

## From The Desk Of The President

Dear Texas Parking Colleagues:

I sincerely hope that your summer is going well. The Texas Parking Association wants to remind you to keep your calendar open for the next Texas Parking Association Annual Conference & Tradeshow which is scheduled to be in San Antonio in April 2007. We hope to see all of you there. As always, we are planning on having some great speakers and educational sessions as well as the opportunity to visit with our vendors and consultants in order to learn what the latest equipment, supplies and parking trends are in the industry.



As an association, we are also looking to serve you, the members. Our best opportunity to provide you with the services of our association is through communications. Please contact one of our board members if you have issues that you think the association can provide some guidance and/or assistance. Some of the initiatives the association will be working on this year are issues dealing with TxDot and registration, membership efforts for TPA, mission and vision for the organization as well as services provided to the members.

I am sure there must be other issues out there that are bothering you, if so, again please contact one of our board members so that we can assure that all of these issues are addressed. We are also always looking for additional volunteers, so if you can afford a little time and can make the commitment to assist your parking colleagues, please let us know.

Regards to all and have a safe and happy remainder of the summer.

**Jim Moran, President**  
**Texas Parking Association**

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Did you know?

**DID YOU**  
know..... The only place in the world where they make Dr. Pepper according to the original formula is in Dublin, Texas.

Did you know.....forty percent of the farm-grown catfish in the United States is consumed by Texans! (YUMMY)

### Individual Highlights:

President's Message  
On-Line Permits  
Goals and Mission  
City Of Houston  
Conference 2007  
Credit Card Processing  
Surveys

## On-Line Permit Registration

By June Broughton

Texas A&M Transportation Services

The annual online permit registration process is winding down for another year at Texas A&M and this has been another record –breaking year.

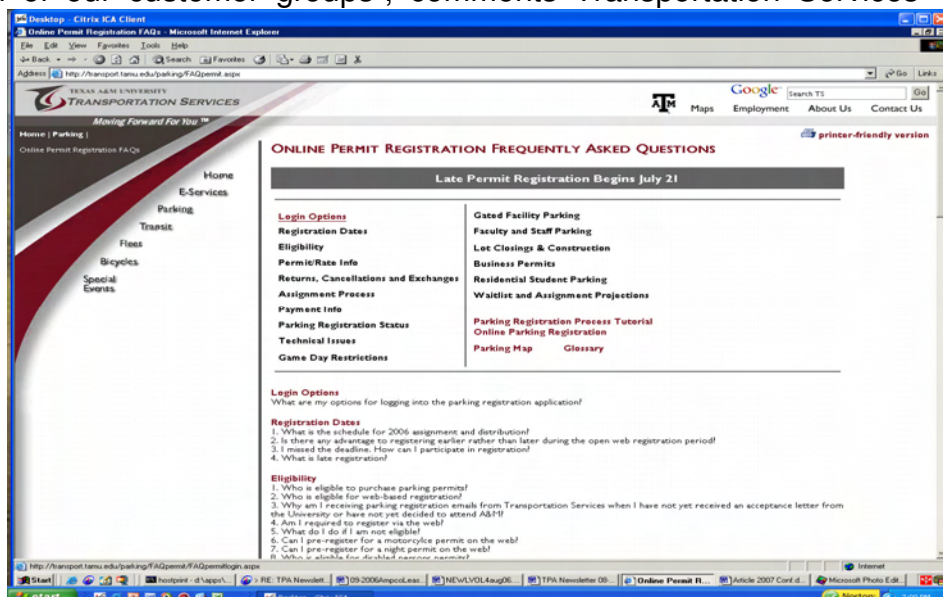
Over 30,000 parking permits have been automatically processed by Transportation Services and fulfilled by Weldon Williams and Lick (WW&L) within a 2 week period. This number represents a 10% increase over last year and is largely attributable to an additional customer choice provided in the lot selection step. Customers are now asked to specify what choice they would make should none of their top 6 lot choices be available. The options include “do nothing”, choose “Lot 100” which is a bit farther from main campus but always has space available, choose “West Campus Garage”, buy a “motorcycle permit”, or “night permit”.

