



CITY OF NORWALK
PARKING AUTHORITY
REGULAR MEETING
October 28, 2015

ATTENDANCE: Julius Hayward, Chairman
Mike Harden, Vice Chairman
Richard Brescia
Jud Aley

ABSENT: Olga Arteaga

STAFF: Bruce Chimento, DPW Director
Kathryn Hebert, Administrative Services Manager
Dilene Byrd, Secretary

OTHERS: Stathis Manousos, LAZ Parking
Tim Sheehan, Director, Redevelopment Agency

PUBLIC COMMENT

No one from the public attended.

- 1. APPROVE THE MINUTES FROM THE PARKING
AUTHORITY MEETING HELD ON WEDNESDAY,
SEPTEMBER 23, 2015.**

**** MR. BRESCIA MOVED TO APPROVE THE MINUTES AS AMENDED**

**** MOTION PASSED UNANIMOUSLY**

2. APPROVE THE PARKING AUTHORITY MEETING SCHEDULE FOR CALENDAR YEAR 2016.

**** MR. HARDEN MOVED TO APPROVE THE ITEM**

**** MOTION PASSED UNANIMOUSLY**

GENERAL INFORMATION

1. FINANCIAL REPORT

Ms. Hebert reported and said that the revenue is trending seasonally similar to the way they have for several years, but that the transient parking demand is higher compared to last fiscal year and last month. She reported on the expenses and said that some final payments have been made on the structural repairs at the Maritime Garage and the expenses for the summer maintenance. Mr. Sheehan asked what the general average is for the expenses at the Maritime Garage on a monthly basis. Ms. Hebert said that it varies but based on last fiscal year are approximately \$144,000. Mr. Brescia asked how the \$190,000 for meter/violations breaks out. Mr. Manousos said that 20% is payroll related and that a large portion is for the ongoing permit violation maintenance fees. Mr. Sheehan asked what the increase in expenses is due to at the North Water Lot in August. Ms. Hebert said it was due to the sidewalk repairs around the lot. Mr. Hayward requested that going forward that any Board member that has specific questions for staff to provide a summarized request in advance of the meeting, so that accurate information can be provided by staff. Mr. Brescia requested that the direct and allocated expenses by facility be broken out on the monthly reports. Ms. Hebert distributed the operating and capital budget schedule for fiscal year 2016- 2017 and said that she anticipates a recommended staff draft to be presented at the December meeting.

2. OPERATING REPORT

Mr. Manousos reported on the highlights and said that the activity trends up overall for transient parking and level for permit parking sales. He said that pay by cell activity continues to show increases and longer durations of stay year to date. Mr. Hayward requested that going forward at each of the Parking Authority meetings that staff take one facility per month to drill down on for a better understanding.

3. PAY BY PLATE UPGRADE IMPLEMENTATION

Ms. Hebert and Mr. Manousos reported and said that the software has been installed in all paystations. Ms. Hebert discussed the benefits and said that the upgrades will

include credit card readers that allow will compliance with the credit card chip and pin security requirements, ADA compliance, Operational and enforcement efficiencies, customer convenience and flexibility, and there will be no weather related issues with space numbers being covered by snow. Mr. Brescia asked if there are currently any facilities that are pay by plate. Ms. Hebert said “no”. She said that the implementation schedule will be facility by facility starting with the South Norwalk Railroad Station, and that communication efforts will include press releases, website with FAQ’s, email blasts and first time key chain giveaways. Mr. Manousos said that when the implementation is rolled out there will be customer service staff located at each facility for one to two weeks to help people understand the system. Ms. Hebert said that there will be signage and instruction changes installed at all the pay stations. Mr. Harden said to be sure that American Express is included as a payment option.

Ms. Hebert reported on the collaborations with the Maritime Aquarium and said that they are almost complete, and that the pay stations have already been installed in their lobby area, and are now testing it and that the test will be completed next week. She said that staff is waiting for the scanner equipment to arrive for the revenue control at the two exit lanes at the Maritime Garage, and that the pre-payment widget will be rolled out on the Maritime Aquariums website.

