



Wednesday, February 28, 2024

6:00 p.m.

By Zoom Virtual Video Conference and Tele Conference

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Members of the public can call in and listen to a meeting. They will not be able to speak or see any of the meeting participants. Each meeting will use a unique Meeting/Webinar ID. Please find the information using the link above.



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Members of the public who wish to provide public comment are encouraged to submit those via email in advance of the meeting. For these comments to be read into the record, they should be submitted at least three hours in advance of the meeting start time. Please email Bryan Lutz blutz@norwalkct.gov to provide written public comment prior to the meeting.

AGENDA

1. Public Comment, limited to three minutes for each speaker
2. Discussion and action related to minutes from the Parking Authority meeting Wednesday, January 24, 2024 and Special Meeting on February 7, 2024
3. Special Item
 - a. DKA Presentation -Tod Kallenbach
4. Engineering and Project Report
 - a. Update -TMP 2023-01 -YDG Exterior Repairs and Improvement
 - b. Update -TMP 2024-2 Parking Operator for the Norwalk Parking Authority
5. Financial and Operating Report -LAZ
6. New Business
 - a. Discuss & Vote -Webster lot and N. Main St walkthrough
 - b. Discuss & Vote -IPMI Conference trip
 - c. Update -Water leak at the SNRR terminal
7. Old Business
 - a. Update -Handicap compliance on multi-space meters
 - b. Update -East Norwalk Train Station Closure March 11-April 1, 2024
 - c. Update- Credit Card Fees
8. Motion to Adjourn

Next Parking Authority meeting: Wednesday March 27, 2024 at 6:00pm

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Members of the public who wish to provide public comment are encouraged to submit those via e-mail in advance of the meeting. For these comments to be read into the record, they should be submitted at least three hours in advance of the meeting start time. Please email James Travers at jtravers@norwalkct.org to provide written comment prior to the meeting.

**PARKING AUTHORITY
REGULAR MEETING VIA ZOOM VIRTUAL VIDEOCONFERENCE
AND TELECONFERENCE
JANUARY 24, 2024**

ATTENDANCE: Eric Rains, Chairman
Jud Aley
Peter Fullam
Matthew Seebeck
Pamela Parkington

STAFF James Travers, Director, TMP
Bryan Lutz, Asst. Parking Director, TMP

OTHERS: Stathis Manousos, LAZ Parking
Rocky Legesse, LAZ Parking
Stephanie Pelletier, WSP
Andrew Lee, WSP
Richard Leso, CTDOT

CALL TO ORDER

Mr. Rains called the meeting to order at 6:00PM.

1. PUBLIC COMMENT, LIMITED TO THREE MINUTES EACH SPEAKER

There were no public comments this evening.

2. DISCUSSION AND ACTION RELATED TO MINUTES FROM THE PARKING AUTHORITY MEETING WEDNESDAY, DECEMBER 20, 2023.

**** MR. FULLAM MOVED TO APPROVE THE MINUTES AS SUBMITTED.**

**** MR. ALEY SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

3. ENGINEERING AND PROJECT REPORT

a. Discuss- Walk Bridge Project ENRR Impact-WSP

Mr. Lutz said the Walk Bridge project construction has begun, and a large impact is coming to East Norwalk, and he invited the Walk Bridge team to give a high-level overview of that impact as well as the commuter lot that is located on East Avenue off of exit 16 which is a 40-space lot that has been striped and has fencing around it. He said the Parking Authority may be tasked to add signage so that transient parkers can park in the lot that will be used by the permit holders for East Norwalk as well.

Ms. Pelletier said she is the PR consultant in the public information team for WSP who are the program manager, on behalf of the State of Connecticut Department of Transportation's Walk Bridge project as well as the Time 2 projects which is part of the local bridges heading east towards the Walk Bridge. She introduced Andrew Lee, who is the Office Engineer on the project for WSP and Mr. Leso who is the Transportation Engineer from the State of Connecticut, Department of Transportation, District 5. She said that they look forward to the opportunity to continue having the partnership discussions.

Mr. Leso said that during construction coordination with the stakeholder is vitally important to the success of the project and maximizes the utility that they can deliver to the public and opportunities such as this are always welcomed and appreciated. He provided a high-level overview of the Time 2 projects. He said that Time 2 is a major sub-component of the Walk Bridge program and is an acronym for Time Improvement and Mobility Enhancements that aim to replace aging railroad infrastructure in an effort to increase speed therefore by reducing trip durations on the New Haven line. The work to be performed in Norwalk under his project includes the replacement of the railroad bridge over Fort Point Street and the realignment of Fort Point Street to resemble a more conventional type intersection and will be replacing the super structure of the railroad bridge on Osbourne Avenue, replacing the railroad bridge over East

Avenue, replacing the super structure for the railroad bridge over Strawberry Hill Avenue, and the improvements to and replacement of the East Norwalk Railroad Station.

Mr. Lee said the very first closure will be early in the spring and will be closing the East Norwalk station for three weeks to install the underground detention system in the north parking lot, and at the conclusion of the three weeks the station will reopen exactly how it is currently, and when the station is closed, they will be turning over the commuter lot at 180 East Avenue to the city to allow the commuters to use the lot during construction. He said later on this summer the station will be closed again to begin the work on the north platform and will again be for three weeks and after that the station will open again however, it will be open with limited parking because all of the parking spaces on the north side along the platform will unfortunately not be accessible so those folks will be allowed to park at the lot at 180 East Avenue, and will be that way until 2025 for the completion of the north platform where once again will have a three week closure to complete the final steps of the station, and at that point the north platform will be opened and completed and will be the final station configuration He said starting in 2026, they will begin on the south side and will be the same process as was done on the north side, and in late 2026 or early 2027 they will begin working on the south platform and at that time there will not be a station closure and the south platform will be completed in 2027 and will end with another three week closure to complete the last few items and will turn the station back over to the Parking Authority. Mr. Travers asked how the train riders will be notified of the closure. Mr. Lee said once they receive the firm dates from the contractor they will share them with the Parking Authority, as well as to Metro North, and Metro North will alert the riders and the Parking Authority can work with Ms. Pelletier to alert the permit parkers, and there will also be signage at the stations. Mr. Rains asked if during the three-week closures if there will be no rail service to the East Norwalk station. Mr. Lee said that is correct and will be bypassing the East Norwalk station and continue through. Mr. Rains asked if when the commuters park in the lot located at 180 East Avenue if they will need to go to the Westport Station, and if so, how do they do that. Mr. Lee said “yes” either the Westport station or the South Norwalk station. Mr. Travers said that Mr. Lutz will be working with Mr. Legesse and Ms. Pelletier on notification for the permit holders and having those permits transferred to the South Norwalk station for that time.

Mr. Lee shared photos of the commuter lot and said that it is a 40-space lot that has been paved and striped and will be fully illuminated and the contractor is working to install the final fixtures. He said it will become a Park Mobile site to allow transient as well as permit parkers to park there and noted that the driveway into the parking lot will also be a shared access to the construction yard adjacent to the parking lot. Mr. Travers said it is anticipated that the overflow lot will be slightly in excess of the parking spaces that are available today and will not have less spaces than there are today. Mr. Lee agreed and said we will never take more than the 40 parking spaces that are currently at the East Norwalk station. Mr. Travers said that staff will work on the signage to let people know where the overflow parking is available. Mr. Travers asked if the Parking Authority would recoup any revenue as part of the project. Mr. Lee said he does not know of any agreements that were made early on and that would have happened during the pre-construction phase between the CTDOT and the City of Norwalk. Mr. Rains asked where the agreements can be found. Mr. Travers said the city refers to Ms. Valadares for a lot of the references and is hoping to get some clarification on the agreements that pertain to the Parking Authority’s assets. Mr. Lee said that we can speak with the Rights of Way legal department at the CTDOT to request copies of the agreements and share them with the Parking Authority.

Mr. Alely said on the New York bound side there is a physical building and asked if that will also be replaced. Mr. Lee said he believes that is being removed to allow for the larger platform. Mr. Alely asked if there would be any interior space for people to wait for the train. Mr. Travers said

there is a future land development agreement in place with Spinnaker to provide a station place on both the New York and New Haven bound side, but they will not be an asset that is managed by the Parking Authority, and going forward it would be assets owned by the developer and managed by the developer. Mr. Aley asked if it would be an interior heated space. Mr. Travers said “yes”. Mr. Rains asked if there would be further parking impacts related to that or does the existing parking configuration would remain the same. Mr. Travers said the parking that is currently there will be maintained and should not lose parking as a result of that. Mr. Lee agreed and said we are not tending to take more parking spaces and he believes with the configuration on the New York bound platform a few more parking spaces will be gained.

Mr. Fullam asked in which months will the closures take place. Mr. Lee said the first closure will be in early spring, and the second one will be during the summer and the closures in 2025 will be later in the year. Mr. Leso said the closure dates are subject to change due to material and availability. Mr. Rains said from a parking perspective that the Parking Authority will work with Ms. Pelletier on a better response then having the customers go to the Walk Bridge website for details as there are more likely to go to the Parking Authority website and as the timing of the closures become more definite there would be a better way to respond. Ms. Pelletier said they have been talking about different communication tactics and will be collaborating with the Parking Authority and will cross promote each other and will also include it in the weekly construction newsletters and the goal is to give the permit parkers and customers as much notice as possible. She also said in the immediate area of the East Norwalk train station there are many businesses that rely on the train station for their employees to travel and will be reaching out individually to those folks. Mr. Lutz said on the operations side we will have constant contact with the permit holders as well as the transient parkers and have specific communication templates handy for when the closures will be occurring.

Mr. Travers said that staff continues to work with the CTDOT and all of Cemetery Circle from East Avenue down to Gregory Boulevard will have all new streetscape and sidewalks on both sides and the introduction of bike lanes and those improvements will potentially start to take place later this year.

Mr. Rains said the Parking Authority greatly appreciates the team’s willingness to attend the meeting and have this conversation and want to be a partner on this very exciting project, and the engineering feat that is being pulled off is astounding, and he would love for that to be what people think about when they talk about the project as opposed to being inconvenienced. Mr. Travers also thanked the team and said we look forward to many more updates and to having more frequent updates now that the project has really started to get underway as it would be beneficial to the team. Ms. Pelletier said the Walk Bridge office is open and is located across from the Maritime Garage and encouraged people to sign up for the newsletter and to follow us on social media.

b. Update- YDG Exterior Repairs & Improvements

Mr. Lutz provided an update and said the bids opened on January 12, 2024, and are now closed and the goal is to have a recommendation to the Parking Authority for the February meeting. Mr. Travers said the bids came in below what was expected. Mr. Fullam asked how many bids were received. Mr. Lutz said there were eight.