Customers may remain on waiting lists for their preferred lot choices as well. According to Associate Director Peter Lange, “This new feature takes the pressure off first day permit sales by allowing customers to pre-select one of our always available permits. In the past customers would need to visit our web site twice, once to make 6 preferred choices and a second time to purchase an always available permit, if we were unable to grant one of their preferred choices”

With over 97% of the faculty and staff and 95% of the students renewing online this year, Transportation Services is celebrating a highly successful annual online registration. In order to meet these high goals, the communication efforts included e-mail messages, website, radio, print ads, and bus banners. A-frame signs posted in lots throughout the campus and parking garage entrances also played a communication role. Postcards were mailed to faculty, staff and retirees as an added reminder. “Our communication efforts are comprehensive and structured to alert various target groups in the most efficient way possible. Our goal is to effectively reach all of our customer groups”, comments Transportation Services Director, Rod Weis.



(TOP) Associate Director Peter Lange. (Bottom) Director Rod Weis.



## Mission and Goals

**By: Robert Harkins Ed.D**

**Director, Parking and Transportation Services**

**The University of Texas at Austin**

For the last year, the Board of Directors of the Texas Parking Association has been looking at the organization and trying to better define to the membership who we are and what the value of a Texas Parking Association membership can be. The Board has looked very closely at the vision of the future for the organization, the mission, the core values as well as the goals, and objectives we seek to accomplish.

### What is the Texas Parking Association?

The Texas Parking Association was created to enhance the development of parking and transportation professionals within the public and private sectors in the State of Texas.

The Organization seeks to provide a forum in which parking and transportation professionals can network, share and disseminate information, and stay informed of issues, specific to the parking industry, and to speak with a united voice.

We are a mutual support network providing an environment that fosters the growth and development of the parking and transportation industry and professionals. And finally we are a “not for profit” organization, that is affiliated with the International Parking Institute.

### Vision Statement:

The Texas Parking Association will be recognized within the State of Texas and throughout the nation as the most professional and competent parking and transportation organization. TPA will lead the way for others to follow.

### Mission Statement:

To further the growth of parking and transportation knowledge through leadership, education, technical resources, information to members, and to assist in solving problems of the members of parking profession and related fields.

### Core Values

**Excellence**

**Professionalism**

**Communications**

**Proactive**

### Goals:

- 1. Professional Development:** To promote a higher standard of employee through education by offering industry specific seminars taught by Texas and national parking and transportation industry leaders. Active participation in TPA indicates a serious involvement in one’s professional discipline. The exposure to other talented professionals in the parking profession has valuable benefits to all parties concerned.



2. **Education:** TPA is a source of up-to-date industry information on standards, equipment, and trends. All conferences and presentations will reflect the cutting edge of current industry technology and professionalism. TPA will promote an understanding of parking principles, practices technologies and the interactions with transportation objectives through information sharing, education and training programs.
3. **Networking:** To provide a forum for members to communicate and network through conferences, newsletters and the Internet to problem solve and discover solutions related to parking and transportation problems. TPA will assist and aid members in dealing with parking problems and in fostering an up to date understanding of parking principles, practices and interaction with transportation objectives. Parking management is a rapidly changing, dynamic field involving public policy, personnel management, traffic and transportation development, budget and finance, systems management and a host of other skills.
4. **Exchange of Information and Technology Transfer:** Provide a forum where information and technology can be exchanged between members. This includes the areas of data processing, communications and other areas which influence transportation patterns as well as municipal revenues. Active Association participation ensures that better ideas can be applied in more than one city at less cost with fewer mistakes.
5. **Legislation:** The parking and transportation industries are heavily regulated and controlled by the State. Many members are prohibited from engaging in lobbying of the legislature. However, The Texas Parking Association will join member municipalities, hospitals, airports, universities, private and public operators, and vendors involved in parking management to educate elected officials about legislative changes and improvements through various means. TPA will keep members informed of proposed or current legislation which impacts the industry.
6. **To promote** the mutual interests of the memberships in the provision and operation of adequate, safe, efficient, convenient and economical public parking as a proper and necessary function for the economic and social well being of the members.
7. **To recognize** exemplary individuals in the parking and transportation fields.

