



Portsmouth Parking

VOLUME 1, ISSUE 1

JULY 2008

DID YOU KNOW?:

- July 16th is the 73rd anniversary of the parking meter
- Parking accounts for 20% of the City's non-tax generated revenue
- The replacement cost of traditional parking meters for Portsmouth is the same as the cost for Pay & Display Meters

INSIDE THIS ISSUE:

- T2 Transition 2
- Cale Pay & Display Meters 2
- In-Dash Pay & Display Meters 2
- Why is there metered and timed parking? 3
- Meet the Parking Committee 3
- What is the IPI? 3
- Tidbits 4

International Man of the Year

Mike Casad, Parking Meter Technician, selected as the International Parking Institute Line Staff Employee of the Year.

Strolling to the stage in a ballroom full of roughly 600 parking professionals is no easy feat, especially with a tablecloth tucked into your belt. However, Mike pulled it off with good grace, humbly accepting his award and proudly representing the City of Portsmouth at the International Parking Institute Conference in Dallas, TX.

Mike was cited for his willingness to serve the entire parking division, his ability to get the job done, for several cost-savings initiatives and for being a jack-of-



Mike with his new trophy at the Dallas Convention Center.

all-trades.

The International Parking Institute (IPI) conducts an annual Professional Recognition Pro-

gram consisting of four categories:

- Parking Professional (management staff)
- Parking Staff Member (line staff)
- Parking Organization
- Chairman's Award (Board of Directors and Advisors)

The *Parking Professional* was awarded to the Operations Manager of the Miami Parking Authority and the *Parking Organization* was also awarded to the Miami Parking Authority.

We are very proud of Mike's award as it brings great credit to the entire Parking Division. The City of Portsmouth is now on the international parking stage!

Hardest Working Meter Maid

Shirley Williams was awarded the *Hardest Working Award* from the Tom Joyner Show, a nationally syndicated radio program. Nominated by her daughter, Shirley was on the radio program in April when she received word that she was the Hardest Working Meter Maid.



Tom Joyner presents the *Hardest Working Awards* every Friday on his radio show. Shirley has a disc of her airtime on the show. Ask her to share with you her moment in the national radio spotlight.

Congratulations, Shirley!



T2 Transition

Over one year ago, we started the transition from Cardinal Ticketrak to T2Flex for our parking enforcement management system. Things looked promising with an installation date set for July 2007. That date was then pushed back to October. Not long after that, the date was moved again to January 2008. In October, our last working handheld unit failed and we became a handwritten enforcement outfit.

T2 Systems went through

some internal restructuring and philosophical changes. We happened to be caught right in the middle of that change.

That is no consolation, just some insight into what happened. Despite...

The Parking Enforcement Officers endured the winter using pen and paper. No small feat given the amount of precipitation we got this year.

Karen Holton and Wanda Furbish manually processed nearly 25,000 handwritten

citations! Thank you for your patience and endurance during this transition.

Ruth Bowen worked tirelessly on the database conversion with the folks at T2. This did not always go according to plan, but our wishes and desires are starting to be met. Light is at the end of the tunnel.

Thank you all for your patience and understanding. We will be better for this transition.

Why don't the Pay & Display Meters take dollar bills? The humid New England climate causes dollar bill dispensers to jam frequently, causing a maintenance nightmare.

Cale Pay & Display Meters

Since September 6, 2007, we have experienced some turbulence with our transition to the Pay & Display parking meters. From negative survey responses to headlines such as, "New Meters Worst Idea Ever", citizens against change have spoken loudly, demanding the meters be removed and that the person who thought this up should be fired.

From an operational and maintenance perspective, the new meters superbly meet our needs. We will continue the pilot program and eventually have a Council presentation and public hearing to discuss the virtues of the new meters.

With the recent Market Street sidewalk expansion, three new meters were added. This brings our total meter comple-

ment to 10. We also have 3 in the Worth Lot, 2 on Bow Street and 2 on Pleasant Street.

Installed for their customer service benefits, the Pay & Display meters allow payment with coins and credit cards. Additionally, time purchased in one area may be used at any metered space in the city.

In-Dash Pay & Display Meters

The first phase of our test with ParkMagic was complete in April, with glowing results. A group of nine participants tested the meters for one month, then met with a company representative for a debrief. The concept of an in-dash meter was very well received.

The in-dash meter allows one to pay for parking by using a cell phone and a pager device that is placed on the vehicle dashboard. An account is charged with funds from the owner's credit card, similar to the EZPass system. No cash is needed to execute a parking transaction and additional time

may be purchased via cell phone, as long as the City's time limits have not expired.

