



CITY OF NORWALK
PARKING AUTHORITY
REGULAR MEETING
July 26, 2017

ATTENDANCE: Richard Brescia, Chairman
Jud Aley
Tom Vetter

ABSENT: Mike Harden, Vice Chairman

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

OTHERS: Stathis Manousos, LAZ Parking
Rocky Legesse, LAZ Parking
Jeffery Lature, LAZ Parking
Tim Sheehan, Director, Redevelopment Agency

1. CALL TO ORDER

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

PUBLIC COMMENT

No one from the public attended.

NEW BUSINESS

1. ELECTION OF OFFICERS AND SECRETARY

**** MR. VETTER MOVED TO NOMINATE THE CURRENT SLATE OF OFFICERS AND SECRETARY.**

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

**** THE MOTION PASSED UNANIMOUSLY.**

1. APPROVE THE MINUTES FROM THE PARKING AUTHORITY MEETING HELD ON WEDNESDAY, JUNE 20, 2017.

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

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

**** THE MOTION PASSED UNANIMOUSLY.**

INFORMATION AND DISCUSSION

1. PEO/CUSTOMER SERVICE UPDATE

Mr. Lature spoke to the Parking Authority about some of his experiences as a Parking Enforcement Officer and said that he mostly enforces Wall Street District and sometimes the SONO area, and that most of the complaints that he receives are related to customers forgetting their license plates while at the pay station, and he suggests to them to take a picture of their license plate on their phone. He said that he continues to promote the pay by cell option, and that he spends time in the facilities helping customers who need help at the pay stations. He said that he has given out the courtesy cards and that he has received very positive responses from both customers and the businesses.

2. 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 September meeting. He also requested a detailed report from Rocky regarding information from the business community about where their employees are parking.

3. MARKETING PLAN

Ms. Hebert updated the status of the program and said that on July 20, 2017, she had met with the working group consisting of business's including retail, restaurant and entertainment, and that eight had attended from both the Wall Street and SONO districts. She said that a presentation was given showing what the program is, and the new brand and that it was very well received by the group. Ms. Hebert explained the financing behind the program with the Parking Authority being a major investor for a few years, and that \$100,000 was approved for fiscal year 2017, and \$100,000 for fiscal year 2018, however in order for this to work it will be necessary that the business will have buy in as a partner. She said that she explained that the goal is to have this program be self-sustaining down the road and that the cost to buy into the program would be \$500 per month, but that the NPA would pay for 60% of that or \$300 per month and each business \$200 per month. Mr. Brescia said that they had emphasized to the group that the Parking Authority will continue to provide some consulting and funding, but that this is a long range plan and eventually they would be taking it over so that it will be self-sufficient. Ms. Hebert said that the next step is to create and distribute the marketing collateral for participants and sponsors, create the event calendar, and are looking at a kick off end of September, beginning of October.

Mr. Sheehan asked if there is a large event held in either the Wall Street or SONO area if the Parking Authority has the ability to change the parking rate up or down. Ms. Hebert said "yes".

4. PARKING CAPACITY A STRATEGIC PLAN

Ms. Hebert reported and said that the completed scope of services and changes to the contract were sent to Corporation Counsel for review, and that there are three major studies happening at the same time; the POCD, the RDA area updates which are required by the state statute, and the parking study. She said that all three studies have an outreach, website, social media and public forum component, and recommend that they hire an outside marketing company to handle this task for all three studies/plans. She said that Ms. Strauss, of the Redevelopment Agency, Mr. Kleppin, of Planning and Zoning and herself will be reviewing three marketing proposals and recommending one that will cover the design, infrastructure, creative and content management. She said that the cost is estimated to be \$60,000, and will be paid for between the Redevelopment Agency and the Parking Authority given the fact that the city does not have the cash or debt capacity, and also that the concept to do this came after all three consultants were selected and the scope was already in their proposals. She said that there is a meeting scheduled with all three consultants on August 8, 2017, and that the idea is that if this outreach model works it will then be the benchmark for all citywide plans and studies, and currently, the way outreach is performed is by having a set number of public forums and information meetings, and not everyone from the public can show up to these. She said that this type of model gives the opportunity for more public input, while at the same time educating the public with a consistent message.

