



HAPPENINGS

FALL 2022





THA is excited to share news of our firm's growth. Over the past year, we've welcomed new colleagues and celebrated staff anniversaries. THA is thankful for the hard work and dedication of all our employees.

NEW COLLEAGUES



Gustavo Mur
Project Designer

MILESTONE ANNIVERSARIES

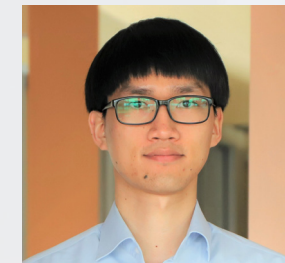


Brad Nice
Project Designer
25 Years

Brad enjoys conceptualizing an initial project design and seeing it through to the CD phase. To him, it's exciting watching these projects come to fruition once construction finally begins. He relishes the opportunity to unwind with his colleagues at our social events.

FUTURE PLANNING

This fall, THA staff gathered for a day long strategic planning workshop with a common goal to plan for the "best version of THA" over the next five years. All employees were engaged in the event and provided valuable input and recommendations to strengthen our team, client services, culture, and performance. THA is committed to creating the best possible future for the company and its employees and hearing everyone's thoughts, visions, and goals was a vital step in the process. We are so fortunate to have great people, clients, and friendships and are extremely excited about our continued journey be the best at what we do!



Harry Kwak
IT Systems Administrator



Kevin Carrigan
Vice President, Principal
20 Years

Kevin always appreciates a good problem solving opportunity. At THA, he has found helping those around him develop and achieve their professional goals to be incredibly rewarding. In addition to leading his team to success, he enjoys crafting his own brand of wine.



Byron Adams
Project Manager



Christina Haahs
Marketing Manager
10 Years

"The only thing constant in life is change." No matter how small, Christina recognizes change as the driving force behind success. At THA, she is most content when collaborating on creative projects and supporting her colleagues' growth. Outside of work, she can be found at her favorite karaoke spot.



FEATURED PROJECT

GRANT PARK GATEWAY GARAGE

Atlanta, GA



GRANT PARK GATEWAY GARAGE

Atlanta, GA

For the City of Atlanta, THA provided parking consulting services for a new 1,000 space Grant Park Gateway parking structure. The facility supports the growing parking demands of Zoo Atlanta and nearby Grant Park, Atlanta's oldest park, while incorporating numerous complementary amenities designed to enhance the customer experience for patrons of both destinations and the surrounding community.

The Grant Park Gateway is a groundbreaking achievement in sustainable parking design and construction. The facility is the first project in the world to achieve the combination of LEED (Silver), SITES (Gold), and Parksmart (Silver) certification. Developed on a previously existing eight-acre surface parking lot, the garage includes a 2.5 acre of green roof offering an attractive space for the community to gather. The green roof offers scenic views of downtown Atlanta, a look directly into the Zoo's elephant and giraffe exhibits, shaded seating areas, and modern restaurant space.

This iconic example of the possibilities for sustainability in parking features numerous innovative elements including:

- Rainwater management system to control stormwater, support irrigation, and recharge groundwater.
- Native landscaping features to reduce water use.
- Efficient lighting and open design to reduce energy use up to 10%.
- Sustainable construction materials.
- Nearly 75% of construction waste diverted from landfills.
- Educational signage highlighting sustainable achievements.
- "Green Vehicle" parking to accommodate electric charging stations and preferred parking for carpools

