

PARKING BOARD
MINUTES
SEPTEMBER 14, 2015

A meeting of the Salem Parking Board was held on Monday, September 14, 2015 at 4:30 pm. at 120 Washington Street, Salem, MA. Present were Michael Caggiano, Elysia Alleman, and Rinus Oosthoek. Also present was Assistant Parking Director Alan Sullaway, Finance Director Sarah Stanton and Chief Information Officer Matt Killen.

1. APPROVAL OF MINUTES

Mr. Oosthoek made a motion to approve the minutes of June 17, 2015. Ms. Alleman seconded the motion; all were in favor and the motion so carried.

2. INFORMATIONAL UPDATE – MOBILE PAY METER APPLICATION

Mr. Killen stated that the city has contracted with Passport (www.gopassport.com), a national provider of mobile payment systems so that users can pay for parking electronically, via smart phone, website or conventional phone. He noted that they did the ParkBoston system.

Mr. Caggiano noted that months ago, the Parking Board was given a demonstration of GoParkit, which Beverly uses. He stated that he was curious as to how Passport came about and if there were several apps reviewed.

Ms. Stanton stated that 13 different applications were reviewed. They wanted to use a vendor from the State's purchasing contract system and one that has the capacity in Massachusetts. She noted that GoParkit's only customer in the U. S. is Beverly. In addition, GoParkit's cost was higher. She noted Cambridge, among others, uses Passport; it is the most cost effective and streamlined. There is no capital expense or significant transaction fee. They have the capacity, and there is the opportunity to eventually put the entire residential parking program in the system, so that we may be able to eliminate stickers if we choose to expand it down the line.

Mr. Oosthoek asked if there is an admin fee.

Ms. Stanton replied in the affirmative.

Mr. Killen stated that it is .15 per transaction.

Mr. Oosthoek noted that eventually merchants and restaurants could use the program to offer discounted parking. He asked then the application will start.

Mr. Killen stated that they have identified 10 zones (i.e. with similar parking rates, times, etc.). A meter will have a sticker that says a zone number and meter number. He stated that they don't have a specific launch date, but are hoping to have it up by October 15th.

Mr. Oosthoek noted that nothing changes in the zones.

Mr. Killen stated that that was correct.

Ms. Stanton stated that the lots and garages are not part of this for now and it would likely not happen inside the garages. There is an opportunity to offer a discount or validated parking for restaurants.

Mr. Oosthoek stated that he was frustrated that Parking Board not involved in the review and selection.

Ms. Stanton stated that there are no rate changes and no changes other than the opportunity to have different ways to pay. If desired, the program provides the option to increase rates based on a time of year, on a specific street or even on a specific day.

Mr. Caggiano stated that the Parking Board has struggled in past with its role and felt there is a lack of communication after having first learned of the program after seeing it in the Salem News today. He noted that he had a dialogue with Dominick a few months ago, and that it seems like some things the Board doesn't control or manage, but with others we do. He stated that it is confusing that some issues regarding parking are brought before us, while others are not. He stated that it sounds great, but that unfortunately he did not know anything about it.

Ms. Stanton stated that she would have advocated that GoParkit had not gone before the Parking Board at all. She noted that all purchasing is done internally and does not involve respective boards. Passport is on the state contract; therefore there is no need to go through public procurement. There are no zone or rate changes. The program will provide lots of options and will be a better way to track data. She noted that the Salem news article was not completely accurate.

Mr. Oosthoek asked if it will be used to enhance and promote the parking plan, noting that every time the City does something with parking, it is an opportunity to talk about the parking plan.

Ms. Stanton stated that this year there is money in the Capital Improvement Plan to automate both garages. With this and the mobile app, there will be an abundance of data and we will be able to see if parking plan still applies.

Mr. Caggiano asked if Board members get a tutorial before it is rolled out.

Mr. Killen replied in the affirmative.

