



DESCRIPTION OF SERVICES

The Norwalk Parking Authority has changed from a traditional parking provider to an advocate for downtown development and commerce supporting mobility, sustainability, growth and improvement while creating easy to park and pay options through mobile platforms. The operating budget reflects the Parking Authority's mission to provide superior services to enhance economic development using best practices and provide opportunities to the community through financially balanced parking programs, smartparking technologies, security systems and community collaboration while overseeing the management, operation, facilities, maintenance of over 4,000 on and off street parking spaces including the railroad stations.

HIGHLIGHTS for FY 2015-2016

- Customer Experience:
 - Showcased the Art in Parking Places program through quarterly exhibits at the Maritime Garage Gallery collaborating with the Norwalk Arts Commission.
 - Partnered with the Library to provide free books to commuters at the railroad stations
 - Collaborated with surrounding property owners to beautify facilities.
 - Installed additional bike racks at the Maritime Garage collaborating with the bike/walk task force
 - Installed a pay station inside the Maritime Garage offering a convenient payment option to customers
 - Improved customer service through employee training and urban center presence.
 - Improved paystation instructions through upgrading to a pay by plate platform.
- Economic Development:
 - Implemented an outreach program through community, customer and business meetings.
- Financial Stability:
 - Continued to operate with a balanced financial portfolio and diversified revenue stream
 - Continued to increase parking compliance.
 - Established a capital reserve account to ensure facility sustainability and customer safety.
 - Performed a rate study analysis to determine current and future parking rate structure.
- Maintenance and Security:
 - Implemented facility maintenance improvements to extend facility useful life;
 - Upgraded and installed additional security cameras and systems.
- Smart Parking Technology and Communication:
 - Continued to provide communication through interactive website, mobilized smartphone applications and social media alerts;
 - Increased pay by cell usage through collaborate marketing efforts with Norwalk Community College.
 - Improved wayfinding through on-street sensors and facility counter technology to capture utilization data
 - Implemented pre payment online widget technology for Maritime Aquarium customers.
 - Upgraded the paystations from pay by space to pay by plate providing customer flexibility, advertising options for the business community, compliance with chip and pin technology and compliance with ADA requirements.

Environmental Sustainability and Energy Management Efforts:

- Replaced all fluorescent lighting with LED lighting at the Haviland Deck, Webster Parking Lot and Maritime Garage through a grant program offered by SNEW.
- Received a grant through Eversource to replace fluorescent lights at the YDG.

GOALS FY 2016-2017

• Customer Experience:

- Expand the Art in Parking Places creative placemaking program to include the Wall Street urban district.
- Expand field ambassador presence in the SoNo and Wall areas.
- Improve wayfinding signage at the facilities

Economic Development

- Collaborate with the Redevelopment Agency on citywide branding and wayfinding policies and programs
- Continue outreach efforts through ongoing community and individual meetings
- Implement parking programs through business partnerships to promote economic development.
- Evaluate systemwide current and future parking capacity needs.
- Evaluate multimodal transportation platforms at the railroad stations to determine best options.

• Financial Stability:

- Operate with a balanced financial portfolio and diversified revenue stream;
- Fund capital reserve and replacement account to ensure facility sustainability and customer safety.
- Implement a comprehensive rate structure and expense budget that places the appropriate value on the best locations, maximizes turnover and enhances development and mobility.

• Maintenance and Security:

- Perform facility maintenance and structural improvements to extend facility useful life and enhance operational efficiency.
- Enhance security through lighting and camera system installations.

• Technology and Communication:

- Provide superior communication through interactive website, mobilized smartphone applications, and social media alerts;
- Continue to implement the smartparking/technology plan to capture utilization data;
- Improve wayfinding, payment and operational efficiency efforts through the use of technology;
- Expand the pre payment online option to the business community
- Improve interactive garage kiosks to provide community information to visitors

• Environmental Sustainability and Energy Management Efforts:

- Continue to evaluate energy efficiencies systemwide