4. FINANCIAL AND OPERATING REPORT

Mr. Manousos reported and said the financials look very strong and the December fund balance is favorable to budget mostly coming from the expense side and revenues were on budget. He said on the expense side there were a number of favorable variances and the largest one similar to last month was in snow removal. He said year to date the fund balance is also favorable to budget due to both revenues being over budget, and expenses being below budget, and in the year-to-date comparison from last year the total revenue is up. He said that total revenue was up 4.2% compared to last month and 7.1% compared to last year. Transient activity is up 13.2% compared to last month, but year to date is down 1.1% compared to last year. Permit activity is down 1.2% compared to last month, but is up 4.0% compared to last year, and permit revenue is up 3.5% compared to last month and is also up 5.6% compared to last year.

Mr. Manousos reported on the variance report and said there were no major variances on the revenue side but there were a few on the expense side and that part of it was due to Lametta Construction for the asphalt repair project at the entrance to Lower Haviland Deck and there was a sewer line backup, so they needed to be excavated and repaired, as well as repairs to the bobcat machine that were needed.

Mr. Manousos reported on the systemwide activity and said there were fewer transactions overall, but revenue was higher systemwide by 11,000 transactions and there is a higher average transaction value that's offsetting even more for the reduction in the on-street activity.

Mr. Manousos reported on the permit sales and said they continue to be stable month to month but there has been an increase year over year as employees are returning to work and the permit activity has been up 4%. He said the year-to-date activity for on street parking activity and revenue are both down compared to last year, and there has been a shift in payment behavior from coins to credit card and Pay by Cell so even though there are few transactions overall it was somewhat offset by the increase in the credit card and Pay by Cell transactions which carry a higher average transaction value. Mr. Rains asked if the fee for Park Mobile can be tracked to see how much goes where. Mr. Manousos said "yes". Mr. Legesse said what is being seen as revenue in the financial statement is the net total revenue that goes to the City of Norwalk and the Park Mobile fee is not included and the .35 cents transaction fee which is what Park Mobile collects as their source of revenue. Mr. Rains asked if the credit card fee gets deducted from the .35 cents that is collected. Mr. Legesse said the credit card fee gets deducted from the revenue that the City of Norwalk collected. Mr. Rains said it doesn't align to him if Park Mobile received the .35 cents transaction fee and the Parking Authority pays the bill for the credit card fees.

Mr. Manousos reported on the parking enforcement and said ticket issuance and revenue are both up compared to last year, but are down compared to fiscal year 2022, and that ticket issuance was up 14% and revenue was up 12%. He said the citation revenue counts for just over 21% of system revenues year to date, and 15% is from the original fines, and late fees account for almost 6% and year to date 72% of the system revenue are from the fines, and 28% are from late fees. He said that the revenue from the beach was \$3,400 of the total violations were from the beach and approximately 78% of people are paying their citations online.

Mr. Manousos reported on the tickets issued versus demand analysis and said the demand ratio went down in December.

Mr. Manousos reported on the Pay by Cell and said that both activity and revenue continue to be strong year over year and follows seasonal trends, and the overall transaction for the month is down from \$3.05 to \$2.92 and that Pay by Cell accounts for approximately 27% of activity and 13% of systemwide revenue.

5. NEW BUSINESS

a. Discuss- Credit Card Fee Overview and Next Steps

Mr. Lutz said that Mr. Manousos will present the current credit card fees and the next step is for staff to find competitive companies to see what they can offer as well as analyzing the fees and where they are going. Mr. Manousos presented and said there are three components that make up the credit card costs that include interchange, assessment and processing and the processing fee is the only fee that we have control over. He said when the credit cards costs are budgeted it is very difficult to project what it is going to be so historical averages are used and apply them to the different locations. Mr. Travers said we wanted to get to the baseline and will be presenting the last three months of the invoices to the providers to see what they come back with.

Mr. Seebeck said we have asked folks to adapt to Park Mobile and they have used the platform and people are utilizing Pay by Cell and the public impression is that the .35 cents processing fee that they are paying covers this, and the public assumption is that the Parking Authority receives the full dollar and this illuminates for everyone that the Parking Authority does not receive the full dollar and he appreciates everyone's efforts on this and he hopes there is a world that we get closer to that full dollar. He said it is his understating that the law in the State of Connecticut that states municipalities are the only entities in the state that are allowed to recoup credit card transaction fees through a payment processing portal and is something we can look at as we move forward with the potential changing in pricing and price transparency.

Mr. Travers said several years ago when the State of Connecticut imposed a sales tax on parking the Parking Authority opted not to transfer that sales tax to the general public that is using it and the Parking Authority is absorbing that sales tax as well because a rate increase was never done and that is something the Parking Authority might want to look at while "right sizing" everything and staff will continue to present all of that information to the Parking Authority so that we can make full and educated decisions.

b. Discuss & Vote-ENRR Procedures During Walk Bridge Closure

Mr. Lutz said there are 110 permit users at the location that will be affected as well as the transient customers and as stated earlier communication is key and to be proactive and by telling customers what is going on is going to help them to make decisions about parking. He said the website will be updated, we will have email templates that he and Mr. Legesse have been working on and will also increase the signage. He said staff is also recommending allowing the 110 permit users at the East Norwalk Railroad Station to have access to the South Norwalk Garage during the three-week closures and in turn have flyers and website notifications giving the transient customers notifications and options on where they can park during those times.

**** MR. ALEY MOVED TO APPROVE THE ENRR PROCEDURES DURING THE WALK BRIDGE PROJECT AND TO ALLOW THE PERMIT USERS TO HAVE ACCESS TO THE SOUTH NORWALK GARAGE DURING THE THREE-WEEK CLOSURES.**

**** MR. FULLAM SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

6. OLD BUSINESS

a. Update- Handicap Compliance- Multi-Space Meters

Mr. Lutz provided an update and said we are working on programming the system and does not foresee that taking more than two weeks and the goal is to have it completed by the middle of February.

Mr. Manousos said that today is sadly his last meeting and will be moving on to some other opportunities and although he is excited it was a very difficult decision and he will miss the staff as well as the board, and he hopes to see them in the future on a personal level. Mr. Lutz thanked Mr. Manousos for everything he has done for him as well as the Parking Authority, and all the years he has spent in Norwalk and wishes him the best of luck on his future endeavors. Mr. Rains said it was great working with Manousos and wished him the best of luck in his next steps and would love to hear of his progress. Mr. Travers said on behalf of the Parking Authority and the City of Norwalk he thanked Mr. Manousos for his years of service and trying to improve the assets and the experience people have in parking and wished him the best of luck.

7. MOTION TO ADJOURN

**** MR. ALEY MOVED TO ADJOURN.**

**** MR. FULLAM SECONDED THE MOTION.**

The meeting was adjourned at 7:30PM.

Respectfully submitted,

Dilene Byrd

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**PARKING AUTHORITY
SPECIAL MEETING VIA ZOOM VIRTUAL VIDEOCONFERENCE
AND TELECONFERENCE
FEBRUARY 7, 2024**

ATTENDANCE: Eric Rains, Chairman
Jud Aley
Peter Fullam
Matthew Seebeck
Pamela Parkington

STAFF Bryan Lutz, Asst. Parking Director, TMP

CALL TO ORDER

Mr. Rains called the meeting to order at 5:00PM.

1. OLD BUSINESS

a. Discuss & Vote- YDG Exterior Repairs & Improvement Bid

Mr. Lutz said that there were eight responses to the RFP process and the low bid for the Yankee Doodle exterior repairs was \$296,236 from G.L. Capasso, Inc. which is below what we had expected, but if the repairs are not done now and we wait until the warmer weather we could be in line with what we had anticipated which was approximately \$500,000. He said the funds have already been allocated and will also have additional funds to help pay for the next phase which is the aesthetic enhancements. He said we also wanted to be sure the contractor was well aware of the work that we wanted to get done so Mr. Travers and a representative from Desmond Associates did a walk-through last week with the contractor and went through all the different components of the plan and the contractor wants us to mobilize quickly to take advantage of the price given. He said once the work begins it will give us a better understanding of scheduling and will allow us to prepare an RFP for the aesthetic enhancements and people will begin to see the improvement of the garage by the end of the year. Mr. Alely asked if this is not approved now, and we wait a couple of months if the price will go up by \$200,000. Mr. Lutz said “yes” potentially, and the highest bid was approximately \$900,000 and half of the bids were around \$500,000 and G.L. Capasso said they have an opportunity to start the work now and doubled checked all the numbers during the bid analysis to be sure every component that was part of the plan was covered under that price point. Mr. Seebeck said to be clear the primary driver is timing and scheduling on G.L. Capasso and not scope related. Mr. Lutz said “yes”. Mr. Seebeck said given the shortfall in the budget for the project is some of those funds can be reallocated towards some of the other projects that the Parking Authority or Desmond Associates feel need to be addressed. Mr. Lutz said he believes so because what is reserved for the Yankee Doodle Garage can be used for anything that would need to be done at the Yankee Doodle Garage for improvements. Mr. Seebeck asked if there are permits in hand for this project. Mr. Lutz said he will find out and email the members of the Parking Authority. Mr. Alely asked if the project includes cutting ribs from the Yankee Doodle Garage. Mr. Lutz said “yes” and also includes all the concrete repairs around the perimeter of the garage in anticipation of the next phase of the project.

**** MR. SEABECK MOVED TO APPROVE TO AUTHORIZE TMP STAFF TO FINALIZE THE CONTRACT WITH G.L. CAPASSO, INC. FOR THE YANKEE DOODLE GARAGE**

**** MR. ALEY SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

b. Discuss & Vote- Dixon Supplemental Proposal RFP-Operator

Mr. Lutz said the RFP went out yesterday for the parking operator and to create the RFP we had secured the services of the Dixon Group and believe it is in the best interest of the Parking Authority to continue this service throughout the RFP process which will provide a project manager to help work through the whole RFP process and to ensure all items in the RFP are covered and there is complete transparency during this process. He said staff is requesting an approval for up to \$34,265 and will be lower depending on if the optional services are used. He said the optional services include implementation support which carries a monthly fee of \$4,215 and then onsite support if needed which is the greater expense of \$9,780 per trip for two Dixon representatives which he does not foresee being used but is good to prepare to have available.

**** MR. FULLAM MOVED TO APPROVE TO MOVE FORWARD WITH THE DIXON
SUPPLEMENTAL PROPOSAL
** MR. SEEBECK SECONDED THE MOTION.
** THE MOTION PASSED UNANIMOUSLY.**

ADJOURNMENT

**** MS. PARKINGTON MOVED TO ADJOURN.
** MR. ALEY SECONDED THE MOTION.
** THE MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 5:20PM.