Ms. Stanton stated that once a user downloads the app, they can also use it in Boston, or wherever it is available.

Mr. Killen stated that the vendor has a comprehensive marketing plan and that the Mayor is interested in working with Chamber to market the program.

3. DISCUSSION AND VOTE RE: ORDER FOR \$20 WEEKEND RATES FOR SOUTH HARBOR GARAGE, MUSEUM PLACE GARAGE AND CHURCH LOT FROM OCTOBER 1 THROUGH NOVEMBER 1 AND FREE PARKING FOR SALEM RESIDENTS AT THE CHURCH STREET LOT ON WEEKENDS FROM OCTOBER 1 THROUGH NOVEMBER 1

Mr. Oosthoek made a motion to approve \$20 weekend rates for the South Harbor garage, Museum Place garage and the Church Street lot from October 1 through November 1 and free parking for Salem residents at the Church Street lot on weekends from October 1 through November 1. Ms. Alleman seconded the motion.

Mr. Oosthoek asked why this is done.

Ms. Stanton stated that it is a gesture of goodwill, so people aren't fearful to come down for errands, etc. during Haunted Happenings.

Mr. Sullaway stated that an attendant at the entrance checks licenses and that it is not overly advertised.

The motion was voted on; all were in favor and the motion so carried.

4. DISCUSSION ON PROPOSED DISCOUNTED GARAGE RATES FOR PERMANENTLY DISABLED PERSONAS AND/OR VETERANS

Mr. Caggiano requested that the discussion be removed from the agenda.

5. REPORT ON REVENUES

Mr. Sullaway distributed the report on revenues through August FY16.

Mr. Oosthoek asked how many times the South Harbor garage is full.

Mr. Sullaway stated that he has been keeping track, and that it is some Saturdays or Sundays. He noted that the marina no longer allows boaters to park free.

Ms. Stanton stated that there has been a couple weekends where there were triple weddings.

Mr. Sullaway stated that for the guaranteed spaces, South Harbor sold out all 10 through a lottery. For Museum Place 6 or 7 have been sold of the 40 available. He is working with the elevator vendor to lock out the mall during off hours, so garage users can use elevator from the roof to the first ramp.

Ms. Stanton stated that she feels the City will get influx of buyers for the guaranteed spaces after the first busy weekend in October or after the first snow storm. A lot of Derby Loft residents purchased at South Harbor.

6. NEW/OLD BUSINESS

Mr. Oosthoek asked if there was any way to get an idea how many special permits are bought for construction.

Mr. Sullaway stated that they keep a record. It is \$15 per day per space.

Mr. Oosthoek asked if any requests are every denied.

Ms. Stanton replied in the affirmative, noting it is dependent on the time of year, location and inconvenience. She stated that Tom St. Pierre is good with helping with that.

Mr. Oosthoek stated that it results in a loss of customer space and preferred the City to be as hesitant as possible in permitting.

Ms. Guy read an email from Dominick Pangallo, noting that the City is expecting the City lot at the MBTA to be back on line by October. It will continue to be a \$4 rate, but that they are planning to change the kiosks to pay by plate, just like Church Street.

Ms. Guy read a letter from Mayor Driscoll requesting approval for the Salem High School music boosters to collect a donation of \$20 per car on Saturdays and Sundays from October 17 through November 1, starting at 10am at the City's temporary lot on the former Universal Steel site on Bridge Street. The funds will be used toward the purchase of new uniforms and equipment.

Mr. Oosthoek made a motion to approve the request as submitted. Ms. Alleman seconded the motion; all were in favor and the motion so carried.

7. NEXT MEETING

Ms. Guy stated that the next meeting is tentatively scheduled for October 5, 2015.

Mc – have grand jury duty so may be late

There being no further business, Ms. Alleman made a motion to adjourn. Mr. Oosthoek seconded the motion; all were in favor and the motion so carried.

Respectfully submitted,

Jane A. Guy