



CITY OF NORWALK
PARKING AUTHORITY
REGULAR MEETING
September 27, 2017

ATTENDANCE: Richard Brescia, Chairman
Mike Harden, Vice Chairman
Jud Aley
Tom Vetter
Eric Rains

STAFF: Kathryn Hebert, Administrative Services Manager
Vanessa Valadares, Senior Engineer
Dilene Byrd, Secretary

OTHERS: Stathis Manousos, LAZ Parking
Rocky Legesse, LAZ Parking
Tim Sheehan, Director, Redevelopment Agency
Linda Kavanaugh, President, MaxExPR

1. CALL TO ORDER

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

PUBLIC COMMENT

No one from the public attended.

PRESENTATION- NORWALK NOW DISTRICT MARKETING PROGRAM-

Ms. Kavanaugh presented and provided an update on the marketing campaign and said that it is a work in progress, but that there are close to 20 businesses on board and discussed the challenges and said that if anyone has relationships with any of the business owners to encourage them to take part in the program. She said that the brand is done and that the first event that will take place will be a music event, and there will be two blogs posts done per month. She said the social media will be done on three platforms which are Facebook, Twitter and Instagram and that the website will be live by Monday, and once the website is live the business's will utilize their social media platforms and email marketing to reach out to their database and customers to drive people to the website. Mr. Brescia said that they realize there will be growing pains and that they will be overcome but the growth has been exponential and will continue.

NEW BUSINESS

1. APPROVE THE MINUTES FROM THE PARKING AUTHORITY MEETING HELD ON TUESDAY, JULY 26, 2017.

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

**** MR. VETTER SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

2. APPROVE THE AGREEMENT WITH THE SNYDER GROUP, INC.

Ms. Hebert said that there are three planning studies currently going on in the City of Norwalk and that it made more sense to implement a streamlined, effective and efficient citizen participation program so that more citizens are brought into the decision making process, translating to the three plans being more responsive to community needs. She said that they have spoken to three different groups and had recommended that the Snyder Group be selected to create the website and the social media component, as well as the content management and have come up with a branding called Norwalk Tomorrow and that this will be a platform to be used going forward for the City of Norwalk to use for all of the planning studies. She said for the website that the Plan of Conservation and Development will be the umbrella organization because the statute is the planning document for the City of Norwalk. She said that the Parking Authority agreed to fund Phase I, the creation of the website, and that the Redevelopment Agency will fund Phase II, the content management component to be discussed at the Redevelopment Agency meeting on October 10, 2017.

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

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

**** THE MOTION PASSED UNANIMOUSLY.**

3. APPROVE THE MEETING SCHEDULE FOR CALENDAR YEAR 2018

- ** MR. HARDEN MOVED TO APPROVE THE 2018 MEETING CALENDAR.**
- ** MR. ALEY SECONDED THE MOTION.**
- ** THE MOTION PASSED UNANIMOUSLY.**

INFORMATION AND DISCUSSION

1. CHAIRMAN REPORT

Mr. Brescia spoke about planning for fiscal year 2019 operating and capital budgets and requested that the members think about this for the October meeting. He discussed his concerns and said that he is not overly pleased with the balance there are in the amount of the parking permits that have been given out versus the number of available spaces. He requested that each member of the Authority choose a couple of businesses in the downtown districts to visit and conduct a survey to determine where the employees are parking and if there are safe and affordable employee parking options.

Mr. Brescia discussed the courtesy card program and said that the pilot program has been going on for three months and that over 1,054 cards have been given, and only 26 were ticketed because they had stayed beyond the courtesy card limit. He said that the cost to the Parking Authority was \$25,000 in lost revenue which was a very low cost for the amount of good will it did. He said that the courtesy cards were being given out two days a week and he suggested that it be increased to four days a week. Mr. Harden asked if members of the Common Council have been kept abreast of the courtesy card program. Mr. Brescia said "yes" and that he has informed Mr. Hempstead, Mr. Kydes, Mr. Igneri and Mr. Kimmel and summarized a lot of the different things that the Parking Authority has been doing including the courtesy card program.

- ** MR. HARDEN MOVED TO SUSPEND THE RULES.**
- ** MR. VETTER SECONDED THE MOTION.**
- ** THE MOTION PASSED UNANIMOUSLY.**

- ** MR. HARDEN MOVED TO EXTEND THE COURTESY CARD PROGRAM.**
- ** MR. ALEY SECONDED THE MOTION.**
- ** THE MOTION PASSED UNANIMOUSLY.**

Mr. Sheehan left at 7:25PM.

Mr. Brescia said that he and Ms. Hebert have been working with the Law Department on a number of issues but that there is now an agreement with SNEW at the South Norwalk Railroad Station. He also said that there will be a formal press conference on October 23, 2017 at 6:00PM. at the Yankee Doodle Garage to draw attention to the improvements and the façade lighting that has been done. Mr. Brescia said that there will be a press release done for the Norwalk Now marketing collaboration.

2. MARKETING PLAN

This was discussed under the Norwalk Now presentation on the agenda.

3. PARKING CAPACITY A STRATEGIC PLAN

Ms. Hebert updated the status of the program and that it is in the very beginning stages, and to date they have interviewed 30 people but it is ongoing and they are in the process of data gathering and in November will be speaking to the business owners.

4. FINANCIAL, ACTIVITY AND OPERATIONS REPORT

Mr. Manousos reported and said that revenues are up 1%, and the expenses are 14% under budget year to date. He said that the revenue for violations is down 13% from last year to date and the violations issued is down by 4% and in part is contributable to the customer courtesy card program. Mr. Brescia said that 1500 less tickets were issued this year in the same period of time as last year due to the program. Mr. Brescia discussed the wait lists and said that they seem to be going down. Mr. Legesse discussed some contributing factors for the the wait list going down and said that parking has opened at the Westport Railroad Station, parking has been expanded at the Stamford Railroad Station , and that Uber has also been a huge contributor. He said that they are also reaching out to the State to see if ridership has gone down.

Mr. Aley requested that the financials be presented on the smart board going forward.

5. ON STREET CUSTOMER COURTESY PROGRAM

This was discussed under the Chairman's report.

6. CAPITAL PROJECT REPORT

Ms. Valadares reported and said all the capital projects have been completed for 2017 and that over 60 projects were done with the biggest one being the lighting project at the Yankee Doodle Garage. She said for 2018, the paving at the Mechanic Street lot was completed today and that the line striping will be completed on Friday, and it will be open to the public on Saturday and was updated to the new standards, and that Haviland Deck has also been re-striped. She said that they are also planning to change all the lighting fixtures at the South Norwalk Railroad Station to LED lights. Mr. Harden asked if that will be eligible for the rebate program. Ms. Valadares said "yes" and is approximately \$38,000 in rebates. She also said that the revenue control system will also be updated at the South Norwalk Railroad Station. She also said that there are a lot of concrete repairs to be done at every garage and she will contact Desman Associates to prioritize the work to establish a plan.

7. OPERATING AND CAPITAL BUDGET FISCAL YEAR 2019

There was no discussion.

8. OTHER BUSINESS

Mr. Harden said that a lot of prime parking at 50 Washington Street is being used for employees and suggested sectioning off the back parking for the employees and will need further discussion.

Next Parking Authority Meeting: Wednesday, October 25, 2017, Maritime Garage, Parking Authority Offices, 11 North Water Street, 6:00PM.

9. ADJOURNMENT

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

The meeting adjourned at 8:25PM