

MONTHLY NEWSLETTER

Print
Newsletter



Supporting the Southwest's Parking Professionals.
www.SouthWestParking.org
JUNE 2004

President's Message

The makeup of the Southwest Parking Association is still changing. Over the last few months' members have been talking to and inviting new people to our association. There are so many companies and entities that have a responsibility for some aspect of parking or transportation that do not know where to turn for help. This is one of the primary missions of the association and we are working hard to get these people involved. As we continue to grow, each of us will have more experience from which to draw upon. If you know of someone who you think could benefit from our Association, please pass this newsletter along and ask them to participate.

Tucson is really heating up for our conference in August. Really, we set a new record high of 105 on Tuesday. The heat will not affect the conference or our other plans. Details are falling into place for the conference and we have added some new speakers from across the country. This year's conference is shaping up to be the biggest yet. I hope everyone received our first conference mailing.

For those who are attending the IPI in New Orleans in this month, I hope to see you there. We will bring back information for those who cannot and try to put some highlights on our web page. For those traveling in the coming weeks, may your journeys be safe.

Patrick J. Kass, CAPP
President
Southwest Parking Association

SWPA Annual Conference Update

A "save the date" mailing has gone out with some preliminary information on the conference. If you do not receive a flier within the next week, please use our website and let us know. We need to make sure we have everyone's current mailing address.



There are over 20 hours of informative sessions planned for this year's conference. Speakers will be coming from within our Association and from across the country. We are working to have someone from Home Land Security speak, but this is not yet confirmed. In addition to the educational sessions, we are planning for the largest vendor display in our three-year history.

Knowing that many of you will not be familiar with Tucson, we are putting together information on local events for the evenings. Our tour to Kartchner Caverns has been finalized and it should be a fun and exciting adventure for all. Other activities that people can enjoy are our minor league baseball, the inaugural season of professional women's fast pitch softball, local casinos and a variety of restaurants and shops.

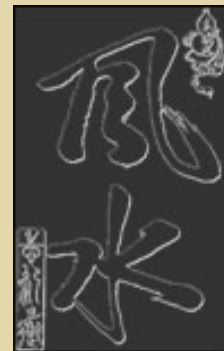
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Parking In The News



THE FENG SHUI OF PARKING SPACES

In February this year, a Hong Kong-based Fortune-500 company had to relocate - and reallocate - 300 employee parking spaces after employees claimed that the cars "caused conflicts because they ignored feng shui".



Feng shui (pronounced "fong shway") which literally means "wind-water") is a 5000-year-old Chinese environmental art that describes how the placement of various objects within our surroundings can increase and enhance harmony between ourselves and the universe around us. In accordance with this ancient practice, employees consulted with feng shui experts who checked the particulars of each employee (such as place, time and date of birth, place of residence and details about their families) and determined where her car should be parked and which direction it should face.

This could open up a whole new realm of services for parking consultants!

THE PARKING PROFESSIONAL MAGAZINE

Did you know that you could get a subscription to the Parking Professional magazine free of charge?

The Parking Professional is the industry's only monthly magazine and the acknowledged leader in the parking profession. Described by the Wall Street Journal as "the industry's bible," The Parking Professional features news of the industry, feature articles on subjects ranging from maintenance to construction and from operations to enforcement, personal profiles of leading parking professionals, and highlights on issues that affect your daily operations.



For more info visit the IPI's website at www.parking.org.

SWPA Member News



The Price of Parking is Rising at University of New Mexico

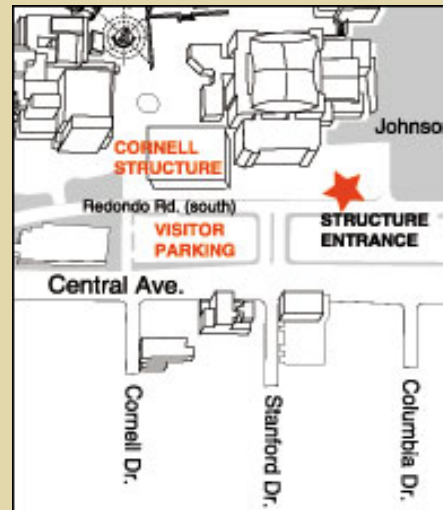


Parking for UNM students will increase by 10 percent this 2004-2005 academic year. Lawmakers passed a new law during the last session that imposes a five percent tax on parking revenues generated on state property. The remaining five percent fee increase is due to fuel costs and additional shuttles needed to accommodate higher enrollment. Faculty and Staff will see increases between \$6 and \$42 depending on permit type and salary; the state tax will be applied to payroll deductions this May. Faculty and staff that purchase parking through the monthly deductions will see the second half of the increase in August. However, those who pay yearly will see the entirety of their increase in August when they purchase permits for the new academic year.

UNM OPENS NEW PARKING STRUCTURE

The University of New Mexico recently opened its new visitor parking facility, a six level structure designed by preeminent New Mexico architect Antoine Predock. The facility features the University's first pay on foot system (Amano AGP7800), installed to speed exit and address queuing concerns that resulted from the facility's relatively small footprint. The new structure also represents the University's first integration of parking and work/office space. First and second floor offices will house parking enforcement staff, along with a University Welcome Center and offices for University Communications and Marketing.

Additional information can be found at <http://pats.unm.edu/visitors.htm>.



Technology Update/Vendor News



NEW TRANSPORTATION MANAGEMENT SYSTEM LAUNCHED:

"Real time" Marguerite Shuttle information

Parking & Transportation Services announces the launch of a new Marguerite "Transportation Management System," which features a global positioning system to track buses as they move around campus. The information is then transmitted to an interactive web page that enables viewers to see where a bus is in real-time as it moves around campus. It features real-time transit data including a



predictive bus departure feature. By going to the interactive map and simply clicking on a particular stop, passengers will know in real-time when the next three buses will be leaving that stop. The new real-time transit information system allows passengers to efficiently and confidently plan their transit ride in advance. This information is also available for PDA and low bandwidth users as well. The system also features public messaging capabilities allowing us to post information on Caltrain service disruptions or other noteworthy messages to our riders.

For all the details, go to the [Marguerite Real-Time Schedule & Interactive Shuttle Map](#). In order to view the interactive shuttle map you will need to install Flash Media Player, which is available as a download for free on the

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