Respectfully submitted,

Dilene Byrd

CITY OF NORWALK

Norwalk Parking Authority Board of Directors

February 28, 2024



DORNENBURG | KALLENBACH ADVERTISING

Assignments



- Business Marketing Support & Parking Promotion – initiated November 2020
- Tourism – initiated January 2021
- Economic & Community Development – initiated November 2021
- New City Branding – June 2023

Scope of Services

- Brand Creation
- Website Development & Content Management
- Social Media Content Management
- E-Newsletters
- Promotions
- Advertising Campaigns
- Public Relations
- Digital & Print Design
- Videography & Photography
- Reporting of KPIs



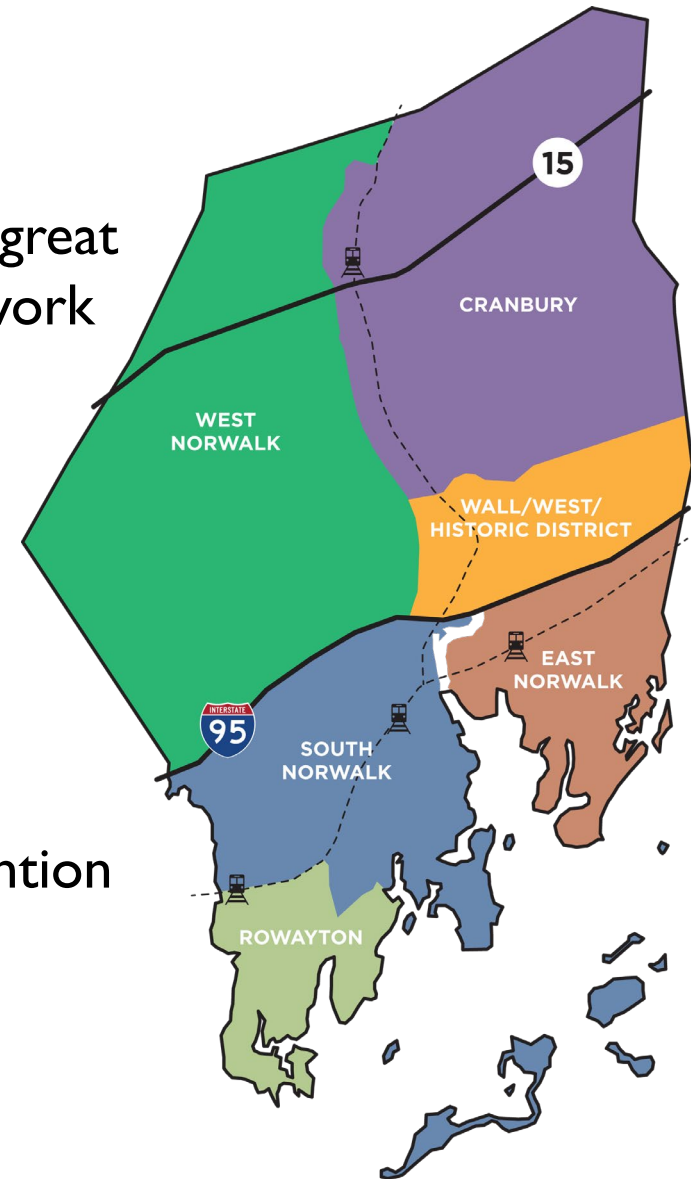
Norwalk Destination Branding & Marketing

Marketing Goals

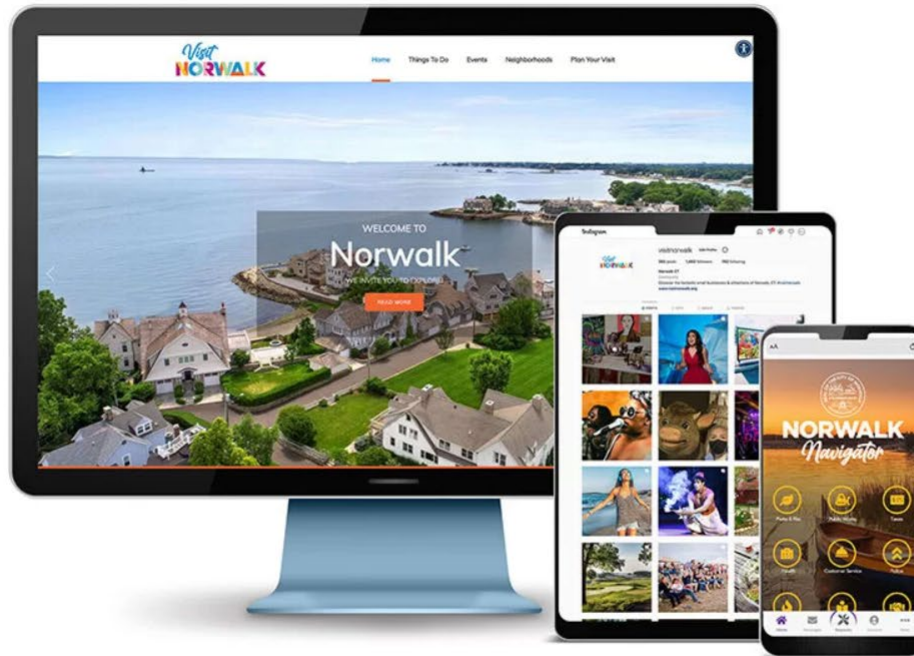
- Create a distinct identity for Norwalk as a great place to explore, dine, shop, play, stay, live, work and do business

Growth Measures

- Campaign engagement (clicks, likes, follows, inquiries, etc.)
- Business and attraction visits and revenues
- Business acquisition, development and retention
- City revenues (parking, taxes, etc.)
- Employment
- Residents



Digital/Social Platforms



www.visitnorwalk.org

Digital/Social Platforms

#VisitNorwalk

Show us what Norwalk is to you by tagging your photos #VisitNorwalk on [Facebook](#) and [Instagram](#)!



[Load More...](#)

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2023 Digital Media Results Dashboard



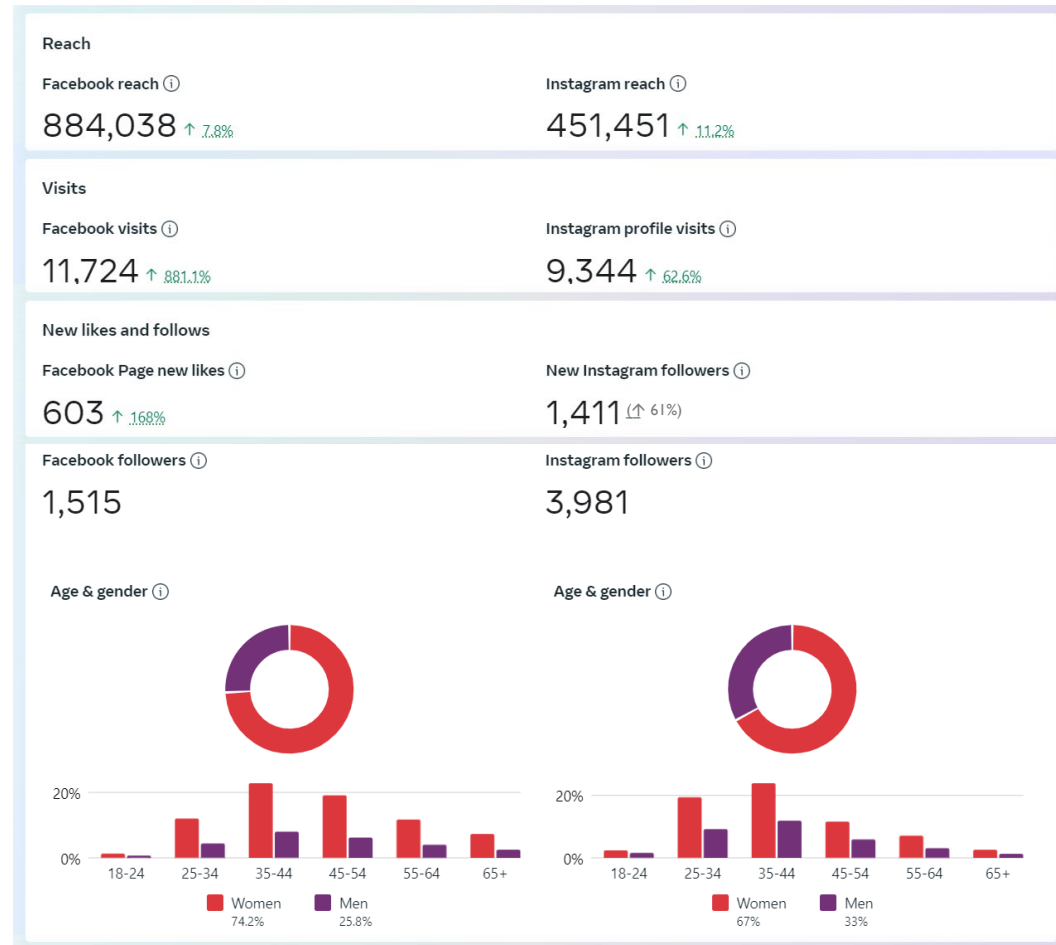
E-Newsletters:

- Consumers: 1,332 (↑11%)
 - Open Rate: 57.4% (↑1%)
 - Click Rate: 6.8% (↑13%)
- Businesses:
 - Participating: 305 (↑2%)
 - Open Rate: 50.4% (↑6%)
 - Click Rate: 8.3% (↑63%)
 - Prospective: 978 (↑77%)
 - Open Rate: 49.6% (↑14%)
 - Click Rate: 4.5% (↑137%)

Website:

- Total Visits since Aug. '21 launch: 106,000
- Total Visits in 2023: 58,000 (↑66%)

