

WEST WINDSOR PARKING AUTHORITY

Minutes of Meeting

February 10, 2016

The West Windsor Parking Authority meeting was held on Wednesday, February 10, 2016 at 8:00 p.m. in its office at 64 Princeton-Hightstown Road, Suite 24, Princeton Junction, NJ 08550.

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

Commissioner Lupo called the meeting to order at 8:00 p.m. The following individuals attended:

Commissioners

Andy Lupo, Chair
Lyle Girandola, Vice Chair
Pat Boyle, Assistant Treasurer
Dan Fabrizio, Secretary

Non-Commissioners

Martha Watlington, General Manager
Tom Calu, Parking Consultant
Ron Ghrist, Financial Consultant
Robert Korkuch, ACT Engineers Inc.
Sergeant Danny Mohr, West Windsor Police
Alison Miller, Council Liaison
Jean Moore, CPA of Klatzkin & Company, LLP

Not Present

Tom Crane, Treasurer
Robert Schwartz, Attorney

Comments from Audience

No comments

ACTION ITEMS

Approval of Minutes (January 14, 2016)

Chair Lupo moved to approve the January 14, 2016 minutes as amended. Commissioner Girandola seconded the motion. All the Commissioners voted to approve the minutes.

Approval of Bills (January 2016)

The Board discussed the bills in detail with considerable focus on the most recent bill from Mastroianni Landscaping for snow removal, which was \$418k for the most recent storm. It was noted that this charge is not comparable to any known benchmarks to by which the Board can evaluate the appropriateness of the charges. Commissioner Girandola suggested that we seek average "per space" snow removal costs from other stations along the rail lines. Mr. Calu stated that, as previously reported and discussed with the Board, and much to his surprise, among the 166+ stations in New Jersey, NJ Transit has no metrics like this to obtain. Mr. Calu also stated that we are challenged with either our bid specifications or the bid package because Mastroianni was our only bidder. Having minimal specifications leads to the Contractor having more discretion than we may want, leading to significant risk in terms of cost, but this has to be reconciled with the Contractor's assumption of liabilities. Commissioner Fabrizio also suggested that perhaps we can make a decision prior to a certain snowfall forecast, such as light flurries, to call off the snow removal service from showing up. Further, since WWPA staff is not assigned, nor staffed to provide onsite management during plowing activities, WWPA has traditionally relied entirely upon the Contractor's own description of effort disclosed on the invoices. It is agreed that this reactive review could be influencing the high cost of snow removal. In retrospect, the Board agreed that given that the last storm began on a Friday, and was at its worst during the weekend, a different approach to management oversight might have yielded opportunities for cost saving. It was then discussed that the risks of having a less-than-perfect plowing effort could result in liabilities far in excess of the cost of services. It was agreed that Mr. Calu would submit recommendations for an amended bid package to Ms. Watlington and Mr. Schwartz for a new bid package to use for next season's bidding. Mr. Calu reported that a draft submission would be available by the July meeting and that the bid process might well commence with a Contractor's information session.

Commissioner Girandola moved resolution 2.10.16-01 to approve the January bills. Commissioner Boyle seconded the motion. The motion was unanimously approved.

REPORTS

Police

Sergeant Mohr informed the Board on police activity in January stating that there were 72 police patrols and responses at the station.

ACTION ITEMS (continued)

Presentation by Jean Moore, CPA of Klatzkin & Company, LLP

Jean Moore, CPA of Klatzkin & Company, presented to the Board her professional biography that included her experiences and skills that she acquired over the years as CPA. The Board thinks that she would be a valuable asset to the Authority as Mr. Ghrist's replacement, and because Klatzkin & Company currently provide the Authority with accounting services, the synergy would be advantageous.

A discussion on reorganizing the Profit and Loss Statement to allow for an easier view was had. Mr. Ghrist and Ms. Moore offered suggestions and will reformat the report to correspond with the discussion. The presentation ended with Ms. Moore accepting the consulting assignment, and a reevaluation will be done at the end of the year.

DISCUSSION ITEMS

Update on Implementation of Parkmobile in the Vaughn Lots

Mr. Calu reported that while the Parkmobile pay-by-phone installation is complete and working, there are still snags in the integration between Parkmobile and T2, so as to allow for LPR enforcement. Since T2 will not allow a direct interface from Parkmobile as was anticipated, an intermediary needs to be installed to store and transfer the daily parking data. This intermediary, a "virtual pay station," was in the process of being installed, but involves challenges since three companies are involved. Meanwhile, daily parking in Vaughn continues to function, but is not yet enforced with LPR.

While work on correcting the above synchronization problem continues, it was agreed that there is no reason to delay going with "virtual permits" in the Vaughn lots, just as was previously accomplished with great success in the Wallace permit lot. Ms. Watlington and Mr. Calu will implement a series of communications by broadcast emails, signs, and website notices to accomplish this effective with the quarter beginning in May.

Meanwhile, LPR scanning is now being conducted in the gravel lot, which is an extension of the Alexander permit lot where daily parking is prohibited and where new signage was recently installed to reinforce that prohibition.

After Vaughn is converted to virtual permits, Alexander will be targeted for conversion by year's end.

Statement Regarding Enforcement

It was decided that this topic would be postponed until next month, when Mr. Schwartz is present. In preparation for next month, Mr. Calu requested that the Board review his original draft, Mr. Schwartz's edits on that draft, and the current website regarding enforcement.

Website

Mr. Calu shared a print out of a map that ACT Engineering created with color-coded sections corresponding to the lots to include on the website. Mr. Girandola provided statistics that he pulled from Google Analytics to decipher what commuters are most interested in viewing when visiting the website to determine if the current layout is adequate. The discussion continued on revamping the website and on where to eliminate redundancy to allow space for the new enforcement section. The Board will decide by the next meeting questions that should be included on the FAQs section. Mr. Calu suggested that the Authority request a proposal from Weblications, a website design agency, to manage an affinity advertising program for the website.

Pedestrian Walkway Trail

Mr. Korkuch shared with the Board the details on the public hearing that was held at the WWPA site on January 26th for the Vaughn and Alexander lots to be connected with a formal trail through the woods for pedestrians. The expectation is that the Department of Environmental Protection (DEP) will soon issue the permits in order to go back out to bid.

Mr. Calu suggested that the Authority consider installing public art to enhance the walkway. Commissioner Fabrizio raised a concern about vandalism. Councilwoman Miller suggested that Chair Lupo reach out to Aylin Green, Executive Director of the West Windsor Arts Council, for assistance. Mr. Calu suggested identifying criteria for the art structure, one being vandal-proof. It was determined that this matter should be shelved until such time as the walkway project nears completion.

NJ Transit Account (PNC Bank)

Chair Lupo informed the Board that Mr. Gubitose, Investment Consultant, is reviewing various banks to maximize interest earned, which would aid in maintaining the parking rate. Ms. Watlington will meet with Mr. Gubitose to execute.

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ADJOURNMENT

Chair Lupo moved to adjourn. There being no further business to discuss, the meeting was adjourned at 10:36 p.m.

Respectfully,

Elle Magarelli