Phase two of the test will start in July with a new company—EPark. The same test group will be used and a determination on which meter to use will be made upon test conclusion.





Why is there metered and timed parking?

In 1930's Oklahoma City, a parking problem was brewing due to the increasing popularity of the automobile. People who worked downtown occupied all of the parking spots, every day, forcing retail customers to park far away from stores. On July 16, 1935, 175 parking meters were installed and

tested on 14 blocks in Oklahoma City (the birth of the parking meter). The impact of the parking meter was threefold:

1. The parking problem was straightened out;
2. Revenue was realized through meter money and parking fines;
3. Stimulated growth in the assessed valuation of downtown commercial property. (Shoup 2005, 38)

Sound familiar?

Metered and timed parking is an economic development tool used to promote parking turnover in front of downtown businesses. Without a place to park near their destination, many visitors are inclined to keep on driving right out of town.

Parking fees, fines and our enforcement efforts are designed to keep Portsmouth the vibrant downtown that it is today. Keep up the great work!

“Parking is not about cars, it is about people.”
-David Hill,
COO,
Winnipeg
Parking
Authority

Our Parking People

Meet the Parking Committee

The Parking Committee is an ad hoc committee authorized to make changes to the time allowed to park at meters on any street or on any off street parking location designated as a parking meter zone. Additionally, the committee may authorize meters and/or make

changes to the time limits at any non-metered off street parking area.

Any changes recommended by the committee must be approved by the City Council prior to implementation.

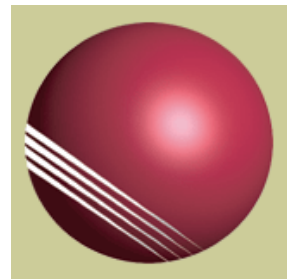
Parking Committee meetings are open to the public and held the second Thursday of every month at 7:30 am in City Hall's Conference Room A.

The Parking Committee:

- Chairman, Ken Smith, City Councilor
- John Bohenko, City Manager
- Steve Parkinson, Director of PW
- Len DiSesa, Deputy Chief of Police
- Andrew Purgiel, Controller
- Jon Frederick, Parking Manager
- Elaine Boucas, Secretary

What is the IPI?

The International Parking Institute is a trade organization that was founded in 1962 to represent the marketing, economical and political concerns of its members, made up of parking professionals found in virtually every area of corporate America. IPI's **Regular Members** include major transit authorities, airports, hospitals, universities, corporate complexes, shopping centers, state and federal government agencies, convention and sports centers, theme parks, hotels, casinos and more. Our **Affiliate Members** include manufacturers, equipment suppliers, and product and service providers. Our **Consultant Members** include architects, parking industry consultants, independent engineers, and financial planners and consultants. Our **Commercial Operator Members** include owners and operators of private parking lots and facilities such as parking operations at airports, hotels, casinos, shopping and convention centers, etc.



Check them out at www.parking.org.



Jon Frederick, Parking Manager
Department of Public Works
680 Peverly Hill Road
Portsmouth, NH 03801

Phone: 603-766-1440

Fax: 603-427-1539

E-mail: jrfreder@pw.cityofportsmouth.com
or parking@pw.cityofportsmouth.com

Parking is a very fragmented division. My office is at the DPW Building on Peverly Hill Road. Parking Enforcement bases their operation out of Connie Bean. The Parking Clerk's Office is at City Hall. The HHPF is on Hanover Street. Also, it is not possible for City email to be available to everyone.

Given our circumstance, I will give this newsletter a try as a vehicle for Parking Division communications. The plan is to issue one each quarter. If you have any comments or suggestions for the next issue, please let me know.

Feel free to contact me anytime regarding this newsletter, any other concern, or just to say hello. My door is always open.

Regards, *Jon*

Dates of Interest

June 28—COAST Downtown Loop commences summer route

July 1—Fiscal Year 2009

July 4—OFF, Independence Day

July 10—Parking Committee, 7:30am

July 17—PEO Training 11am-1pm

July 19-20—Bow Street Fair

August 4—Coast Guard Day

August 31—Last day of Downtown Loop

October 13—OFF, Columbus Day

November 4—Election Day

November 5-7—T2 User's Group, Indianapolis, IN

November 11—OFF, Veteran's Day

November 27-28—OFF, Thanksgiving (PEO's enforce on the 28th)

December 25-26—OFF, Christmas

Customer Service

...is the ability to put yourself in his shoes when he is not willing to put himself in your shoes.

Another quote from our Canadian friends:

Parking should be friendly, not free.

Quiz:

Where is Shirley standing in the picture on page 1? The first correct answer wins lunch.