4. NCC MARKETING CLASS COLLABORATION

Ms. Hebert reported on the collaboration and said that the students had participated in the guerilla/field marketing on October 23 and October 24, 2015, and that the preliminary numbers show approximately 200 downloads were done compared to the previous week after the field exercise was completed. She presented the marketing collateral and material created and designed by the students including a wallet size ‘how to’ brochure, restaurant coaster and survey. She said that Parkmobile has offered a \$1 .00 off discount parking through pay by cell through December 2015, and that the last class is scheduled for December 2 2015.

5. WALL STREET/SONO DISTRICT OUTREACH

Mr. Brescia said that that he has met with Mr. McGuire who is representing an organization that is interested in putting a design center into open space on Wall Street and that he has met with him several times. Ms. Hebert distributed an e-mail that Mr. Brescia sent to Ms. Liz Stocker, Mr. Sheehan, Mr. Chimento and to Ms. Hebert for their input. Ms. Hebert said that she has received several requests from the commercial private sector to use and or lease private parking spaces for their customers and or employees, and said that the Parking Authority will need to discuss a policy or criteria to balance the commercial requests with the public need since the facilities are public parking assets. Mr. Brescia said that this has been done before but the conundrum is that space is limited, but that there is an opportunity to help the city grow in particular areas. Mr. Sheehan asked how many parking spaces Mike Oz, 50 Washington Street is looking to obtain in Webster Lot for extended parking. Ms. Hebert said 80 permits for

eighteen hours but the cost has not yet been determined. Ms. Hebert said that Mike Oz will be sending in a formal request. Mr. Sheehan asked what the values of parking spaces are after 5:00PM in Webster Lot. Ms. Hebert said that there is an agreement with the theatre that after 6:00PM through 10:00pm the rate is \$2.00 and after 10:00PM the rate changes to \$8.00. Mr. Sheehan suggested that staff begin putting some numbers together to better understand what the upside ultimately could be versus a transient parker. After further discussion it was decided that Ms. Hebert would forward the e-mail related to the Design Center request to all members of the Parking Authority for their comments and or suggestions to be discussed at next month's meeting.

6. RATE ANALYSIS

Ms. Hebert said that the first draft is scheduled to be sent by consultant in November for review.

7. OTHER BUSINESS

Mr. Aley requested capacity data from the Maritime Garage and to install swing sign signage out near North Main Street directing people to park at the Maritime Garage, as well as swing sign signage on River Street and Burnell Boulevard directing people to park at the Yankee Doodle Garage.

Ms. Hebert discussed the Wayfinding Committee and study and said that the consultants are very impressed with the Parking Authority's wayfinding street program, but fall short on signage at each facility.

Ms. Hebert discussed how validations work throughout the industry and said that currently validations work in gated facilities and open parking lots in real time, but that in open lots with paystations, and on the street with meters, people currently have to pay first. She said that there are opportunities for the business community to offer come back tokens or coupons but most are reluctant to give these out since customers may use and frequent another business. She said that the Parking Authority has the tools for the business community to use which includes that customers can use the pay by cell option and show receipt on their smartphone, and when the pay by plate program is implemented they can show a receipt to the business owner and they can offer to deduct the cost of the parking from their meal or retail receipt. She said that staff will start to communicate this option.

Ms. Hebert said that Parkmobile is developing for a spring rollout a real time business validation program.

**8. NEXT PARKING AUTHORITY MEETING: WEDNESDAY,
NOVEMBER 18 , 2015, AT THE MARITIME GARAGE, PARKING
AUTHORITY OFFICES, 11 N. WATER STREET, 6 PM. NO
MEETING IN AUGUST .**

**** MR. HARDEN MOVED TO ADJOURN**

**** MOTION PASSED UNANIMOUSLY**

The meeting adjourned at 8:05PM