

WEST WINDSOR PARKING AUTHORITY

Minutes of Meeting

September 10, 2014

The West Windsor Parking Authority held their meeting on Wednesday, September 10, 2014 at 8:00 p.m. in their office at 64 Princeton-Hightstown Road, Suite 24, Princeton Junction, NJ 08550.

The next Board meeting is scheduled on Wednesday, October 15, 2014.

Sunshine Law Announcement

In compliance with the Sunshine Law, a notice of this meeting's date, time, location, and agenda was mailed to the news media, posted on the Township bulletin board, and filed with the Township Clerk.

Call to Order and Roll Call

Chair Lupo called the meeting to order at 8:05 p.m. The following individuals attended:

Commissioners

Andy Lupo, Chair
Lyle Girandola, Vice Chair
Alison Miller, Secretary
Thomas Crane, Treasurer
Pat Boyle, Assistant Treasurer

Non-Commissioners

Martha Watlington, General Manager
Sergeant Mary Lou Tarr, Police
Robert Schwartz, Attorney
Kristina Samonte, Council Liaison
Tom Calu, Parking Consultant
Ron Ghrist, Financial Consultant
Dan Fabrizio, Permit Holder
Rob Korkuch, ACT Engineers

Comments from Audience

Mr. Fabrizio, a member of the public, questioned the purpose of the booth located on the Trenton-bound side of the tracks. Ms. Watlington explained that the area is for the rideshare program. WWPA staff uses the booth to monitor that there is more than one person in a vehicle to qualify for the carpool rate. Parking spots 1 through 92 are marked as rideshare spots, but are made available to the general public after 10:00 a.m. for pay-by-spot.

ACTION ITEMS

Approval of Minutes (September 10, 2014)

Commissioner Crane moved to approve the August 13, 2014 minutes. Commissioner Miller seconded the motion. All Commissioners present voted to approve the minutes.

Approval of Bills (September 2014)

Commissioner Miller moved resolution 09.10.14-01 to approve the September bills. Commissioner Boyle seconded the motion. The motion was unanimously approved.

REPORTS

Police

Sgt. Tarr presented the August police reports, and the incidents were discussed with the Board. They discussed the issue of vehicles being blocked by buses and taxis because the vehicles are stopping in the bus and taxi zone. Because of the limited space in the bus and taxi zone, taxis, NJ Transit buses, and TigerPaWW (Princeton and West Windsor) buses are also blocking each other, at times.

Sgt. Tarr raised a major concern to the Board regarding the exit from the new lot onto Alexander Road. Because there is no yellow double line dividing the road into entrance and exit lanes, one for right turns and one for left turns. However, the left lane is designed as an inbound lane for traffic from Alexander road; there is no outbound left turn lane. Only right turns are permitted in exiting the lot. Sgt. Tarr believes that the confusion will stop if double yellow line is painted between the opposing sides of the exit/entrance road. It would alert drivers that this is a two-way road and keep them on their side of the road. Without the double yellow line, summonses are not enforceable. Sgt. Tarr shared pictures of the exit, and the Board members agreed that painting the yellow line was immediately called for.

DISCUSSION ITEMS

Pedestrian Trail

Mr. Korkuch from ACT Engineers, Inc. attended to discuss constructing the pedestrian walkway through the woods connecting the old Vaughn lot with the NJ Transit lot. He

asked the Board for their opinion on a few design elements, endorsement on the preliminary design so that NJ Transit can review so that sign off can be requested from the Department of Environmental Protection (DEP) application.

Mr. Korkuch said that there are two issues: 1) part of the trail travels through the middle of wetlands, which will require DEP permits, and 2) part of the trail is on both WWPA and NJ Transit property, which NJ Transit already said they would endorse.

