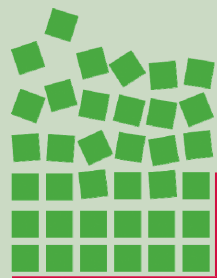
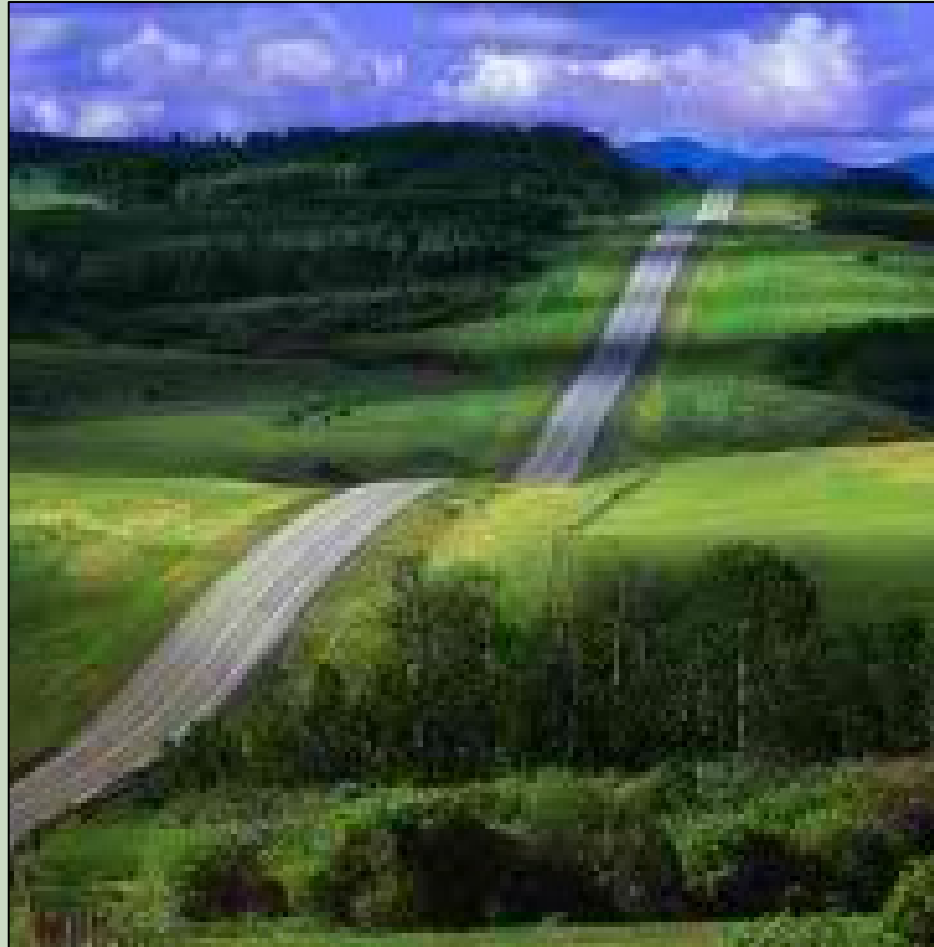


Lessons from The Road

*Keynote for the
MSTPA 14 March 2011*



CHANCE
MANAGEMENT ADVISORS, INC.





On the road again,
goin' places that
I've never been,
Seein' things that
I may never
see again . . .

On The Road Again

~Willie Nelson

CHANCE Management Advisors, Inc.

- *CMA* is a 26 year old firm based in Philadelphia and working across the U. S. and globally
- Created to provide advisory services for owners: universities, medical centers, municipalities, developers, event centers, businesses
- Staffed by professionals with multi-disciplinary educational backgrounds and experience