### So how can you help?

1. First is to join the organization. Bring your friends. We have a lot of work to do and we need a broad base support to do what needs to be done.
  2. Secondly, be an active member of the organization. Help us carry the mail and make things better.
  3. Provide feedback on our vision and direction or the Association
  4. See you at the conference!!
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## **MAYOR WHITE ANNOUNCES APPOINTMENTS TO PARKING COMMISSION**

### **Citizen-Led Group in Control of Parking Issues**

**March 22, 2006** -- Houston Mayor Bill White today announced the formation of a citizen-led Public Parking Commission, the first of its kind in Texas. The Commission consists of nine mayor-appointed regular members and six ex-officio members, all serving without compensation and confirmed today by City Council for one- or two-year terms.

In addition to serving as a public forum, the Commission's main goal will be to direct Parking Management in resolving parking issues. The Commission will also recommend parking-related ordinances and capital improvement projects to City Council, gather and review data relating to the City's present and future parking needs, maintain a comprehensive inventory of the on-street parking supply and recommend to City Council all matters for the management, development and advancement of the City's parking needs or facilities.

"We are committed to making traffic on our streets run smoothly and making City Hall more efficient and responsive," said Mayor White, who approved the creation of a citizen-led Parking Commission in August 2005. "The Commission will help us do that by managing one of our most important assets, available parking, and planning solutions that will meet future parking needs and help keep traffic flowing."

The nine voting members, all serving without compensation, include:

- **Michelle L. Colvard**, study director for the Center for Research on Women with Disabilities (CROWD) at Baylor College of Medicine
- **Marcus L. Davis**, president and CEO of The Breakfast Klub, Inc.
- **M. Marvin Katz**, a renowned Houston real estate, probate and estate planning attorney
- **Evalyn L. Krudy**, a former member of the Texas Medical Center Transportation Taskforce
- **Joe R. Martin**, president of Martin Productions, Inc.
- **Mary Jo (Jody) McFadden**, interim chief financial officer for Universal Enasco, Inc
- **Charles D. Reedstrom**, A Certified Administrator of Public Parking (CAPP)
- **Gerard Torres**, manager in Government Affairs for Reliant Energy
- **Joyce H. Camp** senior vice president, Texas Medical Center

The six non-voting include:

- **Bob Eury**, Executive Director, Houston Downtown Management District
- **Marlene Gafrick**, Director of the Planning and Development Department for the City of Houston
- **Mike Marcotte**, Director of Public Works and Engineering Department for the City of Houston
- **Dawn Ullrich**, Director Convention and Entertainment Facilities Department - City Of Houston
- **Barron Wallace**, Partner, Vinson & Elkins, Harris County Commissioner's Court Representative
- **Frank Wilson**, President & CEO, METRO

*Parking Management is a division of the City of Houston Convention and Entertainment Facilities Department. By servicing and maintaining almost 6,000 on-street parking spaces and numerous garages across the Greater Houston area, Parking Management creates sound regulations for all commercial and residential areas enhancing pedestrian safety, ensuring a smooth flow of traffic and allowing emergency vehicles to reach their destinations. Parking Management also encourages parking awareness while supporting public transit initiatives.*

## Conference Highlights

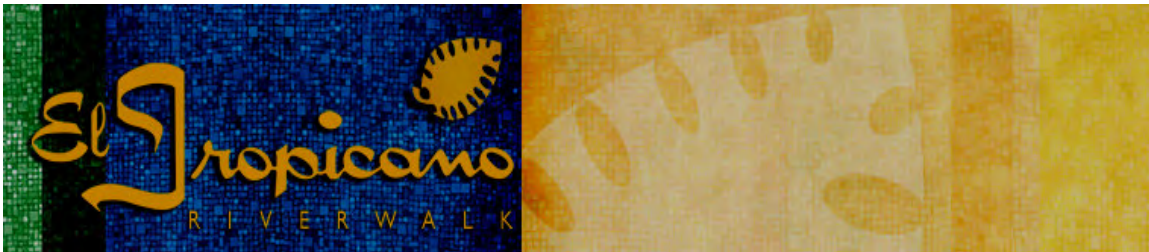
By- Patsi Davis

Texas Children's Hospital

**Texas Parking Association** will hold the 2007 Conference and Trade Show in San Antonio Texas.

The conference dates are April 11-13, 2007, at the ***El Tropicano Riverwalk Hotel*** located at 110 Lexington Avenue. TPA has secured a state conference rate of \$85.00 per night single, \$95.00 double occupancy.

