



## DESCRIPTION OF SERVICES

The Norwalk Parking Authority is an advocate for downtown development and commerce, providing economic development resources supporting mobility, sustainability, growth and improvement while creating easy to park and pay options through mobile platforms and wayfinding systems.

### Highlights for Fiscal Year 2018

The Parking Authority responded to the negative perception about parking including parking capacity, aggressive enforcement and investing in the community, by implementing a comprehensive outreach and community conversation initiative integrating parking as an integral part of economic development and mobility and connecting these concepts to increase customer activity in the downtown districts and sustain the business community.

1. Courtesy Card Parking Violation Program - Implemented July 1 and expanded October 1<sup>st</sup>, the courtesy card parking violation program involves offering an additional 20 minutes 'free' parking on random streets and days to parkers who overstay their time. The result was immediately successful receiving numerous compliments directly and on social media. It is anticipated that by the end of the FY the estimated number of potential violation issuance will have decreased by about 7,000 tickets and with a potential violation revenue loss of about \$200,000 and an overall reduction estimated at 25%.
2. Norwalk Now Collaborative Business Marketing Program - Working with the business community and to improve economic development in the long term in the downtown business districts and to energize customer activity beyond Norwalk, invested \$100,000 per year in a collaborative business marketing business startup branded 'Norwalk Now.' Norwalk Now has grown and is quickly becoming the goto marketing organization for the restaurant, retail, entertainment and hospitality businesses and the greater downtown districts and ultimately for all of Norwalk.
3. Parking Capacity and Strategic Plan – Anticipating a parking capacity issue as the city continues to grow, the Parking Authority contracted with Walker Parking Consultants to perform a citywide parking capacity and create strategic plan to in the near and long term and recommend solutions that would include not only building or buying more parking but also other mobility solutions. It is expected to be completed by the end of 2018.
4. Norwalk Tomorrow Citywide Planning Platform - In collaboration with the citywide Plan of Conservation and Development and the Neighborhood Redevelopment Updates, created a central communication strategy to provide an easy-to-use, interactive website and mobile-based, responsive platform for innovation and engagement, to educate the public on citywide planning projects and to receive continuous input from a larger segment of the population through digital models including website, social media, blogging and surveys.
5. Investor/Partner/Advisor - in citywide programs/projects/developments – The NPA is involved as a major player with critical citywide economic development projects including the main Library, East and South Norwalk Railroad Stations (TOD/mixed use development), the Webster Parking Lot, Parks/Recreation (beach parking efficiencies). The NPA has assisted with funding and expertise to collaborate and partner with many different groups and planning, development and operational initiatives.

6. Yankee Doodle Garage Placemaking and Facility Enhancements – A critical parking resource/asset serving a multitude of businesses, visitors and residents, installed safety measures including new elevators, LED lighting, stairwell door locks and lobby doors. Implemented wayfinding system by creating a place making installation, with a visually appealing façade through strategically placed LED lights that balances the aesthetics of the district while maintaining security and the integrity of the garage. Improvements to the office and created a satellite customer service center.
7. Customer Service – Implemented a Road Assistance and Ambassador Program.
8. Technology – Implemented a business intelligent dashboard integrating all data sources into one platform, a customer service system and mobile app to provide enhanced customer services and tracking.
9. Walk Bridge Project Contributor – Project team member assisting the business district(s) developing solutions related to parking access and wayfinding.

### **Goals for Fiscal Year 2019**

1. Courtesy Card Parking Violation Program – continue to offer this program in the downtown areas.
2. Collaborative Business Marketing – continue to invest in the Norwalk Now Collaborative Business Marketing program in the long term with a goal of 50 participants and include marketing efforts by the Tourism Board and the Walk Bridge Marketing Team.
3. Parking Capacity Study – evaluate consultant recommendation and develop an implementation plan.
4. South Norwalk Railroad Station – Evaluate programs to increase weekend activity at the railroad station.
5. Infrastructure and operational support to additional city parking assets – provide operational and infrastructure enhancements to the main Library and to Liberty Square parking facilities through revenue control systems. Continue improvements at the Yankee Doodle Garage customer service area.
6. Investor/Partner/Advisor – continue to collaborate with citywide economic development projects including TOD developments at the two railroad stations, the library, other infill citywide developments, Merritt 7 railroad station. Provide parking solutions and guidance for other city departments.
7. Customer Service – provide Road Assistance and Ambassador Programs.
8. Circulator – Contributor to implement a citywide circulator for the downtown districts (park once concept) offering easy mobility to get around the downtown districts and help the business community.
9. Bike Share Program – Project team contributor for a citywide bike share program, providing one stop parking and parking areas the program.
10. Walk Bridge Project – continue to provide resources to assist the business community with parking access and wayfinding.