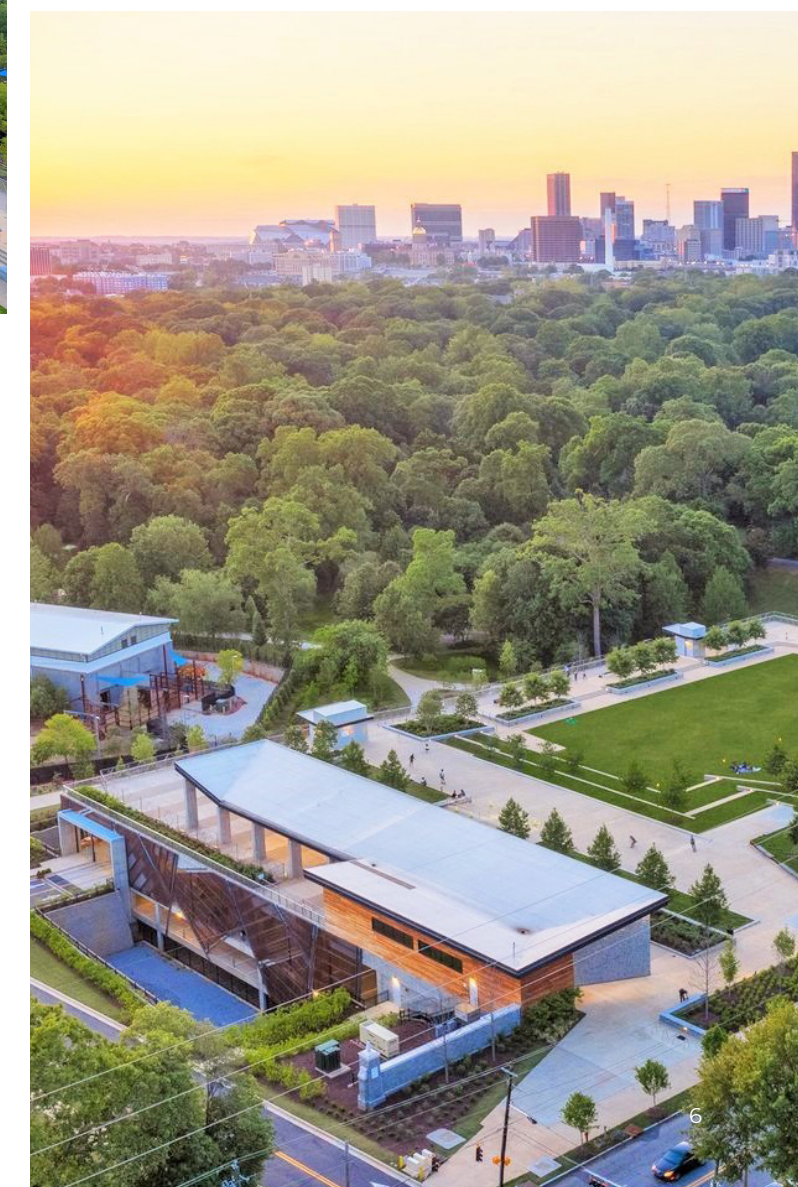


The parking facility also includes innovative technologies throughout the structure designed to reduce the carbon emissions from vehicles within the garage. A single-space parking guidance system provides customers with real-time parking availability information, allowing them to drive directly to the nearest available spot rather than circling the garage. A series of pay-on-foot stations provide patrons with a convenient location to pay for their parking prior to getting into their vehicle for departure, reducing the time spent idling at exit gates. Further, the facility also includes an state-of-the-art touchless parking solution, providing a seamless and ticketless platform for customers to enter the facility and pay for their parking through their mobile device.

In addition to the extensive sustainability focus of this facility, the design team incorporated numerous elements to enhance the efficiency and comfort within the garage, providing a pleasant customer experience. The garage features a four-bay, single-threaded helix utilizing two-way traffic flow and 90-degree parking throughout.

Visitors can enter and exit the garage through one of two points off Atlanta's Boulevard on opposite ends of the facility. This helps disperse traffic more evenly throughout the garage upon entry, as well as back into traffic upon exit, reducing the potential for traffic disruptions on the street and inside the garage.