As an added benefit, conference attendees may also extend their hotel stay throughout the weekend after the 2007 conference with the same conference rate!



***El Tropicano*** has completed the First Phase of a multi-million dollar renovation, which includes our fabulous new lobby with sparkling white marble floors and lush greenery. Expect an eclectic blend of cool and warm colors in the intimately designed lobby space with funky grass bamboo frozen in a clear acrylic wall.

Nestled on the north banks, overlooking the entrance to the famed Riverwalk in San Antonio, Texas, guests of the ***El Tropicano Riverwalk Clarion*** hotel find themselves enveloped in contemporary comfort and southwestern charm. Conveniently located eight miles from San Antonio International Airport, the hotel is also within 10 blocks of the Hemisphere Tower, the eclectic boutiques of La Villita and the Henry B. Gonzalez Convention Center.

The restaurant features ample seating for a relaxing meal, or you can order a cappuccino and light snack from our "Grab-and Go" coffee bar. Mexican folk art is displayed throughout the lobby, along with high-tech plasma screens informing guests of upcoming events.

Two dramatic, winding staircases lead to the second floor courtyard and pool area. The courtyard includes 20-foot palms, retro pool furniture, a tiki-bar, and an open-air bar overlooking the famous San Antonio Riverwalk. El Tropicano Riverwalk Hotel is a "resort style" tropical themed property that has 306 well-appointed guest rooms and 37,000 square feet of flexible meeting space.





For conference golfers, **Pecan Valley Golf Club** will host TPA Tour 2007. Decades of rich tradition surround you as you scan the magnificent scenery of **Pecan Valley Golf Club**. History-making events, including the legendary 1968 PGA Championship, just seem to come naturally to Pecan Valley.

Originally designed by J. Press Maxwell, Pecan Valley has long been recognized as one of golf's greatest masterpieces. Now, with the help of renowned architect Bob Cupp, Pecan Valley Golf Club has been restored to its legendary status with more than \$5.5 million in improvements. In addition, the USGA recently selected Pecan Valley Golf Club to host the 2001 U.S. Amateur Public Links Championship.



Please make plans to attend the 2007 Conference and Trade show. The San Antonio host committee is having an exciting time planning a fantastic conference. Stay tune to more developments regarding exciting conference topics and roundtable sessions in our next issue.

See you in San Antonio!

## **Credit Card Processing**

**By Brad Conner**  
**Regional Manager**  
**Federal APD**

Ten short years ago the processing of credit card transactions was a simple task. The parking operator would simply accept the patron's credit card for payment the processed transaction was sent to the various clearing houses for processing and all was good. As of June 2001 that all changed. Driven by Identity theft and privacy concerns, credit card transactions, data storage and retrieval now require unprecedented levels of encryption. Changes applied to the way equipment processes credit card transactions, stores information, creates reports and ultimately sends this information to the clearing houses. Manufacturers have had to make major changes to the way credit card information is stored, processed as well as changes to access data.

### **How CISP compliance works:**

CISP compliance is required for all merchants and service providers that store, process or transmit cardholder data. The program applies to all payment channels, including retail, mail/telephone order, and e-commerce. Compliance with CISP means compliance with the PCI Data Security Standard with the required program validation. The Payment Card Industry (PCI) Data Security Standard is a single approach to safeguarding sensitive data for all card brands. All card companies operating in the US have endorsed the PCI Data Security Standard within their respective programs.

### **Visa regulations**

The Visa USA, Interlink, Inc., and Plus Systems, Inc. Operating Regulations govern the activities of member financial institutions and, by extension, merchants and service providers as participants in the Visa payment system.