Mr. Korkuch said that personal security is a concern so to ensure that people are and feel safe, one feature is that the trail will be straight for a long view of what's ahead. DEP requires the path to be 6 feet wide, but Mr. Korkuch believes that WWPA will get approval for an additional 4 feet of clearing on each side making the width of the trail 14 feet. Light posts will be placed along the trail for illumination, and walkways will connect along the Vaughn lot to a path that connects to a sidewalk. Paving will be done with asphalt which allows for easy maintenance in regards to sweeping leaves and snow removal.

Commissioner Miller moved resolution 09.10.14-02 to approve going forward with the construction of the pedestrian walkway. Commissioner Crane seconded the motion. The motion was unanimously approved.

Pay-by-Phone System

Mr. Calu reiterated details from the August 13, 2014 Board meeting about replacing all of the daily pay stations on the NJ Transit lots. Replacing the pay stations is necessary because many of current pay stations are dysfunctional and cannot be repaired because parts are no longer available. The new equipment gives customers the option to make payment with cash, credit card, or pay-by-phone. Pay stations will be license plate oriented, rather than space number oriented to work with the license plate recognition system.

At the August 13th meeting, General Manager, Ms. Watlington, was authorized to take all necessary actions once the vendor's price quote was received, reviewed to our satisfaction, and approved by NJ Transit subject to NJ Transit agreeing that, if required by reason of cash flow, we could reduce the minimum quarterly payment due NJ Transit from its parking revenues. Mr. Calu provided the following update:

- NJ Transit was informed of the cash flow proviso language as approved by the WWPA.
- The vendor's price quote was received, but required certain revisions.
- The vendor submitted a revised price quote at \$137,657.70, which was found to be acceptable.
- The revised price quote was submitted to NJ Transit along with a reminder of the cash flow proviso.
- Weather permitting, all of the pay stations and shelters should be replaced within 2 months of NJ Transit's approval.

Ms. Miller asked Mr. Calu to sketch out instructions on how to use the pay-by-phones option to put on WWPA's website. Mr. Calu agrees to promote it on the website and to provide a full explanation at the actual machines.

Video Surveillance System

Mr. Calu updated the Board on the video surveillance system and said that ACT Engineers provided Kelter & Gilligo with information on the new Vaughn and Wallace lots, but are lacking information on the old Vaughn lot. WWPA needs to pull any drawings that they have on the old Vaughn lot for Kelter & Gilligo to use in order to continue discussions with New Jersey Business Systems (NJBS), the vendor for the proposed Video Surveillance System. NJBS has already located the electrical service that will be required for radio communications linking the cameras to the base, but has not done it for the cameras themselves. They need to superimpose the camera locations on the site plans so that they can then do the field survey and know the exact conditions. There are approximately 3 to 4 weeks to go, depending on how many drawings of the old Vaughn lot can be found.

Mr. Calu talked about car counting as part of the video surveillance system. He indicated during the August 13th Board meeting that the idea of using loops in the ground to count cars at our ungated lots with multiple entrances and exits was not going to work and that is still the case, after further research. The parking industry does not have a sophisticated approach in place yet.

Commissioner Boyle reiterated from the August 13, 2014 Board meeting that as a short term solution, WWPA could use one of their webcams to show part of a lot, such as the back area of the Vaughn lot, which is usually empty and post availability on the website.

Commissioner Girandola suggested taking visible counts of each lot at certain times of the day as a less sophisticated alternative. Further, Mr. Boyle reiterated the simple placement of cameras at the farthest ends of a lot so that lot capacity can be known by remote visible inspection.

Electric Vehicle Charging Station Initiative

Mr. Calu discussed with the Board their interest in installing electric vehicle charging stations (EVCS). Commission Lupo thinks that from an environmental view it is a very good idea, but from a practical view, if these designated spots are not utilized, then they would be wasted when they could be used as regular spots. If there are current customers who have electric vehicles and who can benefit from the EVCS, then it is feasible, but until that is determined, the Board does not want to dedicate parking spots to EVCS if they are not going to be used.

Commissioners Miller and Girandola suggested inviting Mike Hornsby, the Chair of the WW Environmental Commission, who suggested that the Parking Authority provide electric vehicle charging stations, to the next Board meeting to get his perspective on the demand of the potential EVCS market in the West Windsor area.

