CITY OF NORWALK
PARKING AUTHORITY
REGULAR MEETING
April 22, 2015

ATTENDANCE: Julius Hayward, Chairman
Mike Harden, Vice Chairman
Richard Brescia
Olga Arteaga

STAFF: Hal Alvord, DPW Director
Kathryn Hebert, Administrative Services Manager
Dilene Byrd, Secretary

OTHERS: Stathis Manousos, LAZ Parking
Rocky Legesse, LAZ Parking
Scott Andrews, LAZ Parking
Tim Sheehan, Executive Director, Redevelopment Agency
Jud Aley

BUSINESS PORTION

1. **APPROVE THE MINUTES FROM THE PARKING AUTHORITY MEETING HELD ON WEDNESDAY, MARCH 25, 2015.**

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

GENERAL INFORMATION

1. FINANCIAL REPORT

Ms. Hebert reported and said that the financials are positive and that the net revenue is $475,360, but that will decrease due to pending snow removal invoices, and spring maintenance repairs and technology upgrades. She said that transient revenues are up, and that permit revenues are consistent. Mr. Brescia said that we need to start looking at the impact to the business community. Some of the information will be from the businesses themselves. During the Q & A following the financial report , Mr. Brescia asked for clarification on the numbers he was reading on the Income Statement by Location. He pointed out that the "Other" category, Violations showed a year to date total of $564,000 in revenue and in the operating expenses section the costs for meter/enforcement was $530,000. He asked LAZ to separate the combined 'costs' into two line items. He indicated for the Authority Members in attendance that he was concerned by the perception in the summary we were spending $530,000 on enforcement for a net return of $34,000 and suggested that we need to reevaluate the entire enforcement process in terms of impact not only on the NPA budget but also on the potential negative impact which the ticketing process was having on the business community.

2. OPERATING REPORT

Mr. Manousos reported on the highlights and said that the transient revenues show increased activity as well as parking violations which is consistent with increased transient activity. Mr. Manousos distributed the equipment operability report showing that on average the parking equipment is operating around 98% of the time. He said that some of the down time, are software issues which are remotely adjusted immediately and on other issue staff is dispatched. He said that the paystations are scheduled to be upgraded to LPR as well as normal software upgrades which will include credit cards and bill payment for most, not accepting coins, consistent with usage. Staff is reviewing payment method usage percentages to determine paystation upgrades.

3. SMART PARKING REPORTS

Mr. Manousos and Mr. Legesse reported and said that the paid capture rate is below average showing a number of paid transactions compared to number of actual parkers are low. Mr. Manousos said that the guided enforcement program shows higher efficiencies as it related to enforcement operations and violation issuance freeing up field staff to provide other services such as maintenance, security and ambassadorial services to the public. Ms. Hebert introduced Scott Andrews as a new member of the LAZ team who will be assisting with data mining and reporting. Mr. Andrews presented the new hand held devices that will be used by the enforcement officers and discussed the efficiency of the units.

4. WALL STREET DISTRICT

Mr. Brescia reported on the status of the outreach program and said that he and Mr. Hayward had interviewed four business owners from the area, and they all thought their prospects would

be better if the Wall Street area was converted to a one way street for Belden Avenue to Main Street, and that angle parking be incorporated to accommodate more parking in the area. He said that a conversation of the train station behind Wall Street was mentioned and they had asked that when the area starts to regenerate itself if it would be possible that it would be restored in the future. He said that the general tone was that Wall Street is being ignored at the expense of trying to rebuild the SONO area. Mr. Sheehan provided an update on the area and said that there are three development projects moving forward in the Wall Street area, and that he is confident that within the next twelve months the sense of what is currently occurring in the Wall Street area will be dramatically different. He said that when the Redevelopment Agency takes on a particular area it's not a couple of year's development cycle it takes 15 to 20 years to fully redevelop project areas. He also said that the past five years was the worst recession that the county has ever been through in terms of real estate in which there was no development occurring not just in Norwalk but nationwide. He said that he understands the people's concerns regarding the time that it has taken for redevelopment activities to occur but that it is not to say that the city is neglecting the Wall Street area and that the focus of the city is not on one particular area in terms of redevelopment and it is on an entire corridor. Mr. Alvord also provided an update on the area and said that the garbage and recycling issues in the area are being worked on, and that he is comfortable at this point to that there will be angled parking, but that it is unlikely that it will be converted to a one way street. He said that the intersections reconfiguration will occur in sync with the POKO development project. Mr. Hayward asked for an update on the Duleep building. Mr. Sheehan said that it is his understanding that the site plan has been reviewed by Planning and Zoning and was approved. He said that it is also required that they come to the Redevelopment Agency for design review on any exterior component and that has not yet occurred.

Mr. Brescia said that the issue of confusion was discussed on the part of the citizens using the parking mechanisms and that the signage was confusing and hard to read. He said that the issue needs to be addressed to eliminate the anxiety when using the machines. Mr. Sheehan suggested voice activation at the pay stations explain the instructions on how to use them. Ms. Hebert said that was done in the past and that there were numerous complaints but that staff would look into any updates to this type of technology. Ms. Hebert said that staff is reviewing designs to install updated and clearer instruction decals on the paystations.

Mr. Brescia suggested for the next Parking Authority meeting that a specific area of dialogue be determined to concentrate on and to establish specific plans.

Mr. Sheehan left at 7:45PM

5. OTHER BUSINESS

Ms. Hebert reported that staff continues to promote the parker and pay by cell app. She said that posters in kiosks will be installed as well as using other Parking Authority related real estate to promote, continue to communicate through social media and direct press releases. She said that she spoke with the President of Norwalk Community College, David Levinson, to engage marketing students in an internship project to perform marketing strategies regarding the two apps. She said that this requires feet in the field to speak with business owners, customers, etc. and that Mr. Levinson is very interested and that she will be scheduling a meeting to discuss specifics of this type of program and hopefully implement this summer. She said for the Parking Authority it will tie into the overall outreach program related to technology, as well as to continue to communicate payment options to the public.

Ms. Hebert said that staff will be sending out notices to the East Norwalk Railroad Station permit holders that the St. Thomas school parking lot will no longer be available after June 2015. She

said that alternatives will be offered in the short term and she will email the members of the Parking Authority the notice when it goes out.

Mr. Harden asked if there were any more conversations regarding the Uber/Zip cars. Ms. Hebert said no but that staff is working with Avis on a car share agreement which is still ongoing.

Ms. Hebert said that Mr. Frank Farricker will be attending the next Parking Authority meeting to discuss the Globe Theater.

6. NEXT PARKING AUTHOR ITY MEETING: WEDNESDAY, MAY 27, 2015, AT THE MARITIME GARAGE, PARKING AUTHORIT Y OFFICES, 11 N. WATER STREET, 6PM.

**** MR. BRESCIA MOVED TO ADJOURN**
**** MOTION PASSED UNANIMOUSLY**
The meeting adjourned at 7:55PM