### **Member responsibilities**

Members must comply with CISP and are responsible for ensuring the compliance of their merchants, service providers, and their merchant's service providers. Acquirers must include CISP compliance provision in all contracts with merchants and Nonmember agents.

### **CISP compliance penalties**

If a member, merchant or service provider does not comply with the security requirements or fails to rectify a security issue, Visa may fine the responsible member. You may visit the various credit card web sites for information on fine amounts and various occurrences.

### **Merchant levels**

Merchant levels defined are ever changing. Currently Visa is as of July 18<sup>th</sup>, 2006. Visit the various credit card web sites to determine merchant levels and requirements. Levels are 1 being the highest level to 4 being the lowest. All levels are determined based on the amount of transactions per year as well as other factors and risk.

In closing you need to become familiar with all CISP requirements, read the various web pages, pay attention to your risk. You do not want someone hacking into your system, stealing someone's identity, and have it traced back to a \$3.00 transaction that was unprotected. It will be hard to explain on camera when the local news shows up at your site



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Want to submit an article for consideration, or you have a request for a specific topic...send your request to Dan Huberty at [dhuberty@abm.com](mailto:dhuberty@abm.com)

## We're on the Web!

See us at:

**WWW.**  
**TEXASPARKING.ORG**

## Surveys

**By: Dan Huberty**  
**Ampco System Parking**

I always find myself asking for good ideas for articles from our members, but being in the business myself, I thought about things we do that may help someone else. The one area where I think many of us fall short on is conducting proper third party surveys. We all know that our employees can conduct a survey, skew the results to fit their needs, and will continue providing substandard service without our knowledge. In addition, we also know that most people do not complain, rather they just stop doing business with us. I believe if properly conducted, we can prevent this loss of business through an effective survey system.

Over the last few years, we have found it to be beneficial to outsource this service, as not only can we expect impartiality, but we have found our providers to be expeditious and thorough. In days past, operators would provide their own surveys to the customer; they would be mailed back to some office, and for the most part ignored. However, by having a true third party initiating the feedback, we have found that we are now obtaining very useful information.

It is always interesting to look at the comment section of each card, and see what our customers are recommending we do to fix their problem. We find this information to be the most useful, and as a result, we work very hard to resolve these issues first. Typically, we find that there is one primary cause to a customer complaint, as a result, we can then narrow down the resolution to this problem and solve quickly. We believe by having a third party provide this service, truly maintains the integrity of the program.

Here are some things to look for in a company that can provide this service: flexibility in their survey card, making sure the results are posted in real time, accurate reporting of the dates, on-line reporting capabilities, and most importantly making sure that the cards are being properly distributed. You will still need to ensure that the cards are distributed by your staff, but you also need to be sure that the cards are returned to the third party provider. Again as integrity is an issue, this is perhaps the most critical function. As you can imagine, if a subordinate receives a card that is critical of their operation, chances are you will never see this card. Although yes it is an investment to outsource this function, it is well worth the money. Consider it an investment in your business, you won't be sorry.

## Coming Next Issue:

**Revenue Control Systems**

**Who Says There is No Such Thing As A Free Lunch?**

Dan Huberty and Jim Moran will be hosting a free luncheon for any interested Houston area parties wanting to join the TPA in early October. Please contact Jim at 281-280-0068 to make your reservation now. Bring a friend, get a free lunch, and we will waive your dues for one year.

## TPA Board

The foundation of the TPA is that it is a volunteer based organization designed to enhance the parking industry within the State of Texas. Listed below is the current 2006 Board:

|  |   |
|--|---|
| President - Jim Moran - Walker Parking Consultants                     | Chris Golgert - Program Management                  |
| Vice President - Brad Conner - Federal APD                             | Daniel Huberty - Ampco System Parking               |
| Secretary - Patsi Davis - Texas Children's Hospital                    | Chris Archer - Associated Time and Parking Controls |
| Treasurer - Jerry Dinse - Austin Bergstrom International Airport       | Rod Weis - Texas A&M                                |
| Immediate Past President - Bob Harkins - University of Texas at Austin | Donna Wade - UT Southwestern                        |
|  | Eric Estell - First Transit                         |