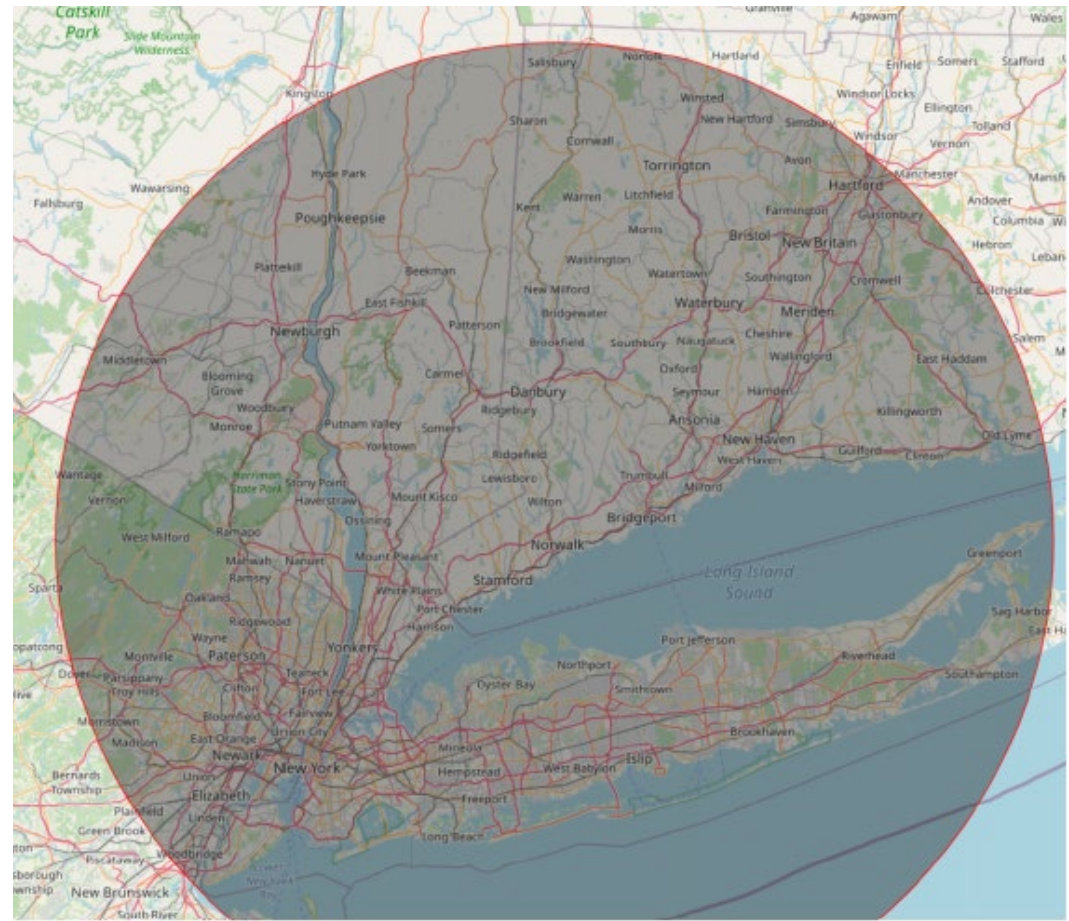
Social Media ([Facebook](#) & [Instagram](#)):



Tourism Advertising Campaign



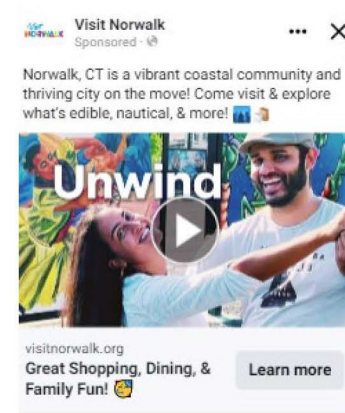
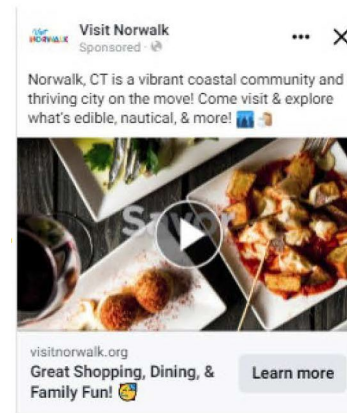
- Launched in October 2021
- Objective: Elevate brand awareness of Visit Norwalk in Tri-State area
 - CT, NY & NJ (35-50-mile radius, one-hour-drive market)
- Calls to action
 - Influence and increase visitors
 - Gain more social engagement and community outreach
 - Drive more traffic to [VisitNorwalk.org](https://www.VisitNorwalk.org)
- Target Demographics
 - Primary: Adults & Families
- Digitally Focused
 - Broad Reach
 - Targeting Ability
 - Data Driven



Programmatic Social & Digital Advertising: 2023



- Peak Season
 - April – November
 - 880,000 monthly impressions
- Off-Peak Season
 - December – March
 - 500,000 monthly impressions
- Total Impressions
 - 9,302,294
- Trackable Results
 - 13,412 Website Visits
 - 800 Actual Visits to Norwalk



Peak	Placement	Ad Size	Monthly Impressions
Facebook - Instagram	Families 25-54 within a 50 mile radius	Custom video or image ads	500,000 impressions
Mobile Geofencing	Tourism destinations within a 50 mile radius (see separate list)	728x90, 300x350, 320x50	300,000 impressions
YouTube Video	Families 25-54 w/children within Fairfield and Westchester County	:15 video only	80,000 impressions

Off-Peak	Placement	Ad Size	Monthly Impressions
Facebook - Instagram	Families 25-54 within Fairfield and Westchester County	Custom video or image ads	500,000 impressions

Hearst-CT “Any Screen” Ads: 2023



- Sponsored Stories:
 - Impressions: 1,849,994
 - Page Views: 8,551
 - Average Time Spent: 2m, 18s
 - Clicks: 5,581
 - Click Rate: .30%
- Facebook Ads:
 - Reach: 166,885
 - Impressions: 194,098
 - Post Engagements: 3,484
 - Clicks: 3,492
 - Click Rate: 1.8%
- Sponsored Emails:
 - Sends: 57,179
 - Opens: 8,569
 - Open Rate: 15%
 - Clicks: 1,310
 - Click Rate: 2.3%
- Total Impressions: 2,101,171

THE HOUR

Sponsored Story



An Insider's Guide to Norwalk's Restaurant Scene

By StoryStudio on May 31, 2023 2:16 PM

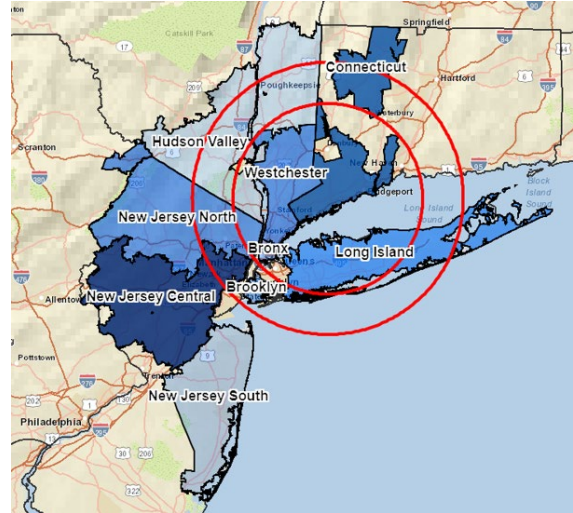


Picture this: It's a weeknight and your kids just arrived at home from day camp. You're about ready to stretch out on the couch with Netflix after a long day at work, however, it's not long before you realize your dinner isn't going to cook itself (if only it were that easy). Falling into a pattern of cooking the same few meals over and over is difficult to avoid, and we think it might be time to treat yourself to something new. Norwalk's restaurant scene is known to many as a foodie's paradise, a place where options are aplenty for those on the hunt for something good to grub on.

News 12 TV Ads: April-June 2023



- 35-mile radius of Norwalk
- News 12 Regions:
 - Connecticut
 - Bronx
 - Westchester
- Formats: 30-second spots and 10-second “billboards” (“This hour of News 12 is brought to you by Visit Norwalk.”)
- 364 total :30 spots
- Total market reach (adults): 29.5%
- Frequency: 18.2 (average number of times ads were viewed)
- Gross Rating Points: 192.36
- **Total Impressions: 1,474,064**



2023 Year-End Tourism Campaign Summary

- 12.9 million paid ad impressions
- 1.4 million organic social impressions
- 73,000 email impressions
- 58,000 website visits



Upcoming Special Event Promotions

- Easter Eggventure on Mill Hill
- SoNo Stride on Washington St.
- Earth Day Festival on Norwalk Green
- June Restaurant Week
- Nightfair on Washington St. (Halloween)
- Holiday Extravaganza
& Winter Wonderland
- Norwalk Innovations Initiative
“Shark Tank” Grants



Thank You &
QUESTIONS





January
2024

Operations Report

FINANCIAL SUMMARY

	January-24					YTD (July - January)					FISCAL YEAR	
	Actual 2024	Budget 2024	Var \$	Var %	Actual PY	Actual 2024	Budget 2024	Var \$	Var %	Actual PY	Forecast	Budget
REVENUES:												
Parking Revenue	497,480	526,511	(29,031)	-5.5%	510,250	3,935,147	3,832,111	103,037	2.7%	3,740,303	6,518,573	6,518,573
Other Revenue	11,411	8,115	3,296	40.6%	8,589	60,076	56,803	3,273	5.8%	30,897	97,376	97,376
Total System Revenue	508,891	534,625	(25,734)	-4.8%	518,839	3,995,223	3,888,913	106,310	2.7%	3,771,199	6,615,949	6,615,949
EXPENSES:												
Operations	330,429	377,426	(46,997)	-12.5%	344,717	2,297,471	2,491,863	(194,392)	-7.8%	2,124,571	4,304,199	4,304,199
City Support/Admin Svcs	61,949	63,377	(1,428)	-2.3%	61,903	433,644	443,639	(9,995)	-2.3%	434,267	760,524	760,524
Debt Service	104,593	104,593	0	0.0%	107,180	732,154	732,154	-	0.0%	754,951	1,255,121	1,255,121
Capital Reserve & Replacemen	11,250	11,250	0	0.0%	0	67,500	78,750	(11,250)	-14.3%	67,500	135,000	135,000
Total Expenses	508,221	556,646	(48,425)	-8.7%	513,801	3,530,769	3,746,406	(215,637)	-5.8%	3,381,289	6,454,844	6,454,844
Fund Balance	670	(22,021)	22,691	-103.0%	5,039	464,454	142,508	321,946	225.9%	389,910	161,105	161,105

Budget Summary

- Parking revenue is **5.5% under** budget for the month and **2.7% over** budget YTD.
- Total expenses are **8.7% under** budget for the month and **5.8% under** budget YTD.
- Transient revenue is **9.6% under** budget for the month and **6.2% over** budget YTD. Compared to the same period last year, YTD transient revenue is **5.5% above** last year.

Month and YTD Comparisons

- Total Revenue for the month is **down 6.6%** compared to last month and is **down 1.9%** compared to last January. YTD revenue is **up 5.9%** compared to last year.
- Transient activity for the month is **down 14.6%** compared to last month and is **down 10.2%** compared to last January. YTD transient activity is **down 2.3%** compared to last year.
- Permit activity (number of permits sold) is **up 0.3%** compared to last month and is **up 3%** compared to last January. YTD permit activity is **up 3.9%** compared to last year.
- Permit Revenue is **down 2.3%** compared to last month and is **up 2.9%** compared to last January. YTD permit revenue is **up 5.2%** compared to last year.

Variance Report (Actual v. Budget)

The Variance Report identifies and explains variances that are at least 20% and \$5,000 compared to budget.