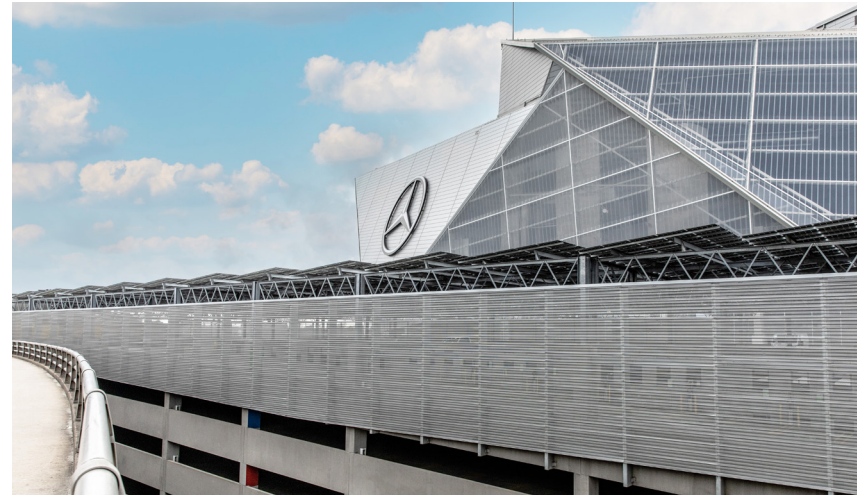
The Grant Park Gateway is a project many years in the making for the City of Atlanta. It coincides with a major \$38 million Zoo Atlanta expansion, providing the infrastructure needed to support the growing needs of this historic Atlanta destination. The amenities and public spaces incorporated into the facility ensure that not only will the garage support the growing parking needs of the area, but it also provides attractive gathering spaces for the entire community. The focus on sustainability significantly reduces the environmental impact of the structure, creating a cleaner and greener space and reducing the environmental impact for many years to come.



MERCEDES BENZ STADIUM PARKING GARAGE

Atlanta, GA

THA was retained by Goode Van Slyke Architects to design a 600-space parking garage for the new Falcon's Mercedes-Benz Stadium. The parking garage provides parking for Suite owners and provides a direct, under cover connection to the Stadium. This garage will serve VIP parking; the second garage will consist of 1,000 spaces. The six-level parking garage includes the latest technologies utilized in parking access and revenue control, including AVI access, mobile phone access and payment, pay-in-lane machines and other technologies that will enhance the parking experience. The design consists of multiple entries and exits that will help the garage handle virtually any type of parking event. Sustainable features include rooftop Solar Panels and EV Charging Stations.



NOVANT HEALTH PARKING GARAGE

Atlanta, GA

THA teamed with SKA Consulting to serve as Architect of Record and Parking Consultant for the new parking garage at Novant Health, in Midtown Charlotte. The 1,000-space parking garage consist of cast-in-place and post-tensioned construction. The functional design consists of three bays of parking, using both two-way and one-way traffic flow, which is ideal for visitors and patients to a medical center. The parking structure's architecture will complement the surrounding areas with elements such as brick, metal, and glass. The parking deck will include parking access and revenue equipment, intelligent parking systems and enhanced signage for improving wayfinding.



GEORGIA STATE CAPITOL PARKING GARAGE

Atlanta, GA

THA Consulting, Inc. (THA) and Stevens & Wilkinson designed a new 1,330-space parking deck for the Georgia Building Authority. The parking deck is adjacent to the Georgia State Capitol Building. The structure provides space for the Georgia legislature staff, the state of Georgia employees and visitors to the area. The parking deck was built on a very tight site, delivered using the design-bid-build approach. Design and construction took approximately 16 months from start to finish.

AUGUSTA REYNOLDS STREET PARKING GARAGE

Augusta, GA

THA partnered with TVS Design to plan and design a new parking structure to serve the expansion of Augusta's TEE Center. THA provided parking studies that resulted in a new 430-space parking structure within close proximity to the TEE Center expansion. Architecturally, the new parking structure complements the Augusta TEE Center expansion through the use of precast and brick cast into the spandrel panels. The parking structure consists of a precast concrete frame. Using a fast track approach, the project was delivered in less than nine months.



