:

Home town: East Meadow, NY



Instructions from our Referee

Debbie Hoffmann



TEXAS A&M
UNIVERSITY



Round 1

Public Private Partnerships (P3s):

Will the concession of parking assets by cities and universities lead to their financial salvation or a trap of solid gold?

Pros – P3

- ✓ Better management
- ✓ Reduced costs
- ✓ More nimble
- ✓ Capital improvements
- ✓ Less political
- ✓ Less interference
- ✓ Generates money now
- ✓ Deploy professional parking managers
- ✓ Address current labor challenges and costs
- ✓ Specify maintenance
- ✓ Improve bond rating (remove troubled assets)

Cons – P3

- ✓ Relinquish control of your asset
- ✓ Increase costs for constituents
- ✓ Profit motive may not reduce business cost; lose tax exempt status
- ✓ Public perception of program tarnished
- ✓ Lack of clear vision of value of infrastructure – money left on the table, and used up (like Chicago)
- ✓ Short-term / temporary fix
- ✓ Competition – need the money now to improve operations and fulfill org mission
- ✓ Could be accomplished through sound management (rates, etc.)
- ✓ Reduced accountability / transparency and professionalism?
- ✓ Performance requirements reduce proceeds (sliding scale)

Round 2

Technology: Are you dazzled by the brilliance of new payment platforms, but not reaping all the benefits? *When is new technology right for YOU? Or is it?*

Pros - Technology

- ✓ Reduces labor expense
- ✓ Increases revenue (if you select the right technology and operate it efficiently)
- ✓ Process/processing efficiency processing
- ✓ Data accuracy
- ✓ Can automate data capture
- ✓ Quicker throughput (convenience / green)
- ✓ Quicker money deposits!
- ✓ Scofflaws caught – improved compliance
- ✓ Faster wayfinding – convenient and green
- ✓ Multiple payment options
- ✓ Leads to innovative services / improved customer service
- ✓ Can improve internal controls, accountability, auditing
- ✓ Better safeguards over revenue stream
- ✓ Creates the “*opportunity*” or environment/conditions for improved service delivery and program profitability

Cons - Technology

- ✓ Deployment errors / bleeding edge
- ✓ Unrecognized need for staff training and development
- ✓ More “pilot error” than older technologies
- ✓ Higher expenses than older tech
- ✓ Unused features (wasted funds)
- ✓ Needs good change management
- ✓ Customers unfamiliar – can slow throughput at gates, kiosks
- ✓ If “before” data unavailable: how to quantify effect? If wrong indicators measured “after”: how to quantify bang for the buck? (e.g., parking turnover)
- ✓ “Hawthorne effect”? Improvement due to focus on employee / process
- ✓ Delayed results, hard “sell”, extra costs if inadequate marketing to public and employees
- ✓ Marginal improvements for well-run programs
- ✓ Panacea mentality

Round 3

Sustainability: Can electric vehicles, bicycles, paperless ticketing, alternate fueled transit and other such strategies really help save the planet? *Or are they just politically-correct hot air??*

Pros - Sustainability

- ✓ Attracts green minded consumers
- ✓ Cost saving with energy reductions/rebates
- ✓ Marketing agenda
- ✓ Corporate social responsibility
- ✓ Conservation benefit (e.g., gray water)
- ✓ Planning / technology can generate reasonable payback periods
- ✓ Tangible benefits from RFID, Chip, LPR, Robotic garage
- ✓ New energy / cost saving opportunities
- ✓ Creating bike paths – alternate mode
- ✓ Using low volatile organic compounds (VOC) – sealers, membranes, etc...
- ✓ Divert construction waste
- ✓ Sourcing materials locally and regionally to reduce long distance transportation
- ✓ Organic landscaping with minimal water use and low or no chemicals

Cons - Sustainability

- ✓ Lack of rigor/metrics in payback analysis (green-washing/feel-good)
- ✓ Adds costs to bottom line
- ✓ Chicken and egg issue: lots of EVC, few customers, spaces sit open
- ✓ Subsidies spur short term investment but long term may be economically unsustainable
- ✓ Marketing-only agenda
- ✓ Motivations and benefits at odds, e.g., discounting parking to support sustainability
- ✓ Seldom wheel to well analysis (create, energy consumed, transport, use, disposal)
- ✓ Entitlement attitude
- ✓ Political hot button
- ✓ Peer pressure creates lip service
- ✓ Bicycles - creating a monster?

THANK YOU!