For the Month Ending January 31, 2024

	ACTUAL	BUDGET	Var. (\$)	Var. (%)	COMMENTS	Actual YTD	Budget YTD
PARKING REVENUE							
N/A							
OPERATING EXPENSES							
Snow Removal	\$24,434	\$38,500	(\$14,066)	-36.5%	Less snow than anticipated.	\$24,434	\$89,250
Service Contract	\$9,925	\$24,363	(\$14,438)	-59.3%	Permit system contract amount of \$6k and Equipment contract \$8.5k with Amano in process.	\$147,824	\$125,049
Maintenance	\$28,611	\$39,897	(\$11,286)	-28.3%	Some repair works have not been completed due to the cold weather.	\$291,953	\$314,027
Utilities Expense	\$12,519	\$6,609	\$5,910	89.4%	Increased utilites usage at the South Norwalk Garage.	\$44,650	\$46,266

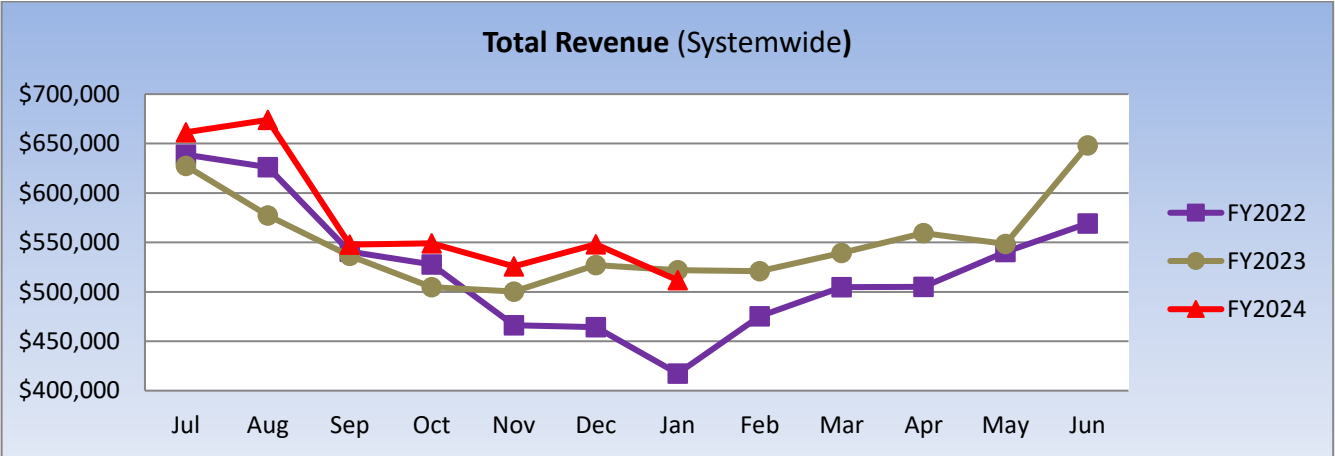
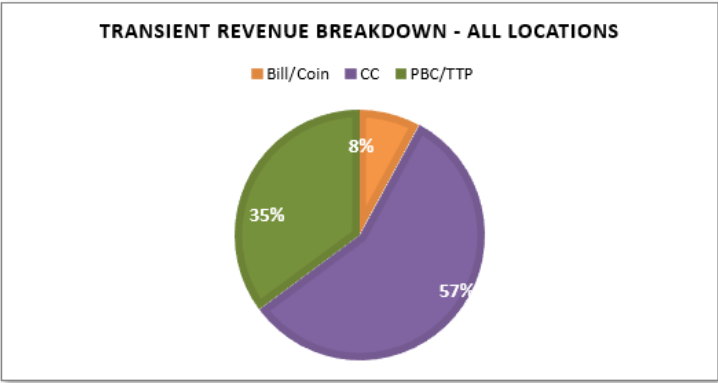
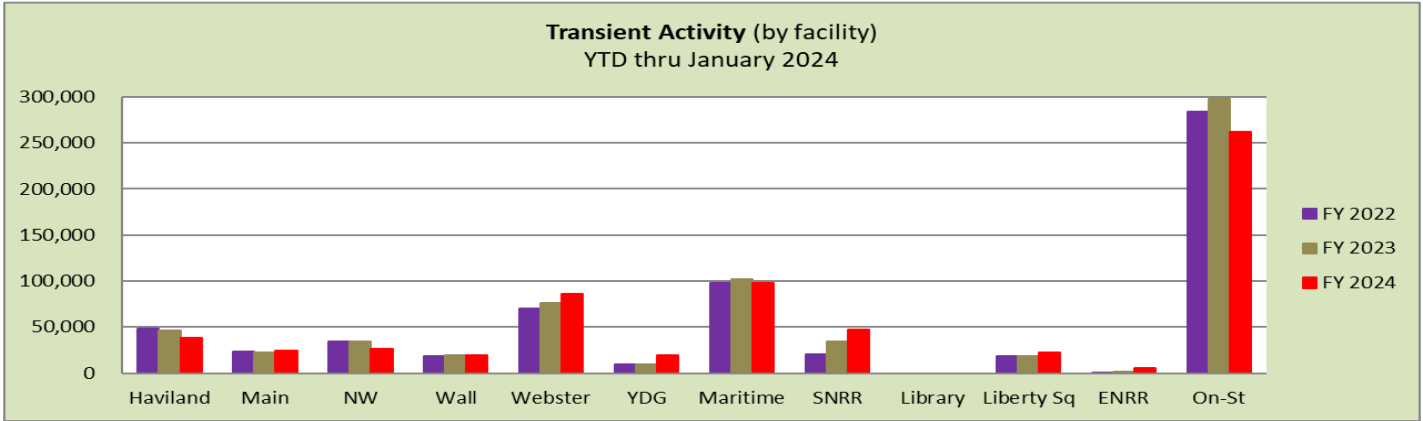
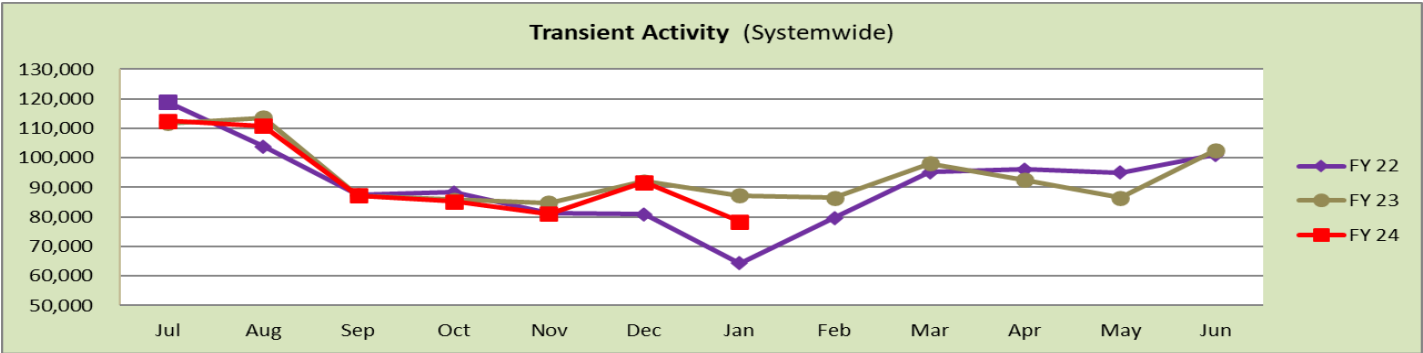
Financial Statement