INTO THE UNKNOWN

By Vicki Gagliano, , CAPP, LEED AP

PICTURE IT:

LONG ISLAND, FEBRUARY 27, 2020 (yes, this is an homage to the Golden Girls). The last flight I would take for well over a year. My meetings that day at the hospital foreshadowed what was to come. The complimentary mask stations at the entrances and visitor desk containing full boxes when going into the meeting were just empty boxes when we left. News of COVID increased everyone's anxiety and little did I know, Long Island would soon be a hot spot. While COVID has certainly changed all our personal and professional lives (at least those of us in the parking industry), the effects and impact is way more than I anticipated. Early last year I anticipated things going back to normal or at least a new normal as vaccinations rolled out and the number of cases and deaths dwindled down to hardly a memory.

Then Delta came. Then Omicron. And full disclosure, around the time I started writing this article early this year, I was in the middle of my own COVID battle fighting exhaustion, sore throat, and the usual suspects (all is well now). That unknown factor makes my job as a consultant increasingly difficult. Parking consultants are really just problem solvers that solve parking problems. However, one of the most valuable skills of a parking consultant is being able to predict the future, or at least get pretty close. For me, I know that predicting my client's parking needs is just a by-product of human behavior, so also add psychologist to the list of valuable skills needed.

Now when I was "predicting" the future for my clients back in 2019, I would typically feel very confident in my understanding of human behavior. Most of us are creatures of habit. We wake up and go to work five days a week. Some of us drive to work and we like to park as close to our destination as possible; some use public transportation; some walk, etc. Then we return home to spend time with our family and sleep. Rinse. Repeat. I knew, or at least I thought I knew, what was going to happen for many, many years to come.

WHAT COULD GO WRONG? APPARENTLY, A LOT. BUT WHY DOES THIS MATTER?

It matters because the changes caused by the pandemic make forecasting more difficult for everyone, and every one of us in every industry relies on forecasting the future. For us in the parking industry, it impacts our parking facilities (existing and new)—how we can generate revenue to operate those facilities, how we can generate revenue to cover debt service payments (the same debt service payments that appeared reasonable in a previously full garage that now sits empty).

For those in government/municipal planning, it impacts the sales and property tax revenue that is used to fund the infrastructure in our cities and towns. The parking department's revenue may not be capable of covering expenses, and it may need to be subsidized by the general fund which is already in crisis from the other loss of revenue, development projects that were set to revitalize and redevelop downtowns may go on hold. The office building owner may lose tenants as more employers reduce their in-office labor force in exchange for employees working from home. Now their undersized parking garage is no longer an issue, but they also lost a lot of monthly parking permit revenue as well, how do long do they have to sustain operating at a loss? The