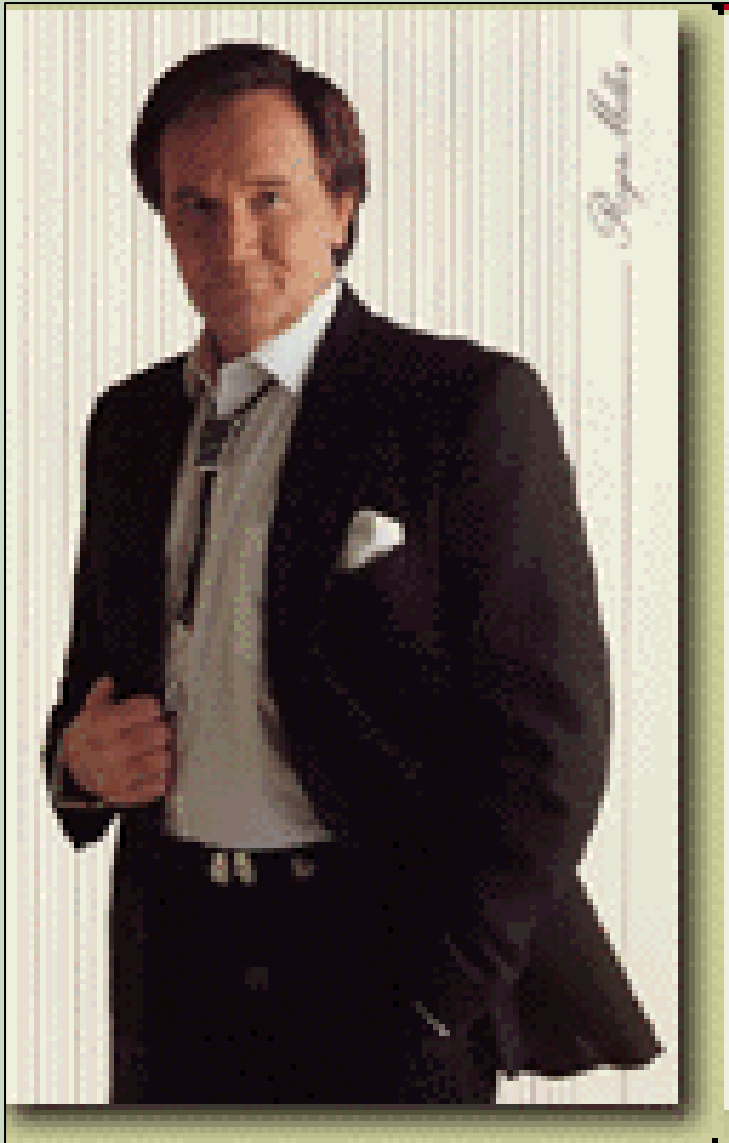
What We Do

- Assess existing conditions (management, operations, finances)
- Help clients to define the desired future, short-term and/or long-term
- Develop plans and strategies to achieve the desired future -- within the context of constraints and opportunities
- *Optimize existing resources* – a key tenet of our work

What We See

- How Administrators understand or do not understand Parking and Transportation functions
- How P&T departments adjust or do not adjust to different conditions
- How managers do or do not make the case for what they need, and what their departments are doing

Lesson 1:
There is a cost
to doing nothing



“I’m a man of means
by no means. . .”

King of the Road

~Roger Miller



The Cost of Doing Nothing

■ Examples:

- ◆ deferred maintenance
- ◆ no outside audits
- ◆ not updating revenue control systems
- ◆ not reviewing and updating transportation routes and stops
- ◆ not insisting on reviewing new building plans for access management issues

The Cost of Doing Nothing

- Doing nothing now means that doing it later will be more expensive
- Delaying something important may mean that you will never be able to do it – the opportunity may be gone
- If you have consensus, failing to act destroys your group support
- Doing nothing may indicate that the issue is not very important

Lesson 2:
You can't plan effectively
for the future if you
don't have good data
on the present

“Keep your eyes on the road, and
your hands upon the wheel”

Roadhouse Blues

~The Doors



The Importance of Good Data

- Data = Information, but only if you make it so
- If you don't know the details of your program, who does?
- If you don't know information about now, how can you plan for the future?
- No staff for data gathering and analysis = NO INFORMATION !!

The Importance of Good Data

- Granularity
- If you have not been trained in writing surveys, get help from someone who has
- Know your Parking Activity Indicators
 - ◆ Average length of stay
 - ◆ Turnover
 - ◆ Occupancy
 - ◆ Etc.

Lesson 3:
Getting projects done
boosts morale;
never completing them
destroys morale



“Take to the highway,
won’t you lend me your name?
Your way and my way
seem to be one in the same.”
Country Road

Get Projects Done

- Importance of prior planning
- “Quick Wins” to keep people going
- Who is in charge?
- Allocate appropriate time and resources
- Importance of “buy-in” and explanation
- Internal market and external market

Not Getting Them Done

- Staff loses confidence in leadership
- What is said is not believed
- Other things that should be done aren't because it appears it doesn't matter
- Credibility suffers

Lesson 4:
If you "ain't" in the field,
you "ain't" managing
parking and transportation



“Hit the road, Jack . . .”

Ray Charles

Why Spend Time In the Field?