For the Month ending January 31, 2024

LAZ Karp Associates, LLC and Subsidiaries									
Norwalk Parking Authority									
For the Seven Months Ending January 31, 2024									
Description	Actual	Budget	Variance	% Variance	YTD Actual	YTD Budget	YTD Variance	YTD Variance %	Annual Budget
PARKING REVENUE									
Meter Revenue	46,422.52	54,362.00	(7,939.48)	-14.6%	366,972.37	391,238.42	(24,266.05)	-6.2%	676,027.50
Transient Parking	185,077.00	204,697.00	(19,620.00)	-9.6%	1,523,268.49	1,433,739.02	89,529.47	6.2%	2,428,470.98
Monthly Parking	196,632.46	196,308.22	324.24	0.2%	1,372,362.16	1,374,157.54	(1,795.38)	-0.1%	2,355,698.64
Less: Refunds	(25.00)	0.00	(25.00)	0.0%	(1,241.75)	0.00	(1,241.75)	0.0%	0.00
Parking Violation	94,939.00	98,332.76	(3,393.76)	-3.5%	868,546.87	823,991.31	44,555.56	5.4%	1,384,395.71
Less: Sales Tax	(25,565.96)	(27,189.29)	1,623.33	-6.0%	(194,760.83)	(191,015.54)	(3,745.29)	2.0%	(326,020.18)
TOTAL PARKING REVENUE	497,480.02	526,510.69	(29,030.67)	-5.5%	3,935,147.31	3,832,110.75	103,036.56	2.7%	6,518,572.65
OTHER REVENUE									
Marketing/Advertising	0.00	1,500.00	(1,500.00)	-100.0%	0.00	10,500.00	(10,500.00)	-100.0%	18,000.00
ATM Machines	266.00	333.33	(67.33)	-20.2%	1,850.00	2,333.31	(483.31)	-20.7%	3,999.96
Lease Income - \$NRR/MG	6,775.07	3,080.00	3,695.07	120.0%	34,608.56	21,560.00	13,048.56	60.5%	36,960.00
Lease Income_YDG	1,418.00	418.00	1,000.00	239.2%	5,926.00	2,926.00	3,000.00	102.5%	5,016.00
SNRR Concessions Income	2,952.00	2,700.00	252.00	9.3%	17,691.00	18,900.00	(1,209.00)	-6.4%	32,400.00
Investment Income	0.00	83.33	(83.33)	-100.0%	0.00	583.31	(583.31)	-100.0%	999.96
TOTAL OTHER REVENUE	11,411.07	8,114.66	3,296.41	40.6%	60,075.56	56,802.62	3,272.94	5.8%	97,375.92
TOTAL SYSTEM REVENUE	508,891.09	534,625.35	(25,734.26)	-4.8%	3,995,222.87	3,888,913.37	106,309.50	2.7%	6,615,948.57
					4,189,983.70				
OPERATING EXPENSES									
Gross Wages	105,349.43	107,692.28	2,342.85	2.2%	772,206.49	807,692.11	35,485.62	4.4%	1,399,999.66
Payroll Tax Expense	12,929.22	13,623.04	693.82	5.1%	95,299.30	102,172.84	6,873.54	6.7%	177,099.60
Group Health Insurance	15,089.09	11,307.69	(3,781.40)	-33.4%	90,739.67	84,807.69	(5,931.98)	-7.0%	147,000.00
Worker's Compensation Expense	4,292.68	4,523.07	230.39	5.1%	31,640.79	33,923.02	2,282.23	6.7%	58,799.90
401K Match Expense	2,044.17	2,153.84	109.67	5.1%	15,067.19	16,153.82	1,086.63	6.7%	27,999.96
Operating Expenses	7,611.47	10,416.66	2,805.19	26.9%	47,146.85	72,916.62	25,769.77	35.3%	124,999.92
Maritime Condo fees	1,779.45	1,964.52	185.07	9.4%	12,456.15	13,751.64	1,295.49	9.4%	23,574.24
Management Fee Expense	8,333.33	8,333.33	0.00	0.0%	58,333.31	58,333.31	0.00	0.0%	99,999.96
Uniforms	0.00	3,333.34	3,333.34	100.0%	8,768.55	23,333.38	14,564.83	62.4%	40,000.08
Signage	2,635.84	4,166.68	1,530.84	36.7%	10,855.71	29,166.76	18,311.05	62.8%	50,000.16
Tickets	2,925.00	1,250.02	(1,674.98)	-134.0%	20,931.44	8,750.14	(12,181.30)	-139.2%	15,000.24
Office Expense	1,756.98	1,333.33	(423.65)	-31.8%	12,825.12	9,333.31	(3,491.81)	-37.4%	15,999.96
Snow Removal	24,433.75	38,500.00	14,066.25	36.5%	24,433.75	89,250.00	64,816.25	72.6%	177,500.00
Service Contract	9,924.65	24,362.89	14,438.24	59.3%	147,823.95	125,049.27	(22,774.68)	-18.2%	201,372.76
Sanitation	0.00	2,460.00	2,460.00	100.0%	11,363.05	17,220.00	5,856.95	34.0%	29,520.00
Building Repair & Maintenance	28,611.11	39,896.67	11,285.56	28.3%	291,952.58	314,026.69	22,074.11	7.0%	554,150.04
Security Services	14,267.64	17,373.46	3,105.82	17.9%	66,388.81	82,289.14	15,900.33	19.3%	129,831.36
Permit/Violation Management	13,949.92	12,500.01	(1,449.91)	-11.6%	80,419.61	87,500.07	7,080.46	8.1%	150,000.12
Utilities Expense	12,519.21	6,609.47	(5,909.74)	-89.4%	44,650.04	46,266.29	1,616.25	3.5%	79,313.64
Vehicle Expense	1,930.63	5,833.33	3,902.70	66.9%	25,781.13	40,833.31	15,052.18	36.9%	69,999.96
Telephone	8,547.92	7,499.99	(1,047.93)	-14.0%	62,570.02	52,499.93	(10,070.09)	-19.2%	89,999.88
Equipment Expense	882.69	2,499.99	1,617.30	64.7%	1,000.41	17,499.93	16,499.52	94.3%	29,999.88
Bank and Credit Card Fees	27,280.02	24,018.73	(3,261.29)	-13.6%	198,482.80	174,817.86	(23,664.94)	-13.5%	297,413.91
Liability Insurance	11,939.50	13,273.65	1,334.15	10.1%	94,447.29	96,775.81	2,328.52	2.4%	164,623.69
Parking Program	8,380.00	8,333.33	(46.67)	-0.6%	50,010.75	58,333.31	8,322.56	14.3%	99,999.96
Marketing and Communication	3,015.00	4,166.68	1,151.68	27.6%	21,876.13	29,166.76	7,290.63	25.0%	50,000.16
TOTAL OPERATING EXPENSES	330,428.70	377,426.00	46,997.30	12.5%	2,297,470.89	2,491,863.01	194,392.12	7.8%	4,304,199.04
CITY ADMINISTERED EXPENSES									
Other City Payroll Expenses	38,333.35	38,333.35	0.00	0.0%	268,333.45	268,333.45	0.00	0.0%	460,000.20
Electric	18,214.27	19,642.10	1,427.83	7.3%	127,499.89	137,494.70	9,994.81	7.3%	235,705.20
Sewer	968.26	968.26	0.00	0.0%	6,777.82	6,777.82	0.00	0.0%	11,619.12
Professional Services	3,750.00	3,750.00	0.00	0.0%	26,250.00	26,250.00	0.00	0.0%	45,000.00
Legal Service Retainer	416.66	416.66	0.00	0.0%	2,916.62	2,916.62	0.00	0.0%	4,999.92
Business Expense	266.65	266.65	0.00	0.0%	1,866.55	1,866.55	0.00	0.0%	3,199.80
TOTAL CITY ADMINISTERED EXPENSES	61,949.19	63,377.02	1,427.83	2.3%	433,644.33	443,639.14	9,994.81	2.3%	760,524.24
SUBTOTAL OPERATING EXPENSES	392,377.89	440,803.02	48,425.13	11.0%	2,731,115.22	2,935,502.15	204,386.93	7.0%	5,064,723.28
Debt Service Interest	17,976.55	17,976.55	0.00	0.0%	125,835.85	125,835.85	0.00	0.0%	215,718.60
Debt Service Principle	86,616.84	86,616.84	0.00	0.0%	606,317.88	606,317.88	0.00	0.0%	1,039,402.08
SUBTOTAL DEBT SERVICES	104,593.39	104,593.39	0.00	0.0%	732,153.73	732,153.73	0.00	0.0%	1,255,120.68
Capital Reserve and Replacement	11,249.99	11,249.99	0.00	0.0%	67,499.94	78,749.93	11,249.99	14.3%	134,999.88
TOTAL EXPENSES	508,221.27	556,646.40	48,425.13	8.7%	3,530,768.89	3,746,405.81	215,636.92	5.8%	6,454,843.84
Fund Balance	669.82	(22,021.05)	22,690.87	-103.0%	464,453.98	142,507.56	321,946.42	225.9%	161,104.73

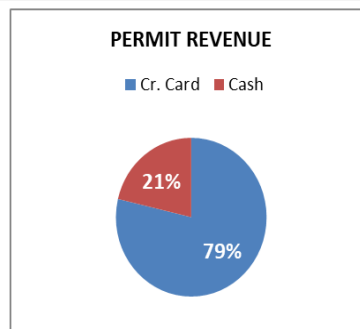
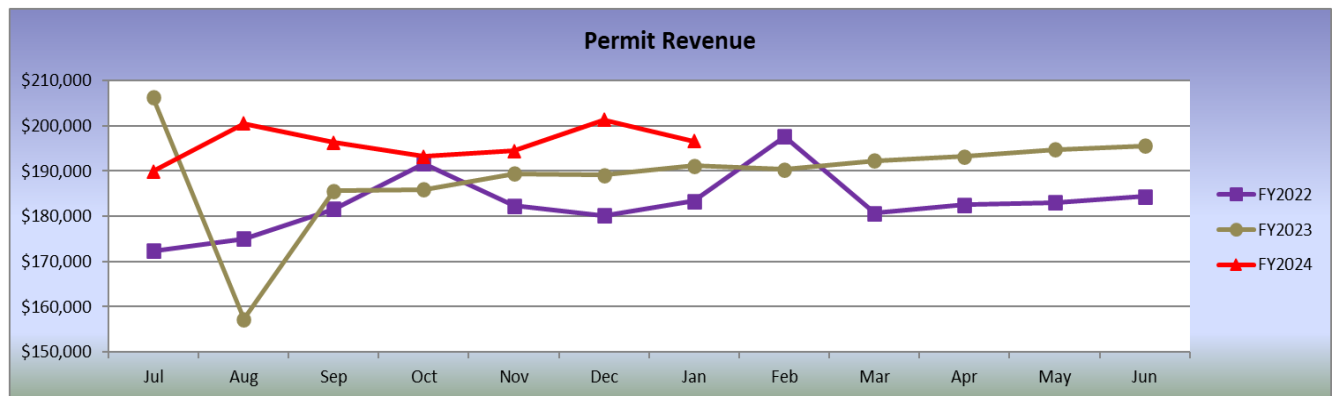
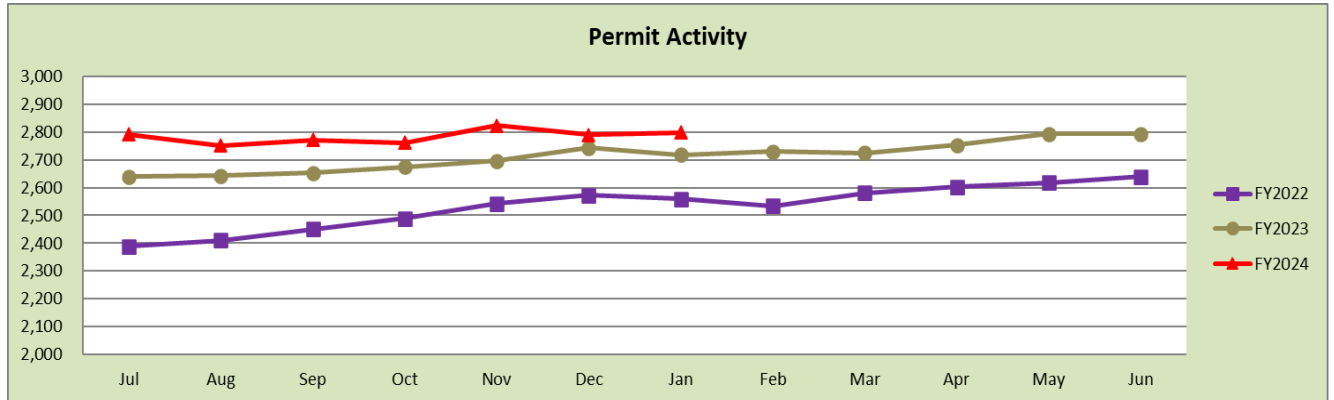
Systemwide Activity

- Overall, systemwide transient activity YTD is **2.3% below** last year and revenue is **5.9% above** last year.



