



CITY OF NORWALK
PARKING AUTHORITY
REGULAR MEETING
July 22, 2015

ATTENDANCE: Julius Hayward, Chairman
Mike Harden, Vice Chairman
Richard Brescia (via phone)
Olga Arteaga

ABSENT: Jud Aley

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

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

**1. APPROVE THE MINUTES FROM THE PARKING
AUTHORITY MEETING HELD ON WEDNESDAY, JUNE 24,
2015.**

**** MR. HARDEN MOVED TO APPROVE THE MINUTES AS AMENDED
** MOTION PASSED UNANIMOUSLY**

2. AUTHORIZE THE CHAIRMAN OR THE VICE CHAIRMAN OF THE NORWALK PARKING AUTHORITY TO EXECUTE AN AMENDMENT OR AGREEMENT WITH THE MARTIME AQUARIUM TO IMPLEMENT AN ONLINE PARKING PAYMENT OPTION FOR AQUARIUM CUSTOMERS THROUGH THE MARITIME AQUARIUM WEBSITE AND INSTALL A PAY ON FOOT PAYSTATION INSIDE THE MARITIME AQUARIUM LOBBY.

Ms. Hebert said that this is to finalize the collaboration with the Maritime Aquarium, and is to install a credit card accepting parking station inside the aquarium's lobby area, and to implement a discounted pre-parking option on the Maritime Aquarium website for aquarium customers who buy their tickets through the aquarium website. Mr. Manousos presented how the pre payment widget works and said this is currently in the testing phase but will be complete for the soft launch. Ms. Hebert said that there will be a soft launch in September and a press conference and full implementation launch in October. Mr. Brescia asked if this will be a rewrite of the contract. Ms. Hebert said "no" Ms. Hebert said that there is an impact to the Parking Authority by offering a discount and between a \$10,000 to \$50,000 loss depending on how many of their customers use it. Mr. Harden asked what the goal is by offering this. Mr. Manousos said that the goal is to expand the market share between the Parking Authority and the Maritime Garage through the aquarium website. Mr. Hayward suggested that the Parking Authority website be used as a vehicle to connect the organizations and to explain the benefits. Mr. Brescia suggested that the discount be done as a trial period as an introductory offer for six months to see what the impact will be. Mr. Hayward asked what positive impact there will be by offering a discount. Mr. Brescia said on a public relations basis. Mr. Sheehan asked if the aquarium will be offering a discount on the purchase of their tickets. Ms. Hebert said "no" she did not think so. Ms. Arteaga said that she does not agree with providing a discount for parking.

**** MR. HAYWARD MOVED TO APPROVE THE ITEM WITH AN INTRODUCTORY OFFER OF A TWENTY PERCENT DISCOUNT FOR SIX MONTHS**

**** MOTION PASSED WITH THREE VOTES IN FAVOR (Mr. Hayward, Mr. Harden, and Mr. Brescia).**

**** ONE OPPOSED (Ms. Arteaga).**

GENERAL INFORMATION

1. FINANCIAL REPORT

Ms. Hebert said that the yearend capital reserve is \$224,149 and that it may change slightly with misc. payments through the end of June paid for in July and when the city

closes the City of Norwalk's fiscal year 2015 financials. She reported on the trend report and said the report shows that everything is trending as expected.

2. OPERATING REPORT

Mr. Manousos reported on the highlights on the activity and said that the demands are up over 8% and that revenue was up almost 6%. Ms. Hebert reported on the smart parking pilot program and that Streetline has extended the pilot agreement through the end of May, 2016. She reported on the ongoing projects and said that the lighting upgrade to LED's will be completed by the end of July; American Express has now been implemented systemwide and is already getting a lot of use by the public; a press release will be sent out in August. She said that the paystation upgrade to pay by plate will be coupled with an advertising component available to the community; the pay by cell guerrilla marketing project with NCC will be part of the fall marketing class with a presentation to the Parking Authority in December 2015. She said that staff will continue to do community outreach talking about the pay by cell payment option, giving out customer service cards and listening to business concerns. Mr. Legesse reported on the staff outreach program and said that staff has reached out to three business's in the SONO area but have not yet reached the Wall Street area. Mr. Hayward requested that the outreach program continue and that he would like one of the enforcement agents to attend a Parking Authority meeting. Ms. Hebert said that the next art in parking places exhibit at the Maritime Garage will be held on Tuesday, September 29, 2015; the bike racks were installed inside the Maritime Garage and a press release was sent out by the Mayor's Office.

3. ZONING AND TOD

Ms. Hebert said that the developer has hired Desman Associates to perform the cost benefit analysis of the project. She said The Redevelopment Agency will be putting together a sub-committee of stakeholders including inviting members of the Parking Authority. After further discussion Mr. Hayward and Mr. Harden volunteered. Mr. Sheehan said that he expects approvals for the project to move forward in about eight months.

4. WALL STREET/SONO DISTRICT OUTREACH

Mr. Brescia and Mr. Chimento updated the Parking Authority on the outreach program. Ms. Hebert said regarding the Wall Street area concerns about the Yankee Doodle Garage that staff has increased the hours of operation, and is evaluating options to install cameras mostly inside the stairwells.

5. RATE ANALYSIS

Ms. Hebert said that Desman Associates will be contacting everyone in August for input. Mr. Sheehan suggested that the Main Lot be a paid lot in the evening since activity is high and it is difficult to find parking in the evening. Ms. Hebert reiterated that the scope is not only to evaluate current rates but to suggest rates now and develop a five year plan, and to review surrounding towns and evaluate enforcement operations. Mr. Hayward said that there will be no rate changes until the Desman report is finalized and accepted. Mr. Harden said that rate changes are being addressed now based on a number of different factors by getting an analysis done and making any changes that the Parking Authority see necessary. Mr. Hayward said they are also being addressed by getting input from the community through the Parking Authority outreach program.

6. OTHER BUSINESS

Ms. Hebert said that the Globe Theater will be having a 100 year anniversary event in the Wall area on Sunday, September 27, 2015.

Mr. Chimento told the Parking Authority that the state is getting ready to pave and stripe the Burnell Boulevard bridge and that there will be an additional thirty parking spaces available on street on the bridge. He said that he expects the project to be complete by September.

Ms. Arteaga spoke about the bike rack press release that she first heard of it after the Mayor's Office sent it out and quoted Jud Aley as part of the Mayor's bike/walk task force and does not recall it being discussed by the Parking Authority, and that she has no issue regarding the bike racks and thinks it's a very good idea, but her concern is that these initiatives are Parking Authority driven with collaboration from the community and that the Parking Authority needs to work together and be informed as a group on all initiatives.

7. NEXT PARKING AUTHORITY MEETING: WEDNESDAY, SEPTEMBER 23, 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 7:35PM