WWPA Advertisements on Website

Commissioner Girandola discussed with the Board an initiative about advertising on the WWPA website to generate revenue.

Since the new website for WWPA has been launched, Commissioner Girandola and Mr. Calu have been tracking the WWPA website's traffic through Google Analytics to find the most popular views. The tracker indicates that the number of views has increased dramatically this year from the prior year, and that 65% of those viewing are new visitors. Key words that people use when searching information is also tracked, which helps understand user needs. This information can be used to share with local retailers who may be interested in advertising on the WWPA site.

Commissioner Girandola and Mr. Calu would like to create an outline of a marketing program, which will be available no sooner than year's end, to present to the Board to submit with a recommendation to develop that into a marketing program for Board consideration and implementation. Once a marketing package is completed, it could then be presented to potential advertisers. In the meantime, we can derive benefit from any content we can add to the site, since the more interesting the content is on the

website, the more people will be inclined to view it, which will create more revenue opportunity through advertising.

Vacant Trailer

Commissioner Lupo discussed the eyesore of a trailer located in the Alexander lot. The intentions were to discard the trailer once a new shed was purchased to store equipment; however, the new shed was purchased and has been filled to capacity. There are still items such as cones and barrels that need to be stored, so Commissioner Lupo's thoughts are to possibly renovate the trailer to use as additional storage. Mr. Calu and Ms. Watlington will look into if restoring the trailer is an option.

Budget

Mr. Ghrist informed the Board that he will present the preliminary budget for 2015 at the next Board meeting and needs to work with someone before then to go over the projected cost for 2015. The final budget needs to be submitted to the State by the end of October; however, it will not be adopted until December 2014.

Mr. Ghrist and the Board had a detailed discussion on the remainder of cash left in the budget for 2014. The biggest area is in the capital area. WWPA has not spent anything yet on the security system and the lot improvements areas, and only a small portion for the engineering fees for the pedestrian walkway. Mr. Ghrist needs to know where WWPA stands on negotiations for 2014. The capital budget for the headquarters project was \$210,000 and what was spent so far is \$171,000. Mr. Lupo assured Mr. Ghrist that the subcommittee would work on the rates. Projections for this year are good.

Rate Increase

Ms. Miller asked if the revenue analysis leads to rate increases, and when the committee is going to make its report so that if there is any recommendation to make any change whatsoever from a current situation, The Board can vote on that before the budget. Commissioner Boyle said probably sometime in November. There are some variables that WWPA is close to getting a handle on such as an estimate on the Wallace lot repair, Tomco, and revenue estimates. A recommendation that was discussed at the last Board meeting was to stop the discount for non-West Windsor residents in the Vaughn lot and go back to the normal Alexander lot pricing. That would raise the negatives on the projected financial statement, which came in at somewhere in the area of \$175,000-\$200,000 a year.

Commissioner Lupo suggested that for the November Board meeting a statement be prepared to send/post for the non-West Windsor residents about rate increase to give them enough time before the next payment on January 15, 2015. As part of going through the budget process there will be a revenue analysis, which will also look at capital expenditures and whether we need to discuss a rate increase. By November we should be in position to say what we are doing with non-West Windsor residents.

REPORTS (continued)

Administration

Ms. Watlington briefed the Board on four new suspension requests. She stated that WWPA surpassed the number 1,012 in issuing Vaughn permits.

CLOSED SESSION

Commissioner Miller moved that the Board enter into closed session to discuss contract issues. Commissioner Crane seconded the motion. The Board went into closed session at 10:30 p.m. At 10:55 p.m. Commissioner Girandola moved for the Board to come out of closed session. Commissioner Miller seconded the motion.

ADJOURNMENT

Chair Lupo moved to adjourn. Commissioner Miller seconded the motion. There being no further business, the meeting was adjourned at 11:00 p.m.

Respectfully,

Elle Magarelli