

ISSUE

02

Summer
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autoChalk News

News Bites

Gas Price Blues

Americans drove 12 billion fewer miles in June 2008 than in June 2007, a 4.7 per cent decline. Overall, Americans drove 53 billion fewer miles November through June than they did over the same eight-month period a year earlier. At 20 mpg, that's 2.6 billion gallons or 50 super-tanker ships!

autoChalk and Hybrids

Luckily autoChalk functions quite happily on hybrid vehicles such as the Toyota Highlander and the Saturn Vue that only sip fuel....

In this quarterly newsletter we look at parking management and the effectiveness of warnings versus fines, and the affect on business.

Nuanced Enforcement

Criticality of Cities

Vibrant cities are celebrated worldwide for their energetic economic, artistic and civic life. Lesser discussed, but equally important is their ability to anchor sizeable populations in satellite cities and suburbs. Indeed without strong cities, it's hard to imagine a strong economy and exciting sports and arts scene anywhere.

But a city's robust success is hampered by a variety of factors that degrade its vitality. For example, traffic congestion increases commute time to and from work, shopping or a sports venue. Since many patrons of these businesses commute, travel delay and frustration tends to reduce visits with subsequent loss of attendance, revenue and business viability. Indeed, if these patrons are visiting from the suburbs, they begin to question the

need to come downtown no matter what the downtown might offer.

Parking's Role

Parking plays a critical function in liveability and viability of cities. Clear rules and forgiving treatment goes a long way to making a city receptive to its visitors. Conversely, harsh treatment detracts and discourages people from frequenting the downtown. Gradually downtown businesses feel the pinch, and when a recession hits, they shutter their businesses. The economic damage and bitterness remains long after closure resulting in slower business revitalization.

Moreover, traditional sales realities also apply to cities: one angry customer tells ten



More News...

autoChalk Used for Parking Study in Calgary

Parking studies take a lot of effort. autoChalk greatly increases the speed and accuracy of data gathering and processing to achieve informative results.

See autoChalk at the CPA Show

Beautiful Victoria BC is hosting the Canadian Parking Association's annual Parking conference and trade-show Oct 4-8. Hope to see you there!

Viareggio, Italy



For more information:
Call us at
905-738-1406
Or visit our website
www.autoChalk.com

whereas one satisfied customer tells at most one other, and one really satisfied person tells three. It doesn't take long for unsatisfied people to really beat up your downtown merchants.

Parking Ticket = Extreme Irritation

Unfortunately parking falls into the category of business disincentives. Nobody goes shopping downtown because they can find lots of parking, they go for the things they can get or do. However, if the shopper can't find parking or, worse, if they get a bright yellow \$25 ticket, their response is of extreme irritation. Hardly good for business!

Nuanced Parking Management

Nuanced parking looks at managing parkers in a different light, sort of like enforcement judo. Rather than punish everyone with a large stick, parkers are treated in a fashion that is more sophisticated. The result: reduced complaints, more people downtown and more business for your downtown merchants.

Here are methods that can make parking in your city more convenient and facilitate downtown visits particularly with two hour

free parking:

- Simplify parking signage so rules are easy to understand
- An initial warning ticket reminds people to park appropriately and is much better received
- Use escalating fines to discourage abuse and target scofflaws
- Include information on where to park and how to avoid getting a ticket

Mail out Tickets

Mail out tickets greatly facilitates warnings and escalating tickets. For example, the owner of the vehicle might be a tourist from another part of your state; issuing tickets to tourists discourages them or their friends from coming back. However, a good computer based mobile system (handheld or vehicle based such as **autoChalk**) can provide for history of violations and print the appropriate ticket (warning or fine).

Summarizing

Recessionary times are tough for businesses and people alike. Progressive parking programs can alleviate some business pain and improve your city's perception and liveability.

Parking in Italy

Parking is at a premium in Italian cities as these photos show! In fact parking is so tight, scooters are more common than cars due to their manoeuvrability and ease of parking.

Ciao!