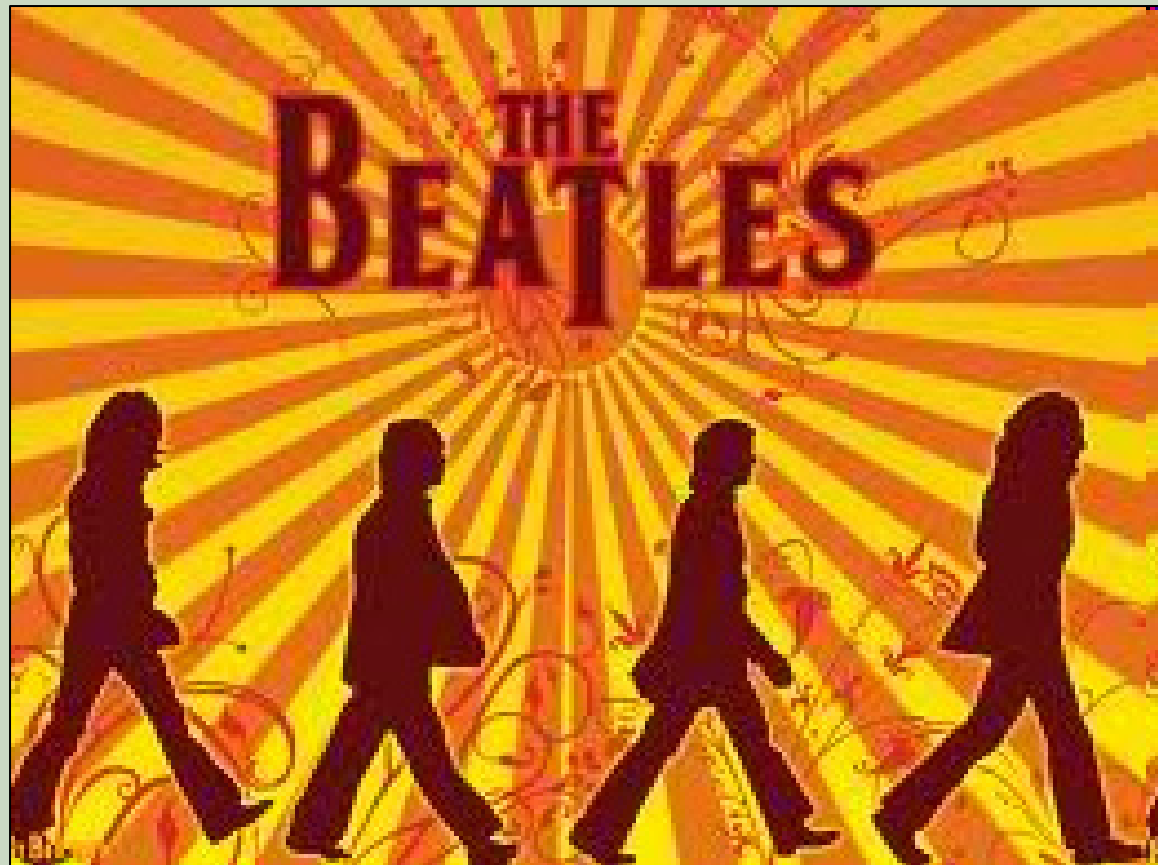
- P&T is not a desk job, regardless of your title or level
- You can't know what is really going on if you don't see it yourself
- Presence builds credibility with staff who are doing the job
- Presence cuts down on surprises
- Everyone needs some time in the field

Lesson 5:
Build your organization
for the long haul

And still they lead me back
to the long winding road . . .

*The Long
and
Winding
Road*

The Beatles



Build for the Long Haul

- Invest in staff education
 - ◆ “training” is narrower and specific
 - ◆ “education” is for the long run
- Pay attention to physical space and what it means to employees
- Provide the tools that are needed
- Build competence, loyalty, and an attitude of service

Build for the Long Haul

- Customer Service (from *Fast Company*)
 - ◆ Customers remember the first and last moments the most
 - ◆ Everything is faster now
 - ◆ Allow contact with a real person
 - ◆ Don't leave language up to chance
 - ◆ Hire suitable people in customer service, and wait until you find them

**Lesson 6:
Learn from friends
and colleagues**

Learning

- Gaining information is a significant reason to go to conferences and workshops
- Learning from colleagues saves you time, grief, costs, and mistakes
- Sites like CPARK-L and LinkedIn can provide you good information

So –
on to the Social Hour
and learn from your friends
and colleagues!

**It's quarter to three, there's no one in the
place except you and me.
So, set 'em up, Joe,
I got a little story you ought to know.
We're drinking, my friend, to the end
of a brief episode.
Make it one
for my baby and
one more
for the road.**