**** MR. VETTER MOVED TO SUSPEND THE RULES TO ADD AN ITEM TO THE AGENDA.**

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

**** THE MOTION PASSED UNANIMOUSLY.**

**** MR. VETTER MOVED TO APPROVE A SUM NOT TO EXCEED \$30,000 FOR THE MARKETING COMPANY TO PROMOTE THE THREE DIFFERENT STUDIES.**

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

**** THE MOTION PASSED UNANIMOUSLY.**

4. FINANCIAL, ACTIVITY AND OPERATIONS REPORT

Mr. Manousos reported and said that fiscal year 2017 ended with a fund balance of over \$300,000, and that both the revenues and expenses were up over 6% compared to last year, and this allowed the Parking Authority to reinvest into the community for improvement projects including the temporary parking lot at the East Norwalk Railroad Station, the Library parking lot, the Haviland Deck stairs and sidewalk repairs, the security camera installations at Webster Lot and Maritime Garage and the marketing plan. He said that transient transactions are up 19% compared to last year not including South Norwalk Railroad Station and Webster Lot due to the opening of the Stamford train station. However, transactions show monthly increases from the original decrease. He said that there are less cash transactions compared to last year -75% compared to 69%, and the Pay by cell transactions increased 87% compared to last year, and that on street transactions continue to lag behind related to cash versus credit card with 79% paying by cash. Mr. Sheehan discussed being totally cashless at some point. Ms. Hebert said that the Parking Authority is budgeted to replace the revenue control equipment at the South Norwalk Railroad Station, and that there is an opportunity install credit card only/license plate scanning equipment. Mr. Manousos said that a total cashless system will take some time given the fact that some people will have to change behavior, and that some people do not have credit cards or cell phones. However, the technology is available and recommends that we head in that direction.

5. ON STREET CUSTOMER COURTESY PROGRAM

Mr. Manousos said that the program has received very positive feedback and that the initial data shows that staff randomly handed out courtesy cards for 6 days, and that 207 cards were given out valued at \$118.00 for the 20 minutes. He said that the value of the courtesy cards by not giving out violations is \$4,850, and there were 13 violations given out after the 20 minutes. Mr. Brescia said that the Parking Authority can afford to do this and recommended extending the number of days and beyond the test period, and that this shows goodwill to the community and that it should be promoted.

6. CAPITAL PROJECT REPORT

Ms. Hebert reported and said that the lighting project at the Yankee Doodle Garage is delayed a few weeks since additional parts had to be ordered, and she is expecting a press conference/viewing in the fall when it gets darker earlier and it will include some other improvements such as the new Customer Service office and the elevator. She said that the cupola project at the South Norwalk Railroad Station will be completed the first week of August, which is much sooner than originally expected at the end of August. She said that the parking lot at the library has been engineered with detail and it will have 38 parking spaces including two handicapped spaces. She said that staff is working with the utility companies and the revenue control company and are expecting to have that completed by the end of August, and expects the construction to take eight to ten weeks to complete. She said that staff are planning the capital budget projects approved for fiscal year 2018 and include the concrete repairs at Haviland Deck and the Yankee Doodle Garage, joint replacements at the Maritime Garage, the leak repair at the South Norwalk Railroad Station as well as replacing all the lighting with LED fixtures, and milling and paving the Mechanic Street lot.

7. LIBERTY SQUARE

Mr. Chimento said that he will have a map showing the number of parking spaces and recommends that the Parking Authority consider including this parking lot in their inventory as a paid lot and perform the maintenance. Mr. Sheehan suggested checking with the Planning and Zoning department as to what has been previously approved that is dependent on the parking.

8. OTHER BUSINESS

Ms. Hebert said that she and others will be meeting with City Carting to develop a process for placing dumpsters and containers on city owned parking facilities. She said that the initial discussion will include

an encroachment permit, license agreement, dumpster placement, payment for very valuable parking spaces, and constructing an enclosure for dumpster locations.

Mr. Sheehan asked if there is a need for more paid on street parking spaces and discussed his concerns regarding the needs of paid parking will be when all the future developments are completed. Ms. Hebert said that this included in the study.

Next Parking Authority Meeting: Wednesday, September 27, 2017, Maritime Garage, Parking Authority Offices, 11 North Water Street, 6:00PM. NO MEETING IN AUGUST.

ADJOURNMENT

**** MR. VETTER MOVED TO ADJOURN.**

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

**** MOTION PASSED UNANIMOUSLY.**

The meeting adjourned at 7:20PM