

ISSUE

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autoChalk News

News Bites

Seen A&E's Parking Wars?

Gritty and entertaining "Reality TV" featuring in-the-trenches parking enforcement on the streets of Philadelphia including ticketing, booting and nasty confrontations. See it on Arts and Entertainment. Full details at www.aetv.com/parking-wars/

autoChalk Stares Down Arctic Air in Calgary

autoChalk faced down -58F (-50C) with wind chill in Calgary this February. Battling blizzards and frigid temperatures (including wind chill), Calgary Parking Authority's enforcement have continued to comfortably patrol and enforce their innovative...

Welcome to our inaugural quarterly newsletter with interesting applications using autoChalk and ideas to solve difficult parking challenges. We hope you enjoy!

Green Parking?

Cities around the world are grappling with green initiatives and your elected officials are asking you for ideas. What does it mean to go green? How do you go about it? And how can you make parking green anyway!

Large vehicles such as SUVs are significant polluters. Programs that provide incentives to small car owners are a great way for your city to provide "green" leadership. An added bonus is that your city can generate considerably more parking.

Attracting and Rewarding Small Cars

For example, entice small car owners with a program that extends two hour free parking to three hours, e.g. "Small Cars Stay Free for Three". An attractive

program for your business owners and car owners alike, this program enhances the perception that your city is a nice place to visit and do business, and is leading the charge on "green" initiatives.



Another great idea used by the Calgary Parking Authority (CPA) is for cell phone payment customers to register their small car and to automatically receive discounted parking. CPA uses autoChalk to check on small car claims.



News Bites continued.

autoChalk Stares Down Arctic Air in Calgary

...and new ParkPlus cell phone parking system using autoChalk's reliable equipment. When you see a big smile on Calgary's staff you'll know why!



autoChalk Pilots in Washington DC

Washington DC is piloting autoChalk for Residential Parking Permit programs and time limited parking. Staff equipped with autoChalk are measuring improved productivity as they patrol daily in all weather including torrential rain and densely parked narrow streets. Washington Post featured autoChalk in the February 19th "Metro" section.

Using autoChalk to Identify Small Cars

How can you do it? Small cars like the Toyota Prius Hybrid are less than 15 feet long. Setting limits on car lengths means your PEO's need to measure each car, or look up the size in a table which can lead to a lot of extra work!

Why not use Tannery Creek Systems' autoChalk? With the capability to measure vehicle lengths to within 2 inches, autoChalk will alert on large cars after 2 hours and small cars after 3 hours! Moreover, autoChalk can perform this analysis at 2 cars per second, and 25 mph!

Sound easy? You bet! AutoChalk can help you introduce a green program quickly and easily.

Running Out of Parking Space? Here's the Cheapest and Fastest Parking Expansion You'll Find!

It's a sure bet your city could do with more downtown parking. Here are some ideas to radically increase parking.

Consider a city with these parking characteristics:

Vehicle Class	Approximate Size	Average Fuel Efficiency (City, MPG)	Examples
Small Car	Under 15 feet	24 to 48	Toyota Prius & Yaris, Ford Focus
Large Car	16 feet or more	14	Hummer, Ford Explorer, Ford F150 Pickup

- 2000 parking spaces with 2 hour maximum
- Each parking space marked to a size of 24 feet as per Federal Highway Administration guide
- Parking duration enforced with walking PEO's and chalk

Recommendations

First, eliminate individual parking space markings. Indicate the parking area boundaries only and about 10% more parking will result. Why? Car owners adjust to space available. Small cars use less space, and large vehicles use more, but overall, 10% less space is required. In addition, the city realizes cost savings since less effort and paint is used to mark parking spaces.

Second, autoChalk typically frees up to 20% of parking spaces due to reduced cheating and more effective enforcement. In some cases, autoChalk has detected 25% cheating rates.

Third, use programs to entice small car owners. The table shows examples of small cars versus large and the potential increase in parking.

Conferences and Trade Shows Featuring autoChalk

Parking Industry Exhibition and Conference (PIE)

March 30 to April 2 2008 in Chicago
Hyatt Regency O'Hare,
9300 W. Bryn Mawr Ave.
Rosemont, Illinois 60018
Tel: +1 847 696 1234

IPI's International Parking Conference and Exposition

June 1 to 4 2008 in Dallas
Dallas Convention Center
650 S. Griffin St.
Dallas, Texas 75202
Tel: +1 214 939 2700

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- The average small car is 15% smaller than the larger vehicles. Adding up potential savings yields total potential additional street parking spaces:
- autoChalk yields 10% or better
- Smaller cars yield 15% more spaces, but assume only 1/3 of parkers take advantage, for a 5% savings
- Block face demarcation yields 10% more spaces

The following table sums up the savings:

Initiative	Gain (%)	Extra Parking Spaces
Eliminating individual parking spaces and marking beginning and ending only	10%	200
autoChalk Usage	10%	200
Smaller cars	5%	100
Total savings & extra parking spaces	25%	500 Cars

Your downtown business association will find these numbers welcome news!

Summing Up

Your city can demonstrate leadership in going green by developing programs to encourage small cars to park downtown. In doing so, your city will reap additional parking spaces, recognition from the community and more business for your commercial districts.

AutoChalk can help you get there!