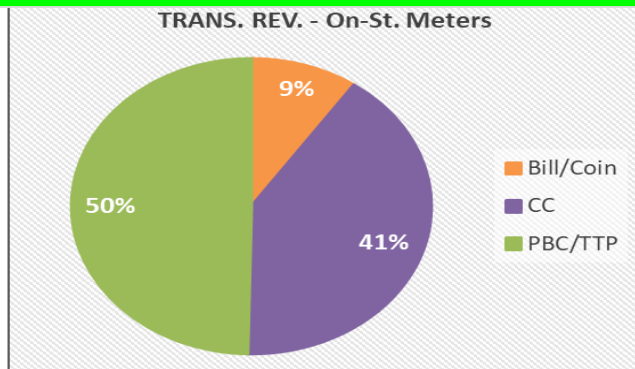
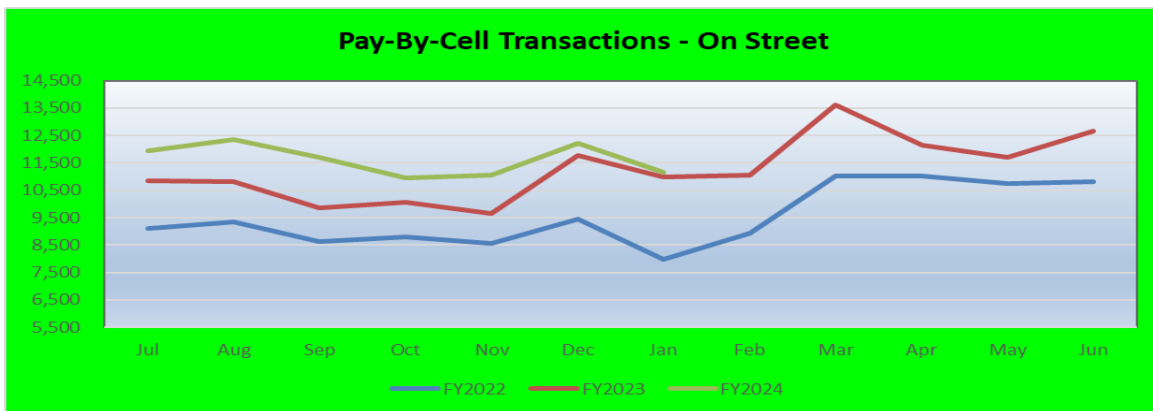
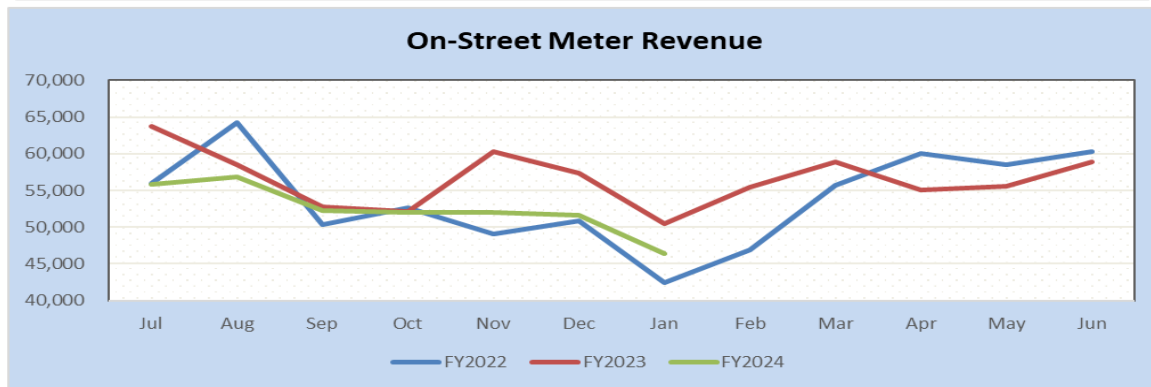
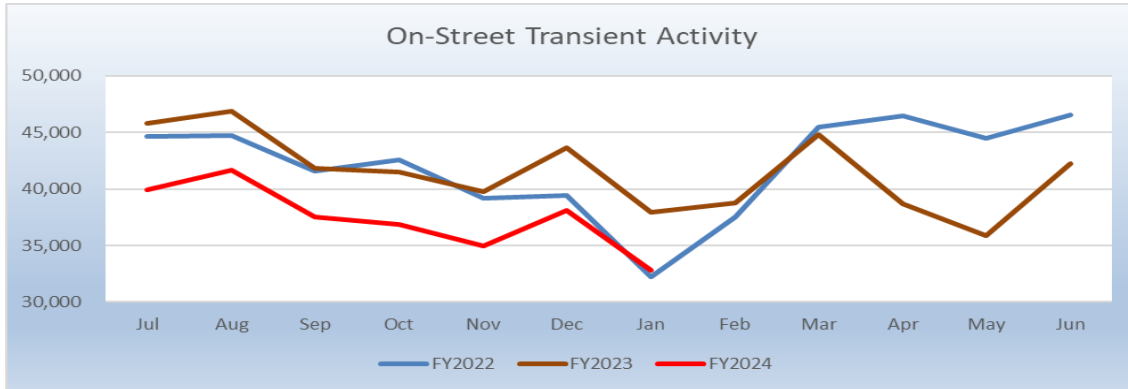
Permit Sales

- Compared to last month, January permits are **up 0.3%** and permit revenue is down **2.3%**.
- Compared to last year, January permits are **up 3.0%** and permit revenue is **up 2.9%**.
- YTD compared to last year, permit activity is **up 3.9%** and revenue is **up 5.2%**.
- YTD permit revenue is **0.1% under** budget.
- **2,799** permits were sold systemwide. There are 3,066 spaces available for permits and 4,333 total spaces systemwide, including non-metered spaces.



On-Street Parking

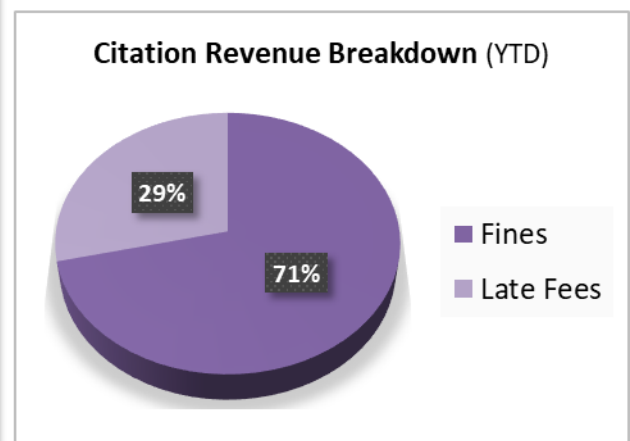
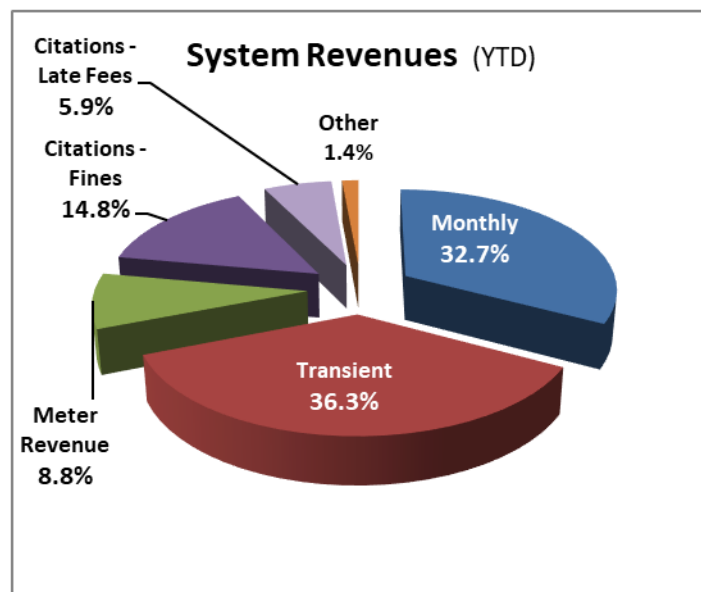
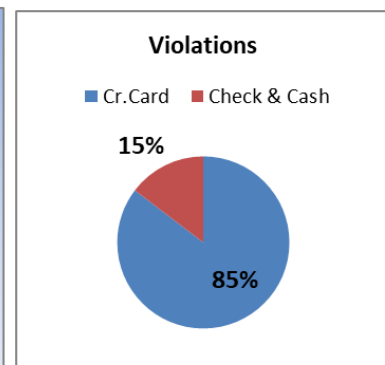
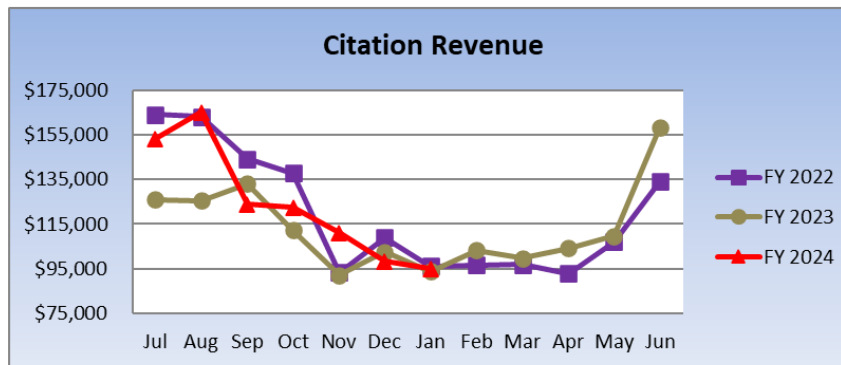
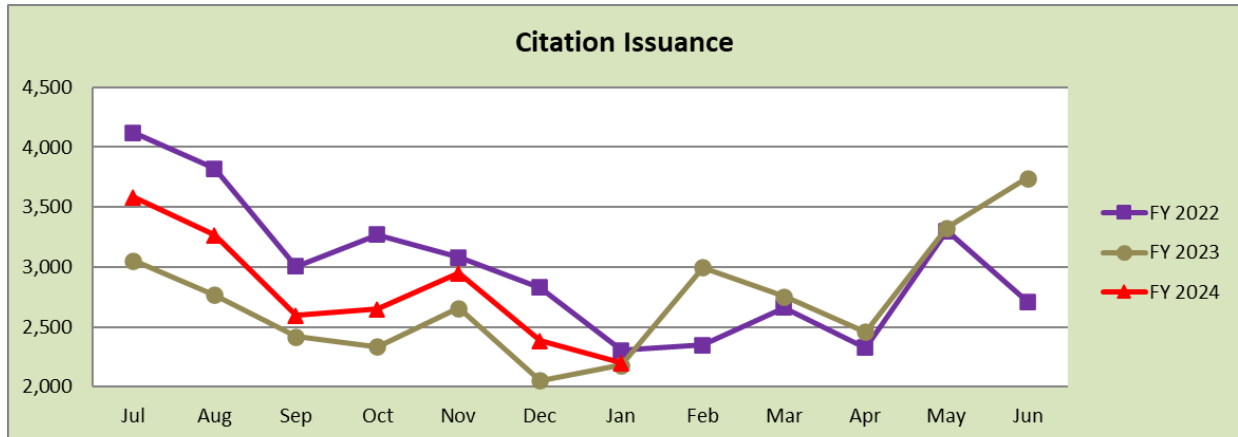
- YTD through January, transient activity was **down 11.9%** and revenue was **down 7.1%** compared to last year.
- For the month of January, transient activity was **down 14%** compared to last month and **down 13.5%** compared to last January.
- Revenue was **down 10.1%** compared to last month and **down 8%** compared to last January.
- In SONO, the average PBC transaction was **\$2.20** or an Average Stay of **1.5** hours.
- In the Wall District, the average PBC transaction was **\$1.09** or an Average Stay of **2.18** hours.



