



Parking 101

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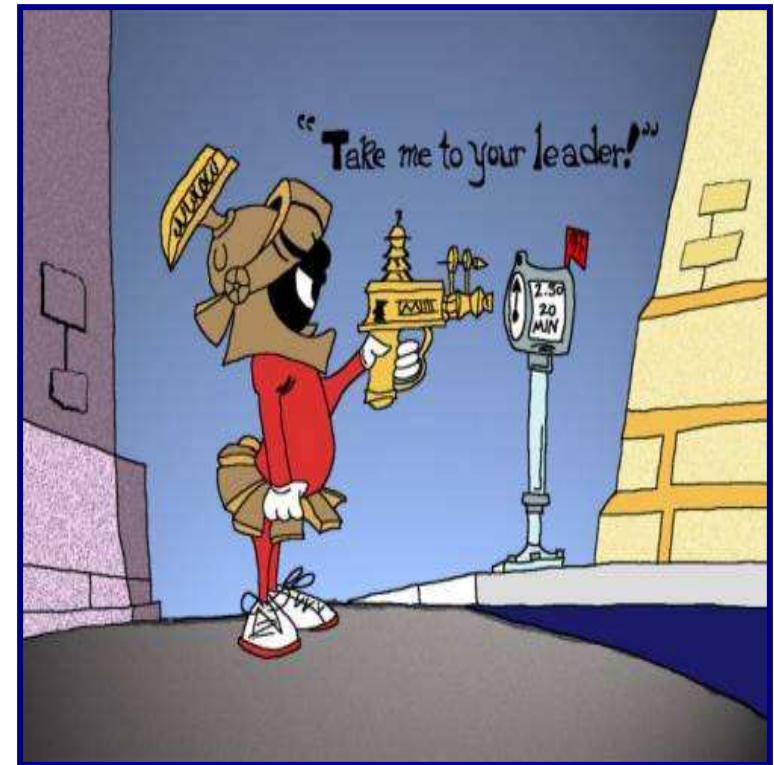




A Look Back in Time...



- ◆ Inventory may not have been an issue
- ◆ Parking was a “necessary evil”
- ◆ Managed by Public Works/Services, Police Departments and others
- ◆ Segregated parking operations (on-street and off-street)
- ◆ No unified goal and/or objective
- ◆ Others...





Parking Professional



**IPI Launches
PARKING MATTERS**

An Industry-wide
Program for
Advancing the
Parking Profession

“Generating awareness about the value of parking professionals — and expanding business opportunities for IPI members — is what this program is all about.”





Parking 101



◆ On-Street Parking

- Parking Enforcement
 - Booting, Towing, Meter bags, traffic management, etc.
- Meter Maintenance & Collections



◆ Off-Street Parking

- Parking Decks/Garages
 - Monthly Parking, Rates, Hours of Operations
- Surface Lots
 - Safety and Security
- Special Events
 - Staffing and Scheduling





How We Manage



- ◆ Current Perception
 - Internal/External
 - Realities of politics in our business
 - Investment on curbing "Perception"
- ◆ Facebook, Twitter, Blogs, YouTube, LinkedIn, etc.
- ◆ Front line workforce
 - Who are they?





How We Manage



- ◆ Why does the program exist?
 - Parking & transportation combined efforts
 - Enforce parking regulations
 - Maintain efficiency in the parking inventory
 - Promote safety
 - Quality of Life
 - Traffic circulation
 - Revenue generation
- ◆ How do we communicate with our team?



How We Manage



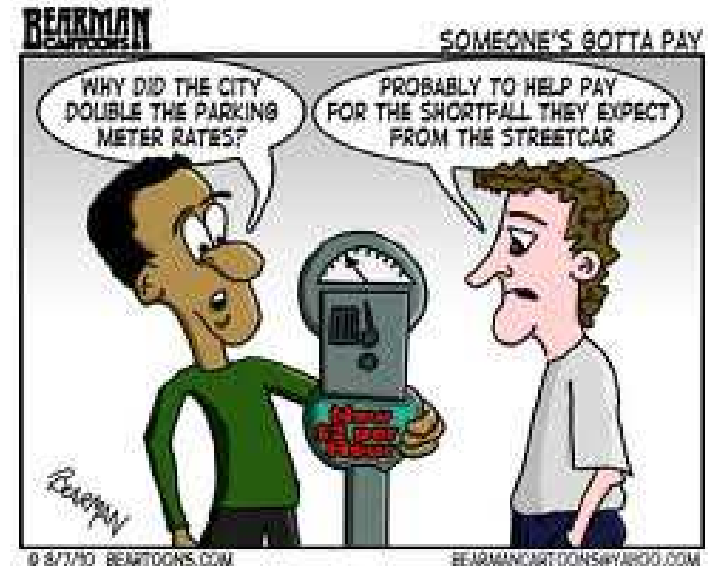
- ◆ Hire the right people for the job and you will manage the right people for the job
- ◆ Questions to consider when hiring and/or evaluating employees:
 - What “role” do you play as a member of the organization?
 - What views and/or perception do you have (if any) of the organization?
 - What is your understanding of public relations and how do they relate to your duties?



How We Manage



- ◆ Communicate clear objectives and daily expectations of the duties and their “role”
 - Review the process in how the message is delivered
- ◆ What changes can be considered and/or discussed in how the “role” is performed
- ◆ Define the expectation of “team work” in your organization





Skill Set Requirements



◆ Then:

- An individual with tough skin
- A tough minded employee that was not afraid of working on-street
- Able to handle irate “violators”
- Someone in a transitional career mode that likely aspired a role in public safety
- Interpreting policies and procedures in “black and white”
- Not necessarily an effective listener and/or communicator



Skill Set Requirements



◆ Now:

- A “people person” that is articulate
- Clear understanding that customer relations and customer service are part of the job
- Able to handle irate “customers”
- A career oriented individual
- Able to be open minded and flexible while making decisions
- A good listener and effective communicator





On-Street Operations



◆ Curb management

- Pricing and Hours of operations
- Parking Meter Collections
- Frequency and Audit Controls



◆ Parking Meter Repairs/Installation

- Process and Audit Control



◆ Parking Enforcement

- Parking Citation, Booting, Towing, Scofflaws, etc



◆ Residential Permit Programs (RPP)

- Hours of Operations, Parking Enforcement





Off-Street Parking



◆ Parking Decks/Garages

- Hours of operations, monthly parking vs. visitor parking



◆ Surface Lots

- Safety and security
- Pricing and user mix



◆ Special Events Operations

- Staffing and schedule requirements



◆ Asset/Building Management

- Capital Improvement Plans





Time is All We Have!



- ◆ Increase the time spent interacting and supervising (physical interaction) the parking operations
- ◆ Participate in a typical day function with your staff (unannounced!)
- ◆ Get to know the sub-contractors and the work they do (if any)
- ◆ Implement audit procedures for the operations, including administrative tasks
- ◆ Get involved with merchants, business owners and others (it can be an asset)



What About Technology



- ◆ It is constantly changing and improving (stay informed and do not delegate to others)
- ◆ Real time data and information is most of the times readily available
- ◆ Use data to manage the operations and evaluate performance



To do list:



- ◆ Understand “how” you manage the organization
- ◆ Recognize the skill set required when you hire your team
- ◆ Clear and effective communication process
- ◆ Look for opportunities to spend more “coachable” time with the team
- ◆ Adopt policies and procedures that allow members of the team to make decisions
- ◆ Coaching, training and development of the entire team.



Recommended Publications

