



President's Parking Space

by Shawny DeBerry, Ph.D., MBA



Dr. Shawny DeBerry
MPA President

Is summer finally here? Is it safe to put away the winter coats and the furry boots? Well for the true Michiganders, we know that we can see all four seasons change within one week. Nevertheless, the sun is shining, the humidity is high, and the days are longer. Those are good signs that we can enjoy our few days of summer. Summertime for the MPA is golf time. Our Annual Golf outing will take place July 18, 2013 at the Timber Ridge Golf Club in E. Lansing, Michigan. The MPA Masters is ready for all of you great golfers to come and show your skills, and to put Tiger Woods, Arnold Palmer, and Webb Simpson to shame.

You still have time to register your foursome and join in the fun. There are sponsorship opportunities available to represent your

organization along the greens. Hurry up and register today! Please see inside newsletter for more information.

Summertime is also the time we prepare for the MPA Annual Fall Conference. The conference will be hosted in Grand Rapids, October 2 - 4, 2013 at the Courtyard Marriott. The theme for this year is "Lean Not Mean: Gaining Greater Efficiencies and Improving Services in Parking". We are securing a renowned keynote speaker that has a breadth of knowledge in maximizing efficiencies and providing excellent customer service. Registration information is coming soon. This will be an exciting event that you don't want to miss.

We have just completed a successful Spring Workshop and Training for our frontline supervisors and staff. There were over 145 employees that participated in the training in Grand Rapids and Detroit. We received a lot of positive feedback from the employees regarding the workshop. They were able to

take away helpful information back to their respective organizations regarding Excellence In Customer Service, Effective Communication Skills, Professionalism, and Broadening Safety Awareness.

I would like to give special thanks to Quicken Loans, Inc. for facilitating the workshops, but also for hosting the Detroit training at one of their office buildings. I am so appreciative of Mr. David Carroll, Vice President, for going over and above in honoring our request for speakers and meeting space. Quicken Loans, you are definitely "engineered to amaze."

I would like to give kudos to the presenters: Asheley Brenneman, Bethany Hine, Lauren Carden, and of course the phenomenal Detective Brian Fountain from the Detroit Police Department. Detective Fountain gave an exciting presentation to us last year at the Mackinac conference. Thank you MPA for making the conference a success.

It's a great time to be a part of the MPA!

Can't Find a Parking Spot? Check Smartphone



*Peter DaSilva for The New York Times
Tod Dykstra, left, chief of Streetline, and Scott Dykstra
glue down sensors.*

By John Markoff; NY Times

SAN FRANCISCO — The secret to finding the perfect parking spot in congested cities is usually just a matter of luck. But drivers here

will get some help from an innocuous tab of plastic that will soon be glued to the streets.

This fall, San Francisco will test 6,000 of its 24,000 metered parking spaces in the nation's most ambitious trial of a wireless sensor network that will announce which of the spaces are free at any moment.

Drivers will be alerted to empty parking places either by displays on street signs, or by looking at maps on screens of their smartphones. They may even be able to pay for parking by cellphone, and add to the parking meter from their phones without returning to the car.

Solving the parking mess takes on special

significance in San Francisco because two years ago a 19-year-old, Boris Albinder, was stabbed to death during a fight over a parking space.

"If the San Francisco experiment works, no one will have to murder anyone over a parking space," said Donald Shoup, a professor of urban planning at the University of California, Los Angeles, whose work on the pricing of parking spaces and whether more spaces are good for cities has led to a revolution in ideas about relieving congestion.

"It will have a cascade of positive effects on transportation and the economy and environment," *continued on back page*

Michigan softball team survives Oklahoma storm in underground parking structure



Chris Machian for Omaha World-Herald

A tornado touches down in El Reno, Okla., a suburb of Oklahoma City.

For nearly two hours, the Michigan softball team, in Oklahoma City to play for a national championship, gathered in a hot underground parking structure, seeking shelter from the five tornadoes that hit the area Friday night.

In a state already reeling from deadly, destructive tornadoes in the last few weeks, five people were killed and more than 70 injured with this latest batch of storms.

The Wolverines, many of whom were joined by family members, are safe, as are the five other teams from Washington, Texas, Tennessee, Florida and Nebraska, who also gathered in the underground structure.

"It was definitely an experience, that's for sure," Michigan junior team captain Nicole Sappingfield

said in a telephone interview with The Detroit News. "I was definitely scared for a little bit."

The NCAA had warned the teams earlier in the day that unpredictable weather was heading into the area, and the Wolverines cut short their practice. The team, according to U-M softball sports information director Michael Kasiborski, was told this could be the worst storm of the month.