On-Street Comparison by Area				
Area	# of Trans.	Revenue	% Trans	% Rev.
Sono	17,084	\$ 28,643	52%	65%
Wall	12,174	\$ 9,149	37%	21%
West Ave.	3,540	\$ 6,138	11%	14%
Total	32,798	\$ 43,930		

Parking Enforcement

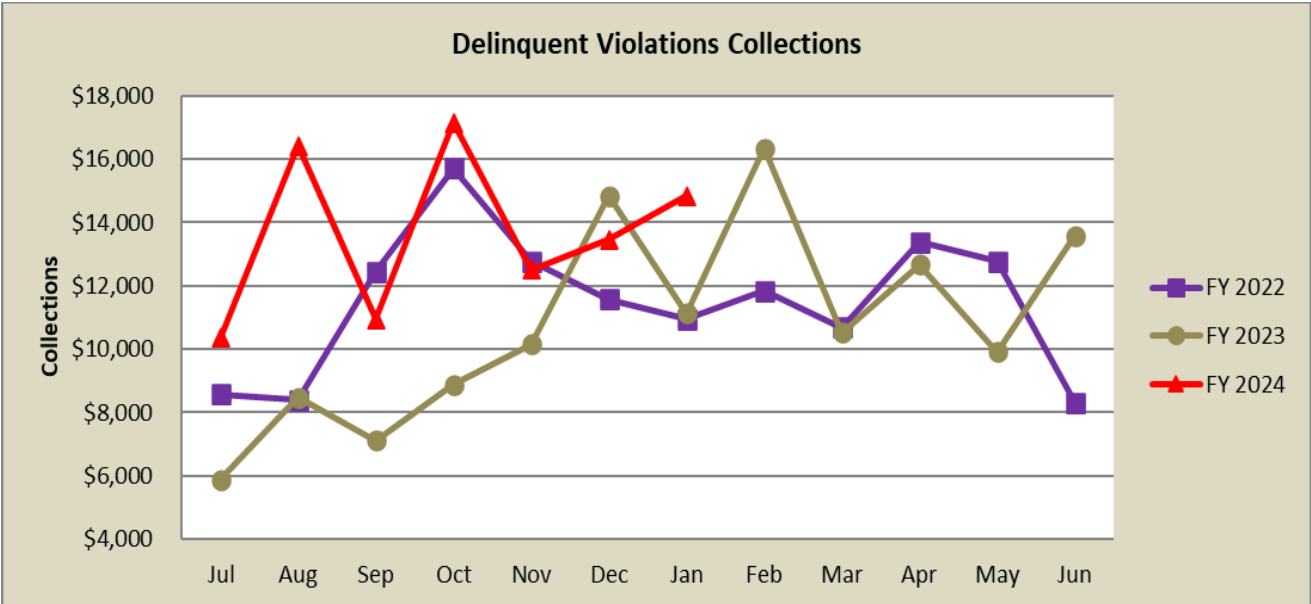
- YTD through January, ticket issuance was **up 12.3%** and citation revenue was **up 10.7%** compared to the same period last year.
- Compared to last month, ticket issuance was **down 7.6%** and citation revenue was **down 3.3%**.
- Citation revenue accounts for **20.7%** of system revenues YTD.
- Citation revenue from the beaches was **\$4,960** for the month.



Parking Violations Collection Program

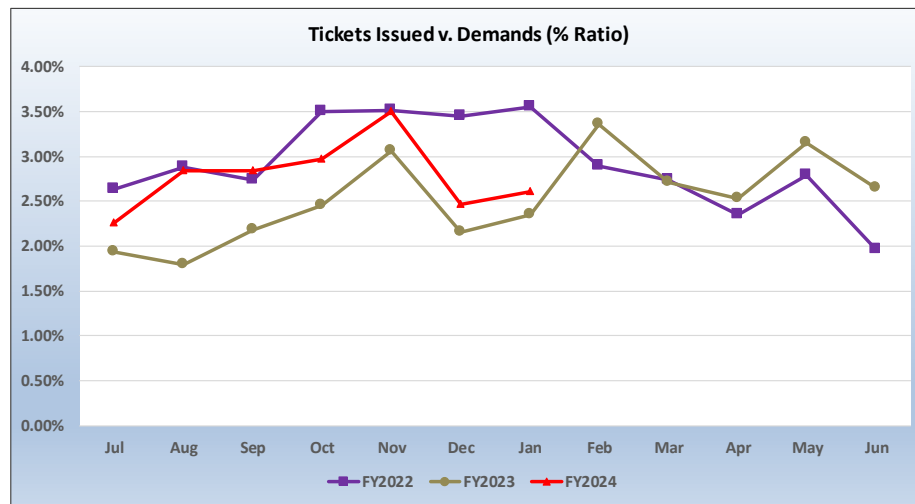
Fiscal Year	Delinquent \$ Collected
2013	\$131,458
2014	\$108,435
2015	\$84,233
2016	\$84,628
2017	\$152,412
2018	\$128,025
2019	\$103,032
2020	\$93,378
2021	\$71,346
2022	\$137,355
2023	\$129,477
2024	\$95,635

YTD thru January



Tickets Issued v. Demands Analysis

Analysis of the ratio of tickets issued compared to transient demands does not include citations issued at the beaches nor does it include violations issued by the Norwalk Police Department.



Tickets Issued (NOT including Beaches & Police issued tickets)

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	AVG.
FY2019	1,574	1,843	1,461	1,569	1,515	1,594	1,294	1,072	1,491	1,468	1,131	1,505	17,517	1,460
FY2020	1,602	1,718	1,484	1,160	1,367	1,710	1,514	1,667	851	17	17	223	13,330	1,111
FY2021	397	362	360	201	136	601	916	752	2,529	2,745	1,728	2,689	13,416	1,118
FY2022	3,127	2,993	2,390	3,092	2,859	2,783	2,284	2,305	2,606	2,257	2,650	1,981	31,327	2,611
FY2023	2,164	2,033	1,897	2,104	2,595	1,986	2,053	2,903	2,655	2,342	2,730	2,713	28,175	2,348
FY2024	2,540	3,146	2,482	2,534	2,838	2,266	2,047						17,853	2,550

Transient Demands (NOT including Beaches)

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	AVG.
FY2019	106,168	112,894	87,811	91,061	86,286	95,118	90,170	86,885	104,945	99,209	101,014	106,576	1,168,137	97,345
FY2020	110,327	113,742	96,762	110,459	100,233	101,475	106,779	108,995	46,453	0	0	39,154	934,379	77,865
FY2021	60,962	65,055	60,234	59,448	44,445	44,600	52,682	47,949	71,404	76,193	83,038	93,578	759,588	63,299
FY2022	118,674	103,859	87,480	88,359	81,427	80,829	64,339	79,672	95,094	96,140	94,935	101,065	1,091,873	90,989
FY2023	111,814	113,560	87,199	85,804	84,706	92,082	87,283	86,518	98,079	92,535	86,456	102,660	1,128,697	94,058
FY2024	112,565	110,796	87,317	85,255	81,074	91,771	78,338	0	0	0	0	0	647,116	53,926

Ratio (%) - Tickets v. Demands

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
FY2019	1.48%	1.63%	1.66%	1.72%	1.76%	1.68%	1.44%	1.23%	1.42%	1.48%	1.12%	1.41%	1.50%
FY2020	1.45%	1.51%	1.53%	1.05%	1.36%	1.69%	1.42%	1.53%	1.83%	0.00%	0.00%	0.57%	1.16%
FY2021	0.65%	0.56%	0.60%	0.34%	0.31%	1.35%	1.74%	1.57%	3.54%	3.60%	2.08%	2.87%	1.60%
FY2022	2.63%	2.88%	2.73%	3.50%	3.51%	3.44%	3.55%	2.89%	2.74%	2.35%	2.79%	1.96%	2.92%
FY2023	1.94%	1.79%	2.18%	2.45%	3.06%	2.16%	2.35%	3.36%	2.71%	2.53%	3.16%	2.64%	2.53%
FY2024	2.26%	2.84%	2.84%	2.97%	3.50%	2.47%	2.61%						2.78%

Tickets Issued v. Demands Analysis (continued)

Analysis of the ratio of tickets issued compared to transient demands by street:

5 Years Summary (Expired meter violations only)						
Zone Number	Row Labels	Current 2023/24	2022/23	2021/22	2020/21	2019/20
2011	Ann St.	4.7%	2.5%	1.6%	2.5%	2.2%
2033	Berkeley St.	16.1%	9.1%	1.5%	1.8%	4.4%
2012	Haviland St.	4.5%	3.2%	2.9%	5.6%	4.5%
2021	Madison St.	10.9%	3.4%	1.7%	5.2%	4.1%
2030	Maple St.	3.1%	1.7%	1.0%	2.1%	0.4%
2010	Marshall St.	1.2%	1.2%	1.7%	2.4%	2.1%
2026	Merwin St	6.8%	4.3%	2.1%	4.1%	2.1%
2024	Monroe St.	1.2%	0.3%	0.4%	1.1%	2.9%
2017	N. Main St.	3.8%	2.3%	1.8%	3.2%	3.6%
2018	N. Water St.	4.1%	2.3%	1.4%	2.8%	2.4%
2027	Orchard St	5.2%	4.8%	4.3%	7.2%	1.8%
2032	Quincy St.	0.0%	0.0%	0.0%	0.0%	0.0%
2020	S. Main St.	2.1%	1.1%	1.1%	2.1%	1.9%
2016	W. Washington St.	2.7%	0.5%	1.3%	0.9%	1.2%
2014	Washington St.	5.0%	5.3%	5.7%	8.7%	4.6%
2031	West Ave	3.0%	1.9%	1.5%	3.7%	0.9%
2040	Wall St. Area	1.9%	3.3%	3.9%	10.5%	4.7%
2002	Webster Lot	1.9%	2.3%	2.8%	3.7%	1.3%
2004	Haviland Deck	1.9%	2.1%	2.8%	4.8%	2.4%
2022	North Water Lot	2.8%	2.6%	3.5%	4.9%	3.6%
2023	SNRR Lot	4.7%	5.0%	6.1%	8.9%	3.9%
2005	YDG	2.2%	2.0%	3.2%	5.2%	0.9%
2028	Wall Street Lot	1.4%	1.6%	2.5%	6.4%	2.4%
2029	Main Street Lot	1.5%	2.1%	2.7%	4.5%	1.6%
2015	Liberty Square Lot	1.1%	0.6%	0.7%	1.9%	1.0%
Grand Total		2.6%	2.6%	2.8%	4.8%	2.6%
** Current year data is September - January 2024						

Pay-By-Cell

- YTD through January, pay by cell activity was **up 12.6%** and revenue was **up 15.8%** compared to the same period last year.
- Compared to last month, January transactions were **down 13.2%** and revenue was **down 12.2%**.
- The average transaction is **down 1.1%** from **\$2.92** in December to **\$2.96** per transaction in January.
- By comparison, the average transaction systemwide (all payment methods) is **\$2.27** per transaction.
- PBC transactions represent **27.3%** of system demands and **13.1%** of systemwide revenue.