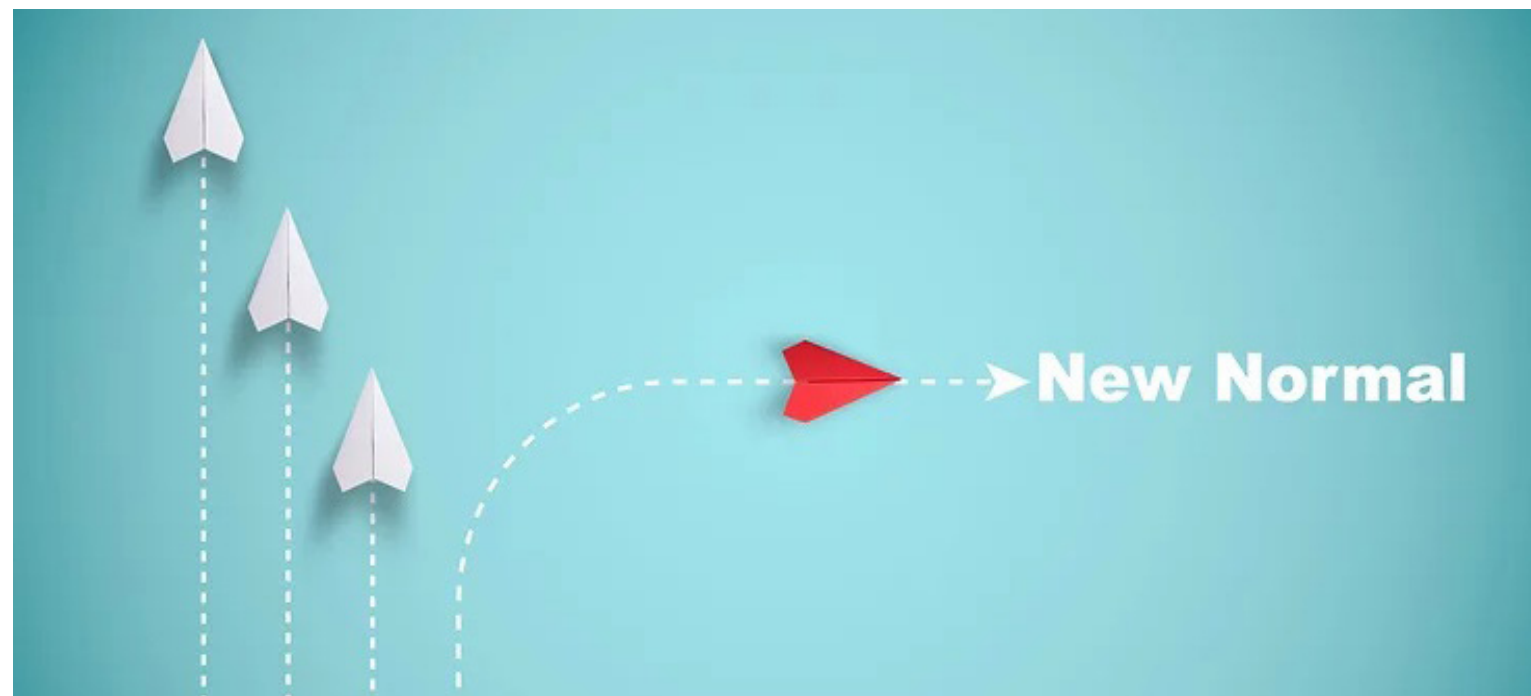
INTO THE UNKNOWN

restaurant owner must adjust their operation to purchase just the right amount of perishable ingredients to minimize waste. They must also create a new schedule for staff to ensure all customers are served but their expenses do not

exceed their revenue. They must decide if they will open their dining area or just handle takeout orders, and some may decide to change their hours, menu, or completely close.

Fast forward to the present, when we were all supposed to be living in a better world and I'd be able to get back to making new predictions, so here's what I know: Some employers may permanently change their policies about

employees working from home on a permanent basis, some will implement a hybrid model, some will downsize their office space. Landlords will have to back fill their space by finding other tenants, and for some in urban locations, they will also need to find ways to offset any lost parking revenue. Public transit agencies may see a long-term negative impact on their ridership as people wish to prevent possible exposure or may be compromised. For those already operating in the red, things may get worse. Further, people in general may desire to own a personal vehicle to allow for more social distancing. Previous shared parking scenarios must be re-evaluated now that residents are staying home all day, occupying their parking space. But that may not really matter if the restaurant



is serving 90% take-out orders and the office building is 50% vacant. If that changes, then it may matter, and they may not have enough parking again.

I really know nothing anymore about the future, but I do know a little about the present.