Michigan's game with Arizona State has been rescheduled for Saturday night at 9:30 Eastern time.

"The sky was making some very interesting shapes, so we were freaking out a little bit," Sappingfield said.

When the siren sounded, the teams were

instructed to seek shelter in the parking garage.

Michigan athletic director Dave Brandon and his wife, Jan, are in Oklahoma City with the team.

"I've never seen a storm like this," Brandon told The Detroit News. "It is unbelievable. When the sirens went off, we went down 12 stories of stairs (at the team hotel) and we were hugging cement columns. They were talking about 200 mph wind. Just scary."

They tracked the storm on Jan Brandon's iPad.

"We're down in this really hot (area), with no air at all at the bottom of this parking structure, and at the wrong moment, the water main in the ceiling burst in one area, so water starts flying in," Brandon said. "Everyone is freaked out about that. You know a tornado is bouncing around above us and the lights go out, and you're just sitting there thinking, 'When is this going to get better?'"

"We were watching the storm (on the iPad), and it was moving really slowly to the east, but it was growing. It just stayed on top of us."

The all-clear was sounded after about an hour, and the teams returned to the hotel lobby.

But Brandon kept checking the radar and decided it was time to return to the garage. Not long after the Michigan contingent moved toward the underground structure, a second siren went off.

"The good news is, there was enough notice that the weather could be violent that they kept the teams in the hotel," Brandon said. "We had a plan, we got them all together, we were counting heads, we stayed together, moved together and got everyone in a safe place."

"It was kind of scary, but everyone took care of one another. I'm proud of the kids and the coaches -- living through something like this isn't fun."

Sappingfield said the team learned a lot about themselves Friday night.

"It kind of humbles you a little bit and gives you a taste of what the people in Oklahoma have experienced, and it brings you back to understanding real-life situations," she said. "We definitely did not expect it to happen to us, (but) our personality really came out as a team."

"We were joking with each other, we huddled together and kept each other safe. We realized we can lean on each other. There is a lot of love here."

Michigan coach Carol Hutchins issued a statement Friday night praising the hotel staff and Oklahoma City police for acting swiftly to protect the teams and guests.

"Softball takes a backseat, because we know so many were not as fortunate to have the shelter that we did," Hutchins said in the statement. "Please keep the people of Oklahoma in your thoughts."

Brandon was clearly affected by the experience in Oklahoma City.

"I've never seen a storm like this and I've been around a while, and I've been through some storms," Brandon said. "I wish I were home. If anybody at home complains about the weather in Michigan, I'll tell them about this. I'll deal with a snowstorm any time."

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Smartphone - from page 1



Peter DaSilva for The New York Times

The system uses a wireless sensor embedded in a 4-inch-by-4-inch piece of plastic, fastened to the pavement adjacent to each parking space.

he said. About a dozen major cities are in discussions with technology companies to deploy so-called smart parking systems, though San Francisco is ahead in its efforts.

New York City is not among them. The Bloomberg administration's plan for easing traffic through a congestion pricing plan died in the State

Legislature this spring, though high gas prices are reducing traffic somewhat on their own.

Not that New Yorkers need any reminders of their traffic problems, but a study released in June by Transportation Alternatives, a public transit advocacy group, reported that 28 percent to 45 percent of traffic on some streets in New York City is generated by people circling the blocks.

The study also said that drivers searching for metered parking in just a 15-block area of Columbus Avenue on Manhattan's Upper West Side drove 366,000 miles a year.

Gavin Newsom, San Francisco's mayor, said that better parking systems were part of a broader approach to managing congestion without imposing restrictive tolls, as used in London and Singapore to discourage driving in downtown areas.

For Mr. Newsom the largest part of the challenge is replacing the city's aging infrastructure.

"When I watch the movie 'Vertigo,' " I still recognize every single traffic signal," said the Mr. Newsom, referring to the 50-year old Alfred Hitchcock film.

UPCOMING EVENTS

MPA ANNUAL GOLF OUTING & FUNDRAISER

THURSDAY, JULY 18, 2013

9am Shotgun Start

Timber Ridge Golf Club • E. Lansing, MI

\$105 PER PLAYER OR \$400 PER 4-PERSON TEAM

*Visit our website at www.mpatoday.org
or click here to download a flyer & to register!*

2013 MPA FALL CONFERENCE

October 2, 2013 - October 4, 2013

Courtyard by Marriott - Grand Rapids, MI

Check our website for more details

www.mpatoday.org



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