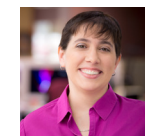
The pandemic has caused and still causes some pent-up "need" for all of us to get out and at least feel normal. People need to get out of their homes, and they need to feel "normal" even though the pandemic has caused so many things to not be normal. This goes back to the yin and yang of trying to find the balance between our physical health and our mental well-being. As someone with young children (like many of you) this has been a particularly difficult balance. Does this mean I stopped trying to predict the future? Not at all. I just do it now with a little more clarity about the number of possibilities and some of those unknown factors.

While the unknowns can be scary, it also allows for a little more creativity and flexibility when trying to predict the future. Yes, this is still an uncertain time for many, especially us parking professionals. But as our industry has so often been on the cutting edge of technology advancements and even real estate, we are now presented with an opportunity to work with our clients to find resourceful ways to bring people back to parking.

The potential reticence to returning to public transit may be an opportunity at least in the short term, and for some even long term. While we may not get back to full capacity in those previously filled parking facilities in commercial business districts that served employees who now work from home, there may still be a gradual return to work even if not five days a week. In the coming months we may have a better idea of how companies plan their "return to work" strategies, which will give us a better understanding of the parking needs at least in the next few years. Once we have that data, we will be able to work with clients to identify more strategic opportunities to promote parking to a potentially new audience of customers who may not have needed parking in the past or may have opted for alternatives due to lack of parking availability. There may be the potential to identify strategic partnerships with others such as restaurants, concert venues, and other entertainment destinations who have also suffered during this time.

As vaccination rates increase, and people begin to feel more comfortable going out, they are going to want to make up for the lost time of nearly two years spent mostly at home. While the demand may not get back to what we knew for so many years, there is an opportunity here to harness that demand for experiences and take a more strategic approach to getting people back out, and as a result back into our parking facilities. We may be able to use the approaches we once took to meeting the challenges of excessive parking demands with minimal supply and flip the script to attract new and previous parkers to parking facilities that now have capacity to serve them. Their needs, destinations, and frequency may be different than they once were, but at the end of the day people still want to get out and do things—now more than ever—and they will need a place to park when they do.

Of course, there are still many unknowns. But this isn't the first time parking professionals have had to get creative to help our clients solve their problems. We can do it again.



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IPMI AWARD

SOCIAL MEDIA



YOUTUBE

CHECK OUT OUR VIDEOS:



GRANT PARK ZOO PARKING GARAGE



UNIVERSITY OF KENTUCKY PARKING GARAGE



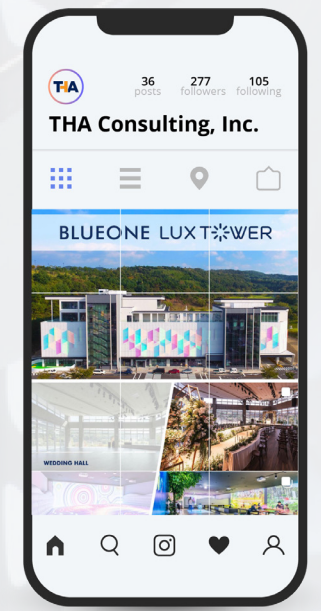
FORT LEE PARKING AUTHORITIES PARKING GARAGE



WELCOME TO THA CONSULTING, INC.

LINKEDIN

INSTAGRAM



BROCHURE RESOURCES For more information on our services email us at info@tha-consulting.com





IPMI CONFERENCE

THA hosted a client cocktail party at the 2022 IPMI Conference.

Fulton Bowling Alley did not disappoint! The venue's entertaining and social ambience paired with excellent refreshments made for a successful cocktail event. Can't wait for next years conference!

THA HAPPY HOURS

Games, activities, food, drinks, and good company!

What else do you need? THA staff spent some down time checking out a few local breweries this year. Ten7's cozy atmosphere graced us with a laid-back afternoon full of games - we learned something new about everyone that day! We had a wonderful evening relaxing and catching up together in Puddlers Kitchen & Tap's charming beer garden by the water.





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